

# KMA GUIDE

Vol 1

OCTOBER, 1944

No. 5



## In the KMA Garden

Front row, left to right, Gayle Maher, Ina Burdick, Lois Bates, Frances Allee, Luella Topham, Geraldine Berg, Joyce Smith, Inez Peterson, Doris Murphy. Back row, left to right, Mabel McFarland, Ada Parker, Helen McCullough, Evelyn Saner, Jeane Gaw, Harriet Lingo, Klea Newman, Ina Hahn.

(See page 6)

**"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"**



## From Our Mail Bag

St. Joseph, Minn.

I've been wanting to write to you and never got to it but after getting this last KMA GUIDE I thought I'd better write. Thanks a million times to you for putting out this magazine. You can't satisfy a person more. It's just what we wanted. Thousands of people think the same. Keep up the swell work at KMA.

Rita Lodermeier  
Route 1

Maysville, Mo.

I don't know when anything has been given to the public that is as fine as your magazine. It is just what we wanted. The pictures and stories of the folks at KMA make you feel that you know them better. Thank you for a fine little magazine.

Mrs. Julia Shaffer

Colby, Kansas

We have received the KMA GUIDE since the first issue and we like it very much. In fact it's hard to wait from one issue to the next. How about putting a picture of KMA on the front cover of the GUIDE sometime? Some of us haven't been fortunate enough to visit the station and won't be able to for the duration at least.

Thanks so much for the GUIDE. It answers so many of the things we've wondered about and we enjoy all the pictures, too. We wish it would come every 2 weeks in place of every month.

Doris E. Clayton  
Box 19

# The KMA Guide

OCTOBER, 1944

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Quincy, Illinois

I have just finished reading this month's KMA GUIDE. I believe each issue is more interesting than the last. Radio pictures are a hobby of mine. I've several scrap books. You can be sure that all my KMA GUIDES will go in one of them.

Mrs. Georgia Massingill

## GENE AUTRY

A lot of you have written Mrs. Beverly Moss about her cousin, Gene Autry (Aug. KMA GUIDE, p. 15). Gene is a transport pilot and instructor operating out of Dallas. You can't reach him by mail personally, Beverly says, but you can write his Fan Mail Office at 10982 Bluffside Drive, Hollywood, Cal., for information or an autographed picture.



## A Chat With Earl May

Hardly a day goes by but what I get a letter from one of you radio friends asking me about something or somebody in "the good old days." A lot of you want to know if I still have that gold cup I won back in '26. Some of you newer listeners are asking me to tell you the story behind this beautiful gold cup.

Yes, I still have the cup. It sits on the brown filing case in a corner of my office. But as for the story behind it, I prefer to give it to you in other people's words.

A historical article scheduled to be published by one of our State Universities says this: "Station KMA went on the air in August, 1925, with Earl May presenting a program service unique for its completeness and for its close adherence to the actual needs of the great Farm Belt. Within the short space of 2 years, KMA was one of the most popular stations in the entire country. Not only was the station well received, but its chief announcer—Earl May—was awarded the gold cup

by the Radio Digest as the most popular announcer for 1926. Over 426,000 cast their votes for Earl May, the largest vote cast in any similar contest by more than 118,000." In Oct. 1926, the "Radio Digest" ran these headlines: "EARL MAY WINS GOLD CUP AWARD. KMA OWNER IS FIRST WITH RECORD-BREAKING VOTE IN HIS FAVOR." And then this magazine says this: "With 452,901 votes to his credit to mark him indisputably as the world's most popular announcer for 1926, Earl E. May, owner of and announcer for KMA and president of the May Seed Co. in Shenandoah, Iowa, went over the top and won the 1926 Radio Digest Gold Cup Award, bringing honor to a little town in Iowa in the midst of the Corn Belt . . . The loyal tall corn farmers of the Middle West are responsible for his victory . . . He is a vigorous personality who personally directs programs and the imparting of information to listeners. The latter, he always strives to keep accurate, reliable, and trustworthy. The farmers believe in KMA and its owner. . . They know, too, that Mr. May understands the farm. He was raised on a cattle ranch in western Neb., 40 miles from the main line and the railroad, and besides his practical farming experience, he is an efficient judge of human nature and the public mind. He is appreciative of meritorious comments but, proof against praise, he accepts censure in the spirit in which it is given."

Incidentally, some of the announcers who were competing for that gold cup back in 1926 were Phillips Carlin of WEAf, who is now vice-president in charge of programs of the Blue Network. There was Bill Hay of WGN, who later was the famous Amos 'n Andy announcer and who still handles coast-to-coast programs. There was Lester Palmer of WOAW, who is now a Municipal Judge in Omaha. There was Gayle Grubb, who is now manager of WKY in Oklahoma City. There were others whom you don't hear now but they were such famous men as Norman Brokenshire of WJZ, Patrick Henry Barnes of WHT, and the Hired

(Continued on page 4)

## The Woodens



You asked for it, and here it is—a picture of "Singing Steve" Wooden and his bride, Kathleen. Kathleen is a very good cook. Here you see her getting Steve a T-bone steak dinner. Are you getting hungry, too?

