

THE

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KMA GUIDE

Vol. 1

JUNE, 1944

No. 1



EDITH HANSEN, MORNING HOMEMAKER

(See Page 4)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"

"It's a Gift!"

That's one of the proudest things any of us can say when we point to something a friend or relative has given us.

And what nicer gift could you think of for someone you like than a year's subscription to this magazine? The cost is only \$1 for 12 fine issues like this one — that's a nice magazine each month for a whole year.

Here's all you do: write to the *KMA Guide*, Shenandoah, Iowa, enclose \$1 and give us the name and address of the one you want to get the magazine.

We'll do the rest. We'll acknowledge your gift order immediately. In addition, we'll send a nice gift card to the person you name, telling them that through your thoughtfulness they will be getting this friendly magazine every month for a whole year.

But do it now, won't you? Don't slight a friend by putting it off. Let them enjoy the magazine as soon as possible by merely placing your order today with

The KMA Guide
Shenandoah, Iowa

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JUNE, 1944

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Blue Springs, Nebraska.

I was listening to the radio this morning when I heard your announcement about the new KMA Guide. Actually I had declared I would not subscribe to any more papers, because of my busy farm life now, I cannot get much reading done. Then this announcement came along and how can I resist it, when it is exactly what I have wanted for years. I have wondered time and again, about many of the folks at KMA and listen to your station most of the time. Please find enclosed \$1.00 for a year's subscription to the KMA Guide.

Mrs. Gladys McPheron



A Chat With Earl May

Well, here it is! You are now holding in your hand the magazine many of you have long wanted. Since you are reading this very first issue, you undoubtedly are one of those who actually forced us into publishing it for you.

Many of you have said to me, "Earl, we've always wanted this magazine. My only regret is that you didn't start it about ten years ago." And the point is, we almost did! Even back at that time we were filling so many requests for pictures, recipes, and program information that I had Cy Rapp, our station manager, study the whole situation. He recommended a station newspaper or magazine as the best way to handle the problem.

A little later — it was six years ago this month — I hired Owen Saddler. He had worked on a newspaper, written for magazines, and published four periodicals himself. But at that time I had Cy and Owen too busy on other things for them even to think of a station magazine. So we decided to postpone it again.

Then came the present paper shortage. In reading my mail, I found that hundreds of you were requesting pictures of Edith

Hansen, Jim and Bob, Tim George, and others. Yes, some of you were even nice enough to ask for my picture. Many of you were wanting copies of recipes, our program schedules, and some of the important information we broadcast every day on our popular, regular features.

In sending out all this material to you, we not only had to use standard 8½ x 11 sheets, but we could use only one side of them. By printing the pictures and information as we do in this magazine, we can use smaller pages — and we can use both sides! Furthermore, we can be of even greater service to you yet, because we can now send you all this material regularly in printed, permanent form.

As I looked over this magazine before it went to press, I said, "Fellows, I think we've really got it. I think it will be something our listeners will really want to keep." I hope I was right.

Many of you have requested a picture of Edith Hansen, and we are giving you a nice one this month. I think she makes a pretty fine "cover girl," don't you? We're very sorry to see her go, but first of all she is a mother and a wife. We all have a great deal of admiration and respect for her, and she takes our blessings with her to her new home.

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"Until We Meet Again"

By EDITH HANSEN

Dear Friends:

Ever since I've been at KMA, I've wanted to write each of you a personal letter. You have asked me questions about my life and family which I just never could answer over the air. A letter is the place for such personal things. And now this fine, new magazine gives me the very chance I've always wanted.

Though January 20, 1901, was a cold, bleak Sunday, it was a happy one for my parents in their Taylor County, Iowa farm home. At least that's what they always told me, for it was the day that I was born. "A tiny, sickly baby with a big voice" is the way my grandfather described me. I quickly grew into a healthy child but somehow never lost the "big voice." However it took the magic of radio to make my voice big enough to span the miles between your home and mine each morning so that you and I could visit with each other daily.

My childhood followed the pattern of the average farm child in the early nineteen-hundreds. I thought it was exciting when we moved to a new home in Silver Creek, Nebraska. But I thought it was more exciting still when we moved, in 1912, to the Rosebud Indian Reservation in South Dakota.

Having lived there on a homestead, I like to think of myself as a pioneer. We had the thrills of Dakota prairie fires, the hardships of the drouths, the grasshopper scourges, and the long blizzards which would snow us in for several weeks at a time. With my two sisters and brother, I attended a sod school house. Even many homes were built of sod in those days, you know.

