

THE

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# KMA GUIDE

Vol. 1

JULY, 1944

No. 2



SUE CONRAD AND SISTER

(See Page 4)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



## From Our Mail Bag

Pierson, Iowa

Received the first issue of the KMA GUIDE and find it the most interesting magazine I ever read. We get 6 other magazines and none of them will compare with the KMA GUIDE. I wish it was a weekly as I can't wait till the next issue comes.

Miss Margaret M. Schaeffer.

Hull, Iowa

May I congratulate you on the first issue of your cute little magazine. I say this from the bottom of my heart—a thousand thanks and keep the good work up.

Mary Ann Murphy.

Nehawka, Nebraska.

I think the KMA GUIDE is swell. We got so much enjoyment out of reading it and the pictures were grand. I wouldn't take \$1.00 for the picture of Uncle Tim, Bob, and Jim, alone, besides the other swell pictures.

Mrs. Emmet Hicks.

Lexington, Nebraska.

I received my KMA GUIDE and like it ever so much. It is worth \$1.00 a month.

Mrs. O. E. Henley.

Steen, Minnesota.

I received my first issue and I am so delighted because it's a swell magazine. It's my favorite magazine from my favorite station about my favorites on KMA.

Miss Lorinda Tecken.

# The KMA Guide

JULY, 1944

Vol. 1

No. 2

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Bethany, Missouri.

The KMA GUIDE is exactly what I have always wanted. So long as you publish it, I will be a subscriber. Thank you very much.

Belma Woodruff.

Lake Preston, S. D.

I am writing to let you know how well we like THE KMA GUIDE. It is a swell little magazine. My mother sure does like it, too. I have read the June issue several times. It is so interesting I can hardly wait for the July issue.

Helen Koch.

Who takes all the interesting pictures you see in the KMA Guide each month? It's some one you hear on the air . . . some one you like! I'll tell you who it is in the August issue. Watch for it.



## A Chat With Earl May

Seldom has any brand new venture of ours met with such overwhelming success as this magazine. Hundreds of you have written in telling us how well you like it. Such comments as, "It is the very thing I have always wanted," and "I wouldn't be without it for anything in the world" are all very gratifying to us.

They make the tedious hours we spent in planning it worthwhile. To those of you who have written in to us, I want to say, "Thanks very much." To those of you who haven't written as yet, I want to say that I hope you do soon. We like to know—must know, in fact—whether or not we are giving you exactly what you want. As I said last month, this is your magazine rather than ours, and we want to make every issue not only as good as, but even better than, the preceding one.

As you have already noticed, we have two "cover girls" this month. We called them "Sue Conrad and Sister" just to be playful, because all of you know who the sister is—Leanna Driftmier. Leanna has been with us a number of years now, and we are sure all of you know her and respect her as much as we do. Sue is a

new friend of yours, though we have known her and admired her a long time. We are confident you will come to feel as deeply about her as we do. She is the kind of person who "wears well"—the more you know her, the better you like her. Wait and see.

I hope you like our idea of the "Heard and Unheard" feature on page 5. We thought you would like to know something about the KMA people you don't hear over the air as well as those you do hear every day. Take Cy Rapp, our station manager, for instance. He hasn't been on the air for five or six years now, and yet he's busier than ever helping me direct the affairs of our big station. Tell me how you like this feature, will you?

Some of you are requesting pictures of Dick Hart, Lem Hawkins, and others. We consider each letter as a "vote"—and those who get the most votes each month get their picture on page 7. This month we give you Joan, Zeke, and Virginia Lee. They make a fine family, and we are glad so many of you wanted to see what they look like.

Doris Murphy is beaming with smiles at the fine letters she is getting on her "Party Line" column (page 11). Remem-

(Continued on page 4)

## From Sue to You

Did you see Leanna and me on the front cover making strawberry preserves? The picture was taken in Leanna's kitchen, and we were using the very recipe that I gave you over the air. I am going to give it to you in this article so you'll have it to keep and use whenever you want it.

Although I have been at KMA only a month, I can already consider hundreds of you real friends. In all my life I have never received so many fine letters as you folks have been sending me. Keep writing, won't you? I look upon each letter as a personal favor.

