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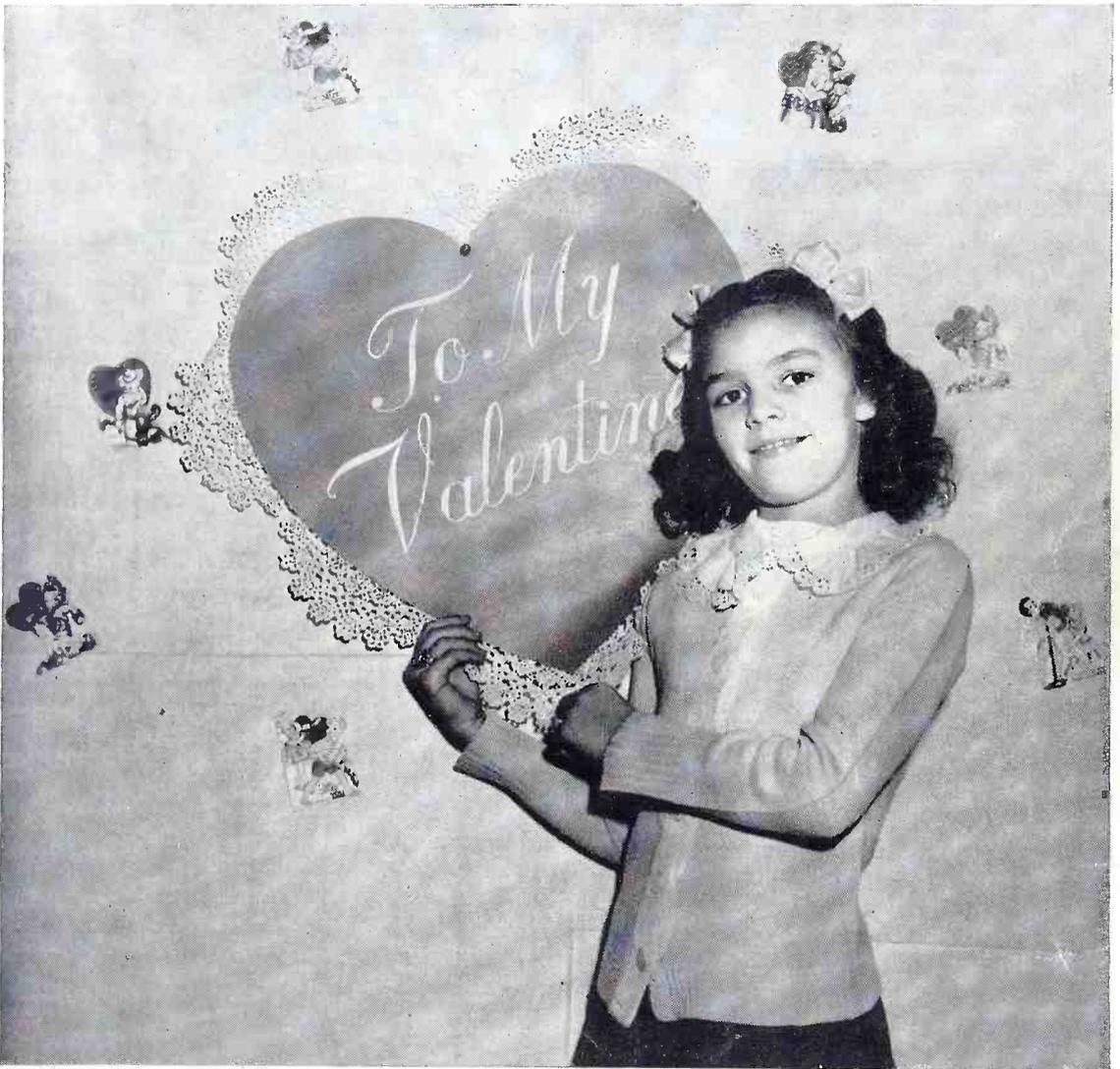
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KMA GUIDE

Vol. 4

FEBRUARY, 1947

No. 2



VALENTINE'S DAY 1947

VICKI ELLEN COMER

(Story on Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Space makes it impossible for us to acknowledge the many cards and letters expressing sympathy at the passing of our beloved president and founder, Mr. Earl E. May. We want you to know that each one was greatly appreciated.

Creston, Ia.

Here's my renewal for the KMA GUIDE. It's the best little magazine in the USA. We wouldn't be without it. Sure hope I don't miss the next issue.

Mrs. Steve Moen,
807 E. Montgomery

Oregon, Mo.

When the postman brings the mail with all the other papers I always read the GUIDE first. It is a wonderful addition to my enjoyment of my favorite station.

Mrs. Iva S. Moser,
Chestnut Lane

(P. S. to Mrs. I.S.M.):

Cliff Arquette was forced to give up his radio work due to poor health. The show is now known as the "Kenny Baker Show".

To E. G. Vermeer, Sioux Center, Ia.:

I understand Don Smith has a washing machine rental business in San Diego, Cal.

Kirksville, Mo.

I can't hold out any longer. Was going to try and cut down on expenses but miss the GUIDE too much to do without it. Here is my renewal for your friendly little magazine.

Mrs. C. A. Lovell,
Rural Route 6

To Hazel Everding, Diagonal, Ia.:

Buddy Starcher was at Fairmont, W. Va. He wrote that he would be through here in Dec. but we have not seen him.

