

The

KMA GUIDE

MORE FOR 5A

FROM

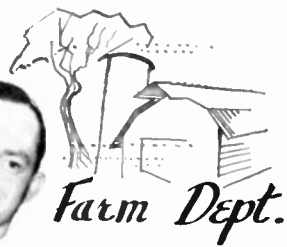


News Dept.

Homemakers



Program Dept.

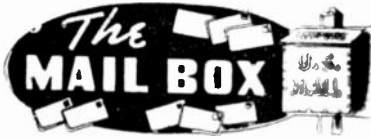


Farm Dept.



Weather Dept.

January 1954



The KMA Guide

Vol. 11

No. 1

JANUARY, 1954

Murray, Iowa . . . I am enclosing \$1 for the renewal of another year's subscription to the KMA Guide. Sure enjoy reading it. I listen a lot to KMA programs, and especially enjoy the religious programs on Sunday. We try to never miss Frank Field's weather report.

Mrs. Oscar Carson

* * * * *

Audubon, Iowa . . . I received notice you were sending my last Guide so here is my \$1 for another year's subscription. I enjoy reading the Guide when I go to bed at night. It's a fine magazine.

Corla M. Bolton

* * * * *

Orient, Iowa . . . I am sending my \$1 to renew my subscription for another year to the KMA Guide. I enjoy it very much and wouldn't be without it.

Mrs. Charles Black

* * * * *

Skidmore Missouri . . . We were just trying to decide as to whether to continue the KMA Guide for 1954 when the yellow sheet came today. It's really a clincher. Quite clever, we say and the Guide was interesting. We read it through right off. The KMA programs, news and its fine efforts toward the good things in life are commendable. Keep the Guide full of the same line of fresh events, progress, etc.

Mrs. Glenn Wellington

* * * * *

Prescott, Iowa . . . I'm enclosing a \$1 for another year of good reading of the KMA Guide. It is one magazine I don't want to be without.

Mrs. James Yearington

* * * * *

Afton, Iowa . . . The Christmas exchange at our house this year brought me an envelope with the KMA Guide written on the outside and a \$1 bill on the inside! My mother enjoys the Guide as much as I do and we wouldn't want to miss a single issue.

Mrs. Stan Schroeder

* * * * *

Albia, Iowa . . . As a good New Year's resolution I am sending a dollar to extend my subscription to the KMA Guide. The more I read it the more I like it.

Mrs. Ruth Fisher

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; Jim Ross, editor; Doris Murphy, feature editor; Clelice Bailey, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two week's notices for changes of address and be sure to send old as well as new address.

FROM THE EDITOR

Pray tell what happens to a man when the new year is only a few days old and already he's broken his new year's resolution. That's right . . . your editor resolved that he would have the KMA Guide in your hands a few days after young '54 took office and here it is almost the middle of the month — my apologies.

I spoke to the old gentleman just before he took his place in history and he wondered if he'd been good to the people in our land. Well, we all have our own individual hardships but the country as a whole prospered.

KMA had a good year. We expanded and added a new associate farm service director, Jack Gowing (page 7), a new announcer, Wes Haines (page 4, Oct.), a special events man for news, Dean Naven (page 4), and a new regional sales representative, John Buzby. In the afternoon, 1:30-2:30, there's a brand new show featuring the entire KMA gang . . . KMA Houseparty.

The cover is a preview of the big things in store for 1954. That's Warren Nielson, Program Department; Ralph Childs, News Director; KMA's Homemakers, Adella Shoemaker, Bernice Currier, and Florence Falk; Merrill Langfitt and Jack Gowing, Farm Department; Edward May and Frank Field, Weather Department.

We on the staff of Radio KMA are looking forward to '54 as being one of the biggest years in our history. We plan to bring you the type of programming you want and need. The KMA Guide will contain more pictures and interesting interviews. If there's a favorite of yours you'd like to see featured, write us and let us know. We hope you enjoyed your magazine in '53 and that it will continue to be a pleasant pastime in '54.

Now, may we wish you a most successful and happy '54.

Jim Ross, Editor

The KMA Guide

A Chat With Edward May

January 1954 — a new month, a new year. This is the month when we pause and try to measure our efforts of the past year. It is an excellent idea to reflect backwards occasionally and profit from one's experience. However, one doesn't want to spend too much time looking in the past. If you do, you are apt to stub your toe in the future.

For this reason, all of us at KMA are looking to the future. Each day the sun rises anew as dawn breaks forth bringing challenges and opportunities. An example of looking ahead is shown in the above picture. This photograph shows a product that is emblematic of a New Year and things to come, namely, seed catalogues. Seed catalogues are a planting guide to the nature loving habits of the American people. Catalogues, with the beautiful colored illustrations, also teach us something about botany, the science of plants, in the nicest, easiest most painless way possible.

Whenever I see the seed catalogues I am reminded of Edgar Guest's poem, "The Package of Seeds", which is as follows:

THE PACKAGE OF SEEDS

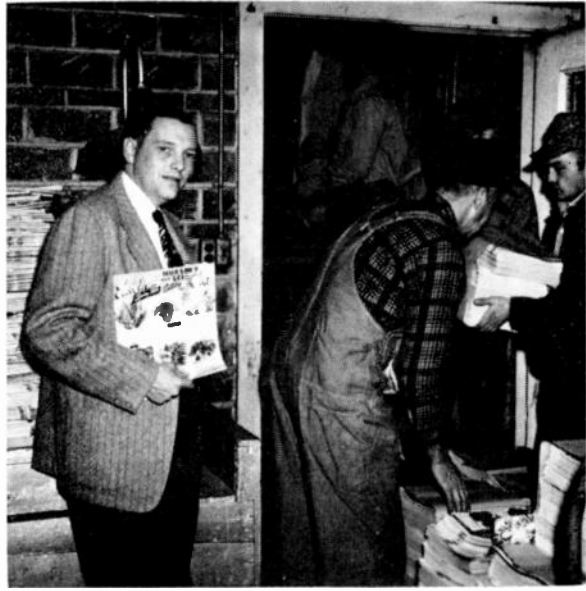
*I paid a dime for a package of seeds
And the clerk tossed them out with a flip.
"We've got 'em assorted for every man's
needs."
He said with a smile on his lip.
"Pansies and poppies and asters and peas!
Ten cents a package! And pick as you
please!"*

*Now seeds are just dimes to the man in the
store.*

*And the dimes are the things that he needs:
And I've been to buy them in seasons before,
But have thought of them merely as seeds;
But it flashed through my mind as I took
them this time.*

*"You have purchased a miracle here for a
dime!"*

January, 1954

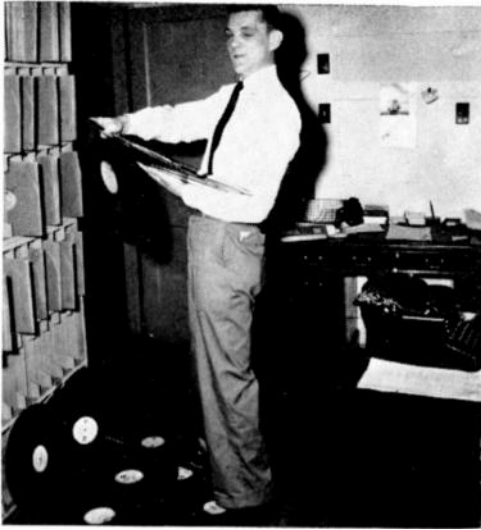


The above picture was taken as I was watching the fellows unload the first load of the new 1954 Seed Catalogues. I'd gone down to get a copy for myself and your editor happened to be going by, so he snapped a picture. In this particular truck load there were 70,000 catalogues.

*"You're a dime's worth of power which no
man can create,
You're a dime's worth of life in your hand!
You're a dime's worth of mystery, destiny,
fate,
Which the wisest cannot understand.
In this bright little package, now isn' it odd?
You've a dime's worth of something known
only to God!"*

*These are seeds, but the plants and the blossoms
are here
With their petals of various hues;
In these little pellets, so dry and so queer.
There is power which no chemist can fuse.
Here is one of God's miracles soon to unfold.
Thus for ten cents an ounce is Divinity
sold! —Edgar Guest*

A seed packet contains things that grow. Likewise, KMA is a radio station that grows. From the time of your first crystal set you have listened to KMA and have watched it grow into one of the leading farm stations of the country. Our plans for 1954 call for a bigger and better KMA for you to enjoy. I hope 1954 is a banner year for us all.



After the sound of falling records KMA's morning announcer, Merl Douglas, began to wake up. As you can see he has selected many more recordings for his afternoon show at 4:00 — "The Merl Douglas Show." A few had to be replaced after this picture was taken.

"Yes, I'm KMA's mourning (as he spells it) announcer," Merl said. He signs on at 5:30 in the morning and together with his announcing and "The Merl Douglas Show" he also handles "Country Jamboree," "Country Gentlemen," and participates in "KMA Houseparty." Asked when he sleeps he said, "I do my sleeping on the week-end—on my week-end—that week-end by the way is Sunday morning."

He is one of KMA's most versatile entertainers for he plays the guitar, bass fiddle, harmonica and drums. "I like to play for dances," Merl said, "in fact the KMA talent staff is available for shows and dances." He recently ordered a new bowling ball and has taken the game seriously — as evidenced by last month's issue of the KMA Guide. He participates in softball and considers himself "a windmill pitcher, no less."

His home life is centered around three women; his attractive wife, Ruth; nine year old daughter, Sharon Lynne; and a recent year old addition, Valerie Jo.

Your editor asked him about his crew cut haircut, and he said, "It's going to be with me for a long time." Well, Merl that just about expresses the sentiments of everyone in hoping that the crewcut's around KMA a long time.



When the talent staff of KMA is off the air they can generally be found one of two places — the coffee shop or the music library. More often it's the music library.

On the morning your editor dropped by the music library, he encountered Curly Dale, Wes Haines, Merl Douglas, Morrie Jones, and Warren Nielson engaged in a gab fest and listening to all types of records. Amongst this daily din, sits the attractive and understanding KMA personality pictured above — Laline Maher.

