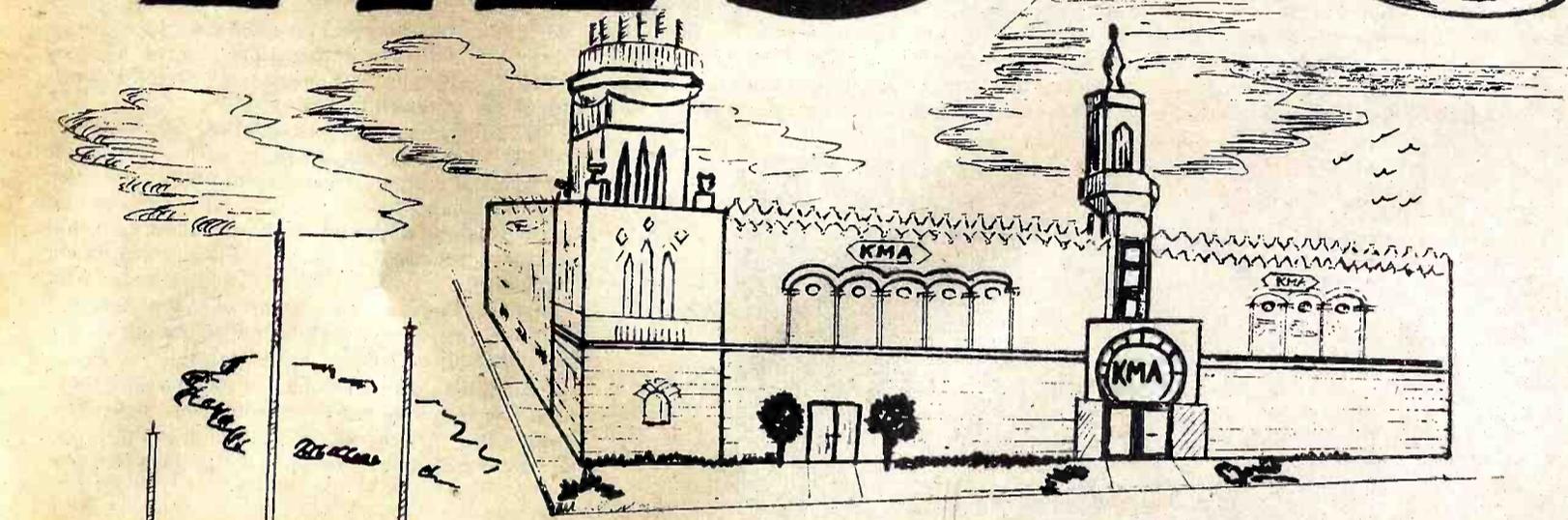
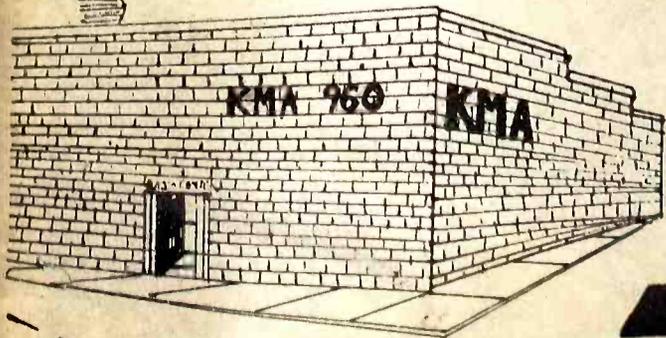
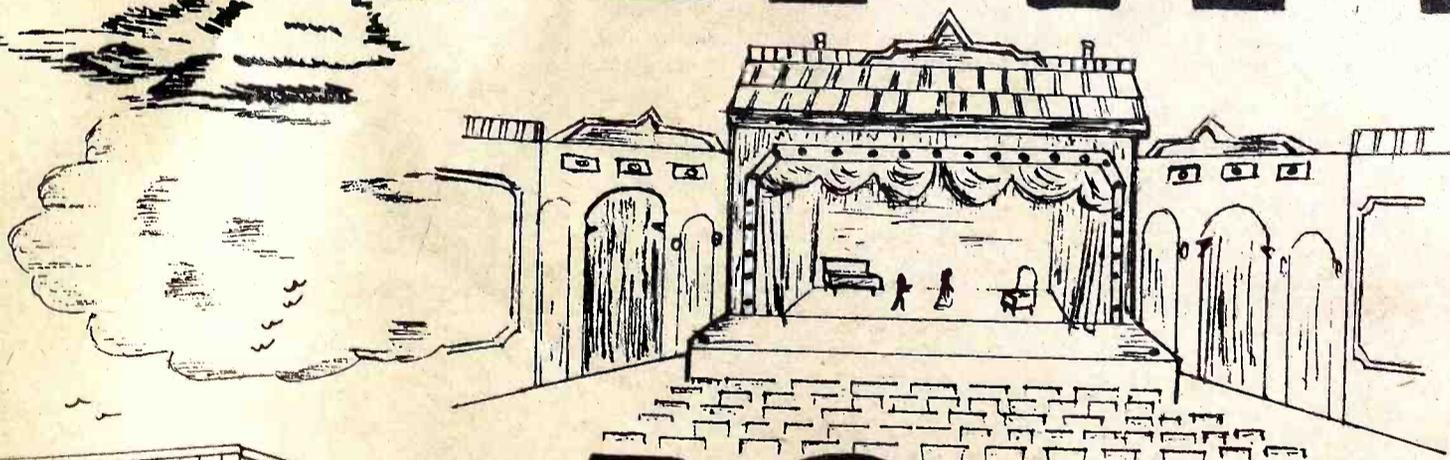
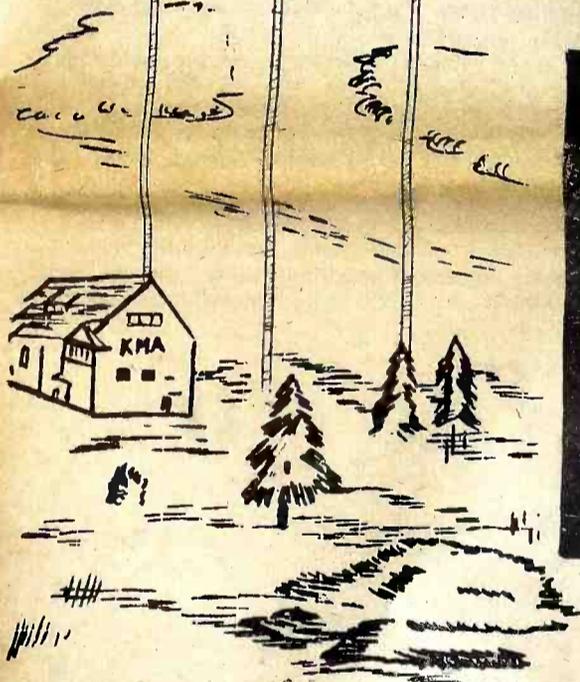


# 1925



# KMA



# 1975

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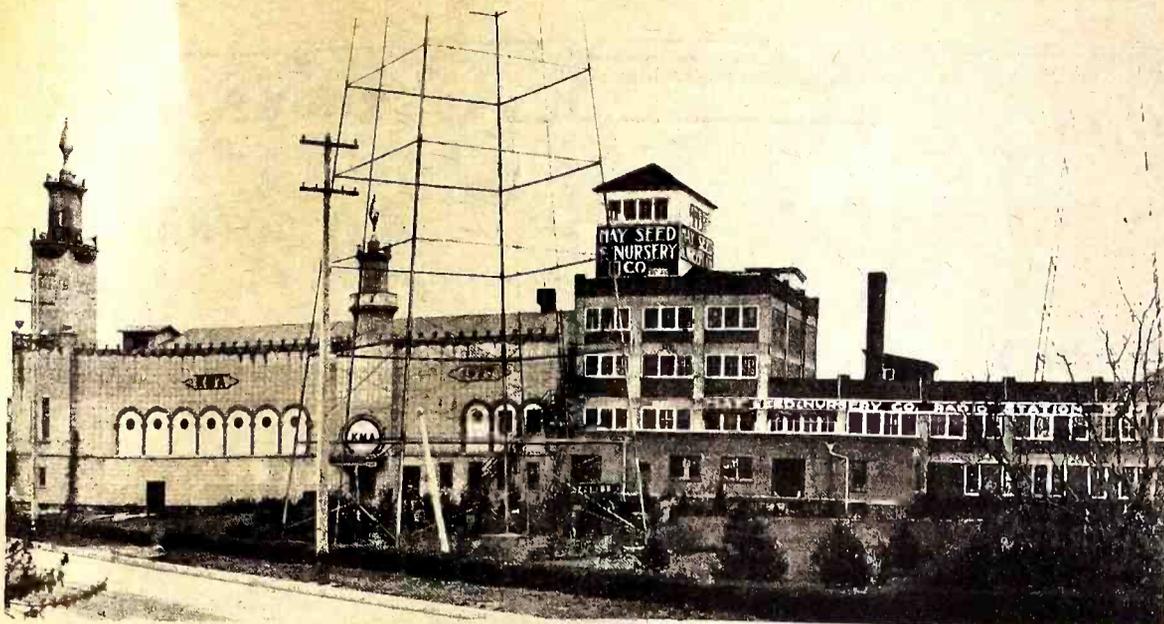
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(Editor's Note: The following story was taken from the Sentinel's 1937 files.)

"Recently Earl May was asked how many radio visitors he had entertained.

'Definite figures were naturally impossible to compile, Mr. May said, but he did figure from the records available that between five and six billion people had visited KMA since 1925.'

'Naturally some of these people have visited Shenandoah more than once over this period of time,' says Mr. May, 'but among the crowds that visit the studio in summer and fall it is surprising to see how many of them have never been to Shenandoah before.' "



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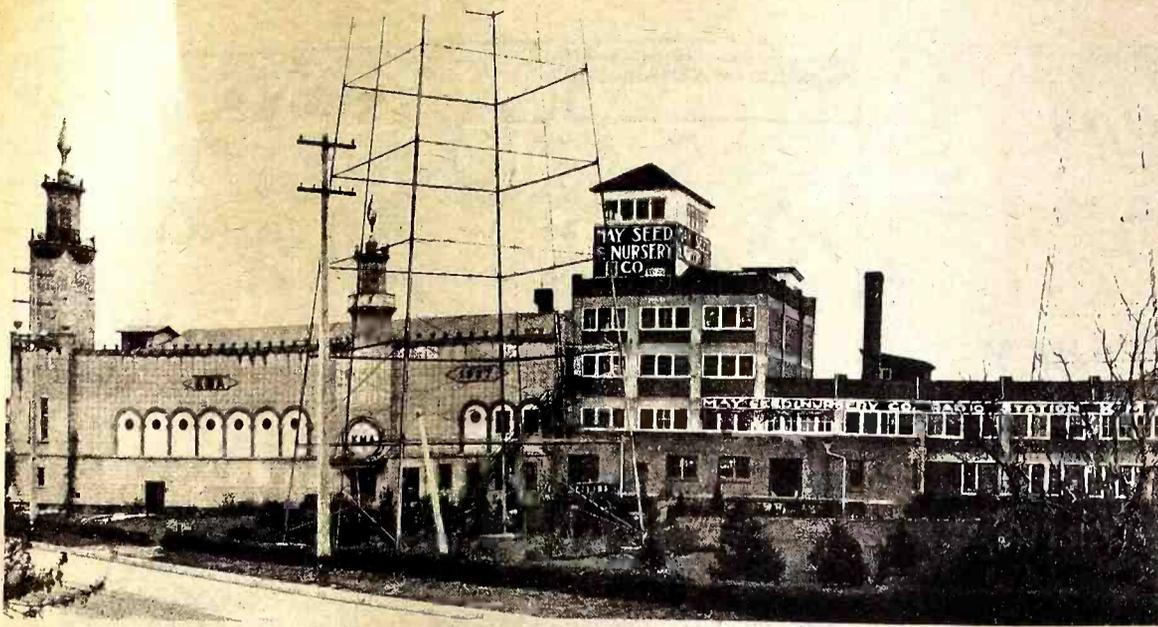
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**Congratulations**