So many of you are asking me for the story of my life that I will try to sketch it for you. I was born on "Sunnyside Farm" just south of Shenandoah. We had a large family—5 girls and 2 boys—and did we have fun together! I'll never forget the wonderful playhouse my sister and I had. The walls were laths nailed on posts. Father added the finishing touch one day when he came in from the woods with some wild hops. They vined all over our playhouse, and Mother used the hops to make yeast.

When we grew a little older, the folks gave us an old stove for our playhouse. That's how I got my first pottery experience. We got clay from around crawfish holes along the creek in the back pasture. We made doll dishes and fired them in our stove. On these we served rose-leaf candy made from sprinkling sugar on rose leaves. Ever try it?

Like all children, we gave our mother a number of worries. She caught us jumping from the highest barn rafters and trying to break in horses all by ourselves. Once she even caught my brother, Sol, shooting apples off my head!

I got through high school in 1903 and taught one term near Essex, Iowa. Then Father, Mother, Leanna, and I went to Los Angeles, and Leanna and I finished normal school there. After I taught 2 years, I was married.

We have 3 daughters, Frances, Mary,

and Margery. Now that my 3 daughters are married, I like to visit in their homes and enjoy their families, too. Francis has 4 boys; Mary has 3 boys and a girl; and Margery has one girl who, I am proud to say, is named Susan for me!

Next to homemaking I like pottery making. I have developed a brand called "Polomeme", which is Indian for butterfly. But this is about all the space I can fill in this issue. If you want to know anything else about me, just write me, will you? Your letters are very important to me. I can't even make up one program without them, and I would appreciate your help.

Sincerely,  
SUE CONRAD.

P. S. I almost forgot. Here's my STRAWBERRY PRESERVE RECIPE: 2 qts. strawberries; 1/2 cup lemon juice, 5 cups sugar. Prepare only this amount at one time. After you wash and hull the berries, put in a bowl and cover with sugar. Let set overnight or several hours, then heat in large kettle. Boil hard for exactly 8 minutes. Add lemon juice. After it boils again, let cook 2 minutes longer. Cool right in the kettle, but stir gently while cooling to prevent berries from floating after sealing. Put in glasses and seal with melted paraffin.

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## Do You Know?

That Jim Raines is the proud papa of a baby daughter born Friday evening, June 23 at Bluefield, W. Va., where Jim and Bob are spending their vacation. She weighs 7 pounds 10 ounces. Her name was not yet chosen when we went to press, but if you want to know it, write to Doris (see page 11). Maybe she can tell you in our next issue.

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### EARL MAY—Continued

ber, Doris will tell you what you want to know about any of us here if you write to her.

We all hope you like this, our second issue, as well as you did the first. May I hear from you soon? Cordially,

EARL E. MAY

## “Heard”

Here he is! Of course, you know him....BUDDY STARCHER. And that's his real name, too....Buddy Edwin Starcher. Born in 1908 in West Virginia, he was the oldest of a family

of eight children, 5 boys and 3 girls. Buddy isn't a city boy. He was born and reared on a farm just like a lot of us. When he was 16, he decided it was time to "go on his own" and got a job in a coal mine. Often he went 6 miles underground, which was pretty exciting for a lad of 16. But when he was 20, he wanted a change. He

heard of something new, something fascinating. It was an RCA Recording Company contest in Baltimore, to find that city's best voice. Buddy entered it just to see how his voice sounded on a record! No, he didn't

win the contest....but he did win a job on a radio station. And this was the beginning of his successful radio career.

All that was 16 years ago. Radio has changed a lot since then, but Buddy still proves as popular with his listeners as he did at the time he made his first record. Riding and swimming are his favorite hobbies and he says he likes anything to eat if it's "home cooked."

Buddy now weighs 180 pounds but may lose some after he starts riding his beautiful new sorrel, "Dawn," every day. Yes....Buddy could be called the "Gene Autry" of KMA when he dons a wide-brimmed cowboy hat and rides down the road singing songs....the favorites you hear on KMA.

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



*Buddy Starcher*

## “Unheard”

"Tall, dark, and handsome" is the way the ladies describe John Cyril Rapp, our station manager. "Cy" is six feet tall, weighs about 200 pounds, and has a bass voice that makes most of his announcers

envious.