Steve and Kathleen were married April 15 in Kansas City. Her home was in Columbia, Mo., and that's where Steve met her when he worked on a radio station there. At that time she was in the cafe business. No wonder she believes that "the way to a man's heart is through his stomach!"

Kathleen's hair is a gorgeous bright red; her eyes are soft blue; she weighs 140 lbs. and is 5 ft. 7. She was born Aug. 31, 1923 and has 5 brothers and 1 sister, 4 of whom are red heads. Her mother has red hair, too. Her father was a Zane Grey fan, and Kathleen is now realizing her life's ambition of collecting the thrilling novels of Zane Grey and Harold Bell Wright for her new home.

You can hear Steve's fine singing any weekday afternoon at 2:30. He is also one of the Stump Us Gang (11 am), the Utah Rangers (12:30 pm), and the Rambling Cowboys (Wed., 7:30 pm). Once you hear Steve, you'll tune back for more. Try it and see.

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Lina Ferguson, who visits with you about flowers, is the wife of a Shenandoah attorney.

## The Johnsons



From time to time we will publish pictures of the young men from KMA who are in the service. This picture of 1st Lt. Mott M. Johnson and his wife, Mary, is our first in this series.

Mott joined the KMA staff in 1939 as an announcer. He worked up through our announcing and production departments until he was program director at the time of his enlistment in Oct., 1942. For the past year he has been serving overseas in the signal corps. He is stationed in England, now, according to the most recent reports.

Many of you remember Mott's cheerful voice and jovial laugh. He always announced Country School and was the first emcee for our famous Stump Us Gang. He came from Clay Center, Neb., where his father once owned and operated a radio station and where his grandfather invented the well known "Old Trusty Incubator." One of Mott's school chums was Arlington Brugh, whom Hollywood now calls Robert Taylor!

Mary, his pretty blond wife, is the friendly KMA receptionist who greets you everytime you visit our studios. She's a Shenandoah girl, the former Mary Sullivan, and was married to Mott in June, 1940.

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You won't be hearing BUDDY STARCHER on the air for a while. He's taking a leave of absence for his health.

## “Heard”

Up every morning at 4:15 to cook his own breakfast and then to the studios to sign-on at 5:30—that's the schedule of Norman Paulson, our bachelor-announcer. He likes it very much, too. Norman got the early-rising habit as a Chicago mail carrier when he started each morning at 4.

Born in Chicago, Oct. 26, 1916, he attended the public schools and the Central YMCA College. He is 5 ft. 11, weighs 170, has light brown hair and blue eyes. He was a letter carrier in Chicago 5 years and spent some of his leisure time as photographer for 2 baseball leagues, the Am. Assoc. and the I.I.I. League. For awhile he was acting secretary and business manager of the Waterloo, Iowa baseball club. During the winter of 1942-43 he was a Marine and is now an American Legionnaire.



Norman Paulson

Though he lives alone in a 5-room house and does all his own cooking, he is never lonesome. He is very active in youth work, has organized the “Open Road Pioneers Club,” and is always planning a hike, fishing trip, bike ride, paper drive, or something with his growing group of boys. His favorite food is French toast and sausage, and his favorite diversions are hockey, fishing, and golf. His hobbies are stamp collecting, photography, and COOKING. That should make him an ideal husband for some young lady—especially when he has a 5-room house all ready!

The Spark-O-Lite contest is over and Bob Raines won the cowboy suit to match Jim's.

*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 are glad you like it.*

## “Unheard”

Though you've never heard him on the air, you'd never hear any KMA program if it weren't for Ray Schroeder, our chief engineer. It's the job of this amiable chap and his 7 trained engineers to keep the studios, the transmitter, and our 3 big towers in perfect operation.

He was born on a 160-acre farm near Humphrey, Neb., April 8, 1910, but when he was graduated from high school in 1928, he had already been building radio sets 2 years and had just taken up flying.

For awhile he was sporting goods manager of a Columbus store and then went to Lincoln to work in an airplane factory. In the winter of 1929 he enrolled at the RCA Institute, Chicago, and got his 1st Class Telephone and 2nd Class Telegraph license in May, 1930. After a short period at KMMJ, he went to

WIBO and W9AXO (television) Chicago. He returned to KMMJ to work from 1933-35. He was chief engineer at WJJD and WIND, Chicago, from 1935-37. In 1937 he became KMA chief engineer and has been serving you ever since.

He expanded our engineering staff from 3 to 8; built KEMA, our short wave relay transmitter; installed our portable recording equipment; rebuilt our main studio, added another one, and built our new control room; he added 2 new towers 240 ft. high near our big 488 foot one and expanded our transmitter house so we could operate at 5000 watts at night as well as day.

