



H. H. Johnson



Ruth Garvin, Soprano



Inez Forsell, Pianist

KMMJ FOLKS

HERE they are—the people you hear every day, but seldom see. Do they look as you expected them to? Probably not. Voices are deceitful. You naturally expect a big voice to belong to a big person.

The KMMJ folks enjoy reading what the listeners have to say about them. They invite criticism. It helps them in selecting their numbers and arranging a program. What kind of a program do you like? Some say "Give us all old-time music", and others, "We want more popular selections". There you are. We compromise by giving you both.

The artists welcome applause letters and requests for dedications. They are glad to comply with such requests so far as is possible. Frequently a singer of the more classical numbers receives a request for "My Baby Don't Mean Maybe", and a popular song artist is asked to render "The Letter Edged In Black". In that event they are forced to dedicate to the listener something in their own line. Nevertheless, the requests were appreciated.



Audrey Hinds, Pianist



Lula (Mrs. H. H.) Johnson
Soprano



A. S. Kyne, Announcer



Irene Remmers, 11 year old artist



Dent Z. Holcomb, Announcer



(Left)
Frances Wheeler
Soprano



(Right)
Evelyn Boyle
Soprano



A. W. Johnson, Baritone



Mott M. Johnson, Tenor



Bill Taber, Announcer



The Magazine Girls



Mae Johnson, "Aunt Sammy"



Wm. J. Kotera, Operator



Gladys Hinds, Violinist



Stute Johnson, Announcer



The Masterbilts



Mona Motor Oil Twins
Visiting KOIL Artists



Harry Packard, Banjo



Inez Mae
Latta, Reader



Wallace Allen
Pianist

JOHNSON'S RADIO Issued



Listen to
KMMJ!



VISITOR Monthly

Vol. 1

SEPTEMBER, 1929

No. 10

Hello, KMMJ Listeners

This is the September issue of Johnson's Radio Visitor. None were issued for June, July and August, which we are now convinced was a mistake. For ages educators have claimed that people do the things they are in the habit of doing and only a few try to "think it out." Thinking is by no means a lazy man's job and when we bestir ourselves to "think out" this matter of why we did not publish the Visitor all summer, we can say nothing but that we allowed the old habit of slowing up in the summer to have its way. In spite of the fact that no Visitor has been issued since May, our summer business has increased between 300 and 400% over last summer.

There are several new additions to our Radio family. Some are not very new, but it just happens that we have not published a picture of them. This would be and is the case of Mr.



THE HINDS TRIO

Then comes "Bill" Goodrich. Bill comes from the tall corn state. "Missouri Valley, we are here."



"BILL" GOODRICH

We, also, introduce the Hind's Trio as a group. "The Hinds" are not new people to KMMJ listeners, but we have never shown them as a group. Miss Audrey Hinds at the piano, Miss Gladys Hinds, violin and Mr. Raymond Hinds, cello.

Also, you will see the "Gospel Singers." Mrs. H. H. Johnson, Mr. Dent Holcomb, Mrs. H. H. Packard, (Mildred Chambers) and Mr. Fred N. Hodges. The Hind's Trio is heard regularly 10:00 A. M., 2:00 P. M., and 6:00 P. M., daily. The Gospel Singers are heard 8:15 to 8:45 each A. M., and usually 8:00 to 9:00 A. M., Sundays.

AUNT MINERVA AND UNCLE JOHN

Some people object to Santa Claus and fairy stories, but most people like something that is different than it seems.

Uncle John's temper riles a lot of KMMJ listeners. One dear old lady writes she would enjoy choking him for the things he says to Aunt Minerva. There are others that feel different. It is clear that Aunt Minerva does not worry about Uncle John's grouchiness. She takes it for just what it is, regular Uncle John, big hearted and entirely dependable when needed, except that he likes to buy oil stock if not watched.

1930 conditions look good to me. I have never been much of a hand to get overenthused or extremely blue. I look for 1929 to end better for the general farmer than 1928 and I feel that 1930 will be much better for the farmer than 1929. Of course, I have reasons. First, congress has seen fit to revise the tariff, making it in some

(Continued on Page 2)



MR. FRED N. HODGES

Next in order would be Mr. Z. A. Mills who is likely to mention Kansas.



MR. Z. A. MILLS



AUNT MINERVA AND UNCLE JOHN

(Continued from Page 1)
measure a protection to the farmer. I do not feel that the farmers have enough yet, but the fact that some concessions have been made is encouraging. Again, I am a firm believer in the farm board. While there is a little tendency here and there to flare because of a big business man like Alexander Legge being appointed on a farmer's board, in general there is keen satisfaction. Most people, including radicals see the wisdom of choosing big men and realize that if Mr. Legge should act for a selfish motive, he will still be acting in the interests of agriculture. Mr. Legge can sell no farm machinery if the farmer remains in a state of bankruptcy. The only objection I make is that President Hoover did not see fit to appoint myself to represent poultry growing on farms, but if farmers help out with a few months of real optimism, poultry raising will become the order of the day anyway. The new tariff protects the American farmer up to 10 cents a dozen on eggs and 6 to 8 cents a pound on live poultry and 8 to 10 cents a pound on dressed and killed poultry. The farmer doesn't want it all, only a fair show and I feel that already he is settling down to regular production and co-operation.



Chief KMMJ Radio Operator
Paul C. Rohwer, License No. 3087



KMMJ Radio Operator
Carl R. Swanson, License No. 3067

KMMJ Radio Station starts the day's broadcast at 6:00 A. M. with H. Johnson at the mike and a recording program. At 6:30 comes Packard and Goodrich and at 6:45 Mills. At 7:15 starts the entertainers with Holcomb at the mike; 8:00 to 8:15 daily is "Mary's Piano Lesson." Mary and hundreds of little girls and boys with book 1 of the Conservatory Series of



THE GOSPEL SINGERS

THE SONGS THE GOSPEL SINGERS SING

Most of the songs by the Gospel Singers are in three small song books, 5½x7¼ with Manilla cover. We can mail these three books, postpaid, for 35c. The books are used in a great many churches, Sunday schools, etc. They are suitable for public schools and are often purchased in 100 lots. Most anyone will donate a dime to buy a book of this kind for school or church work.

RADIO AS AUTHORITY

No doubt radio stations will say plenty for themselves as do all branches of human endeavor that have any pride in their work. At the same time radio announcers are in line to be the world's best authority on languages before very long. Already there is a vast improvement in pronunciation, and a decided tendency to avoid dialect and slang. And, also, there is a tendency to use Abraham Lincoln's rule of simple expression. Language so clear that the most simple can understand it, and if the most simple understand it, surely the wise will understand it, too. The fact that there are a few announcers who are extravagant in the use of big words is admitted and still there is room for the claim that radio is a cleansing agent from the standpoint of good language. In fact radio is doing more toward a uniform vocabulary than any other factor in America. The radio and talkies are a vital force. We hear some loose statement to the effect that talkies won't last, etc. No one knows. It does not matter. I think they will last, but even if they do not, they are for the time a factor and a long step forward from the standpoint of vocal expression.

We are constantly being corrected on such words as aviation, zeppelin, cupola, bungalow, Arkansas, etc., indicating there is keen interest in correct pronunciation.

New Ladies Silk Hosiery at Prices That Will Please You

You are going to be surprised and delighted when you see the new hosiery we are offering you this season. We have heard many ladies say that they don't see how we can sell such big values at the low prices we charge.

The reason of course, is due to the way we do business. A big volume with small profit makes for lower prices and satisfied customers. And that is the basis of a successful business.

Take these silk hose for example. They are made of pure silk and have the improved French heel, the improved slipper sole and toeguard. They are longer and heavier and have a substantial lisle top.

An then you can get them in all the new colors and shades that are so popular this season, such as

Atmosphere
Champagne
Rose Nude
Allure
Suntan
Grain
Pearl Gray
Gun Metal

Pearl Blush
Cuban Sand
Onionskin
French Nude
Mystery
Moonlight
Wrought Iron
Black

Send us your order now. Be sure to state sizes and colors wanted.

3 PAIRS ONLY \$2.65 POSTPAID

piano instruction take instruction from Miss Audrey Hinds and other able instructors. Any child without previous training may start at the very beginning and proceed step by step. Teachers are invited to co-operate and send suggestions about conducting these classes.

Following "Mary's Piano Lesson," at 8:15 A. M. comes the Gospel Singers for one-half hour. At 8:45 A. M., is the day's news; 9:00 to 9:30 Aunt Sammie on household subjects; 9:30 U. S. Markets and weather. At 10:00 A. M. we start our selling talks and announcements. We give markets again at 11:00, also at 12:15 noon. From 12:15 to 1:00 P. M. is usually Wilson's KMMJ eight piece orchestra. We have sales from 1:00 to 2:00; at 2:00 P. M. the Hind's Trio gives a half-hour of music. At 3:00 P. M. each day starts a half-hour by Uncle John and Aunt Minerva. Uncle John is always a pessimist, Aunt Minerva always an optimist; naturally the two clash and thereby comes much of their fame as Radio entertainers. At 3:30 P. M., comes sales talk and music. Shortly after 4:00 P. M. daily is a valuable fifteen minute period by the World Bookman. School teachers should take note of this as their pupils are likely to ask some very disturbing questions. From 4:30 to 5:00 P. M. is "Picture Show Hour." Music and picture news; 5:00 to signing off time is good entertainment. This period includes the days summary of U. S. Markets.

Radio is Dependable

A Nebraska wholesale grocer who has been hailed into court several times for mislabeling his canned goods, is putting out a cheap grade of coffee that he calls "Radio Coffee." He admits it's cheap and he sells it cheap. The inference is that it's "Radio Coffee." Just what is Radio Coffee? Frankly, the effort is lost time on the part of the wholesaler and as much of a slap at the intelligence of his prospective customers as at radio. A KMMJ Radio recommend is reliable and altogether dependable. We do not condemn other methods of selling than our own. We simply make a fair statement, realizing that when facts are placed before our customers they are well able to choose for themselves. We sell only Old Trusty Special Blend Coffee. We do not knock honest dealers by insinuating and expecting an intelligent public to believe that by labeling a cheap grade of coffee, "Retailer's Coffee", anybody will believe that retailers all sell inferior coffee. Let us be honest about these matters.

If you like a program, write and tell the station that you like their program. Stations are dependent on the public and can be more helpful if listeners will comment on their work.



PAINT AGENTS

Naturally we have our hands on the analysis of the leading brands of paint sold in this territory. We know what is in them and the value as a wood covering, such as paint is. We have been told by many paint houses that we get no credit for the expensive quality of our paint and the valuable content of it. We don't believe it pays to use cheap paint. We don't sell it. We do not have room in our prices for a commission to local agents who pose as painters, but in most cases are also paint agents, the paint houses having arranged through their dealers for two commissions a large one for the retailer, another for the local painter who people are likely to leave the decision of choosing the paint to. In many cases a painter judges paint by the size of his own commission. Paint that allows him 20% rates higher than paint that allows him but 10% and, of course, paint that allows him nothing but good wishes, such as Old Trusty, is a very poor quality. He sometimes demonstrates that this is true by spotting up a building with thick and thin mixture so that it looks like a cloudy landscape.

To Start The Day Right SERVE OLD TRUSTY (Special Blend) COFFEE

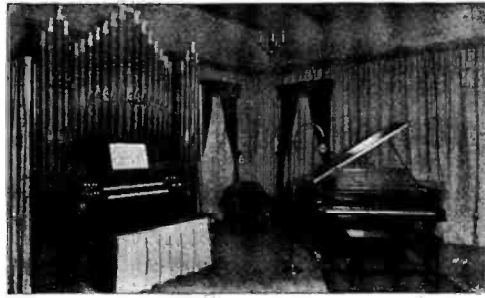
Not only is OLD TRUSTY Special Blend COFFEE the right thing to serve at breakfast, but it also "hits the spot" at noon and in the evening. When company drops in, you'll never have to apologize for your coffee if it's OLD TRUSTY.

You can buy it in 5, 10 or 25 lb. sacks. Of course, it pays to buy the larger size, because the price per pound is the lowest. And you aren't taking any chances, for OLD TRUSTY COFFEE is guaranteed to satisfy.

| | |
|-----------------------|---------|
| 25 lbs. postpaid..... | \$11.00 |
| (44c per lb.) | |
| 10 lbs. postpaid..... | 4.60 |
| (46c per lb.) | |
| 5 lbs. postpaid..... | 2.40 |
| (48c per lb.) | |

We are told various things that oil station men say about KMMJ tires. For the most part oil station men are fair. Only occasionally do they undertake to belittle KMMJ methods and Masterbilt Tire quality. They can't figure out how we deliver such quality for a price that means second and third graders to them. As a matter of fairness one should willingly pay more at an oil station than to a radio station. The oil station keeps a few tires handy. They should be paid for the service. The mistake is that they try to meet radio prices on a small volume. They cannot buy big volume at quantity prices and discounts. They also forget the four color magazine ads that go with a nationally advertised brand of tire. These pages cost plenty of money, all of which is prorated as overhead to the cost of the tires and paid for by purchasers.

