

THE

KMA GUIDE

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Vol. 4

MAY, 1947

No. 5



MAY DAY -- 1947

(See story, Page 6.)



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Missouri Valley, Iowa

Am enclosing a dollar for my KMA GUIDE. I have had it ever since it started. I'm making a scrapbook of radio entertainers from the pictures in it. I think the GUIDE is the "biggest" little magazine off the press.

Eunice Edwards.

West Point, Nebraska

I enjoy the KMA GUIDE so much, I can hardly wait for it to come each month. Keep up your wonderful work. When are you going to print a picture of Edward May and his family?

Miss Emma Heinemann.

(Annette Gertrude, Edward May's 2 year old daughter, was our "Cover Girl" last month. Edward can be seen with his mother and sister in the picture which appears on the opposite page. We'll try to get Eleanor, Edward's wife, and the complete family together for a "pic" real soon.)

Wakefield, Kansas

I certainly want to continue my subscription to the GUIDE. Keep it coming for another year. We like to read about the different entertainers; they seem like old friends.

Mrs. Wilmer Shivers.

Council Bluffs, Iowa

Enclosed is \$1.00, for which continue my subscription to the KMA GUIDE. I do enjoy it very much and also read many articles to my blind sister. She thoroughly enjoys all the information.

Mrs. W. M. Hannah,
Route 2.

Gilman City, Missouri

Please renew my subscription to the GUIDE. I would hate to miss a copy.

Miss Bonnie McLey.

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Kenneth, Minnesota

Please send me the GUIDE for two more years. I just couldn't be without it. We like all your entertainers and have KMA tuned in all day.

Mrs. Gerrit Van Surksun.

(Thanks. We're glad you enjoy our GUIDE!)

New Ulm, Minnesota

Enclosed find one dollar for my renewal. We all like your magazine fine and read it from cover to cover.

Mrs. Herm. F. Portner,
Route 4.

Shenandoah, Iowa

You bet I want the KMA GUIDE. I always have something to look forward to. My daughter gave me a year's subscription for my birthday last year, and now I can't get along without it. I surely enjoy the Party Line with Doris Murphy. She makes the people seem so real.

Mrs. Ralph Kohler,
603 West Street.

(Doris says "Thank-you!" for your nice compliments.)

Amazonia, Missouri

I have every GUIDE you've printed and wouldn't be without it.

Mrs. Jane Kelley.



A CHAT With Edward May

Some people, I suppose, will look upon Sunday, May 11, as just another day. You won't, I am sure, for we in this area consider Mother's Day one of the great occasions of the year. My sister, Frances and I always have, and above you see us with our mother in a picture we had taken especially for Mother's Day this year.

The life of a mother is filled with minor tragedies. There's a bad cold, and the child isn't responding to treatment. That deep scratch could easily become infected. Did he, or did he not, swallow that marble? There she is again letting the dog help her eat cookies. Oh, why did he have to break his arm on the first day of school? And so it goes with mother curing the ills of her little family with love, a miracle "medicine" that doctors and scientists will never match.

I see all this much more clearly now when I watch my own little daughter, Annette. My wife, Eleanor Jean, watches over her constantly. Eleanor will awake from the soundest sleep even if only Annette's breathing seems a bit irregular.

Somehow we fathers escape all this. I guess that's because mothers are always

there, always on hand when their children need them. But we men are away most of the day, either out in the fields or at work down town. A father fills a different place in the hearts of the youngsters, and they love us for a different reason.

Some people are ashamed of themselves on Mother's Day. They try, but they are just too bashful to tell their mother how wonderful she is and how fine she has been. So they "say it with flowers", or a box of candy. If mother lives close enough, they'll have a big family dinner.

You should do all these things. But you should do more. Take her in your arms; give her a big kiss; tell her that you love her and that there never will be enough Mother's Days to do her the honor she so proudly deserves.

She may cry a little when you do, but they will be tears of love and joy. After all, she is your mother and you are still her little boy or girl no matter how big you are or what success you have achieved. You'll find it to be one of the greatest moments of your life no matter how many times you've done it before.

Will that take courage? Maybe so, but I wouldn't call it that. But if so, I hope you and all your family have courage on Mother's Day this year.

Joins KMA Staff



Meet DUSTY PAYTON, a newcomer to the KMA staff, but a fellow you'll want to know a lot better. Dusty came to the station April 5, from previous radio jobs at Quincy, Ill., San Francisco, Charleston, W. Va., Cincinnati, O., and St. Joseph, Mo. Although he's been in radio for 10 years, Dusty is only 24. He's unmarried, 5'10", weighs 155, has brown hair, blue eyes, a pleasant smile and agreeable personality.

