

THE

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KMA GUIDE

Vol. 1

NOVEMBER, 1944

No. 6



AN AFTERNOON AT THE MAYS'

Left to right, Eleanor Jean, Mrs. May, Betty Jane, and Francis.

(See Page 3)





From Our Mail Bag

Pollock, Missouri

My husband came in with the KMA GUIDE at noon and I had to read it before I ate my dinner. This issue was better than any of the rest. Thanks a million.

Mrs. Cora M. Leeper

Tecumseh, Nebraska

Today I received the latest issue of the KMA GUIDE and I'd like to say it is the best little magazine put out.

Mary Lou Armknecht

Dawn, Missouri

The KMA GUIDE is a wonderful little magazine and I love every page of it. I enjoy the "Heard" and "Unheard" page and like the "KMA Party Line" article very much. It's grand to hear so much about all those we listen to on the air every day.

Irene Davies

Republic, Kansas

We received our KMA GUIDE today and was delighted to see all the pictures and to get the interesting news out of it.

Mr. & Mrs. David Cory

Gibbon, Nebraska

Received another interesting fact-filled issue of the KMA GUIDE. Your descriptions are so vivid I would know the KMA personnel on sight. The pictures are excellent and the stories entertaining. Wish the GUIDE came more often.

Bruce Randall
Route 3

The KMA Guide

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The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for change of address. Advertising rates on request.

Omaha, Nebraska

Well, I thought it was my turn to write you a letter thanking you for a wonderful station magazine. I truly enjoy every issue. I read them all about five times.

Violet Theisen
507 North 23 St.

Brownsville, Tenn.

The KMA GUIDE is certainly a dandy little book. In fact it is a big little book and we do not want to ever be without it.

Mr. & Mrs. R. V. Macon

Rolfe, Iowa

I am so very pleased with the KMA GUIDE. I've received it from the very first issue and the latest issue is always the best. I only wish it was weekly or daily.

Helen Peers



A Chat With Earl May

On the front cover you see, from left to right, Eleanor Jean, my daughter-in-law; Mrs. May; Betty Jane, my granddaughter, and Francis, my daughter. This is only the second time since the war that all the girls in my family have been together. The picture was taken in October, when we had a little Thanksgiving celebration. We knew we couldn't be together on November 23, so we moved our Thanksgiving up one month. You have to take life as you find it these days.

If your letters mean anything—and I know they do—I am sure you would like to hear a little something about each of them. Eleanor Jean, was married to my son, Edward, in June, 1942. She was the daughter of Mr. & Mrs. Harry Petty, of Red Oak, Iowa. Her mother died when she was a baby, and she was reared by her aunt and uncle, Mr. & Mrs. Charles Miller. After graduating from Lindenwood, she attended the Univ. of Nebraska where she met Edward.

She and Edward now live in Mexico City, Mexico, where he is a Junior Agricultural Economist in the U. S. Agricultural Foreign Service. She studied Spanish in college, and is now rather versatile in

that language after having spent 10 months in Lima, Peru, and the last 15 months in Mexico City, with my son.

Mrs. May, of course, is well known to many of you. She used to sing a lot for you in the old days. She is a very good business woman and was a great help to me in the early days of our business. Sometimes, when things were a little rough back then, her encouragement meant more to me than words can tell. Now that our children are grown, she has become an active club worker. She is very busy speaking before study groups, and is a Past Worthy Grand Matron of the Iowa Eastern Star. She is also on the executive board of the Eastern Star Home in Boone, Iowa.

Little Betty Jane is as active and mischievous as most 4-year-old girls are. Her dog's name is "Black Out", a black cocker which she got in Memphis, when her daddy was stationed there.

My daughter Francis and J. D. Rankin, Jr., of Tarkio, Missouri, were married 5½ years ago. He was proving himself a capable young businessman when the war interrupted his career in late 1942. He is a Lt. J.G. in the navy and is now stationed at Chicago as a Supply Officer.

After high school, Francis attended National Park Academy, Washington, (Continued on page 9)

The Harts



Out on the range he's a trick rider—but in the kitchen he's a slick dishwasher. To prove it, just look at Dick Hart helping his bride, Mary Ellan, spruce up their kitchenette after a good meal.

Mary Ellan has had a lot of homemaking experience in her short 18 years, for in her home at Shreveport, La., she cooked for a family of 6. This winsome, brown-eyed brunette came north to marry her schoolboy sweetheart June 19, with the Shenandoah Baptist minister officiating. Yes, she and Dick have known each other since grade school. She weighs 107, is 5 ft. 3½, and her brown hair is shoulder-length. Hot biscuits are her specialty and she can turn out Southern Fried chicken to brown perfection. Her hobby is drawing and oil painting and she has some excellent work to her credit. (Shall we publish one of her pictures some time?) She makes the designs for all Dick's cowboy boots and the factory makes them up on special order. She could eat oatmeal cookies anytime, which is why her friends call her "Cookie". She hopes you'll be one of Dick's fans for a long time to come.

Jim Raines weighs 220 pounds.

Zeke Williams has a new custom-made cow boy suit in two shades of green.

Dick Hart likes banana pie and banana cake.

Morrie Jones' bride likes to crochet, embroider and sew.

Little Sandra



Here is Sandra Maxine Hayes, our newest KMA baby, in her first picture with her mother and daddy, Mr. and Mrs. Warren Hayes. Warren is one of our "unheard" engineers, you know. When his 7½ pound daughter was born Sept. 5, Little Joe decided to help Warren name the new baby. So he asked you radio friends for suggestions. In came lots of nice letters and Mrs. Lucy Major of Rt. 1, Sidney, La. sent in the name finally chosen by the proud parents. It was SANDRA, and as a middle name they selected Maxine, the name of the mother. When Mrs. Major heard she had won, she was so happy she immediately sent the baby a beautiful white dress trimmed in pink ribbons and a baby book. The baby has dark blue eyes, brown hair, and was 18 inches long when she arrived. She has already visited our studios and we think she's a honey. Don't you?

Paul Oliver smashed his son's kiddie car while driving out of the garage.

Frank Field broke his glasses when trying to show Editor Saddler how Buddy's horse flipped its ears up and down while having its picture taken.

Steve Wooden has a collection of between 500 and 600 photographs.

Norman Paulson's favorite pastime is talking politics.

The Miller Sisters usually dress alike.

“Heard”

“An old head on young shoulders” ... this is the way we think of Jim Kendrick ... our tall, smiling young announcer. Although Jim is only 20, he is calm, steady, and has an inspiring personality. Singing and playing a guitar on a radio station when only 9 started Jim's radio career.

Jim was born near Sioux City, Ia., moving to New Canton, Ill., with his parents and brother, Richard, when only 8 months old. He is 6 ft. 1; weighs 140; has brown hair, green eyes, and wears glasses. He won both local and district honors for the New Canton high school, and was a finalist in the Illinois State Speech contest. Though he didn't win the state contest, he kept right on studying speech and practicing with the encouragement of his mother. He became so good that a radio station hired him immediately on graduation. He has been out of school only a little over a year, but he has already gone far in the announcing field, and is as much at ease before the microphone as he is before one of Mom's good home-made pies.

Reading and music are his hobbies. His taste in clothes runs to browns and tans set off by bright colored ties! Baseball and basketball are his favorite sports and fried chicken and all kinds of salads are his favorite foods.

Frank Field's favorite form of recreation is bowling.

The KMA office girls had a weiner roast recently.

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



Jim Kendrick



Al Ramsey

Everytime you hear our announcers say, “The So and So Company presents Jess and Jane”, or something like that, you know that the program is sponsored—that is, an advertiser is paying for the fine entertainment you're getting. And when you hear such programs, you can rest assured that one of our salesmen has been successful in his work. If it weren't for our salesmen, we wouldn't have advertisers, and that means we couldn't bring you the many fine programs we do every day. This month we're telling you about A. W. Ramsey.

Al was born in Balington, W. Va., April 27, 1902, and has 3 brothers. He lived on a farm until he was 16, when he entered the Univ. of West Virginia. He claims he can still plow as straight a furrow as any farmer in Iowa! After graduation he did construction work with some steel companies around Pittsburgh. Then in 1931 he started selling advertising for the Bell Telephone Company and called on the manager of WWVA, Wheeling, W. Va. He sold the ad all right but ended up working for the radio station. Later he was hired as manager of WMMN, Fairmount. He left to become a salesman at WMBD, Peoria, Ill. He then was hired as sales manager at WROK, Rockford. After that he freelanced for 5 years selling advertising on 20 stations in Illinois, Wisconsin and Iowa. He came to KMA in 1937 as a salesman and has been here ever since. He married the former Jane Jaminson in 1930. He is 5 ft. 11, weighs 180.

“Unheard”

(Continued on page 15)



Sergeant Geist



Remember Faylon Geist, our KMA Musical Director, who used to bring you such beautiful organ and piano music? Faylon was on our staff for 8

years when he joined the service on May 19, 1942. He left for England last June and arrived in France in September.

He's attached to the headquarters of the 9th U. S. Army and works with Chaplain Bradley. On Sept. 20 he drove the chaplain on a 400-mile inspection trip in a jeep. They left at noon and returned after supper the next day. "The highways were crowded with old women and men, young people and little children, trudging their weary way back to their homes (what was left of them!)", he writes. "In driving through the towns," he says, "I had to follow in the path of the bulldozer. In some of the smaller villages there was hardly a thing left standing."

In another letter he says: "Tomorrow is Sunday. We hold our religious services out in the open areas of both Rear and Forward Echelons. Last Sunday I played in both echelons. Our little Field Organs are swell and do the job right. We have some flowers picked and will set up an Altar to make the service more real. The bad thing is that we can't light the candles—the wind blows them out."

!! you'd like to write Faylon a little note sometime, you can reach him as follows: Sgt. Faylon W. Geist, 37195337—Chap. Sec., Hq. Det. 9th U. S. Army, A.P.O. No. 339, c/o P.M. New York, N. Y. He may be too busy to answer but he'd certainly be glad to hear from you.