(Continued on page 15)



Ray Schroeder

## Office Girls

By the EDITOR

There's more than greets the ear in the operations of any large radio station like KMA. Behind the 18½ hours of continuous radio service we give you daily, there is a tremendous amount of work. There is continuity to write, programs to be accurately scheduled, musical numbers to be selected and cleared, orders to handle, correspondence to be written, records to be filed, and so on, all of which must be done daily by a competent office force. That is why we are honoring our KMA girls on the front cover of this issue. Though they're not announcers, control operators, engineers, or musicians, they are just as vital to the efficient operations of KMA as many of the folks you hear regularly.

Let us introduce you to them in the order in which they appear on our cover:

MRS. GAYLE MAHER, the daughter of Mr. and Mrs. Ralph Gardner, was born in Farragut, Iowa. Her husband, Marty Maher, is with our Army in England. Gayle is secretary to Owen Saddler (see Aug. KMA GUIDE, p. 5). She's been at KMA almost 2 years.

MRS. INA BURDICK was born in Farragut, Iowa, also, and is the daughter of Mr. and Mrs. Larkin Miller. She has been with us almost 10 years and is a clerk in our mail department.

LOIS BATES, is the daughter of Mr. and Mrs. Roy C. Bates. She was born in Villisca, Iowa, and has been with us 6 months as a typist.

MRS. FRANCES ALLEE was born in Rock Port, Mo., and is the daughter of Mr. and Mrs. Frank Weisenberger. She is a stenographer and has been with us about 6 weeks.

LUELLA TOPHAM was born in Clarksdale, Mo., and is the daughter of Mr. and Mrs. O. J. Topham. She has been with us for over a year as research clerk.

GERALDINE BERG, is the daughter of Mr. and Mrs. Carl Berg. She was born in Coin, Iowa. She has been with us

about 4 months in our mail department as typist and file clerk.

JOYCE SMITH, was born in Shenandoah, Iowa, and is the daughter of Mr. and Mrs. Warren E. Smith. She has been a typist in our mail department for about 11 months.

INEZ PETERSON was born on a farm near Essex, Iowa, and is the daughter of Mr. and Mrs. Oscar Peterson. She has been with us for over 10 years now and is secretary to J. C. Rapp (see July KMA GUIDE, p. 5).

MRS. DORIS MURPHY, the daughter of Mr. and Mrs. T. M. Ambler, was born in Thurman, Iowa, and has been with us for about 15 years. She's in charge of our continuity department and also is the friendly author of "On the KMA Party Line."

MRS. MABEL McFARLAND is the daughter of Mr. and Mrs. C. O. Laird and was born in Tabor, Iowa. She has been our musical director for about 2 years.

MRS. ADA PARKER is the daughter of Mr. and Mrs. C. P. Kinney and was born in Strahan, Iowa. She has been a clerk in our mail department for about 6 months.

MRS. HELEN McCULLOUGH was born in Akron, Iowa, and is the daughter of Mr. and Mrs. J. D. Putnam. She is the supervisor of our mail department and has been with us about 2 years.

EVALYN SANER was born in Imogene, Iowa, the daughter of Mr. and Mrs. Joe Saner. She has been with us about 3 years and is our traffic supervisor.

JEANE E. GAW is the daughter of Mr. and Mrs. Herman W. Gaw, and was born in Kansas City, Kans. She has been with us about 8 months as continuity writer and is the author of "Program Personals."

HARRIET B. LINGO, the daughter of Mr. and Mrs. Clarence Lingo, was born in Red Oak, Iowa. She is our promotion manager and has been with us about 2 months.

MRS. KLEA NEWMAN was born in Shenandoah, Iowa, and is the daughter of Mr. and Mrs. Dave Ripley. She is a file

(Continued on page 9)



### DICK AND MORRIE

Who are these two handsome cowboy entertainers? None other than DICK HART (left) and MORRIE JONES (right), two of your radio favorites.

Dick hails from a Texas cattle ranch and Morrie from Indiana, but KMA brought them together this spring. Almost as soon as they met their fingers started flying over keyboards and the kind of music and songs you like to hear was going out over the air. Neither spent money on music lessons as Morrie's mother was a music teacher, and Dick's dad was a piano player so they both learned to play and sing in early boyhood.

Morrie, as you know, is a regular one-man band, being able to play 15 different instruments. After serving 3 years in the army, he was released last Oct. because of a knee injury. He was a mess sergeant and now he is going to have a chance to show what a good cook he really is inasmuch as he married Miss Betty Faye

Thomas, a Shenandoah girl, Sept. 1.

Dick is also versatile (see Aug. KMA GUIDE, p. 5). He is a trick rider, a cattle roper, an expert rifle shot, a graduate taxidermist, and a fancy knife thrower. And here's a little secret many of you have been asking about! Dick recently married his schoolgirl sweetheart, Miss Mary Ellen Green, of Shreveport, La. They have known each other since they were schoolmates in the 6th grade. This pretty southern belle came North in June to marry Dick here in Shenandoah.

