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# KMA GUIDE

Vol. 1

AUGUST, 1944

No. 3



A MAN AND HIS DOG

(See Page 3)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"

# The KMA Guide

AUGUST 1944

Vol. 1

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## From Our Mail Bag

Gifford, Iowa.

We have our second KMA GUIDE and enjoy each copy more and more. By having the GUIDE we read and hear from all the entertainers now. It was nice seeing the engineers' picture. We should give them a big hand as they do a swell job in getting the programs across to us.

Mrs. Oren F. Chrisman and Family.

Pella, Iowa

Although it was dinner time when I received my KMA GUIDE, I sat right down and read it from cover to cover. How anyone can have one copy and then miss the next one is beyond me. It seems like all the folks are so friendly and always ready to have a little fun. I look forward to the next issue.

Mrs. Robert De Witt, Route 2.

Webster City, Iowa

I like the GUIDE more every time I read a new issue.

Phyllis Wilson  
715 High Street

Hamilton, Missouri

I enclose \$2 for which send the KMA GUIDE to the 2 addresses below. Received my GUIDE this morning and am well pleased and think Earl May has one of the best all-around entertaining stations on the air.

Bertha E. Tracy.

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Maitland, Missouri

I got one of the KMA GUIDES and think it is so good I just had to subscribe to it for a year. I enjoy all of your programs and think you're all tops.

Mrs. Mabel N. Offenbacher.

Beloit, Kansas

I think the KMA GUIDE is a fine little magazine. With the exception of 15 minutes, I listen to KMA all day long. All of you are a fine bunch of entertainers.

Mrs. Wm. A. Fuller.

Wilber, Nebraska

Must write and let you know how much my sister and I appreciate the KMA GUIDE. We wish to send our hearty thanks for publishing a magazine for such a low cost. It is just what we've been waiting for.

Evelyn Vlcek



## A Chat With Earl May

When I asked you folks on this page what you wanted us to print in our KMA Guide, I never thought you'd request what you did. I never imagined you'd ask for a picture of me — and my dog! Maybe if the truth were really known, it was Dixie you wanted to see, and you included the both of us so you wouldn't hurt my feelings.

Anyhow, there you see us on the front cover. And I might as well tell you now that your letters caused plenty of discussion here. As letter after letter came in asking for this cover picture, I'd say, "No. This magazine of ours is about you KMA folks. I've been the front man here for over 19 years, and I want our listeners to know more about you KMA people."

As you can see, I was outargued, for there Dixie and I are on the front cover. If you ask my people here, they'd tell you they didn't outargue me. They'd say your listeners did, for it was your letters, your requests, that really put us on the front cover. Maybe we don't look like the kind of subjects Hollywood takes pictures of, but I never wanted to be in the movies anyhow. And if you people are so interested in the story of Dixie, my cocker spaniel, I'll be glad to tell you about her. She's the best dog a man could ask for and certainly the best I've ever had.

I got Dixie in May, 1940, from the famous cocker kennels in Ottumwa. Her mother was pedigreed and was shown at the World's Fair in Chicago. Her breeder hated to see her go. In fact he sends a Christmas card to "Dixie May" every year. If you've ever raised dogs yourself, you'll know what that really means.

And Dixie is as good a companion as I could ask for. Before the war, she stayed with me in hotels in Wisconsin, Minneapolis, Kansas City, and even Chicago. She never was a bother either, for she was always good company. I don't take her with me anymore when I have to go on necessary business trips, for the trains

and hotels are too crowded. Dixie doesn't like that. When she sees my suitcases all packed and ready, she walks around them and whines. And when I try to console her, she snuggles at my feet or will run and hide under the bed as if she's very abused.

I think Dixie's greatest pleasure is the daily walks we take around my farm just off South Elm Street, Shenandoah. She's a born hunter, sensitive and alert. When I don't take my gun with me, she mopes along behind me. But when I carry my shotgun, she struts along cockily ahead as if she's going to show the world a trick or two. It's then that you know what the name "cocker spaniel" really means.

Dixie never bothers my pedigreed White Leghorns. She won't bother my ducks, either, even when they're nesting. Her one teasing stunt is to run past the peacock just to make him fly. He's a beautiful bird, and I like to see him fly too, but Dixie will ignore him if I'm not around.

I think a lot of you know that Dixie is with me every noon, from 12 to 12:30, when I broadcast from my office. From 12 to 12:15, when I give the news, she sits as if she's interested. But at 12:15, when I turn the program back to the studios for a necessary announcement, she hops down from her chair and wants to leave. Of course I have 15 minutes more yet, but Dixie would rather be out on the farm with me than hear me visit with you folks about your farm problems.

No matter how hot or cold the day, whether it's snowing or raining, Dixie insists upon that walk with me. Maybe that's one of the reasons she's so good for me, as I have to brave the weather with her if I'm to keep peace in the family.

She likes to eat liver, milk, raw eggs, and dog food. Naturally she loves bones, as all dogs do. But her favorite of favorites is chicken heads, bills and all! Her pet aversion is cats. She won't let one in

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## KMA Convention Coverage

Although there are more than 700 radio stations in the country, only 11 of them made direct pickups from the Republican and Democratic Conventions in Chicago June and July. KMA, your favorite station, was one of these super-select 11.

Not only did we have our own microphone booth at the Chicago Stadium where the Conventions were held, but we had our own studios at the Stevens Hotel, the Convention Headquarters of both parties.

