

THE

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KMA GUIDE

Vol. 1

SEPTEMBER, 1944

No. 4



DETASSELERS

(See Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



From Our Mail Bag

Marysville, Kansas

I received your KMA GUIDE and I think it is a fine magazine. Enclosed find one dollar for which please send it to me for one year. I wouldn't take a dollar for my copy of the KMA GUIDE let alone the other 11 issues.

Wanda W. Ymore

Garden Grove, Iowa

I can truthfully say the KMA GUIDE is the best magazine we ever read. It is worth much more than \$1.00. We enjoy each copy and read it over and over. We are waiting for the next issue.

Mrs. Guss Rose

Heron Lake, Minnesota

I was wrong and I admit it. When I received my first copy of the KMA GUIDE I was tickled to death with it. I told myself it was the first copy and usually they are the best. The second edition would not be as nice. Why I couldn't see how they could continue making such a wonderful magazine at such a low price. Well I received my July issue today. Thrilled again! In fact more so than the first time. Just keep up the good work and may you find everybody as satisfied as I am. I would not part with my KMA GUIDE for any amount of money.

Irene Alyce Heidemann

The KMA Guide

SEPTEMBER, 1944

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Madison, Nebraska

Never have I dreamed there could be so many interesting articles and pictures in one small magazine as I've had the enjoyment of finding in the KMA GUIDE. I shall keep it always as a remembrance of the swell hours I spend each day listening to my favorite radio station.

Arlene Ainsworth

Markato, Minnesota

I received this month's KMA GUIDE and it certainly can't be beaten. We have read it from cover to cover at least five times already. There isn't a dull article in the entire magazine. It's all so friendly and nice. I think the "Heard" and "Unheard" feature is a perfect idea. We really get a peek at the inside of things. Keep up the good work.

Cornelia Dorow



A Chat With Earl May

I wish Dixie, my cocker spaniel, could talk. Then I could put her on the air to thank you people personally for the notes and things you've sent her. But I'll have to do that myself. So for Dixie, I want to thank all of you for your nice response to our picture and story in last month's issue. Dixie is as proud a little dog as I've seen in a long time. She seems to be glad she made so many new friends.

And speaking of new friends, Doris (see p. 10) is certainly happy about the nice friendly letters you folks are sending her. She actually is getting more letters now than many of the people you hear every day over our station. She loves it, so keep on writing. Now here's something I want to tell you about Doris. Although she tells you the things you want to know about all of us here at KMA, she hasn't told you a single thing about herself as yet. So we thought we'd fool her. We asked her son Tommy to tell us about his mother in this issue (see p. 4). Tommy has just turned 17 and has finished his junior high school year. He's taking advantage of the wartime speed-up in education, however, and is now at the

University of Iowa to get all the training he can before his country calls him. Tommy, as you can see, is a pretty good writer. One of his feature stories for his high school paper last year was reprinted by the Iowa Daily Press Association. That's a right fair start for one so young.

Dick Dearmont (p.6) is the advertising manager of our seed company. He's the fellow who worries about the pictures and layouts of our catalogs. He works with and worries the printers until they get just the right colors to make our illustrations look as natural as possible. I think all of you agree that he does a very good job, too.

In closing, I want to tell you that we are really thrilled with the hundreds of nice letters you folks are sending us about this magazine. I wish we could reprint them all. But we can only print the first few we get each month. Many of you are making a present of the magazine to your friends. I think that's fine. Many of you are saying, "You are using real quality paper"; "Your pictures are very clear and life-like"; "The type is very nice and easy to read"; and so on. And that's the sort of thing we like to know. Actually we are using the best paper we can get to-

(Continued on page 4)

My "Mom"

By TOMMY MURPHY

I think Mom was there when they laid the corner stone at KMA. If she wasn't, she at least hasn't missed a day since. They asked me to tell you something about her, but you know her already. She's Doris Murphy and writes *The Party Line* which tells you all about the people that make KMA your favorite station. I guess every boy thinks his mother is the most wonderful in the world, and I am no exception. Maybe if I tell you something about my Mom you, too, will agree that she is a pretty swell person.