Some of the Moderns are wondering why Kit Carson and the early pioneers didn't use auto trucks instead of ox teams.



KMMJ Studio, showing Baldwin Grand Piano

THE KMMJ SCHOOL OF MUSIC



We are going to give the young folks (and the older ones too) a chance to learn to play the piano by giving lessons over the air.

That may sound like an impossible thing to do, but with the help of the books and printed music, we know that these lessons every morning at 8 o'clock are going to be the means whereby hundreds of you may learn to play the piano so as to give pleasure not only to yourself but to others, too.

This feature which lasts for 15 minutes each morning is going to be known as "Mary's Piano Lesson." The lesson book to be used is the Conservatory Series which has been developed by that famous piano instructor, Mr. Oswald B. Wilson, supplemented with additional material from other equally able musicians.

The music period over KMMJ will be conducted by our own Miss Audrey Hinds and by other instructors, equally well qualified to teach piano.

It isn't necessary to have any preliminary knowledge of music in order to start. Every step is carefully and thoroughly explained and each lesson, at least during the beginning of the course, will be repeated three times so as to make sure that every pupil masters it completely.

As already mentioned, the instruction books are called the Conservatory Series. They come in three volumes and cover the first six grades of music. It is doubtful if there is another set of books on the market which so thoroughly covers every fundamental of musical knowledge.

And yet they aren't dry and uninteresting. For real musical selections are used, both for practice and for illustrations. In fact, the books contain more musical selections which if bought separately would cost far more than the charge made for the books.

The lessons will start at the beginning of September. Every morning except Sunday from 8:00 to 8:15 you will get the personal instruction and help of the KMMJ Staff of instructors. In addition there will, from time to time, be special programs, both by students and by well known musical artists.

Write us for additional information.

SEPTEMBER AND OCTOBER POULTRY CARE IMPORTANT!

The care of half-grown to near full-grown poultry is of extreme importance to the owner. Young poultry should have balanced feed and sanitary quarters. The process of culling should be efficiently handled by the owner and an experienced man who applies his practical experience along with the best of book theory. The thrifty poultry raiser will see to it that culls are marketed at earliest opportunity and gotten out of the way, leaving ample room for the new crop of fall and winter layers. It don't pay to stunt poultry or to keep feeders longer than their full growth and fattening limit.

"Now, what's the matter with my radio?"



Paul, KMMJ's operator, has some acquaintance with the consarned things called "Receiving Sets."

During the hot summer months it is generally conceded that radio reception is not so good as during the winter. It is harder to get distant stations and static is generally a serious problem.

Because of this condition less attention is paid to the radio during the summer than during the fall and winter. Batteries are allowed to run down and the tubes lose their life.

The month of September is a mighty good time in which to have your set checked over. First thing, of course, is to test your "A" Battery to make sure that it is properly charged and in good working order.

And then your "B" Batteries come next. The safest plan by far is to install a whole new set in the early fall. Then you know what you have and you won't have to worry about this part of your set for a good long time.

This might be a good place to mention that you will find it more economical to buy the Heavy-Duty Long-Life Batteries as compared with the Light-Weight Batteries. Not only do the Heavy Duty Batteries last longer but they give steadier and more even power while you have them.

Finally, have your tubes tested and inspected. Of course, if you find any that are run down and don't test up, you will have to replace them with new ones.

But if you want real satisfaction from your set this fall and winter, take this tip: Put in a complete set of new tubes right now.

One reason why some folk never get as clear reception as they ought to get is because they add just one tube at a time. In other words, they have one or more tubes that are partly gone, pulling the new tubes down. This means less distance and less clearness. It means that you have to use more battery power than you would with new tubes, which isn't a good thing for your tubes.

As we have just said, for the greatest possible satisfaction and enjoyment from your radio, put in a complete set of tubes this month. Keep the best of the old tubes to be used as "spares" in case of emergency and throw away the worn out ones. We know from actual experience that you will thank us for this suggestion after you have tried it.



Minerva Wash Frocks

Do Not Fade, 3 postpaid \$3

AUNT MINERVA SAYS:

Well, I wonder how you have enjoyed the summer. It's been very hot and dry here. All summer I have looked forward to the pleasure of assisting many of my friends to clothe their little girls as satisfactory and as cheaply as almost 30,000 women have clothed themselves with Minerva Dresses.

It pleases me that Minerva Wash Frocks are known all over the west and that they please in quality and appearance.

The Junior Minerva Wash Frocks are just as nice and I expect even more pleasing to the children than Minervas are to the grown up woman. Of course, these little dresses, like the Minerva dresses, are subject to approval. If you don't like them when you receive the package and open them up, return them for exchange or ask for money refund.

STYLE 61—2 to 6
Borden Print, straight line model, white collar and cuffs, smocking on shoulder, hand embroidery on collar and pockets, with bloomers.

STYLE 63—2 to 6
Printed dimity, straight line model, organdy collar, hand embroidery, smocked yoke, colored contrasting piping, two pocket style with bloomers.

STYLE 65—2 to 6
Borden Print, novelty organdy front with shirred shoulders, two pocket style with bloomers.

STYLE 835—2 to 6
Printed genuine broadcloth, straight line model, pleated front, hand stitched organdy collar and cuffs, bloomers to match.

STYLE 68—2 to 6
Amoskeag chambray, Dutch model, pleated skirt with waistline, including hand embroidery on collar, shirred shoulders, bloomers to match.

STYLE 67—2 to 6
Borden Print, basque model, white dimity collar, front trimmed with ruffled organdy with plique edge, collar hand embroidered. Contrasting colored piping on front and waistline, bloomers to match.

STYLE 76—8 to 14
Borden Print, two piece effect with kick pleat skirt, collarless, symmetrical neck trimmed with white broadcloth, two ties, hand embroidered, colored contrasting piping to match, without bloomers.

STYLE 75—8 to 14 Without Bloomers
Borden Print, basque model, shawl collar with hand embroidered tie, two pockets, colored contrasting trimming.

STYLE 78—8 to 14 Without Bloomers
French model with eton effect white collar, hand embroidery belt line with buckle gathered skirt with two pockets.

STYLE 26—8 to 14 Without Bloomers
Two-tone broadcloth; new printed waist with plain colored skirt, pleated front and skirt, belt line with loops, colored collar and cuffs.

STYLE 77—8 to 14 Without Bloomers
Borden Print, tailored model, pleated front and skirt, white pique collar and stitching, also on pockets and cuffs.

STYLE 79—8 to 14 Without Bloomers
Tailored model, pleated blouse and skirt, white collar futuristic fronts contrasting two-tone trimmed belt line with buckle.

STYLE 73—8 to 14 Without Bloomers
Borden Print tailored model, long waistline, set in yoke, pleated front and skirt, white broadcloth collar with hand embroidery and white flaps on pockets with hand embroidery.

STYLE 80—8 to 14 Without Bloomers
Well tailored model, pleated front and skirt, white broadcloth collar trimmed with fagoting, also on two pockets and cuffs, belt line with buckle, colored buttons on open front.

STYLE 62—2 to 6
Borden print, French model with hand embroidery, pleated front with broadcloth collar, shirred shoulders, belt line with hand smocking.

STYLE 05—2 to 6
Printed dimity, straight line model, white broadcloth collar with hand embroidery, shirred shoulders, two pockets, white organdy flaps, hand embroidered, with bloomers.

STYLE 64—2 to 6
Borden print, straight line model, colored collar and front, piped shoulder and hand smocking, no pockets, with bloomers.

STYLE 566—2 to 6
French model, long waistline, colored broadcloth collar and applique pockets all

hand embroidered, piped shoulder, shirred waistline with belt, including bloomers.

STYLE 63—2 to 6
French long waist line, printed front, white collar and applique front hand embroidered, belt line, no pockets, including bloomers.

STYLE 24—7 to 10 With Bloomers
Colored broadcloth, straight line model, white broadcloth collar, two pockets, hand smocking, tie ribbon.

STYLE 04—7 to 10 With Bloomers
Printed dimity, French model, long waist line with belt, symmetrical collarless neck, hand smocking.

STYLE 69—7 to 10 With Bloomers
Straight line model, white broadcloth collar with fagoting, open front with colored buttons, hand smocking on yoke with lazy daisy hand embroidery.

STYLE 03—8 to 14 Without Bloomers
Long waistline model with flared skirt, colored collar and front with running stitched and hand embroidered flowers.

GOOD PRINTING

We print for many of Nebraska's best manufacturers, can make any kind or size catalog, booklets, folders, broadsides and circulars. The larger the quantity, the better price can be had. We do process color work and other kinds of high grade half-tone printing.

Business Letter-heads

Printed at our Special Low Rate on 16 pound Nebraska or Hammermill Bond, postage prepaid.

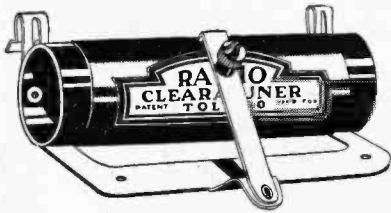
ONE COLOR

- (Not less than 5,000 at this price)
- 5 M 8 1/2 x 11, 16 pound, per M ---- \$3.15
- 10 M 8 1/2 x 11, 16 pound, per M ---- 2.40
- 25 M 8 1/2 x 11, 16 pound, per M ---- 2.15
- 50 M 8 1/2 x 11, 16 pound, per M ---- 1.95

TWO COLORS

- 5 M 8 1/2 x 11, 16 pound, per M ---- \$4.60
- 10 M 8 1/2 x 11, 16 pound, per M ---- 3.75
- 25 M 8 1/2 x 11, 16 pound, per M ---- 3.15
- 50 M 8 1/2 x 11, 16 pound, per M ---- 2.75

**KMMJ CLEARATUNER
THE NEW \$1.00 MODEL**

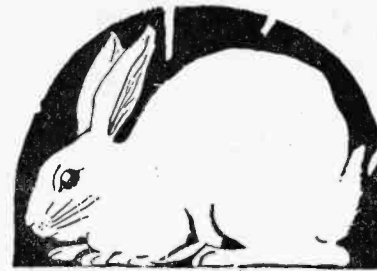


"It Tunes Your Aerial"

THE RADIO CLEARATUNER is a TWO TUNED CIRCUIT, consisting of an INDUCTANCE COIL working in conjunction with a SPECIAL FIXED CONDENSER, controlled by arm on coil, and when attached to your AERIAL WIRE (at your set) tunes your AERIAL, giving you MORE VOLUME, GREATER DISTANCE, GREATER SELECTIVITY, LESS STATIC and LESS INTERFERENCE. Place Arm on Coil and leave it where you get the Best results; it is not necessary to move arm every time you get a new station. By simply moving the arm on the coil two or three wires, you will SEPARATE, CLEARUP and bring in the STATION you desire.

Remember the RADIO CLEARATUNER is not an experiment, but a THOROUGHLY TESTED PRODUCT and only placed on the market after having been tested out from COAST to COAST.

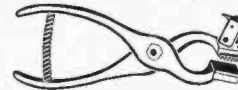
Send orders to—
KMMJ, Clay Center, Nebraska



**RABBIT
SUPPLIES**

**KMMJ STORE
St. Joseph, Mo.**

TATTOO MARKER FOR RABBITS OR POULTRY



You can make one to five letters or figures in the ear of a rabbit or web of the wing of a fowl with one operation. The tongs are six inches long and the characters are made in two sizes, 3/8 of an inch and 1/4 of an inch high. Only 3 of 3/8 inch characters can be used in the tongs at one operation but as many as 5 of the 1/4 inch can be used at once. State size wanted. Postpaid prices:

| | |
|---|--------|
| Tongs | \$2.00 |
| Letters or figures, each | .25 |
| Outfit, tongs, set of figures, 0 to 9 and ink | 4.00 |
| Outfit, tongs, 3 letters or figures and ink | 3.00 |
| Tattoo ink 250 size | .25 |
| Tattoo ink 500 size | .50 |

Illustrated circular mailed on request.

GERMOZONE

Why have a chest full of remedies when Germozone will do in every case? Each package contains special directions for treating rabbits for snuffles, slobbers, catarrh, sore eyes, vent gleet, sore hocks and bowel trouble. Germozone is also unexcelled as a tonic. Use it in the drinking water once a week. Rabbits like it. Postpaid prices:

- 20 tablet box, 25c; 75 tablets 75c; 200 tablets, \$1.50.
- Five tablets make 1 oz. of Liquid Germozone.