He comes from Atlantic, Iowa, where he was born on April 25, 1901. Radio (or wireless) became his hobby when he was only 14, and it has been his consuming interest ever since. He enrolled at Des Moines University in 1921 as an electrical engineering student and built his first

commercial station, KFLZ, 100 watts, Atlantic, in 1923.

In 1925 he came to Shenandoah to install a 500-watt Western Electric outfit. It started broadcasting on August 12 of that year as KMA. Remember? Since that time KMA has in-

creased in power and improved in frequency, and Cy has been right on the job supervising construction and installations.

Cy has worked in all phases of radio at KMA—as program announcer, sports-caster, market reporter, salesman, engineer, and executive. Certainly a lot of you recall his capable microphone work. And if you don't actually hear him anymore, you definitely hear *from* him, because his KMA work, though "behind the scenes," is now even more important than it has ever been.

Yes, he's married. In 1926, he married Mabel Azeltine and their son, Dean, 14, will attend Culver this summer.

(Continued on Page 9)



*Cy Rapp*

## Rural Schools on the Air

By the EDITOR

Remember your country school days? You wouldn't trade them for anything, would you?

About 60% of our children in this section of the Middle West attend rural schools. The remainder go to consolidated or town schools. This means that the little school house down the road from you and thousands of others like it are doing our biggest educational job.

But the consolidated and city schools get most of the publicity. When people think of modern education, they invariably think of city schools. The work of the rural teachers—the new courses of study in rural schools—get little public attention. Earl May saw this trend quite some time ago. Back in 1939, he decided to do something about it. Your editor was assigned to work up a program with the Rural Section of the Iowa State Teachers Association.

The result — the now famous "Iowa Rural School Radio Graduation Program" which you folks have heard every May since 1939.

The idea behind the original program was this: since rural schools are situated about one mile apart on country roads, they often can't provide the most satisfactory graduation exercises. Furthermore, each school's graduating class is so small that good speakers and adequate music are usually out of the question. The thing that radio could do would be to put on a big graduation program for all rural schools, and the pupils and teachers would

merely have to turn on a radio set to get the best graduation program available—better than any consolidated or city school would have.

Every year the KMA graduation program has featured the Governor, the State Superintendent, widely known speakers, and talented rural pupils. Even many colleges can't equal that record! And who met the expenses of these programs? Earl May, of course!

This past school year many of you heard the "Forward March" programs 10 Iowa radio stations broadcast the second Saturday of each month. This big series was an outgrowth of the original rural school graduation program KMA started 5 years ago. The whole series was underwritten and produced by KMA and was offered to the other stations free. The programs explained rural education to the people—showed how rural schools are

geared to serve America at war.

This year the State Department of Public Instruction wanted to find the 3 smartest rural pupils in Iowa for our program. They conducted special examinations in the state's 99 counties—and you see the 3 students on this



*Earl May awarding War Bonds to Jimmy Van Vliet, Salutatorian; Marian Heuer, Valedictorian; and Jean Shore, Essay Contest Winner.*

page getting their awards from Earl May.

Educators all over the country have complimented us on these programs. Paul B. Norris, Iowa Supervisor of Rural Education, recently said: "Iowa is indeed fortunate in having such a progressive and capable radio station as KMA and such a philanthropic broadcaster as Earl E. May." What do you think of our idea?



### THE GOODWILL TRIO

This is the Williams family on KMA—and here you see, from left to right, Virginia Lee, Zeke, and Joan. You wanted to see what they look like, so they have our "Page of Honor" this month. We think they're a nice-looking musical family, don't you?

Zeke is 5 ft, 11, weighs 160 pounds, has brown eyes and black shiny hair. His birthday is March 15. Pipe collecting is his hobby. Ham and eggs are his favorite food and his wife, Joan, says he could eat them 3 times a day. He worked on Texas network stations for quite some time and, all in all, has been in radio 17 years.

Joan is 5 ft, 5, has auburn hair and sparkling grey eyes. She collects salt and pepper shakers as a hobby, and her favorite flower is the rose.