Being the second oldest girl, I was always my father's helper. I developed into a real "tom boy." I much preferred to help with the chores and do field work. I didn't care very much for housework then. Some of my happiest memories are

of attending grange meetings, the literary society functions, the box socials, and the Union Sunday School events. Almost all these were held in the country school house. After graduating, I returned to this same country school district to teach four terms.

Aage Hansen and I were married at Burke, S. D., in May, 1923. Since he was working for a lumber firm in Norfolk, Nebraska, that is where we made our home for 19 years and where our two boys were born. My oldest son, Donald, is 18 and is a U. S. Marine. My other son, Harold, is 16 and a junior in high school.

Like a lot of girls, I never realized how complicated homemaking was until I had a home of my own. While being a "tom boy" was a lot of fun, it didn't give me very much training in housework, which every woman needs to be a wife, a homemaker, and a mother all in one. That's why I've always said that I learned homemaking the "hard way." Mother was often exasperated with my desperate appeals in letters for such trivial things as how to make potato soup, or what a little rash on the children might mean. However, the children and my husband survived my experiments and we still have a good laugh now and then over some of my early predicaments.

I made my radio debut over station WJAG on December 31, 1940. Frightened and nervous, I would declare each day, that never again would I go back to that dreadful old "mike." But the natural understanding and friendliness of radio neighbors soon made me feel at ease. I learned to enjoy my radio visits and I came to feel as if I were sitting right in the kitchen exchanging recipes and ideas with my neighbors.

Remember? It was on June 1, 1942, that I began visiting with you from KMA. You friends were wonderful to me from the very start. Never in my life had I felt so at home so quickly. It has been a real joy working with you in solving homemaking problems. And when one of you would send in a question I couldn't answer, I didn't send a hurried call to

(Continued on page 15)

How KMA Will Cover the Invasion

By RALPH CHILDS

"Keep your shirts on," said Hitler. "We are coming." But that was in the dark days of Dunkirk. Today Hitler is trying to keep his own shirt on as he sees his cities devastated by our bombs, as he tries to figure out on what day our "D" day will fall.

As the fateful hour approaches, we radio newsmen realize more and more the responsibilities we have in broadcasting the news for you, our listeners. Thousands of you mothers, wives, sweethearts, and sisters; thousands of you fathers, brothers, and pals will anxiously await every news flash to hear of the progress of your loved ones. Therefore the news you hear from KMA will be accurate above all. Next, it will be prompt. You will get the news from us as quickly as we get it.

All you regular KMA listeners know that we have one of the best equipped news stations in the Middle West. It was back in

1928 that Earl May arranged to have KMA newscasts compiled direct from press wire services. This is a thing that most radio stations have done in only the past eight years. KMA was a charter subscriber to United Press, which is the largest news-gathering service in the world.

In our newsroom we have two electric teletypewriters operating at 60 words a minute. These magic machines automatically type on long, yellow rolls of paper the latest news reports from all over the world. Each machine is equipped with a bell which rings loudly when

any big news flash is sent. It is our policy to interrupt any program to bring you important bulletins. We are constantly "processing" all the news we thus receive so that we can give you an over-all picture of the latest happenings on each of our regular newscasts. We are well equipped with maps and source books as we must understand the news if we are to help you understand it as we broadcast it. That is why so many thousands of you have come to depend upon KMA to keep you fully informed.

In addition to all these resources, we also offer you the full facilities of the Blue Network and the Mutual Broadcasting System. These great, national networks have their own newsmen ready for action when the invasion starts. Direct from the beachheads, these network commentators will bring you actual eye-witness accounts of the battle. You will hear giant

guns fire, bombs burst, and airplanes roar overhead. And they will be the actual sounds of battle!

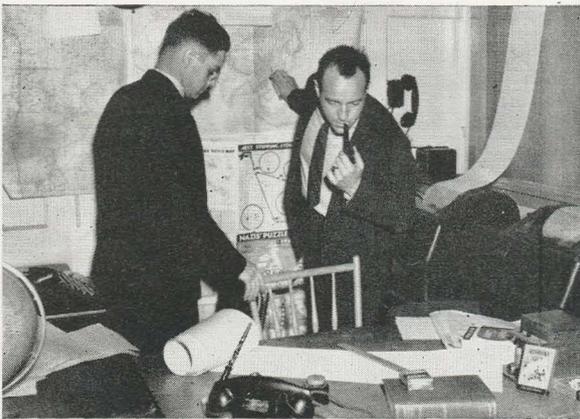
KMA will be on the air all day and night—24 hours a day—so long as the big news is available. Remember the kind of job we did in the early days

of the war — in 1939? Remember, too, the way we covered Pearl Harbor Day for you? Well, we want you to know that you can depend upon us to do the same sincere and complete news-reporting job for you again. We feel our first duty is to keep you informed.