RABBIT BOOKS

The Belgian Hare, a 36 page book printed on magazine paper, has numerous illustrations and attractive cover. Postpaid 25c.
Chinchilla Rabbits, by Judge Fehr, contains 54 pages with many illustrations. Postpaid 50c.
Flemish Giants. 76 pages of valuable Flemish information and illustrations. Postpaid 50c.
Rabbit Keeping for Beginners, a 40 page illustrated booklet discussing the rabbit industry from every angle. Postpaid 25c.

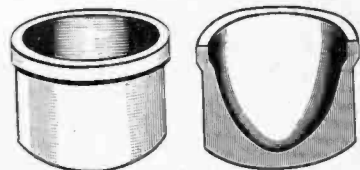
FEED AND WATER CROCKS

These Rabbit Feeders are made of a good grade of gray crockery, glazed inside and out. The wide ledge at top prevents waste of feed. We have them in three sizes, all 2 1/2 inches high.



- No. 1—5 1/4 in. in diameter, 6 for \$1.02; 12 for \$1.92.
- No. 2—6 1/2 in. in diameter, 6 for \$1.15; 12 for \$2.16.
- No. 3—7 1/4 in. in diameter, 6 for \$1.32; 12 for \$2.52.

Our Rabbit Waterers are also of gray pottery glazed inside and out, and the bottom is rounded inside to prevent cracking by freezing. Their heavy weight prevents rabbits from upsetting them.



The No. 3 weighs about 5 pounds and the others in proportion.

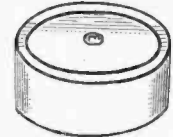
- No. 1—2 3/4 in. high and 4 1/2 in. diameter, 6 for 96c; 12 for \$1.80.
- No. 2—4 in. high and 4 1/2 diameter, 6 for \$1.02; 12 for \$1.92.
- No. 3—4 1/2 in. high and 6 in. diameter, 6 for \$1.20; 12 for \$2.28.

We do not accept orders for less than 6 crocks of a kind and we cannot ship by parcel post. Light shipments will be forwarded by express and the heavy by freight. All prices quoted are f. o. b. St. Joseph.

Write us for our low prices on lots of 100 or more of a kind f. o. b. factory in Illinois.

SALT SPOOLS

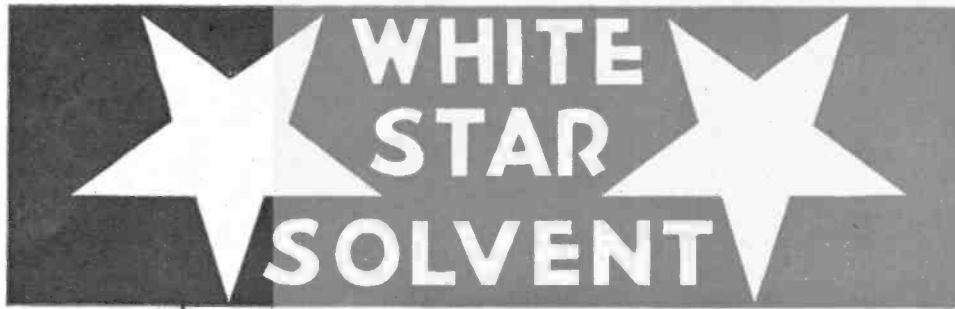
Salt Spools 3/8 by 2 inches. Guaranteed not to dissolve or crumble. We have three kinds. Common Salt and Sulphurized Salt at 75c per dozen postpaid, or we will ship them by express at customer's expense at 50c per dozen. Mineralized, containing 12 different ingredients, at 90c per dozen postpaid, or 65c per dozen by express at customer's expense.



PRINTED ACCESSORIES

Send ten cents (stamps or coin) for sample and our low prices on each of the following: Breeding Record Hutch Cards, Young Stock Record Cards, Pedigree Blanks, and Breeding Record with pedigree form on the back. We will also include a sample salt spool.

**M. M. JOHNSON CO.
St. Joseph, Mo., Branch**



CLEANS

SINKS, BATH TUBS, WASH BASINS

Greasy skillets, pans, cream separators and milk vessels. Those grimy sediment rings and spots and greasy utensils which are hard to clean are quickly cleaned with "White Star" powder dusted on and moistened or used on a damp rag.

WHITE STAR is a wonderful water softener combined with a penetrating solvent which dissolves grease and grime. Put up in large convenient sized can for use in kitchen and bath room. Great for cleaning greasy hands. If your dealers do not have it send direct to Turner Bros., Bladen, Nebr.

FOR WASHING DISHES

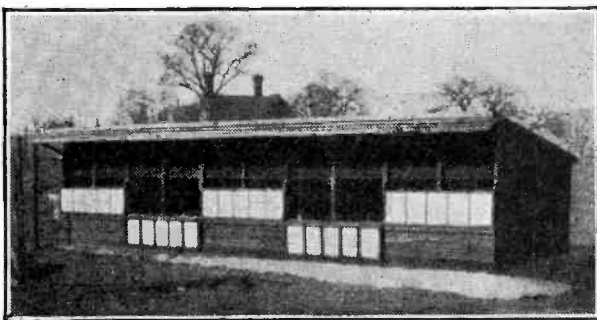
A table spoon full in dish water beats soap and does not leave those greasy rings on dish pan or grease on top of dish water. Makes clean, bright dishes.

Suds making soaps contain grease and deposit a film on water. **WHITE STAR** dissolves grease. Use it in boiling clothes instead of soap. They will rinse out whiter and cleaner, same as dishes.

Three Cans
24 OZ. EACH
Postpaid **\$1**

GLASS CLOTH

EXTENSIVELY USED IN ENGLAND



This picture taken in England shows type of poultry house in use since Glass Cloth became so popular in that country.

GET MORE EGGS



For the price of two eggs per hen spent for Glass Cloth it is very easy to make each hen lay two dozen extra eggs this winter. Do you want those extra 22 eggs per hen?

Build a Glass Cloth scratch shed or give the hens extra quarters with good area of Glass Cloth front where they can feed and scratch in comfort during the cold weather, and they will exercise and pep up in vitality. They will lay eggs while the price is high.

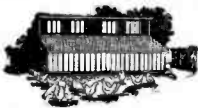
Don't make your hens spend the day in their sleeping quarters or out in the cold. Give them comfort this winter. They will repay you very handsomely with eggs.

NEW LOW PRICES

Glass Cloth is sold by thousands of dealers. If yours does not have it send \$5.00 for 15 yards postpaid. If you want a cheaper material send \$4.25 for same amount of Limber Glass. We fill mail orders promptly.

IT PAYS TO BUY GENUINE GLASS CLOTH

You can't beat **GLASS CLOTH** for quality or economy. It gives more service for the money than any other material of its kind. It has tremendous strength. This is why we have put the name in Red Edge on every yard. Be sure of this when buying. It protects you against inferior imitations.



TURNER BROS.

BLADEN, NEBRASKA

Mail Order Dept.

MONEY IN POULTRY

The Straw-Loft House

Old poultry houses are being re-modeled into the straw-loft type poultry house and I cannot help but feel that when a new house is built, the poultry raiser should fully investigate before he builds any other type in this section of the country.

The purpose of a straw-loft house is to have a ventilated loft with a floor consisting of six to ten inches of wheat straw.

The loft should have a door about 3x3 in each end for the circulation of air through it. This is all the ventilation necessary to keep the room below dry and the air pure.

The problem of keeping down moisture and drafts and at the same time keeping the house properly ventilated and dry, are problems of every successful poultry raiser.

The straw-loft house properly constructed solves these problems which cannot be solved in any other way with so little attention.

Pullets To New Quarters

Poultry raisers who have not already done so, will want to worm their young stock as well as their old stock before putting them into winter quarters. We have Gold Leaf Tobacco Powder that may be mixed with the dry mash, two pounds for 40c, ten pounds \$1.75 postpaid.

Tobacco powder is effective only for treating for round worms, Kamala capsules are recommended for tape worms. We can supply Kamala capsules in lots of 100 at 50c per hundred.

Our Trusty Double Duty capsules for both round worm and tape worms are sold in quantities of 100 or more at \$1.50 per hundred. Results are guaranteed with our Trusty Worm Capsules.

FOR DISENFECTING THE POULTRY HOUSE

Creokote is a cold water white paint that is a disinfectant. Creokote is guaranteed to not peel, crack or rub off, it kills disease germs and mites. It may be applied with either a brush or sprayer.

Just the thing for lighting any cellar or basement. It comes in powder form and is easily mixed in cold water.

It is also good to use in dusting garden truck vines and shrubs and for spraying tree trunks.

One pound covers 75 to 100 square feet, five pounds postpaid is 90c; ten pounds \$1.75.

Our Anniversary and Poultry Show

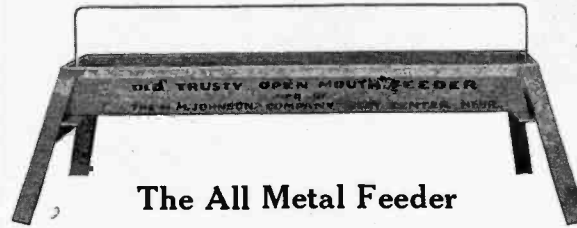
NOVEMBER 18 TO 22

Poultry fanciers should remember that there is no show on earth that will give greater advertising than the KMMJ poultry show held in connection with the KMMJ anniversary, November 18-22. This is an official A. P. A. show.

All the fanciers in this section of the country will be there.

Remember also the big poultry exhibit always held in connection with our Clay County Fair, 16-20th of this month.

For anything on this page address your orders to us at Clay Center, Nebr.



The All Metal Feeder

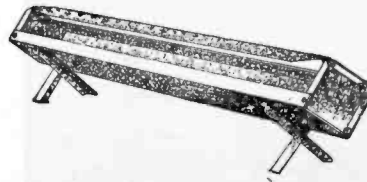
The all metal Open Mouth Feeder is all metal, made of high quality galvanized steel and is becoming more and more popular.

We have a great many customers who are paying high compliments to The Open Mouth Feeder, picture of which is shown above.

This feeder does not waste, the birds cannot beak out the dry mash, neither can they get their feet in the hopper and contaminate the feed. This feeder is just the thing for moist mash, sprouted oats or milk. They are used generally for dry mash.

On account of our volume in sales, we have been able to reduce the price of these feeders to \$2.50 each.

OPEN MOUTH



This Open Mouth Feeder is four feet in length which is of sufficient size to accommodate about forty half-grown chickens or laying hens.

The price of this feeder is \$2.75.

Chicken Jewelry

The early maturing Pullets and Cockerels are most valuable from egg production standpoint. These birds should be banded with a blue spiral band and later kept in special breeding pens or used as breeders in the flock.

Leg bands are valuable in other ways. Should an undesirable bird show up as a cull, or with disqualifications, it is a common practice to use a yellow leg band to indicate that he is to be used for the table or put on the market. Much can be done in breeding up a flock by selecting with the help of colored leg bands. Often we like to keep track of certain individuals in the flock. Bands with numbers enable us to keep a record of each bird as to his show winnings, etc. Prices on leg bands are as follows:

DOUBLE COIL CELLULOID LEG BANDS, are 75c per hundred postpaid. Be sure to mention color and for what breed and whether for males or females when ordering.

COLORED RIBBON NUMERICAL BANDS



The number is pressed into the band and is permanent. These are easy to put on and cannot come off. Celluloid leg bands come in the following colors: Blue, green, white, yellow, pink, red and brown. The price for these is \$1.50 per hundred.

ALUMINUM ADJUSTABLE LEG BANDS



These come with numbers from one to a thousand. Made in two sizes for either chickens or turkeys, 60c per 100; \$2.00 for 500.

COLORED NUMERICAL METAL BANDS



Just the thing for show birds. These bands are adjustable and will fit any fowl from Bantam to turkey. Colors, red, blue, green, yellow, pink, white. Price \$1.50 per 100.

TURKEY LEG BANDS

Double coil celluloid, made in red, yellow, green, black, white, dark blue and light blue, at \$1.80 per hundred. Extra large bands for "toms" 45c per dozen.

Healthy Poultry Necessary for Poultry Profits

Our KMMJ Sanitary Thermo Fountain can be taken apart and easily cleaned in a moment. Chickens can drink all the way around this fountain.

This fountain keeps water pure and clean, cool in hot weather and warm in cold weather.

Every fountain guaranteed. Twenty fowls can drink at one time.

We are making a special sale price for a limited time only for \$4.25, shipping weight 27 pounds.

Which Shall It Be, Gooch's or Will You Mix Your Own Laying Mash?

We are convinced that the Gooch poultry feeds are as good as may be secured. Although you may have your poultry feed shipped in hundreds of miles or pay a lot more, Gooch's mash contains, buttermilk, minrol-protein and clean wholesome home grown grain, well mixed. You will find everything that is essential for a good feed in Gooch's mash.