**KMA**

on your

**Golden Anniversary**

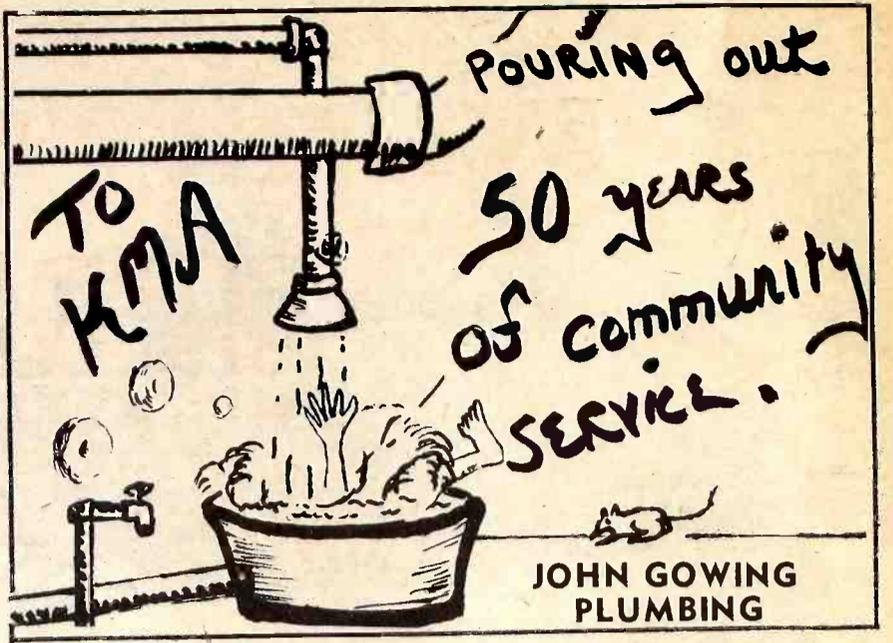
Best Wishes as you start your second 50

**HACKETT** *Funeral Home*

SHENANDOAH...ESSEX Phone 246-2912

Fred N. Hackett, Sr.

Fred N. Hackett, Jr.



**We Salute  
KMA**

On Their **50th** Anniversary

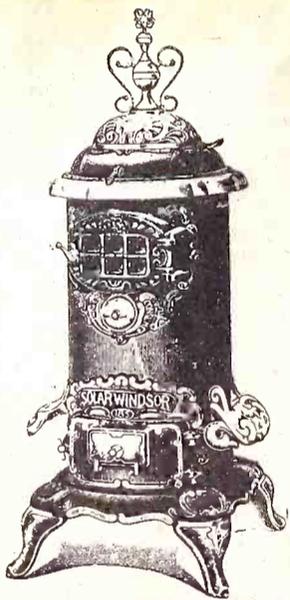
*"We're Partners-In-Progress"*

*Johnson's*  
**CLOTHING**

*KMA RADIO*

*GUIDING US THRU  
50 YEARS*

*Shenandoah  
AGRI-SERVICES*



our warmest  
congratulations  
on your 50th  
anniversary

**THE  
EMPORIUM**

Congratulations

Radio Station KMA

On Your Golden Anniversary

We've been doing printing for  
KMA for 50 years!

**World Publishing Company**

SHENANDOAH, IOWA

**50**  
YEARS

A CARD OF  
thanks to  
KMA on  
their birthday.

*Pulley's Stationers*

**Congratulations**

to

**KMA**

**KILLION'S  
DECORATING**

# CONGRATULATIONS KMA



SHENANDOAH, IOWA



**KMA around 1935**

**EARL E. MAY**  
**SEED**  
**COMPANY**



SHENANDOAH, IOWA

*Home Planting  
Headquarters for  
the Nation*

Yes, congratulations to KMA and the officers and employees who have made this pioneer station the outstanding radio network in the country.

We are proud to have known the late Earl E. May and Mrs. May who had the foresight to realize that radio offered a new era in communications.

We remember those early days. The crowds that came for the jubilees, the old Country School with Mr. May as the teacher bringing humor and fun, the home makers with their household tips, the many helpful planting hints, the news, the weather forecasts and the many other public services. Above all, we appreciate the high standards in broadcasting that KMA has always adhered to.

Now fifty years later the present officers led by Ed May and J. D. Rankin are still leading the way with KMA and its affiliates.

We know that during the next fifty years KMA will continue to prosper.

***Thanks from . . .***

## **The Security Trust & Savings Bank**

**Member FDIC**

John Fishbaugh, Pres.  
Esther Williams, Chairman of the Board  
W. H. Longman V. P.

C. W. Fishbaugh, V. P.  
D. W. Hart, Cashier  
Betty Livingston, A. C.

John Wolfe, Asst. Cashier  
Judy Nelson, A. C.

Ed Lookabill, Finance manager, Jack Gowing, farm representative.  
Betty Edwards, Marcella Irvin, Jan Warren, Lucille Mathis, Susan Blane,  
Barb Bosley, Debbie Johnson, Pat Brink, Vicki Carlson.

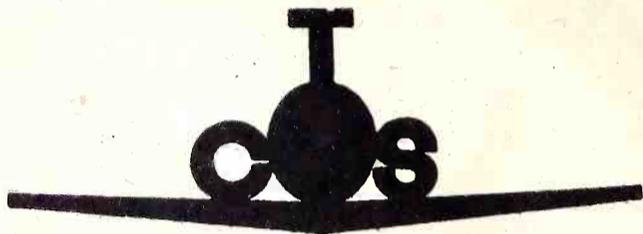
**EVERYBODY'S BANK IN A GREAT BIG WAY.**



Aaaaaww!  
You sure don't  
look 50 years old.

*Congratulations*

**KMA**



**CENTRAL TRAVEL SERVICE**

A Golden  
Salute to



for 50 years  
of public  
service  
**Imperial Inc.**

"  
**We** have  
enjoyed a  
long and most  
rewarding experience  
in our relationship  
with Radio Station **KMA**."

DRIFTMER CO.

KITCHEN-KLATTER PRODUCTS

VERNESS ADVERTISING

the best of beautiful wishes to



From all of us at



**Southwest Iowa  
Cosmetology College**

504 W. Lowell  
Shenandoah, Iowa  
STATE APPROVED & ACCREDITED

In the past . . .



In the future  
our  
congratulations

to **KMA**

**VERMILLION OIL COMPANY  
TANK WAGON SERVICE**

To you in your 50<sup>th</sup>  
from us in our 25<sup>th</sup>  
Congratulations, KMA

**The Nishna Valley Lumber Co.**

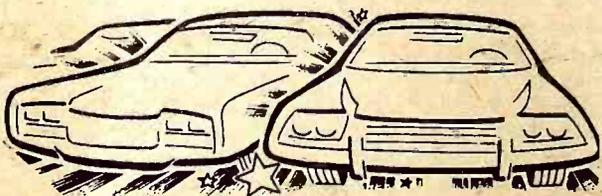
**To KMA**

*Moving along*

*thru*

*Your 50th Year . . .*

The  
**Opitz Motor Co.**  
Clarinda



**To The Folks  
at**

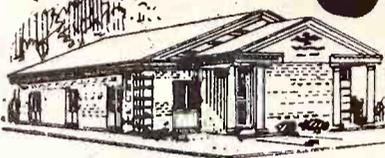
**KMA**

*our  
best  
wishes*

**Ross Insurance Agency**

MILO BRUSH JOHN TEGET

Our best wishes to  
Radio Station  
**KMA**  
in their 50th year.



HOME  
SAVINGS  
&  
LOAN

# Gertrude Welch May Helped Start It All

The late Gertrude Frances Welch May was born in Shenandoah on September 14, 1892, the daughter of E.S. Welch, founder of Mount Arbor Nurseries, and Ida Ann Boydston. She was educated in the Shenandoah public schools and graduated from Shenandoah High School in 1911. She then attended National Park Seminary at Forest Glen, Maryland. She completed her education at the University of Nebraska in Lincoln where she was a member of Kappa Kappa Gamma Sorority.

On June 18, 1916, Gertrude Welch married Earl E. May, who at that time was associated with Mount Arbor Nurseries. In 1919, when Earl May started the May Seed and Nursery Co., Mrs. May assisted her husband in the running of the new company. Then in 1925, when Radio Station KMA was started, Mrs. May assumed a prominent role in establishing the station's reputation. During the early years of KMA, Mrs. May served as a vocal soloist and had charge of Sunday noon sacred service. Long after she left the airways, listeners continued to request her songs.

She was also an active force in shaping the policies of KMA. Her suggestions throughout the years have been extremely important in shaping the activities of both May Broadcasting Company and May Seed and Nursery Co.

Mrs. May always worked closely with her husband when he was alive, and he frequently said to her, "Gertrude, I want your opinion because you're as good a businessman as any on my staff."

Mrs. May's participation in the business continued with the founding of KMTV in Omaha, Nebraska, starting with the official ground breaking in April, 1949. She assisted

HAPPY  
BIRTHDAY  
NEIGHBORS

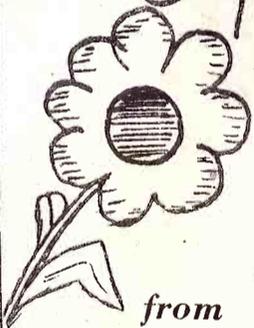
ON  
YOUR 50th  
ANNIVERSARY

Radio Station **KMA**

**BENSON'S**



A bouquet to  
our friends at  
**KMA** on their  
anniversary



from  
**SHENANDOAH FLORAL**

ONALEE, DONNA, SALLY, PHYLLIS,  
MELINDA, ORLIN, NORA LEE



GERTRUDE MAY

Our thanks to you,

**KMA**

for your 50 years of  
service to Shenandoah

**EATON**

in putting KMTV on the air in August of 1949. She continued the same enthusiasm she had for radio into the new medium of television.

Mrs. May had been Chairman of the Board of May Seed and Nursery Co., and May Broadcasting Co., as well as a member of the Board of Directors of Mount Arbor Nurseries.

Although it had been many years since Mrs. May broadcast over KMA radio, she remained in touch with her many radio friends through the KMA radio Magazine established in 1944 — The KMA Guide — for which she wrote many descriptive reports of her world travels. An avid and interested traveler as long as her health permitted, Mrs. May supplied vivid letters to the Guide; the last of which appeared in the March, 1967 KMA Guide describing her trip to the South Pacific.

Mrs. May's civic activities were numerous throughout the years. She served on the Board of Directors of Hand Community Hospital for 25 years, part of the time chairman. She was Past Matron of the Order of Eastern Star and Past Worthy Grand Matron of Iowa. She served on the Board for the Eastern Star home at Boone for a number of years. She maintained an active interest and membership in many civic and charitable organizations — P.E.O., Study Club, Garden Club, Meta Grada, Antique Club, Tri-H, Altrusa, D.A.R., American Legion Auxiliary, Elks Ladies, and Shenandoah Alumnae Club of Kappa Kappa Gamma. She was also an active member of the Congregational Church and its women's groups.

Mrs. May died on July 9, 1973 at her summer home in Mercer, Wisconsin, as a result of a fire which swept the cottage. She was buried beside her husband at Rose Hill Cemetery, which overlooks the giant KMA transmitter towers.