Ames, Kansas

Enclosed please find \$1.00 for a one year subscription to the new KMA Guide Magazine. It's just what we have been wanting.

Mrs. Wm. Johnson
Route 1



Eddie Vaughn and News Editor Ralph Childs at work.

How KMA Churches "Breakfasted at Sardi's"

Did you ever see a strong community without strong churches in it? Certainly not. That's why we need churches.

All of us know that there are many people who do not go to church at all. That is why KMA broadcasts the finest religious programs available, not only Sundays, but every day of the week. But we want to tell you about one "religious program" KMA sponsored that very few of you know about.

One day last January Earl May called a group of us into his office. He said he wanted to talk about "Breakfast at Sardi's" which KMA broadcasts from the Blue Network every Monday-through-Friday morning from 10 to 10:30. We thought it was just another program conference. But it wasn't.

"Breakfast at Sardi's," Earl May said, is one of the cleanest and funniest programs on the air. "It's so good," he said, "that it could actually be held in a church as well as on the radio." Then we caught his idea. It was brilliant.

Church women often hold breakfasts to raise money. We could help them do that by putting on a complete "Breakfast at Sardi's" in their church — and we would stand the expense for all the entertainment.

Our own Tim George was an ideal Tom Breneman. Terry Moss, our program director, could develop a fine show. Barney Corson, our promotion manager, could plan the whole affair and push it to success. And Ray Schroeder, our chief engi-

neer, could solve all the technical problems. Ideas buzzed from mouth to ear. We had seldom seen such excitement.

Within an hour we had a complete plan worked out. We would work with churches that were doing good for the whole community. We would show them how to hold a big breakfast without cost for food, menus, lots of prizes, entertainment, — in short a church affair that was 100% profit with no cost to them whatsoever!

Does that sound impossible? Well, it wasn't. Not with a KMA "Breakfast at Sardi's" and Tim George and KMA talent! The Good, Good Neighbor in each church would get one of Tom Breneman's orchids by air express from Hollywood. There were valuable prizes for the eldest lady present, the one with the funniest hat, and so on. Also, the network sponsors gave generous samples to every one present of Kellogg's Pep, Minute Man Soup, and a Crisco recipe book.



Tim George and Terry Moss pick the "Funniest Hat."

The first church we worked with was the Shendoah Methodist Church. They could have sold over 1000 tickets at \$1 each, but they could seat only 400. Still they made \$400 clear in only two hours one rainy morning!

Then Barney Corson went into the Navy. It was he who

handled the details with the churches — showed them really how to do it. Though we missed his help, we managed to put on a Breakfast at Sardi's for the Presbyterian Church in Red Oak anyhow. They, too, could have sold \$1 tickets to a thousand people, if they could have seated that many. As it was they made \$550 merely by crowding the folks in!

And now, as all of you know, Tim

(Continued on page 10)



“SO LONG, SAILOR!”

Here they are — Jim and Bob and their best friend, Tim George. This is the picture of these three that you asked for and which was taken especially for you. It is a picture they hope you will keep.

Here you see them together after their last program for the duration — out at the KMA fountain — as they were about to say good-bye. They looked as cheerful as they could when the camera snapped their picture. “Though I feel like crying,” Tim said, “I want the folks to see me and remember me just as I always was on the air — happy and full of fun.”

As most of you know, Tim is in the Navy and is now stationed at Great Lakes. As a parting gift on April 28, the KMA staff presented him with a beautiful wrist watch and a Navy kit. Mrs. Tim George and son Tommy, are visiting her parents at Monticello, Ia.

We are sure all of you would like to know and would agree with, what Jim and Bob said to Tim as he sadly went out the door: “So long, Sailor! May God bless you and bring you back safe — and soon!”

KMA DAILY PROGRAMS FOR JUNE, 1944

960 ON YOUR DIAL

Blue Network — Mutual

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:00 a.m.—News
5:05 a.m.—Dick Hart
5:30 a.m.—News
5:35 a.m.—Ralph and Joe
6:00 a.m.—News
6:05 a.m.—Lem and Ish
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.—Around the Town
11:00 a.m.—Stump Us
11:15 a.m.—Frank Field
11:30 a.m.—Farm and Home Hour
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.—Sweet River
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, Joe and Ish
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.—Captain Midnight

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.—Rural Roundup
8:30 p.m.—Spotlight Bands
8:55 p.m.—Sport Headlines

