

THE **KMA GUIDE** 10c

Vol 3

MARCH, 1946

No. 3



LEANNA DRIFTMIER
20th ANNIVERSARY IN RADIO
(Story on Page 11)



The KMA Guide

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Sutton, Nebr.

Enclosed you will find a one dollar bill for which I'm subscribing to another year of the KMA GUIDE. I wouldn't know how we'd get along without it. There are 12 members in the family who read it, and really enjoy it. Why not have a picture of Ray and Ken sometime soon? We received the Febr. issue last Saturday and it is fine. Keep up the good work.

Naomi Nuss

(Ray and Ken have just returned and we'll have their picture soon).

Fenton, Mo.

I enjoy the KMA GUIDE, especially since our radio has been in the repair shop. Through the GUIDE I can keep "listening" anyway. Thank you for a lovely magazine.

Mrs. Sanford Lovell
Route 6

Council Bluffs, Iowa

Enclosed \$1 for the KMA GUIDE another year. I started with the first copy. It is my favorite.

Mrs. C. B. Hatcher
Route 1.

Linn Grove, Iowa

I have just received my KMA GUIDE and certainly enjoy every copy of it and wouldn't want to miss a single one.

KMA has always been my favorite station and it's always turned in from morn 'til nite. I am writing because we are moving and I'd like to change my address to Parker, S. D., so I'll receive my March KMA GUIDE at the new address.

Thank you very much and I hope you'll change the address so I'll be sure to get every copy of your swell magazine.

Mrs. Clarence Andernacht

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 and be sure to send old as well as new address. Advertising rates on request.

Trimble, Mo.

I have taken the GUIDE since you started it. I don't want to be without it as it is the best radio magazine I have ever taken.

Elton Cartmill

Fort Dodge, Iowa

I have received every issue since the KMA GUIDE was started—enclosed find \$1 for another year's subscription. We enjoy the programs very much. The new clarinet player on the Suppertime program is tops.

Mrs. C. D. Fargo
302 So. 7th Street

Glenvil, Nebr.

Enclosed is \$1 for my renewal of the KMA GUIDE. I think it is a wonderful magazine and it seems like an introduction to all of you. I don't want to miss a copy so keep them coming.

Mrs. Jim Ockinga

Des Moines, Iowa

Enclosed please find \$1 for the GUIDE for a year. We certainly do not want to be without a copy of this interesting magazine.

Elvira Kilgore
317 Division

Macy, Nebr.

I think the KMA GUIDE is a grand little magazine. I enjoy it so much and like learning about those who have a part in making the programs interesting.

Mrs. Edith L. Queen



A Chat With Earl May

Traveling these days is certainly not any fun. Train reservations are difficult to get and hotels are so crowded that they are booked for days ahead. In the early part of Febr., however, I had to go to New York and Washington on important business. With me went my son, Edward, and Owen Saddler, our station manager. We didn't find it so difficult to get from Shenandoah to Chicago, but we had to wait until we got to Chicago before we definitely knew whether or not we could get space on the train for New York.

New York is a teeming city. Taxi cabs and busses flood the streets. People are always rushing everywhere. Many of those giant skyscrapers have as many people working in them as live in your town. I know a number of such skyscrapers which could accommodate the whole population of Shenandoah—and still have room to spare.

Since I was on the original Planning & Advisory Committee of the American Broadcasting Co., I have made frequent trips to New York to discuss network mat-

ters. This time I had lunch with E. J. Noble, chairman of the board of ABC; Keith Kiggins, a vice-president; and Robert Hinckley, a member of the board. Mr. Noble, as you may know, also owns Life Savers, the candy mints, and has the controlling interest in the United Drug Co. He is a very interesting man and a shrewd thinker.

All of you have heard of Radio City, N. Y., where most of the big network programs originate. ABC and NBC both are located there. But now Mr. Noble is building another Radio City—right across the street from the present one. It will be for the exclusive use of ABC, and the old buildings are largely being torn down to make room for the gigantic new structure. It will be from here that most of your KMA network programs will originate—from New York's new, and greater, Radio City.

After completing my N. Y. business, I went down to Washington. I visited with USDA Sec'y. Clinton Anderson. He certainly has a big job on his hands and, at that time, was letting the photographers take his picture while he tasted sample loaves of the new, darker bread. He's trying to find enough food for the millions of starving Europeans, and that is a colos-

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Musical Threesome



They do say that talent in music is a family trait and here's proof: Program Mgr. Terry Moss (Sept. '44 KMA GUIDE, p. 6), his wife Beverly, and Linda Lee, 7.

Linda Lee, who takes piano lessons and is learning tap and acrobatic dancing, is following in the footsteps of her maternal grandfather, Jimmy Long. Some years ago in Chicago, Jimmy and Gene Autry wrote in collaboration 75 or 80 songs which were published and recorded, and that was the start of the path that led Gene to Hollywood and movie fame.

Mrs. Moss also worked with her dad, when she sang alto over the air in Springfield, Mo. In fact, that's where she met Terry, who was an engineer at the same station. They were married Apr. 4, 1935. Beverly has dark red hair, blue eyes, is 5'4", weighs 120. Her hobbies are drawing flowers, cooking, and studying fashion magazines. Terry says she's a super cook whose specialties are Swiss steak and chili, and that she never makes a mistake on cake or cookies.

