

THE

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KMA GUIDE

Vol. 4

JANUARY 1947

No. 1



1888

EARL E. MAY

1946

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"

This month we pay tribute to Earl E. May, our founder and late president, who died at 12:01 a.m. December 19, 1946, at the St. Mary's hospital, Duluth, Minn. Mr. May was stricken with a heart attack (coronary thrombosis) in Aug. while vacationing at his Mercer, Wis., summer home. He was a patient in the Duluth hospital until Sept. 21 when he returned to Shenandoah and resumed his daily radio visits with you. He did not continue to improve physically, however, and returned to Duluth on Oct. 5 for further tests and treatment. On Oct. 9 he was stricken again. From then on he put up a gallant but losing fight. Last rites were conducted for him at 2 o'clock, Dec. 23, in the Shenandoah Congregational Church, of which he was an active member, and he was buried in the Rose Hill Cemetery overlooking the giant KMA transmitter towers.

Though he was only 58, Earl May had lived an exceptionally full life. Born on a ranch near Hayes Center, Neb., March 21, 1888, he was the son of the late Richard and Rosa Ernest May, pioneers. From his parents and his experiences in ranch life, he learned early that honesty, hard work, and education have no substitutes. In 1906 he was graduated from the Hayes Center High School with a teacher's certificate and taught in a country school near Wauneta, Nebr. He later enrolled at Fremont Normal College and received his degree in 1910. He was then appointed principal of Hayes Center High School, which experience inspired him to continue his education. He got his law degree from the Univ. of Nebr. in 1915. During summer vacations he worked for the D. M. Ferry Seed Co. in Michigan, Ohio, Ky., and adjacent states and developed a keen interest in the seed and nursery business.

In 1915 he was hired by Mount Arbor Nurseries, owned and operated by E. S.

In Memoriam

Born:--March 21, 1888

Welch, one of the ablest men in the field who is now lovingly called "the dean of American nurserymen". Three years later Mr. May started his own firm, the May Seed and Nursery Co. Meanwhile on June 18, 1916, he married Miss Gertrude Frances Welch, daughter of his former employer. And Earl and Gertrude, people noted, made a perfect young couple. They had many interests; they shared the same high ideals; and they made their home a fine place for the upbringing of their daughter, Frances, and their son, Edward. Frances married J. D. Rankin, Jr., in June 1939 and now has two fine children: Betty Jane, 6, and Diane, 1. Edward married Eleanor Jean Petty in June 1942 and their daughter, Annette Gertrude, is 20 mos. old. In recent issues of this magazine we have printed frequent pictures of the happy grandparents with these fine children.

When radio started in the early twenties, Earl May with keen foresight saw in it a great means for public education, publicity, and entertainment. He wanted a powerful radio station to help the farmers and small-town people. His ambition was realized when KMA was licensed by the Dept. of Commerce and began operations on Aug. 12, 1925.

Always a leader and never a follower, Earl May immediately started making radio history. Early morning broadcasts were unheard of until he inaugurated the first regular program of its kind at 6:30 a.m., Oct. 30, 1925. He built up a vast

Earl E. May

Died:--Dec. 19, 1946

radio audience and in 1926 won the *Radio Digest* Gold Cup as the nation's most popular announcer. In 1926 also he originated the now popular audience participation type of program. Regular news broadcasts direct from the news wires were inaugurated by him in 1928, whereas most stations have followed suit only within the last 10 to 12 years.

Earl May loved people and had the ability to inspire them to confidence and courage. In the early days of 1933 when the whole nation was stalled in depression, when banks were failing on every hand, and when even outright revolution was threatened, Earl May was telling his listeners to keep faith. When the "bank holiday" came in the midst of the normal seed and nursery business, he didn't retrench or despair. Instead he broadcast such hopeful messages as: "Don't be frightened. Things look gloomy now—but the banks will open. And your checks are good with me. Order what you and your family need. I will accept your checks." The people responded; \$47,500.00 of those checks were in Earl May's hands when the banks reopened. But where thousands took advantage of his generous offer, hundreds of thousands were saying, "Earl May always knows what he's doing; things must be all right." Prominent Midwest bankers liberally praised Earl May and many times asked him to speak at their meetings.

And so it went. To chart his achieve-

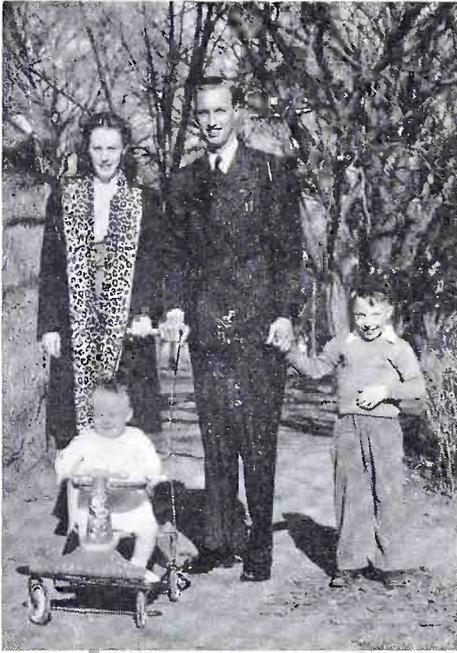
ments would take volumes. A national network consulted him as adviser. Radio men from coast to coast were learning merely by imitating him. KMA is now the outstanding farm station of the nation. The May Seed Company, with service to the public as its motto, is now one of the biggest in the seed and nursery business. His chain of retail stores, designed solely to serve your planting needs, is the greatest of its kind in the world.