Buddy and Dawn

Our back cover this month is devoted to a farewell picture of Buddy Starcher and Dawn, his beautiful riding horse. This souvenir photograph was taken only a few days before Buddy left on a leave of absence for El Paso, Texas, because of his health.

Dawn is comfortably located in his stable at the Shenandoah Fairgrounds. A beautiful dark sorrell, he is half Arabian and half American Saddle. He weighs 1060 lbs., is 5 years old, and is 15 hands 1 inch high. As you know (Sept. KMA GUIDE, p. 4), he dunks his hay, and used to search Buddy's pockets for carrots. Buddy bought Dawn last January after his other horse, Chief Highland, was burned to death with 18 other horses in a Topeka, Kans., stable fire.

Dawn is very gentle—is even friendly with cats and dogs. His trainer says that whenever Dawn heard Buddy singing over the radio he would stop eating and walk up to the radio and listen. When you ask Dawn if he likes the girls, he shakes his head "yes"; he shakes a "no" if you ask him about boys. How's that girls? Dawn can shake hands, count, "lie down and play dead," kiss you, kneel down for you to get on or off, hold one end of a rope while you skip it, and hold the bridle or halter for you. He always followed Buddy as loyally as a pet dog. But, until Buddy returns, they both say, "So long now!"

LITTLE JOE—Continued

ers, and at 1 P.M. with the Salt Creek Boys. Tune in and hear him anytime you want to chase the blues away.

JIMMY MORGAN—Continued

love his singing. His hobbies are hunting and fishing, but his favorite food is country ham and eggs. "You can't beat it," Jimmy says.

Our "Page of Honor"



LITTLE JOE

If your radio lets out a wild war whoop someday, don't be too surprised, for "Little Joe" Parish is part Cherokee. From his Indian parents he gets his straight, black, shiny hair, brown eyes, and high cheek bones. He was even married by an Indian in the St. Louis City Hall and collecting Indian relics is his hobby.

Near the Osage River in Mo., Little Joe was born in a one-room log cabin and is the youngest of 4 children. When Joe was 7, his folks moved to Kansas City where they lived for 7 years. They then moved to Camdenton, Mo., to the Parish place where his grandparents had homesteaded and where Joe's folks still live.

After Joe finished high school he thought he wanted to be a coach. But he left the Warrensburg, Mo., State Teachers College to play the mandolin, guitar, and harmonica over the radio. Three years ago he married Virginia Smith of Springfield, Ill., and they are now the parents of 2 daughters, Shirley Jean, 20 months and Betty Joe, 9 months.

Joe was 25 Nov. 12, and says he doesn't like sweets of any kind. Vegetables are his favorite foods and his favorite times on the air are 11 A.M. with the Stump Us gang and 12:30 P.M. with the Utah Rang-

(Continued on page 6)



JIMMY MORGAN

Welcome back, Jimmy! We're all glad to have you with us again.

As most of you know Jimmy was at the Naval Ordnance plant, Indianapolis, for the past year and a half. He worked 10 hours a night helping produce the famous Norden bombsight. Still, he didn't give up radio entirely for he worked part-time during the day at an Indianapolis station.

When the plant could finally release some of their employees, Jimmy took his turn and headed straight for Iowa and KMA. Have you been hearing him every weekday morning at 6:05? If not, you'd better tune in and learn how sweet those mountain and western songs can sound. Some of his English ballads are over 400 years old.

Jimmy is 5 ft. 9, weighs about 200, has dark hair, grey eyes, and a soft, southern drawl. He was born in the Kentucky hills near the old Green River. He took to the guitar as naturally as to swimming, fishing, and hunting. A husky lad, he was a good boxer, and fought 9 professional bouts. But Jimmy preferred music as a career, and managed to get a job on a radio station. Since that time most of you have come to know him, respect him, and

(Continued on page 6)





KMA DAILY PROGRAMS FOR NOVEMBER, 1944



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

- 5:30 a.m.—Dick Hart
 6:00 a.m.—News
 6:05 a.m.—Jimmie Morgan
 6:30 a.m.—Morning Worship
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Morning Headlines
 8:15 a.m.—Haden Family
 8:30 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Dick & Morrie
 9:45 a.m. (Mon.)—One Woman's Opinion
 9:45 a.m. (Except Mon.)—Listening Post
 10:00 a.m.—Breakfast at Sardi's
 10:30 a.m.—Gil Martyn
 10:45 a.m.—Jack Berch & His Boys
 11:00 a.m.—Stump Us
 11:15 a.m.—Frank Field
 11:30 a.m.—Glamour Manor
 12:00 noon—Earl May—News
 12:30 p.m.—Utah Rangers
 12:45 p.m.—Market Reports
 1:00 p.m.—Joe & Ish
 1:15 p.m.—Rev. Edythe Stirlen
 1:30 p.m.—Kitchen Klatter
 2:00 p.m.—Morton Downey
 2:15 p.m.—Hollywood Startime
 2:30 p.m.—Steve Wooden
 2:45 p.m.—Miller Sisters
 3:00 p.m.—Gully Jumpers
 3:30 p.m.—Time Views the News
 3:45 p.m.—Lina Ferguson
 4:00 p.m.—Uncle Zeke
 4:15 p.m.—Miller Sisters
 4:30 p.m.—Joan and Zeke
 4:45 p.m.—Hop Harrigan
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—News
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Captain Midnight

MONDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Blind Date
 8:00 p.m.—Counterspy
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Sport Headlines

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

TUESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Alan Young
 8:00 p.m.—Gracie Fields
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Sport Headlines
 9:00 p.m.—Confidentially Yours
 9:15 p.m.—Geo. Hicks
 9:30 p.m.—Let Yourself Go
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

WEDNESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Rambling Cowboys
 8:00 p.m.—Dunninger
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Sport Headlines
 9:00 p.m.—Raymond Gram Swing
 9:15 p.m.—Ted Malone
 9:30 p.m.—Scramby Amby
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

THURSDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Am. Town Meeting
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Sport Headlines
 9:00 p.m.—Confidentially Yours
 9:15 p.m.—Geo. Hicks
 9:30 p.m.—The March of Time
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

YOUR BLUE NETWORK STATION

FRIDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Good Will Trio
- 6:30 p.m.—Earl May, News
- 7:00 p.m.—Watch the World Go By
- 7:15 p.m.—Parker Family
- 7:30 p.m.—Famous Jury Trials
- 8:00 p.m.—Freedom of Opportunity
- 8:30 p.m.—Spotlight Bands
- 8:55 p.m.—Sport Headlines
- 9:00 p.m.—Earl Godwin
- 9:15 p.m.—Ted Malone
- 9:30 p.m.—Ed Wynn
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m. to Midnight—Famous Orchestras
and News

SATURDAY PROGRAMS

- 5:30 a.m.—Dick Hart
- 6:00 a.m.—News
- 6:05 a.m.—Jimmie Morgan
- 6:30 a.m.—Morning Worship
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 p.m.—Ed McConnell
- 8:00 a.m.—Morning Headlines
- 8:15 a.m.—Haden Family
- 8:30 a.m.—Breakfast Club
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—What's Cookin'?
- 10:00 a.m.—Chatham Shopper
- 10:15 a.m.—Forward March!
- 10:30 a.m.—Adventures of Omar
- 11:00 a.m.—Kid's Bible Club
- 11:30 a.m.—Farm and Home Hour
- 12:00 noon—Earl May, News
- 12:15 p.m.—Man on the Farm
- 12:45 p.m.—Farmer's Forum
- 1:00 p.m.—Joe & Ish
- 1:15 p.m.—Rev. Edythe Stirlen
- 1:30 p.m.—Kitchen Klatter
- 2:00 p.m.—Fannie Hurst
- 2:30 p.m.—Steve Wooden
- 2:45 p.m.—Miller Sisters
- 3:00 p.m.—Gully Jumpers
- 3:30 p.m.—Steve Wooden
- 3:45 p.m.—Lina Ferguson
- 4:00 p.m.—Uncle Zeke
- 4:15 p.m.—Miller Sisters
- 4:30 p.m.—Zeke and Joan
- 4:45 p.m.—Hello Sweetheart
- 5:00 p.m.—Back to the Bible
- 5:30 p.m.—Soldiers with Wings
- 6:00 p.m.—Fred Waring
- 6:30 p.m.—Meet Your Navy
- 7:00 p.m.—Early American Dance Music
- 7:30 p.m.—Boston Symphony
- 8:30 p.m.—Spotlight Bands
- 8:55 p.m.—Sport Headlines
- 9:00 p.m.—Musical Autographs
- 9:30 p.m.—The Man Called "X"
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m. to Midnight—Famous Orchestras
and News

SUNDAY PROGRAMS

- 7:00 a.m.—News Summary
- 7:30 a.m.—Morning Worship
- 8:00 a.m.—Young People's Church
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—New World Coming
- 9:15 a.m.—Sunday School Lesson
- 9:30 a.m.—Iowa Speaks
- 9:45 a.m.—Newstime
- 10:00 a.m.—Call of the Cross
- 10:30 a.m.—Voice of Prophecy
- 11:00 a.m.—Pilgrim Hour
- 11:30 a.m.—Lutheran Hour
- 12:00 noon—News
- 12:15 p.m.—George Hicks
- 12:30 p.m.—Sammy Kaye's Band
- 12:55 p.m.—Leland Stowe
- 1:00 p.m.—Uncle Zeke
- 1:15 p.m.—Jim & Bob
- 1:45 p.m.—Goodwill Trio
- 2:00 p.m.—Charlotte Greenwood
- 2:30 p.m.—Ethel Barrymore
- 3:00 p.m.—Darts for Dough
- 3:30 p.m.—World of Song
- 4:00 p.m.—Mary Small Revue
- 4:30 p.m.—Hot Copy
- 5:00 p.m.—Philco Hour
- 6:00 p.m.—Drew Pearson
- 6:15 p.m.—Monday Morning Headlines
- 6:30 p.m.—Quiz Kids
- 7:00 p.m.—Greenfield Village Chapel
- 7:15 p.m.—Dorothy Thompson
- 7:30 p.m.—Joe E. Brown
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Hollywood Mystery Time
- 8:45 p.m.—Jimmie Fidler
- 9:00 p.m.—Life of Riley
- 9:30 p.m.—Revival Hour
- 10:30 p.m. to Midnight—Famous Orchestras
and News

EARL MAY—Continued

D. C., and then Northwestern University. She left Shenandoah for Memphis in 1943, later moved to New York, and is now in Chicago because she is determined that she and Betty Jane should be with J. D. as long as he is in this country. She has always been active in study groups but now finds that taking care of Betty Jane in a Chicago apartment is more than a full-time job.