A great many of you have heard us give a formula for home made mash over the radio. The formula for home made mash is as follows: 200 pounds oats, 100 pounds wheat, 75 pounds corn ground real fine and mixed well with 50 pounds of meat scraps or high grade tankage and 35 pounds Minrol-Protein. Minrol-Protein may be secured from KMMJ store or from any Gooch poultry dealer \$5.50 per 100 pounds.

TRUSTY ROUP REMEDY FOR PREVENTING COLDS

Will prevent as well as affect a remedy for colds or roup. May be given individually or flock treatment according to the severity of the case.

Trusty Roup Remedy has an oil base and it floats on top of the drinking water, so birds when they drink treat themselves.

It is sold on a satisfaction or money-back guarantee. \$1.00 for six ounces, \$2.00 for a pint and \$3.75 for a quart, postpaid.

CHICKEN ROUGE

A special preparation for cleaning feet and shanks, beak, face, comb and wattles of birds for exhibition.

It has special cleansing features to remove dirt and dust and when used on the face, comb and wattles brings the blood to the surface, that remains for hours and makes these parts look as red as fire. Makes the bird attractive.

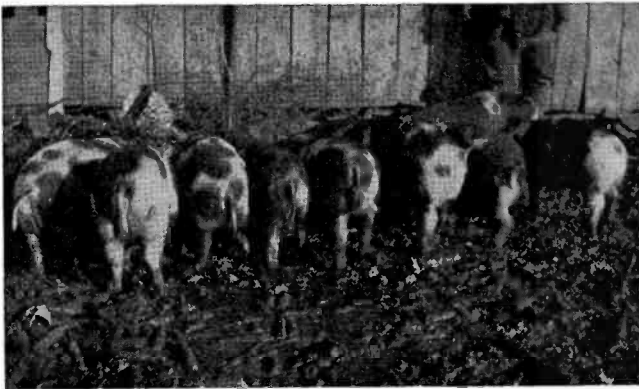
The price is 25c per bottle postpaid.

Write Us About Poultry

We don't know it all about poultry, but having been in the incubator and brooder business for over thirty-five years has given us a contact with thousands of poultry raisers, in addition to our own practical knowledge.

Keep Old Trusty Incubators and Brooders in mind and write us for special fall prices. Fully investigate the Solid Comfort Brooder on page 12. You will like it.

OLD TRUSTY CO.
Clay Center, Nebr.



STOP NECRO LOSSES

Master Hog-Tone is Guaranteed to Give Satisfactory Results

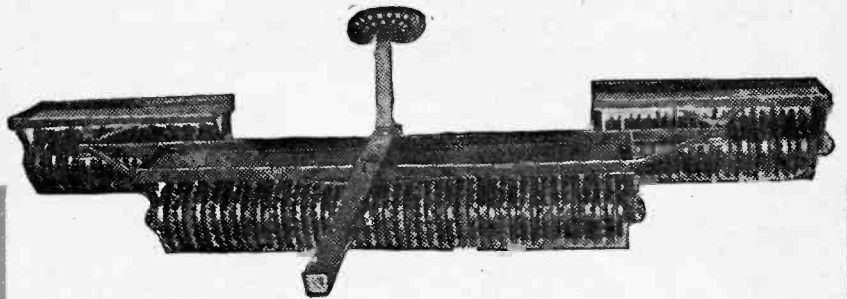
Have you suffered losses because of the presence of Necro (Necrotic Enteritis) among your hogs? The chances are that you know from actual experience how costly this disease is.

Very few farmers escape. Even if you have been lucky so far, you can't tell but what your hogs may break with it in the near future.

The moment this dread disease should make its appearance be sure to send for Master Liquid Hog-tone which is sold on a money-back guarantee that it will do the work for which it is intended. It's a good plan always to have a supply on hand for instant use in case of emergency.

| | |
|----------------------------|---------|
| 1 gal. (for 20 hogs)----- | \$ 4.50 |
| 2 gal. (for 40 hogs)----- | 8.75 |
| 3 gal. (for 60 hogs)----- | 12.00 |
| 4 gal. (for 80 hogs)----- | 15.25 |
| 5 gal. (for 100 hogs)----- | 18.50 |

OLD TRUSTY CO., Clay Center, Nebr.



WESTERN SPROCKET TYPE PULVERIZER

You should have a WESTERN SPROCKET TYPE PULVERIZER, PACKER and MULCHER to get your winter wheat ground in shape.

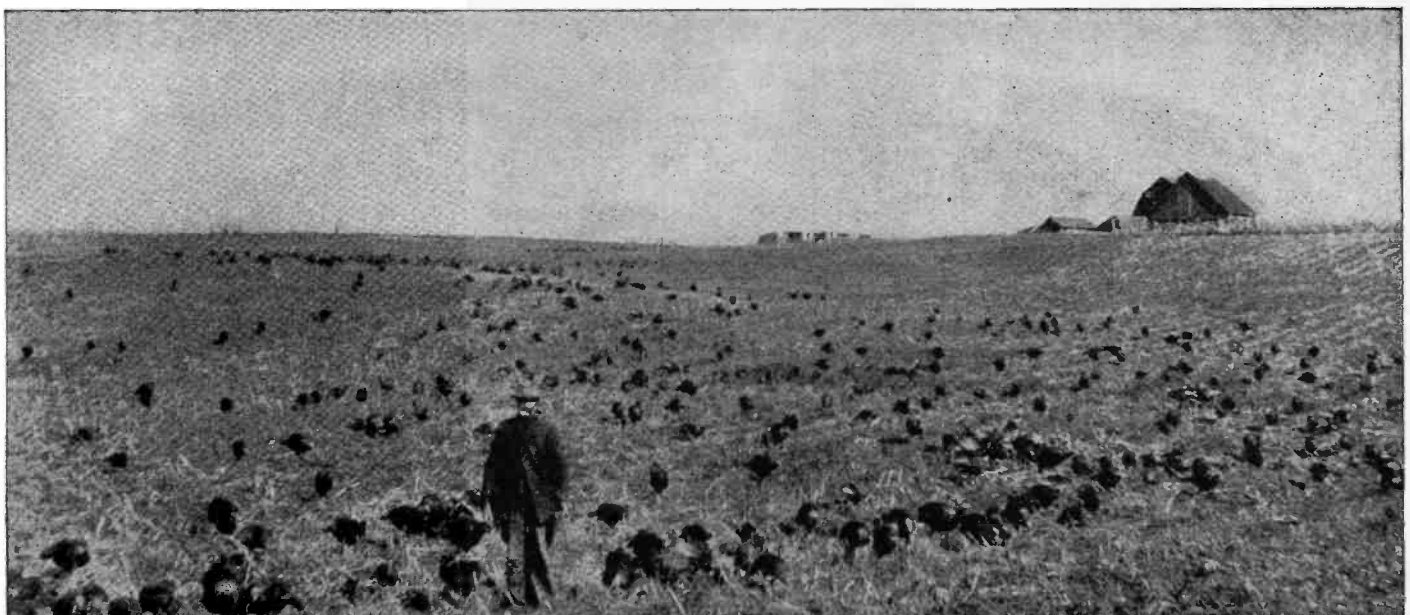
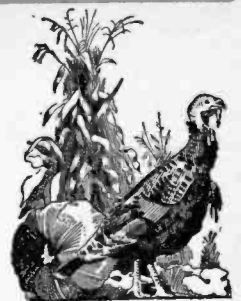
A perfect seedbed is as important as to sow or plant. The WESTERN Pulverizer, Packer and Mulcher makes a perfect seedbed and leaves a loose mulch on top to retain the moisture in one operation. It will increase profits on your crops. Made in 13 sizes, one and three sections. \$30.25 and up.

We want every farmer and land owner to have our illustrated circular. It describes the WESTERN, its principles and advantages over all other Land Rollers. This circular has testimonials from many farmers proving what it will do on wheat, alfalfa and other crops. It contains valuable information on how to prepare the soil for better results. Send for this circular today whether you want to buy or not.

WESTERN LAND ROLLER COMPANY
Box 452 Hastings, Nebraska



One of the new enterprises of the West is the raising of turkeys in a large way. Turkey ranches are common and also profitable. Breeding stock is always at a premium if it is good. All of the old time turkey troubles seem to be overcome. The young turkeys are hatched in incubators and for a period are brooded with brooders just like chicks. The Western "Turkey Crop" is an important income. It is also sure and safe.



Turkey ranching is a regular business in many of the western states. Mr. B. F. Segner of St. Croix Falls, Wis., in the picture.

MORE MILES PER DOLLAR

When You Buy MASTERBILT TIRES

If someone offered you 5 gallons of gasoline for a Dollar and someone else offered you 10 gallons for \$1.70, you wouldn't say that because the total price was higher the latter gasoline was the more costly, would you?

It is exactly the same way with tires. The basis on which to figure tire prices should be the service or number of miles you get—not the dollars and cents you pay out.

That's the only basis on which we sell MASTERBILT Tires. We have them built according to our own specifications. We know what goes into them and we know how they are constructed. That's why we know that they will give you more miles of trouble-free puncture-less service than other tires at the same or even much higher prices.

CLINCHER CORD TIRES

| SIZE | | TIRES | TUBES |
|-------|------------|---------|--------|
| 30x3 | Cl. O. S. | \$ 5.95 | \$1.25 |
| 30x3½ | Cl. Reg. | 6.55 | 1.40 |
| 30x3½ | Cl. O. S. | 7.40 | 1.40 |
| 30x3½ | Cl. T & B. | 8.00 | 1.40 |

STRAIGHT SIDE OVERSIZE CORDS

| SIZE | | TIRES | TUBES |
|-------|------------|---------|--------|
| 30x3½ | S. S. | \$ 7.65 | \$1.40 |
| 32x3½ | S. S. | 9.25 | 1.60 |
| 31x4 | S. S. | 10.80 | 1.70 |
| 32x4 | S. S. | 11.20 | 1.75 |
| 33x4 | S. S. | 11.55 | 1.80 |
| 34x4 | S. S. | 12.25 | 1.85 |
| 32x4½ | S. S. ExHD | 20.10 | 2.40 |
| 33x4½ | S. S. | 15.35 | 2.45 |
| 34x4½ | S. S. | 16.55 | 2.50 |
| 30x5 | S. S. ExHD | 23.60 | 2.70 |
| 33x5 | S. S. ExHD | 24.00 | 2.80 |
| 34x5 | S. S. ExHD | 26.45 | 3.00 |
| 35x5 | S. S. ExHD | 29.45 | 3.15 |
| 32x6 | S. S. ExHD | 42.65 | 4.50 |
| 36x6 | S. S. ExHD | 47.55 | 5.80 |

BALLOON CORDS

| SIZE | | TIRES | TUBES |
|---------|-------|---------|--------|
| 29x4.40 | | \$ 8.10 | \$1.60 |
| 31x4.40 | Cl. | 9.60 | 1.90 |
| 31x4.40 | S. S. | 10.05 | 1.90 |
| 30x4.50 | | 8.60 | 2.05 |
| 28x4.75 | | 9.80 | 1.80 |
| 29x4.75 | | 11.35 | 2.20 |
| 30x4.75 | | 11.50 | 2.25 |
| 29x4.95 | | 11.65 | 2.30 |
| 30x4.95 | | 12.20 | 2.35 |
| 29x5.00 | | 11.85 | 2.35 |
| 30x5.00 | | 11.90 | 2.40 |
| 28x5.25 | | 12.50 | 2.45 |
| 30x5.25 | | 14.80 | 2.65 |
| 31x5.25 | | 15.55 | 2.75 |
| 30x5.77 | | 15.80 | 2.80 |
| 31x5.77 | | 17.30 | 2.95 |
| 30x6.00 | | 16.65 | 2.60 |
| 31x6.00 | | 17.20 | 2.65 |
| 32x6.00 | | 15.95 | 2.80 |
| 33x6.00 | | 17.45 | 2.95 |

(Prices subject to change without notice)

Note—If we do not have your size in Masterbilt, we reserve the right to ship you a tire which we guarantee to be of equal size and quality.

Parcel Post Prepaid 1st, 2nd or 3rd zone. Credit for 3rd zone if you live beyond

**MORE
MILES
LESS
MONEY**



OUR GUARANTEE

"We guarantee the New MASTERBILT Tire to give 20,000 miles of service. If any MASTERBILT Tire falls to do that, just send it in and we will allow you full value for the unused part by giving you a new tire, you to pay for the amount you have used, or we will repair your tire FREE OF CHARGE. If you know of a fairer or more honest guarantee than that I wish you would let me know. Thousands of customers have told me it is the best guarantee they ever heard of."