Laline is the music librarian and the secretary to Warren Nielson, KMA's program director. Besides running the music library and taking care of all the records we receive from different companies, she also counts all the fan mail and distributes it, together with typing up some seven daily record shows, filing all the sheet music we receive and keeping track of the "Tunedex"— small cards with music arrangements.

The music library at the present time contains some 3,500 popular records, and over 2,000 western and hillbilly tunes. These also include religious and polka records.

Laline loves to go bowling and manages to maintain a 157 average. Last year she won all the events at a local tournament, and on December 28th she bowled a 519 series. Five years ago on July 15th, she married "Clemie" Maher, and she likes to go rabbit hunting with her husband. "There hasn't been any snow this year" she said, "so we haven't had a chance to go."

Asked about her other interests she said: "About the only other hobby I have is cleaning house."

Laline, we've often wondered how many times you felt like cleaning house on the KMA gang in the music library?

More for '54 — From the NEWS Dept.

It is the earnest resolve of the KMA news department to continue to present fully and accurately all the news that is of vital importance to the KMA audience. With Congress again in session we will be responsible for seeing that you know what they are doing. Predictions are that the economy of the country will receive a great deal of attention, and what Congress does for the farmer will be of primary interest in this area. With the two major news services, the United Press and Associated Press, sending thousands of words daily by teletypewriter into our news rooms, we are fully prepared to "let the people know." Furthermore, we resolve this year to broadcast more news of our immediate area; Iowa, Nebraska, Kansas, and Missouri. With the addition of Dean Naven to our staff, we are prepared to do this better than ever before. Dean has had wide experience in news-gathering and we know his newscasts will become an important part of your news listening. There is much more that could be said, but to be brief let us just say that the news department joins with the rest of KMA in its resolution to give you, the listener, "More for '54."

Ralph Childs, KMA's News Editor

On December 9th an ammunition truck exploded two miles west of Malvern, Iowa. In less than an hour Radio KMA had a recording of this happening made at the scene of the accident.

Dean Naven, KMA's new special events man, had rushed from his hotel room to the scene of the explosion for on-the-spot coverage for Radio KMA. Dean had been in Shenandoah only a few days when this occurred. And he said, "Special events require quick and accurate coverage." In the past month Dean has been at the scene of many news stories in our area, and the morning your editor interviewed him, he had



just finished covering two stories for his early morning newscasts.

Dean is a graduate of Drake University where he majored in radio and journalism, and came to KMA from an Omaha radio station where he served as news director. His special interests ("I do a great deal of non-fiction reading," he said), and his extensive training in the armed forces lend themselves to all types of news coverage. During World War II he flew 35 missions with the 8th Air Force, stationed in England, and was called back into the Air Force Reserve in May of 1951, and sent to Germany. There he was appointed Chief of the Radio Section— Office of Public Information. He has traveled over 25,000 miles in Europe — every European country except Sweden and Portugal.

He was born on January 31, 1925 in Corning, Iowa. At home he has three very special events — his two daughters; three year old Tammy, and one year old Jeri, and his wife, "Claud."

Dean's addition to the KMA Staff is in keeping with our New Year's pledge to bring you the listeners — "More for '54."

More for '54 — From ABC

As you know Radio KMA is an affiliated station of the American Broadcasting Company — ABC. For you the listener these letters also stand for "All The Best Combined." The ABC network has over 363 affiliated stations and provides the best in nation-wide programming as evidenced by the many awards it received in 1953.

Last year over a million American Legion Auxiliary members voted their annual "Mike" awards for "Breakfast Club"

and the "Lone Ranger" — "a most wholesome children's program." The very warm and human stories portrayed on "When A Girl Marries" has made it a 15 year favorite of ABC's listeners.

For the man of the house there's "Sports Today With Bill Stern." Bill was voted the number one sportscaster in the nation by a poll of sports editors.

This year ABC added Quincy Howe, news commentator, author and teacher, to its large staff of newsmen.

These are just a few reasons why you can expect "More for '54" — From ABC - KMA.

Grass Root Notes

By **MERRILL LANGFITT**
KMA Farm Service Director

What's in store for 1954.

New Year's resolutions are nice to talk about as we begin 1954, but more important is a realistic appraisal of the problems facing agriculture.

Secretary of Agriculture Benson, in a recent speech said, "your future prosperity is going to depend largely on two things. First, how good a job you do on your own farm. Second, I believe your farm income will be high only if the nation as a whole is prosperous." Mr. Benson further stated that "1954 will be a year of decision for Agriculture." He then said "No one can speak for farmers unless they speak for themselves."

These points made by Secretary Benson provide a good working basis for attacking our problems.

Point number one — we must bring more efficiency to each farm . . . efficiency through good management. Good management can be represented by culling out poor producing animals and birds, using proper amounts of fertilizer, use of good seed, proper maintenance of equipment, use of well balanced rotations and good feeding. There are many other considerations in good management, but these we know demand your constant attention.

A prosperous nation means customers for the farmer, hence our economy depends largely on the consumers ability to pay for our farm produce. Full employment and at good wages is of great interest to us in agriculture. When we run out of customers we run out of markets. Demand in the market place is therefore our greatest concern. Strong demand usually represents high prices— unless we make the fatal error of over-producing. Two-thirds of the people of the world go to bed hungry each night, and yet we are frequently plagued by more food than we can sell at reasonable prices. Distribution, therefore, becomes our foremost economic problem — the problem of disposing of farm surplus without dumping our food abroad to the extent of wrecking the agricultural economy of other nations.

Farmers need to express themselves on the important issues more than ever before. We cannot wait for our leaders to speak for us. We need to speak for our-



Pictured above is Merrill Langfitt, KMA's Farm Service Director, on the right, talking to O. C. Swackhammer, President of the Midwest Livestock Feeder's Association. This picture was taken at the Elks Club in Shenandoah, Iowa, during an oyster feed for the Livestock Association's members and their guests on December 22nd. This event may become an annual affair of the Association.

selves directly to those who legislate for or against the interests of agriculture.

Farm income has dropped while expenses have gone up. We need to work more and more toward parity for agriculture. Many politicians have confused the issue, but let's not forget that parity only means a fair price — a situation in which a balance exists between the price of things farmers sell in relation to the price of things farmers buy.

Anything less than parity only represents a smaller share of the national income. If we in agriculture are willing to take less, then we are sure to get less. We cannot afford to let the prosperity of agriculture become "trading stock" for politicians or opposing interests.

The problems facing us in '54 are many, but they should serve only to challenge us to work harder to improve the financial position of agriculture in relation to our national economy.

More for '54 — From the FARM Dept.



The KMA Farm Department, too, is thinking in terms of "More for '54". As in the past, we will bring you stories from all of the important agricultural events. Sometimes our travels take us long distances from our "base of operations", but we go where the story is if it's important that you folks know about it first hand.

After a full year with us, Jack Gowing has made a wide acquaintance in the KMA area which, of course, makes it easier to find the story and get it to you. By means of automobile, train, airplane

and steamship, the two of us travel over 50,000 miles per year in our efforts to keep you posted on rural happenings. As you may realize, that is a considerable amount of travel. Our objective is to make those 50,000 miles do more for you in '54.

We will increase the scope of our field events and KMA Auditorium meetings this year. Our plans are not completely crystalized as yet, but you can look forward to field events and Auditorium meetings that will interest you.

Just to give a few hints, we will cooperate in sponsoring the first annual Shenandoah Market Barrow show March 9th. We will conduct meetings on fertilizer use, livestock diseases, insect problems, crop and livestock marketing, dairy, swine, beef and poultry production, and numerous others as those problems arise.

We are planning those events now. These plans are a part of our goal to serve you "More for '54."

Merrill Langfitt Jack Gowing

KMA broadcast three evening farm school classes from the KMA Auditorium. These broadcasts were made possible by Merrill Langfitt and Jack Gowing of KMA's Farm Department with the cooperation of Dave Flint of the Shenandoah, Iowa Vocational Agricultural Department. This picture was taken during the December 21st session which featured Cliff Spies, Area Agronomist for Southwest Iowa. He spoke on the applications and use of commercial fertilizer. The public was invited to attend these broadcasts on December 14th, 21st, and January 18th.



Pictured l. to r.: Dave Flint, Merrill Langfitt, and Cliff Spies.

Following a recording session for Jack Gowing's new program "A Place In The Sun," these 4-H leaders were honored at a pre-Christmas dinner at the American Legion Country Club in Shenandoah on December 19th.

Pictured l. to r.: Miss Alma Grimm, Douglas Co., Nebr., Jack Gowing, KMA's Farm Service Dept., Mrs. Roy Johnson, Douglas Co., Nebr., Jack Young, Montgomery Co., Iowa, Mrs. Don Clayton, Fremont Co., Iowa, Mrs. Fred Wagenknecht, Sarpy Co., Nebraska.



KMA DAILY PROGRAMS FOR JANUARY, 1954

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:30 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Bob Stotts (M.W.F.S.)
6:15 a.m.—Practical Land Use (Tu. & Th).

6:30 a.m.

Merrill Langfitt's
"RFD 960"

Every Day at 6:30
Monday through
Saturday



7:00 a.m.—News
7:15 a.m.—Frank Field
7:30 a.m.—Betty & Lyn
7:45 a.m.—Morning Headlines
8:00 a.m.—Breakfast Club
9:00 a.m.—Bernice Currier
9:25 a.m.—Whispering Streets
9:45 a.m.—When A Girl Marries
10:00 a.m.—Kitchen Club
10:15 a.m.—Grand Central Station
10:40 a.m.—Modern Romances
10:55 a.m.—Betty Crocker (M.W.F.)
10:55 a.m.—News (Tu. & Th.)
11:00 a.m.—Adella Shoemaker
11:25 a.m.—Jack Berch
11:30 a.m.—Country Gentlemen Time
11:55 a.m.—Joe Faassen
12:00 noon— News

12:15 p.m.