Like her parents, Linda reads constantly. If music is her first love, drawing is her second. She has a cheerful disposition and is full of pep. She likes marbles, baseball, coaster wagons, gardening, and

electric trains. Linda has red hair and blue eyes like her mother. Right now she's counting the days until summer, when the family picks up its bags for a trip out West to visit cousin Gene Autry and family, on their ranch.

EARL MAY—Cont'd

sal task.

I also had the privilege of visiting with Pres. Truman at the White House. He appears in excellent health and is maintaining his courage and spirits against all the perplexities facing us. He frankly admits that he has the hardest job to do in the country today, but he told me to assure you folks that he was doing his best and that he is going to get these problems really solved.

I met Paul Porter, too, the new OPA Administrator. He was Federal Radio Commissioner, but he got his new appointment right while I was there. I don't think any of us envy him his new job. In fact, I don't think we should envy anybody in Washington. There are thousands of problems besetting the world and our country today. Decisions on a huge scale must be made quickly. Mistakes are bound to occur. The confusion is bewildering. No wonder! Every problem is connected with another. Some people are unhappy because they feel nothing is being done. Others complain that we are doing too much. And so it goes.

All this was strikingly brought out to me when I attended the banquet of the Order of the Carabao with General Cramer. This is an honorary order of high-ranking Army officers who have seen service in the South Pacific. That evening they put on some satirical skits about important government people that were very funny. And, while I sat there enjoying the humor, I could not help thinking that this is one of the things that make America great. While we all take ourselves and our problems seriously, we are big enough to laugh at ourselves and to kid each other. Only a free people can be strong enough to do that, and so long as we can, I have every confidence we will get our problems solved and our affairs in order.



Forecasts for the Month

Birthdays

- Mar. 7—Mae West Corder (Staff Artist)
 Mar. 10—Julie Cherny (daughter of Eng. Franz Cherny)
 Mar. 10—Warren Neilson, (Anncr.)
 Mar. 15—Ada Parker (Mail Clerk)
 Mar. 17—Neoma Smalley (Mail Clerk)
 Mar. 18—Frena Vaughn (wife of Anncr. Eddie Vaughn)
 Mar. 21—Earl E. May (Pres. of KMA)
 Mar. 24—James Vaughn (son of Anncr. Eddie Vaughn)
 Mar. 24—Gayle Maher (Secretary)
 Mar. 25—Eddie Vaughn (Anncr.)
 Mar. 26—Owen "Tucky" Saddler (son of Editor Owen Saddler)
 Mar. 26—Michael Paul Childs (son of News Editor Ralph Childs)
 Mar. 29—Harold Hansen (son of Edith Hansen, Homemaker)

Anniversaries

- Mar. 1—Lois and Jimmie Morgan (Staff Artist)
 Mar. 1—Marie and Hilton Griswold (Pianist)
 Mar. 7—Florence and Anncr. Chuck Davis
 Mar. 20—Doris and Eng. Warren Hayes
 Flower: Violet or Jonquil
 BIRTHSTONE: Bloodstone



Looking Forward

With MERRILL LANGFITT

"Farm Service" is a hard term to define because it covers such a variety of subjects. But just because it is hard to include all that KMA does to help the farmer is no reason to shy away from the words, "Farm Service".



Any program that is scheduled for farmer listening must come at that time of day when a farmer can best listen—that's why "RFD 960" comes at 6 to 7 a.m. For a full hour each morning, Mon. thru Sat., "RFD 960" brings farm news, the weather report which is all-important, the market reports which are second only to weather, and farm interviews—interviews that are obtained by wire recording as we visit farmers throughout Iowa, Nebr., Kan., Mo.

Because KMA is located in the heart of the cornbelt and livestock raising section, it is almost invariably chosen as the American Broadcasting Company station to participate in national hook-ups on programs designed for farmers. A new and popular one is the AMERICAN FARMER, a public service program at 11:30 a. m. every Saturday. In the picture taken Saturday, Feb. 9, at the Soil Conservation Experimental Farm between Shenandoah and Clarinda, Iowa, you see what we mean—I am interviewing (L to R), Rex Beresford about a new cattle feeding experiment on different kinds of pasture, farmers Ed Fulk and Don Griswold, who discussed their livestock feeding problems, and Dr. George Browning, Research Specialist with Iowa State College and Soil Conservation Service, who talked about the experimental work at the Soil Conservation Experimental Farm.

The KMA Farm Service Dept. is inaugurating 2 new features. Along with the

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THE TEN O'CLOCK NEWS

As you are sitting by your radio, enjoying that last minute of relaxation before retiring, the two energetic men above are compiling the Ten O'Clock News for you in the most informative, interesting way they can. Into fifteen minutes of accurate



news reporting they pack a summary of the day's happenings, bulletins that "break" after the last edition of the newspapers, and "Tomorrow's Headlines Tonight".

Ralph Childs, pointing on the map, gives the newscast in an easy-to-understand, factual way, and Eddie Vaughn helps out with the editing. They always do a good job with the help of press services, for KMA has the direct wire facilities of both Associated Press and United Press, the two largest of such services in the U.S.