To Mrs. Wayne Thurman, Newton, Ia.:

The Miller Sisters are at St. Joseph, Mo.

The KMA Guide

FEBRUARY, 1947

Vol. 4

No. 2

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.

Bouton, Ia.

We read the KMA GUIDE from cover to cover, not just once but many times. It's tops and mighty good looking to have around, too. As to pictures, paper, quality, etc., it can hold its own with the best. We also enjoy the daily programs on KMA very much.

Mr. and Mrs. Roy Thrap,
Route 1

Victor, Ia.

Thanks for reminding me of my subscription to the KMA GUIDE. I don't want to miss a single copy. I find it hard to wait from one issue to the next.

Mrs. Lloyd Schaffner,
Route 1

To Donna Frost, Lincoln, Nebr.:

Thank you for your letter telling us of your favorites. Hope you saw Hilton Griswold's family picture and story in the GUIDE of Sept. '46.

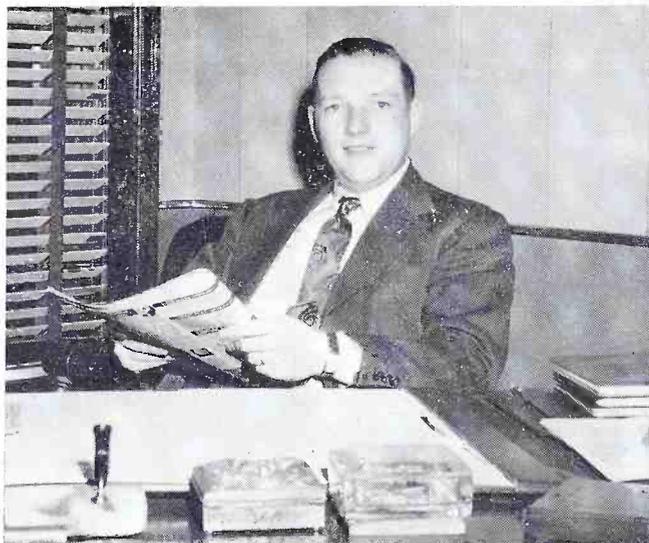
To Mrs. Arthur Scherb, Albert Lea, Minn.:

Jeanie and Mack Sanders are in Birmingham, Ala.

Gilman City, Mo.

Am sending \$1.00 to renew my subscription to the KMA GUIDE. We get so much pleasure out of it. It seems we know everyone there personally when we read of them and see their picture. All best wishes.

Mrs. Edward Street,
Route 2



Edward W. May, recently elected president of the May Seed and Nursery Co., and Radio Station KMA, at his desk.

A Chat With Edward May

I am taking over the responsibilities of writing this page with a good deal of concern. All of you were old friends of Dad. You knew him for years; you shared his sympathies and appreciated his ideals. His shoes are big ones to fill, because they were seven league boots, so to speak. But I want to assure you I am going to do my best.

On January 21, 1947, I was elected President of the May Seed Co. That same day I was also elected President of the May Broadcasting Co. Therefore, Jan. 21 was the most momentous day of my life. As Earl May's son, I was appointed not only to carry on, but to take over the reins of the seed business and KMA in order to see that these enterprises fulfill the great ideals Dad held for them.

Frankly, I was not exactly unprepared for these great responsibilities. Dad saw to that. He started training me in early childhood. He gave me all sorts of little jobs to do. He watched me closely, told me when I did wrong and explained why

something I did was right. After church on Sundays, we would have long talks on why every good business must be honest and how treating people fairly and helping them meet their problems are the only ways to earn friends.

Dad was also a firm believer in education. He saw to it that all my studies at the University of Nebraska and Iowa State College were preparing me for the big jobs he has left me. He helped me get to know personally the hundreds of people that work for us and to understand their jobs. Through him I have come to be good friends with many of you fine people.

Dad and I were always very close, as father and son should be. And I want you to know that I stand ready to help you all I can. Our service will be of the best. Our radio programs will be of the finest. If you have a problem on which I can help, write me about it. If you like what we're doing, drop me a line and we'll continue with the things you like. Conversely, if there's something we can improve, I want to know that too. You are my friend, and I want you always to know that. May I hear from you?

Carl Wolford Family



Meet one of our most charming family groups: Carl J. Wolford, Sec'y of the May Seed Co.; his wife Mina, their son Bob, and daughter Dorothy.

Mrs. Wolford is a sister of our late president and founder, Earl May. As young married folks, Carl and Mina came to Shenandoah from their home in Hayes Center, Nebr., back in 1922. It was then that Mr. Wolford began his work with the May Seed Co., and today, as head of the company's accounting department, all the checks you folks send with your orders pass through his very capable hands.

Mrs. Wolford is active in all community affairs. She is a member of the Congregational Church, the A.A.U.W., a past matron of the Eastern Star, a member of the PEO, 3 years' president of the local school board and 7 years on the Board of Education.

Young Bob, 17, has just been named one of the two representative seniors in Shenandoah High School. He plans to attend the Univ. of Ia. and take up accounting and actuarial work like his Dad.