EDWARD
MAY

Every Day at 12:15
Monday through
Saturday



12:30 p.m.—Jack Gowing
12:45 p.m.—Markets
1:00 p.m.—Letter From Lyn
1:30 p.m.—KMA Houseparty
2:00 p.m.—House Party News
2:05 p.m.—KMA Houseparty
2:25 p.m.—Betty Crocker (M.W.F.)
2:30 p.m.—Marge's Song Shop
3:00 p.m.—Jack Owens
3:25 p.m.—Betty Crocker (M.W.F.)
3:25 p.m.—Dorese Bell
3:30 p.m.—Florence Falk
4:00 p.m.—Merl Douglas Show
4:30 p.m.—News
4:45 p.m.—Polka Party
5:00 p.m.—Tumble Weed Ranch
5:30 p.m.—Lum 'N Abner
5:45 p.m.—Ted Malone

6:00 p.m.—Bill Stern
6:15 p.m.—Farm Bulletin Board
6:20 p.m.—Let's Go Visiting (T.T.)
6:30 p.m.—News
6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Your Land And Mine
7:45 p.m.—Mike Malloy
8:00 p.m.—Metro. Opera Auditions
8:30 p.m.—Decision
9:30 p.m.—Tarkio College Story
9:45 p.m.—Quincy Howe
10:00 p.m.—News
10:15 p.m.—Sports Report
10:30 p.m.—Todays Story
10:35 p.m.—Dance Band
11:00 p.m.—Newstime
11:15 p.m.—Music In The Night

TUESDAY NIGHT

7:00 p.m.—Starr of Space
7:25 p.m.—Les Griffith
7:30 p.m.—Hollywood Starway
7:45 p.m.—Mike Malloy
8:00 p.m.—Am. Town Meeting
8:45 p.m.—Forward March
9:00 p.m.—Sammy Kaye
9:15 p.m.—Revolving Bandstand
9:30 p.m.—Let's Go To Town
9:45 p.m.—Quincy Howe
10:00 p.m.—News
10:15 p.m.—Sports Report
10:30 p.m.—Todays Story
10:35 p.m.—Dance Band
11:00 p.m.—Newstime
11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Hollywood Starway
7:45 p.m.—Mike Malloy
8:00 p.m.—Jan Garber's Orch.
8:30 p.m.—Mystery Theatre
9:00 p.m.—Sammy Kaye
9:15 p.m.—Revolving Bandstand
9:30 p.m.—Heres To Vets
9:45 p.m.—Quincy Howe
10:00 p.m.—News
10:15 p.m.—Sports Report
10:30 p.m.—Todays Story
10:35 p.m.—Dance Band
11:00 p.m.—Newstime
11:15 p.m.—Music In The Night

THURSDAY NIGHT

7:00 p.m.—Starr of Space
7:25 p.m.—Les Griffith

7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Geo. Jessel Salutes
 8:30 p.m.—To Be Announced
 9:00 p.m.—Sammy Kaye
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Quincy Howe
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Todays Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Ozzie and Harriet
 8:30 p.m.—Horatio Hornblower
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Quincy Howe
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Todays Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SATURDAY PROGRAMS

5:30 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Bob Stotts
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—A Place In The Sun
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 9:00 a.m.—Bernice Currier
 9:30 a.m.—Space Patrol
 10:00 a.m.—“Platterbrains”
 10:30 a.m.—Tops In Pops
 11:00 a.m.—Adella Shoemaker
 11:30 a.m.—An. Farmer
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 1:00 p.m.—Metro Opera

3:30 p.m.

FLORENCE FALK

“The Farmer’s Wife”
 Every day at 3:30 p.m.
 Monday through
 Saturday



4:00 p.m.—Merl Douglas Show
 4:30 p.m.—News
 4:45 p.m.—Polka Party
 5:00 p.m.—Tumble Weed Ranch
 5:30 p.m.—101 Ranch Boys
 6:00 p.m.—Four of a Kind
 6:15 p.m.—The Three Suns
 6:30 p.m.—News
 6:45 p.m.—Know Your High School
 7:00 p.m.—Dancing Party
 9:00 p.m.—Anonymous
 9:30 p.m.—Lawrence Welk’s Band
 10:00 p.m.—News
 10:15 p.m.—At Ease
 10:30 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

7:00 a.m.—News
 7:05 a.m.—Sunday Vespers
 7:30 a.m.—Worship Service
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Wings Of Healing
 10:00 a.m.—Heaven & Home Hour
 10:30 a.m.—Christian In Action
 11:00 a.m.—Message of Israel
 11:30 a.m.—Negro College Choir
 12:00 noon—News
 12:15 p.m.—Highways To Safety
 12:30 p.m.—College Spotlight
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime
 2:15 p.m.—Truth For Today
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—Evening Comes
 4:30 p.m.—Greatest Story Ever Told
 5:00 p.m.—Monday Morning Headlines
 5:15 p.m.—Paul Harvey Comments
 5:30 p.m.—Geo. Sokolsky
 5:45 p.m.—Don Cornell
 6:00 p.m.—This Week Around The
 World
 6:30 p.m.—Whats The Name Of That
 Song
 7:00 p.m.—American Music Hall
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—Call Me Freedom
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Elmer Davis
 9:30 p.m.—Milton Cross
 10:00 p.m.—News
 10:15 p.m.—Beyond The Stars
 10:30 p.m.—Revival Time
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

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

Frank Comments

By FRANK FIELD

This is a long story so it will save time if I start at the very beginning. The Grow Fast Soil Company decided to give a Christmas Party for all their employees and their wives, including a turkey dinner with all the trimmings. The standard rule is to allow one pound live weight of bird for each person to be served . . . that meant about a 30 pound turkey to serve the 28 people. After some searching we finally located a nice young tom turkey weighing 29 pounds. He seemed quite gentle and, in fact, almost affectionate so I just tied his legs together, put him in the trunk of the car and brought him back to town.

The thought occurred to me that a picture of Tom and I might go well on my page in the January issue of the Guide, so I drove in by the seedhouse, opened the lid of the trunk and lifted Tom out. He took one look around and apparently decided that the place for him was back on the farm. He started flapping his wings very vigorously and landed a haymaker right squarely on the bridge of my nose, breaking my glasses into at least a hundred pieces. In fact, it rained pieces of spectacles over an area about twice the size of a bed blanket. Luckily I had an old pair in my desk which still fitted my eyes after a fashion, which I had to wear

for a few days until Johnny Weaver could get me a new pair made.

But to get back to our story. We decided that the lawn out west of the seedhouse would make a good background for the picture so Jim Ross was walking right behind me carrying the camera while I was carrying Tom in my arms out through the garden. Suddenly Tom began to think again about the joys of life back on the farm and started to take off in a southeasterly direction.

Luckily I had one hand firmly clasped around his legs so he didn't get completely away and by digging in my heels and dragging my feet I managed to bring him down again, but he actually almost lifted me off the ground in his frantic efforts to escape. After about 20 or 30 feet he finally became reconciled to his fate and stood like a perfect gentleman to have his picture taken. You will notice though, I am not taking any chances. My left hand is firmly grasped around his left drumstick and my right hand has a strangle hold around his neck.

The party was a huge success and after about an hour all that was left of Tom was a pile of well polished bones, and I needed new glasses anyway.

Just behind us in the picture is a big planting of tulips, planted in large clumps, each clump all one variety, with a stake in front of each clump giving the name of the variety. This bed is the one planted a year ago this fall and contains all of the varieties which we listed last year.





Homemaker's Guide



The Farmer's Wife

By FLORENCE FALK

These crisp winter mornings fairly scream for stacks of steaming fragrant waffles . . . griddle cakes . . . or tempting slices of browned corn-meal mush. Use when the farmer comes in with buckets of foaming milk . . . or let the aroma be the alarm clock for the "late-getter-uppers."

DIXIE CORN WAFFLES

- ½ cup white corn meal
- 1½ cups boiling water
- 1½ cups sweet milk
- 3 cups flour
- 3 tablespoons sugar
- 4 teaspoons baking powder
- 1½ teaspoons salt
- 4 tablespoons shortening
- 2 eggs, separated

Cook the corn meal in boiling water for twenty minutes. Add milk; add flour, sugar, baking powder and salt sifted well together, add egg yolks and melted shortening; beat well and fold in the stiffly beaten egg whites; bake at once.

For sirup in a jiffy; over 1 cup sugar in a small bowl pour over ¼ cup boiling water. Stir until sugar is dissolved.

RICE GRIDDLE CAKES

- 1 cup cooked rice
- 1 cup milk
- 1 tablespoon butter
- 1 teaspoon salt
- 1 cup flour
- 2 teaspoons baking powder
- 1 egg, beaten

Mix rice, milk, butter, well beaten egg and salt; gradually add and stir in flour and baking powder, sifted well together; mix well; bake on hot, slightly greased griddle, turning but once.

CORN-MEAL MUSH

Put 3½ cups water and 1 teaspoon salt in top section of double boiler, set on high heat and bring to boiling point; pour 1 cup corn-meal slowly into water while constantly stirring, and cook three minutes. Put over lower section of boiler which contains

hot water and cook the mush 30 minutes longer. Serve warm or cold with milk or cream, or put in molds for slicing and frying.

Mush may be cooked for two to three hours and is improved with each minute of cooking.

HOMINY AND CHEESE

Have hot two cups cooked hominy; melt three tablespoons butter or other cooking fat; add three tablespoons flour, season with salt and paprika, stir and cook until puffy; add 1½ cups milk and bring to the boiling point while stirring; add and stir in one to two cups grated cheese; butter a baking dish and put alternate layers of hominy and cheese mix, having cheese on top. Mix ½ cup fine cracker crumbs with two tablespoons melted butter; season with salt, and spread over the top; put in a hot oven and bake until crumbs are nicely browned.

Homemaker's Visit

By BERNICE CURRIER

SOUP EXCELLENT

- 1 can pepper pot soup
- 1 can chicken and rice soup
- 1 can evaporated milk
- 1 can crab meat

Take out any portions of shell in crab meat and break meat into small pieces. Mix all ingredients together and let stand for at least one hour. Heat slowly to boiling point but do not let boil. Add paprika, onion salt, and garlic salt to taste.

