

The

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# KMA GUIDE

Vol. 7

AUGUST, 1950

No. 8



## ORIGINAL KMA COUNTRY SCHOOL GANG—1929

Standing (l. to r.) John Nicolson, Opal Dixie, Frena Ambler, Janie Mae Crutchfield, Burke Schriver, Fred Greenlee, Willie Powell, Raymond Shumate, Grady Fort, Ormah Carmean, Earl May (Teacher).

Seated (l. to r.) Don Shumate, Lois Van Houten, Paul Shumate, Phyllis Brownell, Jim Whilt, Earl King, George Nichols, Alta Dixie, Paul Crutchfield, Greta Bellamy, Louis Shumate.

RADIO STATION KMA

## 25th ANNIVERSARY

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"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"

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# A Chat With Edward May

KMA celebrates its 25th Anniversary on August 12th. The other day I went through our family scrap book and thought you would like to see some of the pictures and stories our family has collected in 25 years of broadcasting.

First of all you must realize Dad put KMA on the air when I was only five years old. So, in preparing this article, I've had a lot of help from our office 'old timers'. I particularly want to thank Bess Cagley, Ruthie Maher, Doris Murphy, Bernice Currier and my Mother.

I first recall the day aviator Clarence Chamberlain of Denison, Iowa came to Shenandoah for "Chamberlain Day" at KMA. In this column you see him as he appeared before the cameras and microphones of KMA on August 22, 1927. A large crowd greeted this Trans-Atlantic flyer and Bernice Currier tells me he was a very modest, likeable and intelligent man. You can see how flimsy his airplane is compared to the streamlined ones of today. He certainly was courageous to pilot one of those planes, let alone fly over the Atlantic Ocean without the instruments a plane of today has.

Of course, I'll always remember the famous KMA Jubilees. Dad was wonderful in seeing everyone had lots of fun.

The first Jubilee was held in 1926 when we had one studio on the second floor of our seed building. All visitors climbed up the stairs and watched programs through a glass window in the west side of the studio.



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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, editorial chairman; Glenn Cray, 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 changes of address and be sure to send old as well as new address.



In 1927 the present KMA building was finished. I remember it wasn't quite ready for the second Jubilee, but nevertheless, we had more space and held the celebration in part of the area that is now the soda fountain on our main floor.

1928 was the first Jubilee held outdoors. I've found an interesting picture of this and had it re-photographed so we could publish it here. (Above). Notice the long line of people and the old automobiles.





The Model T Ford with the ladder on its side shows that then, just as now, you don't have to be 'all-dressed-up' to visit us folks in Shenandoah.

Yet, no one can have a good time at a party unless the host, too, enjoys himself. Dad always looked forward to meeting his radio friends during the Jubilees. But in 1932 I think he had one of his outstanding moments. That was when he and U. S. Secretary of Agriculture Hyde had a milking contest in front of our building. I might add Dad was the winner, and here's a picture as they stood in front of the cows. (Pg 2, bottom).

We had the largest Jubilee crowd during the Pan-American days of 1941. Approximately 35,000 people saw the parade that year, and Iowa's Governor Wilson and the Chief of Agriculture Cooperation of the Pan American Union, Jose L. Colon, spoke from the KMA platforms. The

large picture shows the crowds watching the platform from which our entertainers and guest speakers appeared.

And now for a few words on our family life. One of the pictures on page 4 was taken of me, my Mother and sister Frances (Rankin) in the year 1929. Those stockings Frances is wearing were quite stylish but I bet 4-H and High School girls of today would have a fit if you suggested they wear them to Sunday School or a party.

I really considered it an honor to have had the privilege of introducing President Truman at Pacific Junction on May 8th of this year. Back in April of 1933 Dad had a similar honor. He presented 100 rose bushes to President Roosevelt and the other picture on page 4 shows Mrs. Roosevelt receiving her Shenandoah guests. (l. to r.) Dad; Otha Wearin; My sister Francis; Mrs. Roosevelt; My Mother;



Mrs. Wearin; and Mrs. Roosevelt's Secretary, Marion Christenson.

I'm proud of the record KMA built-up in 25 years of broadcasting. For almost a generation KMA has been known as the Number 1 Farm Station, and has received a number of outstanding honors such as two Variety magazine Show Management awards and one from the Alfred I. DuPont Foundation.