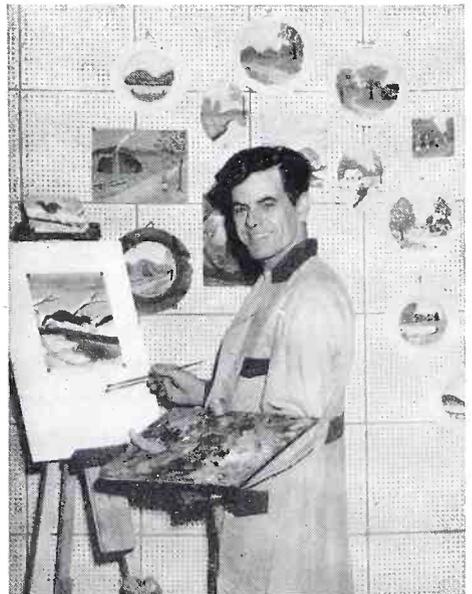
Dorothy, 22, graduated last spring from Ia. State and is now in food supervisory work in Ohio. She majored in Home Economics and Institutional Management in school.

We think the Wolfords are mighty nice people and we hope this little story will help you to feel you know them as we do.

Hillbilly Artist

Do you recognize this artist in his smock, busily working on an oil painting? It's entertainer Ike Everly, whom you hear on KMA every day. Ike loves to spend his spare time drawing and painting and here you see him surrounded by some of his pictures. He likes painting landscapes and wildlife best. It was while living in Chicago 6 yrs. ago that he first took up the hobby of painting, but during the last few years he hasn't worked at it much. Knowing how much he enjoyed it, Mrs. Everly and sons, Donnie, 10, and Phil, 8, bought him a professional art kit for Christmas. Ike was delighted when he saw the complete kit of paints, brushes, pallet, and other art supplies. Since then most of his leisure hours have been devoted to painting.

Ike has never had an art lesson, no one to even show him how to blend colors, but he has turned out some mighty nice work. Margaret, his wife, enjoys watching him work with his brush and says he paints "from the heart". Up to date he has 16 paintings.



Ike Everly and his hobby—oil painting

BROADCASTS FROM EUROPE

As this copy of the GUIDE reaches you, KMA's Farm Service Director Merrill Langfitt and Engineer Don Burrichter are on their way to Europe to fulfill another outstanding KMA public service assignment. Leaving Shenandoah Tues., Jan. 28th, the boys sailed aboard the Liberty ship "Samuel Walker", carrying UNRRA relief supplies for Italy.

The following 8 to 10 weeks will bring KMA listeners many interesting and informative broadcasts, as Merrill and Don report back by means of special wire recording. They are carrying complete re-



Merrill, Don & Mgr. Owen Saddler

ording and camera equipment and are making the trip at the invitation of UNRRA officials with one of the last shipments of livestock to be sent to Europe under UNRRA operation. KMA was invited to send representatives on the trip in appreciation of the large quantities of foodstuffs provided by the Cornbelt for such relief activities. They will give this area's listeners a complete "on the scene" story of the current situation in Italy and, through interviews with UNRRA officials, learn first hand the story of UNRRA and its work in Europe. As they are made, wire recordings prepared throughout the entire trip will be air-expressed back to Shenandoah and released over KMA. The current schedule calls for these broadcasts to be aired at the following times: On RFD 960, 6:30-6:45 a.m., on HALF PAST NOON, 12:30-12:45, on NISHNA VALLEY NEIGHBORS, 6:00-6:15 p.m., and a full quarter hour report from 6:15 to 6:30 p.m. when such are available.

KMA's reporters were originally scheduled to leave on this assignment earlier in the month of January. However a series

of unfortunate occurrences brought about delay. First, Engineer Wally Schwentser was scheduled to accompany Merrill but because of last-minute illness he was replaced by Don Burrichter. These boys left Shenandoah Jan. 20th, only to be called back from Chicago when it was learned that the "Samuel Walker's" captain had committed suicide and that the ship's sailing date would be delayed. Another captain was obtained and the ship sailed Feb. 4th from its home port, Baltimore, Md. New Windsor, Md., is the headquarters of the Church of the Brethren whose Service Committee has had the responsibility of obtaining all livestock for such



Marco Polo's Prepare for Travel

UNRRA shipments to war-torn Europe. We have learned that much stock was not only obtained from the middle west but, in many cases, actually donated by farmers of this area. Certainly the Church of the Brethren deserves praise for its splendid work and we of KMA would express our appreciation for their sincere cooperation.

As we go to press, negotiations are in progress for several direct broadcasts from Italy via the ABC network. Be listening for KMA's complete coverage with this outstanding public service feature.

“THE FEUD OF THE CENTURY”

or “CREAM PUFFS AT TEN PACES”

“I’ll murder the bum”. “If he hits me and I find it out”. “Why, that fugitive from the daisy chain”.

With verbal epithets being hurled back and forth by announcers Lou Black and Jimmy Kendrick, one might view the situation with alarm.

However, this “hot air” being bantered around by these gladiators of the microphone has saved the company considerable on the fuel bill. So we’d sorta’ put off bringing the boys’ feud to a head. But with you folks writing in your support for one fellow or the other, we’ve decided maybe we’d better let Lou and Jim settle their differences once and for all.

THE FEUD OF THE CENTURY! WORDS TURNED INTO ACTION! THE BATTLE OF THE MIKE MEN! Each boy’s fist (?) will be mounted with a large cream puff encased in leather and let the custard fall where it may. Gory! Isn’t it?

When these pictures were taken it caught our two contestants fully “under-



Lou Black



Jimmy Kendrick

wear” (un-aware, that is; otherwise we’re sure they’d never have let us take them). The photos are being published with permission of the local draft board. (After all what harm can be done—the war’s over).