CARL "ANDY" ANDERSEN

## Climb To Top Long For Andy Andersen

Working your way up is the story of Carl "Andy" Andersen who became Station Manager for KMA Radio in August, 1971. He brought to that position years of experience in sales and broadcasting.

Joining KMA in 1961 as an account executive, "Andy" continued to use his talents as a sports broadcaster for the station. He had become a familiar sports broadcasting personality in southwest Iowa.

"Andy" first made a name for himself in the field of sports broadcasting when he accomplished the herculean task of single-handedly broadcasting the complete Iowa Girls State Basketball Tournament, covering as many as four games a day from Des Moines.

In 1964 Andy was promoted to Local Sales Manager; climbing the ladder successively in the next few years to Regional Sales Manager and General Sales Manager.

Although the press of managerial duties limits his air time, he continues to enjoy broadcasting and hosts the Elephant Shop heard daily at 11:05 a.m. Monday through Friday. He can also be heard on some of the commercial messages on KMA and on ISU football broadcasts.

"Andy" has had many honors bestowed on him by communities in the area. He is a popular master of ceremonies for public functions and has long been active in numerous civic affairs. He is a member of the American Legion, past president of the men's golf committee of the Legion Country Club in Shenandoah and has served on boards and committees for the Chamber of Commerce, YMCA, Ambassadors, Methodist Church, and the American Revolution BiCentennial Committee for Page County.

Except for the five and half years of Naval service in World War II, "Andy" has spent all his life in the Midwest. Born and raised in Omaha, he worked as a salesman in Milwaukee, Wisconsin, while attending Marquette University. He moved to Armstrong, Iowa and it was there he met a Shenandoah girl, Joanne Shaw, who was teaching school. They were married in 1950 and moved to Shenandoah in 1952. Mrs. Andersen is a home economics teacher in the Shenandoah Junior High School. The couple has three children: Janis who attends Northwest Missouri State University at Maryville; Dan who is employed by Burlington Railway; and Barbara who recently completed her freshman year at Iowa State University at Ames.

An avid sportsman, Andy's favorite hobbies include hunting, particularly pheasant and duck, and golf. He competes in many golf tournaments in Iowa and Nebraska and has captured many trophies. He carries a 4 handicap and in the summer can generally be found out on the course.



WARREN SWAIN, Sports Director joined KMA in August 1970. A native of Pisgah, Ia., he graduated from Drake University. Warren has broadcast live play by play Iowa State University football and basketball games from coast to coast. He also broadcast Creighton University basketball on KMA for two seasons. Swain also keeps close touch with high school sports over the area.

To the Folks at KMA  
Happy Anniversary  
and many happy returns

SKELLY PRODUCTS

- Goodyear Tires and Batteries  
Belts and Hoses
- We specialize in puralator filters

**Davey Skelly Service**

914 WEST SHERIDAN

PH. 246-9942



We salute  
you - KMA  
in your 50th year.

Happy Birthday

**JOE'S PHILLIPS "66"**

## Best Wishes

TO ONE OF SHENANDOAH'S OLDEST  
FAMILY-OWNED BUSINESSES

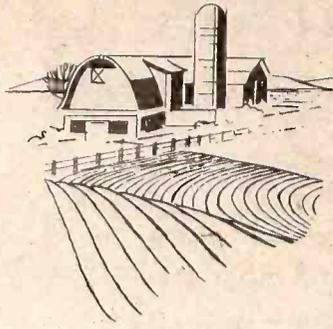
FROM

SHENANDOAH'S NEWEST  
FAMILY-OWNED BUSINESS

## Thomas Avenue Carpets

OUR  
congratulations  
to  
**KMA**  
for fifty years of service  
Berning  
Coff

Happy Birthday **KMA**



*the Voice  
of rural  
America*

**Farmer's Co-op Exchange**

246-4526

**Congratulations**



On **50 Years**

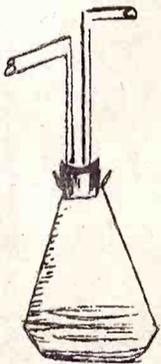
of service to area businesses and the radio listening audience. You have helped to put Shenandoah and the surrounding area in the minds of many people.

We wish you continued success.

**Johnson Tire Co.**

In Recognition of  
your **50th** year . . .  
Our congratulations to  
**KMA**  
Shenandoah Farm Supply

Congratulations on your  
**50th** Birthday



DOROTHY  
MOLLY  
JIM  
MAXINE  
BILL  
PAT

*Leacox*  
**CORNER  
DRUG  
STORE**

**Congratulations**

to the owners of

**KMA Radio**

and its operating personnel

*on completion of 50 years of service to their advertisers and the listening public.*

*Shenandoah is indeed fortunate to have a media of KMA's magnitude.*

*our thanks  
for 50  
golden years*

**WHITEHILL  
Gas & Oil Co. Inc.**



**McNEILLY  
Steel Building Service**

Highway 59 North

**Happy  
Anniversary**



**the  
evening** **SENTINEL**

*We join with the  
community of Shenandoah  
in a Golden Salute  
to Radio Station KMA*

CENTRAL SURVEYS, INC.

CONGRATULATIONS TO

**KMA** IN JOINING



**and Clarinda-  
Shenandoah Bottling Co.**

IN OVER 50 YEARS  
IN SHENANDOAH.

To



It is a privilege to have an opportunity to express our appreciation to you KMA on your 50th anniversary for having done so much for our City and surrounding area.

The May Family must surely be in a class by themselves and should be very very proud for having founded KMA and kept it in continuous operation for 50 years under the same ownership.

We wish you well in your next 50 years.

**Rex T. Longstreet  
Agency**

*Birthday Wishes  
To*

**KMA**

*IN YOUR 50<sup>th</sup> YEAR*

**Dale's Hair Styling**

*Best Wishes  
on your  
50th Birthday.*

**Max Skelly**



We extend a  
sincere thank you  
to Radio Station

**KMA**  
**TOUR ICE**  
SHENANDOAH

# Owen Saddler Chief Of May Broadcasting

Owen Saddler, Executive Vice-President, General Manager and Director of: May Broadcasting Company; KMA; KMTV-Omaha; and KGUN-TV, Tucson, Arizona lives in Omaha but keeps in close touch with KMA. Saddler is also Director and Secretary-Treasurer of KFAB Broadcasting Company.

Although a native of the east he has absorbed a full understanding of our great midwest. He was born at Wilmington, Del.

He worked as clerk in the legal department of E.I. Du-Pont Company in

could be of use at KMA. Owen came to KMA in June 1938 as assistant manager and eventually manager. Mr. Saddler also started the KMA Guide, official KMA publication.

Owen's appointment to the KMA staff proved an invaluable asset to the May Broadcasting Company. He has always been an advocate of intense programming activity which will give service to every facet of community life.

When the May Broadcasting Company made the decision to pioneer the electronic magic of television, Owen was selected to manage this new phase of the company. When KMTV went on the air in 1949 Owen was already a regular commuter between Omaha and Shenandoah managing both KMA and the new television station. In order to ease his work load and release more attention to KMTV, Tony Koelker came to Shenandoah in 1951 as manager of KMA, and Owen moved his family to Omaha.

When KMTV went on the air September 1, 1949, it was affiliated with CBS and ABC. It became an NBC basic affiliate in January, 1967. Owen has the distinction of being the only Station Manager in the country to have served on the Board of Delegates of all three major networks.

In January 1959, Owen initiated the KMTV Annual Television Awards dinner to honor distinguished citizens who have performed outstanding service to the public through KMTV. Such well-known speakers as Chet Huntley, David Brinkley, and Tom Brokaw, have participated.

Owen has taken an active part in Omaha civic affairs since moving there. He was the Campaign Chairman for the new general hospital at Lutheran Medical Center which was dedicated June 15, 1951, and he continues as a Vice President of the Board of Directors. He has served as Vice President of the Greater Omaha Chamber of Commerce, the YMCA, and the College of Saint Mary. He is presently a Vice President and Director of Junior Achievement of Omaha; on the Advisory Board of the United Negro College Fund; the Citizens Assembly, United Community Services; Downtown Omaha Association; Omaha Sister City Association; Economic Development Council Research Committee; and recently was appointed by the Governor to the Nebraska American Revolution Bicentennial Commission.



OWEN SADDLER

Wilmington during 1931, 1932, and 1933. He was a member of Sigma Phi Epsilon social fraternity and president of his class during his junior year at Bucknell. He was a member of the debating team and on the staff of the school newspaper.

He majored in English, economics, political science and psychology.

In the summer of 1934 he was a cub reporter for the Wilmington Journal. He was graduated from Bucknell with honors and accepted a teaching fellowship at Bucknell to work towards his master's degree in English.

From there he went to Northwestern University, Chicago, on a teaching fellowship. While at Northwestern he became interested in teaching and educational aspects of radio. It was here that Earl May became acquainted with him and decided Saddler was a man who

## Secretary James Shaum On Board Of Directors

James B. Shaum, Secretary and member of the Board of Directors of May Broadcasting Company also serves as: Vice President and Secretary and member of the Board of Directors of May Seed & Nursery Co.; member of the Board of Directors of KFAB Broadcasting Company, Omaha; and Treasurer, Tarkio College and on the Executive Committee of the Board of Directors.

James received his AB from Tarkio College and his MBA from Wharton School, University of Pennsylvania. He is married to the former Marilyn Ambler of Shenandoah and he and his wife are parents of three children . . . Blaine, Paul, and Betsy.

James' other interests include belonging to Masonic Lodge and to Knights Templar and Shrine. His hobbies are hunting and fishing.



JIM SHAUM

*Lighting the  
way for 50  
years*

*KMA RADIO 960*

THE *Furniture* **MART**

SHENANDOAH, IOWA 246 4751

**To The Folks**

**At**

**KMA**

**We Hope You  
Have Many More  
"Happy"  
Birthdays**

**JENNINGS**  
**Chapel**

FORMERLY  
BUNTZ-TAWZER

PHONE 246-3445

301 W. CLARINDA • SHENANDOAH, IOWA

**Don and Vera Jennings**

# Daughter Of Earl May Active In Firm's Affairs

Frances M. Rankin, daughter of the late Earl May attended National Park Seminary at Forest Glenn, Maryland and Northwestern University, Evanston, Illinois. She is the wife of J.D. Rankin Jr., and along with her husband — is an integral part of May Broadcasting Company and May Seed and Nursery Company.

Mrs. Rankin is Treasurer and member of the Board of Directors of May Broadcasting Company, Treasurer and member of the Board of Directors of May Seed and Nursery Company and is also member of the Board of Directors of Mount Arbor Nurseries.

Active in community affairs, Frances is a member of Eastern Star, PEO, DAR, Study Club, and a member of the Congregational Church of Shenandoah. She lists golfing and reading as her favorite hobbies.



FRANCES RANKIN

# Sportscaster Goodin A 'Good 'Un' On Air

As likeable as he sounds on radio, is KMA's Program Director Mike Goodin. Mike can be heard daily and sports fans hear him doing color for football and play-by-play basketball games.