Earl May was a builder of institutions and of men. That's why Tarkio College, Tarkio, Mo., conferred upon him the degree of Doctor of Laws in June, 1938. That's why he gave Iowa State College \$75,000 to establish an experimental station in Guatemala. That's why he has left behind him a large staff of trained men to carry on his work in radio and in the seed and nursery business.

In the May Seed Co. such able men as his son Edward, Raymond Sawyer, J. D. Rankin, Jr., Everett Ivie, John Topham, Richard Schlick, Wayne MacMannama, R. E. Dearmont, Joe Hunter, B. V. Guernsey, and all the rest of them, are determined to continue with the great policies and the great business Earl May established. At KMA such skilled personnel as Owen Saddler, Howard Peterson, Terry Moss, Mott Johnson, Doris Murphy, Ray Schroeder, Hugh Aspinwall, and all the others will see to it that KMA service will always be of the highest calibre.

And a principal officer in both organizations is Mrs. May. She has always worked closely with her husband who frequently said to her, "Gertrude, I want your opinion because you're as good a business man as any on my staff." Together they made plans to increase their service to you. "Since Earl is gone, we will now try harder than ever to carry out his ideals and plans", says Mrs. May. And she wants to take this means of thanking you for the cards and letters of sympathy you so graciously sent her.

Bill Lyles & Family



This happy family group is bass singer Bill Lyles of the Blackwood Bros. Quartet, with his wife, Ruth, and 2 children, Billy, Jr., 5, and Gary, 10 mos. They came to Shenandoah last Aug., and feel right at home because they have received so many friendly letters from you folks welcoming them.

Bill is 6 ft. 2, weighs 145, has blonde hair, hazel eyes, a likeable personality. He started singing at 15, but only because the choir director wouldn't take "no" for an answer. Bill was born in Walker County, Ga., 26 years ago, but the family moved to Chattanooga, Tenn., when Bill was only 6 mos. old. He's been in radio 7 years, and in the 6 yrs. he and Ruth have been married, they've moved 17 times, and bought furniture 3 times!

Ruth is 5 ft. 6, weighs 120, has auburn hair, blue eyes, and a delightful Southern accent. The two met while in high school, and after a year's courtship were married June 21, 1940, when he was 20, she 19.

Bill's deep bass voice certainly rounds out the songs of the Blackwood Quartet and from your many cards and letters, we know you hope the Lyles stay with us for a good long time.

Williams Family Enjoys New Home

"There's No Place Like Home" . . . even if you do have to sleep on the floor and be without the convenience of a bath tub. That's what Zeke and Joan Williams and daughters experienced the first night they moved into their new home. Their furniture was still in storage, which accounted for no beds, and with plumbing fixtures scarce, they'll probably be without a bath tub for some time. Nevertheless, they are happy to have a roof over their heads and a house to call home. The Williams family moved into their new home Dec. 4.

Pictured below you see the family taking time out after the hard work of moving to enjoy a cup of coffee. Seated at the table are Virginia Lee King, Zeke and Jean, while Joan is shown ready to serve them a piping hot cup of coffee. The family dog, Skipper, is anxiously waiting to see if there might be a handout for him. Skipper, a collie, now 2, is a much-traveled dog, having been in 10 states and over 10,000 miles.

Virginia Lee's husband, Hugh King, is now in service but expects to be released sometime this summer. While the Williams family are all living together awaiting his release, Jean 17, is a senior in the Shenandoah High School.



l to r: Virginia Lee, Zeke, Joan, Jean and Skipper.

Looking Forward

By **MERRILL LANGFITT**



My how time does fly. Seems only a week ago I was writing my column for the Christmas issue. I enjoy this opportunity to visit with you by means of the *GUIDE*, it's different from just talking to you on the radio.

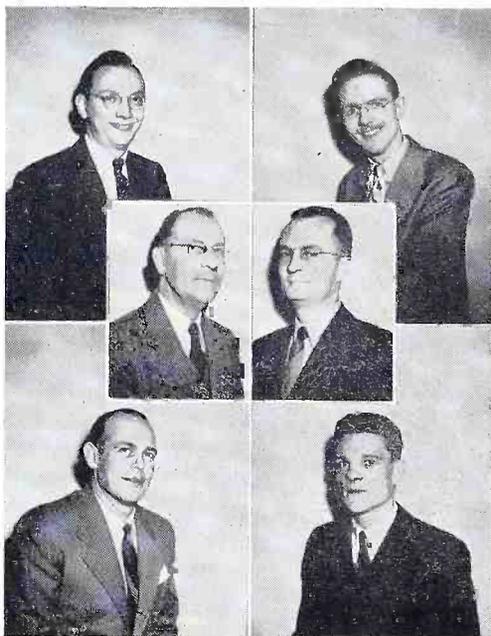
It seems we are always busy in the farm department attending your farm meetings, calling at your farm homes, and even standing on the street corner or in your grocery stores just visiting. I guess I'm a little old-fashioned in that respect—I like to visit even though I have to keep on the move and don't get a chance to visit long in one place.