Did you know that it takes an hour and a half to prepare a 15 minute newscast? Editing, correcting and carefully scanning the tape from teletype machines takes

these two more than an hour to make it as readable as possible which makes easy listening. But important last-minute flashes are always included. Many broadcasts have been interrupted by a special item which comes over the machine — for

they teletype 60 words a minute 24 hours a day! That's why Eddie watches the machines while Ralph is giving the summary, so that you will have the latest items within seconds of the time they are released.

In this picture Ralph is trying to find a point on the map that is mentioned in a news item, and Eddie is probably thinking about the ways of making the newscast interesting for you. Together they gather human interest and humorous items as "frosting" for the conclusion.

We hope you enjoy the newscasts, because the KMA news staff enjoy compiling them for you at 6, 7, and 8 a. m., 12, 5:15, 6:30 and 10:00 p. m.

NEWCOMERS

Out of Army uniform into civilian clothes and back to his old job of entertaining with his piano accordion and fiddle, is **CHUCK DAVIS!** Many of you remember Chuck's being on KMA prior to his 2½ yrs. over-seas service in the South Pacific. He still has his great big smile. He's glad he's back—and so are we! His wife lived in Des Moines while he was in service, but she is now with him here. You can hear Chuck on RFD 960 from 6 to 7 a.m.; at 7:45 a.m., with STUMP US at 11 a.m., and from 12:30 to 1:15 p.m.

Another new comer to KMA from Okla., is fiddling **FRANK DOUGHERTY.** Frank's

home town is Bartlesville. He is the father of 3 daughters, Dorothy, 15; Doloris, 12; and Joyce, 11, who are now in Hannibal, Mo., with their mother.

Magic is one of the hobbies of KMA's newest announcer, **JACK MILLS** of Richland, Ia. Jack announces in the late evening. He is a handsome young man of 23 with black hair, brown eyes, and is 6 ft. By the way—his distinguished-looking black moustache is not new. He's had it since he was in high school! Jack was recently discharged from the army. Want to see a picture of him? Then watch the future issues of the KMA GUIDE!

Tips for Farmers

From

FRANK FIELD



Here it is the first of March with Spring just around the corner. I honestly think we will have an early spring this year. We certainly have one coming to us after the beating we took last spring. It is time now to check up and see that you are all caught up on your early spring work.

For one thing, did you get your grapes pruned yet? It should have been done the latter part of February but there is probably time to do it yet before the sap starts to flow. If you don't know just how, I suggest you get in touch with your local county agent, or write to your State Experiment Station for bulletins on grape culture. Iowa State College, Ames, has an extremely good bulletin on grape growing which gives full information on varieties to plant, the way they should be pruned, and most important of all, the proper spraying for controlling disease and insects. We do not have these bulletins here but you can get them by writing to the Extension Dept. at Ames.

And another thing. Did you give your peach trees dormant spray late in Feb? Dormant spray is extremely important on peaches as it controls peach leaf curl and other diseases which winter-over on twigs and branches. The spray must be applied before the buds start to swell. The mixture you use is so strong that it would damage the buds if you put it on after they begin to open. The material you use can be either liquid or dry lime sulphur. Both of these are obtainable at any drug store. If you use dry lime sulphur it takes 10 tablespoonfuls to each gallon of water. If you have liquid lime sulphur, use it at the ratio of 1 part lime sulphur to 8 parts water. In either case the spray should

be applied thoroughly to all twigs and branches, even under the tree and on the ground where the diseased leaves have lain during winter.

Another job for late February or early March is planting your sweet peas as soon as the frost goes out of the ground and it is dry enough to work. Don't be afraid of a late frost hurting them as they are hardier than garden peas and they cannot stand hot, dry weather. If you can get them in early enough so they have completed most of their growth before hot weather comes, they will do much better. I usually take 2 or 3 varieties and mix them to have a wider range of color and to stretch their blooming period as much as possible. I find sweet peas will thrive in any average soil where they will get full sun most of the day, and where they can be watered occasionally if we have a dry June. Dusting them with bug dust seems to keep them healthy and free from insect enemies. Plant them exactly as ordinary peas but drive steel posts at each end of the row and stretch a piece of telephone wire about 4 ft. high and another about 3 in. high. Then take cord string and weave it back and forth from the upper wire to the lower one, making sort of a trellis for the sweet peas to cling to. I use Rootone powder on the seed before I plant it and treat it with garden nitrogen. I think it pays to use both.

The mild weather all during February has brought in a flood of letters asking if it is all right to remove the mulch from the roses, strawberries and perennial flowers. No. The principle object in all 3 cases is not so much to give them winter protection but to keep them from starting new growth too early in the season. In all cases the mulch should be left in place until the plants actually start growing and get to the point where they would suffer actual damage from smothering if it were left any longer. When this point arrives you can rest assured spring is here and cold weather is over.