FREE TUBES

For a tire to give you the best service you need a new tube in a new casing. We give you free a new MASTERBILT Tube with every MASTERBILT Tire you buy from us. That is just one more reason why OLD TRUSTY Tire values are the greatest that are offered you anywhere. Take advantage of our present prices while they last.

Masterbilt Quality Has Been Proven by Thousands of Users

Every day the mailman brings us more letters from folks who have used MASTERBILT Tires and have learned from their own experience that every word we say for them is absolutely true. We could lower the quality and sell them a little cheaper. But you wouldn't want us to do that, we know. That's why we stick to quality, for it makes for satisfied users—the kind that keep on coming to OLD TRUSTY for all their tires and tubes.

Dear Mr. Johnson:
I thought I would write you a few lines about the MASTERBILT tires. We have 4 on our Chevrolet. Two of them are over a year old and to look at them they look good enough to wear for three years yet. You can't say enough for them. I know as long as we can get MASTERBILT Tires we won't get any other kind. I know what they will do.
Mrs. H. Tschudy

RADIO AND FARMING



We are all so wearied of arguments, that in order to evade some of them we do not say many things that should be emphasized even by shouting from the house tops. I certainly do not agree with the too common expression, "any—fool can farm." Why can an inefficient, no-account fellow farm any more than he can run a bank or conduct a business college? Farming is a serious scientific business that's been badly neglected and now needs some high grade mental work as well as efficient physical work. The Radio is one of the agents to bring this about. The broadcasting of markets is already established. There has been some light headed objection, but markets are now firmly established as a radio farm aid feature.

They have not come easily. Only a few months ago I attended a theatre where one of the actors got a good laugh from an audience by a mimic market broadcast, that he called entertainment.

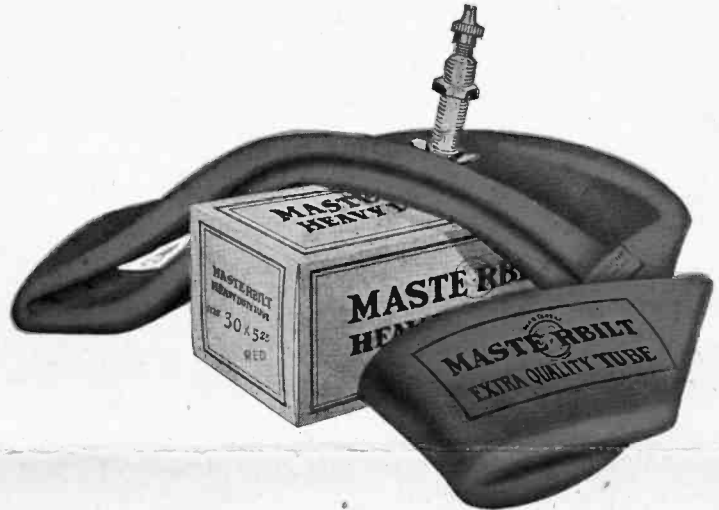
The radio is more necessary to the farmer than to any other group of people, because it's quicker. So far the farmer has not fully realized the radio's full value. KMMJ receives from 300 to 500 personal visitors daily. A surprising number of these say they have no radio, but what I think is worse, some of these describe their set and it's a poor affair. Farmers need good sets. There are too many important things happening to risk being without a good radio receiving set. It costs money to do without a radio receiving set. Markets, weather, politics, church affairs, etc., are all daily radio topics and they are all vital to the farmer. There are some very humorous twists to the matter as, while the general public is surprisingly patient, there is a small per cent of cranks who seem to think that as they have never experienced 100% perfection they ought to demand it of the radio and their idea is to write the broadcasting station, definitely outlining a program to suit themselves, both as to time and subject. One very human fellow writes me that he objects to advertising. Says he, "I don't like your advertising so much and I don't think you should do it. I have a very good farm for sale that I lived on 17 years. It is a good farm and I want to sell it. I will give you \$100 to sell it for me." A Kansas farmer would have us give the hog markets at Kansas City, but not Omaha, Chicago or the sheep market, which is of so much interest in the Northwest. Radio is by no means a one man or a one locality proposition; it is for all.

**THE KMMJ POULTRY SHOW AND
CLAY COUNTY FAIR**

These two events are in no way connected but people are asking about them. The Fair is September 16 to 20th. The Poultry Show is November 18th to 23rd. Both of these events are important as they have to do with bettering farm profits. Start now to plan for these two weeks. Bring some of your friends and tell all that you can't bring with you.

H. H. JOHNSON

**Masterbilt Tubes Make Your Tires Last Longer
and Give You Better Service**



The poorest economy is to try to get along with an old tube which has been patched and repatched. Such a tube is bound to give trouble. In addition it is likely to prove very expensive as it may go down on you and ruin your tire before you have opportunity to prevent it.

With every new Masterbilt Tire we give you free a Masterbilt Tube, for we know that you are going to get longer life and greater satisfaction from your tire by having a new tube in it.

If you are using tubes that have been patched or are getting old, better order new Masterbilts to take their place. Here is an extra heavy and exceedingly strong tube which is giving unusual satisfaction. And it is sold at prices that are astonishingly low.

See Price List on Opposite Page.

OLD TRUSTY CO., Clay Center, Nebr.

**Masterbilt Tubes Will Help You Get Our
Broadcast Programs Still Better**

New fresh tubes of the right kind will accomplish wonders for your set this fall. And there are no better tubes than the ones we sell under the name of Masterbilt Radio Tubes. We are featuring this brand because we are anxious to help you get the best possible reception of our programs.

Each tube is carefully inspected and individually packed. It is sold to you with a definite guarantee that it will give you six months satisfactory service.

As we have explained elsewhere in this issue, for the best results from your radio, put in a complete set of Masterbilt tubes this month. You will find that your batteries will last longer, that reception will be clearer and that you will be able to bring in stations from greater distances.

We invite comparison both as to quality and price, because we know that Masterbilt tubes are distinctly in a class by themselves. They represent the greatest value in Radio Tubes that we know of anywhere.

SELLING PRICE RADIO TUBES

| TYPE | FUNCTIONS | PRICE |
|-------------|------------------------|--------|
| 226 | A. C. Amplifier | \$1.15 |
| 227 | A. C. Detector | 1.75 |
| 171-A | Power Last Stage Audio | 1.45 |
| 280 | Stor. Bat. Detec. | 2.10 |
| 112-A | Power Last Stage Audio | 1.45 |
| 201-A | Stor. Bat. Detec. | .75 |
| 199X or V | Dry Cell Detector | 1.25 |
| WD 11 or 12 | Dry Cell Detector | 1.25 |
| 210 | Power Amplifier | 4.75 |
| 281 | Rectifier | 3.75 |
| 200-A | Spec. Detector | 1.65 |
| 245 | Power Amplifier | 2.10 |
| 224 | Screen Grid | 3.50 |
| 501 | Special | 2.10 |
| 250 | Power Amplifier | 5.95 |

OLD TRUSTY CO., Clay Center, Nebr.



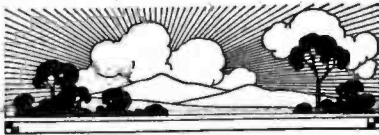


GEORGE C. KISTER

U. S. Market and Weather Announcer

U. S. OFFICIAL MARKET SCHEDULE

- 9:30 A. M. Weather forecast and opening Hog Market flashes.
 11:00 A. M. Weather and Mid-morning livestock flashes.
 12:15 (Noon) Weather and complete livestock market.
 5:00 P. M. Weather and Days Livestock and Grain Market close.



For Those Who Like Beautiful Flowers

People express themselves in different ways. Sometimes it is not fair to judge, but we do it anyway. As we know people are going to more or less rate us by our surroundings, why not surround ourselves with at least one month of bloom. This being September, "Peony Planting Time," here is KMMJ's offer on twelve of the most desired Peony Roots, all for \$9.60 postpaid. These are strong three to five eye roots that will bloom the first year. Just to show you here is a list of our \$9.60 collection—

1. Chestine Gowdy (Brand 1913)
2. Couronne de Or (Crown of Gold) (Calot 1873)
3. Madame Calot (Miellez 1856)
4. Marie Leomine (Calot 1869)
5. Mary Brand (Brand 1907)
6. Rachel (Tery)
7. Ruth Brand (Brand 1907)
8. Felix Crousse (Crousse 1881)
9. Lord Kitchner (Renault 1915)
10. Helen Wolaver (Brand)
11. Grandiflora (Richardson 1883)
12. Felix Maxima (Miellez 1851)

I suggest you check this list, note the large number of the most desired and choice varieties in this collection. Some have been kind enough to say it is a \$15.00 collection, but we are offering it for \$9.60, postpaid. Of course, the roots are guaranteed as is the case with all Old Trusty Offers. Ask for secrets of success with Peonies.

Two Special KMMJ Services

To the left is George Kister, KMMJ Market announcer. He gives the Official U. S. markets as received from direct government wire. To the right is myself, announcing a new 1930 service that I think is a big thing for our folks. Those who have a few furs can get a good price and later this same plan will be enlarged to serve folks who have a small herd of sheep to get best price for wool.



H. H. Johnson, KMMJ



FAMOUS LADY LORAINÉ BEAUTY AIDS

Lady Lorainé

A new compact powder which protects your skin, improves your complexion and eliminates large pores, pimples and black heads if used daily. Guaranteed to improve any complexion; goes about twice as far and stays on much better than the ordinary loose powder.

Our price \$1.00 per jar, postpaid.

Beauty

Powder

Lady Lorainé

Comes in three desirable shades—light, medium and dark. Contains about eight times as much as the usual small size for which you pay 50c to 75c.

Our price, \$1.00 per Compact, postpaid

Rouge

Lady Lorainé

Ideal size to carry in purse, is the size which you usually buy at retail stores, and contains the same fine quality Rouge which we use in the large compact.

Our price 50c per Compact when ordered with other Lady Lorainé products.

Purse Size

Rouge

Lady Lorainé

A cleansing creme that cleanses the pores and softens the skin, a real necessity to the woman who values her complexion. Made of the best ingredients some of which we import. A cleansing creme should be used to remove powder at night. Rub in thoroughly and wipe off before retiring.

Our price 75c per Jar, post paid

Beauty Creme

Lady Lorainé

A very refined and pleasant odor, made of full strength imported oil. We believe the true Rose odor to be the nicest of all floral perfumes.

Our price \$1.00 per bottle, postpaid

Perfumes

White Rose

Lady Lorainé

A wonderful combination of floral odors, the right size to carry in your purse.

Our price 50c when ordered with other Lady Lorainé Products.

Bouquet

Purse size

Lady Lorainé

Ever woman has a desire to use a really high class Facial Soap, but the cost has been prohibitive. 25 or 35 cents is a lot to pay for one bar of soap. We are able to offer a real Facial Soap, made from vegetable oils only, at a price you can afford to pay.

6 bars for \$1.00; 3 bars for 50c

Facial Soap

Orders for the 3 bars must be accompanied by an order for some of our other Lady Lorainé products.

Please bear in mind that Lady Lorainé Beauty Products are of the best. They are not cheap. The fact that you are able to purchase them at a reasonable price, is because we are using the new method of selling, that saves you money on so many products, and that method is the radio.

Lady Lorainé Beauty Products are sold to you direct through The Old Trusty Station at Clay Center, Nebr., and their guarantee stands directly behind ours.

OUR GUARANTEE

We guarantee that you will like Lady Lorainé Beauty Products. We guarantee them to be made only of the purest and best ingredients, and that they must please you. We ask that you use at least half of any of our products, and then if you are not more than satisfied you may return them and we will refund to you the money you paid for them.

A New Service for Our Trapper and Fur Shipping Friends

We have had a number of inquiries about fur markets. There seems to be considerable sharp practice in the buying of furs, all at the expense of the trapper. Because he has only a few furs now and then he does not come in contact with their actual value quotation, and unscrupulous fur houses do more or less gyping.

Understand, I am not proposing to buy furs. We merely act as a go-between bringing you in contact with houses that will pay competition prices. Ship your furs to the Old Trusty Company here at Clay Center, Nebraska. We will have an experienced grader who will grade your furs and mark them and hold them separate until he hears from you. We will send you a check of the highest bid and if not satisfactory you are to return the check and your identical furs will be returned to you, transportation paid. We can't sell your furs for more than they are worth, the object is to keep you from getting less than the actual market. We help you to get the high price even though you may have no more than one fur. Heretofore, the small fur trapper has not been allowed competitive prices.

I've had an experienced fur man and trapper make up a little book "Old Trusty Trapping Tips" and printed it here in our own shop. I'd like to send you a copy free. Just say you want Old Trusty Trapper Tips and I'll send the book free. Also, while it is not necessary to have our tags in order to ship to us, our printed tags are convenient and we supply our friends with them free of cost on application to us.