CHOPPED BEEFSTEAK BROILED

- 1½ pounds chopped chuck or round steak
- 1 tablespoon finely chopped onion
- 1 teaspoon salt
- ¼ teaspoon pepper
- 2 teaspoons chili sauce

Combine all ingredients and form into shape of steak on a double thickness of aluminum foil. Make steak about 1¼ inches thick. Broil about three inches from flame about four minutes on each side for rare and about seven minutes on each side for well done. To turn steak put another double thickness of aluminum foil on top

(Cut Along This Line And Save)





BERNICE CURRIER—Continued

and flip it over. Serve with horseradish if you like. Makes about five good servings.

VEGETABLE LIME GELATIN SALAD

- 1 package lime gelatin
- 1 pint boiling water
- 1 cup chopped cabbage
- 1 cup chopped celery
- ½ green pepper chopped
- 2 slices pimiento chopped
- 3 or 4 small sweet pickles chopped
- ½ teaspoon salt
- ½ teaspoon dry mustard
- 2 tablespoons vinegar or spiced vinegar from pickles.

Combine gelatin and hot water until dissolved. Let chill until like egg white, add remaining ingredients and chill. Serve with mayonnaise.

FLUFFY FINE GINGERBREAD

- A—2 cups sifted flour
- 1½ teaspoons soda
- ½ teaspoon salt
- 2 teaspoons ginger
- 1 teaspoon cinnamon
- ½ teaspoon cloves
- B—½ cup margarine or butter
- ½ cup brown sugar packed
- C—2 eggs well beaten
- D—¾ cup mild molasses
- E—1 cup boiling water

Sift A three times. Work B until creamy. Add C. Add ¼ of A and blend. Add D and beat until smooth. Add remaining A and beat. Add E and stir until blended. Turn into greased loaf pan and bake in 375° oven for 45 minutes.

Cook Book Time

**By ADELLA SHOEMAKER
FRENCH CHOCOLATE SILK PIE**

Here is the creamiest, smoothest pie you have ever tasted. It's rich; you can easily get eight servings from one pie. Try it, you'll give it three stars, I'm sure.

- Cream together: ¼ pound butter
- ¾ cup sugar
- 1 teaspoon vanilla

Add two squares melted chocolate.

Then add two whole eggs, one at a time beating five minutes after adding each

egg. Put in a baked pie shell. Chill in the refrigerator over night, or several hours. Serve with whipped cream.

* * * * *

SWISS STEAK IN SOUR CREAM

Mrs. Ray Fulmer of Belview, Nebraska sends this wonderful way to prepare steak.

Have round steak or chuck steak cut two inches thick. Dredge well with flour and season with salt and pepper. Brown well on both sides in hot lard. Add two sliced onions, ½ cup water, and ½ cup sour cream. Sprinkle with two tablespoons grated cheese, and also sprinkle liberally with paprika. Cover the pan closely and let simmer until meat is tender, about two hours.

* * * * *

CORN EN CASSEROLE

- 2 tablespoons chopped green pepper
- 3 tablespoons chopped onion
- 3 tablespoons butter
- 2 tablespoons flour
- 1 teaspoon salt
- ½ teaspoon pepper
- ¼ teaspoon paprika
- ¼ teaspoon dry mustard
- 1¼ cups milk
- 2 cups corn flakes
- 2 cups whole kernel corn
- 1 egg well beaten

Cook green pepper, onion and two tablespoons butter together until tender. Add flour and seasonings and blend. Add milk, cook until thickened, stirring constantly. Crush 1 cup corn flakes, add with corn and egg to creamed mixture. Turn into greased 1½ quart casserole. Melt remaining butter and pour over corn flakes. Toss lightly. Sprinkle over top of corn. Bake for 30 minutes in a 400° oven.

* * * * *

Mrs. John Buzby's Easy Cake Frosting
Melt together:

- ¼ pound butter
- 3 squares chocolate (or ½ cup cocoa)
- Add 3 cups sifted powdered sugar
- 1 teaspoon vanilla

Just enough milk or cream to make a nice spreading consistency.



More for '54 — From the PROGRAM Dept.

About the only thing lacking from this picture is a barber pole. This quartette is from Clarinda Junior College, and the picture was taken in KMA's main studio while the College's Choral group was recording a Christmas program. This is part of KMA's extensive educational programming to keep you posted on the high schools and colleges in our area. L. to r.: Barry Annan, Lawrence Nothwehr, Gary Chamberlain, Bob Mealey, accompanist Norma Lee Webb.



No, it's not a checker game. It's Paul Pippert, KMA's night announcer and newsman, on the left, going over the program log with KMA's engineer, Jack Josephson.



Marge and Larry Parker have polished up the old piano in "Marge's Song Shop" for '54. Larry spent the rest of the afternoon a bit stooped over. Claimed his back isn't what it used to be. In '54 plan to spend many pleasant moments listening to "Marge's Song Shop."

God Jul! That's a Swedish expression for a happy holiday, and the festive board pictured here contains over 40 Swedish dishes. This was Florence Falk's "The Farmer's Wife" way of saying Merry Christmas to the staff of KMA. This smorgasbord was held at her farm home near Essex during the holidays. Included with these dishes was three types of desserts, assorted cookies and cheeses, and fruit cakes. Take it from your editor — everything was as tasty as it looks.





On the KMA PARTY LINE

By **DORIS MURPHY**

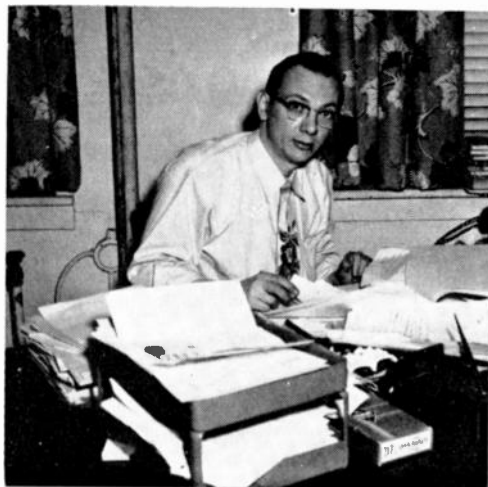
What's more fun than making New Year's resolutions? Each year most of us think it's time to make some improvements, so we set a new goal. Whether our resolutions are kept or not it takes bravery even to make them, and evidently there are no cowards on the KMA staff because here's THEIR resolutions for 1954!

EDWARD MAY has resolved to take his two girls for a bob sled ride, the next time we get a good snow and it stays on the ground.

Station Manager, **ANTHONY KOELKER** has resolved to try and convince his six weeks old son, "Jamie" to sleep all night long, instead of wakening around 2:30 and 5:30 a.m. for feedings. (Hope you succeed, Tony!)

FRANK FIELD says he has resolved to not argue with the big ammunition trucks on the highway . . . he's going to give them the right-of-way.

Program Director **WARREN NIELSON** took one glance at his desk piled high with papers, and said: "I'm going to keep my desk cleaner in 1954!" My desk looks the same way . . . so guess I'll join him in this resolution!



Farm Director **MERRILL LANGFITT** says he's going to try to give up driving on highways and fly everywhere he goes.

Assistant Farm Director **JACK GOWING** has resolved to take more interest in babies in 1954. Bet I can guess why he made this resolution!

Regional Representative **HAROLD ARKOFF** said last year he resolved to lose 10 pounds. Instead he gained 10 pounds! He was too discouraged to make a resolution this year!

Regional Representative **JOHN BUZBY** has resolved to look up things for himself in the New Year . . . instead of calling on help from the secretaries! (The secretaries will love that!)

Yodeling **BOB STOTTS** resolves to do a better job of entertaining this year. That's the right spirit, BOB, go to it!

LARRY PARKER, as usual, says he's going to quit smoking. (Don't worry . . . he won't . . . he's made the same resolution for years!) But his intentions are good, and he also says he's going to church oftener. (That's a good boy!)

MARGE PARKER hopes to get her letters answered more promptly in '54. She would also like to get her darnings caught up for once, and keep it caught up. (Come on up when you get through Marge, and I'll give you some of my darnings!)

LYN SOFLIN resolves to quit biting her fingernails. (Confidentially, she's been making this same resolution for 10 years.) Those poor little chewed up fingernails don't have a chance!

BETTY SOFLIN makes a promise to you KMA listeners. She's going to try to learn some more guitar chords in 1954. (Keep listenin' . . . I'll bet Betty comes through with some pretty new notes.)

MERL DOUGLAS has resolved to keep his butch hair cut a little closer to his head. (Oh my! How close can he cut it!)

PAUL PIPPERT admitted he has never made a New Year's resolution in his life, and this year he resolves not to break that resolution.

Newscaster **DEAN NAVEN** didn't have any trouble deciding what his resolution

for the New Year would be. He resolves not to move around anymore. All he wants is to STAY PUT! Seven moves in three years brought forth THIS resolution!

Announcer WES HAINES has made a resolution to catch bigger, better and longer fish oftener in 1954.

CURLY DALE says he's going to keep on practicing bowling until he can beat his wife. Says he is also going to win more friends and influence more people. (That won't be hard for CURLY.)

MORRIE JONES has resolved to walk to work and walk off a few pounds now that he has moved closer to the studio. He also has resolved to help more needy people in 1954. A noble resolution!

BUCK DILLELY seems to share LARRY PARKER'S resolution . . . he too, resolves to quit smoking. He also plans to learn more fiddle tunes during the New Year.

HELEN McCULLOUGH, mail clerk, has resolved to not eat so much. (Good luck, Helen!)

BERNICE CURRIER resolves to try and keep her work so perfectly caught up, that she will have one day a week without anything to do. Also . . . to get an extra tongue for licking envelope flaps.

ADELLA SHOEMAKER resolves to learn to drive down the highway at least 50 miles an hour. She imagines that will make other motorists happy too, who have found it difficult driving behind her when she drives so slowly. (She just recently got her driver's license renewed and hasn't gotten up courage enough to step on it a little!)

FLORENCE FALK, "The Farmer's Wife" says she is going to make the most out of every 24 hours allotted her. The farm kitchen will still be a busy place in January and February when the "Farmer's Wife" plans to properly file the many hundreds of selected recipes you listeners have sent in.