With strawberries it is best to leave an inch or two of mulch in place after loosening it up, so the plants can look through to sky. They will come up through an

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KMA DAILY PROGRAMS FOR MARCH, 1946



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.—Green Mountain Boys
 8:00 a.m.—Morning Headlines
 8:15 a.m.—The Peabodys
 8:30 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Hymns of All Churches
 9:45 a.m.—(Mon.)—One Woman's Opinion
 9:45 a.m.—(Except Mon.)—Listening Post
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Home Edition
 10:45 a.m.—Ted Malone
 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.—Cargill Calling
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Saddle Pals
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride & Groom
 2:00 p.m.—Main Street
 2:15 p.m.—John J. Anthony
 2:30 p.m.—"Ladies Be Seated"
 3:00 p.m.—Jack Berch Show
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Corn Belt Jamboree
 4:00 p.m.—Lina Ferguson
 4:15 p.m.—Jimmie Morgan
 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.—Suppertime Frolic

MONDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Suppertime Frolic
 6:30 p.m.—Ralph Childs News
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Hedda Hopper

7:30 p.m.—Dashiell Hammett
 8:00 p.m.—I Deal In Crime
 8:30 p.m.—Forever Tops
 8:55 p.m.—Chester Morrison
 9:00 p.m.—The Shadow
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sinclair Headlines
 10:30 p.m.—Henry J. Taylor
 11:00 p.m.—Newstime
 11:45 p.m.—Lucky Millinder's Band

TUESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Suppertime Frolic
 6:30 p.m.—Ralph Childs News
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Elmer Davis
 7:30 p.m.—Dark Venture
 8:00 p.m.—Guy Lombardo
 8:30 p.m.—Drs. Talk It Over
 8:45 p.m.—Hank D'Amico
 8:55 p.m.—Chester Morrison
 9:00 p.m.—Concert Time
 9:30 p.m.—Hoosier Hop
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Raymond Swing
 10:30 p.m.—Stan Kenton's Band
 11:00 p.m.—Newstime
 11:45 p.m.—Glen Gray's Band

WEDNESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Suppertime Frolic
 6:30 p.m.—Ralph Childs News
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Elmer Davis
 7:30 p.m.—Fishing & Hunting Club
 8:00 p.m.—Fresh-up Show
 8:30 p.m.—Sammy Kaye
 8:55 p.m.—Chester Morrison
 9:00 p.m.—Ralph Norman's Band
 9:45 p.m.—String Ensemble
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sinclair Headlines
 10:30 p.m.—Glen Gray's Band
 11:00 p.m.—Newstime
 11:45 p.m.—Henry Brandon's Band

THURSDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Suppertime Frolic
- 6:30 p.m.—Ralph Childs News
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Earl Godwin
- 7:30 p.m.—Am. Town Meeting
- 8:30 p.m.—Detect and Collect
- 8:55 p.m.—Chester Morrison
- 9:00 p.m.—You Make The News
- 9:30 p.m.—Here's Morgan
- 9:45 p.m.—Geo. "The Real" McCoy
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Raymond Swing
- 10:30 p.m.—Jimmy Dorsey's Band
- 11:00 p.m.—Newstime
- 11:45 p.m.—Geo. Paxton's Band

FRIDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Suppertime Frolic
- 6:30 p.m.—Ralph Childs News
- 7:00 p.m.—Woody Herman
- 7:30 p.m.—This Is Your FBI
- 8:00 p.m.—Alan Young
- 8:30 p.m.—The Sheriff
- 8:55 p.m.—Chester Morrison
- 9:00 p.m.—Gillette Fights
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sinclair Headlines
- 10:30 p.m.—Henry J. Taylor
- 11:00 p.m.—Newstime
- 11:45 p.m.—Lucky Millinder's Band

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
- 7:45 a.m.—Green Mountain Boys
- 8:00 a.m.—Morning Headlines
- 8:15 a.m.—Blackwood Brothers
- 8:30 a.m.—Wake Up and Smile
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—West Sisters
- 9:45 a.m.—Jimmie Morgan
- 10:00 a.m.—String Ensemble
- 10:15 a.m.—Forward March
- 10:30 a.m.—Saddle Pals
- 11:00 a.m.—House of Mystery
- 11:30 a.m.—The American Farmer
- 12:00 noon—Earl May, News
- 12:15 p.m.—Man on the Farm
- 12:45 p.m.—Ike Everly
- 1:00 p.m.—Saddle Pals
- 1:15 p.m.—Blackwood Brothers
- 1:45 p.m.—Voice Of The Army
- 2:00 p.m.—Main Street
- 2:30 p.m.—West Sisters
- 2:45 p.m.—Jimmie Morgan
- 3:00 p.m.—Chester Bowles
- 3:15 p.m.—Kitchen-Klatter

- 3:45 p.m.—Corn Belt Jamboree
- 4:00 p.m.—Lina Ferguson
- 4:15 p.m.—Jimmie Morgan
- 4:45 p.m.—News
- 5:00 p.m.—Songs of the West
- 5:30 p.m.—Harry Wismer
- 5:45 p.m.—Suppertime Frolic
- 6:00 p.m.—It's Your Business
- 6:15 p.m.—Correspondents Abroad
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Treasury Salute
- 7:00 p.m.—Green Hornet
- 7:30 a.m.—Famous Jury Trials
- 8:00 p.m.—Gangbusters
- 8:30 p.m.—Boston Symphony
- 9:45 a.m.—Hayloft Hoedown
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Gay Claridge's Band
- 10:30 p.m.—Stan Kenton's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Carmen Cavallero's Band