The picture of "my girls", as I call them, was taken in our living room. The big mirror was given us by my friendly helpers at the radio station and the May Seed Co. The figurines are from Gaudalajara, Mexico and were made by the natives there. The unusual lamps are hurricane lamps, the gift of Mr. & Mrs. E. S. Welch. Mr. Welch is Mrs. May's father and he is president of Mount Arbor Nurseries.

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?

Dan Cupid is busy again! This time it's pretty VIRGINIA LEE WILLIAMS, daughter of Zeke and Joan. Already Virginia Lee is making plans for the future. She met him while out roller skating and he is tall, dark, handsome, and 20 years old. His name? Oh ... I can't tell that yet ... but he's a nice farm boy. Virginia Lee has another year in high school, so we'll have to wait for more details later.

JEANE GAW, author of Program Personals recently traveled a distance to "Meet her Navy." Now we're all wondering "What's Cookin'?" Shall we make her tell?

Have you heard KMA's loveable new singing team, little JO LENE MILLER and PATSY RAINES? It's sweet to hear them singing "Jesus Loves Me," and "The Farmer in the Dell" and other children's favorites. Tune in Jim and Bob's program next Sunday from 1:15-1:45 and you will hear a duet by these two baby blonde beauties. Jo Lene is 3 and Patsy 5. If you like them, maybe we'll publish a picture of them later!

STEVE WOODEN, one of KMA's recent bridegrooms, has a talent we knew nothing about! He is making his bride, Kathleen, a beautiful bookcase. Steve took 4 years of manual training at the Hardin, Mo., high school.

DICK HART is certainly smiling since he discovered he can yodel again! Several years ago he had a "strep" throat and



Doris "Listens In"

completely lost his yodel. To answer many of your requests, he decided to try it again and found he could do it! Listen in and hear him!

Girls! Our new control operator has beautiful, black, curly hair! His name, JOHN CONNELL, his home, Imogene, Iowa. He's single, is 23, and served 1½ years in Army Anti-Air Craft. After his discharge in 1943, he helped his father, Joe Connell, farm and is now helping us.

STEVIE, 4-year-old-son of RALPH CHILDS, is a full-fledged boy now! He's tried about everything! He just went on his first weiner roast ... fell into the fish pool in the KMA flower garden ... and cut out a great big hunk of his hair, right in the front. And who wonders why mothers sometimes turn grey?

Singing wasn't the only accomplishment of JOAN WILLIAMS of the GOODWILL TRIO this summer. She learned to can, and put up 125 pints of fruits and vegetables. How's that for just starting out?

JIM and BOB RAINES had a squirrel-supper party the other night. Jim shot the squirrels that morning, "Dad" skinned them, and Dorothy, Jim's wife, cooked them. Ask Jim Kendrick if you want to know how good they were.

Mrs. INA BURDICK, one of our KMA office girls, is proud of the newspaper notices she received recently. Her son, J. C. Burdick, who is in France, recently sent his mother a German parachute. The

(Continued on page 15)

Tips for Farmers

By FRANK FIELD

Talk about your "tempest in a teapot!" Doris certainly got you on my side in a hurry when she told you why my picture wasn't on this page last month. Some of you ladies had written me how disappointed you were in my looks. But, thanks to Doris, hundreds of you came to my defense. Here are some of your comments:

Diller, Nebraska. "To heck with a few ladies who are looking for something to wink at. I think you are an honest-to-goodness man and handsome, also. You do have a nice soft voice, sounds so much like my husband's."

Unionville, Missouri. "I can't for the life of me understand why anyone could say such a thing about Frank Field. For me, I think he is nice looking and is so kind and true, helping everybody that comes to him for help."

Blythedale, Missouri. "Now, Frank, don't let a few ladies discourage you. After all, if you heard them every day and then could see their pictures perhaps you would be disappointed in them, too."

Eagle Grove, Iowa. "I missed your cheery smile on your page this month. After all it is what you are that really counts and to a lot of listeners you are one swell guy."

From Mrs. M.M.S. "Don't mind them Frank, wonder what their picture would do to the public eye. What we want is brains and personality. Frank has them and plenty of good looks, too. If he were beautiful Hollywood would get him."

Elmwood, Nebraska. Please put your picture back at the head of your column in the KMA GUIDE. I met you about 15 years ago when we were enjoying a few days vacation in Shenandoah. You did not scare us then and you probably look about the same now only a little older just like all the rest of us."

Scandia, Kansas. "I was shocked to think that anybody would say such unkind words about such a good Christian, hard-working man as you are."

Omaha, Nebraska. "I often wonder what our radio entertainers would think if they

(Continued on page 14)



Samanthy and Frank

By LEANNA DRIFTMIER

When Frank was 12, he spent a year with his grandfather Field in Highland, Cal. For the trips into the mountains which surrounded the little town his grandfather bought him a burro. Samantha and Frank were great pals as you can see by this picture. In fact she was like Mary's little lamb and followed him every where. Frank slept outside in a tent during the summer and Samantha would wake him up every morning by sticking her head through the tent and braying loudly. One morning Frank decided to run away to the mountains and live until his father would send him the money to return to Iowa—all because his grandfather insisted on his going to Sunday School. He loaded Samantha with camping equipment and food and got along all right until nightfall. The howling of coyotes kept him from sleeping and the cry of a wild cat almost scared him to death. He was back to his grandfather's bright and early the next morning, as even Sunday School was better than the mountains in which coyotes and wild cats roved!

Program Personals

By JEANE GAW

You've all heard the expression, "What's Cooking." Now there's a radio program with that name! It's on the Blue and KMA each Saturday at 9:30 A.M. with Beulah Karney as the home expert who gives you tempting food suggestions. Her friends in radio call her the "Queen of All Things Culinary." Beulah prefers simple foods and her favorite dish is spaghetti.

If it hadn't been for a radio dial going a little "wacky," ALAN YOUNG might not have had his chance to break into "big-time" radio. Frank Cooper, discoverer of Frank Sinatra and Dinah Shore, was casting about for a summer replacement for Eddie Cantor, and happened to tune in on a Canadian station by mischance. He heard ALAN YOUNG and hired him. Not only was he used for a summer replacement, but he was kept on the air and now is heard every Tuesday at 7:30 P.M. on KMA.

Have you kids heard the good news on TERRY AND THE PIRATES? You can now have six beautifully colored drawings of your favorite TERRY AND THE PIRATES characters, illustrated on this page. Details about how you can get these exciting new drawings are given at 5 P.M. weekdays on KMA.



THE BOSTON SYMPHONY has returned to the air for the winter concert season and is heard on the Blue and KMA Saturdays at 7:30 P.M.

No formal rehearsals are held for the JACK BERCH show (weekdays at 10:45 A.M.). Informality is the keynote of the program and there's lots of it!

When you hear the thrilling stories on COUNTERSPY (Mondays, 8 P.M.) you're listening to the "Real McCoy" because Phillips Lord producer of the show, spent nearly four years in U. S. secret intelli-



Jeane Gaw

gence work. The script for COUNTERSPY is based on real situations and is as detailed as censorship will permit.

Important medical subjects are discussed in a very interesting manner on THE DOCTORS TALK IT OVER every Friday at 10 15 P.M. over KMA

MEET YOUR NAVY, formerly heard at 7:30 P.M., Fridays, has changed time to 6:30 P.M. Saturdays.

It's hard to imagine gangling Charlotte Greenwood, comedienne of THE HALL-MARK CHARLOTTE GREENWOOD SHOW heard Sundays at 2.00 P.M., doing anything except comedy. However, she recently returned to film work and serious dramatic acting, and has created some very memorable characterizations in Hollywood.

THE RADIO HALL OF FAME has returned to the air with Paul Whiteman conducting the HALL OF FAME orchestra and chorus and featuring outstanding stars of the show world every week. The time to listen is 5:00 P.M. Sundays.

A very special note to you gals: A new program recently started on KMA at 10 A.M. Saturdays, called THE CHATHAM SHOPPER featuring Lois Long, fashion expert and shopping authority. She gives you lots of good advice about what to wear and when to wear it. Miss Long is a graduate of Vassar College and has long been recognized as an outspoken critic of fashions

What's Worrying You?

Here the entire KMA staff will try to answer your many and varied questions. When we don't know the answers, we'll do our best to get them for you. Can we help you?

Mrs. J.W.: When will radio tubes again be available?

ANSWER: A complete supply of radio tubes will not be available until sometime after the war. However, it is possible to buy a few varieties at the present time.

Mrs. E. B.: How old a station is KMA?

ANSWER: KMA is a "pioneer" station and was established over 19 years ago on August 12, 1925, by Earl E. May.

Mrs. R.C.: I couldn't find pencil and paper to write down Sue Conrad's recipe for Molasses Fruit Bars. Can you help me, please?