What started this enmity between Lou and Jim we’re not sure. You know how one word leads to another (that’s especially true of radio announcers). Well, JEALOUSY had something to do with it. (Pardon: we’ve looked at the pictures again & decided THAT’S IMPOSSIBLE).

At present we’re negotiating with Dunphy, Corum, Wismer and other top sports reporters to cover the big event and if things go as planned we will have the boys squaring off before they know it. (Aw’ shucks, we’re only kiddin’). The trouble is with verbal brickbats like these boys have been tossing around, people can get so doggone serious. Maybe we’d better let you in on a secret . . . (P. S. Jim and Lou are really very good friends.)

(It was a tough fight Mom — but I won!)

OUR COVER GIRL

Our Cover Girl this month is cute little Vicki Comer, who’s almost a Valentine herself, for Vicki was born Feb. 11. She’s 9 yrs. old and the daughter of Gladys and Eddie Comer. Eddie, as you fans know, plays that swell clarinet music heard over KMA. We wish our cover might have been in technicolor for Vicki’s outfit certainly carries out the Valentine motif. She’s wearing a red skirt, white blouse and white sweater. Wish you could have seen her in person. She’s 4 ft. 6, weighs 70 lbs., has naturally curly dark brown hair, and lovely big brown eyes, an olive complexion, and dimples when she smiles. In the 3rd grade at school, she is a Brownie Scout, is taking dancing lessons and learning how to play the flute. Vickie and her daddy often play duets together.

Vicki’s favorite school subjects are art and spelling. She likes to go to Sunday School, and her best-loved toys are her candy kid doll, a leather upholstered doll bed and a doll washing machine. Like all good girls she is a big help to mother, too, by helping her make the beds and wash the dishes. Really, we think she’s a mighty fine young lady, don’t you?

Frank Comments

From **FRANK FIELD**

Here is the picture which I promised you last month, showing the Field family eating Christmas dinner in Zoe's new house. She moved late in Dec. and celebrated by having the tribe in for Christmas dinner. I think you know most of the gang, except possibly little Johnnie's other grandparents. There wasn't room enough for all of us at the regular dining room table, so Zoe set Johnnie's little table off to one side for the 2 grandchildren. To keep them company, grandma Irene said she would eat with the children, so right



Christmas Dinner At Home

down in the extreme foreground is John Robert Fishbaugh and just behind him is William Frank Field, Bob's boy. Seated at the front corner and going around the table we see first, in the plaid shirt, Robert Fishbaugh, Zoe's husband. Next is Jennie, and rared back at the corner is

John Field. At the far end of the table is our hostess, Zoe. Then comes Elsie little Bill's mother, and next to her is E. C. Fishbaugh, Sr., little Johnnie's other grandfather. At the corner is Robert Field, our oldest boy.

Bob, Elsie, and little Bill had been living with us since last Oct. but they finally got a house late in Jan. and are now living on Elm Street, across from Forest Park School. Bob works for the May Seed Co. in the Garden Seed Dept., running one of the machines that puts the seed into the packets. Bob Fishbaugh is with his father in the Security Trust and Savings Bank here in Shenandoah.

John Field (big Johnnie), attended State Univ. of Iowa City for the first semester but on Feb. 1 he transferred to Tarkio College at Tarkio, Mo. Things were just too congested and crowded up at Iowa City and besides it was too far away

from home. Tarkio is only 25 miles from Shenandoah. If everything continues to work out the way it looks now, I rather think I'll have a new picture of Johnnie (and someone else) for this page in next month's GUIDE.

Peggy is getting along beautifully in Hawaii and apparently the housing situation is just as bad there as it is here. She and Jim have been living in a one-room apartment since before Christmas, but in her last letter she said they had finally been assigned to an empty quonset hut, which is a round-topped, galvanized, iron building about the size of an ordinary double corn crib. It is 20 by 52 ft., all in

one room, but she and Jim and some of the Navy men are going to put a wooden floor in it and partition it off into a five room house. She thought they would get it done and moved into about Feb. 15 if everything went well. Apparently she is too busy to get homesick as all her letters have

certainly sounded very cheerful. This brings you up-to-date with the family.

This mild open winter with scarcely any snow might mean an early spring, and then again we might have our winter in Feb. and March instead of in Dec. and Jan. Such things have happened before. But one thing you should do, above all others, is to get your sweet pea seed into the ground at just about the first sign of spring. I don't mean to go out and plant them right now, but I do mean that Kan. and Mo. folks should try and get the seed planted the last week in Feb. if at all possible. Southern Iowa and Southern Neb. people should try and get them in by the 10th of March. Here in Shenandoah I always try to get mine planted around the 1st of March and use the variety called Early Flowering Mixed, inoculating the seed with garden nitrogen.



KMA Daily Programs FOR FEBRUARY, 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 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.—Rambling Cowboys (T-Th)
- 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.—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.—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.—Markets & Weather
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Skip Farrell
- 7:30 p.m.—Hi-School Forum
- 8:00 p.m.—Scotland Yard
- 8:30 p.m.—Rex Maupin
- 9:00 p.m.—Hank D'Amico
- 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.—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 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.—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 Reports
- 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
- 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.—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.—Drew Pearson
- 5:15 p.m.—Don Gardner
- 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**

Program Manager TERRY MOSS has a new helper! He recently purchased one of the new electric clocks that turn on the radio whenever he wants to check a program. All he has to do is set the push buttons on the clock. When the time arrives, the radio automatically starts. By setting the push buttons, the radio will also stop whenever he wishes. This new type clock is the answer to a program manager's dream!