Virginia Lee is 16 and January 3 is her birthday. Her hair is gorgeous blond and her eyes a lovely blue. She will be a Junior in high school next year and her hobby is collecting costume jewelry. She weighs 112 pounds and most enjoys singing with her mother and father in the Goodwill Trio.

Jeanne, 14, also a blue-eyed blond, wasn't on hand when the picture was taken. She sings with Virginia Lee and Joan Saturday mornings from 10:30 to 11.

Zeke and Joan's wedding anniversary day is September 21. The whole family was born in Texas and their favorite dessert is homemade ice cream or banana pudding. Hymns and ballads, as you well know, are their favorite music. They hope you KMA listeners will continue to like them.

# KMA DAILY PROGRAMS FOR JULY, 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.—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.—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.—Children's Program

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

## TUESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.  
6:15 p.m.—Buddy Starcher  
6:30 p.m.—Earl May, News  
7:00 p.m.—Watch the World Go By  
7:30 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.—Chester Bowles  
9:30 p.m.—Let Yourself Go  
10:00 p.m.—Ralph Childs, News  
10:15 p.m. to Midnight—Famous Orchestras  
and News

## WEDNESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.  
6:15 p.m.—Buddy Starcher  
6:30 p.m.—Earl May, News  
7:00 p.m.—Watch the World Go By  
7:15 p.m.—Lum 'n Abner  
7:30 p.m.—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.—Ted Malone  
9:30 p.m.—Scramby Amby  
10:00 p.m.—Ralph Childs, News  
10:15 p.m. to Midnight—Famous Orchestras  
and News

## THURSDAY NIGHT

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

**FRIDAY NIGHT**

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

**SATURDAY PROGRAMS**

- 5:00 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.—Punkin' Holler Play Boys
- 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.—Zeke and Joan
- 4:45 p.m.—Hello Sweetheart
- 5:00 p.m.—Back to the Bible
- 5:30 p.m.—Harry Wismer
- 5:30 p.m.—Leon Henderson
- 6:00 p.m.—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
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—New World Coming
- 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.—Buddy Starcher
- 12:30 p.m.—Lutheran Hour
- 1:00 p.m.—Sammy Kaye's Band
- 1:25 p.m.—Leland Stowe
- 2:00 p.m.—Listen, The Women
- 2:30 p.m.—Shades of Blue
- 3:00 p.m.—Al Pearce
- 3:30 p.m.—World of Song
- 4:00 p.m.—Mary Small Revue
- 4:30 p.m.—Hot Copy
- 5:00 p.m.—Radio Hall of Fame
- 6:00 p.m.—Drew Pearson
- 6:15 p.m.—Don Gardiner
- 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

**DO YOU KNOW?**

The young lady at the Information Desk in the store is the wife of Lieut. Mott M. Johnson, former KMA program director, who is now serving with the Armed Forces overseas?

Dick Hart started in radio when only 16 years old and paid \$7.50 for his first guitar? His present guitar cost \$83.00.

Ralph Child's hobby is gardening?

Announcer Jim Kendrick is only 20 years old and was the Salutatorian of his class when he graduated from the New Canton, Ill., high school last year?

**"UNHEARD" Continued**

His principal hobbies are hunting, fishing, golf, and photography. But he recently added a new one when he bought a plane with Ray Schroeder, KMA chief engineer. He's already soloing and will get his CAA license when he completes 30 more hours in the air. Like all of us, he likes to get letters, too. Why not drop him a line sometime?

## Kitchen-Klatter

By LEANNA DRIFTMIER

I wonder if that famous politician wasn't fishing for the women's vote when he said: "Every wife should have a two weeks vacation by herself?" I am sure not many of us would disagree with him. How lovely it would be if we could do something like that! He also said that the working man's wife . . . and that means all of US . . . was the greatest business manager in the world.

Now, in war time, her responsibility is even greater. Aside from managing the home she must also help her husband in the field or in his office or store.