Dusty was born in Kirksville, Mo., attended high school there, and got his start in radio when a friend arranged an audition for him at Quincy, Ill. He got the job, singing and playing his guitar, and has been on the air ever since.

In the picture, Dusty is wearing one of his fancy, handmade shirts. He has 5-gallon hats to complete the costume, and fancy leather boots as well. Dusty likes all kinds of sports, especially bowling and swimming, and his favorite food is steak browned to a medium turn. He says if he had a million dollars, he'd retire on a ranch in Calif. Meanwhile he entertains for you folks on the R.F.D. 960 program, 6-7 a.m. each day, and on COUNTRY FOLKS every day from 11:30-11:45 a.m. Why not write him a note of welcome? He'll be doing his best to please you during the months to come, and we're betting he will.

Tucky Is Three

Parties are fun at any time, but a birthday party at the tender age of 3 is one of the first milestones of memory. Such was Tucky Saddler's, son of your editor Owen and Elizabeth Saddler (KMA GUIDE, Dec. '45 p. 6 and Aug. '44, p. 5).

Tucky's party was Mar. 26 from 2:00 to 5:00 p.m., and he and his mother invited the children shown in the picture below and their mothers. Jon Peterson, age 1, the son of Howard (Pete) Peterson, our Sales Mgr. (KMA GUIDE July '46 p. 15 and Nov. '45 p. 4); David, 3½, and Michael, 2, the sons of News Editor Ralph Childs; Annette Gertrude May 2, daughter of Eleanor Jean and Edward May, pres. of May Broadcasting Co. and May Seed Co.; Joey Ennis, 3½, the son of Joe Ennis, mgr. of the local DeKalb plant; Gayle Tarpenning, 2, the daughter of a local insurance man, Bill Tarpenning; and Diane May Rankin, 1, the daughter of J. D. Rankin, vice pres. of the May Seed Co., and his wife Frances.

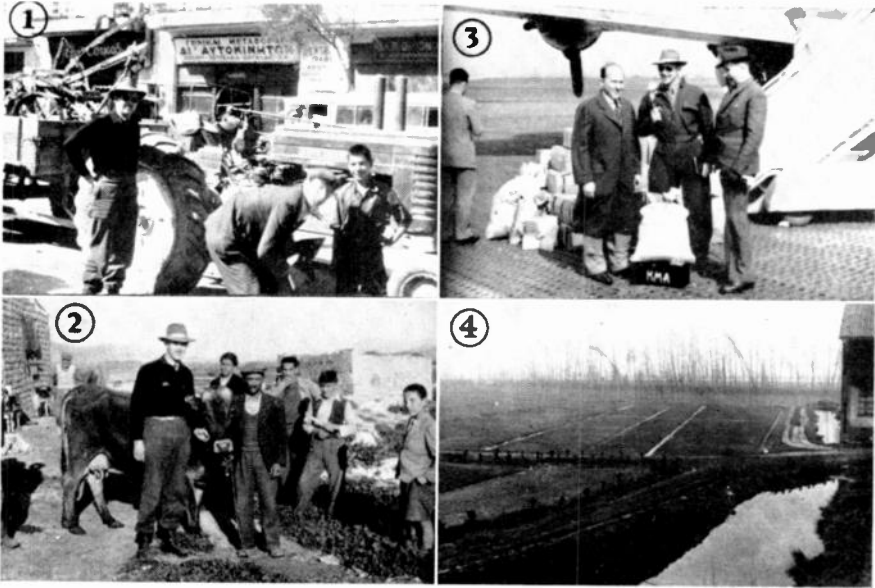
The kiddies played games, and then refreshments of ice cream, cake and chicken-shaped cookies were served. Helping Tucky celebrate his birthday especially were Michael Childs, who was 2 on the same day, and Tucky's sister Barbara, who missed out on her own party several months ago because she was sick.



L. to R., Jon Peterson, David Childs, Annette Gertrude May, Joey Ennis, Barbara Saddler, Tucky Saddler, Gayle Tarpenning, Diane May Rankin.

Greece--Agriculture Abroad--Italy

Farm Service Director Merrill Langfitt and engineer Don Burrichter are now back home landing in New York after their voyage on the "S. S. Honduras Victory" from Lisbon, Portugal, the KMA reporters went to Washington, D. C., for final conferences with UNRRA and government officials. They arrived home April 20, and we know you are enjoying their radio reports of their unusual and interesting experience.