9:00 p.m.—Raymond Gram Swing
9:15 p.m.—Top of the Evening
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
7:30 p.m.—"Duffey's Tavern"
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.—Chester Bowles
9:30 p.m.—Creeps by Night
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.—Hillbilly Hit Parade
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.—Top of the Evening
9:30 p.m.—Soldiers With Wings
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.—Out of the Shadows
9:30 p.m.—Stop or Go
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.—This World at War
- 9:15 p.m.—Top of the Evening
- 9:30 p.m.—Soldiers of the Press
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m. to Midnight—Famous Orchestras
and News

SATURDAY PROGRAMS

- 5:00 a.m.—News
- 5:05 a.m.—Dick Hart
- 5:30 a.m.—News
- 5:35 a.m.—Ralph and Joe
- 6:00 a.m.—News
- 6:05 a.m.—Lem and Ish
- 6:30 a.m.—Morning Worship
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Lem and Ish
- 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.—Ozark Ramblers
- 10:00 a.m.—Adv. of Omar
- 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.—Rural Roundup
- 2:45 p.m.—Dick Hart
- 3:00 p.m.—Gully Jumpers
- 3:30 p.m.—Zeke and Joan
- 3:45 p.m.—Miller Sisters
- 4:00 p.m.—Uncle Zeke
- 4:15 p.m.—Buddy, Joe and Ish
- 4:30 p.m.—Punkin' Holler Playboys
- 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.—Those Good Old Days
- 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
- 9:00 a.m.—Dick Hart
- 9:30 a.m.—Goodwill Trio
- 9:45 a.m.—Newstime
- 10:00 a.m.—Your War Job
- 11:00 a.m.—Jim and Bob
- 11:30 a.m.—Uncle Zeke
- 12:00 noon—News
- 12:15 p.m.—Miller Sisters
- 12:30 p.m.—Lutheran Hour
- 1:00 p.m.—Chaplain Jim
- 2:00 p.m.—Life of Riley
- 2:30 p.m.—Hot Copy
- 3:00 p.m.—Al Pearce
- 3:30 p.m.—World of Song
- 4:00 p.m.—Mary Small Revue
- 4:30 p.m.—Musical Steelmakers
- 5:00 a.m.—Weekly War Journal
- 5:30 p.m.—Sammy Kaye's Band
- 6:00 p.m.—Drew Pearson
- 6:15 p.m.—Dorothy Thompson
- 6:30 p.m.—Quiz Kids
- 7:00 p.m.—Greenfield Village Chapel
- 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.—Cedric Foster
- 9:15 p.m.—Revival Hour
- 10:45 p.m. to Midnight—Famous Orchestras
and News

Helen and Alice . . . those popular Miller Sisters you hear regularly over KMA have been taking a lot of "kidding" lately from Lem and the rest of the gang about the way they indicate to each other when they are on the air, that it's time to stop a number. Usually when a group of entertainers is playing, the leader holds up his hand when he wants them to stop. BUT . . . with Helen busy playing a big piano accordion and Alice strumming a guitar and both singing at the same time, it's impossible for them to use the customary method. So, do you know what they do? They swing their foot to and fro in mid air! And how the boys do laugh . . . warning each other to look out or they're liable to get kicked in the shins. It doesn't bother these two girls to be joked about it, and they keep right on turning out a good performance every time. Helen and Alice aren't twins, yet they dress alike and are always together. Helen is blonde . . . Alice a brunette and they enjoy working on KMA.

From the Kitchen-Klatter Kitchen

By LEANNA DRIFTMIER

In each issue of the "KMA Guide" I am given a whole page to visit with you. We homemakers have so many things to visit about—new wartime recipes, cleaning, sewing, entertaining, and last, but not least, our children.

I don't know of any place I would rather visit with you than in my kitchen, so come on in and we will enjoy a cup of coffee and a cookie together. I always have time to visit with friends although my daily radio programs, radio mail, and the editing of the Kitchen-Klatter Magazine every month, keep me busy.

I try to have cookies in the cookie jar even if sugar is rationed. Molasses, honey and corn syrup make splendid substitutes. My husband's favorite, however, is a plain sugar cookie. It calls for one-half cup of butter, one and one-third cups of sugar, two eggs, one tablespoon of milk, three cups of flour, three teaspoons of baking powder and one teaspoon of extract. Mix, roll out, cut and bake in the usual way. Try these when you can spare the sugar. I find sugar budgeted for "sweets" goes farther in cookies than any other way I use it.

I feel that I don't need an introduction to many of you for I have visited over the air for more than 18 years. During this time our family of seven children have grown and gone. Howard, Wayne, and Donald are in the service. Frederick is at Yale Divinity School studying to be a chaplain. Lucile, Dorothy and Margery, are in California. Oh yes! there are also two grandchildren. Juliana and Kristin, and how we do love them.