At this writing it looks like old man winter has caught up with us. Cold weather is hard to take after experiencing a California winter clear through Christmas. After Jan. 1, though, we usually start saying "spring is just around the corner" and actually it will only be two months or less until you men will be out there planting oats and you homemakers will be talking about spring house cleaning. The boys and girls can help by cleaning up the trash piles and rubbish which has accumulated since last year so you can all conduct a big campaign this year to rid your farms of rats and flies in 1947. We now have the "know-how" to get rid of those two pests and by so doing you can make extra dollars this year and promote better health. Dr. Harold Gunderson at Iowa State College says you can get rid of every fly and every rat if you really want to. If you don't already know how, write me a card or letter and I'll give you the latest information. If I can help in those two jobs it will be a happy New Year for me and for you—certainly a more profitable and successful one. Let's "Look Forward" in '47.

Your Announcer Is:--

Did you ever wonder just what the fellow behind that pleasant voice you heard on your radio looked like? Somehow, when you start to imagine, nine times out of ten you're wrong. He's the fellow who announces your favorite programs, who acts as emcee with your favorite entertainers, jokes with you, the fellow you so kindly invite (by radio) into your home day after day — and yet, you don't know what he looks like. Maybe that's not true with the announcers here at KMA for most of them have been here for a good long time. We've published their pictures, and many of you have met them in person. But just in case (maybe you're a new KMA listener, or a new subscriber to the *KMA GUIDE*) we'd like you to know a bit better the swell fellows behind whose voices you hear.

YOUR ANNOUNCER IS:



l. to r., Warren Nielson, Jimmie Kendrick, Prod. Dir. Hugh Aspinwall (Chick Martin), Pgm. Mgr. Terry Moss, Lou Black, and Merl Douglas.

Each has asked us to issue this invitation to you, "Whenever you're in Shenandoah and visit KMA, look us up and let us shake your hand. We'd like to know you better".

The Burrichter Family



l. to r., Eddie, Don, Constance, Marie, Esther, and Carol Marie

Even though 5-yr.-old Eddie Burrichter said, "Aw phooey" when told he had a new baby sister, you can see by the smiles on the faces of the Don Burrichter family, that "Connie" has won the hearts of all of them now. The reason Eddie seemed a little disappointed at the news of the arrival of his sister was because he had visions of a baby brother he could play ball with.

Daddy, who is one of our efficient radio engineers, is proudly holding Constance Marie, who arrived Nov. 23. Carol Ann, 2, is in front of mother, and Eddie is standing at the left. At the time this picture was taken the baby was only 2 weeks old. She has lots of black hair and brown eyes.

For 4 years preceding her marriage, Mrs. Burrichter was a nurse, serving as night supervisor at the Hand Hospital in Shenandoah for a year. And by way of coincidence, she was at this same hospital amid familiar surroundings when "Connie" was born.

Grandmother kindly offered her services and came to help care for the family. Don's mother, Mrs. E. G. Burrichter, Monticello, Iowa, had been here only a few days when she slipped and fell off the curbing on a downtown street in Shenandoah and broke her right arm. Even with her injury grandmother stayed on the job 5 weeks and was a big help.

New Programs

Mystery fans will find the NEW ADVENTURES OF SHERLOCK HOLMES at a new time and day starting Jan. 13. The program moves to Mon. 7:30 p.m.

Starting Sun. Jan. 26 the Goodyear Tire & Rubber Co. will sponsor GREATEST STORIES EVER TOLD. Every Sun. this program will bring tales based on biblical facts. The time is 5:30-6:00 p.m.

GLAMOUR MANOR has been retitled THE KENNY BAKER SHOW. In spite of the new title it's the same hilarious show. Time and days remain the same.

HALF PAST NOON is back and sponsored by the Gooch Milling Co. three days a week, and NISHNA VALLEY NEIGHBORS has a new sponsor. They're on the air through courtesy of Moorman Mfg. Co., Mon. thru Fri. 6:00-6:15 p.m. GOOD LISTENIN'.

"A PERFECT DAY"

The death of Carrie Jacobs Bond, composer of some of the world's best-loved songs brought to the mind of Chick Martin (Hugh Aspinwall) of KMA, a pleasant incident which occurred to him back in 1934. At that time he was engaged on the staff of WLS, Chicago, and was appearing on programs at the World's Fair. One day he had just finished singing, "Just A Wearyin' For You", when someone handed him a note. The note congratulated him for his nice rendition of the song and requested him to sing another. It was signed by Carrie Jacobs Bond, composer of the song, who had just happened to come by the booth as Hugh was singing one of her songs. He was thrilled to know the composer was present and liked the way he had sung this lovely number. Happy to comply with her request, he sang as a second number, "Little Pink Rose". You will remember one of Mrs. Bond's most famous songs was "The End Of A Perfect Day". The "Perfect Day" came to the end for this famous lady Dec. 28, 1946. Carrie Jacobs Bond passed away at her home in Hollywood at the age of 84.