Since August 12, 1925, we've been on the air approximately 135,000 hours. Today we're the only station between the Mississippi and the West Coast with a special auditorium for watching radio programs. And we're the first station to go on the air during early morning hours. On his trips to Omaha Dad noticed farmers doing chores at dawn. When KMA went on the air at 6 a. m. and later 5 a.m., it broadcast music, weather reports and the news.

We have other broadcasting 'firsts', thanks to our news and programming staffs. KMA is one of the charter subscribers to the United Press radio wire. And while I'm on the subject of news, how many of you remember Ralph Child's coverage of the 1944 Republican and Democratic convention in Chicago? It was so excellent, Clifton Utley of the NBC Network had Ralph appear on his program. In 1943 CBS News Director Paul White had Ralph contribute a chapter in his book: "News On The Air". And, at the latest Iowa Radio News-editors convention, Ralph's criticisms of the wire services were completely indorsed by that organization.

The first big national network program originated by KMA was in 1940 when the National Radio Foundation asked KMA, along with the Waldorf-Astoria Hotel, N. Y., to stage a Presidential Ball. Dad was greatly pleased when his Ball, complete with square dances and callers, got more acclaim than the New York one.

In March of 1941 our local Junior Chamber of Commerce won a national award. This was primarily due to the Town Hall broadcast which originated from Hamburg, Iowa under the sponsorship of the Jaycees and KMA.

The National Association of Manufacturers sponsored the Network show, "This Nation At War" in May of 1943. To point out how the Midwest was helping in the war effort, KMA was one of the originating stations and on Page 5 I have printed a picture of Dad and other members of our staff as they set-up their microphones on Joe O'Hara's farm near Shenandoah, and awaited their network cue.

In October of 1943 Senator Truman, long before he or anyone else thought of him as a future President, came to Shenandoah and Dad introduced him to the Nation, which heard him explain publically for the first time, the duties and functions of his "Watchdog Committee".





When ever a President dies in office it is a national calamity, regardless of politics, especially in a crisis. Such was the case when President Roosevelt died in April 1945. Dad had the sorrowful honor of representing Cornbelt farmers in paying tribute to our late President in a special broadcast over the nationwide facilities of ABC. The networks gave him only 20 minutes notice, but I always thought that broadcast one of Dad's best.

Dad covered the San Francisco United Nations Conference of 1945. To explain the Food and Agricultural Organization of the United Nations, the networks called on him to tell their listening farmers how the FAO would function.

Today we're still upholding the standards Dad set in radio broadcasting. In 1948 the Iowa candidates for Governor held their famous debate over KMA, speaking from platforms outside our studios. On this page, you see candidates Beardsley and Switzer as they spoke and shook hands during the debate.

Last September I had the privilege of putting KMTV, our Television Station in Omaha, on the air. KMTV is one of the first and few Television Stations in the Midwest and in one year I've watched it grow from adolescence to inherit much of the maturity of KMA, with its 25 years of broadcasting experience. A lot of credit goes to General Manager Owen Saddler, who directs both stations and has guided

KMA since 1945 and KMTV since it first went on the air.

To celebrate our 25th Anniversary, we're having a full schedule of interesting programs on August 12th. There will be a square dance in the streets by our studio from 9 to 12 P. M., and I'm going to call the first number and award trophies to members of the winning set.

In the morning Dr. Harold Gaskill, Dean of Science of Iowa State College, and I will originate 5 minutes of the American Farmer Program (ABC-11:30 to 12 A. M.). That noon I'll be on the air at my regular time and then have to rush to eat noon meal and return to our studios for a full afternoon of programs on the Mayfair stage.

Depend upon us, we'll always try to improve our two stations, and 25 years from now I wonder what my scrap book will show in pictures, news clippings and stories?



## On The KMA Party Line

With **DORIS MURPHY**

Heartiest congratulations to KMA on its 25th Anniversary! I am proud to have been associated with this fine organization the past 20 years, and to have had a part in bringing you the splendid programs of service and entertainment you have enjoyed. To the May family . . . I want to say it has been a real pleasure working with you and all the members of your staff throughout the years. To you listeners . . . I want to thank you for your loyalty . . . your wonderful letters and the encouragement you have given us. As we start a new year of broadcasting, may we all continue to work together, living up to the high ideals set by our late President Earl May, in keeping KMA one of the best farm stations in the Nation.