I learned early in my homemaking experience that it takes less time and energy to keep things clean than to clean things up. Try not to let dirt accumulate. Each one of us must work out our own



*Leanna Broadcasts
from her kitchen.*

methods of caring for our household but the old adage, "Plan your work and then work your plan" is a good rule to follow. Keep that plan flexible, for unexpected jobs have a way of making their appearance. I always have made it a rule to do the hardest jobs first and get them out of the way in the early morning.

I have heard a story of a mother who, on Monday morning, would say, "Well, here it is Monday morning. Tomorrow will be Tuesday. The next day will be Wednesday and goodness me! the week half gone and we haven't done a thing yet!" Don't take that attitude on Monday morning or you will be a nervous wreck before the week gets started.

No room for more visit this time but I'll see you next month. Meantime, tune into KMA at 1:30 every afternoon for the Kitchen-Klatter program. I would love to have you join our friendly circle. Write to me sometime.

KMA CHURCHES—Continued

George is also in the Navy. He was our Tom Breneman, and we just can't put on another "Breakfast at Sardi's" without him — not until after the war. But don't you think Earl May had a great idea? The Blue Network did. They cited KMA as one of the outstanding radio stations in the country!

On the KMA Party Line

WITH 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? Just write to Doris at KMA, won't you?



Doris Murphy "Listens In."

Have you often wondered why everyone laughs when someone on the air says: "Come here Curly" to announcer Norman Paulson. Well, I'll let you girls in on a little secret. Instead of having "curly hair" Norman is minus a lot of hair on the top of his head, so the entertainers think it's a good joke to call him "Curly". But I've just found out his *real* nickname is "Cookie". No girls . . . he isn't married and he's good looking too!

Remember Chuck Davis who used to play those good accordion and old-time fiddle tunes on KMA? He's in the South Pacific now serving with the Armed Forces. Chuck has been in the service about eight months.

He's little and he's jolly . . . so that's why Joe Parish is sometimes called "Little Joe" on the air and sometimes "Jolly Joe." Both names seem to fit. And how that boy can play the mandolin, guitar, and harmonica! You'll hear him on a number of programs, often on the Buddy Starcher shows. "Little Joe" hails from down in the Ozarks. His home town is Camden-ton, Missouri.

Talk about your handsome cowboy outfits. You should see Jim Raines' newest suit. It's beautiful white wool trimmed in blue with embroidered blue flowers on it and is really tops. Now . . . "Bob" . . . the other member of the "Gully Jumper" team is looking longingly to the time when he can have a new suit just like Jim's.

You've all heard about the "absent minded professor". But here's news about the absent minded entertainer! Who is he? None other than your old favorite LEM HAWKINS. Each Saturday morning at 7:30 Lem and Ish are scheduled to entertain for 15 minutes. But . . . instead of coming to the studio for his morning broadcast, "absent minded Lem" sat at home two Saturdays in succession listening to the transcribed program, and never realizing until the show was over, that he was supposed to be on the air. Now . . . you know why we call him "Pumpkin Head" on the Pumpkin Holler Show at 4:30 each afternoon!

Of course it's a matter of opinion, but some say little Dick Hart is the "best dresser" at KMA. However he has kept competition as some of the rest of the gang look mighty nifty when they get on their best "bib and tucker." But . . . you should see Dick in his new spring yellow coat, with matching tie and blending shirt. It's really something, especially with those handsome brown eyes and dark brown curly hair. Dick hails from "Deep in the heart of Texas" . . . from Beaumont, and he's only 21. He isn't married now . . . but come to think of it, June isn't far away! Dick can be heard at 2:45 each Monday, Wednesday and Friday and at 9:45 each Tuesday Wednesday, Friday and Saturday.

(Continued on page 16)

Program Personals

By JEANE GAW

There are swoon-crooners, vitamin-packed tenors, and robust baritones. Now another vocal phenomenon has been added to the list of masculine warblers . . . the Traveling Troubadour. He's Jack Owens of the Blue Network's Breakfast Club, heard Monday through Saturday at 8:30 over KMA. Jack walks about the studio as he sings heart-throbbing ballads to embarrassed housewives, bobby-sock gals, and blushing brides, who are watching the broadcast. But it's all in fun. Jack's married and is the proud father of three children.

