

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"



# THE KMA Guide

MARCH, 1947

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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 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 to.

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 Langfitt 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 Langfitt, 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.

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## 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 Julianna, 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, Julianna. 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 bejabbars, 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 it 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.

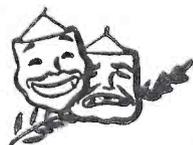
Then too, you folks who were not able to find the Illinois No. 10 Hybrid Sweet Corn in the catalog should order No. 140 Hybrid Ioana. It is practically the same thing and is

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.

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AMERICAN BROADCASTING COMPANY

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**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.

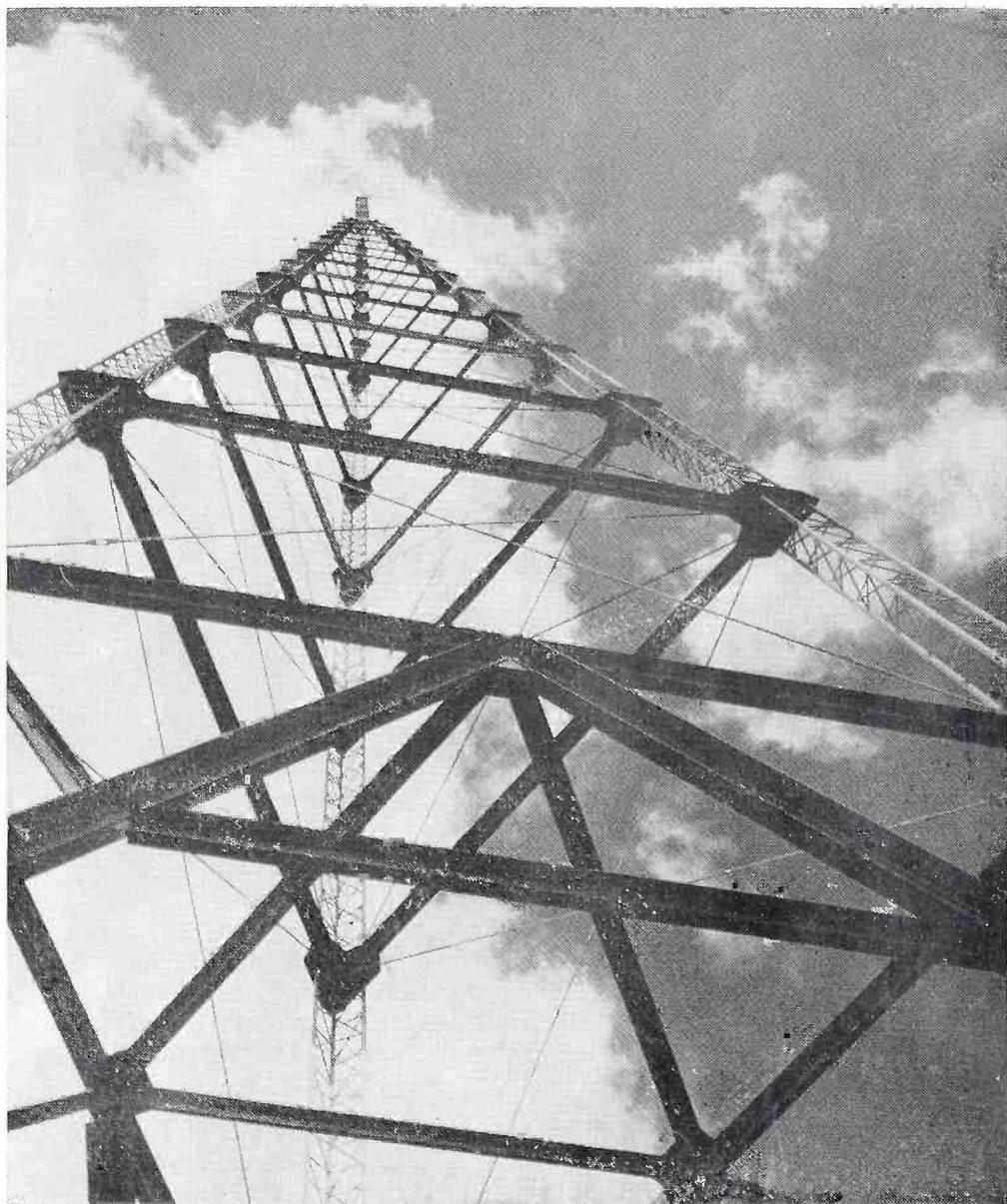
### PROGRAM NOTES

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.

# *May Seed and KMA Radio*



**A Guide For Tour Visitors**