Owen Saddler, experienced newsman, and Ralph Childs, veteran newscaster, composed our competent crew that brought you the straight news even while it was happening. Starting June 26, they brought you 4 reports daily from the Republican Convention. And they brought us 4 reports daily from the Democratic Convention beginning July 18. Not only did they give us local color stories and interviews of our own delegates, but they made several important news scoops, too, of which we are proud.

Add all this to the coverage we brought you via the Blue Network, and you can see why you KMA listeners again enjoyed the most complete news reporting furnished by any other station in this whole area.

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### EARL MAY—Continued

the yard, but she's a tried and true pal of Rusty, our family Persian cat.

Dixie likes people and gets along with everybody except the paper boys. When they throw their papers at our front door, Dixie thinks they mean harm, and she still chases them off the lawn much as I've tried to break her of it.

Well, that's Dixie, the little dog so many of you asked about. None of you have ever written to her as a member of our KMA family, but if you knew her, I am sure you'd be as fond of her as I am!

Cordially,  
Earl E. May

## Our "Frank Pictures"

For years you have enjoyed the KMA visits of Frank Field. You know he brings you lots of helpful information about everything from cooking and canning to gardening and farm seeds. But do you know he is also an expert photographer? He is, for he takes all these fine pictures you see in our KMA Guide. Not only that but he takes the pictures for the beautiful May Seed catalogs all of you get every year. That means he's ready to go anywhere to take pictures. It may be to a corn field . . . to a flower garden . . . into someone's kitchen . . . into the studio . . . outdoors and indoors . . . and his pictures are always good.

His first camera was a No. 2 Brownie given him by his father for his tenth birthday, and he's been taking pictures ever since. Now he has the most modern equipment obtainable. Like all expert photographers, he also does his own finishing and developing. His "dark room" is on the 2nd floor of the Seed House and he's often in there for hours. He has taken thousands of feet of colored movies of our hybrid corn production for educational and publicity purposes. He has made many colored slides of flowers for the catalog. His colored slide collection of all kinds of plants, flowers, trees, and shrubs is very extensive. Even though he's still an "amateur," as he puts it, and refuses to take pictures for anyone else, you know whom to thank next time you like any of our pictures!

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## Do You Know?

Little Eugene Raines, 2-year-old son of Jim Raines, likes to eat dill pickles with Spark-O-Lite on them?

"Morrie Jones" was a mess sergeant in the army for three years, and that is why he is such a good cook?

Norman Paulson and Ralph Childs often save time by bringing their electric razors to the studio and doing their "daily shave" in between commercial announcements?



## “Heard”

By DORIS MURPHY

That “the best goods comes in small packages” is certainly proved by Dick Hart, our handsome soloist of 5 feet 7 who weighs 137 pounds. With his dark, curly hair, brown eyes, and dapper clothes, this fellow is certainly as pleasing to see as he is to hear over the radio.

He's young, too, for he commenced his 21 years at Shreveport, La., on August 31, 1923, on a 160-acre farm. He gets his musical knack from his piano-playing father. Both his parents are still living.

When he was 16, he moved to Waco, Texas, near a large ranch where he learned trick riding, roping, shooting, and knife-throwing from a Cherokee Indian brave. Knife-throwing is still his proudest accomplishment.

Dick started in radio when only 14 with the “Salt and Peanuts Gang” as their featured soloist on a Shreveport station. His first guitar cost only \$7.50, but he looked upon it as a treasure. With this group he went on to Waco, then to Beaumont, and so on until he worked in a total of 24 states. “This was simply the best way for me to see this great country of ours,” he says.

He left the “Salt and Peanuts Gang” at St. Louis last summer, and returned to Texas to become a bus driver. Though he had a remarkable no-accident record, the microphone still lured him and he came North to work at KMA, the

(Continued on page 9)



Dick Hart

## “Unheard”

By DORIS MURPHY

Meet the editor of your KMA Guide! He is another very important person you do not hear on the air, yet is vitally essential in the operation of the station. His name ... as you may know ... is Owen Saddler and his title is Assistant to the President, Earl E. May. No doubt you agree he is handsome like our other two staff members presented last month on this page. Owen is tall, with shiny, black hair, expressive brown eyes, and fair complexion. He has a brilliant mind and a pleasing personality that wins your confidence the minute you meet him. In other words, he



Owen Saddler

is just the type person you would enjoy knowing! Born at Wilmington, Delaware, Nov. 6, 1911, he was educated in the public schools and was valedictorian of his high school class of 790 students. He was graduated from Buchnell University, took advanced work at Northwest-

ern, taught at both schools, and holds two degrees. Owen was a newspaper reporter too! Long interested in radio, he came to KMA in 1938 and now handles such important functions as station network operations, sales promotion, and the supervising of the business office. Owen married

a KMA girl, Elizabeth Rankin, who was continuity writer at the time of their marriage five years ago. They are the parents of two lovely children, little curly-haired Barbara, age 3½ years and Owen, Jr., better known as “Little Tucky”

(Continued on page 15)

*We here present 2 important KMA personalities each month—one that is “heard” on the air and one that is “unheard”. This feature is in answer to many of your requests. We hope you like it.*

# At Your Service

By the EDITOR

The government considers radio broadcasting one of our most essential war industries. The reasons are not hard to find, either. All of us know how the Axis countries used radio for their propaganda. Hitler and Mussolini could speak to the whole world and have the largest audiences in history. Their false news reports could fool entire nations at once and thus lead to another "bloodless conquest."