These days are filled with worry for those of us who have dear ones in the battle fronts all over the world, but "Chins Up" must be our slogan. We must be as brave as those loved ones. We must have hope and faith for we know our cause is just. We know we will win but the cost will be heavy. I know my feelings are shared by every mother, father, wife, or sweetheart . . . yes, many emotions fill our hearts as we learn that the great crusade has begun. As our boys are liberating the conquered peoples of Europe, it becomes more necessary for us on the home front to produce food of all kinds that these starving people may be fed. Many of you have said you would like to do war work but can't get away from home. Well girls, there is a big job of war work to be done in your own kitchens this summer. Even though we know that food is fighting this war, tons of food is wasted in American kitchens every day. Why, just one slice of bread thrown away in each American kitchen every week would mean 100 million loaves in a year for starving European children!

Each of us should have the picture of a starving Greek child pasted on the lid of our garbage cans to remind us to save food. One of our biggest food wastes is bread. Why does so much go to waste? Improper care of bread or careless buying. Using stale bread does not mean



*Leanna Broadcasts  
from her kitchen.*

only bread pudding for dessert. There are many other things you can make of stale bread that are delicious, as I have often said.

I expect you are wondering if I have a recipe for you this month. Well, here it is!

### SWISS CAKES

Beat 6 eggs until very light, then add a pinch of salt and 2 tablespoons of slightly sour cream. One cup of flour and one tablespoon baking powder. Add enough flour to make a rather stiff dough, and roll very thin. Cut in squares or fancy shapes and fry in hot fat. Dust with powdered sugar and serve with coffee. The secret of these is to roll the dough real thin and don't let them get fried too brown.

Since I wrote you last month, our oldest son has been home on furlough. He is in the infantry and expects to go overseas before very long. He surely looked well and my how he did enjoy Mother's home-made bread!

As you know, my sister, Sue Conrad, is now your KMA morning homemaker. She lives with us and you can imagine what happy times we are having. One can't get "down in the dumps" with Sue around. She is glad to have your letters for her program. Goodbye until next month and in the meantime listen to Kitchen-Klatter at 1:30 P. M. 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?*

Back in the Virginia Blue Ridge Mountains, that's where JIM and BOB RAINES, the Gully Jumpers, are spending a month's vacation. Jim; his wife; Patsy Ann, age 5; Eugene, 2; and "Daddy" Bob left on June 17th for "home." "Home" is Parisburg, Virginia, where Mother Raines operates the "Mountain Lake Resort." Here, 3,500 feet above sea level, they will get filled up on Mother's southern fried chicken and Virginia cured ham. There are PLENTY of relatives to visit, too, for Jim's mother has 16 brothers and sisters still living—there were 24! You'll still hear JIM and BOB at 3 o'clock each afternoon, however, as they have made transcriptions for broadcast during their absence. Wasn't that nice of them?

"It's fun to jump from planes" is the way JERRY OSBORN, former KMA entertainer, feels about being one of Uncle Sam's paratroopers. He writes he likes it, and is stationed in North Carolina.

Imagine, ISH ERWIN says his favorite is "Mexican food" . . . the hotter the better . . . yet he has the best Victory garden of all KMA entertainers! This proves he prefers good old Iowa corn, beans, peas, and lots of fresh leafy vegetables for a steady diet, doesn't it? Ish acquired his flare for Mexican ways when he worked on a number of stations down in Texas.



*Doris Murphy "Listens In."*

He is 32 . . . married . . . and dark complexioned. He was born in Ardmore, Oklahoma, but when he strums his guitar and sings "South of the Border Down Mexico Way", he can teach native Mexicans a few tricks!

He's a trick rider, cattle roper, an expert rifle shot, a graduate taxidermist, and on top of all that, a fancy knife thrower. Yes, DICK HART has lots of accomplishments besides singing and playing! Born and reared on a Texas cattle ranch, he really rode the range. He's only 21, too. His favorite sport is hunting and fishing. A Cherokee Indian in Oklahoma City taught him to throw knives, and he can stick 8 out of 10 in the target every time. I hope he confines himself to targets, if he's that good, don't you?

It has been 2 years since you've heard the beautiful organ music of FAYLON GEIST from KMA, but "Sergeant Geist" has been busy playing for the boys in service. He plays the portable folding organ when chapel is held on the field. Faylon was home on furlough recently from Fort Sam Houston, Texas, and was looking fine. He has just been transferred.