Recognize the three cowpunchers in this picture? You should know the Junior cowboy in front with his plaid shirt, fur chaps, and cowboy hat . . . even though the picture was taken back in 1928. It's EDWARD MAY, President of KMA and KMTV, when he was 8. Back in those days Eddie got a big thrill out of coming to Dad's radio station and visiting with Walter Heacock, (left) World's Champion Bronco Rider and Jim Whilt, (right) trapper, guide, and Poet Laureate of the Rockies. Heacock established his record in the summer of 1927 at Belle Fouché, S.D., in the presence of President Coolidge and wife. Jim Whilt will be remembered by many of you early KMA listeners for his fine programs of poems about the Rockies and stories of the West. Now . . . Edward's daughter, ANNETTE, is equally as interested in wearing a western outfit as her daddy was 20 years ago, and I imagine he still remembers some of the tall cowboy tales told him by Jim and Walter, which he can pass along to her.

What a life! Even at the ripe old age of 2, Stevie, son of entertainer STEVE

WOODEN, has learned that "troubles never come singly". He found this out lately when he returned home from the hospital, after recovering from an attack of virus pneumonia, and on the very next day had the misfortune to fall out the bedroom window. Luckily, the bedroom was on the first floor, so he didn't have far to fall. But nevertheless, young Stevie came out of the fracas with a cut on his eyebrow and skinned ear and head. It all happened one afternoon when his dad lay down on the bed to rest. Soon Stevie crawled up beside him. Everything was all right until young Stevie saw something of interest out the window and leaned against the screen to look out. Just then the screen gave



way, and out he rolled headfirst onto the ground and into the cellar hole beside the basement window. Upon hearing the commotion, his mother rushed into the bedroom. After she saw what had happened she couldn't resist laughing at the sight of Steve, in shorts, hanging out the window vainly struggling to pull the baby back inside. Naturally Stevie was frightened but not hurt much, and cried very little over his unfortunate quick exit out the window. It won't hap-

pen again . . . because Steve has now nailed down all the screens!

Tales about the cooking mistakes brides make are often heard, but this is the story about the mistake a bridegroom made. Editor GLENN CRAY wanted to try out the new pressure cooker that had been given them for a wedding present. So one evening he got out the cooker . . . dumped in some water . . . then some carrots . . . sealed down the lid of the cooker and waited the required time for the vegetable to cook. In the meantime his mouth was watering for those tender, golden-yellow carrots. But . . . with the opening of the cooker . . . one whiff told him something was wrong. What had he done? That was the question that went through his mind. Quickly he took out the carrots . . . and there

underneath . . . he saw the reason for the terrible odor. He had cooked a HOT PAD that had been left inside the cooker. Both the dripping, soggy, cooked hot pad and carrots were thrown out, and Glenn has learned his first lesson in cooking.

It isn't the mysteries of television that baffle 4-yr.-old Ramona, daughter of Production Mgr. WAYNE BEAVERS. She's puzzled to know what holds up the strapless evening gowns on the beautiful television stars.

No one knows WHY, but PEGGY JEAN, daughter of MACK AND JEANIE SANDERS, cried instead of laughed when the guests at her birthday party, July 10, sang "Happy Birthday" to her. Maybe it was because she is just 3 and not quite sure what all the excitement was about. Anyway she had a pretty birthday cake with three candles . . . got a new dolly, two pretty dresses and a pair of sandals.

Two weeks' vacation, fishing, and swimming, at Mercer, Wis. was enjoyed by the EDWARD MAY and Dick Schlick families.

Money apparently means nothing to MARTHA JO BORLAND, of the KMA radio office. She even throws it away! Strange as it may seem, that is exactly what she did. Upon receiving her pay check on Saturday, she went up town to shop. To her amazement, when she opened her purse, she couldn't find her check. Her girl friend, LOIS JEAN PETERSON, also of the radio office, helped her look but they could not find the money. Figuring she must have left it in the office they rushed back to continue the search. And there . . . all waded up in the wastebasket beside her desk was her weekly pay check . . . envelope and all! And SHE was the one who had THROWN it there. It must be wonderful to throw money around like that!