ANSWER: Here is Sue's Fruit Bar Recipe: 4 tbs. shortening — 1 egg — ½ cup sugar — ½ cup light molasses — 2 cups enriched flour — ¼ tsp. soda — ¼ tsp. salt — 1 ½ tsp. baking powder — 1/2 cup milk — 1 cup chopped raisins — 1 cup chopped mixed nuts. Cream shortening and sugar together. Beat in egg and molasses. Add sifted dry ingredients alternately with milk. Stir in nuts and raisins. Pour in well-greased shallow baking pan. Bake in moderate oven 350° about 25 minutes. These are fine for sending overseas as they pack well and stay fresh.

Mr. A.R.: The volume on my radio is hard to control. It gets loud and then soft on the same station when no one even touches it. Can I fix this myself?

ANSWER: This condition concerns three radio parts: volume controls, tubes, and condensers. Therefore, it is advisable to have a radio repairman fix it.

Mrs. J. D.: Why don't you put a picture of KMA or your studio auditorium on the front cover sometime? Many of us won't be able to visit you until after the war and we'd like such a picture as a souvenir.

ANSWER: We're getting so many re-

quests for such a picture that we're going to give you one very soon. We read all letters very carefully for suggestions because this is your magazine and we want to give you exactly what you want. So look for that picture soon.

Mr. E.P.: Why don't you have a little contest sometime among your listeners about who has had the most unusual experience while listening to KMA? Take the experience of this family, for instance. About two years ago this month their radio was tuned to the CAPTAIN MIDNIGHT program on KMA. All of a sudden a loud shot was heard, but the man and his wife who were in the kitchen thought it was part of the program. When they went in the living room, however, where the radio was, they saw plaster all over the floor. They looked up to see a big hole in the ceiling. One of the kids had been playing with his dad's shotgun and shot it off right in the house without ma and pa even suspecting it—though they heard the whole thing!

ANSWER: We think this is a swell idea. We're sure that many of our listeners have had some unusual experience while listening to KMA that would be of interest to all of us. They may not be as sensational as Mr. E. P.'s story, but they would make good reading. We'd like to print some of these along with the picture of the person to whom it happened. How about it, friends? Can some of you send one in now in time to make the December issue?

Mrs. L. M.: What kind of flowers make pretty winter bouquets?

ANSWER: Straw flowers, cockscomb, hydrangea P.G., baby's breath, barberry branches, snowberries, bittersweet, Chinese lanterns, okra pods, thistles, Artemesia Silver King, and many different ornamental grasses can be used. Baby's breath is a perennial that combines beautifully with straw flowers. Cockscombs make a lovely winter bouquet when used with tall, graceful grasses. Artemesia Silver King is often used with bittersweet berries and the seed pods of Chinese Lantern plant. Huge hydrangeas are fine in large vases or baskets. Watch for interesting grasses and seed pods along the road.

Kitchen Klatter

By LEANNA DRIFTMIER

THANKSGIVING MENU

	Tomato Juice	
Celery	Wafers	Olives
Roast Turkey with Oyster Dressing		
Creamed Onions	Buttered Beets	
Cranberry Jelly		
Cabbage and Apple Salad		
Pumpkin Pie	Nuts	Coffee

This is a very ordinary menu. Nothing you haven't served before. You may have other vegetables you will want to use — other relishes and jellies. I know many of you can prepare a good Thanksgiving Dinner from foods you have raised on your farm. Try it.

If there is shopping to see to and cleaning to do, get this done on Tuesday or Wednesday so that on Thursday morning you can turn your attention to the table and its decorations.

First be sure you have plenty of table room for your guests. No one enjoys a meal without "elbow-room." Allow 24 inches for each place. If children are in the company, they will enjoy eating at a table of their own.

The centerpiece is an important part of your dinner plan. Make it low enough that it will not interfere with seeing across the table. In the November issue of Kitchen-Klatter is a picture of our centerpiece, last Thanksgiving. Don't use artificial fruit or flowers if fresh ones can be obtained. I like to use candles, either two or four, and make certain if you light them, the flame will be above the eyes of your guests. Be sure the table has proper balance, too. As many dishes placed on one end as the other.

I am often asked about table setting rules. Here are a few simple ones to observe. For a dinner, you will probably need a knife and fork, a salad fork, a dessert fork and spoon. At the right of the plate, cutting edge in, and the handle an inch from the edge of the table put the knife, beyond it, the spoons. At the left of the plate, is the salad fork, and be-



Leanna in her kitchen.

yond it the meat fork, tines up, and handles even. The napkins should be placed at the end of the meat fork. The salad plate is to be at the right of the plate. The glass of water should be placed back of the spoons.

Nut cups and place cards add to the festivity of the meal, if you have time to make them. Maybe the children can do this. Let them help you as much as possible. It will make the dinner more of a family affair, and relieve mother of much of the work. Please don't let her go into the kitchen after dinner. Your men folks could wash the dishes once a year and give mother a real vacation on Thanksgiving.

FRANK—Continued

could see the photos of a great many of their listeners."

I could go on and on with this sort of thing, but I'm too embarrassed. To top it all off, the editors thought you might like to see what I looked like as a boy. When they showed me the picture you see on my page, I said, "Well, which is me?" And they wouldn't answer. They simply said for me to wait with you and read what Leanna was going to write about it. Honestly, all of you have teased me so much I can hardly wait.

ON THE KMA PARTY LINE—Cont'd

story was printed in Des Moines, Omaha, Shenandoah, Hamburg, Sidney, Bedford, and other papers. Instead of being white as we expected, the parachute was in green and ivory splotches to camouflage against the landscape. It is made of fine nylon silk and Ina is going to have a dress made of it.

Our bachelor-announcer NORMAN PAULSON now has the joke on Frank Field and Ralph Childs. On the 7:15 A.M. program, Frank and Ralph kidded Norman about having to spend 50 points for a bottle of catsup, his favorite dressing. Frank and Ralph canned their own but poor bachelor-Norman couldn't. But a good listener, an Iowa doctor, came to his rescue and sent him a nice big bottle of catsup all wrapped in cotton to avoid breakage. And the good doctor promises Norman MORE, when that is gone. Now Norman is sure to enjoy his favorite steak or sausage—when he can get them!

You hear him on the air at nights but guess what announcer EDDIE VAUGHN did in the daytime this summer? He painted his house. It seemed to Eddie the house wasn't very big until he started to paint it. But ask him how big it is now!

RALPH HUNT went to Kansas City to join his wife.

When FRANK and I were reading all the nice letters you friends wrote him about his picture he said, "Well, maybe I'm not a beauty, but look at this." And he showed me a picture of 2 very pretty girls—of Zoe and Peggy, his daughters. If enough of you write in, I am sure we can have their picture on his page next month. How about it?

It's a secret—and I'll probably get in dutch for telling you this—but you will get a wonderful free gift if your unusual experience (see p. 13) is printed in the GUIDE.

And now your questions as space permits: To Miss H.G.: Lonnie and Thelma Robertson are in Springfield, Mo. To Miss A.P.: Marion Hilding works in a tire recapping plant in Shenandoah. To Miss I.D.: Wayne Van Horn is in Grand Island, Nebr. To Mrs. C. E.: Lou Black is in Springfield, Mo.



The Buyer's Guide

This feature is strictly for your service. Only genuine, trustworthy bargains can be listed. Rates: \$1 per 25-word ad; extra words, 4¢ each.

LATEST HITS. "That Sinatra Swing," dedicated to Frank Sinatra, I'LL NEVER CHANGE DEAR. 35¢ a copy. Chaw Mank's Blue Ribbon Music Co., Staunton, Illinois.

PEDIGREED ROLLER CANARIES from Jensen's imported Minnehaha strain. Guaranteed singers; registration papers furnished. Males, \$12.50-\$15; females, \$5-\$7.50. Matched pairs, \$17.50 and \$20. Can ship anywhere. Fred Whitford, 802 S. Elm, Shenandoah, Ia.

AERIALS! Need an aerial for your radio? Complete kits including COPPER wire, lead-in and insulators—everything you need. Unobtainable until now. Quantity limited. Send only \$2 to Glen Klein, 106 E. Summit, Shenandoah, Ia.

CHRISTMAS GIFT? Give the KMA GUIDE. It is 12 gifts in one and lasts all year. Only \$1 for a year's subscription, a new copy each month, 12 issues in all. We'll send special Christmas Gift Card to your friend or relative and will acknowledge order direct to you. Send \$1 to Gift Dept., KMA GUIDE, Shenandoah, Iowa.

"UNHEARD"—Continued

has a ruddy face, and curly, blonde hair. Fishing, hunting, and collecting ugly figurines are his hobbies. He favors bow ties and likes blue or brown clothes. His favorite foods are cornbread, green beans, salt pork, cottage cheese, and raw tomatoes—but he eats plenty of everything!

Buddy and Dawn



(See Page 6)

CUT ALONG THIS LINE

.....

Tom Thumb Publishing Co.
Shenandoah, Iowa

POSTMASTER: If addressee has moved and forwarding order is on file, send Form 3547, postage for which is guaranteed. If undeliverable for any other reason, return to sender.

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MRS CHARLES KRAUSS

SANBORN IOWA

THE KMA GUIDE

10c

Vol. 1

DECEMBER, 1944

No. 7



The KMA Christmas Party

Left to right, 1st row: Terry Moss, Eddie Vaughn, Ish Irwin, Little Joe, Jimmy Morgan, Ralph Childs, Paul Oliver, and Jim Kendrick; 2nd row, Helen and Alice Miller, Morrie Jones, Virginia Lee and Joan and Jean Williams; back row, Norman Paulson, Zeke Williams, Steve Wooden, Bob and Jim Raines.

(See page 3)





From Our Mail Bag

Independence, Iowa

I read the KMA GUIDE each month and I think it's one grand magazine. I would like to see all the children of KMA staff members in one big picture. I think it would be very cute. Thanks a million for the GUIDE.

Loretta May Michels
Route 1

Omaha, Nebraska

I must write and tell you how much I enjoy the KMA GUIDE. One sure gets a lot of good out of the dollar spent for the GUIDE.