I can't remember my father as he died when I was a baby. So you see my Mom had a double duty to perform. In books and pictures a mother is usually shown spinning or sitting close to a fireside. But mine was never like this. She's always been too busy, too active, too healthy. In fact, Mom just isn't happy unless there is plenty to do. A lot of busy people don't have time for hobbies, and Mom would never admit that wallpaper is her hobby. Nevertheless she is never more pleased than when the house is full of workmen tearing everything up. She fairly dotes on keeping the house up, and she has so many lamps and chairs you can hardly turn around. If all our relatives in the world came to visit us, and there are lots of them, I'm sure we would have enough chairs to seat them comfortably. Mom is usually patient with me but sometimes I think she must get pretty discouraged. The thing that bothers her most is my hobbies and I've had some queer ones. Sometimes they were harmless things like goldfish and stamps, but when I started collecting guns she had trouble controlling herself. She told me she wouldn't have one gun in the house. Well we don't have ONE — we've lots of them, for I have quite a collection on the walls of my room.

But that's the way my Mom is. She always did understand me finally. Even if you don't agree that my Mom is the best in the world, maybe you'll say she could be second best — that is, next to yours.

"Mother and Child"

This is Beverly Mae Raines, age 2 months, our youngest KMA sweetheart, in the arms of Mother Dorothy. Jim was certainly a proud papa when we told him you



wanted a picture of his little girl. As we told you (July KMA GUIDE, p. 4) Beverly was born June 23 in Bluefield, W. Va., while the Raines family were vacationing. She is a blue-eyed blond just like sister Patsy Ann, 5, and brother Eugene, 2. She weighed 7 lbs. 10 oz. at birth and her birthday is just 2 days before Eugene's — which means 2 June birthday cakes in the Raines home from now on! Already Beverly Mae has made several trips to the studio with her daddy. Maybe Jim and Bob will let her coo for you sometime — if you'd like to hear her.

Dawn the Dunker

Of course you've heard of "making hay while the sun shines," but did you ever see a horse wash its hay before eating it? Well, that's what Dawn, Buddy Starcher's new horse, does.

Dawn insists upon a tub of clean water beside him at feeding time. He takes a bite of hay, dips it into the water, and then chews it lustily. Maybe this intelligent horse saw some of us eating doughnuts and coffee and decided to become a dunker, too!

EARL MAY—Continued

day; the pictures are as good as modern printing can make them; and the type we selected is new, readable, and different. Now don't get me wrong. I'm not saying our little magazine is perfect. What I mean is—we are doing everything we can to make it as perfect for YOU as possible. Never forget that you're the one we're trying to please, so write us whenever you can, will you?

"Heard"

With a ready smile and an even disposition, Ralph Childs enjoys his big job of editing the news for you listeners.

Born in Waterloo, Iowa, June 29, 1908, he got one degree from Iowa State Teachers College and another one from the University of Iowa. English, Speech, History and Languages were his specialties, and that's why he makes such a good news editor.

For 2 years he represented his high school in the State Declamatory Contests, was editor of his college newspaper, and, after teaching for a while, finally entered radio as a newscaster in 1934. He came to KMA on January 1, 1939. Remember?

His official title is KMA News Editor and he has one of the most responsible jobs at our station. He personally gives the news for you at 7 and 8 o'clock each weekday morning and at 6:30 and 10 o'clock each night. With his careful editing and dramatic voice, Ralph gives you an authentic picture of the day's events. He has brown eyes, dark hair and complexion, weighs 160 lbs., and is the father of 2 robust sons, Steven, going on 4, and David, just 9 months old (see p. 12, July KMA Guide). His wife is the former Muriel Preble of Humboldt, Ia.

Ralph is the best gardener on our staff; reading and chess are his other hobbies. His favorite clothes are "anything that's comfortable," he says, and his favorite food is "anything that's on the table." We think Ralph is the best news editor in the middle west. Do you?