What does "bogieboy" or "bogieman" mean to you? To most people they're terms in swing music, but to members of the cast of the "Musical Steelmakers," heard on Sundays at 4:30 P.M. over KMA, "bogieboy" means a flat-car operator and a "bogieman" is a foreman. Most radio performers use terms that are well-known in the realms of radio and the theatre, but the Musical Steelmakers talk like steel-mill workers. This isn't as unusual as it might seem. Everybody on the program is an employee of The Wheeling Steel Corporation. They are very talented, however. Tune in next Sunday afternoon and see for yourself.

Mischa Auer recently visited Joe E. Brown's program, "Stop or Go" and described the star as "my handsome chap, with the gap in the yap." The studio audience laughed so long that the timing of the show was thrown off schedule. "Stop or Go" can be heard over KMA each Thursday evening at 9:30.

Betty Arnold, star of "Sweet River" (Monday through Friday, 2:30 P.M. over KMA) has a hobby of interior decorating. Recently, Betty extended her decorating talents to eggs and invited guests to dinner in which every course contained eggs in some form. You know how the gov-

ernment has been asking us to eat more eggs and Betty certainly supported Uncle Sam's request. She propped up eggs in holders as place cards. She dyed eggs to harmonize with the colors of the room, sketched them to resemble little boys and girls, and printed the guests's names on them. As her friends left, Betty gave each one a dozen eggs, all wrapped up in pretty paper and ribbons.

Found in Tom Breneman's mail bag a few weeks ago: An 18-year-old Michigan girl wrote Tom, saying she was in Kansas working until she could save enough money for a bus ticket to Hollywood. But, she said she didn't know anyone in the film city, and it would be terrible to arrive with no one to meet her, so would Tom please meet the bus. . . Down in a little Texas town, a woman wrote to Tom, saying her son in the South Pacific wanted her to buy an item which she couldn't find in her community, but she was certain Tom could find it in Hollywood. The item . . . mustache wax! Tom Breneman is emcee on "Breakfast at Sardi's," heard Monday through Friday at 10 A.M. KMA listeners really like it.

About the time most of us are looking forward to our midday meal, there's one man who has a lot more on his mind than just eating. He's Bob White, producer and director of the Farm and Home Hour, heard Monday through Saturday at 11:30 A.M. over the Blue and KMA. At that time, Bob has a nerve-wracking assignment. It's his job to encourage, direct, and manipulate a group of singers, musicians, and speakers that sometimes numbers 50 persons. Although all is tense in the studio, smooth, relaxed entertainment comes out of your loudspeaker.

Incidentally, Bob is the fellow the Blue Network sent to Shenandoah back in January, 1940, when KMA originated a feature of the big national Presidential Birthday Ball broadcasts. KMA then broadcast on the Blue, Mutual, NBC, and Columbia Networks, as well as international shortwave stations, to show the

(Continued on page 15)

Tips for Farmers

FROM FRANK FIELD

Well, there is my picture and you can see what I really look like. Disappointed, aren't you? You expected to see somebody about six feet tall and weighing about 185 pounds. As a matter of fact, I am only five feet eight and only weigh about 140 pounds in the summer, and in the winter time I get up to about 145,

Of course, thousands of you who happen to live within driving distance of Shenandoah already knew what I looked like from having visited with me in the retail store where we have the garden seeds, hybrid seed corn, farm seeds, bug dust, and other miscellaneous merchandise. But with the tire and gasoline situation what it is, more and more of you are doing your trading by mail and I don't blame you a bit.

This picture shows me at 11:15 answering your various questions and believe me they are various, to say the least. They range all the way from how to kill ants in the flower bed to what is the best kind of hybrid corn to plant on thin hill ground.

And that reminds me. If you happen to have a piece of ground which is too wet to work up in time for planting corn, you can plant Early Kalo as late as the first of July and still harvest a full crop of grain. Early Kalo is one of the grain sorghums which has heads something like Kaffir Corn only the grain is much larger, and is almost as good as corn for feeding to all kinds of livestock, and particularly to chickens. Drill the seed in with the corn planter, regular corn row width, very shallow, at the rate of 10 or 12 pounds to the acre. Cultivate it just like corn and once the seed is thoroughly ripe harvest it with a combine. It will yield almost as much as corn on the same ground under the same conditions.

Here are some of the commonest questions being asked now, and it is just a fair cross-section of a very tiny portion of the mail.



Here's Frank visiting with you.

Question: My rose bushes look as if they had been scalded or seared by fire. What is causing it and what can I do to stop it. Answer: The damage is being done by a very tiny green worm called the rose slug. It works on the back of the leaves and eats out the soft, green portion of the leaves leaving the tougher colorless part. The remedy and the prevention is a thorough dusting with bug dust at the first signs of any injury, being sure to get some dust on the under side of the leaves as well as the upper side. Incidentally, it is simply a matter of good insurance to dust all rose bushes about every 10 days with bug dust to help keep away Aphid, Leaf Spot, and Mildew.