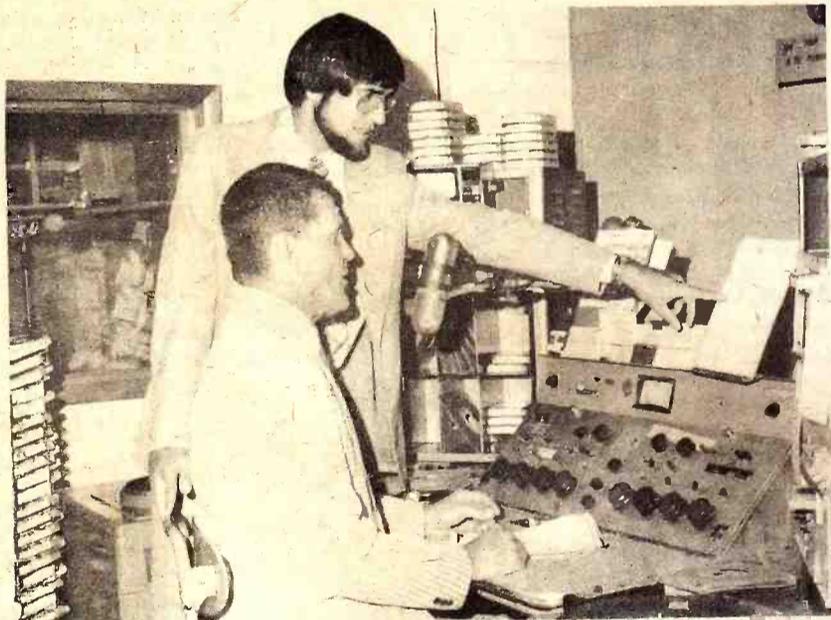
Mike came to KMA in 1967 as a bachelor, but by August of the following year he was married to the former Jackie Haidisiak of Schaller, Ia. Since then, the couple has acquired a house. They have one daughter, 3 year old Angela Dormae.

His favorite foods include his wife's recipe for baked beans, steak and Chinese food. When asked about his color favorites, he made the distinction between colors for cars where he prefers black or competition orange and for clothes, where his choice is green.

Mike tries to get in some hunting and fishing. He plays the harmonica and to quote him "messes around with cars." Some day he would like to tour the eastern United States, but his idea of a relaxing vacation is to fish and enjoy K.C. Royals play baseball.

Mike's parents, Mr. and Mrs. James W. Goodin reside in Newell, Ia. He has one brother, Bill who lives in Tulsa, Okla. His sister, Pat and her husband lives in Petaluma, Calif.

A graduate of Brown Institute in Minneapolis, Minn., Mike also studied at Buena Vista College, Storm Lake, Ia., and was graduated from Schaller High School. He was born Feb. 24, 1943 at Nemaha, Ia.



MIKE GOODIN, STANDING, AND MERL DOUGLAS

# Versatile Announcer Douglas With Radio Station Since 1946

Merl Douglas Roulstone first came to KMA in 1946. Not only is he a versatile announcer, he is also a professional musician. In the days of live talent, he doubled as an announcer-singer-guitarist.

Merl shines in just about everything. He is a great cut-up and a natural comedian. His antics are a constant source of hilarity among the staff and he brightens everyone's day.

After a brief absence, Doug returned to the KMA microphone on Christmas Day,

1965. Shortly after he signed the station on the air, the telephone began ringing and continued to ring all morning as his many friends throughout the four-state area called to welcome him back. That's why we're all glad to have Merl Douglas "sign us on" every week-day morning.

Doug and his wife Ruth, have two daughters; Valerie and Sharon and one grandchild. Doug enjoys all sports; he is an expert horsehoose pitcher and also likes guns and dogs.

ROB-SEE-CO 402-779-2521

WATERLOO, NEBRASKA 68069

## and Golden Harvest



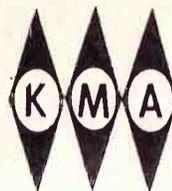
offer congratulations to  
**KMA Radio**  
on their Golden Anniversary



**Golden Harvest. Golden yields.**

TM Golden Harvest is a trademark of Golden Harvest Seeds, Inc.

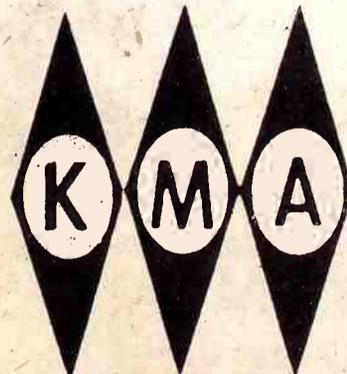
Congratulations



MORE POWER to you



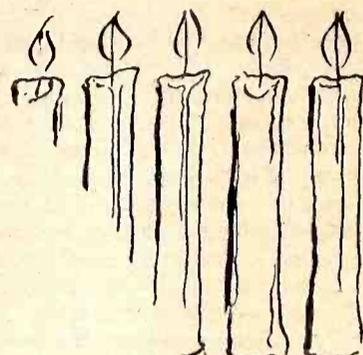
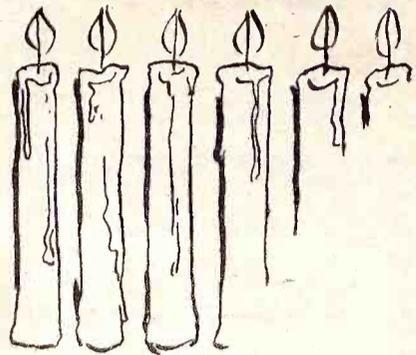
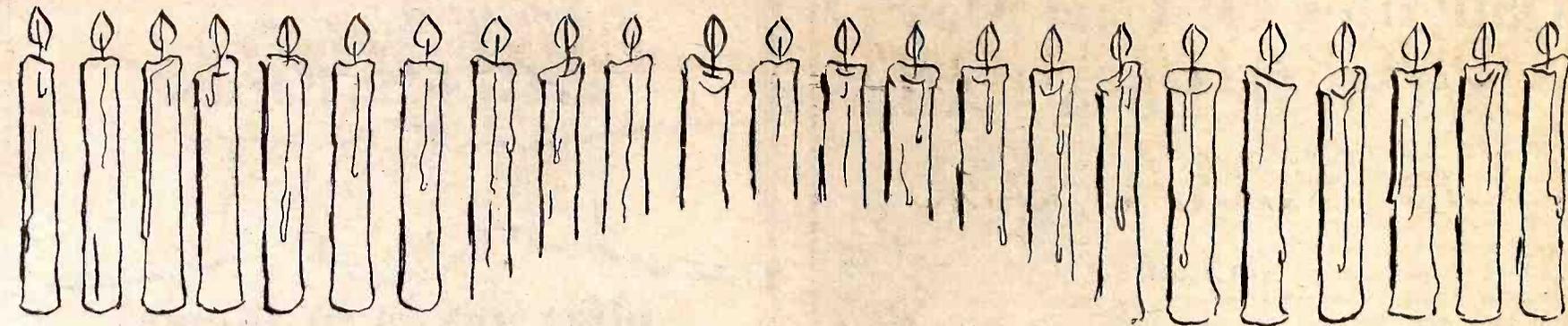
# Half A Century Of Service Deserves A Hearty Thank You



**Thermogas**



501 N. CENTER



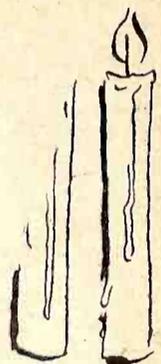
# Happy Birthday

We've watched you grow through your fifty years . . .  
always admired, always respected, always a little  
ahead of the crowd.

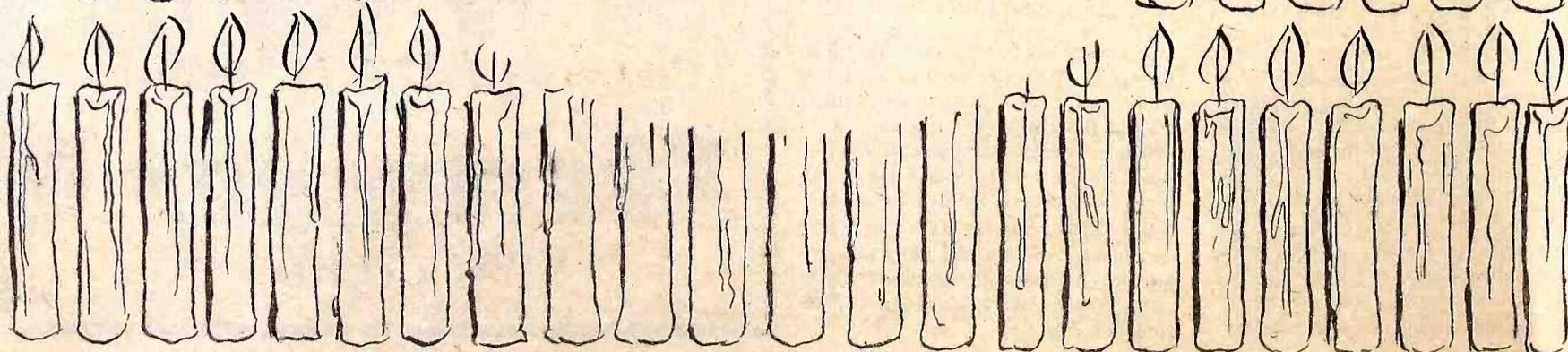
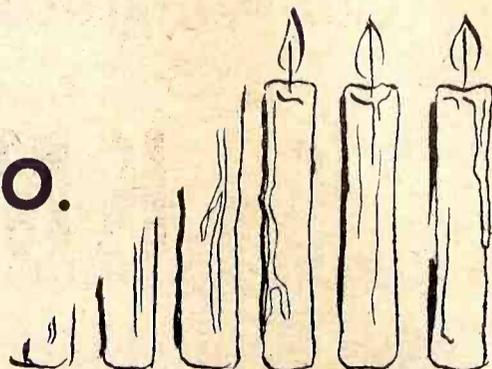
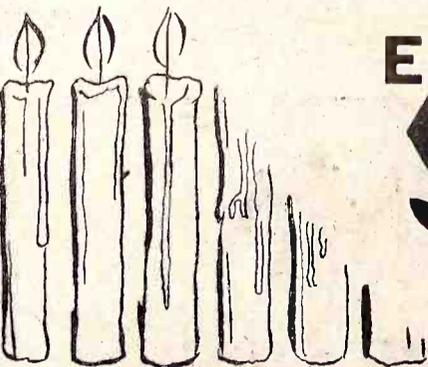
We've listened to you, entertaining and informing  
generation after generation, using your influence  
with integrity, your authority with responsibility.

And we've never had any occasion to be  
anything but proud.

We're happy to be kinfolks!



**SEED &  
NURSERY CO.**



**CONGRATULATIONS**

TO **KMA** RADIO

on their

**GOLDEN ANNIVERSARY**

**Avoca Auction Co.**

AVOCA, IOWA

Livestock Sales Every Friday

FOR FURTHER INFORMATION ON ALL TYPES  
OF AUCTION SALES CONTACT:

GARY WENDELIN  
AVOCA, IOWA

PHONES: 712-343-2656

712-343-6975

712-343-2664

**Best Wishes**

**KMA**

ON YOUR

**50th BIRTHDAY**

FROM THE

**Wishbone Cafe**

Our best Birthday  
Wishes to **KMA**

**50**  
years

A touch  
of gold.

**Madsen International**

In the golden year  
of a great  
institution.

Our Congratulations

to **KMA,**

The  
**First National Bank**

FARRAGUT

We tip our  
hats to



**KMA** in their 50th

year of community service

Howard Clothing & Sporting Goods

**To KMA,**

*For helping our  
community to grow*

HAPPY BIRTHDAY

**Beecher Chevrolet**

# Always On Top Of The News

## Associate Director Bill Bone

### Interned At KMA In College

Bill Bone came to KMA in October of 1973 . . . after working at station KTTN in Trenton, Missouri. He was employed as a news reporter . . . and remained in that position until being named associate news director in April of 1975. However KMA and the staff were not new to Bone.