Ralph Childs

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"

"To meet Terry Moss is to like him." That's the verdict of all who know our personable program director. He has grey-blue eyes, dark hair, weighs 140 lbs., is 5 ft. 8½, and usually wears brown or tan set off by a red necktie.

Born in Steelville, Missouri, in 1906, he went to his grandparents to live after his mother died when he was only 8. His Grandfather was a good carpenter, and from him Terry got his love for tools and things mechanical. He took 2 years of



Terry Moss

engineering at Indiana's Evansville College and then studied mathematics, science, and agriculture at the Springfield Missouri Teachers College for his AB degree. He worked his way through college by building radio sets, clerking in department stores, and teaching school. His first broadcasting job was as control operator and construction engineer at a Springfield, Mo., station, but he soon took up announcing, copy writing, radio traffic, and then programming, his chosen field. He came to KMA in February, 1943, as a recording engineer and was made program director the following August.

His wife, Beverly, is an attractive blond (see p. 15, August KMA Guide) and his 5-year old daughter, Linda Lee, has read over 40 children's books already. His hobbies are gardening and operating his amateur radio station W9CJD. His favorite food is steaks, with ice cream as dessert. Next time you especially like a KMA program, why not let him know about it? He likes letters, too!

Hybrid Corn

By R. E. DEARMONT

Egypt has its Cairo, Greece has its Athens, and Iowa has its Shenandoah. But Shenandoah is not a showplace of ancient history. It is an agricultural production center. Though a town of only 7000 people, no city in the world can match it in the production and distribution of nursery stock, farm and garden seeds, baby chicks, and flower seeds and bulbs.

Take the story of hybrid seed corn alone. Enough seed corn will be harvested around Shenandoah this year to plant 200,000 acres on Corn Belt farms next spring. These acres will yield an approximate 13 million bushels of the finest corn for the nation's food supply and for the new and startling industry called "Chemurgy." By Chemurgy, a lot of this corn will be turned into ethyl and butyl alcohol, lactic acids, smokeless powder, synthetic rubber, plastics, and other vital war materials.

And now you see the reason for the front cover of this issue. We are honoring the corn detasselers without whom this remarkable story of hybrid corn production could not be told. The detasselers have a tedious but important job. Up and down the rows they go, rain or shine, in mud or dust, removing the tassels from the female rows. And, since the tassels appear over a period of three to four weeks, the workers must go over the fields again and again.

This is the last step in making hybrid seed corn. Behind it are years of in-breeding and cross-breeding to establish the blood lines desired. Let us briefly look at the family tree of a hybrid corn.

The great grandfather of the hybrid the farmer plants is an inbred which took about 5 to 7 years to produce. During each of those years the in-breeding was controlled by hand pollination. Paper bags were tied over both the ear silks and tassels, and when the pollen was ripe, the bag was removed from the silks

and the pollen from that same plant was put directly on the silks. Then, the bag was tied back over the silks so no other pollen could enter. Each ear was produced by the fertilization of the pollen from the tassels of the stalk on which it grew. That's the story of the great grandfather, the original in-bred. That's where all hybrid seed corn starts.

The next generation, the grandparents, came from a union of two in-breds. And, again, absolute control of fertilization was maintained to be sure the resulting ears were the outcome of pollen from one grandparent falling on the silks of the other grandparent. In other isolated fields, still other grandparents were being crossed by the same method. And that was cross-breeding, from which came the immediate parents of the modern hybrid seed corn.

Now we are back where we started in the fields around Shenandoah . . . for here the immediate parents are brought together. The production fields are planted with 2 rows of a male parent and 6 rows of a female parent. It is the tassels from the 6 female rows that the workers must remove before they shed any pollen. Thus, only pollen from the male falls on the silks of the female and the final hybrid seed corn is produced on the female rows. This is the seed the farmer plants. The ears on the male rows are just so much corn to be gathered for feed, for they cannot be used as hybrid seed corn.