Question: I want to divide my old clumps of Iris and also want to plant out some newer, finer varieties. Should I do it this fall or wait until next Spring? Answer: Neither one. The best time of all to divide and transplant Iris is during June and July, just after they get through blooming. If the Iris is planted in late June or early July it very quickly becomes re-established and will make sufficient growth through the rest of the summer and fall so that it will bloom beautifully the following Spring. Incidentally, we have a fine new Iris Price List just off the press, which is free for the asking.

Time is up. I'll see you again tomorrow morning at 7:15 and again at 11:15. Goodbye.

What's Worrying You?

*Free advice from the
KMA Engineers.*

Question—I get nearby radio stations pretty well but not other stations. They are too noisy. I have a five tube radio.

Answer—There are several possible causes of this trouble, as there are with most radio troubles. Perhaps what you need is a better antenna. For the average radio set, the aerial wire should be from 50 to 75 feet long and should be up as high as possible. This length includes the lead-in wire since it is a part of the antenna. Fifty feet of wire rolled up in the back of the set does no more good than two or three feet of wire. Stations can be picked up better with a longer wire, but when the antenna is made longer than 75 feet, you begin to pick up more noise. Copper wire is very much better than iron wire. A lot of radio sets with built-in loop antennas would work better with additional outside antenna. An easy test for anyone to make is as follows — turn on the radio set and tune in a station; then touch the antenna terminal on the radio with your finger. If the station comes in louder or better, you certainly do need a better antenna.

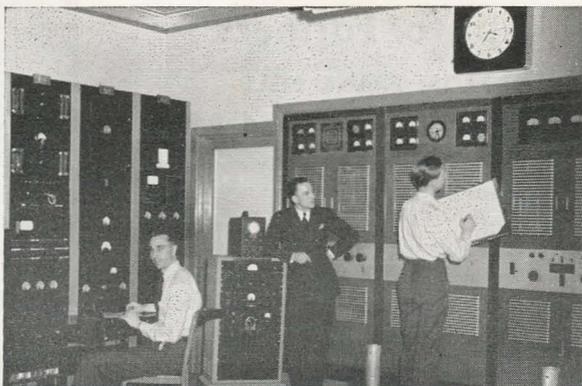
All radios with a ground terminal should be connected to a good ground. A good ground on a radio will help reduce noise.

Question—I can get station fine in the daytime but can not hear it at night. Why is this?

Answer—Many radio stations reduce power or use a directional antenna system at night. This is done to reduce interference between stations. There is nothing you can do to overcome this.

Question—Why is it so hard to get some tubes and batteries?

Answer—The war has caused a shortage of materials and a greater shortage of skilled workers. The army and navy both use a tremendous amount of radio equipment. Your radio dealer or repair-



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

man is allotted a few tubes and batteries occasionally. We suggest you visit or call him at frequent intervals until he gets the part you need.

Question—Can I get rid of static on my radio?

Answer—No. The present system of radio will always have some trouble with static and noise. There is a new system of radio called FM (frequency modulation) being tried experimentally which promises to be relatively free of static and noise.

EARL MAY—Continued

Many of you, too, have wanted a picture of Tim George as a souvenir. You'll find Tim on pages 6 and 7. Tim's in the navy now, training at Great Lakes, but he'll be back on KMA again when all our other splendid young men return to us.

Maybe I'm wrong, but I think you'll like the features we are giving you in this first issue. And I want you to feel friendly to all the folks here who are writing these articles for you. They are your friends, you know, and nothing pleases them more than to hear from you.

In closing, I want to ask a little favor of you. Are we really giving you what you want? If we are, we'd like to know that we are. If we aren't, we'd like to know that, too, so we can make the necessary changes. After all, this is your magazine, not ours, and we will make it exactly what you want. May I hear from you?

Cordially,
EARL E. MAY

"UNTIL WE MEET AGAIN"
Continued

mother, but to you, my radio friends. And some of you always had the answer. That's why I want to thank all of you for your help and for your loyalty.

It will be hard to leave you, but this is why I am doing it. For the past year, Mr. Hansen has been employed at the Kaiser Ship Yards in Richmond, California. Also my son, Don, is in training in California. That leaves only Harold and me left here in Shenandoah. I think you'll agree with me that "home" comes first in all our lives. That's why Harold and I are now moving to California. I just can't be a homemaker without a home.