Frank Comments

From **FRANK FIELD**

Last month on my page you saw a picture of our oldest grandson, little Johnnie Fishbaugh, so this month I thought you would like to see the youngest grandson, William Frank Field, commonly known as "Bill". You old subscribers to the *GUIDE* may remember that little Bill's picture appeared on the front cover of the July '45 issue.

Little Bill was 19 mo. old Dec. 7, the day this picture was taken. He's all boy and plenty husky.

The severe housing shortage still has Bob, Elsie, and Bill with us at this time, but they hope to get moved into a home of their own shortly after the first of January.

Johnnie has a long Christmas vacation from Iowa U and doesn't have to report back until Jan. 6. The only one missing at the Christmas dinner table this year was Peggy. She is in Honolulu with her

husband, Ensign James L. Bellamy. She flew all the way in two hops. On the trip from Omaha to San Francisco they ran into bad weather and the plane was forced down at Reno. Rather than wait until the next day for the weather to clear, Peggy took a bus from Reno to San Francisco and was lucky enough to get a seat on a night plane to Honolulu. It would be a monotonous trip in the daytime with nothing to see but water below and sky overhead. As it was, she slept all the way. In fact, she almost didn't wake up in time to get off the plane when they got to Honolulu. The trip took about 12 hrs.

Zoe got moved into her new house on the Saturday before Christmas and just to

celebrate she decided to have the entire Field tribe at her house for Christmas dinner. Naturally we were perfectly willing. It was the first time in 30 yrs. that Jennie hadn't cooked a big Christmas dinner. She said it sure seemed nice to eat someone else's cooking and not have any of the usual fixing to worry about. It was a wonderful dinner and everything went off beautifully.

However, I'll let you in on a little secret. Jennie did roast a turkey after all. We got to thinking the day before about what we would make sandwiches out of for supper Christmas night and what we would make

hash out of the next day. You know the day after Christmas just wouldn't seem right without turkey hash or turkey sandwiches. So just as soon as I got home from the radio station Wed. morning, I took our turkey out of the freeze box and sawed it in two, right down the middle. One half I carefully wrapped and put back into the freeze box. The other half we laid in the oven

about 9. About 11 we drained off the broth, made the dressing, and put it back in the oven to continue cooking until we all left for Zoe's house shortly after noon. When we came back in the evening it was still plenty warm and we had our turkey sandwiches for supper after all. Incidentally, Zoe had a marvelous baked ham for dinner which was certainly a treat for us town folks.

I think you all know that as usual each employee of the Earl May Seed Co. and Station KMA was given a 12-lb. dressed turkey for their Christmas dinner.

If the pictures turn out all right, next month you'll see the Field tribe in action at Zoe's house Christmas day.



Bob, Bill, and Elsie



KMA Daily Programs FOR JANUARY, 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.—Cliff Edwards (T-Th)
- 11:00 a.m.—Kenny Baker how
- 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.—Rambling Cowboys
- 2:45 p.m.—Zeke & Harpo
- 3:00 p.m.—Elmer Axelbender
- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Down A Country Road
- 4:00 p.m.—Zeke & Joan
- 4:15 p.m.—Jimmie 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.—Suppertime Frolic

- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—John Paris
- 7:30 p.m.—Sherlock Holmes
- 8:00 p.m.—Dark Venture
- 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.—Suppertime Frolic
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—John Paris
- 7:30 p.m.—The O'Neills
- 8:00 p.m.—Rex Maupin's Band
- 8:30 p.m.—Boston Symphony
- 9:30 p.m.—Hoosier Hop
- 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.—Suppertime Frolic
- 7:00 p.m.—Lum 'n Abner
- 7:30 p.m.—Dance Orch.
- 8:00 p.m.—Ann Scotland
- 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.

THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Suppertime Frolic
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Raymond Swing
 7:30 p.m.—Town Meeting
 8:30 p.m.—Gypsy Nights
 9:00 p.m.—Security Workshop
 9:30 p.m.—Fantasy In Melody
 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.—Suppertime Frolic
 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.—News
 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 Wodward
 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.—Smilin' Ed McConnell
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half-Past Noon
 12:45 p.m.—Ike Everly
 1:00 p.m.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—American Farmer
 2:00 p.m.—The Fat Man
 2:30 p.m.—Ramblin' Cowboys
 3:00 p.m.—Elmer Axelbender

3:15 p.m.—Kitchen-Klatter
 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.—Sports Session
 7:00 p.m.—Famous Jury Trials
 7:30 p.m.—I Deal In Crime
 8:00 p.m.—Gangbusters
 9:00 p.m.—Curt Massey
 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
 7:30 a.m.—Tom Glazer
 7:30 a.m.—Back to the Bible
 8:00 p.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.—Leo Durocher
 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.—Open House
 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.—Sunday Evening Party
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Drew Pearson
 6:15 p.m.—Don Gardiner
 6:30 p.m.—The Clock
 7:00 p.m.—Paul Whiteman
 7:30 p.m.—Stump the Authors
 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.—Vera Massey
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

On The KMA Party Line

With **DORIS MURPHY**

Entertainer OMA WEST CORDER thought it would be fun to try making hot cinnamon rolls and give her husband a surprise, but the REAL surprise was on Oma when she took the rolls from the oven! Instead of being soft and sticky with melted butter, sugar, and cinnamon, they were as hard as bricks. Even too hard to dunk in coffee! Finally Oma discovered her mistake. Instead of dissolving the yeast in warm water for 10 minutes, as the directions said, she had put the yeast in dry. After a hearty laugh over her first attempt at baking cinnamon rolls, Oma and her husband played "ball" with them for a pleasant, entertaining pastime.