Being interviewed by Ernest Tubbs, the nation's top folk singer on his program in Nashville, Tenn., July 8, was one of the highlights of entertainer MACK SANDER'S vacation trip. The broadcast was

made direct from Ernest Tubbs' record shop. JEANIE would have participated in the interview, too, but when time arrived for the broadcast, PEGGY JEAN was asleep in the car. Ernest wanted them to bring her inside his office, but they were afraid she might waken and start crying while they were on the air. During the interview, Tubbs, who is both a radio and movie star, told how he had heard many fine things about KMA for years, and promised he would stop by for a visit to the station some time soon and say "hello" to the KMA listeners.

Meet the members of the new GOSPEL LEGION QUARTET, who can now be heard on KMA. Reading left to right are: RICHARD CROW, first tenor, Iowa City;

DON RANDALL, second tenor, Washington, Kans.; EVERETT LINVILLE, baritone, Lathrop, Mo.; VERDEL SORENSON, bass, Shenandoah, and LINDSEY REAST, pianist, Whitesboro, Tex. The religious quartet was organized June 1 and already the boys are so popular they have bookings for several nights a week. They can be heard on KMA each Sunday morning at 7:30 a. m. and also with a religious number on the 12:30 program each noon. Even though they are young, their voices blend



beautifully, and their music is very fine. The pianist is only 16, so this fall he will be returning to school, but will be replaced. Richard is 22, Don 19, Everett 21, and Verdel is 18. They met while attending the Stamps Quartet Music School in Dallas, Tex. in the summer of '49. Verdel Sorenson is the son of the pastor of the Tabernacle Church in Shenandoah. Hope you enjoy the new Quartet.

The second week in Sept. has been chosen by entertainer DEE PIERSON and Calvin Raney for their wedding. The ceremony will be performed at the First Christian Church in Hiawatha, Kans. before a few friends and members of the family. A reception at the home of the bride's parents, Mr. and Mrs. E. O. Pierson, follows the wedding.

# KMA DAILY PROGRAMS FOR AUGUST 1950

960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Bros.  
 5:50 a.m.—News  
 6:00 a.m.—Ike Everly Family  
 6:30 a.m.—Sweet Lassy Time  
 6:45 a.m.—Fertillime Time  
 7:00 a.m.—Larry Parker, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Get-Up Gang  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker's Visit  
 9:25 a.m.—Betty Crocker  
 9:45 a.m.—Larry Parker, News  
 10:00 a.m.—Edith Hansen  
 10:30 a.m.—Quick As A Flash  
 11:00 a.m.—Luncheon Club  
 11:25 a.m.—Carol Douglas  
 11:30 a.m.—Down A Country Lane  
 11:45 a.m.—Stump Us Gang  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Noon  
 12:45 p.m.—KMA Market Reports  
 1:00 p.m.—Rythm Ranch  
 1:15 p.m.—Jack Hunt  
 1:30 p.m.—Chance Of A Lifetime  
 2:00 p.m.—Bride & Groom  
 2:30 p.m.—KMA Party Line  
 2:45 p.m.—Pierson sisters  
 3:00 p.m.—Mack Sanders  
 3:15 p.m.—Hawkeye Rangers  
 3:30 p.m.—Kitchen Klinik  
 4:00 p.m.—Dee Pierson Sings  
 4:15 p.m.—Mack and Jeanie  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Steve Wooden  
 5:00 p.m.—Fun House  
 5:30 p.m.—Superman (M.W.)  
 5:30 p.m.—Space Patrol (T. Th.)  
 5:30 p.m.—Green Hornet (Fri.)

### MONDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:15 p.m.—Meredith Willson  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—Henry J. Taylor  
 7:45 p.m.—Outdoor-Mid-America

8:00 p.m.—Tex Beneke  
 8:30 p.m.—Solo & Soliloquy  
 9:00 p.m.—United Or Not  
 9:30 p.m.—This Is My Song  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Nat'l Guard Show  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Hillbilly Jamboree

### TUESDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:20 p.m.—Let's Go Visiting  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Cisco Kid  
 7:30 p.m.—Counterspy  
 8:00 p.m.—Am. Town Meeting  
 8:30 p.m.—Gentlemen Of The Press  
 9:00 p.m.—Time For Defense  
 9:30 p.m.—Salute To Reservists  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Guest Star  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Hillbilly Jamboree

### WEDNESDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:15 p.m.—Meredith Willson  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—Walter Kiernan's Cliche Club  
 8:00 p.m.—Detour  
 8:30 p.m.—Chandu, The Magician  
 9:00 p.m.—Lawrence Welk's Orch.  
 9:30 p.m.—On Trial  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Tommy Dorsey's Band  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Hillbilly Jamboree

### THURSDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:20 p.m.—Let's Go Visiting  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Cisco Kid

AMERICAN BROADCASTING COMPANY





7:30 p.m.—Counterspy  
 8:00 p.m.—Original Amateur Hour  
 8:45 p.m.—Let's Be Healthy  
 9:00 p.m.—Author Meets The Critic  
 9:30 p.m.—Inner Sanctum  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—KMA Showcase  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Hillbilly Jamboree

**FRIDAY NIGHT**

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:15 p.m.—Meredith Willson  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—This Is Your FBI  
 8:00 p.m.—The Thin Man  
 8:30 p.m.—The Sheriff  
 9:00 p.m.—Orrin Tucker's Orch.  
 9:30 p.m.—Les Brown's Orch.  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Stars On Parade  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Hillbilly Jamboree

**SATURDAY PROGRAMS**

5:30 a.m.—Blackwood Bros.  
 5:50 a.m.—News  
 6:00 a.m.—Ike Everly & Family  
 6:30 a.m.—RFD 960  
 7:00 a.m.—Larry Parker, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Get-Up Gang  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—The Thin Man  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Hawkeye Hawaiians  
 9:45 a.m.—Hymn Time  
 10:00 a.m.—Junior Junction  
 10:30 a.m.—At Home With Music  
 11:00 a.m.—101 Ranch Boys  
 11:30 a.m.—Am. Farmer  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Noon  
 1:00 p.m.—Rhythm Range  
 1:15 p.m.—Ike Everly Family  
 1:30 p.m.—Western Trio  
 1:45 p.m.—Dee Pierson Sings  
 2:00 p.m.—Nishna Valley Boys  
 2:15 p.m.—Bob Stotts  
 2:30 p.m.—Hillbilly Hits  
 3:00 p.m.—Mack Sanders  
 3:15 p.m.—Hawkeye Rangers  
 3:30 p.m.—Kitchen Klinik  
 4:00 p.m.—Church In The Wildwood  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Steve Wooden

5:00 p.m.—Albert Warner, News  
 5:15 p.m.—Cliff Cameron  
 5:30 p.m.—U. S. Navy Band  
 5:45 p.m.—Lest We Forget  
 6:00 p.m.—Harry Wismer  
 6:15 p.m.—Here's To Vets  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Homes On The Land  
 7:00 p.m.—Cisco Kid  
 7:30 p.m.—The Fat Man  
 8:00 p.m.—Norman Brokenshire  
 8:30 p.m.—Phil Bovero  
 9:00 p.m.—Treasury Orch.  
 9:30 p.m.—Sat. At The Shamrock  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Tops In Sports  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

**SUNDAY PROGRAMS**

7:00 a.m.—News Summary  
 7:15 a.m.—The Freedom Story  
 7:30 a.m.—Gospel Legion Quartet  
 8:00 a.m.—Rev. Gene Phillips  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—Negro College Choir  
 10:00 a.m.—Worship Service  
 10:30 a.m.—Hour Of Faith  
 11:00 a.m.—Foreign Reporter  
 11:15 a.m.—Frank & Ernest  
 11:30 a.m.—Piano Playhouse  
 12:00 noon—News  
 12:15 p.m.—Naval Reserve  
 12:30 p.m.—Peggy Lee  
 12:45 p.m.—Constant Invader  
 1:00 p.m.—This Week Around The World  
 1:30 p.m.—Back To The Bible  
 2:00 p.m.—Music With The Hormel Girls  
 2:30 p.m.—Newstime  
 2:45 p.m.—U. S. Marine Story  
 3:00 p.m.—Revival Hour  
 4:00 p.m.—Lutheran Hour  
 4:30 p.m.—Mr. President  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Monday Morning Headlines  
 5:30 p.m.—Blackwood Bros.  
 6:00 p.m.—Stop The Music  
 7:00 p.m.—Voices That Live  
 7:30 p.m.—Amazing Mr. Malone  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Jergens-Woodbury Journal  
 8:30 p.m.—Crossroads—Ted Malone  
 9:00 p.m.—Proudly We Hail  
 9:30 p.m.—Sammy Kaye's Serenade  
 10:00 p.m.—News  
 10:15 p.m.—Thoughts In Passing  
 10:30 p.m.—Dance Orch.  
 11:00 p.m.—Newstime  
 11:15 p.m.—Hillbilly Jamboree