Many of you want to know more about little JO LENE whom you hear on the Miller Sisters program every Saturday. Jo Lene is the 3-year-old daughter of Helen Miller, and her daddy is French in both

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## Tips for Farmers

FROM FRANK FIELD

You folks have all been asking for a picture of Frank, Ralph, and Paul, so here it is, with the proud papas holding the babies whose non-arrival created such a stir on the 7:15 program last winter. Naturally the first thing to do is to get properly introduced. At the extreme left is Ralph Childs holding David William, who was 7 months old on June 29th; seated on my right knee is Steven Walter Childs who was 3 years old last November 16th. He answers quite well to the name of

him to come down at 7:00 in the morning.

It really is surprising to find out how interested the listeners are in the families of the folks they hear on the air, and already we are getting calls for pictures of the wives sometime. Well, we'll see. Right now the girls are all three so busy taking care of the stuff we men folks drag home from the garden every night that I wouldn't even tackle the job of trying to get them together for a picture. You know how these women are about pictures. Their hair has to be fixed just so, and right now you have to make a date at least two weeks ahead to even get a finger wave.



*The 7:15 A.M. Family Party*

"Stevie". Seated on my left knee is Paul Oliver II, who was three years old on October 7th, popularly known as "Butch". Then on the extreme right, basking in the glow of her fond papa's full-moon smile, is Billie Ruth Oliver who was 5 months old on June 16th. This bunch is still known as the 7:15 gang, even if Paul Oliver did desert us last month, and I think you radio listeners are pretty well acquainted with all of us by this time. You see, when Tim George left for the Navy, Paul was the logical man to take over most of Tim's programs, including the Stump Us Gang at 11:00, and it would have made a pretty long day for

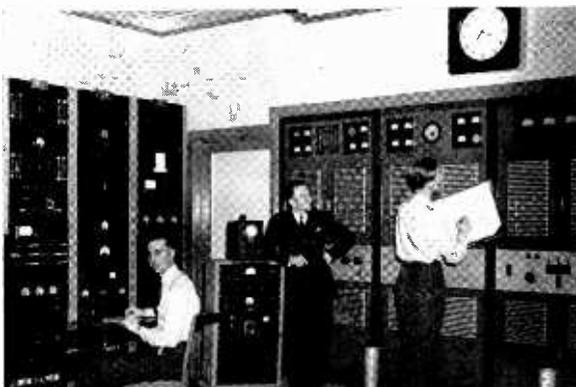
The peas are out of the way now, and what couldn't be eaten fresh have been either canned or stored in the locker for use next winter. The beets are just coming on but they don't amount to much this year, partly on account of the severe hail storm which almost ruined them back in May, and partly because of rabbits which have been eating off the tops.

The next big job in the canning line is shaping up rapidly, and will be in full swing by the time you folks get this magazine. That, of course is the string bean harvest. In spite of the fact that we all made successive plantings of beans a cou-

(Continued on page 15)

## 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 radio set is acting funny lately. It gets real loud and then clicks soft when you don't even touch it. What causes that?

**Answer:** The usual cause of this trouble is a loose element in a tube, a bad condenser, or a poor joint. To test the tubes for this, turn the set on and tune in a station, then tap the tubes gently with a pencil. If tapping one tube causes the volume to change, that tube is defective and should be replaced. If the trouble is anything else, take your set to a service man.

**Question:** We're going to move next month. When we hook up our aerial, in what direction should it be strung for best reception?

**Answer:** An outside aerial is not very directional. It should be strung at right angles to any power lines that may be nearby. The reason is to prevent pick up of noise and disturbance.

**Question:** I tried to fasten the ground wire of my radio set to the water pipe but the wire would spark everytime I tried. I was afraid of burning out my set so I left it alone. What should I do?

**Answer:** If the set is an ac-dc type, it should not be connected to a ground. You may cure the trouble by pulling out the ac plug, turning it half way around and plugging in again. If this does not affect the situation, a service man will be required.

**Question:** Our radio aerial is now

pretty well hidden under the foliage of shade trees. Does this decrease the volume of radio signals?

**Answer:** Yes, this will decrease the volume of signals some. Wherever the branches touch the aerial they will cause noise or static. The trees should be trimmed so they will not touch the aerial even when the wind is blowing.