[1] Merrill with American donated implements in Corinth. [2] With natives and UNRRA cattle near Magara. [3] L. to R., Ralph Germann, Dir. of Agr. Production UNRRA; Merrill Langfitt, J. R. G. Sutherland, Dir. of Agr. Rehab. UNRRA, and first shipment U. S. hybrid corn to Italy, Rome Airport. [4] Marcita—permanently irrigated grasslands in northern Italy.

Extension trips into the rural areas of both Greece and Italy enabled KMA's Farm Service Director Merrill Langfitt to gain an unusual insight into the old-world agricultural practices of these two countries. You have heard his first-hand reports which we broadcast daily.

On their extensive travels, Merrill and Don rode in a special UNRRA staff car and had guides and interpreters so they could converse with the men and women who till the soil. From Greece they reported to you about the citrus fruits tobacco and other crops that provide the farmers with only a frugal existence. From Italy, where agricultural conditions are more progressive, they told you of olive and mulberry culture, large vineyards, the raising of artichokes, potatoes etc. Not only was

Merrill able to learn from the farmers themselves interesting facts regarding their problems, but from government officials and outstanding authorities, who were attending the World Food Conference in an effort to solve the world's food needs.

This is the first time any radio station has undertaken such a stupendous task. It was done to help KMA farmers understand the vital part they play in world affairs.

Merrill and Don are now available for a limited number of personal appearances. If you would like them to speak in your city and show their colored pictures, please write us right away. They already have many engagements arranged and we hope your request doesn't reach us too late.

Good Neighbors Get Gifts

Leanna Awards 24 Beautiful Purses to KMA Listeners

No wonder homemaker Leanna Driftmier has such a big smile. Every woman loves beautiful pocketbooks and to be surrounded by 24 gorgeous purses all at one time would delight anyone. However, there's another reason she's happy, for she knows these fine Momarte handbags will be sent as gifts to her listeners . . . to 24 KMA Good Neighbors. At 3:15 p.m. each week-day, Leanna has been asking you to write a letter of 100 words or less, telling about a Good Neighbor of yours. Many fine letters have already been received, and from these letters each day a winner has been selected. These lucky ladies receive one of these lovely bags.

Momarte bags are advertised in the nation's foremost fashion magazines . . . they're featured on a daily network pro-

gram, and have been causing quite a sensation with the ladies this season. We wish you could see the different style bags Leanna is sending out to the lucky winners! Some are black leather . . . others are brown, black and gray vinyl

patent that is odorless, durable and will not crack or peel. Some have the new style long handles to wear over the shoulder . . . others are in the popular tailored, double envelope style with three individual gold initial plates on the flaps. All are beauties and bags that Leanna is very proud



to send out to KMA's Good Neighbors

The Good Neighbor Contest will run through May 8. If you haven't sent your letter on your Good Neighbor, why not write Leanna today? Listen to her from 3:15-3:30 p.m. week days for complete details.

COVER STORY

Remember, when you were a child, how you loved to hang May-baskets at the doors of your school friends . . . teacher . . . and the kids next door? It was a lot of fun. About 2 or 3 weeks before May Day, you'd spend busy evenings cutting, pasting and sewing gay, colorful baskets out of bright tissue paper. Usually Mother and Sister would help, so you could make an extra pretty one for your best boy or girl friend. Back in those days, ready-made May-baskets were not available but nowadays, beautiful ones can be bought at stores. Candy, popcorn or flowers are added to the baskets at the last minute, and the children are off to a happy start. It's more fun when the kiddies can run away, before the recipient of the basket can catch them.

On the front cover, you see 4 young KMA children enjoying this old-time custom. They are carrying baskets for their friends and in their new spring outfits, they looked as colorful and bright as the baskets they were carrying. At the left is Geraldine, daughter of Accordionist Jerry Fronck. Standing in the doorway ready to hang her basket is Barbara, daughter of pianist Hilton Griswold, and next is Jimmy, son of James Blackwood of the Blackwood Quartet. At the left is Donnie, son of clarinetist Eddie Corner. All are around 4 years old. Wouldn't you have enjoyed this cute group bringing you a May-basket?

Frank Comments

By FRANK FIELD

Yes, I know I promised you folks last month that I would have a new picture on this page this month, showing some of the Field tribe in action. But as Bobby Burns once said "The best laid plans of mice and men gang aftagley.



The truth of the matter is that this is our rush season at the Seed House and all hands and the cook are working long hours trying to get the orders out on time and, at the same time, trying to take care of customers in the store. By this time next month, I hope things will have quieted down enough so that I can get some new pictures for my page. The shoemaker's children you know always go barefoot.