If you'd like us to publish pictures of these 2 bridegrooms and their happy brides right in their homes, let us know right away. We may be able to put them in our very next issue. In the meantime, don't miss any of their programs at 9:30 every morning, Mondays through Fridays. See if you, too, don't agree that their music sounds just a little sweeter lately!

# KMA DAILY PROGRAMS FOR OCTOBER, 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.—Haden Family  
8:30 a.m.—Breakfast Club  
9:00 a.m.—Homemaker's Visit  
9:30 a.m.—Dick & Morrie  
9:45 a.m. (Except Mon.)—Listening Post  
10:00 a.m.—Breakfast at Sardi's  
10:30 a.m.—Gil Martyn  
10:45 a.m.—Jack Berch & His Boys  
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.—Joe & Ralph  
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.—Steve Wooden  
2:45 p.m.—Miller Sisters  
3:00 p.m.—Gully Jumpers  
3:30 p.m.—Time Views the News  
3:45 p.m.—Lina Ferguson  
4:00 p.m.—Uncle Zeke  
4:15 p.m.—Jim & Bob  
4:30 p.m.—Joan and Zeke  
4:45 p.m.—News  
5:00 p.m.—Terry and the Pirates  
5:15 p.m.—Miller Sisters  
5:30 p.m.—Jack Armstrong  
5:45 p.m.—Captain Midnight

## MONDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.  
6:15 p.m.—Good Will Trio  
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.—Counterspy  
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.—Good Will Trio  
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.—Good Will Trio  
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.—Good Will Trio  
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.—Good Will Trio  
 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.—Melody Marathon  
 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.—Ed Wynn  
 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 p.m.—Ed McConnell  
 8:00 a.m.—Morning Headlines  
 8:15 a.m.—Haden Family  
 8:30 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—What's Cookin' ?  
 10:00 a.m.—Chatham Shopper  
 10:30 a.m.—Adventures of Omar  
 11:00 a.m.—Kid's Bible Club  
 11:30 a.m.—Farm and Home Hour  
 12:00 noon—Earl May, News  
 12:15 p.m.—Man on the Farm  
 12:45 p.m.—Farmer's Forum  
 1:00 p.m.—Joe & Ralph  
 1:15 p.m.—Rev. Edythe Stirlen  
 1:30 p.m.—Kitchen Klatter  
 2:00 p.m.—Ralph and Joe  
 2:30 p.m.—Steve Wooden  
 2:45 p.m.—Miller Sisters  
 3:00 p.m.—Gully Jumpers  
 3:30 p.m.—Steve Wooden  
 3:45 p.m.—Lina Ferguson  
 4:00 p.m.—Uncle Zeke  
 4:15 p.m.—Jim & Bob  
 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.—Soldiers with Wings  
 6:00 p.m.—Fred Waring  
 6:30 p.m.—Meet Your Navy  
 7:00 p.m.—Early American Dance Music  
 7:30 p.m.—Boston Symphony  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Sport Headlines  
 9:00 p.m.—Musical Autographs  
 9:20 p.m.—The Man Called "X"  
 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.—Organ Melodies  
 9:45 a.m.—Newstime  
 10:00 a.m.—Call of the Cross  
 10:30 a.m.—Voice of Prophecy  
 11:00 a.m.—Pilgrim Hour  
 11:30 a.m.—Lutheran Hour  
 12:00 noon—News  
 12:15 p.m.—George Hicks  
 12:30 p.m.—Sammy Kaye's Band  
 12:55 p.m.—Leland Stowe  
 1:00 p.m.—Jim & Bob  
 1:30 p.m.—Uncle Zeke  
 2:00 p.m.—Dramatic Program  
 2:30 p.m.—Ethel Barrymore  
 3:00 p.m.—Darts for Dough  
 3:30 p.m.—World of Song  
 4:00 p.m.—Mary Small Revue  
 4:30 p.m.—Hot Copy  
 5:00 p.m.—Philco Hour  
 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.—Dorothy Thompson  
 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  
 9:30 p.m.—Revival Hour  
 10:30 p.m. to Midnight—Famous Orchestras  
 and News

clerk and has been with us about 3 months.

**OFFICE GIRLS—Continued**

MRS. INA HAHN is the daughter of Mr. and Mrs. Ed Spangler and was born in Burlington Jct., Mo. She is a file clerk and has been with us about 5 weeks.

IVA SMITH was absent when the picture was taken. She is the daughter of Mr. and Mrs. Willard Smith and was born in Bedford, Ia. She's an assistant in our Traffic dept.

All in all they are as fine a group of girls as we could possibly have work with us. They do their jobs conscientiously and well. They are your unseen friends, too, for their major efforts are directed toward serving you efficiently and to your complete satisfaction. We know that you do appreciate their tireless, though unheralded, work on your behalf!