Prior to being graduated from Northwest Missouri State University at Maryville in the spring of 1973 . . . Bone was a student intern at KMA. The first two years of his college experience, Bone was busy with many activities. He was a member of the college chorus, The Northwest Missouri Tower Choir . . . and was active in drama, performing such roles as Sir Lancelot in the musical "Camelot" when he was a sophomore. Bone became earnestly involved in radio broadcasting when he was a junior at Northwest Missouri. He worked at the campus stations . . . KDLX-AM and the one hundred thousand watt FM station KXCV . . . and in 1972 was named one of the student station managers.

After graduating with honors . . . Bone went to work at KTTN in Trenton . . . where he gained valuable experience in its news department. However his ex-

### Recent Addition Helps Report News

Kathie Cross has recently joined KMA's news department. She is originally from Council Bluffs, Iowa where her parents, Mr. and Mrs. Wendell C. Cross still live. She has one sister, Janelle, who will be graduating from Iowa Western Community College in Council Bluffs this August from the school of operating room technicians. Kathie was a 1971 graduate of Thomas Jefferson High School in Council Bluffs.

Just this spring, Kathie graduated with honors from Northwest Missouri State University. She received her B.S. in secondary education. Her major was in speech with an emphasis in broadcasting. While at Northwest she was active in the campus radio stations KDLX-KXCV where she worked in all phases of



KATHIE CROSS

broadcasting. She has also worked at KMSU-TV, the university's television station.

While at N.W.M.S.U. Kathie was a member of Alpha Epsilon Rho Radio and TV fraternity, serving as treasurer in 1974-75. She was also the recipient of N.W.M.S.U. Regent's Scholarship.

Before joining KMA's staff Kathie just completed her student teaching at Glenwood Junior High School where she taught 9th grade speech and mass media.

Some of Kathie's hobbies include, swimming, tennis, reading, cooking, and when possible a little traveling.

perience was only starting. Since being at KMA, he has had the opportunity to see President Ford on two occasions . . . and interviewed numerous candidates for national office as well as local candidates.

In June of 1974 . . . Bone married Nan Tiehen of Kansas City. Nan taught remedial reading last year in the Hamburg School System . . . and will be a first grade teacher in Shenandoah this coming year.

Bone was born in April of 1951 . . . and is the son of Mr. and Mrs. Pat Bone of Prairie City, Iowa. He says his main interests are singing . . . and outdoor activities concentrating primarily on hunting and fishing.



NED DERMODY AND BILL BONE

## Ned Dermody Is News Chief

Ned Dermody was born December 28, 1939 in Mexico, Missouri. . . the son of Robert and Rita Dermody. He has two brothers, Robert and Patrick.

He attended Mexico, Missouri schools and graduated in 1957. Ned then went to the University of Missouri with a curators scholarship. He joined KXEO radio in Mexico, Missouri as a summer relief between his junior and senior year in college which was 1960. Following his senior year in college he began work with that station full time.

Ned moved to KFTM radio in Fort

Morgan, Colorado as News Director in 1963. He received the Governor's Award for coverage of major flooding in north-east Colorado in 1964.

Ned Dermody accepted the position of News Director for KMA in the spring of 1971. While at KMA's News Department he has won awards from the Northwest Broadcast News Association, the Iowa Broadcast News Association and the Associated Press.

He has four children: Diane, 12; Pat, 10; Tom, 9; and Amy, 3.

Having enjoyed music for many

years, Ned has worked with small bands in high school and small band and orchestra in college. He joined the trumpet section of the Nodaway Valley Symphony in 1975. He also plays tennis and golf and participates with the KMA slo-pitch softball team. Ned is an avid reader . . . and a Sci-fi nut.

Ned is a member of St. Mary's Catholic Church, a member of the Radio and Television News Directors Association, an Iowa Director for the Northwest Broadcast News Association and a former Director of the Iowa Broadcast News Association.

### Always Had 'The Latest' . . .

## Childs Brought A Clear Picture

"This is Ralph Childs with the latest."

Up until Ralph Childs' recent retirement, that was probably the best known radio phrase in Iowa, Kansas, Missouri, and Nebraska. Ralph was KMA's deep-throated, factual news editor and brought the audience a clear, complete picture of "what's happening" for many years.

Ralph came to KMA January 1, 1939 from Rock Island, Ill., where he was associated with a radio station. Originally from Waterloo, Iowa, he received his B.A. degree from Iowa State College and his master's degree from the State University.

A schoolteacher before he got into radio, he taught English, speech and dramatics for three years at Aplington, Iowa High School.

Because of his precise English and his

crisp, distinctive delivery, Childs and his unique news were an institution to radio listening. He was unlike any other mid-western radio personality.

Ralph knows people. He has been called "a poor man's sociologist and psychologist."

During his years in radio Ralph reported exclusive coverage of nearly every event conceivable. He was the homefront war correspondent during World War II. He covered the happy moments, the heart-breaks, the reunions and the disasters. Flood, tornadoes, crop failures and tragedies were his newsbeat.

Ralph, who is a past president of the Iowa Associated Press Radio News Editors, is a member of the Elks Lodge and is a lay reader in the Episcopal Church. Mr. and Mrs. Childs have four children.



RALPH CHILDS

## 1925 An Eventful Year For News

Like KMA, a few other stations were pioneering in the wonderful new world of radio 50 years ago. Among them were such great stations as KDKA, WEA, WJZ, WOR, KYW, and WGY.

The year 1925 was an eventful year in the news. Calvin Coolidge began his second term. Nellie Taylor Ross was installed as Governor of Wyoming, the first woman to hold such an office. Miriam "Ma" Ferguson was installed 15 days later as Governor of Texas.

A severe thunderstorm over Ava, Ohio, tore to pieces the U.S. dirigible "Shenandoah". Fourteen persons lost their lives.

The national headquarters building of the American Legion was dedicated in Indianapolis. Vice-President Dawes was awarded the Nobel prize for peace. Florida was enjoying a land boom that sent real estate prices sky-rocketing. In Washington, D.C., the last fire engine drawn by a span of three horses made its final appearance.

Women's skirts flapped around their knees, disclosing legs

encased in fleshcolored stockings. Hats were close fitting.

The police dog now was a household pet; one, Rin-Tin-Tin, was a hit in the movies. The latest development in radio sets for the home was the all-electric mechanism that eliminated cabinets full of batteries or the earlier crystal sets equipped with ear-phones. The "New Yorker" was found in New York as a humorous weekly magazine for "caviar sophisticates."

"Arrowsmith" was written by Sinclair Lewis. He won the Pulitzer Prize for it in 1926, but declined it. Red Grange was the football star at Illinois. He turned professional in the fall of 1925 by joining the Chicago Bears — a move that created much heated controversy.

All year Earl May and his pioneering helpers at KMA were busy breathing life into a radio infant, with no thought of television ever being just around the corner. It was almost 24 years later that another band of pioneers at KMA began breathing life into a television infant in Omaha, KMTV, which aired its first telecast on September 1, 1949.

# —First With Farm Reports—

## ISU Graduate Steve Hoefing Eyes Markets

A 1972 graduate of Iowa State University at Ames with a B.E. degree in agricultural communication, Steve Hoefing was born and raised on a farm in northwest Iowa near Manson.

Steve joined the Farm Service Department in May, 1972, and can be heard on farm and market programs.

While on the campus at ISU, he was active as sports editor of the 1971 year book, "The Iowa State Bomb." During his years at the university, he worked holding jobs as an auto mechanic and as a part-time news man at WHO in Des Moines where he broadcast the 10 a.m. Saturday newscast and also filmed interviews for WHO-TV.

Steve is the son of Mr. and Mrs. Carl Hoefing of rural Manson. He has one brother, Merle. In September 1972, Steve was married to Linda Smith of Evanston, Ill., who was graduated from Iowa State University in May, 1972 in elementary education.

Among his hobbies, Steve likes to work on cars, outdoor sports, hunting and fishing and is an amateur taxidermist. His favorite color is blue but claims he has no favorite foods — just eats everything.



STEVE HOEFING, LEFT, AND LYNN KETELSON

## Wayne MacMannama Broadcasting Since 1933

JOHN WAYNE "MAC" MacMANNAMA — "Thank you Doug and Good Morning good people everywhere". How familiar that friendly greeting is on KMA Monday through Saturday at 7:15. Mac has been on KMA at one time or another since October of 1933.

He is head of the farm seed department at the Earl May Seed and Nursery

Company. In that capacity he has been called upon many times to do radio.

When Frank retired in January of 1974 Mac was a natural for the 7:15. Mac also authors a KMA Guide article called "Mac's Fax".

Mac and his wife, Del live in a modest comfortable home at the south edge of town. Their son Jack graduated from the University of Nebraska in May 1975. He lives and works for Bankers Trust in Des Moines.



WAYNE "MAC" McMANNAMA

### *A Versatile, Venerable Expert . . .*

## They Asked Everything Of Frank Field

They have asked Frank Field's opinion on every thing from canning and freezing to the proper moon sign for weaning the baby.

"They" constitutes that vast audience which started off each day (until Frank's retirement in 1974) by listening to his 7:15 program on KMA. Much of Frank's mail was forwarded to other departments, where requests for information or goods were filled.

At one time Frank said, "If I read every letter over the air, I'd get nothing else said and have to spend a lot more time on the air than I do now."

All the requests for information on when to plant turnips or how deep to plant potatoes did not come by mail. Every day, members of Frank's four-state listening

audience came into the May Seed Store and asked his advice face-to-face.

In addition to his daily radio program, Frank appeared daily on KMTV, the station's television affiliate in Omaha. He drove almost 500,000 miles to Omaha every day for these appearances from 1949 to 1969.

Frank is also a photographer. He takes both stills and movies and black and white pictures. Much of his work was done for the seed company and station. He took most of the movies the seed company used on television. Frank got his start in photography when, as a boy of eight, he was given a \$2 box Brownie Camera.

Frank's best known ability is his uncanny weather eye. When he was broadcasting, he started compiling

weather data over short wave radio at home before he ate breakfast. He finished it at the station, and by the time he went on the air at 7:15, he had the weather story clearly in his mind. It did not always agree with the weather bureau, and he never insisted he was right, but he most often was.

Frank joined the station in 1940. He began his radio work in 1926, so is just behind KMA in celebrating his 50th anniversary. Frank was a pioneer television performer, appearing on KMTV as soon as that station began operations.

The son of the late Henry Field, he has lived up to the heritage of his almost legendary radio and seedsman father to the fullest.

## Iowa Farm Boy Lynn Ketelsen Covers Agriculture

Born and raised on a grain and livestock farm in eastern Iowa near Marion, Lynn Ketelsen learned first-hand what farming is all about. Like many other Iowa farm families, Lynn and his three brothers and sister were active in 4-H.

He joined KMA fresh from his studies at Iowa State University at Ames where he earned a B.S. degree in broadcast journalism in 1975. While at ISU, Lynn was co-manager of the ISU campus radio station was elected co-chairman of the National Agri-Marketing Association (NAMA) Student Chapter. He was also named treasurer of Baker House and served in the Army ROTC on campus.

Winner of the WMT Farm Scholarship award, he worked as farm editor for WMT stations in Cedar Rapids covering farm news as writer and broadcaster in eastern Iowa. During the 1974 drought, he was special farm reporter for the British Broadcasting Corporation.

Single and 21, Lynn joins KMA's Steve Hoefing in producing farm broadcasts which continue the 50 years of KMA's reliable service to the farmers in this area. Between them they communicate 22 hours of information weekly keeping farmers up-to-date on timely agricultural events and legislation; interviewing leading figures in agriculture; plus giving the news and commentaries on weather, livestock and grain market activities.