About the only change in the status of the various members of the family is that Peggy and Jim are no longer at Pearl Harbor. They had just gotten themselves a house and were beginning to get it all fixed up cozy with homemade drapes, curtains, etc., when out of a clear blue sky Jim received orders assigning him to sea duty for an indefinite period of time! At first, they thought of course that Pearl Harbor would be his home port and that Peggy could keep the house, but that isn't the way the Navy operates. There were so many other families without housing that they had to give it up.

The ship to which Jim was assigned had to go to the mainland for a three months' overhaul job, so there is a possibility that Peggy might be able to stay with Jim in California while the ship is being repaired and until he puts to sea . . . all of which is not very likely, considering the terrific housing situation along the west coast. Confidentially, we are expecting a phone call, or more probably a telegram, from Peggy any minute, saying to meet her in Omaha "next Tuesday". Well, her

old room is all ready and waiting for her. Such is life in the Navy!

Johnnie and Maxine are getting along very nicely down at Tarkio and are gradually making a very attractive home out of their apartment in the G. I. Village. The first thing Johnnie did was to level off the space in front of their apartment and sow grass seed which is now high enough for mowing. At the same time, he planted sweet peas, which are several inches high and coming along fine. These are to climb over their south windows. In front of those he has rose bushes already budding out, and rows of annual flowers just peeping through the ground. What is worrying him at the moment is what to do about mowing the lawn. The G. I. Bill of Rights failed to include any appropriation for lawn mowers . . . and 25 miles is a little too far to walk to borrow Dad's mower . . . and they don't have any car. The probable outcome will be borrowing the loan of the neighbor's goat to eat it off!

Bob has finally gotten the yard around her house all nicely leveled off and grass seed planted. It's ready for the evergreen foundation planting now, which will probably go in before this page goes to press. She plans on using Virginia Junipers at the corners and between the windows and Pfitzer Junipers under the windows and beside the steps.

Nothing new to report about Bob and Elsie and little Bill, except that Bob has been working very hard evenings getting his yard fertilized and reseeded, and more garden planted. His early garden is right south of the garage in a rather protected location, and he feels pretty proud of the fact that his peas, radishes and lettuce are away ahead of mine, which I planted out in the open on a northeast slope.

Little Bill is just at the age now where he is always getting into things and he is so husky that sometimes he is almost more than Elsie can handle. A few days ago, he crawled out of his high-chair on to the kitchen cabinet and then fell off on to the floor. Luckily he bounced and didn't break, but he sure carried a couple of black eyes for a while. That's all for this month.



KMA Daily Programs for MAY, 1947



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Church of the Air
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—News
 9:45 a.m.—Listening Post (except Mon.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galan Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Kenny Baker Show
 11:30 a.m.—Country Folks
 11:45 a.m.—Stump Us!
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Checkerboard Jamb. (M-W-F)
 2:30 p.m.—Elmer Axebender. (T. Th.)
 2:45 p.m.—Zeke & Harpo
 3:00 p.m.—Ramblin' Cowboys
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Down A Country Road
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Cornland Lyrics
 4:30 p.m.—News
 4:45 p.m.—Dick Tracy
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—Sky Kina
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Merl Douglas

MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather

7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sport News
 7:30 p.m.—Sherlock Holmes
 8:00 p.m.—Treasury Agent
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—The Shadow
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dr's Talk It Over
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sport News
 7:30 p.m.—Green Hornet
 8:00 p.m.—Western Theatre
 8:30 p.m.—Rex Maupin
 9:00 p.m.—Hank D'Amico
 9:30 p.m.—Hoosier Hop
 9:45 p.m.—Earl Godwin
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sport News
 7:30 p.m.—Missina Heirs
 8:00 p.m.—Paul Whiteman
 8:30 p.m.—"Beulah"
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Henry Morgan
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sport News
 7:30 p.m.—Town Meeting
 8:30 p.m.—Those Sensational Years
 9:00 p.m.—Security Workshop
 9:30 p.m.—Fantasy in Melody
 9:45 p.m.—Earl Godwin
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Heres To Veterans
 7:15 p.m.—Sport News
 7:30 p.m.—This Is Your FBI
 8:00 p.m.—Break The Bank
 8:30 p.m.—The Sheriff
 8:55 p.m.—Champion Roll Call
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Church of the Air
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Wake Up and Smile
 8:30 a.m.—Premium Time
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Forward March
 9:45 a.m.—Treasury Salute
 10:00 a.m.—Elizabeth Woodward
 10:15 a.m.—Buddy Weed Trio
 10:30 a.m.—Piano Playhouse
 11:00 a.m.—Tex Robinson
 11:15 a.m.—Tell Me Doctor
 11:30 a.m.—American Farmer
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half-Past Noon
 12:45 p.m.—KMA Market Review
 1:00 p.m.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Hill Toppers
 1:45 p.m.—This Is For You
 2:00 p.m.—Speaking of Songs
 2:30 p.m.—Zeke & Harpo
 3:00 p.m.—Ramblin' Cowboys
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Jerry Fronek