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Many of you have written in wanting to know where a number of KMA entertainers and announcers are now located.

Jimmy Morgan is located at Indianapolis, Ind., doing part time Defense work and part time radio work.

"Boots" Fay is working with a Girl's Band in Hollywood, California, and living in San Bernadino with her parents.

Ted and Nellie West are employed on a Sioux Falls, S. D., station.

Howard, better known as "Froggy" Mattson is located at Jefferson City, Mo.

Skeet Cross is at Fort Wayne, Ind.

Jack Kelly, former KMA announcer, is now employed on a station at Poynette, Wisconsin.

"Connie and Bonnie" are at a Chicago radio station.

Vern Morgan is located at Indianapolis, Indiana.

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Do you know Norman Paulson's favorite hobby is scouting and hiking? He's getting a gorgeous sun tan as a result of spending all his spare time out-doors.

## Program Personals

By JEANE GAW

John Bryson, announcer on the "Victory Parade of Spotlight Bands", heard every night except Sunday at 8:30 on KMA, takes all honors for predicting D-Day. Bryson was part of an invasion bull-session held among fellow announcers several weeks ago. All 6 gabbers wrote down their predictions for time and place. Bryson's guess: June 6 with forces taking off from England and landing on the coast of France!

"Blind Date" producer, Tom Wallace, chooses the 6 servicemen contestants about 24 hours before the program. The girls are selected several days prior to the broadcast. (Mondays, 7:30 P. M.)

"Early American Dance Music" can boast of a Stradivarius violin valued at \$45,000. It's from the Ford collection in the Edison Institute Museum at Dearborn, Michigan, and is played by Clayton A. Perry, fiddler-director of the show, heard Saturday, 7:00 P. M. on KMA.

Sarajane Wells, heard as Betty Fairfield on Jack Armstrong, (Manday through Friday at 5:30 P. M.) always parks her hat and jewelry on a chair before approaching the mike. No, she's not superstitious . . . merely thinks she does a better job without a hat and jewelry. . . . By the way, these Jack Armstrong model airplane offers must make a hit with the boys and girls. Our one hundred Grumman Hellcat and Nakajima kits were gone in a jiffy when we recently offered them to the kiddies before the good news broke on the network.

Career Dreams:—Honey-haired Sally Stuart, songstress on Sammy Kaye's Tangee Serenade, heard each Sunday at 1:00 P. M., originally wanted to become a brain specialist, of all things! But an accident, thank goodness, forced her to give it up and become a singer.

"The travelingest man in radio" is Morton Downey. He has 32 cross-country tours and 29 round-trips to Europe to this credit. "Songs by Morton Downey" are heard Monday through Friday at 2:00 P. M. on KMA.



*Jeane Gaw*

Have you heard "Time Views the News", which recently started over KMA, Monday through Friday at 3:30 P. M? Westbrook Van Voorhies, March of Time voice, presents the news gathered by "Time's" 203 correspondents throughout the world.

Here's one on Dunniger:—A woman in Cleveland, seeing the Dunniger poster offering a reward of \$10,000 to anybody who could prove he uses stooges, remarked: "Are you looking for that man Dunniger yet? I thought he was shot long ago!" The master mentalist can be heard every Wednesday at 8:00 P. M. over KMA.

"Hot Copy", the adventures of a newspaper woman, is now heard at 4:30 P. M., Sunday instead of 2:30 its former time.

Navy "miracle":—Director of the "Meet Your Navy" choir almost produces a "miracle" every Friday night on the "Meet Your Navy" show at 7:30 P. M. Less than 50 percent of his singers have had previous choral experience and only 20 percent can read music at sight. To make things even worse, there's a complete turnover in the choir's personnel every six weeks, because the members are "Boots" in training for sea duty. Nevertheless, beautifully blended voices are the results!

THREE CHEERS for Horace Heidt and his "Heidt Time for Hires" show, heard Mondays at 9:30 P. M. They're really doing their share to help the boys coming home from overseas to find jobs.