The Earl May Seed Company was a pioneer in the production of hybrid seed corn. Today it has the largest acreage under production in the Shenandoah area. In tribute to the hundreds of detasselers who worked in his fields, Earl May said, "The tassels simply don't wait for anybody or anything. Rain or shine they come on and on, and the detasselers must work under all kinds of conditions. Without their efficient work and care, no honest hybrid could ever be produced. I express my deep appreciation to all of them, especially to the women and girls who have taken men's places in the fields during the past two seasons."



THE STUMP US GANG

Here are the full-of-fun fellows you hear on KMA every morning at 11 — the Stump Us gang! They're our only musical group who must go on the air with no music of any kind in front of them. Paul Oliver calls out the song titles you send in and the boys must play them right out of memory — or you win a prize!

If you add all their musical experience together, it makes a total of 73 years of playing songs of all types and tempos. Still you listeners have been able to stump them plenty. So congratulations to you! You have stumped them more than 1000 times since their program went on the air for Waldorf crackers back in Sept. 1942. But it hasn't gotten them down. They come right back every morning, laughing, joking, asking for more. And when they

are stumped they are happy because one of their radio friends gets a very fine prize.

Maybe you, too, are one of the hundreds who have won a set of silverware — or a silk comforter — or a set of china — or \$5.00 in cash — or a cotton quilt — or a shaggy rug — or a linen luncheon set, which is the prize now being offered. If you haven't, why not send them a song title with a Waldorf cracker boxtop? If the boys can play your song from memory, you hear good music. If they can't, you win a beautiful prize!

Meet the boys face to face: from left to right in the front row are announcer Paul Oliver and Tex Randall; in the back row, Steve Wooden, Zeke Williams, Ish Irwin, and Morrie Jones. Don't forget to hear their program at 11 A.M., Mondays through Fridays.

KMA DAILY PROGRAMS FOR SEPTEMBER, 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.—Steve Wooden
 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.—Dick Hart
 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.—Buddy Starcher
 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.—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.—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.—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.—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 Ambry
 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.—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.—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 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.—What's Cookin'?
 10:00 a.m.—Fannie Hurst Presents
 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 Klatte
 2:00 p.m.—Ralph and Joe
 2:30 p.m.—Buddy Starcher
 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.—Buddy Starcher
 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.—Storyland Theatre
 5:45 p.m.—Andrini Continentales
 6:00 p.m.—Fred Waring
 6:30 p.m.—On Stage, Everybody
 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.—Musical Autographs
 9:30 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.—Goodwill Trio
 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.—Revival Hour
 2:00 p.m.—Listen, the Women
 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.—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.—Emile Vanda's Band
 10:45 p.m. to Midnight—Famous Orchestras and News

DO YOU KNOW?

Fred Greenlee, former KMA program director is serving in the Army overseas.

Jim Raines' hobby is collecting old coins.

Cy Rapp caught over 85 lbs. of fish on his vacation at Bass Wood Lake, Minn.

"Dixie" May has a medicine case all her own, recently presented her master, Earl May from her veterinarian.

Jim Kendrick and Norman Paulson are still unmarried though leap year has only 4 months left.

FLASH! One of KMA's bachelors has just announced his engagement! Wedding bells will soon ring for "Morrie" Jones, whom you hear playing that sweet music on his \$600 electric guitar. "Morrie" will marry Miss Betty Faye Thomas of Shenandoah. She is employed at the bus depot.

Doris Murphy (see p. 10) is head of our Continuity Department and writes many of the announcements you hear over KMA.

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?

The long-awaited Chinese lacquer tray MRS. FRANK FIELD has been expecting from her flying son JOHNNY has just arrived. It's a marvelous example of Chinese craftsmanship and is 22 by 42 inches with a picture made entirely of tiny colored pieces of Mother of Pearl carefully fitted to form a tree with a large bird sitting on one of the branches. It took 4 months for it to arrive from Sydney, Australia.

We're happy to report MRS. LOLA IRWIN, wife of our popular entertainer "ISH" IRWIN, is home from the hospital and improving. Mrs. Irwin has undergone three operations this summer, having spent 11 weeks in an Omaha hospital.