4:00 p.m.—Zeke & Joar.
 4:15 p.m.—Cornland Lyrics
 4:30 p.m.—News
 4:45 p.m.—Remodel For Vets
 5:00 p.m.—Jimmy Blair
 5:15 p.m.—Chittison Trio
 5:30 p.m.—House of Mystery
 6:00 p.m.—Harry Wismer
 6:15 p.m.—Song Spinners
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Famous Jury Trials
 7:30 p.m.—I Deal In Crime
 8:00 p.m.—Gangbusters
 8:30 p.m.—Musical Library
 9:00 p.m.—Musical Etchings
 9:30 p.m.—Hayloft Hoedown
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Song Spinners
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Young People's Church
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank & Ernest
 9:30 a.m.—Revival Hour
 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.—Melodies To Remember
 12:30 p.m.—Blackwood Brothers
 12:55 p.m.—Facts & Fiction
 1:00 p.m.—Hour of Faith
 1:30 p.m.—National Vespers
 2:00 p.m.—Warriors of Peace
 2:30 p.m.—Newstime
 2:45 p.m.—Sam Pettegill
 3:00 p.m.—Are These Our Children
 3:30 p.m.—News Around World
 4:00 p.m.—Darts for Dough
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Don Gardiner
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Willie Piper
 6:30 p.m.—The Clock
 7:00 p.m.—Mysterious Traveller
 7:30 p.m.—Calif. Melodies
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Jimmy Fidler
 8:45 p.m.—The Policewoman
 9:00 p.m.—Theatre Guild
 10:00 p.m.—News
 10:15 p.m.—Set to Music
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

On The KMA Party Line

With **DORIS MURPHY**

Although badly shaken and bruised, none of the **BLACKWOOD QUARTET** was seriously injured when their car turned over in an auto accident April 10, while enroute to Valparaiso, Nebr. The accident occurred on highway 34, between Union and Lincoln, Nebr. Their new car struck heavy mud on the paving, started to skid and, before it could be brought under control, left the road and landed on its top in a ditch. The top and doors were badly damaged and most of the windows were shattered.

Having whooping cough isn't such a hardship, if you are a lucky little girl like Linda Lee Moss and live right across the street from the school house! The **TERRY MOSS** family moved to their new home April 1, and even though Linda hasn't been able to go to school, she has enjoyed watching her playmates in the school yard. Oftentimes, on their way home, children from the third grade will stop by and talk to Linda through the screened-in porch. Seeing her school friends every day certainly helped make the 5 or 6 weeks' whooping cough period pass more quickly!

GUESS ZEKE WILLIAMS believes in the old saying, "It is more blessed to give than to receive." Zeke says he will never forget his 36th birthday, because that was the day he gave his wife, Joan, a beautiful wristwatch. Joan is mighty proud of the new time piece. It is made of yellow gold, with 4 diamonds and 6 rubies surrounding the face of the watch. But Zeke's birthday didn't go unforgotten . . . he was the recipient of a handsome new suit from the family.

"Skippy", the cute little brown and white stray puppy that entertainer **OMA WEST CORDER** found at the studio and took home, met with a fatal accident. While playing in the street one morning, it was struck by a car and killed. Oma felt badly about it, as the little fellow had already won a place in her heart.

Windows are washed . . . floors waxed and Spring housecleaning is all done at the home of **ZEKE** and **JOAN WILLIAMS**. The reason it was accomplished so quickly was because the family couldn't go any place . . . they were quarantined at home! Hugh King, husband of **VIRGINIA LEE**, took ill with scarlet fever a few days after his arrival home from service. He had only a light case, but it was necessary for the doctor to quarantine Hugh, Virginia Lee, her sister Jean and mother Joan, for two weeks. They took advantage of the opportunity and, by the time city officials came to remove the quarantine sign, the Williams' home was shining spic and span, and dreaded housecleaning days were over. Zeke was not quarantined, because he had previously had scarlet fever.

Newcaster **RALPH CHILDS'** family of three active young boys will now have enough room to romp and play! Ralph just bought a big 8-room house and two lots, which will be ideal for his family of growing children.

When neighbors and friends noticed an old 1928 Hupmobile car, minus windows and with scarcely any cushions, parked at the side of **EDITH HANSEN'S** home they began kidding her about her "new" car. They wanted to know if it were purchased for its beauty, since the Hansens didn't seem to be using it. Apparently someone abandoned the car one night and never thought it worth coming back for. After the car was parked at Edith's for over a week, they called the police who came and hauled it away. The Hansens have yet to learn the identity of the person who apparently made them a gift of the 19 year old car.