## On the KMA Party Line

By DORIS MURPHY

*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?*



Doris "Listens In"

We're all proud of Frank and Jennie Field's son, LT. JOHNNY FIELD, who was recently decorated with an Air Medal! He was cited for "meritorious achievement while participating in aerial flights in the Southwest Pacific area from Feb. 28 to June 13." Frank often reads Johnny's letters on his 11:15 A.M. program. All of us enjoy hearing his colorful descriptions of the country and the "goings on" over there as he has seen them. Congratulations Johnny!

LITTLE JOE, that master of guitar, mandolin and harmonica, is always pulling jokes on others, but here's one that turned tables on him. At the Community Hall in Tarkio, Mo., recently, Joe thought he would scare the people by pretending to throw his mandolin out into the audience. He's done this trick many times and always pulls the mandolin back by an invisible string around his wrist. But THIS time, much to his amazement, the string broke, and down went his mandolin crashing to the floor. He was more surprised than anyone else. He feels mighty lucky though, because his mandolin didn't break. If he makes a personal appearance in your territory with the KMA gang, watch out when he starts tossing his mandolin at you!

Just imagine gaining 83 "pen pals" in one month! JEAN WILLIAMS, 14-year-old

daughter of Zeke and Joan has just done that, and is she happy! Jean has a sweet voice ... just like mother, dad and sister, Virginia Lee, of the Good Will Trio (see July KMA GUIDE p. 7). That's why she was asked to sing with the Utah Rangers on Saturdays. After appearing on the program only 4 times she got 83 brand new "pen pals." Writing good letters, singing, and keeping up her high school studies, aren't Jean's only accomplishments, as she does practically all the housework since Mother Joan has to spend a great deal of time at the studio preparing programs and singing on the air. Jean is a Shenandoah High School sophomore.

She may be only 3 years old, but she wanted a cowgirl outfit like mother's and Auntie Alice's. So little JO LENE MILLER now proudly struts to the studio on Saturday afternoon in a beautiful wine-colored, cowgirl suit with a white satin shirt, black and white boots and cowgirl hat. Saturday is the day she appears on the Miller Sisters program at 2:45 in the afternoon, and she looks cuter than ever now.

It's coming up in the next issue. That picture of JIM KENDRICK you've been asking for will appear in the November KMA GUIDE, so watch for it. Jim has recently returned from a vacation trip with the home folks in Illinois, and I believe "Mom's" good home cooking has put a few extra ounces on him.

(Continued on page 15)

## Tips for Farmers

From FRANK FIELD

There are a lot of reasons why I will naturally be glad when this war is over and things get back to normal again. But right now the shortage being brought to my attention most forcibly is that of radio supplies. Though Earl May has not handled anything at all in the way of radio supplies for 6 or 8 years, we are getting literally hundreds of letters from people wanting to know if we can supply them with power packs, B batteries or radio tubes, especially tubes. Sorry folks but we can't do you a bit of good along that line and about the only thing I can suggest is for you to register with your local dealer. Our engineers are trying to help you all they can (see p. 13).

Right now the most common question being asked me is about fall planting of flowers and nursery stock. So many folks think there is just one certain time when shrubs and flowers and fruit trees can be planted in the fall of the year. As a matter of fact there isn't any one particular time at all. Just go ahead and make out your nursery stock order for fall planting and leave it to us to ship at the proper time. Many folks don't realize that shrubs and trees cannot be moved at all while they are green and growing. It is necessary to wait until they go dormant; then they can be moved with perfect safety. We can't dig nursery stock until after a hard killing frost has taken off the leaves. Our average frost date here is around the middle of October, but the ground doesn't ordinarily freeze up for winter until late in December. That means you can plant shrubs and trees with perfect safety from the middle of Oct. through the month of Nov. In other words, just so you can get them in the ground before it freezes up for winter, you will be all right. Nothing is gained by planting any earlier, as they don't make any top or leaf growth and not much root growth either. The big advantage in fall planting is that the trees or shrubs are there in the ground waiting to start growing with the first crack of spring.

On the other hand, if you wait until spring to order your nursery stock, you are usually so busy with your other work that you keep putting it off until warm weather comes. Only when they see everything out in full bloom or in leaf do some folks remember they wanted to plant some shrubs or fruit trees and by then they sometimes have tough luck getting things to live. Since we sometimes have a long stretch of wet weather early in the spring, it just isn't possible to get nursery stock in at the proper time.

Of course, there are lots of items which are not available for fall planting, but everything listed in Earl May's fall catalog either can be, or should be, planted in the fall of the year.

Naturally, it is also true if you already have growing in your yard any of the items listed in the fall catalog you can dig them up and move them to another location this fall. Anything in the way of perennials should be moved with a big clump of dirt on the roots and they will probably never know they have been moved. Anything in the way of shrubs or trees will have to wait until after the first hard frost takes off the leaves before you can move them, and the tops will have to be cut back until the branches are no longer than the roots, so that the plant will still be in balance and can re-establish itself quickly. Keep in mind the rule about the best time to transplant anything is while it is dormant, and not while it is green and growing, and you won't go wrong.