MORRIE JONES the "one-man-band" who recently joined our staff, can play 15 different instruments, yet he never spent a dime on music lessons. He gets his music talent from his "Mom" who taught music at one time, and all the 10 Jones children can play some kind of instrument. Morrie served 3 years in the Army and was released last October because of a knee injury. He's Irish, has dark brown hair, blue eyes, and was born on a farm near Kokomo, Ind. You hear Morrie many times throughout the day on KMA playing with different musical groups.

JIM RAINES proved he was the "perfect



"Listening in" with Doris

host" recently. He'd invited JIM KENDRICK over for supper, but when the time came to leave the studio, the street was full of water from curb to curb because of the heavy rain. That didn't stop husky Jim Raines, however. He removed his shoes, rolled his pants knee high, and proudly carried Jim Kendrick across the high water and home for supper.

Announcer EDDIE VAUGHN'S wife was a former KMA girl, Frena Ambler, who told "Kiddie Stories" on the air. They have one son Jimmie, age 8.

Announcer NORMAN PAULSON served in the Marines during the winter of 1942 to 1943. Since taking up announcing he misses getting out in the fresh air as much as he likes, so now he has a bicycle for riding back and forth to work, and he takes long hikes in the country.

"We can everything we can" is the way announcer PAUL OLIVER put it, when I asked about his garden. Paul's wife has canned beans, peas, and all kinds of vegetables this summer, and with two little children to care for too! Paul met his wife when both were attending Omaha University. They were married 8 years ago. Before entering radio, Paul was a teacher of elementary science at the Windsor school in Omaha.

TIM GEORGE, former KMA announcer, is now located at Fort Lauderdale, Fla.,

(Continued on page 15)

Tips for Farmers

From FRANK FIELD

This month I am going to answer a lot of your questions before you ask them. Maybe I can head off a few thousand of the never-ending flow of letters and save a lot of time and work.

Right now most of these letters fall into one general classification. A woman has a rose bush or some kind of lily or perennial plant which she wants to move and she wants to know when and how to move it.

There is a general rule covering everything, with no exception, and it is this: the best time to transplant or move any kind of tree, shrub, plant, or bulb is when it is dormant. However, not all kinds of plants go dormant at the same time. For instance, the Oriental Poppies and the Madonna Lilies die down and go dormant about the first of August and start to grow again about the first of September and the only time they can be safely moved is during the month or six weeks when they don't show any signs of life.

Most shrubs, roses, and trees will stay green and continue to grow until the first hard frost in the fall, when they lose their leaves and go dormant for the winter. This period usually comes about the first of November, which means that you have at least a month after the first hard frost and before the ground freezes up in which to move your hardy perennials, rose bushes, hedge plants, shrubs, small fruit trees and shade trees, and other plants in the large group which stay green and growing until frost. If you don't get them moved late this fall you will have at least another month of exactly the same kind of conditions next spring after the frost goes out of the ground and before the plants start growing again. They can be safely moved at that time also.

All of the large class of so-called Dutch bulbs, including tulips, hyacinths, narcissus, daffodils, jonquils and other early spring flowering bulbs, usually continue to grow for a month or six weeks after



Here's Frank visiting with you.

they are through blooming. By June they begin to die down and by July have gone completely dormant, and will not show any signs of life until the following spring. That means that any of that class of bulbs can be dug, divided and transplanted anytime from June on until freezing weather. It isn't necessary to keep the bulbs out of the ground throughout the summer to allow them to dry down as they will rest just as well in the ground as they will out of it. You can do your digging and replanting all in the same day if you like.

Here is one important thing to watch out for in moving any kind of shrubs, roses or small trees. When you dig them, you are going to leave at least three-fourths of the roots in the ground, the best you can do. So in order to get the plant to live when you replant it, it is going to be necessary to cut the tops back until the branches are no longer than the roots. This will put your plant back in balance again and it will re-establish itself very easily, while if you plant it without cutting any of the top back, chances are that the plant would die, because the root system would be only a fourth big enough to carry all of that top.

When you order nursery items out of our fall catalog don't be impatient. We will ship them to you whenever the proper planting time arrives—not before!