Wearing his light tan spring shoes in Nov. was a little embarrassing to entertainer JIMMIE MORGAN, but he wore them several days until he could recover his winter shoes from an oil station in Tabor, Ia. It all happened one morning when Jimmie and Ike Everly started on a hunting trip. Not wanting to put on their rubber boots until time to start hunting, they decided to wear their shoes as far as Tabor, then slip into an oil station and change their footwear. This they did. But in their hurry Jimmie forgot to put his shoes back in the car. It was not until after he had enjoyed his hunting trip and reached home that he realized he was minus his shoes. After a call back to the oil station, the proprietor agreed to hold the shoes until Jimmie could call for them. It's a good thing he had an extra pair of spring shoes or the studio gang would probably have seen Jimmie coming to work with rubber boots on!

Johnnie Field, bomber pilot, who flew high during the war, is still up in the clouds! The engagement of John, son of MR. AND MRS. FRANK FIELD, to Miss Maxine Sloan of Clarinda, Ia., was an-

nounced recently. Miss Sloan, daughter of Mr. and Mrs. D. D. Sloan, was graduated from the Clarinda High School in 1942 and is employed as a receptionist for the Lisle Corporation in Clarinda. "Johnnie", a former officer in the Air Corps, is now attending the University of Iowa, Iowa City. No wedding date has been announced.

Pancake flour makes mighty good pancakes but it isn't the kind of flour you use to make dried beef gravy. MAE WEST CORDER found this out recently while hurriedly preparing supper. With her in the kitchen was little Geraldine Fronek who had come to eat with them. Geraldine and Mae were visiting and without looking, Mae grabbed the flour box from the shelf and poured some in the gravy for thickening. Right away she noticed it didn't look right. Small specks appeared in the mixture. Then she glanced at the flour box on the table and found she had used

pancake flour instead of white flour. After throwing out the mixture a new batch was stirred up and Mae has learned there is a difference in flour.

LUCILLE VERNES, who has visited with you along with her mother, LEANNA DRIFTMIER, has learned how fine and loyal all of our KMA listeners are. While off the air recently for two weeks, undergoing on operation, she received several thousand cards and letters. Her big round dining room table was piled so high with mail it was falling off the edge. Lucille is feeling fine now and wants you to know she greatly appreciated hearing from all of you.

Why "wood'en" the whistle on the "Wooden Axle" whistle? This is what FRANK FIELD is wondering. Every morning when the "Wooden Axle" steams past the studio, the engineer gives a long, loud whistle so that you KMA listeners can hear it on the air. The train is due at 7:22. But on Dec. 27 Frank heard the train go by, BUT NO WHISTLE. This is the first time Frank ever remembers the train failing to whistle and he is wondering why. P.S. to Mr. Engineer: We'll forgive you this time but please don't let it happen again!



Even Santa Claus pulls "boners" as proven in the case of little 5-yr.-old DONNIE COMER'S electric train, which was delivered on Christmas Day. When Donnie started to play with his new train, he discovered the "choo choo" went only one direction—BACKWARDS. All efforts have failed in getting the train to go forward so now Donnie is waiting the arrival of a new transformer. In the meantime he is enjoying the company of a new "darkie" doll which he received for Christmas. He often brings the doll to the studio with him when he accompanies his daddy clarinetist EDDIE COMER to the station for his programs.

The Christmas season brought gifts to the control room and studio that were greatly appreciated — nice, big Western Union self-winding clocks that measure 19½ inches across. Announcers and engineers shouldn't have trouble giving the correct time now!

"Having Dad with me for Christmas for the first time since 1943 was the nicest thing that happened to me this year", was announcer JIMMIE KENDRICK'S comment on Christmas. His father came from New Canton, Ill., to be with Jimmie and his mother and I'm sure they all enjoyed the family reunion.

JIMMIE MORGAN can't COOK coffee in the studio, but he can DRINK coffee every morning with you early morning listeners. He brings a thermos of hot coffee along when he comes to work at 5 a.m. and sips coffee as he sings songs for you during the half-hour show.

Every year since the HOWARD PETERSON children arrived, the friends and relatives have received a picture of them on a Christmas card. They have saved each one and now have a photographic record of the growth of the children. The first

card was sent 7 yrs. ago with only "Cathy's" picture on it, but this year 10-mo.-old Jon's picture was added. Right below is the picture taken this year by their daddy, Sales Mgr. of KMA. "Pete" is mighty proud of this picture as it was taken with a camera he bought with the first money he ever earned. It was while he was a lad in high school that he worked as a "grease monkey" in a garage and earned his first money; he spent it for the camera he has kept all these years. Even though the leather is falling off the camera now, it still takes good pictures.