New Year's prospects for the old Red ROOSTER on the farm are bright, because the Falks have decided to keep him down on the farm while the other chickens will go to market. His life was spared because of his popular "cockadooodle doo" on the "Farmer's Wife's" program each afternoon. Without prompting, all summer long the old rooster wandered up to the house along about broadcast time, and would give forth with a big crow right under the dining room window near the "Farmer's Wife's" broadcasting desk. Because you listeners enjoyed hearing him

crow, he will remain on the farm to share in the broadcasts.

Secretary GAYLE MAHER has resolved to not smoke any cigarettes in 1954. (She doesn't smoke anyway!)

Traffic manager EVALYN SANER has resolved to let the name of her old Ford remain the "Blue Dolly."



Newscaster RALPH CHILDS resolves to get back to his old weight of about 155 or 160 pounds, and to take more interest in Cub Scouting. Who wouldn't take interest in Scouting when you have such a grand Cub Scout in the family! Pictured on this page you see eight year old Mike Childs wearing his Cub Scout uniform, and beaming with pride.

Chief Engineer DON BURRICHTER made a resolution that I am sure will make a hit with his wife. DON says he resolves to wake up his wife in the morning this coming year, instead of having her wake him up.

LALINE MAHER, music librarian, has decided to make one of her pet peeves, a New Year's resolution. It seems that every time they set the alarm clock and get in bed . . . they worry about whether or not they pulled out the clock stem. Then they get up and check it! This year, they're NOT going to do any double-checking.

Engineer JACK JOSEPHSON resolves to get to work on time in the morning.

Guess that winds up the New Year's resolutions by the KMA gang. Wonder how many of them will KEEP their resolutions in 1954???

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Shenandoah, Iowa

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Problem — To Get Young Mr. '54 To Open His Eyes!



Mom tickles his feet.



Dad gets into the act.



"Hey, what's going on?"

Actually young Mr. '54 was with us in '53. He arrived at 11:10 in the evening on November 22nd. He is Anthony James Koelker, Jr. — "Jamie" — the son of Pat and Tony Koelker. Tony is KMA's Station Manager. These pictures were taken at his home, and we thought you might enjoy seeing the problem involved in trying to waken "Jamie" to pose for a picture. And believe it or not, after your editor left he went right back to sleep.

THE

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KMA GUIDE

Vol. 4

MARCH, 1947

No. 3



ST. PATRICK'S DAY---1947

PAT EVANS

(Story on Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Cowgill, Missouri

I can't say how much I enjoy the KMA GUIDE. I read it from page to page and enjoy every bit of it. I think KMA is the friendliest station on the air.

Mrs. Lydia Kelly

Manilla, Iowa

Enclosed please find \$1.00 for another year's subscription to a great little magazine that I wouldn't miss for the world.

Garnett Schnoor.

(P. S. to G. S.):

Harpo Richardson's picture appeared in the Dec. '46 issue. We'll try to get "Mr. and Mrs." for you soon.)

Leigh, Nebraska

I'm enclosing my subscription for the GUIDE for another year. Have taken it ever since it started. It makes everyone there seem more real to us. We really enjoy all of KMA's programs.

*Mrs. Clinton Henry,
Box No. 12*

Burr, Nebraska

We enjoy all the programs over KMA and are steady listeners. Keep up the good work in making each copy of the GUIDE better than the one before.

Mrs. Edwin Bader.

To Mrs. Guy Perkins, Columbus, Nebr.:

Your request for a picture of Gretta Bellamy is answered on P.4 of this issue. Thank you for your compliment to Chick Martin and to the KMA GUIDE. Yes, Ike Everly is still at KMA. You can hear him daily on numerous programs.

To Mrs. C. H. Larsen, Panora, Ia.:

There was a brand-new Jimmy Morgan picture in the Feb. issue of the GUIDE. Hope you saw it. Jimmy's family is now in the East. We will try to get you a picture of all of them as soon as they return.

THE KMA Guide

MARCH, 1947

Vol. 4

No. 3

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; Bill Bailey and Midge Diehl, associate editors. 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. Advertising rates on request.

Oxford, Nebraska

Yes, I've got to have the GUIDE. Sure enjoy it. Sincerely,

*Mrs. T. W. Sanderson,
Route 1.*

To Mrs. L. E. Bootwright, Des Moines, Ia.:

Thank you for the many nice things you have written. Doris Murphy is very pleased that you like her column ON THE KMA PARTY LINE.

Grant City, Missouri

You bet I want the KMA GUIDE for another year. It is a swell magazine and I can hardly wait for each issue to arrive.

Mrs. John Wynn.

(P. S. to Mrs. J. W.):

Your request for pictures on PROGRAM PERSONALS page will be answered soon.)

To Raymond Nemece, Congress Park, Ill.:

Thank you for the information about the location of former KMA personalities. The last we heard, Jack Mills was teaching school at Northboro, Ia. Our last word from Curly McDonald was a letter post-marked Evansville, Ind.

Truman, Minnesota

Thanks a million for letting me know my KMA GUIDE subscription is about out. We surely do want the GUIDE again and for as long as you print them. I have saved every copy from the time it first came out.

Mrs. Arnold Anderson.



A Chat With Edward May

This is the month our thoughts turn to the outdoors, flowers, gardens, and all the things associated with the coming of Spring. Even though March came in like a lion, Spring is just around the corner. It officially starts the 21st but we can expect warm weather before that. The first day of Spring is easy for me to remember, because that was my father's birthday.

Most of us are giving considerable thought as to how we can reduce the high cost of living. We are particularly reminded of this when we pay our grocery bill. We know that meat prices are high, and the experts tell us that both beef and pork prices are going to be higher. In fact, it seems to me nearly everything costs more, and our dollars don't go as far as they used too.

Pessimists say we can't do much about it, but I think we can. The surest way to reduce your food bill is to have your own garden. We can have fresh vegetables for a period of months and, by canning, have our own vegetables the year around. If you have been doing this, you know

that you have made a considerable saving. The best investment a person can make is a garden of his own. The cost of seed for an entire garden is very insignificant when compared with the weekly grocery bill. So I think this is the year to have your own garden, and planting time is just around the corner.

This is the month, too, for you to be listening closely to your radio. Edith Hansen and Leanna Driftmier, our two fine homemakers, will have a lot of valuable advice for you on Spring housecleaning. Merrill Langfitt, our Farm Service Director, and Don Burrichter, Engineer, will be giving you some highly important broadcasts direct from Greece and Italy. So our programs are geared to be of service to you one way or another and, as you leaf through this magazine, you'll get an idea of the really big things we are doing to help you. It all comes down to this—you are our friend, and there is no greater pleasure than to be of service to friends.

Have I heard from you yet? If not, I hope you'll have time to drop me a line. Your letters help us to program our station and to plan our service features. That's why it's important that you write us.

The Bellamy Family



Answering your requests, may we present the Bellamys':—Dr. J. D. Bellamy, son Joe and Gretta. Many will remember Gretta from the days of the KMA COUNTRY SCHOOL, for she took the part of "Geraldine" on that show, starting back in '28. In those days, this was only a portion of Gretta's duties as a member of the KMA Staff. Her many musical programs still bring pleasant memories to early-day listeners. She has been appearing on KMA ever since and currently you hear her on Chick Martin's DOWN A COUNTRY ROAD, 3:45 p.m. (M. thru S.)

Gretta is trim with brown hair and eyes, 5'6" tall and weighs 125 lbs. For 5 years she directed the Congregational Church Choir in Shenandoah, where she still plays the organ. After music, Gretta's hobby is cooking and you should taste some of the swell dishes she sets before her family and friends.

"Doc" Bellamy has been a dentist in Shenandoah since 1919, but is also an alumnus of early KMA programs. Teamed with Grady Fort, they appeared for 3 years as the "Applesauce Twins". "Doc" says he's glad that his musical hobby made him a part of KMA, for it was thus he met Gretta.

Gretta and Doc's young son, Joe, is 5½ attends kindergarten and sometimes accompanies his mother to the studios.

"Casey Jones"

Hobbies are strange things and when the "hobby bug" once bites you, there's very little you can do about it. Wayne Van Horn, KMA's electric steel guitarist, is a victim of "train fever". Pictured below, Wayne displays some of the latest additions to his hobby. He has 2 locomotives . . . freight and passenger, 3 passenger cars, 4 freight cars, a tanker, box-car, coal-car and caboose, 135 ft. of track, round house and coaling tower. These last 2 articles were constructed by Wayne himself and are built to ¼ in. scale. (Note picture). Ready-made models cost around \$80 each, but Wayne built them at a total cost of \$4. Although teasing friends have dubbed him "KMA's Casey Jones", he goes right ahead with his plans for 2 towns, connecting railroad and complete railroad yards. Blue prints have been drawn and his model layout will measure some 10x30 ft. Incidentally, the railroad ties you will note in the foreground of the picture were all hand-carved and painted. Wayne estimates he'll need over 1200 of these to finish his project. Talking to Wayne, we concluded that even the construction of a model railroad can be a big job, but then hobbies are hobbies . . . and we'd say Wayne's is a fascinating one.

Would you like more stories of KMA personnel and their hobbies?



Wayne Van Horn and his trains.

KMA REPORTERS IN GREECE

FLASH:—As this issue goes to press, we have just received a cablegram from Farm Service Director Merrill Langflitt that the "S. S. Plymouth Victory" has docked in Athens, Greece. Additional interviews and photographs taken during the voyage and during first days ashore are now being rushed back to Shenandoah, air-express.



[1] Drew Pearson and Merrill in Washington, D. C. [2] At terminal stockyards, Newport News, Va., with Dr. A. C. Rogers, Yards Veterinarian. [3] Merrill interviews Robert White, Director Agricultural Activities, ABC. [4] E. R. Henson, Head of Agricultural Rehabilitation for UNRRA.