America was determined that this should not happen here. The work of KMA, and other important stations, was, and always will be, to keep you truthfully informed. Our competent news men have seen that no false news bulletin was ever released from our station. Earl May has seen to it that all of us on his staff — and there are 57 of us — are well qualified by education, experience, and the ability necessary to operate KMA in the maximum support of the war effort.

Right after Pearl Harbor all radio station operators met with the officers of the Seventh Service Command for instructions on what to do in case of enemy action against our country. What radio would do in the event of enemy action is still a military secret, but you can be sure we would help to protect your lives and homes.

While Axis submarines were operating off our shores, we broadcast no weather reports that would help them. We closed our studios and our big transmitter to the public under government orders and had them guarded against sabotage and temporary capture by enemy agents. We could go on at length about this, but we'll wait until after the war when the full story can be told.

Daily you hear 9 or 12 or 15 broadcasts from KMA about Bond Drives, new OPA

rulings, salvage campaigns, Civil Service requirements, the Red Cross, the War Food Administration, and so on. All this is part of our KMA war work. These announcements and programs come to us from the Office of War Information. They contain information all of us citizens must know if we, as individuals, are to cooperate in our total war effort. "We could win the war on the battlefield and lose it at home" say the government leaders. And KMA's part is to see that we do not lose the war at home.

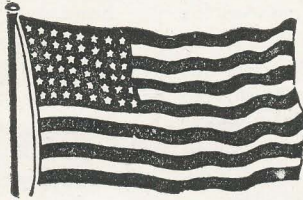
All this is in addition to our normal schedule of public service programs. Earl May has always insisted

that we do a good job in broadcasting programs that will help you — that will be of real and definite service to you. That is why our public service job every month is colossal. To illustrate, let's take the shortest month of the year, February. Here's how many hours of public service programs we broadcast last February alone: News, 85 hours 5 minutes; Farm Service, 52 hrs. 50 mins.; Homemaking, 27 hrs.; Welfare, 7 hrs.; Religion, 46 hrs. 15 mins.; Sports, 2 hrs. 50 mins.; Education, 6 hrs.; Current Affairs, 6 hrs. 15 mins.; U. S. Government, 11 hrs., 10 mins.; Children's Programs, 17 hrs. 30 mins.; Popular Music, 64 hrs. 25 mins.; Folk Music, 116 hrs. 45 mins.; Classical Music, 5 hrs. 40 mins.; Important Addresses, 1 hr. 15 mins.; Drama, 21 hrs. 30 mins.; Variety, 32 hrs. 15 mins.

Count that up and you will find it makes a total of 503 hours and 45 minutes of top-notch programs specifically broadcast at YOUR service in only one month. Is it any wonder then that so many of you call KMA your FAVORITE station?

## Do You Know?

There is a brand new program on KMA that you'll thoroughly enjoy? It's the "Rambling Cow-Boys" and can be heard at 2:30 each week-day afternoon and from 7:30 to 8 each Wednesday evening. Tune in, you'll like it!







### THE MILLER SISTERS AND LITTLE JO LENE

"We'd like to see a picture of the Miller Sisters and Jo Lene," was the request of many of you listeners. So we are happy to present on our "Page of Honor" this month, Alice and Helen Miller with little 3-year-old Jo Lene. We imagine you can guess which is the mother of Jo Lene! Yes, you're right... it's Helen, the one on the right and both Jo Lene and mother have attractive blonde hair and blue-grey eyes. Alice, on the left, is brunette with grey eyes, and is an inch shorter than her sister, being 5 ft. 4½ inches tall.

They all live together... Alice and husband, Melvin Simpson who is employed at a Shenandoah drug store; Helen and her daughter Jo Lene, and their mother. Helen's husband, Pvt. Joseph French is in the service. The Miller Sisters were raised on a farm near Creighton, Nebraska and educated there.

By watching others, is the way the girls learned to play as Helen has had only 3 piano accordion lessons in her life and Alice has had only one guitar lesson.

Helen played the pipe organ at the Lutheran Church in Brazile Mills, Nebr., for 7 years. Two years ago the girls became interested in radio and joined the staff of KMA last January. Their programs at 1 and 3:45 each afternoon have proved very popular.

When we asked Alice her favorite food she quickly replied: "I like everything except oysters." We weren't surprised when she said "red" was her favorite color as she wears a good deal of red. Alice is 22 years old and has been married 3 years. Helen is 28, and says she likes everything to eat except 'something with ginger in it.' Blue is her favorite color. For 10 years the Miller Sisters have been collecting music as a hobby, and now have a library of between 2 and 3 thousand pieces of music... mostly ballads, hymns and western songs. So you see, with this many songs on hand, they can go on and on playing and singing for you over KMA. We are sure you enjoy their friendly programs.