Cathryn is in second grade at school.

Imagine what a surprise STEVE WOODEN had when he reached down to put his car in neutral, preparatory to stopping the car, and the whole gear shift pulled right out of the floor and fell over on ZEKE WILLIAMS sitting beside him. Steve had driven a carload of entertainers to Kiron, Ia., for a personal appearance. They had just pulled in by the side of the school house and Steve started to shift gears and stop when it happened. Fortunately the son of a mechanic happened to attend the

show that night and helped the boys out. They made the trip back home safely.

The BLACKWOOD QUARTET often make long trips for personal appearances. But the trip to Pipestone, Minn., recently was one of their longest for a one-night concert. They drove 532 miles in one night, arriving home at 4 a.m. They appeared at Pipestone, Dec. 12 before an audience of 1,000 in the high school.

Each one connected with the KMA Guide wishes to say "thank you" for the nice Holiday Greetings sent our way. We wish we could tell you, personally, how much we appreciated them.



Jon and "Cathy" Peterson

Program Personals

By **BILL BAILEY**

There should be no question as to the identity of the two personalities pictured in the center of our page this month — the picture sorta' speaks for itself. So many have written to ask if there really is an Aunt Jemima that we thought perhaps you'd like to see her and Johnny Olsen, genial emcee of the **LADIES BE SEATED** program. Johnny solemnly resolves to do all justice by Aunt Jemima's cooking during 1947 and comments for the benefit of all who doubted Aunt Jemima's existence, "Friends, the proof is in the (pancakes)."

Did you know that Don McNeill, toastmaster of the **BREAKFAST CLUB** celebrated his 39th birthday on Dec. 23? He was born at Galena, Ill., in 1907.

Did you know that Ted Malone, ABC's Human Interest Storyteller is in reality Alden Russell? In the early days of radio he was continuity director for a station in a small town and once, when an artist failed to appear for a 15-min. broadcast, the program mgr., approached Russell 2 minutes before broadcast time and insisted that he go on the air. "And do what?", Russell asked. The mgr. thrust a book in his hand and suggested that he read poetry. Russell consented, but on one condition; that his identity not be revealed because "acquaintances might be listening." Less than a minute later the announcer was saying "We have with us this morning a very special guest, Ted Malone . . .". The name might not have stuck except quantities of mail and phone calls arrived which proved his popularity. Listen for Ted every M-W-F at 10:45 a.m. over KMA.



Johnny and Aunt Jemima

After 15 years of portraying the various other citizens of "Pine Ridge, Arkansas" as well as themselves. **LUM'N ABNER** have added a new member to their regular cast. The new character, Dr. Benjamin Franklin Withers, a veterinarian, who plays an important role in the goings on in the "Jot 'em Down Store and Library", is played by Clarence Hartzell, a veteran radio actor. He will be remembered chiefly as the humorous Uncle Fletcher of "Vic and Sade".

"Skitch" Henderson, rapidly becoming one of the nation's favorite piano players and now heard on **BING CROSBY'S** show each Wednesday night was born **LYLE CEDRIC HENDERSON** in Birmingham, England. He came to the United States when he was 16 with big plans for a concert career but American swing soon won him over. His first professional engagement was in vaudeville with **CLIFF (Ukelele Ike) EDWARDS**, (KMA, 10:45 a.m., Tues. &

Thurs. and 10:15 a.m. on each Thurs. & Sat.). "Skitch" also has held piano jobs with such name bands as Glen Gray, Skinnay Ennis, Tommy Dorsey, and Artie Shaw. He served in the Army Air Corps in the Pacific during the war, becoming a captain and commander of a B-29 wing. This past summer he was featured with Jan. Savitt's Orch. and the Golden Gate Quartet, and was arranger and orch. conductor on the "I Deal In Crime Series" (KMA, 7:30 p.m. Sat's.). On top of all that he is a mighty nice fellow too.

We've just learned that **JACK ARMSTRONG**, the indomitable All-American boy, who has been a favorite for years, not only of millions of youngsters but of presidential families, will be featured in a Columbia Picture to be released later this winter. We'll keep you posted.

Meet Your Neighbors!



THE WEST SISTERS — MAE and OMA

This month, at your request, we present the WEST SISTERS, Mae and Oma. Of course, as most of you already know, they are in real life, Mrs. Ralph Corder and Mrs. Bob Corder. Sisters marrying brothers is not the most common thing in the world so many of you old listeners will remember the excitement when the West girls and the Corder boys were married. Mae and Ralph were married Dec. 15, 1945 (KMA GUIDE, Jan. '46) and Oma and Bob on Feb. 14, 1946 (KMA GUIDE, Mar. '46). It was to have been a double wedding but Bob had the hard luck to get his hip broken while doing a little job for Uncle Sam in Germany.

But now to Mae and Oma personally. Mae is the older of the two—she was born Mar. 7, 1921, and Oma four years

later on Mar. 24, 1925. The girls are the daughters of Mr. & Mrs. Edwin West of Coatsville, Mo., and it was there they first saw the light of day. As they have 5 brothers and 5 sisters, the chances of their being spoiled during their childhood were small indeed.