SUNDAY PROGRAMS

- 7:00 a.m.—News Summary
- 7:15 a.m.—Tom Glazer
- 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.—Treasury Salute
- 9:30 a.m.—Southernaires
- 9:45 a.m.—Newstime
- 10:00 a.m.—Rex Maupin's Orch.
- 10:30 a.m.—Voice of Prophecy
- 11:00 a.m.—Pilgrim Hour
- 11:30 a.m.—Lutheran Hour
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Excursion in Science
- 12:30 p.m.—Blackwood Brothers
- 12:55 p.m.—George Gunn
- 1:00 p.m.—Proarte Quartet
- 1:30 p.m.—National Vespers
- 2:00 p.m.—Elmer Davis
- 2:30 p.m.—Song Shop
- 3:00 p.m.—Darts for Dough
- 3:30 p.m.—To Be Announced
- 4:00 p.m.—Jones and I
- 4:30 p.m.—Counterspy
- 5:00 p.m.—Hall of Fame
- 5:30 p.m.—Sunday Evening Party
- 6:00 p.m.—Drew Pearson
- 6:15 p.m.—Don Gardner—News
- 6:30 p.m.—Quiz Kids
- 7:00 p.m.—Sunday Evening Hour
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Louella Parsons
- 8:30 p.m.—LaGuardia For Liberty
- 8:45 p.m.—Jimmie Fidler
- 9:00 p.m.—Theatre Guild
- 10:00 p.m.—Quentin Reynolds
- 10:15 p.m.—Vera Massey
- 10:30 p.m.—Geo. Paxton's Band
- 11:00 p.m.—News Time
- 11:30 p.m.—Hal McIntyre's Band

On the KMA Party Line

With **DORIS MURPHY**

Getting up at 5 a.m. to make the early RFD 960 program was new for announcer WARREN NIELSON. On his second program he was surprised to hear the entertainers laughing heartily for no apparent reason. But Warren didn't have to wait long to find out what the laughing was about. In his haste to get down to the studio on time, he had accidentally put on one brown shoe and one black shoe!

STEVE WOODEN has decided it doesn't pay to "put all your eggs in one basket" in the KMA practice-room, especially if the basket is a paper sack. He had 2 doz. eggs among other things parked cautiously on a table. Then there was a crash! On the floor was his sack of eggs and 8 out of 12 were scrambled. However, Steve and his wife had enough eggs left for breakfast next morning.

While the housing shortage makes it necessary for the WAYNE VAN HORN family to live in a hotel room, it didn't prevent son Larry from having a happy birthday Feb. 13. With a birthday cake, 6 candles and trimmings, his party was made complete with a brand new, all-metal scooter.

A fine example of a son's appreciation for his mother was evidenced when WAYNE DRIFTMIER placed an order with a local flower shop for a beautiful bouquet to be delivered to her each Saturday from Christmas until May. Leanna enjoys the cheerful note the colorful flowers bring into the home each week during the winter, until her own garden flowers bloom this spring.

Talk about the luck of some people! Cold winter weather has been biting JIMMIE MORGAN's ears. Then one cold day he stepped out of his car to find a brown gabardine cap, complete with ear muffs and all lying on the curb directly in front of him, just his size! While his "new find" isn't a genuine coon skin, it is a warm cap and is mighty welcome on cold mornings.

BOB STOTTS is the proud owner of a



very fine Springer Spaniel hunting dog, thanks to Farm Service Director Merrill Langfitt. Bob is quite a hunter and will enjoy having "Lady" along as a retriever on his many hunting trips.

Accidents are apparently still dogging announcer JIMMIE KENDRICK (see p. 10, Jan. KMA GUIDE). Enroute to New Canton, Ill., to attend his grandfather's funeral, his bus got in an accident near St. Joseph, Mo. After some delay he reached Kansas City and boarded another bus. In the middle of the night, he was awakened by the startled bus driver who yelled that the motor was on fire. Extinguishers soon put the flames out, and Jimmie proceeded to New Canton without further incident. He's still wondering how much longer this "accident jinx" will follow him.

You folks have been hearing some fine clarinet music on KMA recently and may be wondering about the player. Well, it's EDDIE A. COMER, JR., who hails from the Osage Indian country, Hominy, Okla. Eddie has been playing since he was 6 yrs. old, starting with dance bands at the age of 12. He not only plays clarinet, but also saxophone and other woodwind instruments. While attending school, he won the Okla. State Championship as clarinetist. Eddie is married, has one son Donald Lee, 4, and a daughter, Vicki Ellen 8. Be listening for Eddie with the STUMP US gang at 11 a.m., CARGILL CALLING at 12:30 noon, CORN BELT JAMBOREE at

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20 YEARS HELPING OTHERS

There's something magic about angel food cake—especially when you have 1700 of them in one day! That happened when Leanna asked her listeners to write in if the recipe and method she described on one of her programs turned out perfectly—and 1700 replies stated that the cakes were excellent.

This is only one of many memorable experiences in the 20 successful years of broadcasting by the homemaker who is known all over the U. S. for her friendly, neighborly, frank personality.

Back in 1924, while her husband was on the West Coast, Leanna went to the studio to sing in the hopes he would hear her. She got such a thrill from the broadcast that she decided then and there to continue. At first her program was twice a week, singing sacred numbers and ballads. Then it was decided to make a Mothers Hour twice a week, dealing with home and parent problems. Leanna was certainly a good person to choose for this, because she had a family of 7 children. When she broadcast, Leanna had to take her 2 youngest children to the studio with her. They played while she was on the air and even Leanna sheepishly admits she soon had to give them candy or popcorn; then they would hide behind the piano or the studio bass fiddle and eat their "treat".