Program Personals

By JEANE GAW

Don Gardiner, heard on "Monday Morning Headlines" Sundays at 6:15 P.M. over KMA, has a success story with a twist to it. Instead of the small town boy who makes good in the big city, Don is the city born and bred lad who clicked in a small town before returning home . . . the small town being Winston-Salem, North Carolina. During his broadcasting years, Don Gardiner has presented many outstanding programs such as President Roosevelt's third inauguration ceremonies and the ceremonies of the King and Queen of England's visit in 1939.

Lynn Martin, vocalist on KMA's new quiz program, "Scramby Amby" (Wednesday, 9:30 P.M.) is known to millions of film fans not by her face—but by her voice. She is the singing voice double for one of Hollywood's most glamorous stars.

How long do you think it would take to write a radio script for Terry and the Pirates, heard over KMA weekdays at 5 P.M.? According to Albert Barker who writes the kid thriller, it takes just three hours and a half.

Jim Goss, heard as Uncle Jim in "Jack Armstrong," another favorite program among KMA'S younger listeners heard at 5:30 P.M. weekdays, is a former operatic singer. He sang major roles with a star company that toured Italy for two years. By the way Jack Armstrong is in his twelfth year on the air.

Lum 'n Abner, heard at 7:15 P.M. Monday thru Thursday on KMA, call their real office the Jot'em Down Store and Library.

Drew Pearson, popular commentator on KMA, Sundays at 6 P.M., has predicted things to come approximately 68% correct. Remember 'way back in October (the 24th to be exact), 1943 when Pearson said: "Hitler's new weapon will be a long range rocket built somewhat like a glider which will be able to cross the English Channel and bring terror and destruction to the very heart of England."



Jeane Gaw

Constantin Bakaleinikoff, musical director for a leading motion picture company, was a guest recently on "Hollywood Star Time," heard over KMA weekdays at 2:15 P.M. "Bakky", as he is commonly known, told Gary Breckner, co-host of the show, he had a deep admiration for popular music and confessed he is a Sinatra fan.

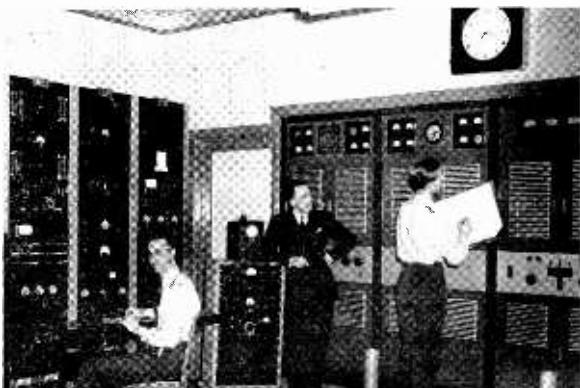
Mary Small, star of the Mary Small Revue, heard Sundays at 4:00 P.M. on KMA, is married to Vic Mizzy, creator of such popular song hits as "Pretty Kitty Blue Eyes" and "Take it Easy."

Harve Fischman, 13-year-old Quiz Kid (Sundays at 6:30 P.M.) is a child-labor problem. Thus far he has been offered jobs as a reporter on 7 metropolitan newspapers; as a newscaster for a prominent radio station; as one of the red-haired lads in the Broadway hit, "Life With Father;" and as a department store executive.

Nancy Martin, star of "Hello Sweetheart" (Saturdays, 4:45 P.M.) visited the Naval Air Training Station at Ottumwa, Iowa, a few weeks ago. She spent a very busy day entertaining servicemen in a 108 degree temperature. Nearing the point of exhaustion, she was asked by Ensign Kevin Sweeney, public relations officer, what he could offer her in partial appreciation. She thought a moment and then replied, "Two boxes of Kleenex." (And she got them!)

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: My sister gave us her rather new radio set when she left to join her soldier-husband. But the noise is something terrible. Could it be the aerial? Our aerial has been up for about 10 years. Do they ever wear out?