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### DO YOU KNOW?

Ralph Hunt's sister has worked in 10 movies.

Virginia Lee Williams, Zeke and Joan's daughter, is taking music lessons!

Ralph Child's been getting Sunday dinners in a new pressure cooker.

Norman Paulson's ambition is to own a 12-room house.

Dick Hart calls his wife "Cookie" because she is so fond of cookies.

Terry Moss, KMA program director, saves gas by riding a motor bike.

## Program Personals

By JEANE GAW

If you have a yen for mystery programs there's a new one which started over the Blue and KMA recently, entitled THE MAN CALLED X. Herbert Marshall, whom you've seen in the movies for many years, is the star and plays the part of an international detective. It's a thrilling half-hour every Saturday at 9:30 P.M.

There's a comical combination of characters on the new show, HAPPY ISLAND, heard Fridays at 9:30 P.M. Ed Wynn is starred as "King Bubbles" who rules Happy Island, an imaginative land somewhere in the Milky Way. Also on the program is Hope Emerson, the largest actress in radio. She is 6 ft. 2, and weighs over 200 lbs.

Did you know that "Aunt Fanny" (Fan Allison) whom you hear every Tuesday and Thursday at 8:30 A.M. on the BREAKFAST CLUB, was born in La Porte City, Iowa, and attended Coe College in Cedar Rapids? After teaching 4 years she got a job as staff singer on a Waterloo, Iowa station. Fran created the character, Aunt Fanny, by accident one day when an announcer interrupted his newscast to remark, "Why here's Aunt Fanny. Why don't you come over and say hello?" And thus began the career of Aunt Fanny.

THE ADVENTURES OF OMAR returned to KMA Sept. 16 at 10:30 A.M. every Saturday. That's good news for children and everyone who likes exciting adventures.

Everett Sloane, heard on THE LISTENING POST, Tuesday thru Friday at 9:45 A.M., usually reads comic strips on the grand piano during each broadcast. You'd swear he isn't even listening to the broadcast. Then, very nonchalantly he glides off the piano, takes up his script, and slips into his part. How he becomes conscious of his cues is a mystery for Dunninger. But he hasn't missed yet!

There's a new Sunday afternoon treat in store for all you at 2:30. It's MISS HATTIE, starring Ethel Barrymore, who will observe her 50th anniversary this year as an actress.

For the first time in its history, AMERI-



*Jeane Gaw*

CA'S TOWN MEETING OF THE AIR, heard over the Blue and KMA every Thursday at 7:30 P.M., has a sponsor. It's none other than the Reader's Digest, one of your favorite magazines. We hope the KMA GUIDE is one of your favorite magazines, too!

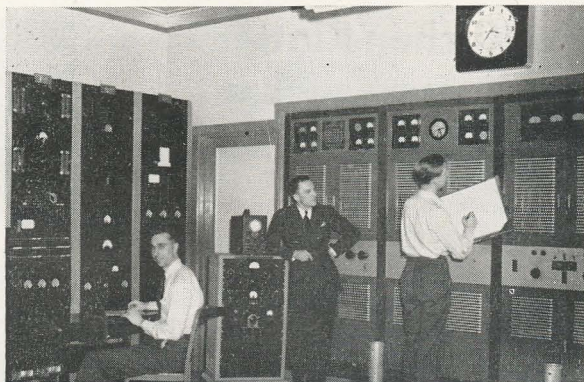
GEORGE HICKS, whom you hear every Sunday at 12:15 P.M. on KMA, has some 16 years of mike experience to his credit. On D-Day Hicks turned in a sensational eye-witness account of the invasion of the French coast from a gun turret of a warship . . . and overnight, he was famous.

KMA children were made happy when CAPTAIN MIDNIGHT returned to the air Sept. 25—at the old time—5:45 P.M., Monday thru Friday.

Way back in 1931 in Omaha, Neb., Donna Dae, featured vocalist with Fred Waring and his Pennsylvanians, heard Saturdays at 6:00 P.M., was known as "Cooper's Little Candy-Coated Corn Girl." She was 9 years old then. Later she earned the title of "Radio's 11-year-old Sweetheart." Now, at 22, she has been chosen "Sweetheart of Anapolis"—which gives you some idea of her progress. Donna has Hollywood in mind, and with the capable guidance of Fred Waring, she is shrewdly awaiting for the right break and the best offer. P. S. . . . Another "Pennsylvanian" from Neb., is Jimmy Atkins, the romantic Waring baritone, who spent his first 16 years in Sedan, Neb.

## 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.*

TYNDALL, S. D.—Our radio mixes stations on some spots on the dial. At other dial points, the stations come in all right. Can I do anything about it?