Mrs. Herman Bartels

Logan, Iowa

I believe the November KMA GUIDE is the best yet. I get lots of enjoyment from your magazine and enjoy having the program schedule to look at from day to day. Keep up the good work.

Mrs. Adolph Voss

Vesta, Nebraska

I enjoy each issue of my KMA GUIDE and can hardly wait for the next. The November one is still better than the others.

Evelyn Goosman

Shannon City, Iowa

The KMA GUIDE came today and I believe it's the best yet. I've enjoyed every one of them. Lots of everything to you all.

Mrs. Frank Cone
Route 1

The KMA Guide

DECEMBER, 1944

Vol. 1

No. 7

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for change of address. Advertising rates on request.

Columbia, Missouri

Just a line to tell you how much I enjoy the KMA GUIDE. I enjoy all the programs at KMA. I save my magazines each month and paste each new one on top of the last issue. So you see some day I will have a great, big book of KMA GUIDES. I really love it and read it from cover to cover.

Mrs. F. R. Dennis
387 South James

Omaha, Nebraska

I just subscribed to the KMA GUIDE and I am well pleased with it. I have read it over 3 or 4 times as I certainly do enjoy it. I like the pictures especially.

Mrs. Kate Mullendore
809 South 19 Street

Kokomo, Indiana

I have just finished reading the last KMA GUIDE and can truthfully say it is a very enjoyable magazine. I thoroughly liked every line as well as the pictures.

Mary R. Jones
1000 E. Havens Street

Macon, Missouri

I just received my KMA GUIDE today and was it ever swell—but it is every time.

Margaret A. Allen

Mount Ayr, Iowa

I received my KMA GUIDE today and think it is better than any before. I think each issue is more interesting. I enjoy the pictures very much. This wonderful little magazine just doesn't come often enough.

Rose Slavik



A Chat With Earl May

While you are reading this I am probably jogging southward on the train with Mrs. May and Mrs. Mabel Sullivan, our secretary. We left November 30 for San Antonio to visit the famous citrus groves in the heart of the Rio Grande Valley. I try to get here at least once a year so I can keep you supplied with the best and freshest citrus possible. From these thousands of fertile acres I get from 50 to 70 carloads a season—direct from the trees to your tables.

We then went to Crystal City where I get those choice Bermuda and Spanish onions for your gardens. I checked the onions in their actual seedling beds. I got 29 million plants last year and I'll have plenty for you again this spring.

Our next stop was Brownsville where Iowa State College is growing hybrid melons as well as Guatemalan corn on the financial grant I made the college last year. The scientists are seeing what this special corn will do in low, warm altitudes since its native soil was the highlands of Guatemala.

We are now enroute to Chapingo where we will see the experiments on Maygold and Mexican hybrid corns at the Mexican Agricultural college. At Mexico City we

will spend Christmas with my son, Edward, and his wife Eleanor Jean (see cover of November KMA GUIDE).

Edward is in the USDA Foreign Service. He is a specialist on foods and tropical fruits in the economic section and is Assistant to the Acting Agricultural Attache. We will visit our friends, the Castano family, whose 2 sons, Louis and Fausto, visited us in Shenandoah 2 different years. Fausto, about 20, will return with us to work in the vegetable section of the seed house. Louis, about 24, will teach Spanish at the University of Iowa the 1st of January. I'll have something about Mexico on my page next issue. All of us will be thinking about you on Christmas Day in Mexico—and we hope you'll remember us, too!

The whole KMA talent staff is preparing a big radio Christmas party for you Sunday, Dec. 24, from 1-2 p.m. Since I won't be around to take part in it, they gave me a "dress rehearsal" the other day so I could see what it will look like. They even put up a Christmas tree with presents. I was so impressed that I had a picture taken of it for you. When you hear this beautiful program on Christmas Eve, just look at this picture on the front cover. It will show you exactly what the studio, the tree, the presents, and your favorite entertainers look like. Merry Christmas to all of you!

The Joneses



Are you envious of Betty Faye Jones, girls? While she darns her husband's socks, he strums his guitar and sings to her! Betty's hobbies are crocheting, embroidering, and sewing. She is the former Betty Faye Thomas, of Shenandoah, and used to work at the bus depot. She and Morrie were married in Kansas Sept. 1. She's not only a capable housekeeper, but also acts as Morrie's secretary and accompanies him on the piano while he practices on his various instruments. Right now they are learning to sing together. So don't be surprised if your radio some day brings you a duet by Betty and Morrie Jones!

Betty is 19; Morrie, 26. He was born in Vigo County, Ind., attended school at New Castle, and moved to Kokomo in 1929. After graduation, Morrie played with dance bands, and was an instructor in a music store. Even then he could play just about anything with strings on it—some 15 instruments in all. He entered the Marines in 1940, became a mess sergeant, but was discharged in 1943 with a knee injury. He then worked in a defense plant, making gun parts for the Navy. The doctor ordered him to give up this work, however, and that's how it was he came to KMA last April. He is 5 ft. 7½, weighs 167, has brown hair and blue eyes. He prefers gray or blue clothes. His favorite food is chicken, fried golden brown, with mashed potatoes and gravy. Bet that's your favorite, too!



Captain Good



Captain Arnold N. Good was one of our most talented young engineers until 2 years ago. Modest and calm, he was very capable, and our announcers always felt at ease in their studio work when Arnie was "riding gain" in the control room. But Pearl Harbor really upset

Arnie's cool disposition, and in Jan., 1942, he joined the Army Air Forces and became a bomber pilot. Needless to say, he soon saw plenty of excitement and his coolness stood him in good stead. He participated in the African and Italian campaigns in the rough days when each mission had to start from Bengasi. He was one of the pilots selected for that famous raid on the Ploesti oil fields. No wonder we were proud when he received the Distinguished Flying Cross! He returned to the U.S. Sept., 1943, and, after a visit here in Shenandoah, he was stationed in Montgomery, Alabama. And now we have another bit of good news to report. Arnie and his wife, the former Mildred Winstead, have a baby son. He weighed 8lbs. 12 oz. at birth and was named after his proud father.



Of course, we don't know, but it is whispered that VIRGINIA LEE WILLIAMS might get a diamond for Christmas. It looks suspicious when she and her boy friend were caught looking at diamonds and sterling silver and with Virginia working on her Hope Chest.

"Heard"

Playing 10 seasons at the Omaha Community Play house and working part time at a radio station in script shows, gave Paul Oliver Brawner his start as a radio announcer. Paul liked amateur dramatics and, while attending high school and Omaha University, spent his spare time taking parts in shows. After he got his A.B. degree in 1935 he was General Science instructor at Omaha's Windsor School with dramatics as his hobby. In 1937 the World-Herald declared one of his performances in a play the second best performance of the year. Then, one day in 1938 an Omaha station needed an announcer. He auditioned and got the job, and has been in radio ever since. Right after he started announcing he found that the name of Brawner was a little long and hard to understand over the radio; so he dropped his last name and has since been known to his radio listeners as Paul Oliver. He was very popular on several stations but took his chance to come to KMA in 1942. All of you now know his pleasant, jovial voice as he visits and laughs with you over the air every day.

Paul was born, September 7, 1910, in Omaha. He has black, curly hair, hazel eyes, is 5 ft. 7, and weighs 177. In keeping with the distinguished look his mustache gives him, he prefers conservative clothes. His wife is the former Ilda Ruth Davies. He met her at college and married her when she was secretary at the Omaha Federal Land Bank. They have 2 children, Paul, Jr. better known as "Butch

(Continued on page 15)

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



Paul Oliver

"Unheard"

That old adage, "It takes a lean horse for a long race," certainly fits our globe-trotting salesman, Albert R. Anderson. Andy was born in Jewell, Ia., Aug. 2, 1894, but his family moved to Europe in 1900.

With his 2 sisters and 3 brothers, he was reared and educated in Sweden. He can still speak Swedish like a native.

Andy left school to join the Merchant Marine and spent his 14th birthday in China. He studied wireless, got his First Class certificate in Rotterdam, and served in the Swedish Navy in World War I. He moved to Australia in 1916 and joined the Australian Navy. After the war, he farmed in Australia for 2 years and then was an International Harvester salesman for 4 years. In 1922 he returned to America as one of International's road engineers and in 1925 became a General Motors salesman in



A. R. Anderson

South Dakota, Wyoming, and Montana. He entered radio sales work in 1931 with KMMJ. He came to KMA 6 years ago to help bring you many of the programs you like so well.

Andy is blond, blue-eyed, 5 ft. 11, and weighs about 150. His wife is the former Margaret Craft, of Sidney, Ia. They have 4 children, the youngest being 17 months-old Johnny. Andy favors blue suits, used to be quite a figure skater, and enjoys hunting and fishing. His favorite dish: home-cooked baked beans and rice pudding with raisins.

Jimmy Morgan and his wife were school day sweethearts down in Pellyton, Kentucky, and lived 2 miles apart.

Forward, March!

By HARRIET LINGO

When you hear the crisp command, "Forward, March" over 11 stations every Saturday, you are listening to the official educational program of the State Department of Public Instruction, the County Superintendents Association, and the Iowa State Teachers Association—the 3 groups which guide and direct Iowa education. This weekly series of programs is written and produced by KMA and constitutes the most remarkable public service project undertaken by any commercial station in America. Its purpose is to tell you about the progress Iowa education has made, the plans it has for postwar operations and the problems which you, as a citizen, can help your local school solve.

It all started back in 1939 when KMA began the now famous "Iowa Rural School Radio Graduation Programs" so that rural school graduates would have as impressive a graduation ceremony as the children in the large city schools. Then, last year, KMA originated the once-a-month FORWARD, MARCH! series on rural education. Parents, educators and school board members were so enthusiastic about the broadcasts that the FORWARD, MARCH! programs were expanded and are now presented weekly over a network of 11 Iowa Stations.