ANSWER: Turn on your radio set and note how it sounds. Then disconnect the aerial and see if it is just as noisy with the aerial unhooked. If it is, then the noise is in the radio and it is your set that needs repairing. Stations should come in louder with less noise when the aerial is connected. If they don't, then your aerial needs repair. Aerials do wear out in time but a new one now would be hard to obtain because of the shortage of wire. Go over your present aerial carefully and wherever you find a joint or connection in the wire, take it apart, scrape the wires clean, then twist them tight again. The connection to your radio should be clean, bright, and tight.

QUESTION: The radio man hooked up our set right by the parlor window, and it never has worked too well. A neighbor tells me it's because of the sunlight getting into it and that sun "spots" or rays cause the trouble. Is that right? I must admit it does work better at night.

ANSWER: The sun shining on or into your radio will not affect its operation. All radios work better at night because it is a normal characteristic of radio waves to travel farther at night.

QUESTION: We have an electric refrigerator and it never bothered our radio before. But every time it goes on now it crackles in our radio. Is it the radio or the refrigerator that's wrong? I just can't get a service man out here to look at it and we'd like to fix it ourselves if we could.

ANSWER: You can fix it yourself by getting a filter from a radio or electric shop. Plug the filter into the electric socket and plug the refrigerator into the filter. Remember the filter is always used at the source of interference, which in your case is between the refrigerator and the electric outlet. You can get filters for any noisy electrical equipment. Tell the man at the radio shop what you want it for and he will give you the right size.

QUESTION: Some of the time our radio works fine. Then it develops a humming sound. Sometimes it sounds as if the program is coming from a hollow room, almost like double-talk. It's a battery set. What could be wrong with it?

ANSWER: The humming sound in a battery set is usually caused by a tube. When a tube acts this way we say it is "microphonic". You may cure the trouble by loosening the chassis from the cabinet. The chassis should "float" on rubber. If yours doesn't, you may cut small strips of rubber and put them under the chassis.

(Continued on page 15)

Kitchen-Klatter

By LEANNA DRIFTMIER

SEPTEMBER—country roads fringed with purple asters and plumes of goldenrod, the drying stalks of corn rustling in the breeze, pumpkins turning yellow in the sun, the spicy odor of grapes and fall apples, and over all the soft hazy skies of late summer.

I can see myself, a girl of 18, opening the door of a little white school house, to let inside a group of happy children, their faces shining and their hair neatly combed. They are carrying brand-new lunch boxes, filled with food such as only a country kitchen can turn out.

Perhaps I was not a very good teacher but I do know I enjoyed teaching that school. I had had no training course, but I loved children and if I did have problems I had only to talk them over with my father and mother who had both been teachers. My mother taught in the first school in Shenandoah, riding horseback across the prairie from the little two-room house where she had come as a bride from Toulon, Illinois.

I realized the importance of a well balanced lunch. The children who were alert and capable of learning quickly always seemed to be the ones who had carefully prepared, well planned lunches. I can see them yet, sitting in little groups in the unmowed blue grass eating those lunches, and how they did enjoy them.

Little John seems ashamed to let the others see his lunch. He has gone way down to the corner of the yard by the pump where he eats alone.

Let's look into Mary's dinner bucket. The food is covered with a snowy cloth napkin, to keep it moist. Mary spreads the napkin carefully on her lap and takes from the bucket sandwiches made from brown bread, a piece of crisp fried chicken wrapped in waxed paper, a ripe tomato, an apple and some crisp cookies. She smiles as she finds a few pieces of peppermint candy which mother has tucked into one corner.

In other pails we see jars of baked



Leanna studies your letters.

beans, cottage cheese, hard-cooked eggs, rosy slices of baked ham in fat home-made buns, baked apples, cup custards and tempting rice puddings well sprinkled with raisins, also plums, apples, and white and purple grapes. Yes, those children had well balanced noon lunches.

From now on I plan to have some school menus for you and a lot of good practical tested recipes for I know many of you are putting up lunches for the first time.

Here's a truth we all learn sooner or later:

"Little by little the time goes by,
Short if we sing through it,
Long if we sigh."