They say the outlook for furs is the best in years, and that good prices are going to prevail all year.

H. H. JOHNSON

WRITE US ABOUT THINGS YOU LIKE TO HEAR FROM KMMJ

Yes, let us hear from you. Quite often we try a broadcast and hear no comment until we take it off. It's a regular thing for people to say "Those who like the better music do not write fan letters." If this is true it is time people who like good music get busy. What nonsense it is to think good things will come with no encouragement at all. There is no question about the fan mail. Most of it is on the rowdy-like broadcasts.

Stop Necro and Flu!

NOW EASY TO CONTROL THESE COSTLY HOG DISEASES



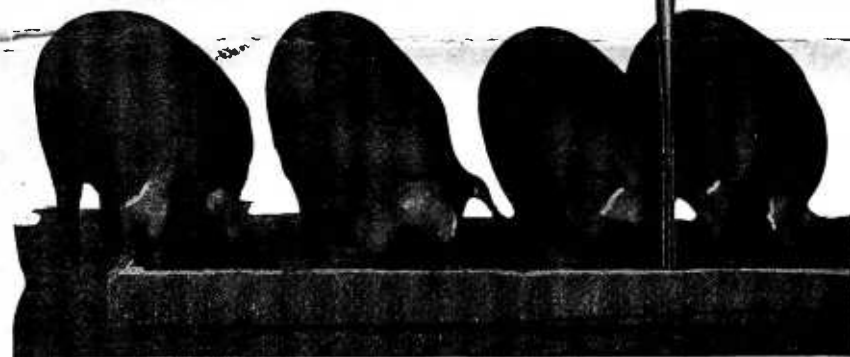
THERE are thousands of our good friends who worry each year about hog flu and necro. You know that either quickly and surely can wipe out your entire drove.

Won't you take our word about a wonderful medicine that will save you from such a loss?

We don't want you to lose your hogs. Neither do we want you to waste a cent on medicines. But we do know that Master Liquid Hog Tonic (made by the Master Remedies Co., Omaha, Nebr.) corrects flu and necro. Even better, we know that it prevents these dread diseases. And we want you to have the benefit of this marvelous medicine.

Get Master Liquid Hog Tonic. Get it quick (flu, especially, requires immediate attention). We will guarantee that you will be satisfied with results—we will return the price you pay us for Master Liquid Hog Tonic if you are not pleased!

Whether your hogs have these diseases or not, won't you use Master Liquid Hog Tonic? Use it to avoid sickness and force your pigs to quicker, better gains. Your money back if you are not pleased with it as a preventative and conditioner!



Dear Sirs: After having used Master Hog Tonic I feel as though I should give you an idea of the splendid results I obtained from its use. I had about 100 head that were down with the flu. It came on them so suddenly and without any warning so I wasn't prepared.

Now, I bought this for my fall pigs that were down with the flu, but the first thing I knew the older hogs got it, too, so all of my pigs and hogs were down. I was in a position to really test Master Hog Tonic and let me tell you that I had these sick hogs, all of them, back on their feet again in just two days. Another thing, I couldn't get them to come out of the hog shed until I brought them the oats soaked in Master Hog Tonic, then ever one of them came out and fought for his share of the mash while it lasted. The hogs surely like it.

Of course, I followed up three more doses as per our directions. It is the best liquid Hog medicine I ever used and I've tried a lot of them. I can heartily recommend Master Liquid Hog Tonic to anyone raising hogs.

Wishing the Master Remedies Company success in the work they are doing for the hog raiser who will try the medicine like I did. I am respectfully,
H. E. YOUNT, Dunlap, Iowa.

"Pigs Improved Rapidly"

Last spring I had a bunch of pigs become sick with Necro. I lost about half of them before I got Master Liquid Hog Tonic. After giving this medicine the pigs improved rapidly and made fine hogs in a short time.—GEO. H. RHODES, Hows, Nebr.

"Want 50-Gallon Lots"

What is the price on Master Liquid Hog Tonic in 50-gallon lots? I have fed this medicine to my hogs since they had the flu and it sure did help them.—HARRY KEEHN, Hawarden, Ia.

"Must Not Be Without It"

Please send me two more gallons of Master Liquid Hog Tonic. I had some of this medicine and like it fine. Please get this out right away, as I do not want my hogs to be without it.—HARRY PETERSEN, Harlan, Ia.

"Never Be Without It"

I have a bunch of fall pigs that I used Master Liquid Hog Tonic on and I consider it the best thing for hogs that I ever used. I never intend to be without it again as long as I raise hogs.—ROBERT HOWELL, Auburn, Nebr.

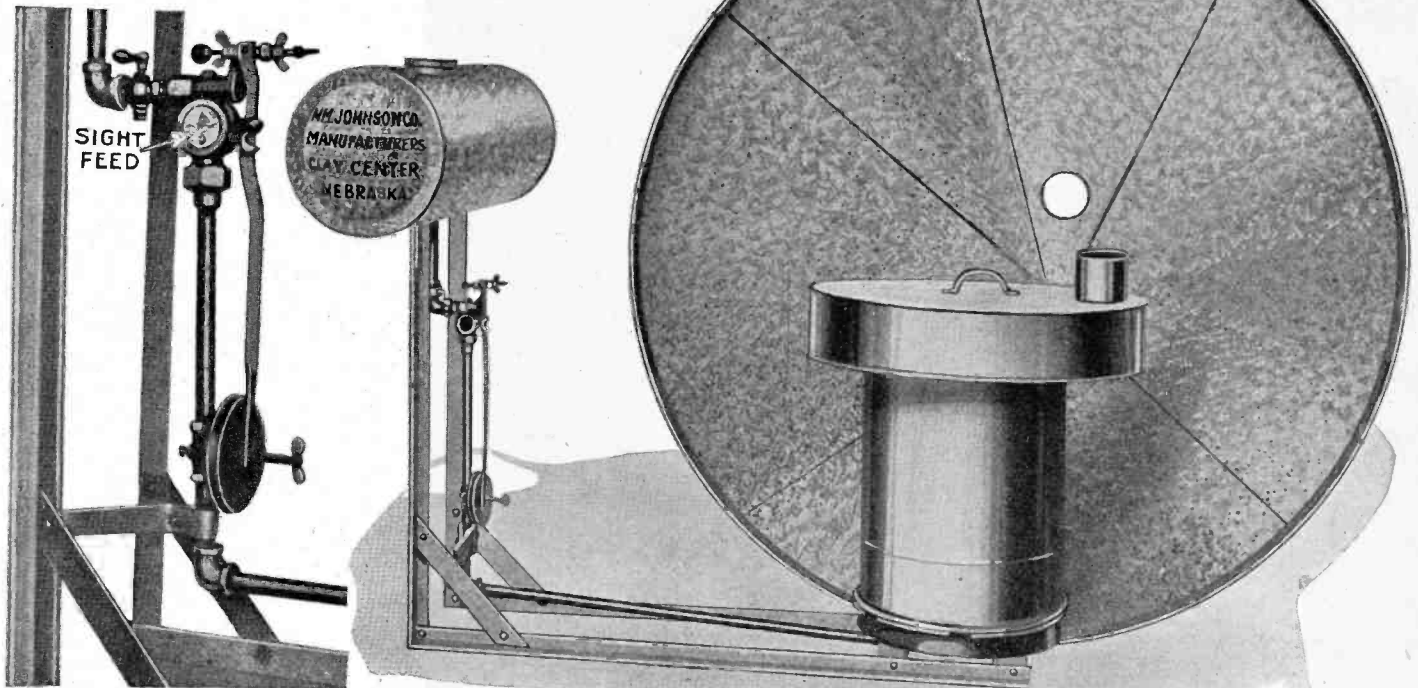
Below Shows How Little It Costs to Have the Benefit of This Marvelous Medicine and Money Maker

| Size of Drove | Amount Required | Price | Cost per Head |
|---------------|-----------------|--------|---------------|
| 20 | 1 gal. | \$4.50 | 23c |
| 40 | 2 gal. | 8.75 | 21c |
| 60 | 3 gal. | 12.00 | 20c |
| 80 | 4 gal. | 15.25 | 19c |
| 100 | 5 gal. | 18.50 | 19c |
| 120 | 6 gal. | 21.75 | 18c |
| 140 | 7 gal. | 25.25 | 18c |
| 160 | 8 gal. | 28.50 | 18c |
| 180 | 9 gal. | 31.75 | 17c |
| 200 | 10 gal. | 35.00 | 17c |
| 300 | 15 gal. | 50.00 | 16c |
| 600 | 30 gal. | 90.00 | 15c |
| 1,000 | 50 gal. | 135.00 | 13c |

Send for Master Liquid Hog Tonic Now

PRICE \$29.00

FREIGHT PREPAID



THE IMPROVED 1930 SOLID COMFORT BROODER

I think the name we have given this new improved brooder is a good one for here is a brooder that gives double comfort. First, to the chicks that find its warmth healthful and satisfying, and second to the one who has to care for it because there is hardly any effort needed to keep it going. In fact, all the attention it needs is simply to see to it that the tank is kept filled with oil. When the weather gets colder, the burner automatically speeds up. And when the temperature goes up, the burner turns down.

We had a poultry raiser looking at it one day and after he had seen it work and had inspected it he made the remark: "There is as much difference between this brooder and other brooders as there is between an old 1910 model two cylinder car and a modern 1930 six cylinder limousine."

Those of you who have been buying your incubators and poultry equipment from me for years won't be surprised at this statement, for you know that we have always been leading in that line. When you have an organization of specialists, who devote all their time to perfecting a product, you are almost bound to get the best that can be produced. I am not much to brag about things, but I can truthfully say that this is far ahead of anything else in the same line that I have ever seen or heard about.

I am not going to try to give you a detailed technical description of the Solid Comfort Brooder, but I do want to say that it is sold on an absolute Money-Back Guarantee that it will give you satisfaction in every respect. That proves the faith we have in it.

The M. M. Johnson Co., Clay Center, Nebr.
Gentlemen: I am writing to tell you how well I like your brooder stove burner. I received the burner and installed it and it sure has been satisfactory. I have had to be away from home so much this spring taking care of sick relatives; have been gone two days and nights at a time and of course all my husband had to do was to keep the tank full and the feeders and keep water for the chickens. He had his work to do and if we had been burning coal I don't think I would have had many chicks left. There has been several around here that have said they were going to make oil burners out of their coal stove brooders. I sure am going to order a Solid Comfort Brooder for next year.

With best regards,
Mrs. C. H. Knocke, Fairbury, Nebr., R. No. 4

Here are just a few points that you ought to be interested in:

It has sight oil feed. By means of the glass drum you can see exactly how fast the oil is being fed to the flame. And then it has the double wafer regulator which gives positive control of the flow of oil. Weather conditions will not affect the temperature of the brooder which stays constant once it has been regulated. It, also, has a heat shell and drum to slow up the heat escape from the burner and to give it more radiation, thus increasing its heat capacity.

The oil tank is so located that it may be placed outside the brooder house if you wish. Or you can install a larger tank and operate two or more brooders from the same tank. This means a saving of labor.

The Solid Comfort Brooder has a pipe to carry off the gas vapor from the blue oil flame. And you don't have to generate the kind of burner we use. Just touch a match to it and forget about it except to keep the oil tank supplied.

I can't think of anything we have manufactured during the many years we have been in business which has met with such 100% approval as this brooder. You know that there are folks who would find something to criticize if you gave them a Twenty Dollar Bill—they wouldn't like the picture that Uncle Sam put on, or the color scheme or something. Well, it seems that even that kind of folks like this brooder. In fact, out of the many hundreds that we sold last year, there

were only two that complained and I never really could find out what their kick was.

I am mentioning this just to show what a big help to poultry raisers we have developed. This season I expect that sales will jump way up. We have made several improvements which still further increase the value of the Solid Comfort Brooder.

We are making this in just one size—with the 52 inch diameter hover otherwise known as the 1000 chick size. This seems to be the most popular and economical size. Anyway, it is much more satisfactory to have a brooder that allows the chicks plenty of room. They will grow faster and be stronger than when you crowd them together as is so often done in the smaller sizes.

I almost forgot to tell you that this brooder, without the hover, can be used as a garage heater or in the hog house. It has lots of heating capacity and burns distillate as well as common kerosene.