Needless to say, this network is the first of its kind in Iowa. In fact, we know of no other state-wide group of heterogeneous stations which has ever got together

for 2 consecutive years to carry an educational program originated by an unaffiliated commercial station. This not only proves the calibre of the production but the value of its purpose.

Every Friday evening the cast rehearses diligently for the Saturday broadcast. There are timing, interpretation, dramatic effects, and all the components of a good program, to be carefully weighed and groomed. Many of the actors are familiar to you, as you will note from our picture of an actual broadcast.

By using the proved technique of narration, with dramatic illustrations, we can vividly show you what progress Iowa education has made within this decade. We can illustrate the postwar plans your school is making. And, most of all, we are pointing out the part you, as a responsible citizen, have in solving the important school problems of your community.

You can hear this program over these stations every Saturday at the times indicated: at 8:30 a.m., KGLO; at 9:45 a.m., WOI, Ames; at 10:15 a.m., K M A , Shenandoah; at 10:30 a.m., KFJB, Marshalltown, KVFD, Fort Dodge, KICD, Spencer, KTRI, Sioux City, and KROS, Clinton; at 10:45 a.m.,

KWLC, Decorah; at 12 noon, WOC Davenport; and at 1 p.m., KDTH. By special transcriptions or direct wire feeds, the program is made available to all these stations without charge by KMA.

What's more these programs are the only source of authentic educational news you have, for nowhere else can you find what is happening in education in your

(Continued on page 7)



THE PROGRAM IN ACTION

Lef to right, Paul Oliver, Ralph Childs, Mabel Sullivan, Jim Kendrick, Jeane Gaw, Eddie Vaughn, Alice Schlick, Doris Murphy, and Harriet Lingo.



It Happened to Me!

Every month on this page we will print some unusual experiences our listeners have had while listening to KMA. We're going to print pictures of the persons, too, but couldn't this month because we were already going to press when these experiences were received. So send your experience and picture to Editor, KMA GUIDE, Shenandoah, Ia., won't you? If we print yours, you'll get a nice surprise gift!

A FALSE ALARM

By MRS. CHARLES CHESEK
5714 South 33rd Ave.
So. Omaha, Neb.

One afternoon, while listening to Kitchen Klatter, I heard the screechings of the fire engines. I hurried from my chair to look out the windows, but the street looked as usual and no sign of fire could I see. I kept wondering about this, and that evening I checked the paper to see where the fire was. Nothing was listed in our neighborhood. I never figured it out until a few months later when I was listening to the same program and the same thing happened again. Then I caught on. Since Leanna broadcasts from her home, the fire was in her neighborhood both times, and I heard the fire engines over my radio!

GOOD ADVICE

By EVELYN VLCEK
Wilber, Nebr.

One evening I was listening to your fine 6:15 p.m. program while getting supper. I was doing a lot of things at once, and turned on the radio to steady me. Then your announcer came on and said, "Hello, friends. Put some more water on those beans, pull up a chair, and do some quiet

listenin' in." That remark startled me, for I had some beans on. I rushed to look at them. They were dry as a bone, would have burnt up in a couple of minutes. So you see, you give better advice on the radio than you sometimes know!

FORWARD MARCH—Continued

state and in your county. The state news comes direct from the State Department of Public Instruction in Des Moines. The news from each of Iowa's 99 counties is supplied by the county superintendents. Each county superintendent prepares the news for the radio station giving best coverage in his area.

This undoubtedly sounds like a complicated bit of machinery. It is, for it takes over 150 skilled people throughout Iowa to handle it. But it is worthwhile work, for in Iowa education lies a great part of Iowa's destiny. All of us are cooperating without pay, without hope of personal reward, simply because the effort is justified by the goals to be attained. To us, this is simply democracy as it can work through radio. And it gives you, as a citizen of Iowa, a chance to help your school in the march forward.

THE WOODEN AXLE

We don't suppose there is another radio program in the United States where a studio door is opened so listeners can hear the train whistle into the station! But that's what Frank Field does on his 7:15 A.M. broadcast and judging from your comments, you listeners get a big kick out of it. The two-car "Wooden Axle" as Frank calls it, is due at 7:22 and usually he says "Here it comes!" Then Ralph runs to open the door so you can hear it toot at the crossing. Here is what Mrs. E. E. Knollenberg of Essex, Ia., says about it: "I hear your early morning program and like it, but why laugh at a train as famous as the 'Wooden Axle?' It's the only train that has a regular program on any station, and without paying for time! It's famous already, only doesn't know it."



KMA DAILY PROGRAMS FOR DECEMBER, 1944



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

- 5:30 a.m.—Morrie Jones
 6:00 a.m.—News
 6:05 a.m.—Jimmie Morgan
 6:30 a.m.—Morning Worship
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Morning Headlines
 8:15 a.m.—Haden Family
 8:30 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Jimmie Morgan
 9:45 a.m. (Mon.)—One Woman's Opinion
 9:45 a.m. (Except Mon.)—Listening Post
 10:00 a.m.—Breakfast at Sardi's
 10:30 a.m.—Gil Martyn
 10:45 a.m.—Jack Berch & His Boys
 11:00 a.m.—Stump Us
 11:15 a.m.—Frank Field
 11:30 a.m.—Glamour Manor
 12:00 noon—Earl May—News
 12:30 p.m.—Utah Rangers
 12:45 p.m.—Market Reports
 1:00 p.m.—Jim & Bob
 1:15 p.m.—Rev. Edythe Stirlen
 1:30 p.m.—Kitchen Klatter
 2:00 p.m.—Morton Downey
 2:15 p.m.—Joe & Ish
 2:30 p.m.—Steve Wooden
 2:45 p.m.—Miller Sisters
 3:00 p.m.—Gully Jumpers
 3:30 p.m.—Time Views the News
 3:45 p.m.—Lina Ferguson
 4:00 p.m.—Uncle Zeke
 4:15 p.m.—Miller Sisters
 4:30 p.m.—Jim and Bob
 4:45 p.m.—Hop Harrigan
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—News
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Captain Midnight

MONDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Blind Date
 8:00 p.m.—Counterspy
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Modern Melodies

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

TUESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Alan Young
 8:00 p.m.—Gracie Fields
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Modern Melodies
 9:00 p.m.—Confidentially Yours
 9:15 a.m.—Andy Russell
 9:30 p.m.—Let Yourself Go
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

WEDNESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Rambling Cowboys
 8:00 p.m.—Dunninger
 8:30 p.m.—Spotlight Bands
 9:55 p.m.—Modern Melodies
 9:00 p.m.—Raymond Gram Swing
 9:15 p.m.—Ted Malone
 9:30 p.m.—Scramby Amby
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

THURSDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Am. Town Meeting
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Modern Melodies
 9:00 p.m.—Confidentially Yours
 9:15 p.m.—Andy Russell
 9:30 p.m.—The March of Time
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

YOUR BLUE NETWORK STATION

FRIDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Good Will Trio
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Van Cleave
 7:30 p.m.—Famous Jury Trials
 8:00 p.m.—Freedom of Opportunity
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Modern Melodies
 9:00 p.m.—Earl Godwin
 9:15 p.m.—Ted Malone
 9:30 p.m.—Ed Wynn
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

SATURDAY PROGRAMS

- 5:30 a.m.—Morrie Jones
 6:00 a.m.—News
 6:05 a.m.—Jimmie Morgan
 6:30 a.m.—Morning Worship
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 p.m.—Ed McConnell
 8:00 a.m.—Morning Headlines
 8:15 a.m.—Haden Family
 8:30 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—What's Cookin'?
 10:00 a.m.—Chatham Shopper
 10:15 a.m.—Forward March!
 10:30 a.m.—Adventures of Omar
 11:00 a.m.—Kid's Bible Club
 11:30 a.m.—Farm and Home Hour
 12:00 noon—Earl May, News
 12:15 p.m.—Man on the Farm
 12:45 p.m.—Farmer's Forum
 1:00 p.m.—Jim & Bob
 1:15 p.m.—Rev. Edythe Stirlen
 1:30 p.m.—Kitchen Klatter
 2:00 p.m.—Fannie Hurst
 2:30 p.m.—Steve Wooden
 2:45 p.m.—Miller Sisters
 3:00 p.m.—Gully Jumpers
 3:30 p.m.—Steve Wooden
 3:45 p.m.—Lina Ferguson
 4:00 p.m.—Uncle Zeke
 4:15 p.m.—Miller Sisters
 4:30 p.m.—Jim and Bob
 4:45 p.m.—Hello Sweetheart
 5:00 p.m.—Back to the Bible
 5:30 p.m.—Soldiers with Wings
 6:00 p.m.—Fred Waring
 6:30 p.m.—Meet Your Navy
 7:00 p.m.—Early American Dance Music
 7:30 p.m.—Boston Symphony
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Modern Melodies
 9:00 p.m.—Musical Autographs
 9:30 p.m.—The Man Called "X"
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

SUNDAY PROGRAMS

- 7:00 a.m.—News Summary
 7:30 a.m.—Morning Worship
 8:00 a.m.—Young People's Church
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—New World Coming
 9:15 a.m.—Sunday School Lesson
 9:30 a.m.—Iowa Speaks
 9:45 a.m.—Newstime
 10:00 a.m.—Call of the Cross
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Pilgrim Hour
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—George Hicks
 12:30 p.m.—Sammy Kaye's Band
 12:55 p.m.—George Gunn
 1:00 p.m.—Uncle Zeke
 1:15 p.m.—Jim & Bob
 1:45 p.m.—Goodwill Trio
 2:00 p.m.—Charlotte Greenwood
 2:30 p.m.—Ethel Barrymore
 3:00 p.m.—Darts for Dough
 3:30 p.m.—Set to Music
 4:00 p.m.—Mary Small Revue
 4:30 P.M.—Metro. Opera Presents
 5:00 p.m.—Philco Hour
 6:00 p.m.—Drew Pearson
 6:15 p.m.—Don Gardiner—News
 6:30 p.m.—Quiz Kids
 7:00 p.m.—Greenfield Village Chapel
 7:15 p.m.—Dorothy Thompson
 7:30 p.m.—Joe E. Brown
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Hollywood Mystery Time
 8:45 p.m.—Jimmie Fidler
 9:00 p.m.—Life of Riley
 9:30 p.m.—Revival Hour
 10:30 p.m. to Midnight—Famous Orchestras
 and News

Do You Know?