ANSWER: Radio stations do crowd each other in the upper portion of the dial—from about 1100 on. There are so many stations operating on these higher frequencies that they give trouble with the best radio and there is really nothing you can do about it. However, if you have had your set several years, it may need tuning up, (re-aligning) by a competent service man. This should help some.

HUNNEWELL, KANS. — I don't know whether batteries are weaker now or not, but the last 2 or 3 I've had won't carry one of our Kansas stations but only a short time. My batteries used to hold up fine for 3 months or more but the 1000-hour pack I bought last May would carry this station only 5 weeks but am still using it on all stations above 900. On Aug. 12 I got a new battery and it would carry the Kansas station less than a week. I've had my radio tested and it seemed to be all right, but it sure is aggravating. Have you any advice?

ANSWER: You're right; the batteries you get now are not as good as the ones you bought before the war. On the other hand, it sounds as if you may have one or more weak tubes and that your set probably needs tuning up. We'd suggest you have your radio set checked for these things.

SOUTH SIOUX CITY, NEB.—When I turn my radio on at 5:30 A.M. to KMA for Dick Hart's good songs there is considerable static, but in about 10 minutes everything is nice and clear. I have to fight 3 stations when I first tune. What causes all this trouble?

ANSWER: The most likely source of your trouble is the electrolytic filter condensers. Since they quiet down after the set has warmed up, we recommend that you turn on your set about 10 minutes before you expect to use it. New condensers and other radio parts will be available after the war and it will be easier for you to get your set repaired then.

SULLY, IOWA—Our radio is in the same plug with our refrigerator and we've had trouble with tubes burning out. On June 6 tube 12S07 burned out and we can't get another. We're very lonesome when we can't hear KMA and we want to listen more than ever now that we get the KMA GUIDE. Can you tell us how we might get a tube?

ANSWER: Plugging your radio in the same outlet with other appliances will not cause tubes to burn out. Appliances, however, may sometimes cause noise. No doubt your tubes are burning out because of age. We do not have tubes to sell, nor do we know of any store near here, that has the tube you want. Sorry!

## Kitchen Klatter

By LEANNA DRIFTMIER

Do you look into your kitchen and groan? If you do, that's bad—very bad—for so much of our time is spent in the kitchen. It should be a room we enjoy being in.

First, let us see if the trouble lies in you. Some women just do not enjoy the work that must be done in a kitchen. If that be the case you should so systematize this part of your housework that it can be done in the shortest time possible.

In most cases, however, I think the trouble lies in the kitchen, itself. No one really enjoys working in a dark and gloomy room. A kitchen should be light, bright, airy, and cheerful. This is one room where bright colors may be used, being sure, of course, that the colors are harmonious.

No one enjoys working in a cluttered kitchen. There should be cupboards and shelves where pots and pans and food-stuffs can be kept. There should also be a convenient place where cleaning equipment and supplies can be stored. "A place for everything and everything in its place." Any household job is more easily done if proper tools are accessible and the correct cleaning agents are on hand. If you wish to accomplish the most work with the least effort in the shortest time, the arrangement of your kitchen is important. The refrigerator, the sink, the worktable, and the stove should be so placed that you will not have to cross and recross your kitchen during the preparation of a meal.

Don't you love to study the pictures of the modern kitchens and those we may expect to have after the war? You will notice that in all of these the plan is such that the work may progress in a direct line, from the door where one receives the groceries to the dining room, with a continuous working surface.

If your kitchen arrangement doesn't suit you, sit down now and plan how you would like to have it. It will be fun to



*Leanna in her kitchen.*

do and, who knows, when you show your plan to friend husband he may offer to help you make the changes you desire, after the corn is picked and the winter months bring him more time to spend in the house?

There are some other things that I think are important, if you would make your kitchen work easier and more pleasant. The floor covering should be durable and easily kept clean. A well-waxed or varnished linoleum is most satisfactory. There should be proper garbage disposal, and a convenient place to keep fuel if you use a coal stove.

It takes less time and energy to keep things clean than to clean them up. Concentrate on each job and do it thoroughly or not at all. Slap-dashing through things, giving a job a "lick and a promise," will not give your kitchen that well-cared-for look.

These are just suggestions. I know that no two people's problems are alike, but if your kitchen is in a sorry state, do something about it. There will be many little changes you can make that will not take money. For the next 40 years you will probably have to work in that kitchen, so a little time spent now on making it a more enjoyable place to work will be time well spent.

## ON THE KMA PARTY LINE—Cont'd

Did you notice that we didn't print FRANK'S picture on his page this month? Look at p. 11 and see. Frank wouldn't let us run his picture because of some of the letters you ladies have sent him. Here's what one woman wrote: "You have such a nice voice—but I was so disappointed when I saw your picture. Oh well, you can't have everything, I guess!" I tried to tell him that some of you ladies were just teasing him, because he isn't bad looking at all. But Frank won't believe me. So if you agree with me, why not write Frank and tell him so? After all he takes just about every picture you see and like in this magazine every month and I don't think it's fair not to include his. Do you?