These pictures are among the first received from KMA's Farm Service Director Merrill Langflitt, taken on his current Public Service reporting assignment to Europe. After the publication of last month's GUIDE, announcing this exclusive service feature to KMA listeners, several changes in original plans were necessary. The "S. S. Samuel Walker", which was to carry the UNRRA shipment to war-torn Europe, was placed in dry-dock for necessary repairs. The cargo was assigned to the "S. S. Plymouth Victory" and this ship, with KMA's reporters aboard, sailed from Newport News, Va., Thurs., Feb. 13th. This delay enabled Merrill to obtain numerous interesting and informative interviews not previously scheduled on his itinerary. By the time this GUIDE reaches you, some of these will have already been released over KMA. Other interviews with important people, aboard the "Plymouth

Victory", and from Greece and Italy, will follow.

Every one of these European broadcasts can be heard from 6:15-6:30 p.m., Mon. thru Fri., so be sure to tune in. In addition, as was announced last month, the 6:30-6:45 a. m. and 12:30-12:45 noon broadcast periods will also continue to bring you these special broadcasts.

Merrill's broadcasts will answer many important questions in the minds of the cornbelt farmer . . . Have these livestock, grain and seed shipments, provided by the American farmer, helped European farmers get on their feet? What are the current farming conditions in Europe like now? How nearly self-supporting are the people of Europe? These are vital questions which will be placed in a much clearer light by this exclusive KMA Farm Service feature. Don't miss a single one of Merrill's broadcasts.

LEANNA and LUCILE

TWO GENERATIONS OF HOMEMAKERS

Here's two of your very good radio friends, Leanna Driftmier and Lucile Verness. The "pic" was taken in Leanna's kitchen while they were on the regular 3:15 p. m. KITCHEN-KLATTER program. Note the letter basket . . . it's chuck-full of recipes and friendly letters sent by you listeners.

This month, Leanna celebrates her 21st anniversary on the air and now, with daughter Lucile a daily part of the broadcast, our title "Two Generations of Homemakers" is more than apt. Just about a year ago, Lucile and her husband Russell, with baby daughter Juliana, returned to Iowa from California where they had made their home. The task of finding a house in Shenandoah was, as it has been to a lot of folks, somewhat of a problem. They wanted to locate near the parental home, so that it would be easy for Lucile to slip in the back door and take part in her mother's daily broadcasts. They finally located a house across the alley and just a few doors down. They bought it and have spent many hours redecorating, redoing the furniture, etc., to suit themselves. Painting, papering and upholstering are hobbies of the Vernesses and they have



really enjoyed fixing up their new place. Lucile is a "natural-born" cook. She always has good ideas to pass along and her addition to KITCHEN-KLATTER seems to have met with your hearty approval. Now, after a year of experience, Lucile and her sister, Mrs. Dorothy Johnson of Lucas, Iowa, sometimes take over the broadcast entirely in order to give Leanna a little time off to attend a party, go to club or shopping.

The Verness home is a place where many friends meet. They enjoy entertaining. Their only pet is a

calico-colored cat called "Taffy", and he holds a mighty important place in the family circle. Another hobby of the Vernesses is photography and, upon their return to Shenandoah, Russell opened his own professional studio.

We spoke of the Verness' daughter, Juliana. She is just 4 years old and you quite often hear her voice with her mother and grandmother on the air. Recently her angel food birthday cake was baked during the KITCHEN-KLATTER show.

We hardly think we need remind you to tune in regularly for these interesting mother-daughter homemaker visits, 3:15-3:45 each week day afternoon.

OUR COVER GIRL

Faith and bejabbers, and 'tis a St. Patrick's Day greeting to you! Extending our felicitations to those of the old sod is our own lovely colleen, Pat Evans. Pat was recovering from the effects of an appendectomy when we snapped this picture, and we kidded her that the uniform of a typical Irish policeman would hide any scars. The lilt of Pat's sweet voice certainly needs no introduction to KMA listeners and we're sure that her songs often bring, to her Irish listeners, a bit of old Erin itself. Listen for her on HALF PAST NOON, 12:30-12:45 Mon. thru Sat., and NISHNA VALLEY NEIGHBORS, 6-6:15 p. m., Mon. thru Fri.

Pat is just as nice as that roguish smile would indicate. She hails from old Missouri and says, to be real honest, she'd have to confess having very little Irish blood. It's really English and Scotch. Be that as is may, we think she fits very well—don't you?

Did you know that in real life she is Mrs. Lou Black? St. Patrick's Day or not, some of the boys are "green" with envy!

Frank Comments

From FRANK FIELD

Folks, meet the new daughter-in-law. You remember last month I promised you a new picture of Johnnie and someone else, if everything went off according to plans. Everything went according to schedule, and I am introducing to you Mr. and Mrs. John D. Field, present address Tarkio, Mo. Mrs. Field was formerly Miss Maxine Sloan, daughter of Mr. and Mrs. D. D. Sloan of Clarinda. They were married on Feb. 2nd and immediately set up housekeeping in the GI Village adjoining the campus at Tarkio College. They have a very nice 4-room apartment and are getting along beautifully. The rent is low and nearly everything that would run into any money is furnished. Johnnie, of course, is attending Tarkio College and Maxine is a secretary in the office of one of the Professors.

Johnnie was the last of the 4 children to get married and leave the parental roof, so Jennie and I are all alone now. Everything is calm and peaceful; in fact, too much so at times. However, if we get too lonesome, we only have to go about 3 blocks to drop in on Bob, Elsie and little Bill, and another 6 or 8 blocks to visit Zoe, her husband and little Johnnie.

Peggy and Jim are still at Pearl Harbor and will probably be there for at least another 2 years, possibly longer. Peggy doesn't write very often, but apparently they are in love with the climate and the country. Peggy is attending the University of Hawaii now and she says the courses are plenty stiff. The housing situation is just as bad there in Honolulu, as it is here in the States. She and Jim

are still living in a 1-room apartment, but have hopes of getting a house sometime this Spring, as they have now worked up to the head of the list.

While I think of it, you people who have not been able to find the Potato Lima beans listed in the catalog this year can get them by ordering No. 112—the Fordhook Lima. We had been listing them for several years as Potato Limas, but the correct name is Fordhook. They do not yield quite as heavily as the Henderson's Baby Lima, but we are perfectly willing to plant a bigger patch of them to get the same yield, because we like them better than any of the other Limas. They not only can well, but they also freeze well.



Then too, you folks who were not able to find the Illinois No. 10 Hybrid Sweet Corn in the catalog should order No. 140 Hybrid Ioana. It is practically the same thing and is

probably the best one of the main crop Hybrid Sweet Corn. This year, I expect to plant Hybrid Early Gold, Hybrid Tendergold and Hybrid Ioana in my own garden. In Bush Beans, I probably will stick to Burpee's Stringless Green Pod and new Tendergreen, as I never yet have found anything to beat them. Two years ago, I thought that Keystone would probably replace Burpee's Stringless Green Pod, but I find that I was mistaken. However as I write this, the ground is frozen solidly, 18 inches deep, and it doesn't look as if we would be making garden as early as usual this year.

P. S. Just had a letter from Peggy giving a new address. She and Jim finally got a house, or rather half of a duplex, in regular Navy quarters, so they now have a nice 4-room apartment.



KMA Daily Programs FOR MARCH, 1947



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:00 a.m.—Jimmy Morgan
- 5:30 a.m.—Blackwood Brothers
- 5:45 a.m.—Church of the Air
- 6:00 a.m.—RFD 9.60
- 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 (MWF)
- 10:45 a.m.—Bill Harrington Sings (T. Th.)
- 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 Axelbender. (T. Th.)
- 2:45 p.m.—Zeke & Harpo
- 3:00 p.m.—Wilson Bros.
- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Down A Country Road
- 4:00 p.m.—Zeke & Joan
- 4:15 p.m.—Jimmy Morgan
- 4:30 p.m.—News
- 4:45 p.m.—Buck Rogers
- 5:00 p.m.—Terry and the Pirates
- 5:15 p.m.—Sky King
- 5:30 p.m.—Jack Armstrong
- 5:45 p.m.—Merle 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.—Skip Farrell
- 7:30 p.m.—Sherlock Holmes
- 8:00 p.m.—"Beulah"
- 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
- 11:00 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.—Skip Farrell
- 7:30 p.m.—Harlem Hospitality Club
- 8:00 p.m.—Scotland Yards
- 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.
- 11:00 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.—Weather & Markets
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Skip Farrell
- 7:30 p.m.—Willie Piper
- 8:00 p.m.—Paul Whiteman
- 8:30 p.m.—Pot O' Gold
- 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.
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

AMERICAN BROADCASTING COMPANY

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.—Elmer Davis
- 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.
- 11:00 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.—Burl Ives
- 7:15 p.m.—Here's To Veterans
- 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.
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

- 5:00 a.m.—Jimmy Morgan
- 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
- 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.—Johnny Thompson
- 10:30 a.m.—Piano Playhouse
- 11:00 a.m.—Tex Robinson
- 11:15 a.m.—Tell Me Doctor
- 11:30 a.m.—Country Folks
- 11:45 a.m.—Ike Everly
- 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.—American Farmer
- 2:00 p.m.—World of Music
- 2:30 p.m.—Elmer Axelbender
- 2:45 p.m.—Zeke & Harpo
- 3:00 p.m.—Wilson Bros.

- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Jerry Fronek
- 4:00 p.m.—Zeke & Joan
- 4:15 p.m.—Jimmie Morgan
- 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.—Hour of Mystery
- 6:00 p.m.—Western Theatre
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—F. H. La Guardia
- 7:00 p.m.—Famous Jury Trials
- 7:30 p.m.—I Deal In Crime
- 8:00 p.m.—Gangbusters
- 8:30 p.m.—The Music Library
- 9:00 p.m.—American Melodies
- 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 Pettengill
- 3:00 p.m.—Are These Our Children
- 3:30 p.m.—Crimes of Carelessness
- 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.—Missing Heirs
- 6:30 p.m.—The Clock
- 7:00 p.m.—Green Hornet
- 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

FRANK FIELD gets along fine eating at home without any teeth, because Jennie grinds his meat and cooks soft vegetables. However when the Earl May Store Managers had their annual meeting recently, he had a problem on his hands. At noon, fried ham was served. In the evening, baked ham was on the menu. Being fond of ham, he couldn't resist, so he cut it up in small pieces and swallowed it whole! Now . . . he's looking forward to the day he'll have his new teeth and can eat everything!