## Earl May's Contributions Recognized By His Peers

The following article appeared in 1950 in (KMA's 25th Anniversary Edition of the Sentinel):

"With 452,901 votes to his credit to mark him indisputably as the world's most popular announcer for 1926, Earl E. May, owner and announcer for KMA at Shenandoah, Iowa, went over the top and won the 1926 Radio Digest Gold Cup award, bringing honor to a little town in the midst of the Corn Belt — Radio Digest, copyright 1926".

On June 10, 1975, the Iowa Broadcasters Association placed the name of the late Earl E. May of Shenandoah in the Iowa Broadcasters Hall of Fame — once again bringing honor to our community.

The Iowa Broadcasters Hall of Fame was established to honor pioneers in broadcasting in the state and persons who have made exemplary contributions to broadcasting in Iowa. The award for Earl May comes at a time when the station and broadcast company he founded is beginning the celebration of its 50th year.

The posthumous award was accepted by Edward W. May, president of May Broadcasting Company. Also present at the ceremonies were Earl May's daughter, Frances Rankin and her husband J.D. Rankin, Jr., executive vice president of May Broadcasting; Mr. and Mrs. Andy Andersen, Mr. and Mrs. Owen Saddler, and Mr. and Mrs. Norman W. Williams.

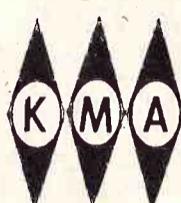


FRANK FIELD

*A song for you,*  
  
**KMA**  
*on your birthday*  
 THE RECORD ROOM  
 RALPH & MURIEL Childs

*to KMA*  
*Happy Anniversary*  
**Coy's Cut & Curl**

Catering to our  
 community for 50 years

 960 RADIO

**THE NISHNA VALLEY CAFE  
 AND TRUCK STOP**

**Congratulations  
 on your 50th  
 KMA**  
**Shenandoah Nurseries**  
 1870 - 1975

 **Happy Birthday**  
**KMA!**  
 50 years old  
**CHUCK'S SUPERETTE**  
 FRIENDLIEST STORE IN TOWN

**An Asset To Our  
 Community ...**



**COAST TO COAST**

Radio Station KMA  
 One Of the  
 Midwest's Best ...  
 Congratulations On 50 Years  
**Betty Dilley Beauty Shoppe**

 From a  
 new  
 business ...  
 to an  
 old  
 business ...  
 Congratulations.

 **KMA**

**Lil' Duffer**  
 BURGER BARN  
 Highways 59 & 2 Shenandoah 246-1666

# Helping Homemakers All Along

Over the years . . . countless hundreds of thousands of pieces of mail have been received from listeners by KMA Homemakers. From the very beginning KMA has had one or more air personalities who specialized in giving suggestions, ideas, household tips, recipes and a daily friendly visit with housewives throughout a vast area. KMA Homemakers have always been one of the top audience attractions. The art of homemaking has brought many enterprising women into active duty on Radio Station KMA throughout the past 50 years. The following is a summary of the women who have been KMA's Homemaking specialists.

One of the early homemaking specialists was Jessie Young. She broadcast over KMA for many years. Now living in Fort Collins, Colorado, she is still active in lending a helping hand to homemakers through a regular publication she produces.

Another one of the original homemakers was Mamie Miller. Her program was "The Domestic Science Hour", dealing with all types of helpful suggestions for the home.

Lina Ferguson, another of KMA's outstanding ladies, rendered exceptional service to "the lady of the house". Lina (Mrs. Paul Ferguson) lives in Shenandoah.

"Aunt Leanna" . . . Leanna Driftmier, probably one of the most outstanding, and best-known of the homemaker pioneers is still active today. Kitchen Klatter is still heard daily, Monday thru Saturday at 9 a.m.

Adella Shoemaker was one of the featured homemakers for many years. She provided listeners with many tasty recipes. Adella is retired and lives in Shenandoah.

Another of KMA's well-known culinary specialists who developed a tremendous following was Edith Hansen. She gave a helping hand to hundreds of thousands of listener friends. Edith passed away several years ago.

Florence Falk and Bernice Currier, who programmed to the KMA homemaking audience for over a decade had a tremendous following. Doris Murphy, KMA's women's director was also a popular staff member and retired after some 34 years of service. She wrote

a column "On The Party Line" which began with the first KMA Guide.

Mary Williams, editor of the KMA Guide, made her debut on radio, January, 1963 which brought special interest to the ladies. Mary's new show featured a new concept of women's interests. She brought to her listeners a discussion of a wide variety of subjects including book reviews, travel, art, in addition to homemaking affairs.

Following upon the heels of Mary was Billie McNeilly Oakley. Billie's interesting chat with you as well as her

letters in the KMA Guide are well-known throughout the midwest.

Joni Baillon graced the women's chair at KMA Radio in September, 1966, as the morning homemaker and women's director. We certainly remember the lovely voice and pleasing personality which brought to you interesting features each morning, as well as her friendly column in the KMA Guide. Joni moved ahead in her field, and is women's director of KMTV, Omaha.

Jo Freed was KMA's women's director and homemaker following Joni. A farm

housewife, Jo was popular with the public and received many letters welcoming her to the KMA staff and requesting her tried and true recipes.

Bringing you right up to date in our summary of KMA Homemakers — is the current Women's Director, Brenda Kay McConahay. Brenda joined KMA on January 17, 1972. Her program, "Living Today" brings new insights into the world of homemaking.

Although never a radio homemaker, Mrs. Earl May was heard on KMA in earlier years and is, naturally, considered their First Lady.

## Bernice Currier Did It All . . .

### Long-Time Asset Finally Retired



BERNICE CURRIER

Mrs. Bernice Currier, now a resident of Elm Heights in Shenandoah, is not only a delightful person, but a top notch authority on diet, foods, plain and fancy, and was an asset to KMA for many years.

Bernice started her career at KMA as a violinist. That was back in 1927. The same year she began her work in advertising. They didn't call them homemakers then but her activities were along the line of the present day homemakers.

"I used to advertise store products and would come on at Earl May's cue, 'Here comes Bernice'."

She was with the classical music orchestra, which performed over KMA in the old days but she didn't limit her musical pursuits to long-hair pieces. She also became a proficient "fiddler" of old time folk and popular tunes.

She left KMA and went to a radio station in Sioux Falls, S.D. From there she went to Del Rio, Tex., where she was connected with Dr. Brinkley's station.

She managed to lead a very active radio career and at the same time to raise four children, Merrill, Margaret, Helen, and Edwin Jr.

Mrs. Currier returned to KMA in 1948 and began her career as homemaker after spending ten years in Cairo, Ill., with the station her son managed. She was program director and traffic manager and was on the air five hours a day.

She described her years at KMA as "a very delightful association."

"Radio work is very interesting. It never gets dull as there is something new every day."

## 'Kitchen Klatter' Oldest Of Kind

Kitchen-Klatter, a half-hour program heard Monday thru Saturday at 9 a.m., is the oldest sustained homemaker's program in the history of radio.

Leanna Field Driftmier began her long career back in 1925. Back in those days all of radio was beamed out "live" from the station — everyone appearing was right there in person. But, in 1930, when Mrs. Driftmier suffered critical injuries in a car accident, other arrangements had to be made when she had recovered suf-

ficiently to broadcast again.

At that time a microphone was installed in her home and for many, many years Kitchen-Klatter was heard from that base.

Today, in 1975, Mrs. Driftmier still broadcasts on special occasions, but most of the programs are done by her daughters, Lucile (Mrs. Russell Verness) and Margery (Mrs. Oliver Strom.)

Other members of the family participating on a regular basis are Dorothy

(Mrs. Frank Johnson) of Lucas, Iowa, and Dr. and Mrs. Frederick Driftmier of Springfield, Mass.

Mrs. Evelyn Birkby of Sidney, Iowa drives to Shenandoah frequently to assist with the broadcasts.

Listening to the friendly and very interesting conversations of these people has become an integral part of the lives of many Kitchen Klatter fans. Tapes of the programs are made and sent to fourteen radio stations for use.

## Home Economist Here Since '72 . . .

### Brenda Kay Hosts 'Living Today' Show

The Brenda Kay Show which debuted January 17, 1972 is hosted by a young trained home economist — Brenda Kay (Crow) McConahay. Brenda Kay is Women's Director for KMA and can be heard daily over KMA at 10:30 a.m. Monday through Saturday. Her program brings new insight based upon professional background and experience into the multi-faceted world of homemaking.

Hundreds of letters poured in to suggest a name for the new women's program and after careful consideration and voting by all KMA Staff members the name "Living Today" was selected.

Brenda Kay was married to Richard McConahay on May 6, 1972. Her husband is manager of AVCO Financial Services in Clarinda, Iowa. They are living in Clarinda where they bought an older home which they are remodeling.

Brenda maintains a busy schedule. She has taught Adult Education — both Beginning Sewing and Gourmet Cooking; she has been involved in many speaking engagements; and has served as a 4-H County Fair Judge.

Her professional activities include: member of American Women in Radio and Television, Inc. acting as Secretary of Hawkeye-Iowa Chapter and Affirmative Action Chairwoman of West Central Area; Iowa State University Home Economics Alumni Association, having served on the Program Committee for the Annual Meeting and presently serving on the Hospitality Committee; member and organizing Chairwomen of the Clarinda Area Home Economists; a member of the American Association of University Women acting as organizing Chairwoman and 1st Vice-President of the Clarinda, Iowa Branch; and a new member of Iowa Women's Political Caucus.

Other activities of Brenda's are belonging to Beta Sigma Phi, PEO, YWCA Council and the Clarinda Community Betterment Committee. She is a member of the First United Methodist Church and acts as youth leader of Senior U.M.Y.F., belongs to Church Circle and is a Bible Study Leader. Brenda is a member of the Shenandoah Christian Women's Club and is Special Feature Chairwoman.



BRENDA KAY

# VP Williams Familiar In Area

Norman W. Williams, Vice President and Assistant General Manager and Director of May Broadcasting Company is a familiar figure in our region.



NORMAN W. WILLIAMS

Norm grew up in the Minneapolis area. He was a member of the Minnesota National Guard, 34th Division, before World War II. Having served overseas with the 34th Division until 1943, he returned to the United States to attend Officers Candidate School and was commissioned 2nd Lt. in August 1943. He returned to Great Britain and joined 5th Ranger Battalion — and was wounded in action at Brest, France in September 1944. He was released from the Army Hospital in February, 1948 and graduated from Luther College, Decorah, Iowa in June 1951.

During college, Norm worked part-time at KDEC and KWLC at Decorah, Iowa. He started with May Broadcasting Company on December 17, 1951 as Producer-Director at KMTV. He was named Production Manager in January 1957; and KMA Station Manager in January 1965. On return to Omaha, Norm was made Vice President and Assistant General Manager in January 1973. He was elected to the Board of Directors of May Broadcasting Company in January 1975.

Norm married Lois Losen of Decorah, Iowa in May 1945. She was an Army nurse serving in the hospital where

Norm was a patient. They have two sons: Thomas, born in 1946, currently Floor Manager at KMTV; and John, born in 1953, just released from three years in the Service — entering University of Nebraska at Lincoln this Fall. Norm and Lois live at 1543 Pinewood Drive in Omaha.

Norm has been active in dramatics since 1938 and is currently serving his third consecutive term as President of the Omaha Community Playhouse. He is also: Vice Chairman, Board of Regents for Dana College, Blair, Neb.; and Vice President of Nebraska Broadcasters Association. He served a very short term as President of the Iowa Broadcasters Association in 1971 but had to resign from that post when he returned to KMTV, Omaha.