Listings Correct at Time of Publication  
 However, all Programs Are Subject to Change

## “Old Favorites”

By EDWARD MAY

These are pictures of many of the entertainers who played over KMA from 1925 through the early 1930's. No doubt many of you remember listening to them or meeting them when you visited our Mayfair Auditorium. I decided to print some of the captions which appear below the pictures in our family scrapbook. Before you read further, why not thumb through the following pages and see how many you recognize.

Below is the Farnam Trio. Many expressed great appreciation of this splendid musical group. Mrs. Farnam, who conducted the trio, was a successful teacher of piano in Shenandoah for many years and her daughter was a graduate of Northwestern University. Mrs. Ruth Farnam Ullrick, violin, was also conductress of the Shenandoah High School orchestra and is at the left in the picture. Next to Mrs. Ullrick is Mrs. May Whitney Farnam, piano, and D. S. Ullrick, who played baritone horn, at right.

At the top of this page is a picture of Gretta Taylor (now Gretta Bellamy) and



Cousin Paul Crutchfield, as they appeared back in the early days of KMA. They sang together in a very pleasing manner while Gretta accompanied on the piano. Gretta also accompanied other groups of entertainers, gave regular pipeorgan recitals, and sang 'those crooning songs' everyone enjoyed. Cousin Paul was one of our most popular announcers and entertainers. Gretta now lives in Shenandoah and Cousin Paul's present address is Decatur, Georgia.

The picture below is Cy Rapp, who was with KMA from its first day in 1925 up to the Fall of 1945, when he resigned as KMA General Manager to devote his full time to the Perflex Company in Shenandoah. Cy helped build our first trans-





mitter, as well as supervising the construction of the present transmitter, which was erected in 1937. It was under his guidance that KMA built its reputation as The Number 1 Farm Station.

The Dixie Girls, above, sang the soft Southern melodies which almost made you feel the warmth and pines of the Blue Ridge Mountains. Alta on the right, Opal on the left, made a place for themselves among radio fans with their singing and guitars. I also think the old carbon microphone in this picture is worth mentioning. Do you notice how different it is from the improved ones of today?

The Haliolo Hawaiians shown below, entertained thousands of radio admirers. They are Sammy, Mignon, and



Coral, from Wailuku, on the isle of Maui, Territory of Hawaii. Their programs consisted of instrumental and vocal numbers, the most of them being native Hawaiian music, although they were able to give many of the American popular numbers. They won a host of friends with their soft strumming and singing of South Sea Isle melodies.

The Shumate saxophone and male quartet presented a real attraction to early radioland. These four brothers are shown above. (l. to r.) Raymond, Paul, Lewis (seated) and Don. Natives from Missouri, the Shumates were not only exceptionally good with their instruments, but likewise were more than popular as



a male quartet. In addition to their popularity with the radio audience, they were in constant demand for other engagements. They were known in Country School as Strizzie, Henry, Isaac and Ole, remember?