As our plans for the future are rather indefinite I'm not saying "goodbye" but "God Bless You Until We Meet Again." I'm sure that my successor, Sue Conrad, with her wealth of information and varied talents, will bring you many enjoyable homemaker's visits. Since it has been my custom to end our visits each morning with a quotation or nice thought, I leave with you this favorite verse which so well expresses my sentiment:

"I'd like to be the sort of friend that
You have been to me,
I'd like to be the help that you've been
Always glad to be;
I'd like to mean as much to you each
Minute of the day
As you have meant, old friends of mine,
To me along the way."
Your friend always,
EDITH HANSEN.

PROGRAM PERSONALS
Continued

world how a small town could participate in the drive against infantile paralysis. Newspapers and radio men all over the country congratulated Earl May and KMA. Producer Bob White says he'll never forget that KMA performance — and hopes to come see us again for another big broadcast. We wouldn't mind, would you?

The Quiz Kids are heard each Sunday evening at 6:30 on KMA.



From Our Mail Bag

Fremont, Nebraska.

Zoom! here comes our dollar for a year's subscription to your KMA Guide. We sure think this is a swell plan, for after listening to the KMA station day in and day out, we know you only by your voices and love you all as a great big family . . . and now we can have pictures of all and really feel that we know you all personally. It takes entertainment like KMA gives to keep up the home front morale.

Mr. and Mrs. Kenneth L. Peterson
Route 3

Pierson, Iowa.

Enclosed find \$1.00 for the KMA monthly Guide. This will be a welcome magazine. One likes to see pictures, life history, etc., of each entertainer. I can hardly wait for the first copy. Know it will be just perfect. We always listen to KMA.

Mrs. H. D. Moritz
Route 1

Omaha, Nebraska.

Enclosed find \$1.00 for which please send me your new magazine the KMA Guide. Was delighted to hear you were starting such a magazine and I enjoy your entertainers and announcers and would like to "peek" into their lives too.

Mrs. Guy Perkins
5749 So. 49th St.

Tom Thumb Publishing Co.
Shenandoah, Iowa

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KMA PARTY LINE—Continued

"What's your favorite food?" I asked Jim Kendrick, one of the newest additions to the KMA announcing staff. "Fried chicken and chocolate candy" he replied. And from the looks of Jim he has been getting plenty of it, because he's only 20 years old and is six feet tall. Jim was born at Sioux City, Iowa. He is the announcer for Jim and Bob at 8:15 in the morning . . . for the Miller Sisters at 3:45 and for Dick Hart at 2:45. Listen in . . . you'll like him!

Believe it or not . . . Ripley, West Virginia is where KMA's own Buddy Starcher was born! This is Buddy's sixteenth year in radio and in his own words, "I have worked on everything from the Columbia Network down to a 100 watter." Most of the time he has entertained at stations east of the Mississippi, Shenandoah being

the furthest West he has come. Buddy certainly makes a "flash" when he drives down the street in his beautiful orange-red Buick convertible and with the top of the car down this time of year, he's beginning to get a regular movie star sun-tan. Anyway, he's looking mighty fine this spring and I can't figure out if it's the Spark-O-Lite that's giving him that full-of-pep look, or the sun's rays.

I haven't time to tell you about Earl May's ferret, BOZO . . . or about Buddie Starcher's new horse . . . or about Jo Lene, the little three-year-old Miller who sings on the air . . . but maybe next time . . . or maybe not at all. The point is, are you interested? Well, why not write and tell me!

Do you know what Dixie, Earl May's cocker spaniel, likes to eat? Raw eggs!

YOU'RE THE BOSS!

Yes sir, you're the boss, because you're the very one we're trying to please with this magazine.

You're the one who demanded it and made us put it out in the first place. How are we doing? Are we giving you exactly what you want? Have we written the kind of articles you like to read? Have we left out something you'd like us to add next time?

We have honestly tried to make our magazine so good that you will want to send it as a gift to a friend of yours. Have we done it? Write us a letter, won't you? If you don't tell us about these things, we'll never know. And just say on your letter, "you may print this if you want to," because we'd like to have something from you in our magazine, too. That will make the magazine even better.

Incidentally, if you want us to send our magazines as a gift from you to a friend, you may use the handy coupon at the bottom of this page. We'll not only acknowledge your gift order immediately, but we'll send a gift card to your friend telling them that through your thoughtfulness 12 nice presents will reach them — one magazine a month for a full year.

MAIL THIS COUPON TODAY

Dear Friends at KMA:

I like your gift plan very much. Enclosed is my \$1 and send your magazine each month to

NAME _____

STREET OR ROUTE _____

CITY & STATE _____

MY NAME IS _____

STREET OR ROUTE _____

CITY & STATE _____