# KMA DAILY PROGRAMS FOR AUGUST, 1944

960 ON YOUR DIAL  
Blue Network — Mutual

## DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:30 a.m.—News  
5:35 a.m.—Dick Hart  
6:00 a.m.—News  
6:05 a.m.—Ralph and Joe  
6:30 a.m.—Morning Worship  
7:00 a.m.—News  
7:15 a.m.—Frank Field  
7:30 a.m.—Back to the Bible  
8:00 a.m.—Morning Headlines  
8:15 a.m.—Jim and Bob  
8:30 a.m.—Breakfast Club  
9:00 a.m.—Homemaker's Visit  
9:30 a.m.—My True Story  
9:55 a.m.—Aunt Jemima  
10:00 a.m.—Breakfast at Sardi's  
10:30 a.m.—Gil Martyn  
10:45 a.m.—Steve Wooden  
11:00 a.m.—Stump Us  
11:15 a.m.—Frank Field  
11:30 a.m.—Glamour Manor  
12:00 noon—Earl May—News  
12:30 p.m.—Utah Rangers  
12:45 p.m.—Market Reports  
1:00 p.m.—Miller Sisters  
1:15 p.m.—Rev. Edythe Stirlen  
1:30 p.m.—Kitchen Klatter  
2:00 p.m.—Morton Downey  
2:15 p.m.—Hollywood Startime  
2:30 p.m.—Rambling Cowboys  
2:45 p.m.—Dick Hart  
3:00 p.m.—Gully Jumpers  
3:30 p.m.—Time Views the News  
3:45 p.m.—Miller Sisters  
4:00 p.m.—Uncle Zeke  
4:15 p.m.—Buddy Starcher  
4:30 p.m.—Joan and Zeke  
4:45 p.m.—News  
5:00 p.m.—Terry and the Pirates  
5:15 p.m.—Hop Harrigan  
5:30 p.m.—Jack Armstrong  
5:45 p.m.—Sea Hound

## MONDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.  
6:15 p.m.—Buddy Starcher  
6:30 p.m.—Earl May, News  
7:00 p.m.—Watch the World Go By  
7:15 p.m.—Lum 'n Abner  
7:30 p.m.—Blind Date  
8:00 p.m.—Excursions in Science  
8:15 p.m.—Voice of the Army  
8:30 p.m.—Spotlight Bands  
8:55 p.m.—Sport Headlines

9:00 p.m.—Raymond Gram Swing  
9:15 p.m.—Ted Malone  
9:30 p.m.—Heidt Time for Hires  
10:00 p.m.—Ralph Childs, News  
10:15 p.m. to Midnight—Famous Orchestras  
and News

## TUESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.  
6:15 p.m.—Buddy Starcher  
6:30 p.m.—Earl May, News  
7:00 p.m.—Watch the World Go By  
7:15 p.m.—Lum 'n Abner  
7:30 p.m.—"Nit-Wit Court"  
8:00 p.m.—Famous Jury Trials  
8:30 p.m.—Spotlight Bands  
8:55 p.m.—Sport Headlines  
9:00 p.m.—Confidentially Yours  
9:15 p.m.—Geo. Hicks  
9:30 p.m.—Let Yourself Go  
10:00 p.m.—Ralph Childs, News  
10:15 p.m. to Midnight—Famous Orchestras  
and News

## WEDNESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.  
6:15 p.m.—Buddy Starcher  
6:30 p.m.—Earl May, News  
7:00 p.m.—Watch the World Go By  
7:15 p.m.—Lum 'n Abner  
7:30 p.m.—Rambling Cowboys  
8:00 p.m.—Dunninger  
8:30 p.m.—Spotlight Bands  
8:55 p.m.—Sport Headlines  
9:00 p.m.—Raymond Gram Swing  
9:15 p.m.—Ted Malone  
9:30 p.m.—Scramby Amby  
10:00 p.m.—Ralph Childs, News  
10:15 p.m. to Midnight—Famous Orchestras  
and News

## THURSDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.  
6:15 p.m.—Buddy Starcher  
6:30 p.m.—Earl May, News  
7:00 p.m.—Watch the World Go By  
7:15 p.m.—Lum 'n Abner  
7:30 p.m.—Am. Town Meeting  
8:30 p.m.—Spotlight Bands  
8:55 p.m.—Sport Headlines  
9:00 p.m.—Confidentially Yours  
9:15 p.m.—Geo. Hicks  
9:30 p.m.—Joe E. Brown  
10:00 p.m.—Ralph Childs, News  
10:15 p.m. to Midnight—Famous Orchestras  
and News



**FRIDAY NIGHT**

- 6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Buddy Starcher  
 6:30 p.m.—Earl May, News  
 7:00 p.m.—Watch the World Go By  
 7:15 p.m.—Parker Family  
 7:30 p.m.—Meet Your Navy  
 8:00 p.m.—Freedom of Opportunity  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Sport Headlines  
 9:00 p.m.—Earl Godwin  
 9:15 p.m.—Ted Malone  
 9:30 p.m.—"Blondie"  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m. to Midnight—Famous Orchestras  
 and News

**SATURDAY PROGRAMS**

- 5:30 a.m.—News  
 5:35 a.m.—Dick Hart  
 6:00 a.m.—News  
 6:05 a.m.—Ralph and Joe  
 6:30 a.m.—Morning Worship  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Ralph and Joe  
 8:00 a.m.—Morning Headlines  
 8:15 a.m.—Jim and Bob  
 8:30 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Fannie Hurst Presents  
 10:00 a.m.—Steve Wooden  
 10:30 a.m.—Zeke and Joan  
 11:00 a.m.—Kid's Bible Club  
 11:30 a.m.—Farm and Home Hour  
 12:00 noon—Earl May, News  
 12:30 p.m.—Utah Rangers  
 1:00 p.m.—Miller Sisters  
 1:15 p.m.—Rev. Edythe Stirlen  
 1:30 p.m.—Kitchen Klatter  
 2:00 p.m.—Ralph and Joe  
 2:45 p.m.—Dick Hart  
 3:00 p.m.—Gully Jumpers  
 3:30 p.m.—Miller Sisters  
 4:00 p.m.—Uncle Zeke  
 4:15 p.m.—Buddy  
 4:30 p.m.—Zeke and Joan  
 4:45 p.m.—Hello Sweetheart  
 5:00 p.m.—Back to the Bible  
 5:30 p.m.—Harry Wismer  
 5:30 p.m.—Leon Henderson  
 6:00 p.m.—Correspondents Abroad  
 6:15 p.m.—Buddy Starcher  
 6:30 p.m.—Music America Loves  
 7:00 p.m.—Early American Dance Music  
 7:30 p.m.—Boston Pops  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Sport Headlines  
 9:00 p.m.—Confidentially Yours  
 9:30 p.m.—Army Service Forces Present  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m. to Midnight—Famous Orchestras  
 and News