They started in radio back in 1941 after having traveled with a hillbilly band, playing theaters, schools, etc. Music and radio weren't exactly new to Oma and Mae for sister Faye had been on the air and the whole West family had been musical ever since they could remember. Oma and Mae came to KMA Sept. 24, 1945, and since then have been entertaining you with their swell songs and music. We'll try and keep them here at KMA just as long as you folks want us to.

Helpful Hints for Homemakers

MY WISH FOR YOU:--

By **LEANNA DRIFTMIER**

The New Year makes his bow to you today
What brings he? Oh that matters not at all,
What matters is what memories you recall
When as the old year, he farewell shall
say.

But I do have a wish for you in 1947
and I think it could best be expressed
this way:

Health enough to enjoy your work.

Money enough to supply your needs.

Strength enough to battle difficulties.

Patience enough to accomplish your am-
bition.

Charity enough to see good in everyone.

Love enough to help others.

Faith enough to believe in God's wisdom.

Hope enough to have no fears for the fu-
ture.

"The sad mistakes of yesterday
Are gone, and in their place—
A sheet of snowy paper white
On which our deeds to trace".

We have all made mistakes during the
past year which we are glad to be able to
leave behind us. Let us hope that these
mistakes proved valuable to us for it is
only by overcoming our weaknesses that
we grow. Some people like to make fun
of folks who make New Year's resolutions,
but I believe in them. Thinking of our
shortcomings and making a sincere effort
toward general improvement cannot help
but be a good thing.

If we have failed every year since we
began to make good resolutions; if we
are utterly weary of the business of mak-
ing a new start—still, let us lift up our
eyes from our own discouragements and
the disappointment of others and to fix
them upon the great expectations of God.
"Years are coming, years are going.

Creeds may change and pass away,

But the light of love is growing

Surer, stronger, every day.

Be ye as the light of morning

Like the beauteous dawn unfold.

With your radiant lives adorning

All the world in hues of gold."

COOKING ECONOMY IN '47

By **EDITH HANSEN**

Here are some recipes to help you keep
your resolution of starting early in 1947
to save sugar.

First of all, when you are preparing
desserts that are not made with sugar,
don't apologize for them, instead, put them
in a pretty dish or tall sherbet glasses
and make them look as attractive as
possible.

1. Make Cream puffs—they require no
sugar. If you have whipping cream, fill
them with whipped cream. Or fill them
with ice cream or prepared puddings, or
fill them with fresh fruit.

2. Break up graham crackers in large
pieces. Put in a sherbet dish and pour
chocolate syrup or custard sauce over it.
This was one of our favorites long before
sugar was scarce. It can be fixed so
quickly.

3. Make graham crackers into a roll by
using cracker crumbs, chopped nuts, a
little marmalade or chopped raisins, etc.,
moisten with cream, shape into a roll,
chill, slice and serve with cream.

4. Make different flavored Junket des-
serts. They are so pretty.

5. Make shortcake with any kind of
fresh or canned fruit. Bake in thin circles
and put 2 together shortcake fashion with
the fruit. Serve with cream, of course.

6. If you can buy the loaf angel foods,
slice and top each slice with grated semi-
sweet chocolate and put under the broiler
until chocolate is melted. This is very
good.

7. Use canned fruit juices and thicken
with tapioca or cornstarch. Cook them
until thick, then cool. When partly thick-
ened, fold in beaten egg whites and that
makes a nice fluffy dessert.

8. If you can buy sweetened canned
milk, there are many delicious desserts
you may make from it. It seems to be
scarce now.

The Hansens send you their best
wishes for a Happy and Prosperous New
Year.



What's Worrying You?

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

To A.L.M.: Yes, Mable Nelson is now married. She is Mrs. Chas. Sullivan and lives in Cedar Falls, Ia. To MRS. WALTER KLINKER: The last we heard of Alice, Helen, and little JoLene they were in St. Joseph, Mo. We believe they still are. To Mrs. ELSIE PERSINGER: Leanna's Kitchen Klatter theme is sung by Chick Martin (Hugh Aspinwall) and the organ accompaniment is played by Mable McFarland. To A FAITHFUL LISTENER: Your questions regarding the Williams family are answered in the article on page 4 of this issue. Buddy Starcher was through Shenandoah recently. He was still at the station in Harrisonburg, W. Va. To L. H.: "Harpo" Richardson's wife is the former Kathrine Yonko of Shenandoah. The Crouse Sisters are now married and live in Rockport, Mo. To MARY GATES: Carl Hayden and family are now in Springfield, Mo. They are heard daily over KWTO. No, Chick Martin was never in Shenandoah before. To SAM TEEL: The last we heard of Jessie Rogers he was at WFIL, Philadelphia, Pa. To LOLA KLATT: Jeannie and Mack Sanders were here on a visit recently. They are still working on a station in Alabama. Willie Pearson, Dick and Coradean are visiting at present in Hiawatha, Kan. They are not on the air at present. To MRS. HERMAN HERLING: Thank you for your renewal and kind words. Regarding a "Pic" of Bill Lyles see page 4 where you will find a dandy picture of not only Bill but his entire family as well. We hope you like it. To T.O.S.: Yes, Fred Warren and Elmer are the same. See KMA Guide, Dec. 1946.