And now to answer some of your questions as space permits:

To Miss L. P.: Yes, Ralph Hunt is married. To D. C. Jimmy Morgan is no relation to Vern Morgan. To Mrs. L. P. Jesse Rogers is with a St. Louis station. To Miss W. G.: Yes, Cora Deane and Dick Klasi are married. To Miss D. E. C.: Boots Faye's real name is Eloise Tartsch. She is living in Hollywood now. To Mrs. L. A. B.: Gretta Bellamy lives in Shenandoah. To R. L.: Buddy Starcher has brown hair and grey eyes. To B. W.: Think Swanee is back in auctioneering business. To E. B.: Yes, Dick Hart is married.

## EARL MAY—Continued

Hand of WBAP.

We had a lot of fun in those old days when radio was struggling in its infancy. Lots of improvements have been made since then, program tendencies have changed, and we are looking forward to the many improvements that will follow the peace. We, at KMA, will continue giving you the very best radio service it is possible for us to give. And we never want you to forget that you are the one we are trying to please, so we hope that you will continue to feel free to write to us as often as you can.

Cordially yours,  
EARL E. MAY



## The Buyer's Guide

This is a new feature for you. Whether you have something to sell, or are in the market to buy, we think you'll find this column helpful. Only genuine, trustworthy bargains listed. Rates: \$1 per 25-word ad; extra words, 4c each.

**FRESH STRAINED HONEY**, the kind you like on cereal and pancakes. Six 5-lb jars express prepaid in Iowa, Neb., Kan., and Mo. only \$7. Henry S. Westbrook, Dunbar, Nebraska.

**GENUINE PRES-KLOTH**, makes professional results possible with ordinary iron. Perfect for suits, dresses, coats. Limited quantity. Only 50c each postpaid. Luella Mains, Box 34, Shenandoah, Iowa.

**BIRTHDAY GIFT?** Give the KMA GUIDE to your friends or relatives. Only \$1 per year—12 issues in all. We send special gift card to your friend when we acknowledge order direct to you. Send \$1 to Gift Dept., KMA GUIDE, Shenandoah, Iowa.

## "UNHEARD"—Continued

He married Ruth Lund of Columbus, Neb., in February 1934, and they have 2 children, Patricia Roe, 9, and James Richard, 3. His hobbies are flying, photography, amateur radio (W9AWI), hunting, and fishing. He has his private pilot's license, owns a 3-place Cub with Cy Rapp, and has about \$1000\* worth of photo equipment. He has curly brown hair, brown eyes, and likes to wear brown clothes, usually a jacket or sports coat with a colored shirt but no necktie. His favorite food is "whatever my wife cooks for me," he says. And his greatest ambition is to keep KMA the clearest of any you get on your radio.

# You're Missing Something!

Friends, we're very glad you bought this issue of the KMA GUIDE so you could have our picture on page 7. We're very proud of this magazine. Don't you like it, too, now that you've read this copy? We are sure you do because thousands of radio fans are getting it regularly every month. They don't want to miss a single issue. They are writing in and saying, "I wouldn't sell even one issue for a dollar, and to think that's all it costs for a whole year! What a bargain!"

Yes, it IS a bargain at only \$1 a year. But maybe you're one of the few who are sending in 10c every month instead of subscribing for a full year. If you are, it is costing you 10c a month for 12 months—or \$1.20 a year. Why spend \$1.20 for something when you can get it for only \$1? Come to think of it, you have to use a 3c stamp everytime you send in for a single copy—and that's 36c more—or a total of \$1.56!

Yes sir, you're really missing something if you're doing that. You're not only missing the 56c, but you're missing the interesting write-up that appeared on this

page for the \$1 subscribers. It is called "It's a Free Country!"—and you would have enjoyed it. Next month we will have a very good picture and a story on this page for the regular subscribers. You'll be missing that, too, unless you send in your \$1 now!

Won't you let us help you? We'd like to very much. Just cut off the bottom of this page where we have your name written, attach \$1 to it, and send it to us. We'll take care of your order immediately and you'll then get the KMA GUIDE every month for a full year without any further effort or expense on your part. You will get 12 interesting and COMPLETE magazines containing the pictures and life stories of your KMA favorites.

But do it now, please. Then we can start your subscription with the very next issue—and you won't miss a single copy from now on. We'd like to see how many of our friends appreciate this friendly tip. May we hear from you?

Sincerely,  
DICK HART  
MORRIE JONES

CUT ALONG THIS LINE

.....

Dear Dick & Morrie

Yes, I like your friendly tip very much. Enclosed is my \$1 and please send me the KMA GUIDE each month for a full year. You have my name correctly written below.

Tom Thumb Publishing Co.  
Shenandoah, Iowa

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