**SUNDAY PROGRAMS**

- 7:00 a.m.—News Summary  
 7:30 a.m.—Morning Worship  
 8:00 a.m.—Young People's Church  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—New World Coming  
 9:15 a.m.—Sunday School Lesson  
 9:30 a.m.—Goodwill Trio  
 9:45 a.m.—Newstime  
 10:00 a.m.—AAF Symphonic Flight  
 11:00 a.m.—Jim and Bob  
 11:30 a.m.—Uncle Zeke  
 11:45 a.m.—Joan and Zeke  
 12:00 noon—News  
 12:15 p.m.—Buddy Starcher  
 12:30 p.m.—Lutheran Hour  
 1:00 p.m.—Sammy Kaye's Band  
 1:25 p.m.—Leland Stowe  
 2:00 p.m.—Revival Hour  
 3:00 p.m.—Al Pearce  
 3:30 p.m.—World of Song  
 4:00 p.m.—Mary Small Revue  
 4:30 p.m.—Hot Copy  
 5:00 p.m.—Radio Hall of Fame  
 6:00 p.m.—Drew Pearson  
 6:15 p.m.—Monday Morning Headlines  
 6:30 p.m.—Quiz Kids  
 7:00 p.m.—Greenfield Village Chapel  
 7:15 p.m.—Edward Tomlinson  
 7:30 p.m.—First Nighter  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Lower Basin Street  
 8:45 p.m.—Jimmie Fidler  
 9:00 p.m.—Life of Riley  
 10:00 p.m.—Cedric Foster  
 10:45 p.m. to Midnight—Famous Orchestras  
 and News

**"HEARD"—Continued**

station he has always heard so much about.

Dick now has an \$83 guitar, will have a brand new \$240 one as soon as it's delivered. He's been so used to wearing Texas-made boots he can hardly walk in shoes, and likes to wear rather loud sports clothes. A natural hunter, his favorite food is squirrel or rabbit, and his favorite dessert is banana pudding—"or anything with bananas in it," he says.

He collects glass and metal dogs and now has almost 400 of them. He also collects wall pennants of different states and he has 24 so far. His favorite pastime, however, is reading the letters his radio friends send him, and he hopes you, too, hear him at 5:35 A.M. and 2:45 P.M. every day.

Steve Wooden prefers comedy and dramatic movies... not western shows.

## Kitchen-Klatter

By LEANNA DRIFTMIER

Now that some of you are not able to hear my daily radio visits, I am glad to visit with you in this way. From my letters I have learned that many of my listeners are helping in the fields. This complicates the house work but I know you have learned to pick out the things that are necessary to be done each day. Every member of the family must help. Children should share the responsibility of the home work. I know from experience that it is easier to do the work yourself. This is the main reason that many children grow up without having had a chance to learn to do the ordinary tasks and will later go into their own homes unprepared for the work they must do. Even if you have to scrub the floor over again after the small daughter has gone to bed, let her have the joy of feeling she has helped mother.

Discuss the housework with the children. This cooperation and sharing of work will tend to bind the family closer together. Not many of us will go on a vacation this year but between jobs try to find time to relax, read a few good books and take short trips to spend an afternoon or evening with friends. Sunday should be a day of real inspiration. Go to church if possible, but if not listen to good programs on the radio. Eat simply and let Sunday be a day of real rest.

The other day I heard a lady telling of all the sacrifices we homemakers go through to help win the war—no silk hose—no hired help in the home—not enough sugar, etc. Well, there was nothing wrong with what she said but I feel our sacrifices are nothing compared with those our boys and girls are making. I can't really feel we have sacrificed at all. Of course we miss our loved ones. To send a boy or girl to war a mother must have *real* courage. We must also have the inner assurance that no matter where our loved ones go, they will be in God's hands.

My sister Sue and I have been trying out some of the many recipes for frozen desserts that you have so kindly sent us.



*Leanna studies your letters.*

I believe our favorite so far is the one for lemon ice cream. Would you like to try it? The recipe calls for 2 eggs, beaten,  $\frac{1}{2}$  cup corn syrup and  $\frac{1}{2}$  cup sugar, 1 cup cream, 1 cup milk,  $\frac{1}{2}$  teaspoon lemon extract or the grated rind of 1 lemon, a pinch of salt and  $\frac{1}{4}$  cup of lemon juice. Pour this in the refrigerator tray and freeze to mushy stage. Take out and beat thoroughly, returning to refrigerator and finish freezing. One can use all syrup instead of part syrup and part sugar, but the ice-cream will not be quite as sweet. Honey may also be used instead of syrup or sugar.

This past month has surely been a busy one in the Kitchen-Klatter Magazine office. One of our helpers has been ill and another on her vacation but nevertheless your magazine will reach you on time. We have all worked just a little harder. There is an old saying "Where there's a will, there's a way." That is surely true, isn't it?