Just imagine biting into a sandwich and striking a big piece of glass! That's what happened to entertainer MAE WEST CORDER one night while lunching in a restaurant enroute home from a personal appearance at Lacomax, Ia. She ordered a ham salad sandwich and had just started to enjoy it when all of a sudden she found she had bitten into a big piece of glass, breaking it into many small pieces and cutting her tongue.

KMA entertainers did their "good deed for the day" during a blizzard one winter night recently when they helped a "lady in distress." While returning at midnight from a personal appearance in Council Bluffs, they were stopped by a woman motorist whose car had frozen. ZEKE, JOAN, VIRGINIA LEE WILLIAMS, MAE CORDER, TERRY MOSS and JIMMIE KENDRICK all tried to turn her car around so they could push it into Shenandoah. But to no avail! The wind howled—they were about frozen! Finally they had to wait until another car came along with additional help. After much effort they got the car headed in the right direction and pushed it 8 miles into town.

Below zero weather New Year's Eve caused plenty of trouble for STEVE WOODEN and the KMA gang. They had gone to Gravity, Ia., to give an entertainment and play for the dance which followed. After the dance they started home in Steve's car only to find after getting 3 miles out in the country that all the water had boiled out of the radi-

ator and the car was frozen. They debated what to do. Finally one of them went back to a restaurant and inquired the name of a garageman they might call for help. Fortunately the foreman of a local garage just happened to be dining in the restaurant at the time and overheard their remark. He kindly offered to help them out. The car was pushed to the garage and after it was thawed out and a board put in the front of the radiator, the boys drove safely home, arriving at 4:20 a.m.

Talk about getting your wires crossed! It certainly can happen and DID happen at KMA, much to the embarrassment of our program department. In the midst of Tom Breneman's "BREAKFAST IN HOLLYWOOD" program recently, the telephone wires became crossed in such a manner that a woman in St. Joseph, Mo., carrying on a phone conversation was also broadcasting on Tom Breneman's program. Not only that, but Breneman's program was being received on the lady's telephone. Was she ever burned up? And what she was saying was going out over KMA right along with "Breakfast in Hollywood". The "mumbo-jumbo" was taken off the air by our local engineer and a musical interlude substituted until the mixup in phone connections was straightened out.

See the one little candle centering the big tempting birthday cake! It's in honor of the first birthday of Diane May Rankin, seated in the high chair beside her parents, MR. AND MRS. J. D. RANKIN, JR. Across the table is her sister, Betty Jane, 6, and her grandparents, Mr. and Mrs. J. D. Rankin, Sr., of Tarkio, Mo. The grandparents came to help Diane celebrate the event, Jan. 15. Diane was puzzled at the sight of Frank Field's big camera and was watching him closely while her mother waited to feed her a spoonful of ice cream. Betty Jane was thrilled with the birthday cake on the "musical plate" and turned it on so we could hear it play a tune. The picture was taken in the breakfast nook at the Rankin home. A little later in the afternoon Diane's other grandmother, Mrs. Earl May, arrived to help cele-

brate. Diane's daddy is a director of the May Broadcasting Co. and executive Vice President of the May Seed & Nursery Co.

Pretty Geraldine Berg, mail clerk (June '46 GUIDE cover) and Kenneth Goranson of Red Oak completely surprised us by announcing at a Valentine party at her parents' their double-ring wedding ceremony Nov. 11 in Hiawatha, Kans. The couple will live on a farm near Red Oak. Congratulations to you both and best wishes!

New Year's Eve was a big night at the home of ZEKE AND JOAN WILLIAMS. Not because they were entertaining at a New Year's Eve party, but because the plumbers arrived to install the "much-looked-forward-to" bath tub in their new home. Now the Williams family is comfortably located with ALL the conveniences. The latest addition to their household appliances is a brand-new mangle, given Joan by Zeke for Christmas. With this new machine Joan can do the family ironing in just a jiffy—even Zeke's shirts!

VIRGINIA LEE WILLIAMS (Mrs. Hugh King) was thrilled recently when she received a surprise package from her husband who is in the service in Japan. He

sent her a gorgeous white silk kimono table linens and ruby ring.

Listeners to the "Down A Country Road" program at 3:45 p.m., Jan. 22 enjoyed an "extra musical treat" when the freshman sextette of the Shenandoah High School sang two very beautiful numbers. The girls were accompanied by their teacher, Miss Hildegard Glahn. Their appearance had an unusual interest for KMA listeners, due to the fact that Hugh Aspinwall (Chick Martin's) daughter Jean Aspinwall is a member of the sextette.

Want to do something to help pass the time for wounded veterans? Then save the hackle from your old roosters and send it to Dwight Waters, 1030 West California Blvd., Ontario, Calif. Mr. Waters teaches the hospitalized boys "fly tying" but due to the scarcity of hackle, only a limited number have been able to participate in this sport of making "fishing flies." To get the hackle, split the skin back of the head and take about 3 inches of the skin off the neck with the feathers on it. Let dry a few days before shipping. Only hackle from OLD roosters is suitable. See July '46 GUIDE, p. 4, for further information or write Homemaker Edith Hansen.



Betty Jane, Mr. and Mrs. J. D. Rankin Sr., J. D. Jr., Frances, and Diane.