It's a "blonde" that HARPO RICHARDSON is giving so much attention to these days . . . a new "blonde" bass fiddle, that is. He recently purchased the new instrument and it is a beauty. Harpo is mighty proud of it and, with this new bass, will be able to make prettier music than ever for you KMA listeners. When he takes the fiddle from the studio, it is equipped with a fine waterproof case.

Valentine week was a disastrous one for LUCILE VERNESS! Four year old Juliana, unbeknown to her mother, decided she wanted a sweet-smelling bath, so she poured mother's most expensive perfume in her bath water . . . not just a few drops, but the whole bottle!

Replacing ROY BLACKWOOD, tenor of the BLACKWOOD QUARTET, who is taking a few months' rest, is GARLAND "CAT" FREEMAN. Garland is 19 years old, very good looking, has black wavy hair. He was born and raised in Alabama. He has recently been appearing with a religious quartet on a Memphis, Tenn., station.

Running the control board with one arm was a new experience for Engineer RALPH LUND. Ralph fell on the icy sidewalk in front of his home Feb. 7th, and broke his right arm at the elbow. During the 2 weeks it was in a cast or sling, Ralph "turned the knobs" with his left

hand ONLY.

In celebration of their 1st wedding anniversary, Valentine's Day, OMA WEST CORDER planned a surprise on her husband, Ralph. She ordered a heart Valentine cake at the bakery, and invited her sister Mae and husband over for the evening. At 5 p.m., Oma went to the bakery to get the cake, only to learn her husband had ordered an identical cake and was to call for it at 6 p.m. Rather than spoil his fun, she told the bakery to let him call for his cake and not tell him she had gotten one. That night . . . they had a DOUBLE surprise when the TWO cakes were brought out for refreshments. What a coincidence BOTH should order the same kind of a cake for a surprise gift!

"Put your foot on the accelerator, then give 'er plenty of gas." Those were the words that almost spelled disaster for Announcer JIM KENDRICK and his newly acquired car. Jim's dad was teaching him to drive and this particular lesson involved backing out of a parking space near the KMA studios. With the motor running, Jim crawled under the steering wheel but failed to step on the foot-feed enough, so the engine died. Getting it started again, Jim's dad reminded him to put the gears in reverse, and give'er plenty of gas. Those instructions were carried out to the letter and Jim came roaring out of the parking space, crashing into a pickup truck owned by a May Seed Co. employee. Fortunately the damage was slight. After using a car jack to dislodge the two vehicles, Jim drove away. Jim learned the "hard way" that his car has as much pickup going backwards as forwards!

BILL LYLES, bass singer of the BLACKWOOD QUARTET, is tall and thin but people are beginning to notice a little "bulge" in the middle since he has gained 14 lbs., in 6 months. It's all due to the many good meals the boys enjoy while out on personal appearances. The Blackwoods have traveled 15,000 miles in the last 3 months.





L. to R.—Traffic Manager, Mott Johnson; Secretary, Raymond Sawyer; Continuity Editor, Doris Murphy; Mrs. & Mr. Hugh Aspinwall; Station Mgr., Owen Saddler; Joan Williams; Ethel Baldwin; Loren Pulley & Bird Rice.

In celebration of their 15th wedding anniversary, MR. and MRS. HUGH ASPINWALL (Chick Martin) entertained 60 members of the KMA staff at a party, Jan. 23rd. The gala affair was held at the afternoon recess period and the gang gathered in the May Seed Co. store, where delicious refreshments of ice cream, cake and coffee were served. We thought you'd enjoy the above picture. It was taken as Station Manager Owen Saddler extended everyone's fondest congratulations and presented Hugh and Marg with a set of crystal dishes in behalf of their group of co-workers. Wish you could have been with us.

That smile on VIRGINIA LEE WILLIAMS' face these days is due to the good news her husband, Hugh King, is en route home from service in Fukouka, Japan.

David, 3 year old son of Newscaster RALPH CHILDS, was in the barber chair getting a hair-cut. Apparently he was happy about the whole thing. When suddenly . . . much to the amazement of the barber and his daddy, David said: "Let's go to another barber shop." We'd guess David, having just come from the dentist's, thought he ought to make the rounds!

Every child seems to have a favorite hiding place for his playthings. And Annette, daughter of Mr. and Mrs. Edward May, loves to hide things in the washing machine in the kitchen. Everything from milk bottles, clothespins and bedroom

slippers to toys, have been retrieved from the washer. Eleanor had quite a surprise recently. Completing the family washing, she found she had overlooked one of her lipsticks the baby had slipped into the washer. Fortunately the lipstick didn't come out of the container, so the clothes escaped having a dash of red from one end to the other. Little Annette is only 22 months old, but can recite all her nursery rhymes and talks just like a "grown-up".

A misunderstanding as to WHERE they were to broadcast Valentine's Day, caused MAE and OMA WEST CORDER many breathless moments. They thought they were to entertain at the hotel at noon, so away they went. Finding no one there, they decided to eat luncheon while waiting. 12:15 and they became worried. They called the studio to check . . . they had made a mistake; it was the Armory and time for them to appear. Leaving their lunch, they dashed to the Armory 4 blocks away. The program over, they had 8 mins. to get to the transmitter one mile away, where they thought they were to originate their 1 p.m. air-show. There, they were told the broken wire to the studio had been repaired and they were to take the show from the station. 4 mins. until air time, so they dashed back into town, reaching the studio just as the announcer introduced them. Brother, what a day!

Program Personals

By **BILL BAILEY**

Hello neighbors and a special greeting to the lucky Irish.

For the second straight month, we have the pleasure of saluting a winner of a beautiful \$100 Harman wristwatch, in the recent contest announced on THE SHADOW program and sponsored by Carey Salt. Pictured in the center of our page is Mrs. Lloyd McCombs of Bantry, N. D. Mrs. McCombs' distant residence from Shenandoah prevented us from visiting her and personally offering our congratulations. However, correspondence brought us her picture and expressions of pleasure over her gift. She is a native of Missouri but has lived in North Dakota since 1903, is married, has a 15 year old daughter and is justly proud of her adopted State. KMA is glad to have played a small part in enabling this listener to win this very worthwhile gift. We join Carey Salt in sending Mrs. McCombs all best wishes.



If Johnny Olsen, Emcee on LADIES BE SEATED (KMA 2-2:30 p.m. M. thru F.) looks harassed these days, it is because he is having a two-fold living problem. Olsen is to move his program to Chicago, as a permanent place of origination, this month. New York friends, acquaintances, business associates, people who know somebody who knows him, listeners and complete strangers (even Henry Morgan) are all hounding him—for one reason—his apartment. He can't take his 5-room Park Avenue apartment with him and gifts, bribes and threats have reached staggering proportions. Meanwhile, Olsen has Chicago friends hunting living quarters for him. As it looks now, Olsen will have to say, "LADIES BE SEATED—but not in my living room!"

Piano King Skitch Henderson, featured soloist on Bing Crosby's radio time (KMA 9 p.m. Wed.) was recently honored by a group of Hollywood lasses. They banded together in a brand-new fan group and called themselves, "Skitch's Witches".

Quin Ryan, who is heard regularly on THE GREATEST STORY EVER TOLD (KMA 5:30-6 p.m. Sun.) admits to being a contemporary Dr. Jekyll and Mr. Hyde. He can't figure out why, but he says that he's the guy who sets the alarm clock in the night, and he's also the other guy who throws a pillow at it in the morning.

Among recent guests during a broadcast of the BREAKFAST CLUB (KMA 8-9 a.m. Mon. thru Fri.) were Jiri Kubelik, Director General of the Czechoslovakia National Rubber & Leather Industries, and Bedrich Prochazka, Representative of the Czech Ministry of Foreign Commerce. The latter was so impressed with the program, he later announced he planned to start a BREAKFAST CLUB Program in his native country.

Did you know, according to Myron Wallace, narrator on IS IT FACT OR FICTION, (KMA 12:55 p.m. Sun.), Robert Fulton was not the inventor of the steamboat? Balasco De Garay plied the waters of Barcelona Harbor in a steam-driven boat in 1543, and John Fitch, a Connecticut inventor, built and operated a steamboat in 1785—22 years before Fulton went up the Hudson in the "Clarmont".

The Promotion Dept. has two new members we'd like you to meet and if things go according to plans watch for their pictures in the next issue. They're folks we think you'll like and find welcome additions to the KMA family.

As the old saying goes, "Something is always happening to someone". Next month we'll tell you more. Until then—GOOD LISTENING!

Meet Your Neighbor!



Accordion-ly Yours — Jerry Fronek

"It takes all kinds" is an old saying, but those who know him generally agree there are far too few JERRY FRONEKS. Besides being capable of playing some mighty swell accordion music, Jerry is the type of fellow that you like to know . . . friendly, with an ever-ready smile and plenty of impetuous humor. While many of KMA's staff are natives of the area, with their birthplace no farther away than a neighboring county, Jerry must travel some 6,000 miles from Shenandoah to reach his native land. He was born Apr. 4, 1919, in the little town of Pleteny, Ujezd, Czechoslovakia, the first son of Mr. and Mrs. Frank Fronek. When Jerry was only 3, the family came to America. Jerry has never been back to his native land but one of his greatest ambitions is to travel there and take his family to see the old

homestead near Prague.

Jerry's musical career began when he was 8. His first instrument was a violin. He studied it for over 14 years and not until he was a sophomore in high school did he branch out to learning the technique of other instruments. A trumpet came first, which he played with a small band in St. Louis. Later, Mother Fronek bought an accordion for her younger son, Emil, but it was Jerry who learned to play the instrument. He entered radio in St. Louis in 1940 and he's been at it ever since. On personal appearance in 1941, Jerry met pretty, blue-eyed Dorothy Perrin. They were married May 10th of that year. You met the Fronek's 4 yr. old daughter, Geraldine. Her picture was on the cover of the Dec. '46 GUIDE. They're nice neighbors,—don't you think?