I shall be very glad to hear from you. You know we KMA folks all like letters.

A few of my pet peeves: Doughy dumplings, mouldy bread box, cluttered refrigerator, mussy butterdish, dirty dish towels and a wilted bouquet. What are yours?

Life is not very long and there is no time to waste in anger or bitterness. A little love, a little work, a little sleep, and it is all over!



## On the KMA Party Line

With **DORIS MURPHY**

Maybe it's the rabbit's foot...or maybe it's the Chinese Good Luck ring that JIM KENDRICK wears that has brought him such good luck, but anyway he's had his share of it. Jim was lucky when his high school sent him to the Illinois State Speech contest. He was lucky when he was made salutatorian of his high school class last year. And now he feels he was even more lucky when he came to KMA as an announcer and received such a sincere, warm welcome from all you listeners. Were you to meet Jim personally, you would like him as well as you do on the air. He's very likeable, is 6 ft. one, weighs 140 pounds, and has light brown hair and green eyes. And...here's a little secret... "he doesn't have a girl." His preference? It's definitely brunettes.

When little 3-year-old JO LENE MILLER left with her family on a vacation recently, guess who she trusted to take care of her puppy dog? Two of KMA's bachelors... announcer NORMAN PAULSON and MORRIE JONES. But you can rest assured Norman and Morrie had to promise to take good care of the pup before they got the job!

Moberly, Mo., is RALPH HUNT'S birthplace. Ralph is 27 years old, and has big brown eyes and wavy black hair that makes him mighty "easy on the eyes." Wish you radio listeners could see him thru your speaker, as you sit at home listening to him play and sing. Ralph prefers the ballads and hymns. He has been in radio 6 years, but only came to KMA about 3 months ago.

Once you've heard him...you'll keep tuning back for more. That's my prediction if you ever hear that wonderful voice of STEVE WOODEN. Steeve started in radio 12 years ago and has worked on many midwest stations as well as Texas stations. He's blond...light complexioned...has hazel eyes and weighs 190 pounds. And I just found out he has been married only two months. His wife is a very at-



"Listening in" with Doris

*Since I get a chance to see many of the letters you folks write to your friends here at KMA, I sort of feel like a listener on a party line. That's how I manage to find out what you're interested in. That's why, too, I've written this page especially for you. Anytime you have a question about someone at KMA, just let me know. I'll be glad to answer it for you. Everything on this page is in answer to somebody's question. What's yours?*

tractive auburn haired young lady, and Steeve tells me they were married May 22nd in Kansas City. No...his wife isn't an entertainer. She stays home and cooks Steve's favorite food...bacon and eggs and steak.

Do you know KMA's late evening announcer EDDIE VAUGHN was formerly a member of the Musical Vaughns who entertained on many midwest stations? Eddie, together with his mother and brother will no doubt be remembered by many who enjoyed their programs of oldtime music.

KMA's morning homemaker SUE CONRAD has been wearing a big smile lately because her granddaughter has been here visiting. And the granddaughter who is named for Sue certainly resembles her

(Continued on Page 15)

## Tips for Farmers

From FRANK FIELD

You radio listeners have shown so much interest in the various members of the families of the people you hear regularly on the air, that I thought you might like to get better acquainted with my boy, Johnnie, whose letters I have read to you from time to time on the 11:15 program. This picture shows Johnnie sitting in the cockpit of the plane he is now flying in the Southwest Pacific, based at present somewhere on the north coast of New Guinea. You can see from the picture what a big plane it is. It is an A-20 attack bomber, and carries 2 engines, each of 2,000 horse power, and is so fast that it does not need any fighter protection. The boys go in at a low level, drop their bombs on the target, and then fight their way back. Johnnie started out as a flying cadet early in 1942 and got his pilot's wings as a 2nd Lieutenant in May of 1943. He landed in the Southwest Pacific last August and has been there ever since. He is now a 1st Lieutenant and has more than 100 missions to his credit, every one of them being a combat mission. He has been in on practically all of the big actions down in that part of the world, including the taking of Hollandia, a few months ago. His year in combat action will be up about the 1st of September, and he is hoping that he can come home for a month or two sometime this fall.



Like all other boys in the service, he likes to get mail, and it would tickle him immensely if some of you people who enjoy hearing me read his letters would write and tell him so. But better send your letters air mail, as he says V-mail has never caught up with him yet, as

they are moving ahead too fast for that. His address is: 1st Lt. John D. Field, 89th Bomb Sqdn., 3rd Bomb Group, APO No. 565, c/o Postmaster, San Francisco, Cal.

Johnnie celebrated his 21st birthday on June 10th this year and in one of his recent letters he said that, like most of the other boys over there, he was going to cast his first vote this year.

Well, now you know what Johnnie looks like, let's see if we can't give you the answers to some of the questions that are pouring in every day. Right now the hottest question seems to be "What can be planted yet in those bare spots in the garden where you pulled up what was left of the radishes, lettuce, and peas?" Well, there are a number of things that could be planted yet as we don't expect our first killing frost here in this section of the country until about October 15.