While in KMTV Production Department, Norm originated "Ventures of Life" which is now "Jean's Story Time" and will be celebrating its 20th year on the air next year. He also was producer and hosted the series of television programs which ran for three years called "Your Neighbor's Faith."

Norm is active in church affairs, scouting and various civic activities. He lists golf and photography as hobbies.

## J. D. Rankin On Several Boards

J.D. Rankin, Jr., Vice President and member of the Board of Directors of the May Broadcasting Company and Executive Vice President and member of the Board of Directors of the May Seed & Nursery Company became associated with the May Seed Company in 1938. He has worked in many capacities with the firm and is familiar with every operation.

In addition to serving in the above capacities, Mr. Rankin is: Vice President and member of the Board of Directors of KFAB Broadcasting Company of Omaha; member of the Board of Directors of Mount Arbor Nurseries; and member of the Board of Directors of Superior Fruit Ranch, Ceres, California.

Mr. Rankin is a graduate of Tarkio

College and also attended the University of Missouri. He has good reason to be fond of Tarkio and the college there. His great grandfather, David Rankin, one of the outstanding pioneers of Northwest Missouri, founded Tarkio College. J.D. is very active in college affairs, and is a member of the Board of Directors.

He is well known in seed and nursery circles and is a past president (1957) of the Iowa Seed Dealer's Association. He was a member of the Iowa Seed Council and in 1955 was a member of the Certification Committee for Small Grain of the Iowa Crop Improvement Association. He's also an active member of the Board of Directors of KFAB, Inc. of Omaha, Nebraska.

Mr. Rankin is also talented along culinary lines. He is an excellent outdoor chef and enjoys preparing meals on the patio. He is an enthusiastic sportsman, enjoys duck hunting in the Missouri Valley, deer hunting in Wyoming, and fishing in Canada and Wisconsin.

He spent three years in the Navy, receiving his discharge in 1946. He and his wife Frances, daughter of the late Earl May, have two daughters, Betty Jane and Diane.

Mr. Rankin is a former member of the Board of Trustees of the American Legion Country Club. He is a member of the Elks Lodge, Masons, Kiwanis, the Chamber of Commerce and a member of the Congregational Church in Shenandoah.

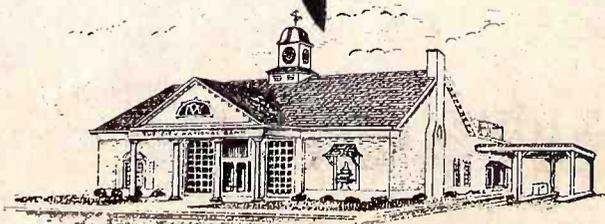


J.D. RANKIN

Happy & BIRTHDAY to KMA

50<sup>th</sup> #

THE City National Bank member FDIC



On The Air—

August 6, 1925



GEORGE W. WALLACE is vice president and general manager of KGUN-TV in Tucson, Ariz., one of the broadcasting stations owned by the May Broadcasting Company.

It's quite a while back and more than quite a bit different now but there are those of us who really remember seeing and hearing the very first full length program over KMA radio.

"From 9:00 o'clock until 11:00 on the evening of August 6, 1925, there went out over the no-doubt startled airways hereabout, the first full length varied program over KMA from Shenandoah.

And who was on that program? May's Mandolin Musicians; William Howrie; Mrs. E.E. May and Mrs. E.J. Gottsch, vocalists; and Mrs. R.K. Tindall, accompanist.

And great was the response thereto—came telephone calls, immediately, telegrams and later, letters from far away places.

Theo Baptist, New Orleans, C.E. Wilson, Atlanta, Ga., folks in Milwaukee, Philadelphia all agreed the new station came in fine, was just as good as the nearby bigger radio outlets.

Typical regular daytime programs of that time were: 12:15 noon, Farmers' Concert; 3:00 p.m., Ladies' Matinee; 3:30, Special music by "artists" from various towns, Shenandoah, Oregon, Mo., Blair, Neb.

One of the first evening broadcasts was a discussion of the Sunday School lesson by the Christian Church.

And the Old Time Music - that was a must, always. One of the initial groups was under the direction of Henry Knight, of Glasco, Kans."

Yes, it was a long time ago but it was fun- and the Evening Sentinel was there, too, telling all about the new broadcast media to the benefit of the big majority who didn't possess the tiny crystal sets.

# CONGRATULATIONS

## K M A

*For 50 Years  
Of*

*Continuous Service*

# Mount Arbor Nurseries

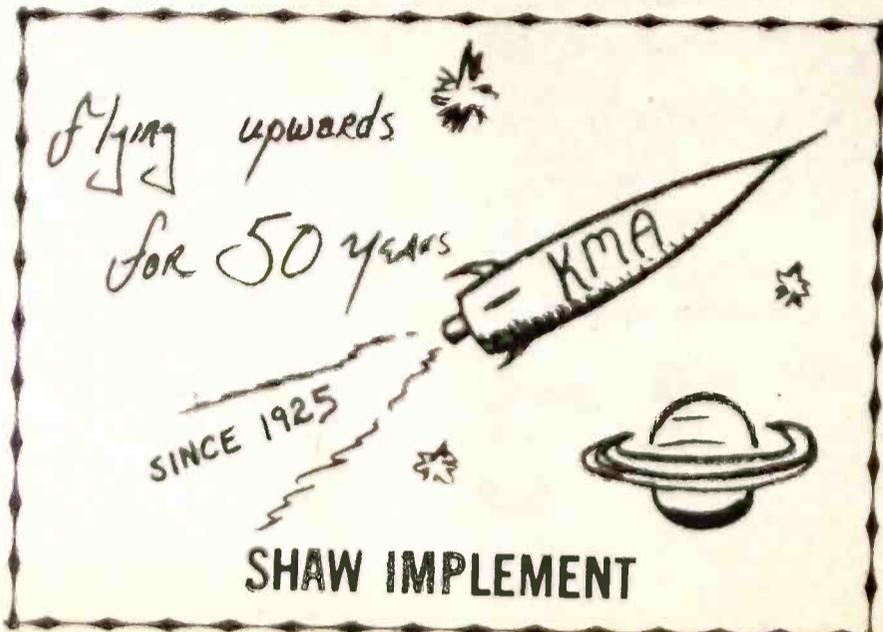
K  
M 50  
A

... in sincere  
appreciation for your  
many contributions to  
our community ...

Ladies Apparel Shop



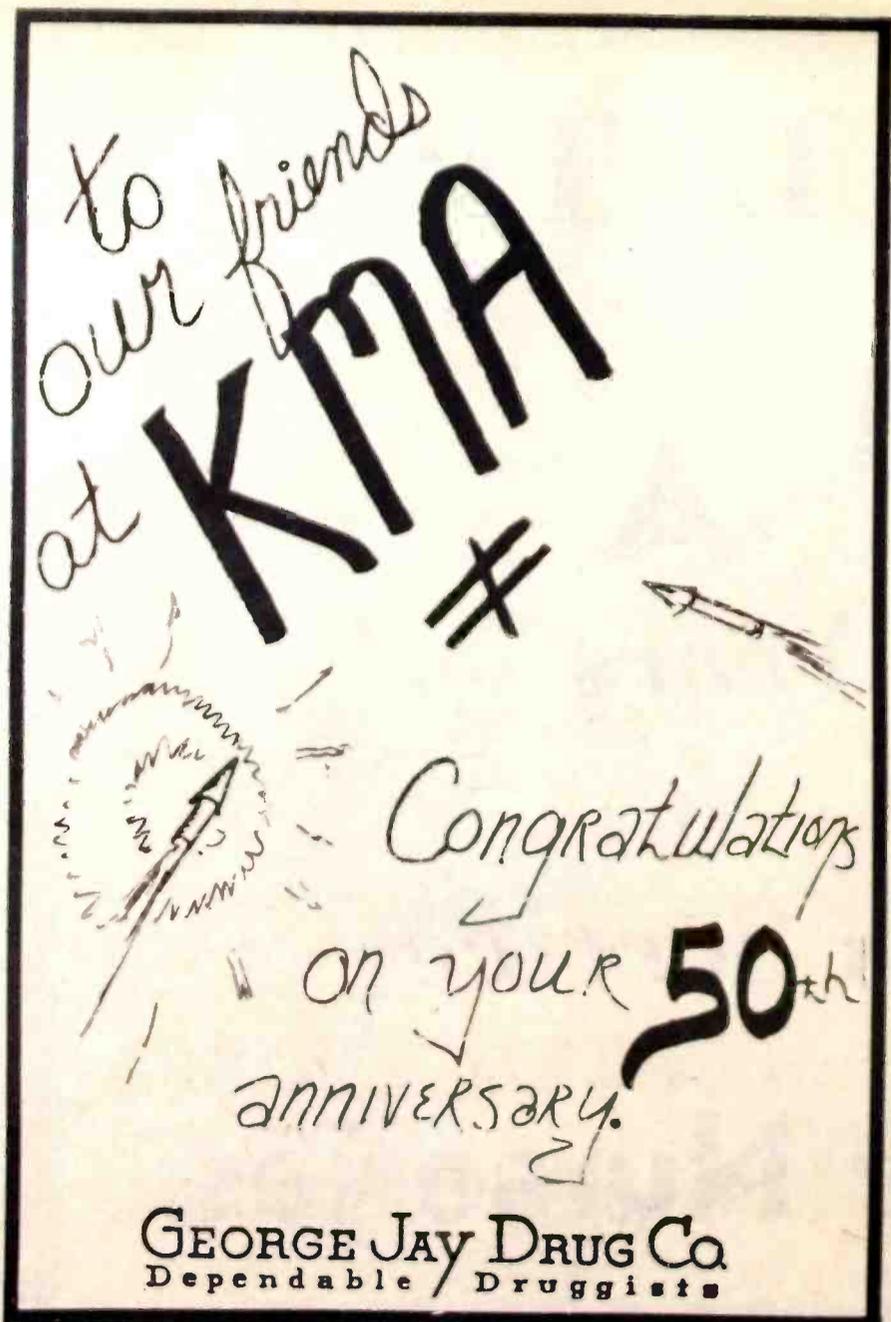
KMA'S THOUSAND-SEAT auditorium was completed in 1927, and thousands of spectators came to see the live radio productions presented by KMA.



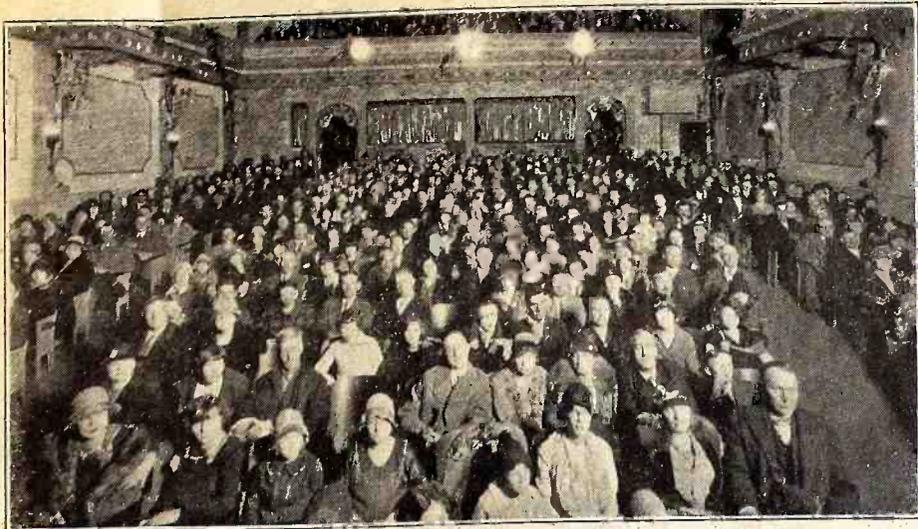
# The Early Years



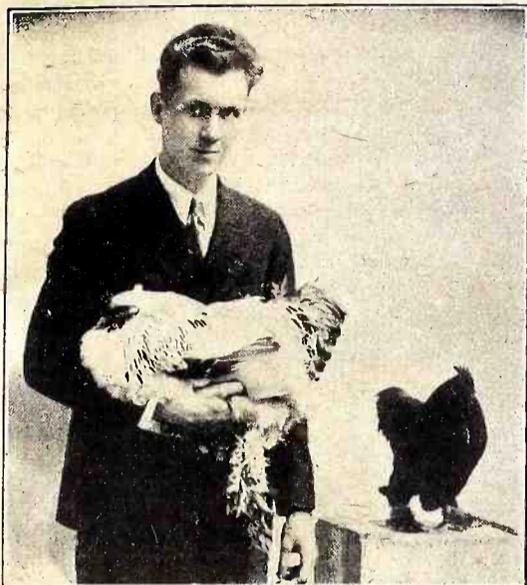
J.C. "CY" RAPP answered questions daily on the air in the early days on KMA.