Program Personals

By **BILL BAILEY**

"Some people have all the luck". But when luck comes to such "nice people" as Raymond H. Sobbing one just can't be envious. Pictured in the center of our page this month you see Mr. Sobbing as he plies his trade of barber at the A. R. Strong Barber Shop in his home city of Maryville, Mo. "Pete" (that's his nickname) recently was the winner of a beautiful \$100 Harman Gold Wrist-watch awarded by the Carey Salt Co. for his letter entered in the contest offer made on the SHADOW program, (KMA, Mondays, 9:00-9:30 p.m.) We went to Maryville to make the award to Mr. Sobbing and thought you would perhaps like to see the "pic" we snapped of him as he gave his best tonsorial treatment to Mr. J. B. Hopkins, Rt. No. 1, Fairfax, Mo. We hope many of you were listening in when our interview with "Pete" was aired over KMA, Sat., Jan. 18th. Needless to say he was very pleased with his watch and has promised that in the future he'll not be late for the SHADOW broadcast. Again we say "Congratulations, Pete". We're very happy over your good fortune.

Did you know that Fran Allison, better known to BREAKFAST CLUB (KMA, 8:00-9:00 a.m., Mon. thru Fri.) listeners as AUNT FANNY, always appears in costume for her broadcasts. She wears dresses that sweep the floor, high shoes with toothpick points, and hats that bristle with fruit and plumage. Fran haunts rummage sales in search of suitable garb for Aunt Fanny. Altho "AUNT FANNY" sounds "distinctly middle-aged", she is in real life, "young and mighty pretty". A bride in 1941, Fran Allison is married to Archie Levington, former Army Captain.

It is interesting to note the estimate re-

cently made of the number of words used in the continuity of the JACK ARM-STRONG program (KMA, Mon. thru Fri., 5:30 p.m.) since its beginning in 1932. Hold your hats, it's hard to believe . . . over 9,000,000 words.

Back in 1933 BURL IVES (KMA, Fri. nights, 7:00 p.m.) had the unique distinction of being the only bus boy working at the International House in New York who could play the guitar. Now, 14 years later in recognition of his talents as "America's mightiest ballad singer", Ives has received from his friends at International House, a tiny gold charm shaped like a guitar which Burl wears on his watch chain at all times.

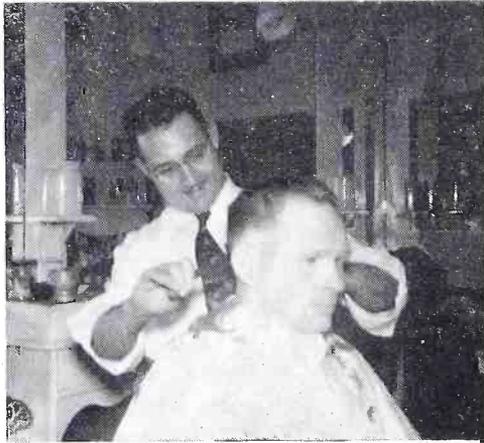
Roy Engel, who plays SKY KING (KMA, Mon. thru Fri., 5:15 p.m.) and ABC Announcer Tom Moore have a wager to see who will lose 20 lbs. first. In addition to dieting, they are making daily visits to a gym, taking massages, steam baths, and exercising.

Here's the payoff. The loser must buy a steak dinner for the winner and both will promptly put on an added 5 lbs.

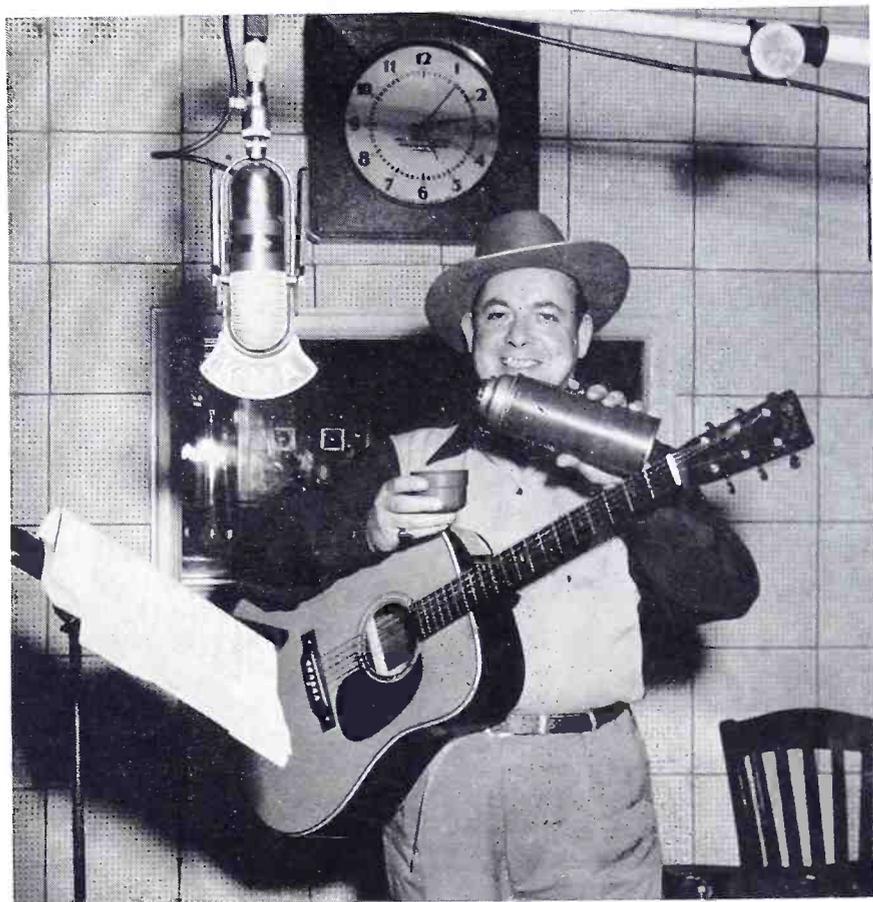
BING CROSBY (KMA, Wednesday, 9:00 p.m.) has chosen his five favorite songs of the past year. According to BING they are "Rumors Are Flying", "I've Got The Sun in the Morning", "You Keep Coming Back Like a Song", "Old Buttermilk Sky", and "South America, Take it Away". You may not agree with "Der Bingle" but we think he made a pretty good choice.