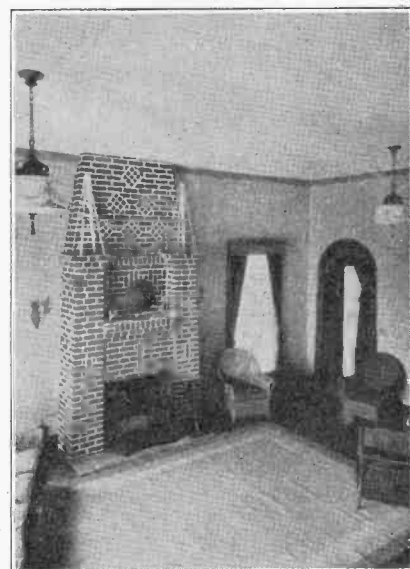
You will find it greatly to your advantage to get one or more of these Solid Comfort Brooders. Whether you hatch your chicks in an Old Trusty incubator or buy them from a hatchery, here is the brooder that will help you raise the biggest possible percentage with profit to you. I am proud of the success we have had with it, and know that you will be more than satisfied with what it will do for you.

H. H. JOHNSON, Incubator Man
(Weight, crated for shipping, 97 lbs.)

1000 Chick Solid Comfort Brooder freight prepaid\$29.00



Eldon D'Orio, Mott Johnson and Inez Forsell



Reception Room at Studio



Harry Packard
Banjo



Master Lloyd Roche, Jr.,
Sensational 11 year old boy soprano



Jimmie Atkins
"The Tennessee Boy"



Mildred Chambers
Contralto

Wasn't it Ben Jonson who wrote: "For we who live to please, must please to live"?
 Anyway, here are some of the folks from KMMJ who strive to please you in various ways. We know you'll agree with us when we say that we have some very talented entertainers here. Whenever you have the opportunity we want you to come and pay us a visit. We are always glad to see you and to have you see as well as hear these and all the other folks who sing and play over KMMJ.



Mrs. H. H. Johnson
Soprano



Audrey Hinds
Pianist



Gladys Hinds
Violin



A. W. Johnson
Baritone



Ruth Garvin
Soprano



Inez Forsell
Piano

Batteries for Every Purpose



A good battery is essential if you want your car to give you trouble-free service. Our customers say that they have never bought anything better than our OLD TRUSTY batteries. And the price is certainly low enough, when you consider their high quality to make it worth your while.



The OLD TRUSTY Radio Battery is absolutely leak-proof. The handles are molded into the case. In addition a special ball-handle is also provided. Here is a battery that will add materially to the pleasures you get from your radio.



OLD TRUSTY Batteries are shipped fully charged and ready to install. If in doubt as to size needed, write us, giving make and model and year of your car and we will either advise you immediately or make shipment, as you direct.

You Can Absolutely Depend on the Quality of Old Trusty Batteries

When we put our name OLD TRUSTY on these batteries we did it only after first making absolutely sure that they would measure up in every respect to the high quality for which this name has always stood. Today, after selling hundreds of them, our claims have been fully justified. For we get scores of letters from users telling us that never have they received batteries which gave such excellent service as they get from OLD TRUSTY Batteries.

Every battery is made of the highest quality, thoroughly tested materials and put in non-breakable containers so as to protect the battery from mud, water, and oil. The plates are full size and full capacity with super quality separators.

There are lots of cheap batteries on the market. Don't for a minute confuse these with OLD TRUSTY Batteries. You can pay a big price for a battery and still not get one nearly as good as the ones we sell at our Economy Prices. While the price may seem low, the battery itself is the highest quality that can be made.

High Grade, Sturdy, Reliable "B" Batteries for Your Radio

We want you to be able to get the enjoyable programs broadcast from KMMJ in the best possible way. That is why we took on a line of superior radio tubes, and that's why we sell these high grade "B" Batteries. Put in a complete set in your radio now and get new enjoyment and greater distance from your radio.

Heavy-Duty Long Life "B" Batteries

\$2.85 each, postpaid

(Order a set of two Heavy-Duty "B" Batteries for \$5.70, postpaid and we will include without extra charge one "C" Battery)

Ordinary "B" Batteries

\$1.85 each, postpaid, or \$3.70 for two

There Are No Better Batteries Obtainable At Any Price

CAR BATTERIES

6 volt, 11 med. plate, for small cars, \$6.95 1 yr.
6 volt, 11 thick plate, for small cars \$7.75 18 mo.
6 volt, 13 thick plate, for large cars \$9.75 18 mo.
6 volt, 13 med. plate, for Ford cars, \$7.75 1 yr.
12 volt, old style Dodge car battery \$11.95 20 mo.

RADIO BATTERIES

100 hour, 6 volt, 11 medium plate \$6.80 1 year
120 hour, 6 volt, 11 thick plate, \$7.85 18 mos.
145 hour, 6 volt, 13 thick plate \$9.85 18 mos.
170 hour, 6 volt, 15 thick plate \$11.95 18 mos.
195 hour, 6 volt, 17 thick plate \$13.90 18 mos.

We Ship Your Batteries the Same Day Order is Received

All prices (except for "B" Batteries) are F. O. B., Clay Center, Nebraska. All Batteries shipped Express Collect.

OLD TRUSTY COMPANY

Clay Center, Nebr.

SING WITH THE PEST

Bill Goodrich, KMMJ's "Studio Pest", in response to numerous requests for copies of his unique songs, has compiled a book containing the words to his most popular numbers. Many of these numbers are yet unpublished. You've all heard Bill sing "The Gloom Song," "The Original Two-Time Man," "Strawberry Roan," "Singa Lou," "The 1929 Version of 'My Old Kentucky Home.'" These songs and others you will find therein, along with his newest photograph. The book is cleverly arranged, well bound and is of convenient size.

It will be sent to you postpaid for 75 cents.

SELF RISING PANCAKE AND WAFFLE FLOUR

Delightful Muffins, Waffles, Dump-lings and Pancakes made with the flour

COMBINATION BREAKFAST OFFER

10 lbs. Pancake Flour with 5 lbs. Special Blend Old Trusty Coffee Both Postpaid \$3.25

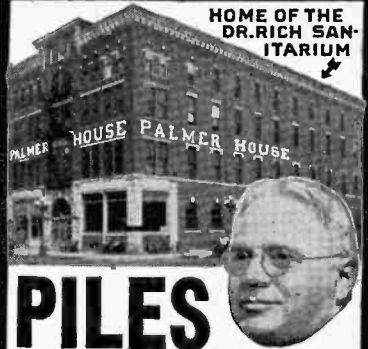
What About a Little Truth?

"Without Adding One Cent," is the headline on a costly broadside sent out by one of the great mail order houses. The statement has reference to their sudden decision to pay the postage and freight. The same company mentions in their spring and summer catalog something to the effect that anyone paying postage or freight is just hum-dozeing the public and that always postage and freight is added into the cost of the goods and the customer pays it all. "We see you hid'en there."

A little more. The broadside says "_____ is first to pay the postage and the freight." That's a gosh-all whooper one to put in such big type. We are glad to see them get around to copying us after years of evasion regarding the issue of prepaid transportation, and much very dirty insinuation toward manufacturers and shippers who did see fit to prepay their goods. It's a matter of convenience rather than of saving money as we all know merchandise costs so much paid and so much less if transportation is not paid.

The world pretends to despise a saver; those who save are often on the defensive. Why is this the case? Back across the years I can very clearly remember the neighborhood no-account. He was a very jolly fellow. The older folks always said of him that he would pay had he the money. He was a dandy fine fellow, but, of course, he was not able to send his children to school, he could not help his invalid parent, and the kindly doctor made no charge when Jim's family called him. The neighbors helped to shuck Jim's corn, helped him in harvest, and expected no pay, knowing they would get none. Possibly we could stand a trifle less jolliness and more efficiency in making ends meet. Maybe we could, and again maybe we would rather let the Jims of the world be as they are.

HOME OF THE DR. RICH SANITARIUM

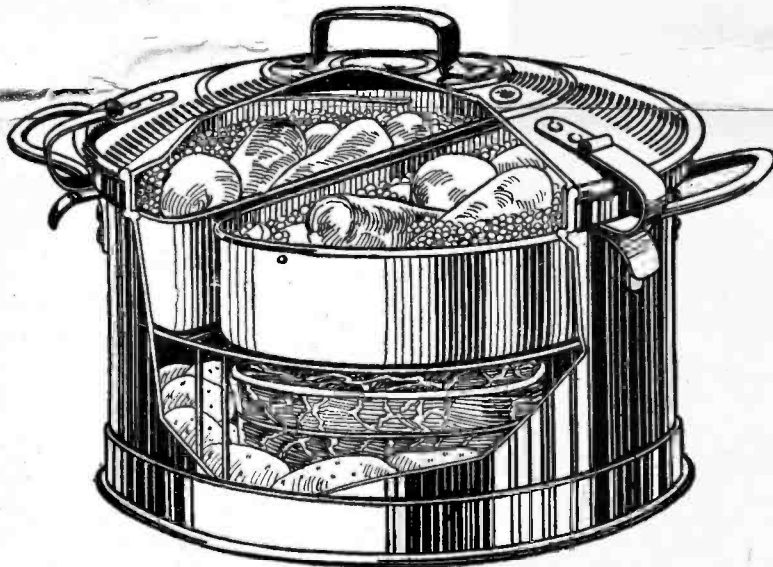


PILES
Cured Without the Knife

Let me cure your Piles with my mild non-surgical treatment. Up and around on your feet. No confinement to bed. Leading Rectal Surgeons recommend this mild treatment to those who wish to avoid an operation. Written lifetime guarantee given to all cases accepted for treatment. No money in advance. You pay when cured. Credit given to those who need it. The Dr. Rich Sanitarium, 25 years in Grand Island, is one of the largest institutions of its kind devoted to the exclusive treatment of Rectal Diseases. Accommodation for 100 patients. All charges moderate and reasonable and very much less than elsewhere. Examination and advice Free. Send me this ad for prices, terms, testimonials and my Free Book on Rectal Troubles. Address

Dr. Rich Sanitarium
GRAND ISLAND, NEB.

ALUMINUM WATERLESS COOKER



FAMOUS WATERLESS COOKER

7 qt. size, \$3.90

14 qt. size, \$5.45

Post Paid

Complete with Wire Rack and two Half Moon Pans

Sanitary—Highly Polished—Easily Cleaned

Complete as shown in picture. Means better prepared food. Cooked in its own juices. Saves time and fuel. Has detachable steel base.

(Manufactured under exclusive patents which include Water-seal and Spring Clamp)

Quantity Buying

The great sin of the housewife and the farmer is piece meal buying. People buy 10 pounds of sugar when they should buy a 100 pound sack of sugar. It comes cheaper and takes less time in the operation. Town people buy 500 pounds of coal instead of 5 tons which comes cheaper. Oil stations make their big money selling lubricating oil by the quart instead of by the barrel.

The housewife who buys 5 dresses in one order, 50 to 100 pounds of coffee, 6 pairs of hose, 2 pair of shoes, etc., is much more economical than the one who buys in small quantities. Volume is the most honest price reducer in the world. Quantity selling reduces price and keeps the quality intact. People do not want cheap stuff. They want most of the money they pay out to be in the goods.

The idea of big over-head, which is always prorated and charged to customers, is always distasteful. Everybody knows about it. We could have a big palace-like store, costing, as one broadcast station boasts theirs did, \$100,000 and demanding expensive upkeep and charge it all to our customers. Frankly I would rather take up a freewill offering. It would be more honest to my way of thinking. People don't want to donate to expensive buildings and upkeep.