Many times you listeners have heard announcer **WARREN NIELSON'S** voice telling you about a sponsor's product. But you've never heard him **SING** until one morning recently when he was put on the air . . . and didn't know it. Here's how it happened: Often, Warren sings along with the entertainers on the early morning **RFD** program. Noticing this, the control operator thought it would be a good joke to disconnect the entertainers' microphone and turn on Warren's. By doing

this, Warren's voice was broadcasting alone . . . and he didn't even know it was going out on the air. And to make it still MORE of a joke, some of the staff wrote him "fan" mail telling him he was the best hillbilly entertainer on KMA. Now . . . Warren is planning how he can get even with the gang that pulled the joke on him!

Entertainers on the 6 a. m. RFD program had several anxious moments one morning when they noticed an elderly visitor walk directly into the huge plate glass that separates Studio A from the auditorium. Apparently he was confused trying to find a door into the studio and didn't notice the glass. The "thud" made a thunderous noise on the air. The visitor was more fortunate than a May Seed employee who did the same thing several years ago . . . when he walked into the big glass, it broke . . . giving him quite a fright.

JIM KENDRICK is proving as popular an entertainer as announcer. Your many letters showed you enjoyed his singing so much that Jim now has a show of his own . . . CORNLAND LYRICS, at 4:15 each week day afternoon. Tune in . . . you'll like it.

Entertainer HARPO RICHARDSON is distinguished by his long side-burns and the unusual style in which he wears his necktie. Harpo can be heard at 2:45 each week day afternoon, playing and singing with Zeke Williams.

Fred Warren (ELMER AXELBENDER) is enjoying the new moving picture camera his wife gave him for Christmas. He's proving quite an amateur movie producer.

While R. W. Blackwood has been in the

hospital for treatment and a check-up, DOYLE BLACKWOOD of Chattanooga, Tenn., has been singing with the BLACKWOOD QUARTET. Doyle is a brother of James and Roy Blackwood.

IKE EVERLY is making unusually pretty music on the early morning program with a new electric amplifier for his guitar.

Entertainers OMA and MAE WEST CORDER look attractive in their new Spring outfits . . . short powder-blue coats and matching blue hats.

Here is a picture of my son Tom, and me, taken on Easter Sunday while Tom was home on vacation. Photographer Frank Field came to the house after we had returned from church and took the picture. We were sitting on the radiator in front of the living room window. Back in the Feb. 45 issue of the KMA GUIDE you'll find a picture of us taking a turkey from the

oven on New Year's Day. That was over two years ago, so naturally Tom looks a little more mature now. He will be 20 years old the 22nd of this month, and will graduate from the University of Iowa next February. He is majoring in advertising and journalism.

Winning championships seems to run in our KMA family. Remember in the May '46 issue of the GUIDE, we gave you a picture of the KMA KIDS, the women's bowling team who won the 1945-46 city championship in Shenandoah and were runners-up for the title in 1944-45.

This year, our KMA KIDS are running true to form, for at the close of the 1946-47 season, they came out on top once more, successfully defending their title against 7 other teams.



Program Personals

By BILL BAILEY

Many KMA neighbors have been finding themselves fortunate in winning prizes and recognition on our programs during the past month. We'd like you to meet a few of them through our PRO-



GRAM PERSONALS column in this issue.

I am sure many of you were listening to Tom Breneman's BREAKFAST IN HOLLYWOOD program Mon. morning Apr. 14, and hope that you also heard the preceding quarter-hour broadcast which was especially prepared to introduce a few of the principals that Tom later saluted as Good, Good Neighbors.

The above picture is of Mr. and Mrs. Merrill Griggs and Dr. J. B. Martin, Chairman of the Aid to the Blind Committee of the Clarinda Lions' Club. Mrs. Griggs wrote the letter nominating the Clarinda Lions' Club as the day's Good Neighbor; it was read during the BREAKFAST IN HOLLYWOOD broadcast of that morning and the award of a beautiful Arm-Roy orchid was made to the Clarinda Lions for their splendid work in Mr. Griggs' behalf.

Mr. Griggs was blinded in a gasoline station explosion in Shenandoah a number of years ago but has surmounted his handicap and today is established in commercially plying the art of rug-weaving.

This picture was taken during our interview prior to the BREAKFAST IN HOLLYWOOD broadcast. We wish you could have met these folks, for they are nice people and certainly "Good Neighbors".