My mother used to say the right way to train girls was to find out what jobs they didn't like, and then give them these jobs to do, making them enjoyable.

And now, in closing, remember, Chins Up, Keep Smiling.

"Be thankful for the little things
that always come your way,
For little things to larger things;
Maybe will grow some day.
Don't throw away the roses
Because you feel the thorns,
Remember it's the darkest night
Before the brightest morn."

—Selected

KMA PARTY LINE—Continued

taking radar training. He likes it fine but gets homesick for the old bunch.

In a one-room log cabin on the Osage river down in Missouri 24 years ago "LITTLE JOE" PARISH was born. He was the youngest of 5 children, and "Little Joe" delights in telling how he used to run away from home to go fishing for "Red Horse" fish. But there is one day he'll never forget — the day his cousin accidentally shot him in the neck while they were hunting ground-hogs. He was only 7 at the time, and he still carries the bullet in his neck.

Where did Lem Hawkins go? This is a question many of you have asked recently. Lem and his wife left KMA a few weeks ago and headed for California. They located in Sacramento where Lem has a position as fireman with the Southern Pacific Railroad . . . the same kind of work he did when out West two years ago.

Talk about pretty cow-girl costumes, you should see the MILLER SISTERS' new outfits! They are red and white. The red skirts are trimmed with white fringe and silver buckles. The blouses are white satin with a red bolero. Their big broad-brimmed Texas hats are white and their boots are red and white! No wonder they win the hearts of their listeners as soon as they step on the stage!

After 3 weeks of seeing interesting places in New York, BUDDY STARCHER is so full of vim and vigor that he'll do a good job of entertaining you for another year. Tune in and see!

As I told you last month, STEVE WOODEN just married a lovely girl. Would you like a picture of the bride and groom? I won't know unless you write me!

WHAT'S WORRYING YOU?—Cont'd

The "double talk" you described is undoubtedly caused by tuning in 2 stations broadcasting the same program with one station being farther away than the other. If you can't tune in one station strong enough to blanket out the other completely, you may be able to find the same program on another station which doesn't have this interference.

KMA Commentators

FULTON LEWIS, JR.

This is Fulton Lewis, Jr., who speaks to you direct from Washington, D. C. at 6 P.M. Mondays through Fridays, sponsored by your local Dannen Feed dealer.

Though you may not always agree with Fulton Lewis, you must admit he is fearless. His ambition is to protect the interests of his listeners. If any Washington official is bungling his job, if any government bureau is not operating as it should, he tells the full facts over the air to get it corrected. He was first to say that the sugar shortage was unnecessary if the alcohol needed for smokeless powder was made from grain instead of sugar. Weeks in advance he predicted Price Control and gasoline rationing. It was he who showed the ODT by actual examples how unfair some of their methods were to farmers. We could go on like this, for Fulton Lewis has a great record on his KMA broadcasts.

But Lewis is only one of our commentators. We have Earl Godwin, Walter Winchell, Drew Pearson, Jimmie Fidler, Arthur Hale, Raymond Gram Swing, Ted Malone, and George Hicks (see pp. 8 & 9). All these are in addition to our regular newscasters Earl May, Ralph Childs, and other KMA reporters. We are proud of the news service we offer you daily.

"Don't Wait!"

"Don't wait until it's too late. Do things for a friend now while he, too, can enjoy them. Let HIM know how much you think of him." That's the advice of one of the most famous ministers of our time. It's a bit of advice all of us could follow more closely.

We all should have at least one close friend. If we don't, there's something wrong with us. Do you have a close friend? Have you done some nice little thing for him lately — something he didn't expect? We hope you have.

If not, don't wait. Why not give him some little gift? 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.

To help you solve this problem, we have a special subscription gift offer on this

friendly magazine. The cost is small — only \$1.00 — 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 dotted line. You don't even have to sign your name, for we have it already printed at the bottom of this page. Just attach \$1.00 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 telling him that through your kindness 12 nice presents will reach him — and we'll send him 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 WAIT!"

CUT ALONG THIS LINE

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