Coffee Satisfaction

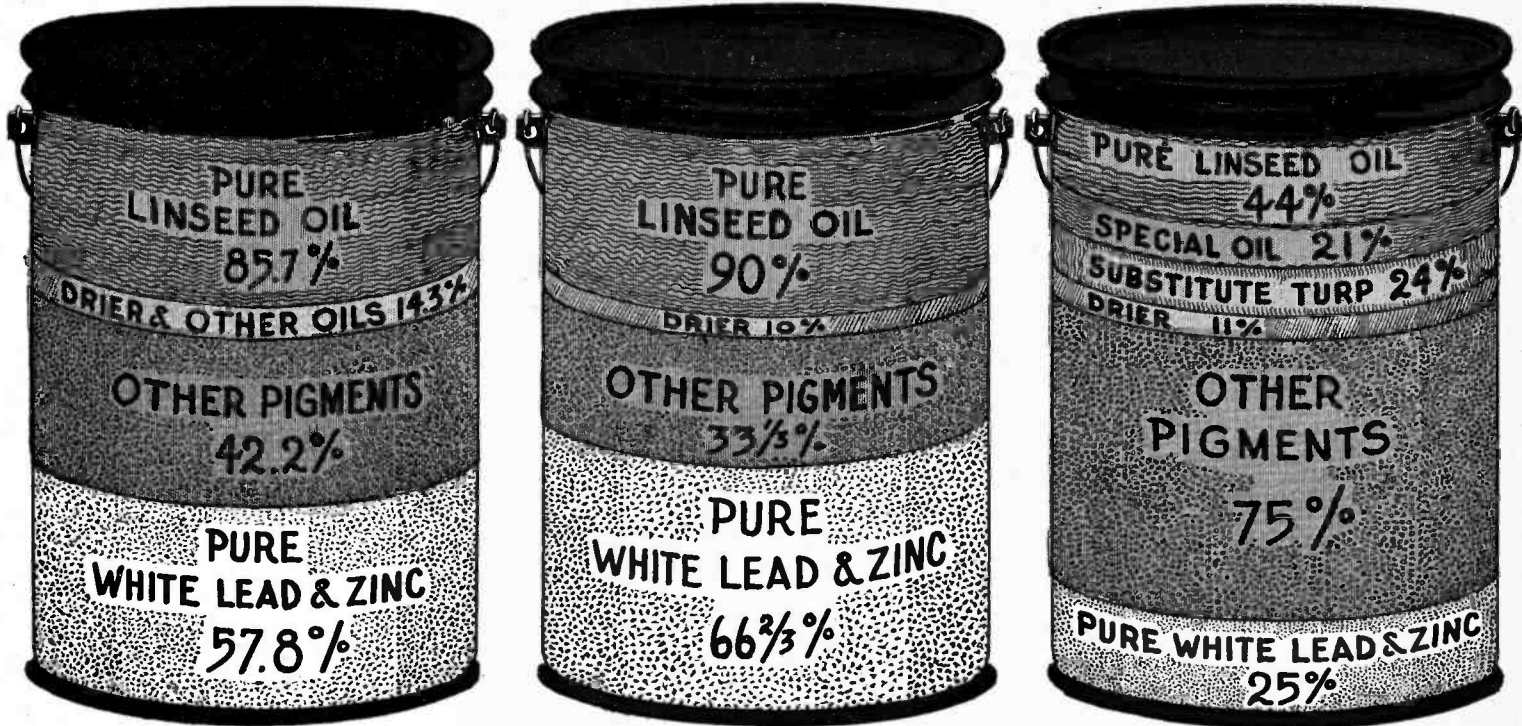
A pleasant sociable breakfast influences the entire day. One cannot be too careful about good coffee.

OLD TRUSTY

Special Blend Pleases

25 lbs. Postpaid ----- \$11.00
10 lbs. Postpaid ----- 4.60
5 lbs. Postpaid ----- 2.40





Which Paint Gives You the Most for Your Money?

No. 1

A Nationally Known Paint

This paint sells for about the same price as OLD TRUSTY. Yet you will notice that it is lacking in Pure White Lead and Zinc and in Pure Linseed Oil.

Said to cover 250 sq. ft. per gallon (2 coats.)

No. 3

A Heavily Advertised Paint

Although this paint also sells for about the same price as OLD TRUSTY Paint, you will notice that it has less than half the amount of Pure White Lead and Zinc and of Pure Linseed Oil.

Said to cover 250 sq. ft. per gallon (2 coats.)

No. 2

Old Trusty Paint

No matter by what standard you judge paint, percentage of Pure White Lead and Zinc, percentage of Pure Linseed Oil, number of sq. ft. a gallon will cover, or the length of service you will get, you will agree, we know, that here is the outstanding paint bargain of them all.

The average house has about 2500 sq. ft. to be painted. That means 8 gal. of OLD TRUSTY Paint. In other words, the paint that covers only 250 sq. ft. should cost you only \$2.00 in comparison. And that doesn't take into consideration the difference in the length of life of the job.

OLD TRUSTY Paint covers 300 sq. ft. per gal (2 coats). The price is \$2.50 per gal. in 5 gal. cans with a Three Year Guarantee.

You can't afford to judge the value of paint by the price alone. In other words, it isn't the price per gallon, but the cost per square foot that counts. And in addition, you must take into consideration the length of time the paint will give you service.

If you will look over the formulas of the three paints shown here you will readily see why OLD TRUSTY Paints are the most economical by far that you can buy. We have not tried to offer you a paint that should sell for the least money per gallon, but we are offering you a paint that represents the greatest value you ever saw.

We are willing to have you put OLD TRUSTY Paint to any test you may choose. For we know that regardless of price, there is no better paint obtainable. It is absolutely guaranteed to give complete satisfaction. If it fails to wear a reasonable length of time, we will send you free paint to repaint the job. Can you think of a fairer proposition?

NOW Is The Time To Buy Your Paint

We don't know how long we will be able to guarantee these prices. Raw materials have already gone up and all indications point to higher prices for paint. We could, of course, do what a lot of them are doing—cheapen the quality, but we don't want to do that. We want to give you the best obtainable, and we want to keep the price down as low as we can. Order your requirements now. Remember that we guarantee satisfaction.

Old Trusty House Paint

(Choice of Colors)

5 gal. pails, per gal. \$2.50

With each order for five gallon pails we will give free two gallons of Pure Boiled Linseed Oil. If you order ten gallons of paint you get four gallons of oil.

With each order for paint of five gallons or more we give you free a four inch brush. FREIGHT PAID.

A suitable size good quality rubber brush FREE with each order for half gallon or mor.

Red Barn Paint

10 gal. drums, per gal. \$1.25

5 gal. pails, per gal. \$1.30

Free 4 inch brush free with each order for 5 gallons or more. FREIGHT PAID.

New Process Enamel

(Choice of Colors)

1 gal. cans.....\$3.50

1/2 gal. cans..... 1.90

Quart cans 1.00

Pint cans60

A suitable size good quality rubber set brush FREE with each order for half gallon or more.


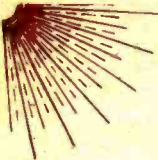
Parcel post, express or freight prepaid to within radius of 400 miles.

We also have Old Trusty Varnish (12 hour or 4 hour finish) FLOOR PAINT, SCREEN PAINT, FLAT WALL PAINT AND WALL SIZE. Write for prices, our money-saving prices.

Write for Color Card.

THE OLD TRUSTY COMPANY

Clay Center, Nebraska




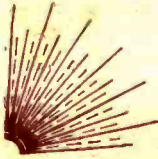
Who's Who

- At -

K M M J

The Old Trusty Station

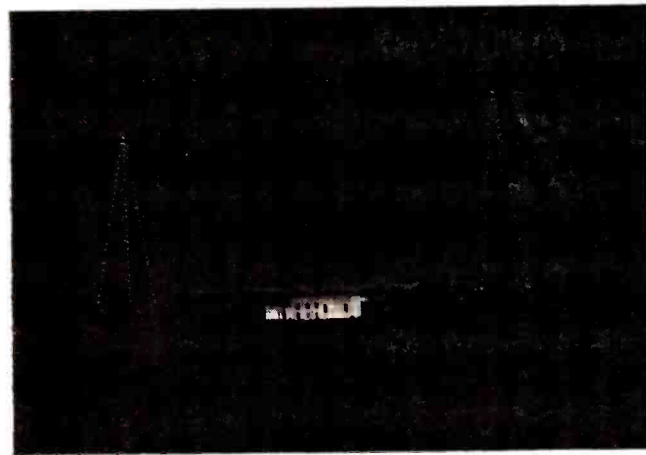
Clay Center, Nebraska



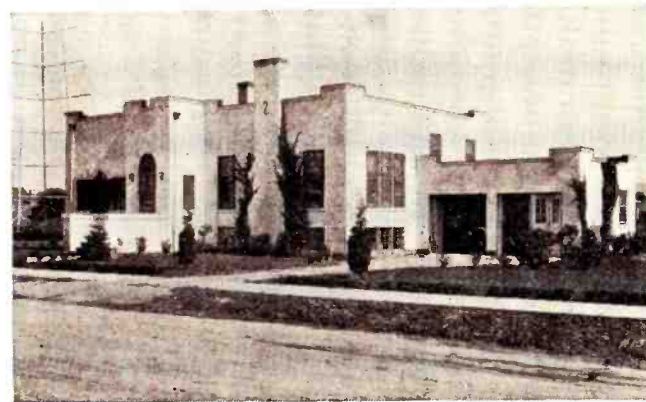


We have had a great many requests from listeners-in for a booklet showing pictures of our station and artists. This little book is printed to meet that demand. You will notice that it is principally pictures, as we believe pictures are of more interest to you than anything we might say in writing.

H. H. JOHNSON,
Founder and Director of KMMJ



KMMJ at night with the 150 ft. steel towers illuminated



KMMJ at closer range



Interior view of the Studio, showing the Pipe Organ and our Baldwin Grand

THE ANNOUNCERS



H. H. Johnson



A. S. Kyne

THE ANNOUNCERS



L. A. Brown



Dent Holcomb



W. E. "Bill" Taber



George C. Kister



Mott M. Johnson



"Stute" Johnson

THE ARTISTS



Mrs. H. H. Johnson
Soprano



C. L. Stewart
Reader



A. W. Johnson
Baritone



Mrs. Maude Campbell
Contralto



Inez Forsell
Pianist



Eric Ecklund
Cornetist

THE ARTISTS



Erwin B. Campbell
Baritone



Ruth Garvin
Soprano



Doris Breeden
Reader



C. D. Ellis
Accordion



Inez Mae Latta
Reader



Audrey Hinds
Pianist

THE ARTISTS



Mary Haines
Reader



Harvey King
Vocalist



Genevieve Lewis
Soprano



Gladys Hinds
Violinist



Marguerite Livingston
Contralto



Ellen Livingston
Soprano

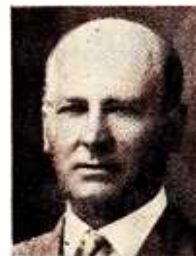
THE ARTISTS



Margle Clark
"The Banjo"



George Felzien
"The Twins"



Rev. F. C. Lewis



The Jones Sisters
Vocalists



Agnes Graham Muhm
Contralto



Ruth Cline
Soprano

THE ARTISTS



Lois Irelan
Clarinet



Emmett Kinney
Harmonica



Mildred Campbell
Soprano



Kilima Hawaiians



Ralph Snoddy
Xylophone

OUR HOSTESS



Miss Ethel Markwell

She welcomes visitors to the KMMJ Studio
and invites them to register in the visitors
book.



The famous KMMJ Kid Band, under the
direction of Eric Ecklund.

THE KMMJ KID BAND

ERIC ECKLUND, DIRECTOR

FIRST ROW

Royce Deines
Ralph Snoddy
Cecil King

Clinton Oehlerking
Wilda Lobb
Inez Alford
Lois Irelan

SECOND ROW

Ruth Turner
Vivian Oehlerking
Frances Rollins
Catherine Rollins
Lillian French
Freda Kruse
Loleta Noel
Warren Campbell
Willis Deines

Frank Crawford
Bernard Lobb
Norval Deines
Beryl Scott
Russell Mundorff
George Kruse
Russell Livingston
substituting for
Nash Brown
Jack King

Willie Egner
Roger Hertel
Orval Ablott
Newman Wolfe sub-
stituting for Nic-
cholas Noel

FOURTH ROW

Lucile Fry
Clarence Foster
Earl Hicks
John Axtell
Lorraine Campbell
Donald Harr
Earl Axtell
Joe Lewien
Mott Johnson

THIRD ROW

Angus Munro
Iver Larson
Jean Swanson

CUP WINNERS—

Clay County High School Contest, Harvard,
Nebraska, March 26, 1927

Elks Nebraska State Contest, Grand Island,
Nebraska, June 10, 1927

KMMJ HISTORY

Radio Broadcast Station, KMMJ, was planned the spring of 1925. Work started in June and the station was ready to go on the air November 18th, but waited until November 30th for a license and wave length.

KMMJ has 1000 to 2500 Watts power and is well located away from interference, hence ideally located for broadcast work. At this time the station is broadcasting on 790 Kilocycles or 379.5 meters. This is ideal. Until July 12, 1927, it broadcasted on 1310 Kilocycles, a wave length of 228.9 meters.

The Station is owned by the M. M. Johnson Incubator and Brooder Company of Clay Center, Nebraska. The "K" is a letter required by the government to indicate the western portion of the United States. The MMJ is in memory of M. M. Johnson who started making incubators and brooders in 1891 and thereby laid the foundation for the present M. M. Johnson Company.

M. M. Johnson died in 1912 before Radio was considered practical or even possible. The business of manufacturing and selling as established by M. M. Johnson has been carried on by the son, H. H. Johnson, who is the builder of the station.

KMMJ is considered the gem station of the West, its broadcasts reach half way around the globe. Applause cards and letters are received from Alaska, Hawaiian Islands, Australia, ships at sea, Old Mexico, Cuba, to say nothing of the most remote portions of Canada.

People are invited to write to KMMJ and to visit the station in person as much as possible.

WRITE TO US!



If you enjoy our programs, or if you do not, let us hear about it. We want your suggestions. What kind of songs do you enjoy most? What sort of music appeals to you, the new popular tunes or the old time melodies? We try to give you some of each. We do not see our listeners, and it makes us want to hear from them.

THE KMMJ FOLKS