BREAKFAST IN HOLLYWOOD (KMA, Mon. thru Fri., 10:00 a.m.) celebrated its sixth anniversary Jan. 13th. Our congratulations to TOM BRENNEMAN and his fine cast. We know you join us in hoping they are with us for a long time to come.

NOTE: Since telling you of Mr. Sobbing's good fortune we have learned of two more prize winners in our area. We'll tell you about them next month.



Meet Your Neighbor!



Yours Truly—Jimmy Morgan

Jimmy Morgan is an unusual fellow—as you will agree when we tell you this picture was taken on his early morning program, 5-5:30 a.m., and he still produced the famous Morgan smile! In order to reach the studio in plenty of time, Jimmy gets up Mon. thru' Sat. at 4 a.m., then hurries to an all-night cafe to fill his thermos bottle with steaming hot coffee, which he drinks right while he's on the air. In fact, he and his listeners drink coffee together, and he's received letters from 15 states from friends who "share" coffee with him.

So here he is, guitar and all, ready to sing the old mountain and hillbilly songs you listeners request. Jimmy also gives his unofficial weather forecast as well as the time for the benefit of you other early risers. Be sure to tune in this sprightly

program and Jimmy's afternoon show, 4:15-4:30.

The old adage says, "Laugh and grow fat", but Jimmy has reversed it. He's been on a diet for 3 mos. and is now down to a mere 190 lbs. Although he's lost 31 lbs., he's retained the charming personality that wins the hearts of listeners everywhere.

Next year "the boy from old Kentucky" will celebrate his 15th anniversary in radio, and he gives much of the credit to his Martin D-28 guitar, which you see in the picture.

Many folks send picture postcards of scenic places in their towns to Jimmy, who collects and puts them in a scrapbook. He already has hundreds, but says he can never have too many and would like to hear from you too.

Lucky Tabor Miss



The charming young lady pictured above is Miss Elizabeth Darrah, 10-yr.-old daughter of Mr. and Mrs. Warren Darrah of Tabor, Iowa. There's good reason for the happiness reflected in her smile for Elizabeth had just been given the tennis racket which she holds as an award for her prize winning letter in the recent ABC Kid's Contest. Hearing the announcement over KMA and unknown to her parents, Elizabeth wrote the contest editors giving her reasons for choosing SKY KING (KMA, 5:15 p.m., Mon. thru Fri.) as her favorite children's program. They must have been good reasons, too, for out of the 298,624 entries received, Elizabeth's letter was judged one of the winners.

Elizabeth visited us here at the station Sat., Jan. 18, and it was then that Frank Field snapped her picture. We thought you'd like to see what this clever young miss looks like. She's in the 5th grade in the Tabor Public Schools where, incidentally, Dad Darrah has taught music for the past 21 years. Elizabeth has 3 sisters and 1 brother. She's second from the youngest.

Along with her parents, we of KMA are mighty proud of her and "tickled pink" over her good luck.

Helpful Hints for Homemakers

By EDITH HANSEN

REFRIGERATOR FRUIT CAKE

- 1 c candied cherries, quartered
- 1/3 c each of candied orange and lemon peel, finely cut
- 1/4 c candied citron, finely cut
- 1 c sugar
- 1 1/2 c puree from cooked dried prunes
- 1 c puree from cooked dried apricots
- 1 1/2 c seedless raisins, washed and sliced
- 1 c orange, unstrained
- 1 t each of cinnamon, allspice and nutmeg

Combine all these and let stand 1 1/2 hours, then heat to boiling.

4 T gelatin, 6 T water, 1 1/2 pt. whipping cream, 1 c walnuts, finely chopped.

Soak gelatin in cold water—then dissolve in above hot fruit mixture. Cool, but before congealed, fold in cream whipped, but not thick. Pour over some nuts, sprinkled over the bottom of a 10-in. tube cake pan—let stand in refrigerator several hours or over night. Unmold and cut in slices to serve.

SUGARLESS MINCE MEAT COOKIES

1/2 c melted lard; 1 1/2 c mincemeat; 2 eggs beaten. Mix above ingredients and add: 1 pkg. vanilla or butterscotch pudding—1 c oatmeal (quick)—Sift together: 1 c flour, 1/2 t cream of tartar, 1/2 t soda—1/2 t baking powder.

Sift these several times and add to the first mixture. Mix well again. Drop on greased cookie sheet and bake 10 min. in a 350° oven. A few nut meats may be added.