In 1926 she started her present type of program and asked her listeners to name it. A Kansas lady answered with "Kitchen-Klatter"—a name that has stayed since that time. Always an afternoon program, now at 3:15 p.m., "Kitchen-Klatter" has enjoyed tremendous popularity. On her first program she told of a party she'd given her children at which shrimp salad was served. She remembers to this day her nervousness at giving that shrimp salad recipe.

Her programs have always centered about the home—children, parents problems, kitchen helps, tasty recipes. In a very real sense, she has reared a generation of homemakers with her splendid radio work.

In the early days she handled a Worship Hour on Saturday with all her family participating. Lucille has played the piano, Marjorie and Dorothy have sung on Leanna's program. Once while Leanna left Don with the neighbors during the broadcast, she returned to find him missing. He had gone into the garage, locked the door and was fast asleep!

And it was just like Leanna to help everyone she could. One Christmas she suggested donations to help crippled shut-ins. The response was over \$1,000. The day she went to Omaha to buy wholesale lots of toys for the gift boxes, her substitute on the air suggested that listeners might do something for Leanna, who was always doing so much for others. Over 2,000 gifts poured in—and Christmas Day found Leanna with 600 tea towels, 50 or 60 bath towels, and other items ranging from stuffed chicken to fancy glassware! And most of them she donated to local hospitals!

In Sept. of 1930, while taking Lucille to college in Missouri, misfortune struck in the form of an automobile accident. Leanna was in the hospital 4 months. This was the only interruption in her 20 years of broadcasting. The next day she broadcast from her bed. The injury she suffered would have demoralized almost anyone else, but Leanna responded with a resilience that amazed her doctors.

She has an amazing capacity for work, answering each letter that needs a personal reply. Last year she received more than 100,000 pieces of mail!

Leanna is unassuming and genuinely friendly. She loves people and her greatest thrill is in helping others. Her beautiful character proves that simple living, friendliness, and honesty are the happy ways to success.

Another of your favorite radio friends—Frank Field—will celebrate his 20th Anniversary this Fall. Watch the future issues of the KMA GUIDE for the interesting history of Frank's friendly broadcasting.

Program Personals

By **HARRIET LINGO**

After the verbal shellacking he gave Tom Breneman on **BREAKFAST CLUB** (Wkdys., 8:30 a.m.) Feb. 8, Don McNeill wasn't taking any chances when he visited Breneman's **BREAKFAST IN HOLLYWOOD** (Wkdys., 10 a.m.) McNeill arrived with his own microphone so he could "get a word in edgewise." Even so, it didn't lessen the barrage of Breneman's verbal potshots. Everytime McNeill was applauded, Tom sent the ushers into the aisles to locate the "McNeill stooges."

And did you hear Breneman's slip when

Remember the **GUY LOMBARDO** contest I told you about in the Dec. issue? Well, the \$5,000 top prize Song Title was submitted by Merle C. Overholzer, ex-sailor, of Long Beach, Cal. The title—"Do Sheep Count People When They Want To Sleep?" **GUY LOMBARDO** is heard over KMA Tues., 8 p.m.

While at lunch recently in a Hollywood restaurant, Paul Whiteman, maestro of **RADIO HALL OF FAME** (Sun., 5 p.m.) and **FOREVER TOPS** (Mon., 8:30 p.m.) was approached by a distinguished looking gentlemen who said: "Perhaps you don't remember me, but I worked with you for 26 weeks during the run of 'Jumbo' in 1936". Whiteman apologized for not re-



Here's LUM 'N ABNER as they are on the air, and as they are in real life—Chet Lauck and Norris Goff. These two philosophers and their "Jot 'Em Down Store" have made Pine Ridge, Ark. famous. (7 p.m. Mon, thru Thurs.)

he was guest Quizmaster of the **QUIZ KIDS** (Sun. 6:30 p.m.). The children got him so fussed that he gave one answer before he asked the question! "Holy Smokes," cried Tom, "that's the answer! Joe Kelly, please hurry back!"

Lewis J. Valentine, former N. Y. police commissioner and now chief investigator-commentator of **GANG BUSTERS** has notified Gen. MacArthur and the War Department that he will accept their offer to go to Tokyo to reorganize Japan's Keistatsu, or civilian police. Arrangements are being made to pick up Valentine by short-wave for direct broadcast to the United States and the **GANG BUSTERS** program (Sat., 8 p.m.)

calling his name, but added that his face was familiar, and asked what role he had played. "Oh, I wasn't in the show", the man said. "I was the attendant in the wash-room."

David Harding, **COUNTERSPY** (Sun., 4:30 p.m.) may take the program's crime-fighting hero all over the world, but when it comes to moving around, he has little on Don McLaughlin, the Iowa-born (Johnson County) actor who portrays David Harding. In his younger days, McLaughlin traveled over mid-America, playing one-night stands in Chautauqua and tent repertoire; then he signed as a seaman on a freighter and sailed the China Sea

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Kitchen-Klatter

By **LEANNA DRIFTMIER**

It may seem quite strange to you that after 20 years of broadcasting I still look forward to each afternoon's visit with you.

All my life I have enjoyed visiting with my neighbors, and my radio audience, to me, is just a larger neighborhood, bringing me in friendly contact with thousands of homemakers, interested in the same thing I am, that is, making home more than just a place to live.