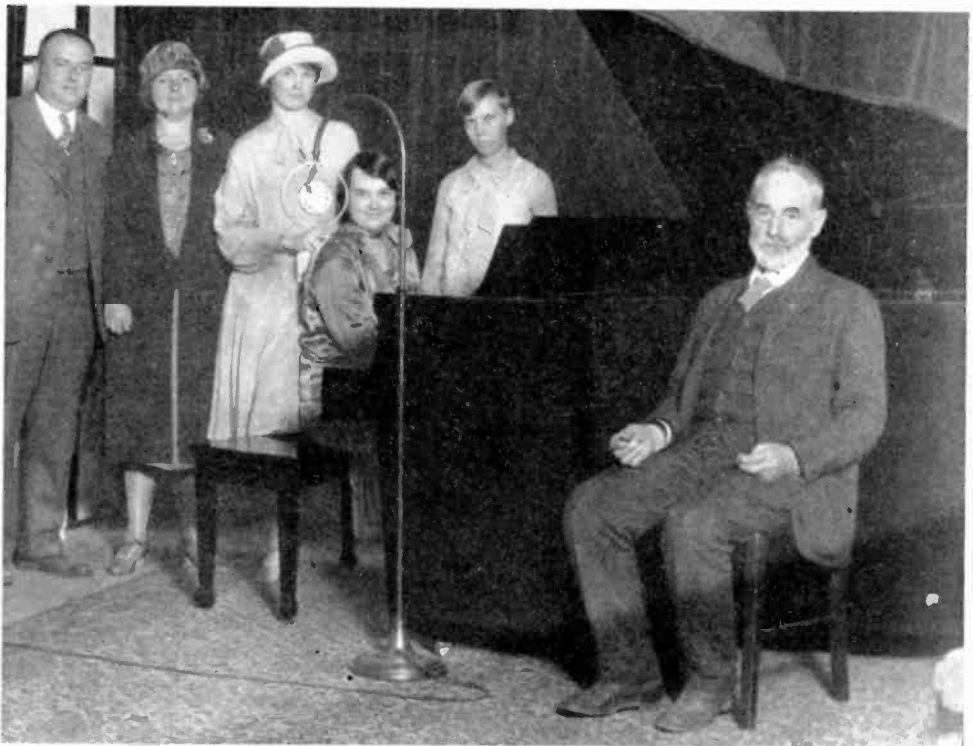
Back in the days when the Midwest farmers used horses more than tractors, Harness Bill and the Harness Makers were often heard over KMA. Harness Bill was sponsor of the program and sent Frank "Pete" Peterson, Gus Swanson, and Fritz Carlson to Shenandoah to appear on KMA. They are pictured at the bottom of page 11, left to right, as named above. Fritz Carlson was the pianist (tickled the ivories).

The picture below was taken during 1926 in our first studio, which was located on the second floor of the Seed Company building. Do you recognize the couple at the left? That's my Father and Mother as they appeared during their broadcasts over KMA. The next lady is

Leona Teget, now Leona Nicolson. Louise McGlone is at the piano, Elsie Farnam, and George Van Houten, seated at right.

Leona Teget gave regular talks on flowers, as well as Domestic Science subjects, and had charge of the landscape department. Louise McGlone was often heard as she accompanied Mother in her vocal solos. Elsie Farnam played violin in the Farnam Trio. George Van Houten was our well known lecturer. He traveled throughout the world and his interesting life gave him a full and varied store of knowledge which made his broadcasts extremely popular.

I might add that this group was just about all of the regular entertainment staff on KMA during the first few months of broadcasting. A lot of the folks in the 'Seed House' appeared on the air, but these people concentrated primarily on KMA. It is quite a contrast to the 53 employees of today. That 53 includes our engineers, but does not count the KMTV





staff or anyone connected with the Seed Company.

The Jig and Reel Orchestra is pictured above. They might be termed an Old Time Dance Orchestra and won a large following with their popular numbers. The members were real musicians and while they played any kind of music desired, they devoted most of their time to 'old time' music because of popular demand. Dad used to call on the Jig and Reel Orchestra when he would go on one of his 'selling sprees', broadcasting nearly half the night the special bargains in the Earl May stores. (l. to r.) Phyllis Brownell, piano; Bernard Ruby, banjo; Earl King, guitar; Francis Clatterbaugh, drums; Bill Powell,



violin; and Bernice Currier, violin and director. As you can tell, Bernice has been with KMA for many years, first as a musician, and in later years she returned to our station as our morning homemaker. Back in 1927 Bernice also announced, and made talks on furniture, cooking hints, home furnishing and women's fashions.

The Elysian Symphony Orchestra broadcast at various intervals from KMA. They are pictured at the upper right above, and maybe you will remember they





Ray Schroeder, Mrs. Melhus, Dr. Melhus, Mrs. Earl May, at the Iowa State College Tropical Research Center, Antigua, Guatemala.

were the ones who featured the Mayfair song, which caused much favorable comment. This song was composed by Dr. Leo Sturmer. (l. to r.) Back Row; Bernice Currier, violin; Dr. Leo Sturmer, director; C. E. Engberg, vocalist; Poe Jones; (seated) Mrs. C. E. Engberg, piano; Floyd Young, saxophone; Harry Day, trumpet; Earl Butts, Trombone.