Because of the cigarette shortage some of the boys are quitting smoking.

Mrs. Jim Raines loves to sew, do embroidery and fancy work.

Frank Field has several gay colored shirts made out of attractive print feed bags.

Virginia Lee Williams is taking music lessons and wants to learn to play the piano accordian.

Jimmie Kendrick's hobby is making up clever rhymes.

Lady Luck certainly favors JIM RAINES. He won \$96 in election bets, \$25 on the baseball games, and 2 turkeys and a goose at the American Legion turkey shoot. Wonder what will be next!

On the KMA Party Line

With **DORIS MURPHY**

You've all heard of "Bring 'em back alive Buck." But here's the tale of "Bring 'em back a live duck." Yes, that's what 3 big, husky KMA hunters did recently! JIM RAINES, JIMMY MORGAN, and ISH IRWIN went hunting and late in the afternoon walked into the studio with their catch ... one lone, live duck. And these "expert hunters" finally had to admit the only reason they caught this ONE was because its wing was crippled and it couldn't fly! Go to it boys, chase 'em down, that's one way to save shotgun shells!

There really must be a man-power shortage when one lone man is stormed by 14 girls. That's what happened to JIM KENDRICK recently when the Thurman, Ia., high school senior class visited our studios. Jimmie was immediately surrounded by this bevy of beautiful girls. They even pinned a red rose on him and gave him an orange! And Jimmie loved it. So I didn't believe him when he told me to say he was the "hermit type!"

Poor old Santa! He wanted to be sure Shirley Jean Parish, 20-month-old daughter of "Little Joe," got just what she wanted this year! So he hid a big teddy bear and other gifts in the closet. But Santa didn't know Shirley was so inquisitive. When Mama Parrish walked into the room the other day, there stood Shirley proudly coddling the teddy bear that's bigger than she is!

Once a musician ... always a musician! Before returning to KMA, "Ish" IRWIN was an iron worker at the Todd Dry Docks, Galveston, Texas, when the war started. He helped repair torpedoed tankers, freighters, and transports. Some had holes in them bigger than small houses. Though he worked 12 hours a night, Ish kept thinking of chords, notes, and tunes. Finally he couldn't stand it any longer. He just had to get back to his music. So he headed north and is now happy playing the big base viol and singing with



Doris "Listens In"

the Stump Us Gang at 11, the Utah Rangers at 12:30 and Little Joe at 1 each weekday.

ZEKE WILLIAMS now believes if you wish hard enough for something, you'll finally get it. They wanted a cat for a long time. We told about it in the August KMA GUIDE (p. 15). Still they didn't get one. But when they opened their door the other night there was a beautiful cat crying to get in. It is part Persian and Maltese and is certainly welcome in their home. Zeke now wonders if the cat also reads the KMA GUIDE!

Did you hear a crashing sound and a few squeals on the MILLER SISTER'S 4:15 program the other afternoon? The squeals were from Helen and Alice and Paul Oliver when one of the big fluorescent lights in the studio blew up while they were on the air! They were more startled than you listeners when they heard a loud crashing sound and looked up to see glass flying and a snow-like substance falling to the floor. No wonder they thought they were being bombed!

Little did Blue Network officials know Mrs. Ada Parker of Shenandoah would get the news so quickly that her son would be mentioned on the TED MALONE broadcast. Mrs. Parker is one of our mail clerks and when the message came over the teletype machine asking us to notify her that Sgt. W. P. Parker would be men-

(Continued on page 15)

Tips for Farmers

From FRANK FIELD

Merry Christmas from the Field family to all of you! Yes, this is the entire Field family, even including little John Robert Fishbaugh, our grandson. I want to tell you at the start, however, that this isn't a brand-new picture as it was taken 14 or 15 months ago when Johnnie was home on his last leave of absence, just before he flew overseas. As near as I can remember, it was the middle of August, 1943. Johnnie had had his wings about 6 months at that time and had completed his training and was given a week's leave to spend at home before going into active combat flying in the Southwest Pacific. Johnnie is a couple of inches taller than I am and about 25 pounds heavier.

Zo and John Robert are staying with us most of the time now while her husband Robert Fishbaugh is in the Philippines helping whip the Japs. He is an Ensign in the Navy and, the last we heard, was in the vicinity of Leyte on an L.C.T. John Robert is almost 2½ years old now and is growing like a weed.

Peggy, my youngest daughter, is 16 and a junior in high school. The oldest boy, Bob, works here at the seed house in the hybrid corn division, down at what we call the Maygold Plant where the seed corn is dried, graded, and processed. He was married just a month or two after this picture was taken, so as soon as Johnnie gets back home again we will have to take another family group picture in order to have them all in.

Incidentally, Johnnie has flown his last

combat mission and expects to be home sometime between Christmas and New Year's for a good long visit. At the present time he is acting as instructor to the inexperienced replacement pilots, teaching them the latest tricks in combat flying. I didn't say anything much about Jennie, as you folks all know her pretty well by this time anyway, and so you know that this picture doesn't begin to do her justice.

We get so many thousands of letters asking for information about growing various kinds of plants and flowers that we have prepared a bunch of leaflets. Each one is about a different plant and gives full instructions on its care and culture. This saves us a tremendous amount of letter-writing. They are free for the asking and if you would like to have

any of these leaflets, just write in and ask by name for the ones you want and put in a self-addressed, stamped envelope. If you ask for more than 3, better put two stamps on the envelope. Here is a partial list of the most popular leaflets:

African Violets - Amaryllis - Asparagus - Azaleas - Boysenberries - Cyclomen - Christmas Cactus - Cactus in General - Gardenias - Herbs - Houseplants in General - Peanuts - Poinsettias - Pruning Fruit Trees - Raspberries - Homemade Soap - Town Lot Orchards - How to Get Rid of Termites - Pruning Grape Vines - Tuberrooted Begonias - Spraying Fruit Trees, (Acme Spray Chart).

Just address your letter to me as I have all these leaflets right at my desk.

Dick Hart and bride have returned to their home in Louisiana.



Left to right, Frank, Lt. Johnny, Jenny, Peggy, Bob, Zo and John Robert.

Program Personals

By JEANE GAW

"Ooooh, Guy Lombardo!" That's a customary comment when people tune in Guy Lombardo and his Royal Canadians every Saturday at 9 P.M. on KMA in MUSICAL AUTOGRAPHS. The band's popularity can be accounted for mostly by the fact that Guy keeps everything the same. His musicians are never fired. It took the war to make any replacements necessary. Most of his men have been on the job more than 7 years, and some more than 15 years. All of his vocalists are selected for perfect diction and his trio is famous for never having fluffed a syllable for over 15 years. There are no innovations, no tricks in Guy Lombardo's orchestra. Just soft, sweet music and lots and lots of folks like it. Don't you?

Chuck Acree, emcee on MAN ON THE FARM (Sat. 12:15 P.M.) is a real farmer! He owns and operates a 200-acre livestock farm near Elgin, Illinois.

Have you ever stopped to think about all the information concerning planes and flying technique included on the HOP HARRIGAN broadcasts ... besides an exciting story every weekday at 4:45 P.M.?

Because news, no matter what its nature, is always changing, the MARCH OF TIME program remains flexible until the "on the air" signal is given. Gathering of material for the show starts on Friday; it's amplified and edited on Monday and Tuesday; then perhaps discarded on Wednesday! At 9:30 P.M., Thursday, the program goes on the air!

Once upon a time there was a little street singer in Lancashire, England, who

warbled for pennies or whatever her hearers and passers-by were willing to toss her way. She picked up her tunes at the local theatre while delivering the laundry her mother took in from performers. This little girl was GRACIE FIELDS, who now has her own radio program over the Blue and KMA every Tuesday at 8 P.M.

Lisa Sergio, commentator on ONE WOMAN'S OPINION, heard Mondays, 9:45 A.M., was formerly an official broadcaster for the Italian government.

Here's something that was as much a surprise to me as it probably will be to you: Gloria Blondell, feminine star of HOLLYWOOD MYSTERY TIME Sunday, 8:15 P.M.) is a sister of Joan Blondell, the movie actress.

It wasn't very many years ago that the singing star of the MARY SMALL REVUE, heard Sundays at 4 P.M., was known as "Little Mary Small." Recently "little" Mary Small presented her husband Vic Mizzy, now in the U. S. Navy, with a baby girl already being referred to as "Tiny Mary Small."



Guy Lombardo and His Orchestra

TIME CHANGES: STOP OR GO with Joe E. Brown has moved from its Thursday, 9:30 P.M. spot to 7:30 P.M. Sundays. Effective December 11, TIME VIEWS THE NEWS, now heard weekdays at 3:30 P.M., will move to 3:00 P.M.

Most radio commentators offer a purely military analysis of the war, but not GILBERT MARTYN, heard Monday thru Friday at 10:30 A.M. This tall, dark-haired commentator personalizes his news by recalling to the minds of listeners various cities, now war-stricken, but formerly visited by thousands of people in peacetime.

What's Worrying You?

Here the entire KMA staff will try to answer your many and varied questions. When we don't know the answers, we'll do our best to get them for you. Can we help you?

Mrs. K. S.: When did the Hadens return to KMA?

ANSWER: The Haden family are still living on their farm near Springfield, Mo. You hear them by transcription at 8:15 weekday mornings. They make these transcriptions right from their home.