I have often been asked, "Leanna, how can you be on the air day after day and always have something new and interesting to tell us?" If I had had to solve this problem alone, it would have been a real worry, but from your generous letters I receive guidance in planning each day's program.

In my first years of broadcasting there was a listener who watched for grammatical errors, or wrongly pronounced words, and she surely kept me worried. If I made a mistake of this kind I heard from her. She thought she was offending me but really she helped me to improve my sentence construction and pronunciation. I have always welcomed constructive criticism. Every once in a while I listen very critically to one of my transcribed programs. I can never make my radio voice seem like me although radio friends who meet me for the first time say, "She sounds just like she does over the air".

It always pleases me when someone writes, "I have listened to you for months, and just found out you are in a wheel chair. I can't believe it." When I learned 15 years ago that probably I would be crippled the rest of my life, I decided that I would try not to let this fact handicap me—that I would try not to let my physical condition throw a shadow over my family life—that I would keep on doing the things I had always done, in so far as I was able. Sometimes it has been a little hard to do this but I know I have been made stronger by continually making this effort.

March 1946

By **EDITH HANSEN**

This month will probably be like all the Marches before it—31 days, all busy ones for homemakers. It's the first peacetime March since 1941, and time for some of us to put the dreams of the past years into reality. Stores are beginning to show new draperies, curtains, gadgets, and furniture. We are told that new houses will have to wait for some time yet.

Had you thought of remodeling and re-finishing some of your old pieces of furniture? It's an interesting, practical, hobby that pays big dividends in satisfaction and beauty. Your library has many books written by experts on home furnishings. Why don't you look them up?

If you have an old dining room or bedroom set that you're tired of, why not make it a "blondie"? First, use a good varnish remover, commercial or homemade, to take off all the old varnish. Bleach any discolored spots with oxalic acid, then clean and sand until every piece is satin-smooth. (This can fill the spare hours of every member of the family).

For the "blondie" effect, use white interior semi-gloss paint, thinned about one-half with turpentine. Brush it on the wood and wipe off immediately. The paint will soak into the pores of the wood and give it a silvery appearance. Seal in the paint with a coat of shellac and top with a coat of varnish. To make the job more professional looking, rub down the shellac with fine steel wool before putting on the varnish. And to add the finishing touch, treat the varnished furniture to a rub of pumice and oil.

If the paper on the walls is in good condition, but soiled, you might like to try this homemade wallpaper cleaner, a favorite of KMA homemakers: 2 heaping c sifted flour; 2 T kerosene; 4 T ammonia; 1 T salt; 1 c warm water with 1 T Perflex dissolved in it. Mix well, cook over slow fire until all moisture disappears. Cool and knead until smooth.

Valentine Wedding



Valentine's Day was a real sweetheart day for entertainer Oma West, 20, and Robert Francis Corder, 21; for on Feb. 14 they were married at 9:30 a.m. in the Baptist parsonage in Shenandoah, Ia., by Rev. Martin C. Carstensen.

It was a double ring ceremony with only members of the family present. Oma's white gardenia corsage was lovely on her blue wool 2-piece dress, which she wore with matching felt hat and navy blue accessories. The bride's mother, Mrs. Edwin West of Coatsville, Mo., wore a gray and white print dress with black accessories. Mae, who was her sister's maid of honor, was attired in the aqua silk afternoon dress she wore at her own wedding Dec. 15 in Troy, Kans. (Jan. '46 KMA GUIDE, p. 4). Best man was Ralph Corder, husband of Mae.

The bridegroom was discharged from the Army Jan. 29 after 2¼ yrs. service which included 19 months in the European Theater. He and Ralph Corder, now the husband of the West Sisters, have the unusual distinction of not only being brothers . . . but brothers-in-law as well! So of course Ralph figured he had a right to decorate the car in which the newlyweds drove away. And he did with broad red

crepe paper streamers, old shoes, and "Just Married" signs, with plenty of rice!

You can hear the Corder brides, Mae and Oma West, at 7:45 a. m., 3:45 p.m., and on Suppertime Frolic at 5:45 p.m., Mon. thru Sat.

KMA PARTY LINE—Cont'd

3:45, and SUPPERTIME FROLIC at 5:45 and 6:15.

Donnie, 9, and Phillip, 7, sons of Margaret and IKE EVERLY, had an idea they wanted to make some cookies—quite an unusual request for 2 small boys. Reluctantly, Margaret finally told them if they'd wash their hands thoroughly with soap and water she would let them try baking. After scrubbing real well, Don and Phil, with cook book in hand, proceeded with their cooky-making, resulting in a swell batch which not only surprised them but Mom and Dad as well!

Would you like to know the name of our new handsome, 6-ft., 200-lb., control operator? It's GLENN O'DAY formerly of Rockport, Mo. Recently discharged from the Navy, he is married and the father of an 8-yr.-old son, Robert Dean.