The picture of our Country School Gang (Page 13) was taken in 1935. They were thoroughly enjoyed by thousands of visitors to our Mayfair Auditorium as well as the many radio listeners. Toby Stewart in his checkered suit was teacher and the rest of the gang is (l. to r. Back Row) Don Shumate, Faylon Geist, Mickey Gibbons, Bill Alexander, Edith



General Manager Owen Saddler took charge of KMA in 1945. Since then Owen has been of great help to Edward May in planning the activities of KMA and founding Television Station KMTV.

Jennings, Frank Jennings, Twylia Danielson, Jerry Smith. (Front Row) Lewis Shumate, Gretta Bellamy, Paul Shumate, Kay Stewart, Raymond Shumate, Lindy Stewart, Fred Greenlee.

The front cover of the Guide shows the original Country School Gang of 1929. I wonder how many of you know how the

KMA Country School started? Dad's original idea came from his own experiences in teaching school in Western Nebraska. Dramatizing his experiences in the little country school house proved so popular, that listeners by the hundreds sent in their humorous experiences. From that time on, the radio audience supplied so many jokes, poems,

riddles, cute sayings, etc., that Country School (The Kids of District Number 9) became one of the top-ranking features of the Middle West.

Today we have a large active programming staff and they are shown on the back cover. We're proud of our 'old timers' and our 'new comers' too, and it wouldn't do but to mention several of the projects and outstanding personalities at KMA today.

Ray Schroeder, our Chief Engineer; Mrs. Melhus and Dr. Melhus of Iowa State College; and my Mother are shown at the Tropical Research Center in Guatemala (Page 14). This picture was taken in March of 1948 and I am re-running it in the Guide because we are still in joint sponsorship with Iowa State College on this Experimental Station. If you refer to the February 1950 Guide you will notice the story reporting Mother's visit to Guatemala last spring. This is one of our extended projects which we are conducting because it benefits the Midwest economy.

At the bottom of page 14 you see one of the most recent pictures taken of our entire family. My sister Frances Rankin and My Mother and I are in the back row.

Seated are J. D. Rankin, his daughter Dianne and Betty Jane Rankin; my wife Eleanor Jean with Karen and Annette. This Fall we will have a new picture and it will appear in the Guide.

Frank Field and the famous "wooden axel" became a legend here in the Midwest. To prove there really was a "wooden axel", Frank had this picture (below) taken as he shakes hands with engineer H. G. Scherer of Red Oak, Iowa. Lem Hawkins actually originated the name "wooden axel" back in the early days of KMA. When Frank went on the air in his present time spot, the train whistle used to interrupt him, so he decided to play along and had a lot of fun remarking "there's the wooden axel". Within the past year the Burlington Railroad junked the "wooden axel" and a modern diesel engine now rides the rails from Red Oak to Shenandoah.

Space is running out in this Anniversary Issue. I have thoroughly enjoyed recalling many of our old entertainers who broadcast during our first 25 years. I do hope you will continue sending your letters to the Guide, suggesting how we can improve your magazine and letting me know whether you liked this special Anniversary Issue. Thank you for visiting with me.



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MRS CHARLES KRAUSS

SANBORN IOWA

## Here We Are Today!



Nearly all of our staff got together for this group picture, taken on the west steps of the KMA building. (l. to r.) Front Row: Jonny Dickson, Glenn Harris, Doris Murphy, Owen Saddler, Bernice Currier, Adella Shoemaker, Gayle Maher, Jeanie Sanders; Second Row, Lindsey Reast, Everett Linville, Richard Crow, Lucille Miner, Martha Jo Borland, Ina Burdick, Lois Jean Peterson, Inez Keeton, Norma Davis, Helen McCullough, Frank Field.

Third Row: Don Randall, Verdell Soren-

son, Eddie Comer, Warren Nielson, Mary Lightfoot, Evelyn Saner, Slim Seymour. Fourth Row: Glenn Cray, Buddy Morris, Lee Sutton, Steve Wooden, Bob Stotts, Mack Sanders, Jim Kendrick, Bob Barry.

Can you figure out who is missing? It's Ralph Childs and Larry Parker (overslept); Wayne Beavers, Max Olive and Edward May (on vacation); Evelyn Birkby (couldn't get in from the country). Will we ever get together?