Of course, the first thing that most people think of is turnips. Turnips will mature in about 70 days and can't stand hot, dry weather after they start to bottom down. For that reason you should hold off planting your turnips until they just have time to make their crop before the first frost. The old timers always used to say that you should

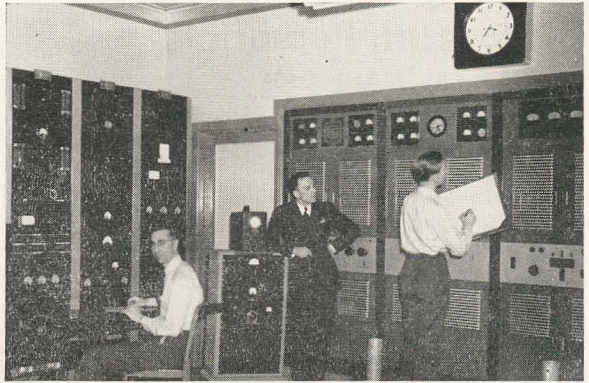
plant turnips the 25th of July, wet or dry. But that was putting it a little bit early. In fact, I would say that the first week in August was even better than the last week in July for this section of the country. The best one to plant is Purple Top Globe, and one pound of seed is just right for one acre. Ninety-nine people out of 100 make the mistake of sowing the seed broadcast and putting on 4 times as much as they should, with the result that they come up thicker than hair on a dog and they don't get any turnips because they just don't have room to develop. If

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## What's Worrying You?

*Radio repairmen are busier than ever these days keeping sets in order. Often you have smaller radio problems you hate to bother them with. That's why we have this page. You, too, can get free advice from the KMA engineers if you merely drop them a line. Why don't you?*



*Engineers Ely, Schroeder, and Lund at KMA transmitter.*

**QUESTION:** Our radio doesn't have a back to it and it's pretty dusty inside. Will this eventually affect the operation of the set? I hate to bother a repair man on a job like this, so do you think I could clean it myself?

**ANSWER:** Generally speaking, the dust does not affect the operation of a radio set. Most of the parts that might be affected are protected against dust. It is safe for you to clean out most of the dust yourself providing you do not pull loose any wires and you make sure that every tube is firmly in its socket when you are through.

**QUESTION:** Our radio now sounds in the base range, though the tone control seems to be in good shape. Could a bad tube cause this?

**ANSWER:** Yes, a bad tube could cause this in some radios. The first thing for you to do is to have your tubes checked. If you find they are all right, then you better take your radio set to a service man because something else is the matter.

**QUESTION:** I live in Omaha, and one of the stations comes in about three points on the dial. What causes this and what can I do to correct it?

**ANSWER:** You shouldn't be alarmed about this because it is a normal condition. It is caused simply by the harmonics generated by the oscillator because that one station is so close to you. Many of the more modern radios are designed to overcome this fault. The easiest

and simplest method of remedying your trouble is to use a "wave trap". Wave traps are still available in many radio shops as they are easily made from a coil of wire and a variable condenser. Any service man will tell you how to operate a wave trap if he has one. If you have the parts, and would like to make a wave trap for yourself, we would be glad to furnish you with the instructions.

**QUESTION:** We live on a hill, the highest part of our little town, and we've always had some trouble with lightning. Before he left for the army, my son hooked up a lightning arrester which hangs on the wire under the set. Whenever a storm comes up it sparks and almost scares me to death. Would I burn the set out if I took that thing off, or do we need a larger lightning arrester.

**ANSWER:** While a lightning arrester is advisable in the location where you live, it is not absolutely necessary for you to have one to keep your set from being burned out. The safest method of protecting your radio set is to disconnect it from the outside aerial and to pull the plug from the electric socket whenever a storm comes up. The reason we say all this is that lightning sometimes comes in on the power line as well as the aerial. A lightning arrester, however, is a good thing for you to have inasmuch as a storm may come up while you are away from home. Undoubtedly the lightning arrester

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## Program Personals

By JEANE GAW

Paul Whiteman, orchestra leader on the Radio Hall of Fame, (Sundays at 5 P.M. on KMA) knows his sharps and flats, but he knows his Aberdeen-Angus too. He makes a business of breeding this particular kind of cattle. Then there's Chester Lauck, better known as "Lum" of Lum 'n Abner, heard Monday thru Friday at 7:15 over KMA. He's another fellow who takes this cattle-raising business seriously. He owns 350 head of cattle on his new 153,000 acre Nevada ranch.

Earl Godwin, formerly heard on KMA at 7 each evening, is back with his news commentary at a new time, Friday at 9 P.M. on KMA.

Accurate Leland Stowe, heard every Sunday at 1:25 P.M. on KMA, said in 1941:—"British airplane production will match Germany's. Germany eventually will take over Italy. Germany will attack Russia and will take a beating!"

Ted Malone, whom you heard in "Between the Book-Ends" for nearly fifteen years, is now broadcasting warm intimate stories about our fighting men direct from Europe. (Monday, Wednesday, and Friday at 9:15 P.M. on KMA).

A \$10,000 swimming pool has been provided for service men and women by Breakfast at Sardis. It was formally opened the fourth of July with Tom Breneman presiding as host of a huge barbecue and show. Money for the project was contributed partly by the management of Breakfast at Sardis and partly from the fund donated by the program's daily guests for the Sardi's broadcasts for service personnel.

It's hard to believe, but Joe Kelley, quizmaster of the Quiz Kids, (Sundays at 6:30 P.M. on KMA), never went beyond the third grade! When he was trying out for his present role as quizmaster, he was competing against college professors, a lecturer, and five topflight announcers. Nevertheless he was selected, because of



*Jeane Gaw*

his warmth and friendliness with the children.

Few radio comedians work without their script, but one of those few is Victor Borge, of the Chamber Music Society of Lower Basin Street, heard at 8:15 P.M. over KMA, Sundays. Borge still speaks English better than he reads it and whenever he has to read from a printed page, he tends to "spread" beyond his time.