KMA LISTENER WINS IN NATIONAL CONTEST

Recently during National Radio Week, celebrating the 26th year of broadcasting, radio listeners were asked to write a letter in 200 words or less on the subject, "What I Think About Radio". The contest was conducted by the Association of Women Directors of the National Association of Broadcasters and the Radio Manufacturers of America. 204 prizes of table-model radios were offered. KMA received over 1500 entries and was proud to have Mrs. Verna Harris of Spirit Lake, Ia., as a winner. Here is Mrs. Harris' letter:



Dear Friend:

200 words could never express my appreciation, nor fully explain all that RADIO means to me, a farmer's wife.

Through my radio, I become a vibrant part of today's world. The best in education and entertainment are at my finger-tips. Progress in science, politics, business markets, sports, news, in fact all world problems and achievements become a part of my daily information.

Separated from cities by fields and country roads—friendly homemakers, teachers, preachers, reporters, even the President, may be among my callers by radio.

There's music for my every mood—band, orchestra to quicken lagging footsteps; soft, sweet music to soothe

jangled nerves; beautiful hymns for spiritual uplift, popular music to keep me in tune with youthful sons.

I can turn from tense, overly dramatic speakers to well modulated voices; from wailing continued stories to fun and laughter. Contests, quizzes, interviews, are the spice, the additional thrill.

Always, RADIO GIVES — I choose! For me, radio opens the door of today's world for my information, it entertains me with the best. I'm very busy, often alone, but life is neither dull nor lonely.

RADIO MEANS THIS TO ME!

Gratefully, (Mrs.) Verna Harris, Spirit Lake, Iowa.

This month, in place of my usual home-maker column, I want to tell you a bit about Mrs. Harris and her prize-winning letter. I was very pleased that her entry was sent to me. I think it is a lovely letter, don't you? And it certainly makes all of us, who play a small part in radio, very proud.

Mrs. Harris was in Shenandoah Friday, Feb. 28th, when she was presented with the beautiful Farnsworth radio that was her award. We had a most enjoyable day and I hope that many of you were listening when we visited on my program at 9 o'clock that morning. The station presented both Mrs. Harris and me with a beautiful corsage of yellow roses, and we spent the rest of the morning touring KMA and the May Seed Co. Later in the day, Mrs. Harris visited with our good friend, Leanna Driftmier, on her KITCHEN-KLATTER program. Truly, it was a day that I'll long remember.

Mrs. Harris is a farm wife, living with her family on their place about 10 miles

from Spirit Lake, Iowa. I learned that at one time she was a school teacher but, after her marriage, she took up the big job of managing a farm home and rearing 2 husky boys. The older son is now a student at Ames, and a 13 year old youngster is in Jr. High School. According to his mother, he is very interested in athletics. Being the mother of 2 boys myself, I can appreciate the joy Mrs. Harris finds in her family.

I wish it would have been possible for you folks to see the radio that Mrs. Harris received. We took a number of pictures during her visit but they could not be developed and cuts made in time to meet the deadline for publication of this issue of the GUIDE. Maybe, if they turn out well, we can print one for you next month.

I know that all of you join me in my happiness for Mrs. Harris and her good fortune. She is certainly a lovely person that all of us could afford to know better.

See you next month! Sincerely,

Edith Hansen.

GIRL SCOUTS VISIT KMA STUDIOS



L. to R., Sandra Bishop, Etta Marie Swift, Kay Knittle, Connie Stewart, Mary Lee Van Ness; Barbara Lawson, June Anderson, Jo Ann Adams, Ellen Huffer, Mary Anna Hanson; Terry Moss, Mrs. Earl King, Shirley Ayres and Mrs. Sam Knittle.

Typical of the thousands of young folks who yearly visit the KMA studios are the young ladies pictured above. They are members of Girl Scout Forest Park Troop No. 3 of Shenandoah. These Girls Scouts recently enjoyed a complete tour of the broadcasting station, as it was conducted for them by Program Director Terry Moss. They were taken behind the scenes and shown the various mechanisms that make broadcasting the interesting thing it is. They watched programs being rehearsed, actual broadcasts, visited the control room, learned how transcriptions and recordings are made, met the talent and various air personalities that are heard regularly over KMA.

This tour was arranged by Mrs. Earl King, Scout Leader, and her assistant, Mrs. Sam Knittle.

KMA is always happy to welcome these young folks as their visitors and guests, as well as to issue an invitation to all listeners to visit us whenever it is possible. The KMA Auditorium, which seats over 1,000 people, is open from 8 a.m. until 6 p.m. daily, except Sat. and Sun. On Saturdays, the auditorium is open to the public from 8 a.m. until 1 p.m. You and all our friends are always welcome.



Forecasts For The Month

BIRTHDAYS:

- Mar. 7—Mae West Corder, Staff Artist.
 - Mar. 10—Warren Nielson, Announcer.
 - Mar. 15—Ada Parker, Mail Clerk.
 - Mar. 15—Zeke Williams, Staff Artist.
 - Mar. 18—Frena Vaughn (wife of Eddie Vaughn, Continuity Writer).
 - Mar. 23—Sharon Lynne Douglas (daughter of Anncr. Merle Douglas).
 - Mar. 24—James Vaughn (son of Eddie Vaughn).
 - Mar. 24—Gayle Maher (sec'y to your Editor).
 - Mar. 24—Oma West Corder, Staff Artist
 - Mar. 25—Eddie Vaughn, Continuity Writer.
 - Mar. 26—"Tucky" Saddler (son of your Editor Owen Saddler).
 - Mar. 26—Michael Paul Childs (son of News Editor Ralph Childs).
 - Mar. 27—Pat Corder (husband of Mae West).
 - Mar. 29—Donald Hansen (son of Home-maker Edith Hansen).
- ### ANNIVERSARIES:
- Mar. 1—Lois and Jimmy Morgan, Staff Artist.
 - Mar. 1—Marie and Hilton Griswold, pianist of the Blackwood Quartet.

PROGRAM NOTES

HALF PAST NOON (12:30-12:45 p.m. M. thru S.) is now being sponsored on each T., Th. and S. by the National Biscuit Co. Their sponsorship is in the interests of Nabisco Shredded Wheat. Don't miss this entertaining-noon-day variety quarter hour.

Colonial Poultry Farms now bring KMA listeners important FARM FACTS (12:55-1:00 p.m. T., Th. & S.). This five min. is a listening "must" for every rural listener.

Hillbilly and folk music the way you like it is now presented by WILSON BROTHERS each T. & Th. at 2:30 p.m. They are old favorites, so don't miss them.

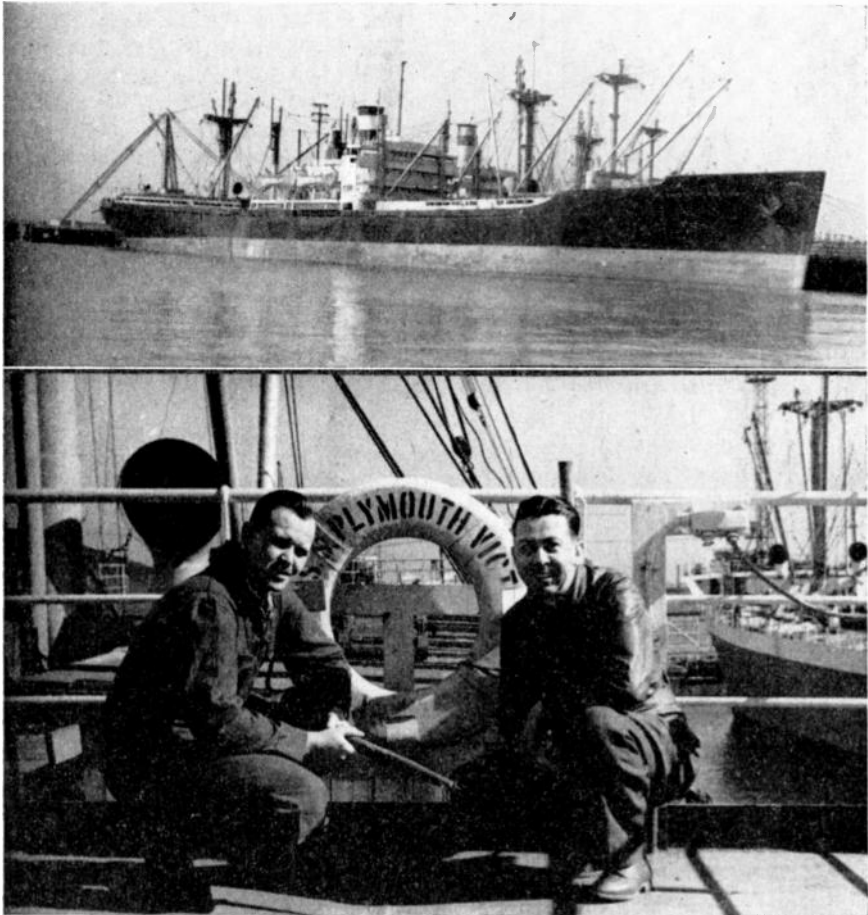
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SEA VOYAGERS SET SAIL



A 12,000 mile ocean voyage is no small treat for a couple of midwestern land-lubbers, but that's the experience Farm Service Director Merrill Langfitt and Engineer Don Burrichter are now having. Pictured above is the "S. S. Plymouth Victory", on which the boys sailed Feb. 13th. This ship, 455 ft. in length over-all and with a cruising radius of 25,400 miles, is carrying one of the last shipments of UNRRA relief supplies to Europe. Merrill tells us that 860 head of cattle, horses and mules, along with 750 tons of hay, were carried, that the ship's crew consists of

52 members and its skipper, Capt. Edward K. Sylvia. There are also 38 cowboys—(including the KMA reporters)—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt Sylvia told Merrill he estimated the trip to Athens, Greece—the first port of call—would take between 12½ to 13 days under normal sailing conditions. (See story on P.5). The lower picture shows Merrill and Don aboard the "Plymouth Victory". (They look happy here but this was before the trip started. We will report further on that subject later.)