Mrs. V. W.: Because of the housing shortage we have to live in 2 rooms in Omaha and have no room for a tree. What Christmas decoration can we use instead?

ANSWER: Don't deny yourself a Christmas tree. Hundreds of visitors said one of the cleverest trees they ever saw was at the KMA Information Desk last year. It was only 14 inches high, was just a dime-store artificial tree, but we decorated it with small discs of bright-colored paper about the size of a penny. These were wound about the tree on a green cord much the same as we wind the lights about larger trees. You can get the paper discs from dime stores, too. So even though you are cramped in city quarters and crowded for time, you can still have the Christmas touch we know you crave so much.

Mrs. G.: Where are the Blackwood Brothers now?

ANSWER: R. W. Blackwood is in the service. James and Roy Blackwood, with Hilton Griswold work in an aircraft plant in San Diego, Cal.

R. L.: What process do I go through to collect the government payments for harvesting Red Clover seed? I combined 10 acres and got only 8 bu. of seed, but I don't want to sell it. Can I collect all the payments on the seed under those conditions?

ANSWER: To collect all the payments, you must send a sample of the seed to your state college or county agent to get

an official test on it. This test is then turned over to your township Triple-A Committeeman who will help you fill out the necessary papers. You will get \$3.50 for every acre of Red Clover you cut for seed. You'll get this whether you have the seed tested or not. The other payment is based on the amount of seed you harvested. It amounts to $3\frac{1}{2}$ ¢ per lb. of clean seed with a germination of 90% or better, or a purity of 99% or better. That is why an official test is necessary. Your township Triple-A Committee can tell you all about it and will help you fill out the necessary papers.

Miss R. L.: Can you tell me where Buddy Starcher is now?

ANSWER: Buddy is now visiting his wife, Mary Ann Estes, at Topeka, Kans.

Mrs. K. M.: Are you going to run a picture of Jim and Bob soon?

ANSWER: A picture of Jim and Bob appeared in the June KMA GUIDE, p. 7.

Mrs. B. R.: Can you give me some suggestions for Christmas decorations?

ANSWER: At Christmas we all like to make our homes express the holiday season. Outside, you can have a wreath or garland on or above your door. Inside, there should be a Christmas tree near a window. A few greens and bright red candles can decorate your living room. Many of you will find what you want right in your gardens. You've probably waited until now to trim off the tips and unwanted branches from your evergreens. But you can also use the lower branches from your Christmas tree, which you'll probably cut anyhow. Two branches tied with a red bow will be fine for the door or a window. You can add a few sprigs of bittersweet, and some straw flowers, for color. Red and green are the best colors for your dining room. A poinsettia, or a bright-colored pepper plant, makes a fine centerpiece for the table. Wreaths of evergreen and strawflowers, with a candle burning in the center during the dinner, give a nice effect.

Miss L. M.: What is the address of Tim George?

ANSWER: Thomas M. George, S 1C, Ship's Co. Batt. Off. U.S.N.T.S., Trade Winds Hotel, Fort Lauderdale, Fla.

A Line from Lina

By LINA FERGUSON

When did I first become interested in flowers and gardens? I suppose it was when my English Mother made their care a part of my daily routine, although I was not conscious of it then.

Arbor Day celebrations with each school child planting a tree, hunting on the prairie for the first spring daisy, my Mother's return from a visit home to England with a real shamrock plant which was divided among her friends in our small Kansas town, are early recollections.

During school days at Parsons, Kansas, and later at Kansas University, other interests occupied my time. But when I came to make my home in Shenandoah in 1916, the year I became the wife of Paul Ferguson, a Shenandoah attorney, I found myself in a community that lived and breathed flowers and flower culture. I was surrounded by acres of peonies, iris, phlox, shrubs, and trees of all kinds. Many of the members of our flourishing Garden Club where we met to talk over our enthusiasms and problems are known to you over the radio. I served as President of that organization, worked on the garden committee of the State Federation of Women's Clubs, helped stage our annual Flower Show, and was Superintendent of the Children's Department for many years. Judging at flower shows and speaking before garden clubs were also possible in pre-war days.

When my husband returned from camp in 1918, we bought our first home, and I started my first garden—a pool, a rock garden, and a perennial border were all included. Now I have my second garden, larger but far from perfection, where as a real dirt gardener, I try, just as you do in your gardens, to realize my garden dreams.

In 1924 Earl May was giving a monthly program over station WOAW in Omaha, using local musicians and giving short seed and garden talks for the practical farm or small town man with a garden. He invited me to talk about flowers. Letters came in from flower lovers who



Your Flower Lady

wanted a chance to exchange their ideas about flowers and gardens. I was soon installed as the "Flower Lady" at KMA and once a week our Radio Garden Club met. A letter saying you were interested and listened was the only entrance requirement. Garden talks and letters were interspersed with songs by Mrs. May. Later garden programs were given 2 or 3 times a week.

In 1926 I visited English and French gardens for the May Seed Company, and spent 8 weeks gathering material for a series of KMA radio talks. My daughter, Julia, was born in 1928, and during her childhood my time was spent at home with my garden as one of my chief interests.

I came back to KMA last year, 1943, and since then have had, as you know a 15-minute program each afternoon, Monday through Saturday, from 3:45 to 4 P.M. I count as my friends hundreds of KMA listeners who have written to me. I'd like to hear from you, and I hope when I say, "Good afternoon, flower friends and fellow gardeners" tomorrow, that you will be listening to KMA to hear your garden problems discussed.

War has even changed the playing habits of children. JO LENE MILLER 3-year-old daughter of Helen Miller, delights in playing the role of an Army Nurse every day. Because she is so fond of playing "hospital," Santa Claus has promised to bring her a Nurse's Kit.

ON THE KMA PARTY LINE—Cont'd

tioned on the broadcast, she had the information instantly as she works only a few feet from the machine! Sgt. Parker, age 29, has been in the service 18 months and overseas a year, and is in Paris now. Tune in the Ted Malone broadcasts over KMA each Monday, Wednesday, and Friday at 9:15 P.M. You'll enjoy them.

Twirling a baton is not easy, but JEAN WILLIAMS has been practicing for 3 years and now has been chosen as one of the drum majorettes in the Shenandoah High School band.

Al Sloey is now in Hollywood with a Western Trio working both in movies and radio. He writes me he's having a lot of fun.

If you see a 10-year-old boy with an unusually happy smile on his face, it might be Gene Morgan, son of JIMMY MORGAN. Gene and his mother had to remain in Indianapolis while his dad was trying to find a place for them to live in Shenandoah. But they have finally arrived and Gene is tickled because he has been wanting to get here to go squirrel and duck hunting with his dad. Jimmy may have Gene on some of his programs with him. And by the way ... Jimmy can be heard at 9:30 each morning now, in addition to the 6 o'clock show.

Stevie and Butch, 4-year-old sons of 2 popular KMA announcers, RALPH CHILDS and PAUL OLIVER, are certainly becoming fast friends. They live only 3 blocks apart, and have birthdays only a month apart. They're feeling mighty grown-up now since their mothers let them go all alone back and forth to each other's house. Stevie Childs was 4, Nov. 16, and Butch helped him celebrate. And guess what he got for his birthday? A wooden train! Maybe he'll call it the "Wooden Axle."

Don't forget, everything I write in this feature is in answer to your questions. When you have a question about someone at KMA, send it to me. You'll either find the answer here or on the "What's Worrying You" page. And now, in closing, I want to wish all of you the Merriest Christmas possible in wartime! God bless you!



The Buyer's Guide

This feature is strictly for your service. Only genuine, trustworthy bargains can be listed. Rates: \$1 per 25-word ad; extra words, 4¢ each.

SONG HITS: "THAT SINATRA SWING" dedicated to Frank Sinatra. "THE FLYING FORTRESS," dedicated to Gene Autry. 35¢ copy. CHAW MANK'S BLUE RIBBON MUSIC CO., STAUNTON, ILLINOIS.

NEW SONG BOOK BY ZEKE WILLIAMS, 32 pages, his picture on cover, only 50¢ postpaid. Also 8 x 10" photo of his daughter Jean, free if you order now from ZEKE WILLIAMS, 201 SOUTH CENTER, BOX 133, SHENANDOAH, IOWA.

AERIALS! If yours is 3 years old you need a new one to eliminate noise, increase volume, save batteries, improve reception. Complete kits including COPPER wire, lead-in, insulators, and lightning arrester—everything you need. Unobtainable until now. Send only \$2 to Glen Klein, Engineer, 106 E. Summit, Shenandoah, Iowa.

CHRISTMAS GIFT? Give the KMA GUIDE. It is 12 gifts in one and lasts all year. Only \$1 for a year's subscription, a new copy each month, 12 issues in all. We'll send special Christmas Gift Card to your friend or relative and will acknowledge order direct to you. Send \$1 to Gift Dept., KMA GUIDE, Shenandoah, Iowa.

"HEARD"—Continued

who is 4, and Billie Ruth, only 10 months old.

His favorite food is hamburgers with lots of onions. Spaghetti and meat balls run a close second. His hobbies are photography, gardening, and football games. However, he still confesses special fondness for amateur dramatics—the hobby that got him his first radio job.

The Winner - - Jimmy Morgan!



As all of you know by now, Little Joe challenged Jimmy Morgan by saying he could sell more November KMA GUIDES over the air than he could. Smiling Jimmy, always ready for a little fun, took the bet, and the loser was to push the winner to the studio the day on which the results were known. And then followed one of the most popular contests in KMA history.

The result? Well, you can see for yourself, as Little Joe grunts and groans trying to make the wheelbarrow move with 200-lb Jimmy in it. After he had gone only a few feet, poor Joe was so worn out that Jimmy said, "Here, you get in now," and he pushed Joe up to the studio entrance. It was a lot of fun and the crowd enjoyed it. Incidentally, some of your KMA favorites are looking on. Can you recognize any of them?

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