Another pleasant experience we had recently was when we traveled to Bedford, Ia., to meet a young lad by the name of

Billie Fellows. Billie was one of the lucky youngsters to be awarded a dandy cocker spaniel pup by the makers of Dwarries Wheatmix. Hundreds of entries were mailed in response to the announcements made on EDITH HANSEN'S HOME-MAKER program and, although there were a number of winners in the KMA territory, Billie's home was closer to Shenandoah. We were able to visit him and witness first-hand the joy that can be portrayed on the face of a youngster only when talking about his dog.

Billie is a mighty fine boy . . . 5 years old and as bright as a dollar, as you can see from the picture below. You might suspect that that's Billie's new cocker spaniel puppy with him. He's named him "Salty" and although we were unable to find out just why, we think it's a mighty good name, don't you?

Billie's daddy works for a packing plant in Bedford and we had a very nice visit with him, his parents, and his sister, Jane. We hope you heard our broadcast with them, which was released over KMA at 9:45 a.m. Mon., Apr. 14.

We've just learned of another lucky youngster in our area . . . Tommy Johnson of Sidney, Ia. Tommy has been awarded a brand-new bicycle by General Mills, the makers of Wheaties.



Billie Fellows and "Salty"

Meet Your Neighbor!



One of your good neighbors at KMA for many years has been ZEKE WILLIAMS, often tagged "Uncle Zeke" by his friends. ZEKE and JOAN (the Mrs.) came back to KMA Sept. 9 last year and you can hear them together on the 4-4:15 p.m. program. Zeke and HARPO RICHARDSON have a program from 2:45-3 each day, and Zeke sings, plays the bass fiddle, violin, mandolin and guitar, on the NISHNA VALLEY NEIGHBORS program 6-6:15 p.m. each night, on HALF PAST NOON every day 12:30-12:45 p.m., and on Tues., Thurs., and Sat., with ELMER AXELBENDER from 2:30-2:45 p.m.

Zeke is an ex-cowboy, born and raised on a ranch in Dundee, Tex., and he got his

musical start by playing for cowboy dances in the Lone Star State. His first radio job was at Wichita Falls, Tex., and he's been on the air now for over 20 years. He's traveled all over the States, but says the Middle West is the best place to live.

Zeke is a born organizer. He has a band which travels throughout the KMA territory to play for meetings, dances and get-togethers and many of you GUIDE fans have no doubt seen him in person. Zeke has alert brown eyes, black hair, the slow drawl of the native-born Texan. He's tall and slim, and friendliness is second nature to him.

Guess Who?



Here's No. 2 of our new series, entitled "GUESS WHO?". Can you recognize, from this early photo, the KMA personality pictured above? She's an old friend of yours . . . and has been for a long time. This picture is as she looked in 1922, so you can imagine that the years have made a little difference. However, the twinkling eyes are still the same and, for those of you who hear her over KMA almost every day, guessing her identity shouldn't be hard.

In 1922, radio was far from her mind (in fact, radio was just beginning), and when this photo was made, this young lady was teaching school. She had the picture made for a certain young man, whom she married in May of the following year, 1923. Since then, being a housewife and mother have occupied a great deal of her time but, of course, never too much to prohibit her radio programs.

She started in radio in Dec. '40 at a Nebraska station and came to KMA on June 1, '42. Except for a brief absence, she's been a regular member of the KMA staff ever since. Do you know who she is?

Last month's "GUESS WHO", was Hugh Aspinwall (Chick Martin) KMA's Prod. Mgr.

Kitchen Klatter Kinks

By LEANNA DRIFTMIER

May 11th, Mother's Day, 1947. As we grow older, we realize more and more what our own mothers meant to us. I want to quote something Mary Duncomb of Luverne, Minn., wrote me. "It seems to me there are two words we associate with Mother. They are *always* and *never*. Mother *always* understands, she *never* forgets; she is *always* ready to help, she *never* lets us go out of her life but *always* holds us in her heart. She *always* looks for the best in us, she *never* loses faith in our ability to accomplish what we set out to do."

Your mother may not be beautiful now, as the world judges beauty. Her hair has lost its luster, her cheeks are furrowed, her eyes are dim, yet her face glows with a radiance of love that will never fade.

MY MOTHER

(Author Unknown)

Someone I love comes back to me
In every gentle face I see;
Beneath each wave of soft gray hair
I seem to see my Mother there.
With every kindly glance and word,
It seems as if I must have heard
Her speak, and felt her tender gaze
With the love of olden days.
And I am moved to take her hand
And tell her NOW I understand
How tired she grew beneath the strain
Of feeling every loved one's pain.
No further burden could she bear;
The promise of that land more fair
Alone could tempt her from her child;
And now, if I could keep her here,
No sacrifice would be too dear.
No tempered winds for her too mild.
Then I would smooth and kiss her face,
And by her side take my old place,
And sob my years and cares away.
The tears I have so long repressed
Would lose their ache upon her breast;
I think if I could feel her touch
Once more, it would not matter much
How sunny or how dark the day.