Cliff Arquette, star of the new comedy-variety show, "Glamour Manor" heard week-days at 11:30 A.M., has been called the "man with a thousand hobbies" . . . one of them is photography, but he not only takes pictures, he makes his own cameras as well!

Speaking of new shows, there are several which started recently over KMA. Among them is "Fannie Hurst Presents", heard every Saturday morning at 9:30. Fannie Hurst, herself, writes the script and acts as narrator of the show . . . "Nitwit Court," starring Ransom Sherman of "Club Matinee" fame, is also new on the Blue and KMA. It's replacing "Duffy's Tavern" for the summer, and is heard at the usual "Duffy" time, Tuesday at 7:30 P.M. Famous people who have always had a "yen" to do a certain thing can "let their hair down" now on the new program, "Let Yourself Go," every Tuesday at 9:30 P.M. on KMA.



**TIPS FOR FARMERS—Continued**

you are going to sow them broadcast be sure and sow them plenty thin. If you have a space 30 feet wide and 100 feet long, the correct amount of seed would be one ounce. In order to sow the seed evenly and thinly, I would take that ounce of seed and mix it thoroughly with about a gallon of dirt, and then scatter the dirt broadcast over the ground so that you just use all of your dirt on your piece of ground. Then either go over it once with a harrow, or if you can't get in with a horse, just rake it good with a garden rake.

**"UNHEARD"—Continued**

age 4 months. As relaxation from his office duties, Owen was a fascinating hobby... that of woodworking. In the basement of his home he has a big set of power tools and makes beautiful pieces of furniture and toys for his children. You can be assured your editor is striving to give you the kind of a magazine you want, and hopes to make each issue better than the one preceding.

**WHAT'S WORRYING YOU?—Cont.**

your son hooked up is quite all right and we don't think it is necessary to change it. We have found, however, that a better location for the lightning arrester is outside the house with the aerial connected to one side and the ground to the other. If you would put it here, you would not notice the "sparks" that are now bothering you.

**Do You Know?**

Buddy Starcher's new riding horse "Dawn" loves to eat carrots?

Zeke Williams wishes he could find a good Persian kitten?

Jim Kendrick says his favorite pet is a Scottie dog...but he's never had one?

Ralph Childs and his wife were former English teachers?

**KMA PARTY LINE—Continued**

grandmother. They both have cute little round "button" noses.

Think how thrilling it would be to be related to a popular movie star! That's the thrill MRS. BEVERLY MOSS, wife of KMA's popular program director gets, as she is a cousin of the famous western movie actor, Gene Autry. And that is not her only claim to fame! Her father is famous, too, as he is the composer of over 100 songs, the most famous of which are "Silver Haired Daddy of Mine," "Old Missouri Moon" and "Gosh I Miss You All the Time." His name is Jimmie Long, and he and Gene Autry were working together on WLS in Chicago back in 1932

and 1933 when these tunes were popularized. Previous to that time they worked on the railroad down in Texas and Oklahoma as train dispatchers. After a successful career in radio, Mr. Long returned to his former work as dispatcher and is now employed at Springfield, Mo. However, he is still writing songs. Gene Autry is in the army, serving as a flight training instructor at a station in

Dallas, Texas.

Didn't you enjoy hearing the voices of COUSIN PAUL and GRETTA coming to you over KMA's noon-day program recently? Cousin Paul lives down South now...down in good old Atlanta, Ga., where he is a practicing attorney. He was back on a short visit and enjoyed talking over old times, when he used to sing over this station and appear in Earl May's country school.

Quite a bit of excitement around the studios these days as the KMA staff have been anxiously awaiting the detasseling season, which is now at hand. So if you hear of anyone complaining about sunburn, sore backs or sore hands, you can rest assured the gang have been doing their part to help relieve the labor problem, and been working in the hybrid seed corn fields of the May Seed Company, helping detassel the corn.

"Little Joe" caught 40 pounds of fish when he was only 6 years old.



# "Blest Be the Tie"

"Blest Be the Tie That Binds" is a favorite hymn. And the tie that binds you to your friends is a thing for you to protect. A gift is one of the best ways known to strengthen friendly ties. It isn't the value of the gift that matters. It is the spirit in which the gift is given... the purpose the gift will serve. That's what really counts.

And what nicer thing could you give your friends than a subscription to this friendly magazine? The cost is small — only \$1, but your friend will get a new and different issue every month for a year — making 12 gifts in all! You merely have to write the name of your friend in the coupon below and tear along the dot-

ted line. You don't even have to sign your name, for we have it already printed at the bottom of this page. Just attach \$1 to the sheet and mail it to us. We'll do the rest. We'll write to you and acknowledge your order immediately. We'll send a special gift card to your friend, or friends, telling them that through your kindness 12 nice presents will reach them — and we'll send them a nice magazine every month for a full year.

Isn't that a fine idea? Isn't that just what you've been looking for? Then do it now, won't you? Don't slight a friend by putting it off. Let your friend enjoy the magazine as soon as possible by sending in the coupon today!

CUT ALONG THIS LINE

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Dear Friends at KMA:

I like your gift plan very much. Enclosed is my \$1 and send the KMA GUIDE each month to:

Name .....

Street or Route.....

City and State.....

You have my name printed correctly below.

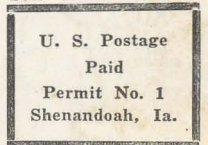
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