## TIPS FOR FARMERS Continued

ple of weeks apart, it looks as if they would all be ready to pick at about the same time. The early planted ones were held back by the cold, wet weather and then the warm weather when it did come, seemed to hurry up the later plantings, so that for about a week all hands and the cook will be up to their ears in string beans. We canned over 150 quarts of green beans last year at our house, and have only a very few left over. We don't have any pat recipe or formula whatever. We just follow directions in the pressure cooker book, exactly. We did try putting up a dozen or so with bacon rind, and some with small potatoes in them last year, but this year we intend to put them all up as just plain green beans.

After the beans are out of the way the next big job will be taking care of the sweet corn. We all three have a lot of sweet corn planted but we have it staggered so as to stretch it out from the middle of July clear up into October. For example, our Hybrid Early Gold Sweet Corn is tasseling right now, and the Hybrid Stowell's Evergreen which we planted where we pulled up our early peas is just coming through the ground. So, you see, there will be quite a spread. Part of it we expect to can in the pressure cooker, part of it will be put in a locker, and I expect we will dry some, also.

So, you can easily see why it is that I'm afraid it won't be possible to get the three girls all together for a picture with their hair all fixed the same day.

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It isn't strange that "Little Joe" Parish' favorite sport is fishing, as Little Joe was born down in the Lake of the Ozarks region in Missouri. He is 24 years old, and started in radio while he was still in high school. Little Joe is the father of two little daughters, Shirley Jean, age 16 months and the image of her dad; and Betty Joe, age 4 1/2 months.

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Do you know Jim Kendrick's favorite hobby is reading good fiction books and music.

## KMA PARTY LINE—Continued

nationality and name! Pvt. Joseph French, the father, is stationed at McCook, Nebraska, so little Jo Lene lives here with Mother Helen, Aunt Alice, Uncle Melvin and Grandma. She gives nursery rhymes and songs on the air each week. One of her favorites is "Jesus Loves Me." Her full name is Jo Lene Rene French. She has blond hair, just like Mother's, and is really a "honey". Her pride and joy is her new kitty that just happened to come to her house recently. She named it "Spot". When I asked what her favorite food was, she said "CHOCOLATE!"

No doubt you heard Frank Field say on the air this spring that his wife was helping out in the mail department in the busy season. The other day I saw Frank talking things over with Bess Cagley, head of the department. When I asked why, Frank laughed and said that ever since Jennie had quit work, she had been house cleaning. That kept the house torn up all the time. He couldn't stand it any longer. So he was trying to find out if Bess wouldn't hire her back. Frank thought that was one way to get his house straightened up again!

I know you'll all be interested in following the Navy career of Tim George, former KMA announcer. Well, the last we heard, Tim had been transferred from the Great Lakes Naval Training station. We haven't received his new address yet.

Doc and Esther Embree took a vacation, going South after they left here. They are now in Springfield, Mo.

Dick Klasi, Cora Dean, and Willie are in Yankton, S. D.

Have you been wondering who it is that has the wonderful voice you've heard on KMA lately? It's Steve Wooden, and once you've heard him, you'll keep tuning back for more. Steve was born at Neosho, Missouri. He has been in radio a number of years, and has also made recordings. Listen to KMA at 10 o'clock next Saturday morning and hear him in a full 30-minute show!

Brown eyes, black curly hair . . . that's the best way I can describe good-looking Ralph Hunt, new banjo and guitar player.

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## Friendship

"To have a friend, you must first be a friend" said Emerson, the great writer. In short, you must earn someone's friendship if you want him or her to be a true friend of yours. And the best way of earning a person's friendship is to do something nice for them—something they don't expect.

And what nicer thing could you do for someone than to give them a gift subscription to this friendly magazine? Your friend will get 12 gifts in one—a new and different magazine each month for a

whole year. And it will be no trouble to you at all. You merely have to fill out the coupon below, attach \$1.00, and send it to us. We'll do the rest. We'll write to you immediately and acknowledge your order. We'll send a special gift card to your friend telling them that through your kindness 12 nice presents will reach them—and we'll send them a nice magazine every month for a full year.

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

CUT ALONG THIS LINE

Dear Friends at KMA:

I like your gift plan very much. Enclosed is my \$1.00 and send the KMA GUIDE each month to:

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