Let's make every day Mother's Day.
They're with us such a very short time.

Helpful Hints For Homemakers

By EDITH HANSEN

Hello, neighbors:—I haven't forgotten my promise for the Cottage Cake recipe but as it is quite long and detailed, printing space makes it impossible for me to include it this month as I had planned. I'll definitely plan it for the June issue.

Here's a recipe for noodles . . . the ones just like grandma used to make! Frankly, I used to have difficulty with my noodles until a listener at Keosauqua, Ia., sent me her recipe. Here it is . . . I think you'll like it:

2 egg yolks 2 T. cream
1 t. lard Salt

Pinch of baking powder

Add enough flour to make stiff enough to roll. You'll find these noodles won't stick and are truly delicious.

I've received any number of requests asking for suggestions and directions for making crocheted pieces, so this month, I'd like to offer you the directions for making the beautiful square pineapple centerpiece and tablecloth pictured below. This pattern lends itself to many lovely articles for the home. The same design can be worked into a large square tablecloth, with a dainty picot edging. Instructions are yours for the asking.



Write Edith today. Ask for Direction Leaflet No. 7776. This lovely pineapple centerpiece and tablecloth pattern will be sent to you FREE. Address Edith Hansen, Homemaker, in care of Station KMA, Shenandoah, Iowa. Enclose a self-addressed, stamped envelope.



Forecasts For The Month

BIRTHDAYS:

- May 4—Glen Klein, engineer.
May 5—Elizabeth Saddler (wife of Editor Owen Saddler).
May 10—Virginia Agnes (secretary, Promotion Dept.).
May 16—Suzanne Ely (daughter of engineer Walt Ely).
May 22—Rhea Beth Bailey (daughter of Promotion Mgr. Bill Bailey).
May 25—Janet Ely (daughter of engineer Walt Ely).

BIRTHSTONE: Emerald.

FLOWER: Hawthorne or lily of the valley.

WEDDING ANNIVERSARIES:

- May 4—Miriam and James Blackwood of the Quartet.
May 6—Mail clerk Ina and Clyde Burdick.
May 10—Dorothy and staff artist Jerry Fronek.
May 29—Homemaker Edith and Aage Hansen.

QUESTIONS & ANSWERS

Answering . . .

CORENA EVANS: Jimmy Morgan has gone to Yankton, S. D. NORMA KENNL: A picture of "Kat" Freeman was in Apr. '47 Guide. MRS. L. E. KAMPE: Lou Black and Pat Evans have gone to Springfield, Mo. A READER: R. W. is a son of Roy Blackwood. EMMA BENNETT: Bob and Jim Raines are at Harrisonburg, Va. MRS. L. A. W.: Chuck Davis is at Oklahoma City. MRS. SEAMAN LOHR: Bill Bailey's picture appeared in Apr. '47 issue. MRS. HOMER AUMAN: Picture of Virginia Lee and husband was in Apr. '47 issue. MRS. R. F. MILLER: Cousin Paul is a lawyer in Atlanta, Ga. Paul and Don Shumate have a drug store in St. Louis; Raymond and Lewis Shumate are in St. Louis; Gene in Des Moines. ARLENE ENGELKEN: Bob Stotts is in Long Beach, Calif., returning to midwest soon. Paul Oliver is in Oklahoma City. MRS. ROY ANDERSON:

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KMA Covers World Food Conference



Sir John Boyd-Orr, Director General of FAO, and KMA's Farm Service Director Merrill Langfitt, at International Institute of Agriculture Headquarters of FAO in Rome, Italy.

KMA's Farm Service Director Merrill Langfitt was fortunate to be in Rome, Italy, during the recent World Food Conference March 6-10, which was of great importance to world-wide agriculture. Undoubtedly you too heard Merrill's broadcast of March 12 over the ABC network on the "AMERICAN FARMER" program, heard each Sat. 11:30 to 12 noon. The Food & Agricultural Organization of the United Nations has assumed the duties and responsibilities of UNRRA. The above photo-

graph was taken during one of Merrill's broadcasts to the States, which originated at the FAO Headquarters in Rome.

As you know, Merrill obtained many important interviews with other outstanding agricultural authorities concerned with world food problems. Some of these specially prepared, wire recorded broadcasts, for exclusive release over KMA, have already been heard. Others are still to be scheduled. Check KMA's schedules . . . and don't miss them.