PINEAPPLE NUT COOKIES

CREAM: 1 c shortening—1 c white sugar—1 c brown sugar. ADD: 2 eggs beaten—1 c crushed pineapple—1 t vanilla—1 c nutmeats (cut up). SIFT TOGETHER AND ADD: 1 t soda, 4 c flour. Mix well and drop from teaspoon on floured tin. Bake in a moderate oven.

Kitchen Klatter Kinks

By **LEANNA DRIFTMER**

It is said that a piece of raw potato placed on the shelf of the refrigerator will absorb odors.

No tears when peeling onions—run the knife through a lemon or dip it in vinegar before cutting the onion and your eyes will not water.

It is easy to cut marshmallows with scissors if you butter the blades.

Put some salt in the last rinse water to prevent the clothes from freezing.

Scorched spots in linen may be whitened by dipping in a diluted solution of peroxide. Press with a cool iron.

For a handy funnel for filling the salt shaker, cut off a small part of the corner of an envelope.

Kerosene will remove tar, also fresh lard rubbed on the spot before washing will remove tar.

To take the nutmeats whole, pour boiling water over the nuts and let them stand a few hours.

To make a smooth custard, heat the milk and add the beaten eggs.

When creaming butter and sugar for a cake, add a little flour and the cake will have a finer texture.

In serving, place plates and take them away from the right. In passing dishes from which the guests are to help themselves, always pass to the left.

A good seasoning for sausage—for every 10 lbs. of meat take 4 level T of salt, one heaping t of pepper, 2 T of sage and 2 level T of brown sugar.

If meat stock is too greasy, drop an ice cube in it and the grease will congeal on the cube.

To cook beans in hard water, never salt them until they are done and they will be soft.

Iron curtains double, lengthwise, and they will hang straight.

If you wish to paper over a wall that has kalsomine on it, wash it first with vinegar.

Red ants despise sulphur. Sprinkle a little where you see them.



Forecasts For The Month

BIRTHDAYS

- Feb. 1—Donald Everly (son of Staff Artist Ike Everly).
 Feb. 1—Robt. Parker (son of Mail Clerk Ada Parker).
 Feb. 1—Jean Williams (daughter of Staff Artists Zeke and Joan Williams).
 Feb. 2—Ruth Maher (Ass't. Office Manager at May Seed Co.).
 Feb. 2—Ralph Lund, engineer.
 Feb. 2—Jean Aspinwall (daughter of Hugh Aspinwall, Prod. Mgr.).
 Feb. 2—Barbara Ann Griswold (daughter of pianist Hilton Griswold of the Blackwood Quartet).
 Feb. 5—Terry Moss, Program Mgr.
 Feb. 5—Bill Bailey, Promotion Mgr.
 Feb. 6—Chick Martin (Hugh Aspinwall), anncr., singer, & Prod. Mgr.
 Feb. 8—E. S. Welch (Mrs. May's father and Pres. of Mt. Arbor Nurseries).
 Feb. 11—Vicki Ellen Comer (daughter of Staff Artist Eddie Comer).
 Feb. 13—Larry Van Horn (son of Staff Artist Wayne Van Horn).
 Feb. 20—Gary Wayne Lyles (son of Bill Lyles, bass of Blackwood Quartet).

ANNIVERSARIES

- Feb. 6—Betty and Engineer Ralph Lund.
 Feb. 10—Ruth and Chief Engineer Ray Schroeder.
 Feb. 23—Gladys and Clarinetist Eddie Comer.

Birthstone: *Amethyst*.

Flower: *Primrose* or *Violet*.

PROGRAM CHANGES

Popular "Checkerboard Jamboree" changes from its 1/2 hr. Sat. 1:30 p.m. spot to a 3-a-week 1/4 hr. show now heard each Mon., Wed. & Fri., 2:30 to 2:45 p.m.

Effective Sun. Feb. 9, "Drew Pearson" & "Monday Morning Headlines" will be heard at new times. These programs will be on KMA Sun. 5:15 respectively—or 1 hr. earlier than their present time.

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L. to R.—Eddie Comer; Wayne Van Horn; Fred Warren (Elmer Axelbender); Pat Evans; Steve Wooden; Harpo Richardson; Zeke Williams; and Jerry Fronck.

"Feed's in the bin . . . dinner's on the table . . . IT'S HALF PAST NOON".

That familiar call announces one of KMA's most popular program features and when it's heard at 12:30 noon, Mons. thru' Sats., you can bet your bottom dollar there are literally thousands of radio sets "tuned and ready" for the enjoyable quarter hour that follows.

HALF PAST NOON was originated by KMA's Production Chief Hugh Aspinwall and since its inception about a year ago, it has consistently remained one of the listeners' favorites. Hugh, (maybe you know him best as "Chick") acts as the program's emcee and when we inquired as to an explanation of the broadcast's popularity, he said, "Well, I think it's because it's the type of show that makes people feel comfortable. It's down-to-earth,

just a friendly noonday musical visit that could just as well be originating in any one of the listeners' homes as here in the studio."

That's the general idea of HALF PAST NOON and who's to deny that a short period of relaxation after the midday meal isn't good for the digestion and disposition.

The cast of the show is pretty much the same as when the broadcast first started, so you probably feel that you know most of them personally. Maybe the above picture will help. Pull up a chair there at the vacant side of the table and join in when you hear the call — "IT'S HALF PAST NOON". (Note the platter in the center of the table—it's heaped high with your requests and the gang will be serving them up in just a minute.)