Now your questions as space permits: DORIS WEST: Dick Hart is with a Shreveport, La. station. Grover Ruwe is on tour in No. Dak. LUELLA HOCH: Little Joe and Virginia Parish are in Fairmont, W. Va. Morrie and Betty Jones are at Waterloo, Ia. ETHEL KIRBY: Zeke and Joan Williams are at Fairmont, W. Va. MRS. GUS BOTTZEN: Jim and Bob Raines are in Fairmont, W. Va. NAOMI NUSS: Virginia Lee King is in Abilene, Texas. Her husband is stationed near San Antonio, Texas. The Haden family is in Springfield, Mo. MRS. SANFORD LOVELL: Picture of Jimmie Kendrick and mother appears in Jan. 1945 KMA GUIDE. MRS. JOHN SAATHOFF: Doc and Esther Embree moved to Topeka, Kans. KMA LISTENERS: Tim George is still in the Navy as is Carl Haden, Jr. MISS RAE RINK: Yes, all the Blackwoods are married. R. W. is a son of Roy, and a nephew of James. R. W.'s birthday is Oct. 23. TED DAHLBERG: Ted West is not a brother of the West Sisters. His last name is spelled "Weist".

PROGRAM PERSONALS—Cont.

and the South Pacific area. He returned to the U. S. by way of Singapore and the Philippines.

Speaking of moving around, I suppose you know by now that the ALAN YOUNG show is now heard on Friday nights at 8 o'clock?

Patsy Montana, vivacious cowgirl singer on WAKE UP AND SMILE, (Sat., 8:30 a.m.) was born on a Montana ranch. Because of her love for her native state, she adopted "Montana" as her radio name.

Lisa Sergio, commentator on ABC's ONE WOMAN'S OPINION, (Mon., 9:45 a.m.) regrets the trend among the American public to read everything in digest form. "It's like having someone eat your dinner for you," she says.

Margery Mayer, contralto soloist of HYMNS OF ALL CHURCHES, was the recent bride of Cmdr. Sigvart Steen, former director of the famous Blue Jacket Choir, at the Lutheran Church, Oak Park, Illinois.

QUIZZER: He has a matter-of-fact, deliberate voice and personality which makes him a natural for straight news-casting. His years of training are revealed in his ability to remain cool in the face of critical news breaks and by his calm but resonant delivery on MONDAY MORNING HEADLINES, heard Sunday at 6:15 p.m. Who is he?

ANSWER: Don Gardiner—Sun., 6:15 p.m.

TIPS FOR FARMERS—Cont.

inch or two of straw without trouble and your berries will be clean and will not be muddy in wet weather.

In the perennial line the first things to be uncovered would be Oriental poppies and Madonna lilies. They start into active growth very early in the season and their leaves have stayed green all during the winter if they have been protected.

When you are certain warm weather is here to stay, you can remove mulch from your hybrid tea roses and level off the dirt which you piled around the stems last fall. At this time you should cut the tops back to within 5 or 6 inches of the ground level to throw all the strength of the plant into the new shoots which will sprout near the ground. Hybrid teas bloom on new wood and should make new top every year. With the Polyanthas and Floribundas you can do just as you like about pruning. Personally I trim them back just as I do hybrid teas.

On the June blooming roses or hybrid perpetuals, you should remove all dead canes or branches and cut live ones back to about 3 ft. in height. On climbers, cut out all dead canes and all but about 3 or 4 of the best canes of last year's growth. These should be cut back to about 6 ft. lengths unless you have a higher trellis, in which case cut them off to the top of the trellis. Incidentally, we have a good leaflet on rose culture in general which is free for the asking.

LOOKING FORWARD—Cont.

MARKET REPORTS at 12:45 each Mon. thru Fri., from 5 terminal markets (Chicago, Sioux City, Omaha, St. Joseph, and Kansas City, Mo.), we give a summary; or the story behind the markets. This story includes background material which is valuable in making your own predictions of future markets.

The other new feature is a 3-min. interview every weekday, Mon. thru Fri., on CARGILL CALLING at 12:30.

We would like to tell you all about the other things included in "Farm Service"—other market reports, weather reports, and homemaker programs throughout the day—but space doesn't permit it in this issue. But our entire Farm Service Dept. is to help you, so write to Frank or me, or homemakers Leanna Driftmier and Edith Hansen with your questions. If we cannot answer them, we will certainly find someone who can!

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R - R - R - R - RING !!

Any day your telephone may ring and a nice voice will ask you "What would you like to hear on the CARGILL CALLING program at 12:30?" When it does, it will be the dealer calling you, one of his best customers, to ask you what you would like. He then calls us and we see to it that it is played.

And if you choose Mascagni or Victor Herbert, the handsome boys in this picture will play it for you.

It takes real musicianship, because the requests that come in indicate you listeners want a lot of variety. Tastes vary from the ridiculous to the sublime. On one program a request came in for "Strawberry Roan" and the very next request was for Mendelssohn's "Spring Song"! That just goes to show you the musical gang have to know their Brahms and Bach as well as western tunes.

Every day too, there is a short, interesting interview with an agricultural leader or a well-known farmer on some farm topic of wide interest. We think you will enjoy the variety and fun that CARGILL CALLING packs into fifteen minutes, so here's a picture of the fellows who put it on for you: Merrill Langfitt who conducts the farm interviews; Warren Nielson, the enthusiastic emcee; entertainers Steve Wooden, Wayne Van Horn, Slim Fitts, Mack Sanders and announcer Chick Martin. Seated are Ike Everly and Jerry Fronck.

If your number is not played the same day you are called, don't worry, because it will be played the next day at 12:30. The program is on every week-day noon, Mon. thru Fri.

So when the telephone rings, be sure to think of your favorite musical number for it may be CARGILL CALLING for YOU!