The KMA Guide

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Forecasts For The Month

FORECASTS FOR THE MONTH

BIRTHDAYS

- Jan. 4—Lila Latta (wife of Control Operator Lloyd Latta)
 Jan. 6—Clyde Burdick (husband of Ina Burdick, Mail Clerk)
 Jan. 8—Lois Morgan (wife of Jimmie Morgan, Staff Artist)
 Jan. 12—Esther Burrichter (wife of Eng. Don Burrichter)
 Jan. 17—Lou Black, announcer
 Jan. 17—Carole Ann Burrichter (daughter of Eng. Don Burrichter)
 Jan. 19—Philip Everly (son of Ike Everly)
 Jan. 20—Edith Hansen, homemaker.
 Jan. 27—Ruth Douglas (wife of Merle Douglas, announcer)
 Jan. 31—Donald Lee Comer (son of Eddie, Staff Artist)

ANNIVERSARIES

- Jan. 21—Esther & Eng. Don. Burrichter.
 Jan. 23—Marguerite & Anncr. Hugh Aspinwall (Chick Martin)

BIRTHSTONE: Garnet

FLOWER: Snowdrop or carnation.

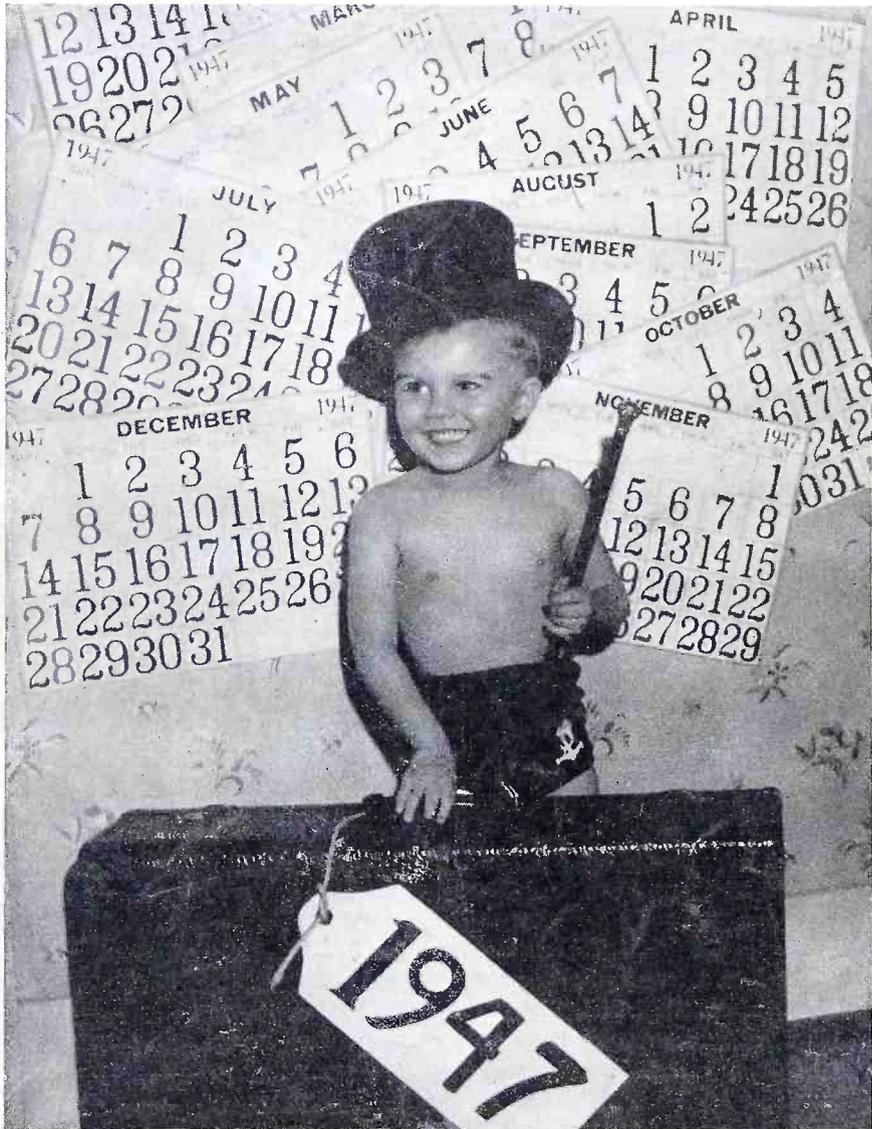
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HAPPY NEW YEAR!



LITTLE MR. 1947 — JIMMIE BLACKWOOD

KMA and each employee wish for YOU and YOURS the best of everything during 1947. May the above picture serve as our New Year's Greeting. We've titled it "Little Mr. 1947" but in reality that young fellow is Jimmie Blackwood, 3-yr.-old son of Mr. and Mrs. James Blackwood. Of course, you know Jimmie's dad as a

member of the famous Blackwood Quartet and we wouldn't be surprised if that suitcase was "chuck full" of swell programs they'd planned for the coming 12 months. It's our wish that 1947 holds for you all the promise and happiness to be found in young Jimmie's radiant smile.

HAPPY NEW YEAR EVERYONE!