THE JIG AND REEL orchestra entertained KMA listeners in the station's early years, playing music in the style of an old time dance orchestra. Members of the orchestra were Phyllis Brownell, piano; Bernard Ruby, banjo; Earl King, guitar; Francis Clatterbaugh, drums; Bill Powell, violin, and director Bernice Carrier, violin.



THIS CROWD was just a small part of the estimated 400,000 persons that visited the Mayfair Theatre annually during its peak of use to watch KMA performers on live radio.



POULTRY INFORMATION was given to KMA listeners by chicken raiser Fred Greenlee, pictured with one of his prize-winning birds.

At

**KMA—  
960**



KMA LISTENERS enjoyed the symphony music of the Mayola Orchestra, which played popular numbers mixed with some semi-classical selections. Pianist Gretta Taylor was joined by Raymond Shumate, cornet; Lewis and Paul Shumate, saxophones; Bernice Currier, violin and director; Marie Henderson, flute; Don Shumate, trombone; and Francis Clatterbaugh, drums.

In honor of your  
**Golden Anniversary**

our thanks

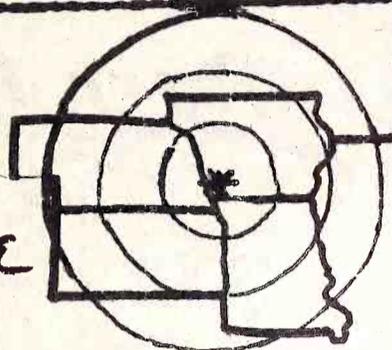
**Lawson's**  
JEWELRY & GIFTS



Shenandoah, Ia. 51601

Phone 246-1120

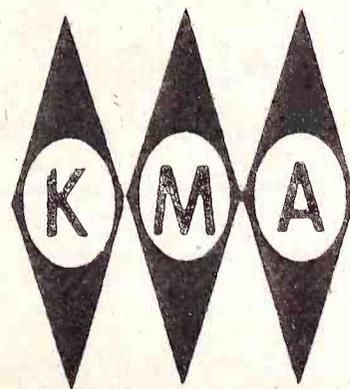
**KMA—**  
VOICE OF THE  
MIDLANDS FOR  
50 YEARS—



WALTER E. DUFFY AGENCY

to all of  
our friends

at



our sincere  
congratulations

**Hamm-Rogers Appliance**

SOUTHWEST IOWA'S LARGEST APPLIANCE DEALER

for 50 years of  
progress

Happy Anniversary

**WAYNE BRUSH**  
STANDARD SHEET METAL

*Best Wishes*  
*50<sup>th</sup> in*  
*your golden year*  
**KMA**  
**CECIL'S CONOCO**

in your golden year

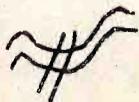
**KMA**

We extend our Congratulations

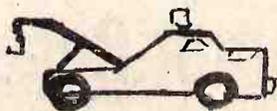
**THE TALL CORN MOTEL**

LOUNGE - RESTAURANT

*Best wishes on  
your golden anniversary.*



**LYBARGER'S**  
Used Auto Parts



# Wartime Shortages Cancelled Jubilees

One of the major attractions at Shenandoah - the Jubilees - was abandoned in the 1940's due to the gas and tire shortage created by World War II.

During the war years KMA strove to bring to its listeners a word picture of the world's happenings.

In April, 1945, Earl May was asked to represent cornbelt farmers in paying tribute to the late President Franklin D. Roosevelt who died in office, in a special broadcast over the nationwide facilities of ABC. That same year Earl covered the San Francisco United Nations Conference explaining its food and agricultural organization for the networks and KMA.

On December 19, 1946, the community was stunned by the death of Earl May at the age of 58.

Since that time KMA has taken its guidance from the second generation of the family with Edward May, supported by his mother, the late Mrs. Gertrude May, carrying the banner. With the assistance of key personnel Edward has led KMA and May Broadcasting on a

progressive path in modern communications.

In the forties KMA changed to 960 k.c. and increased its night time power to 500 watts, having gone to 500 watts during the day in 1936.

## The KMA Guide

Begun in response to KMA listeners' requests for pictures and information about the people they heard daily on KMA Radio, the KMA Guide Magazine was first published in June, 1944. Chalking up another first for KMA, The Guide was probably one of the first magazines to be put out by a radio station and continues to be unique in its field.

Its first editor was Owen Saddler, now Executive Vice President and General Manager of May Broadcasting Company. For the past nine years, Mary E. Williams has been the editor.



LYNN PADILLA and Marsha Broyles work in the KMA Continuity Department. They take the information, write the scripts and devise the production, using sound effects and music to add variety to the advertising effort. Lynn joined the staff in December, 1970 and Marsha in October, 1973.



BARB GINGER (standing), DEE MARTIN (right), and LARRY HILL (left) make up the local sales staff. Barb joined KMA in November, 1973, in the traffic department. She shifted to the sales department in April, 1974. Dee Martin has been a salesman since October, 1971, and Larry Hill joined KMA in August, 1972. PAUL R. FRY (in white shirt), long-time broadcast executive joined KMA Radio as Regional Sales Manager in May, 1975. For many years, he conducted his own media brokerage and consulting business based in Omaha and Denver. Prior to that, he built and operated stations in Omaha, Lincoln and Fremont, Nebraska.



HENRY SCHNOOR left, is mostly heard on KMA's Sunday Album. He is a full time farmer near Malvern. Henry has been with KMA since August 1970. Henry's fondness for radio keeps him busy when he isn't farming. DARRELL MURPHY started his radio career at KMA while a high school student at South Page. Darrell has worked at several stations in Iowa and Nebraska. At the present Darrell is engaged in farming fulltime, but still finds time to be your Bandstand Country Style host on Saturday nights from 7 to midnight.



EVALYN SANER is a familiar face to most people in our community. She has been with the May Broadcasting Company since 1941. Evalyn looks after the correspondence and business end of KMA, assisting all departments. As managerial secretary, she fulfills an important role at KMA.



DON HANSEN, chief announcer and music director, has been at KMA since he was a junior in high school. He just recently was promoted to chief announcer. Don can be heard at various times on KMA, but mostly he is your night time host. GAYLORD "Mac" McDonald was an intern at KMA during his Senior year at Northwest Missouri State University. Upon his graduation in May "Mac" joined the KMA announcing and special events department. Mac, pictured on left, Don on the right.

**KMA**  
50 YEARS OF BROADCASTING  
EXCELLENCE

**ATTEBERY MOTORS**  
YOUR GM CENTER

GERRY ATTEBERY                      MARVIN ATTEBERY

  
CHEVROLET

  
PONTIAC

  
OLDSMOBILE

  
BUICK

  
Cadillac

  
GMC  
TRUCK &  
COACH

Phone 542-2126                      Clarinda, Iowa

For **50** years of  
service to our community,

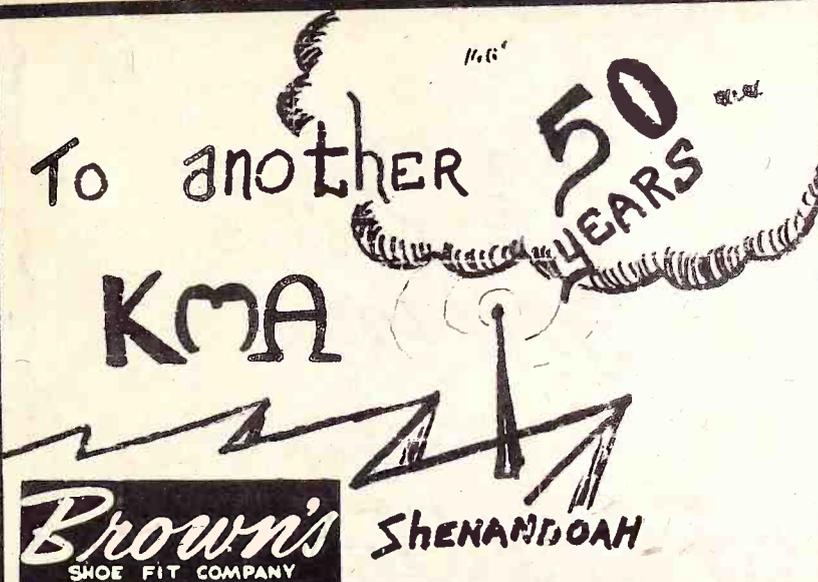
RADIO **KMA** 960

Our thanks,  
**Rennack Hatchery**

To another **50**  
YEARS

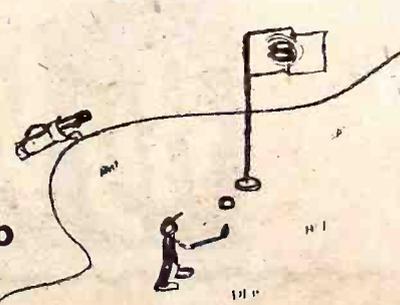
**KMA**

*Brown's* SHENANDOAH  
SHOE FIT COMPANY



*Happy 50th*  
*Birthday*

The American  
Legion Country Club



**Best Wishes  
To KMA Radio**  
on your  
**50th Birthday**

**GILBERT REFRIGERATION  
AND AIR CONDITIONING**

812 Vista 246-1898



THE BLACKWOOD brothers got their start in Shenandoah singing on KMA as a quartet. The group still performs, touring the nation and making records, returning to Shenandoah for frequent visits.

**Blackwood Brothers Return  
To Kick Off Anniversary Fest**

THE BLACKWOOD BROTHERS brought their talent to KMA in 1940.

KMA launched the fabulous career of this most outstanding group. In a two month period they traveled over 16,000 miles and performed before more than 23,000 people.

The Blackwoods moved their headquarters to Memphis, Tennessee in

1951. They still use Memphis as the base of their operations. The group is enjoying great success under the direction of James Blackwood.

The Blackwood Brothers will kick off the 50th anniversary celebration of KMA as they appear in concert at Mustang Field on Monday night August 11, 1975 at 8:00 p.m.

**Religion Plays Important Part  
In Station's Daily Programming**

Religion plays an important role on KMA programming.

One program is still broadcast daily — it is "Back to the Bible" Monday thru Saturday from 9:30 to 10:00 p.m. with the Rev. Theodore H. Epp. The program, which originates in Lincoln, Neb., is very popular with KMA listeners.

The Sunday hours are filled with various programs. Broadcasts include

national programs as well as local programs. The local Sunday Worship Service, sponsored by the Shenandoah Council of Churches is presented by KMA as a public service program.

Other religious programs on KMA Sundays Only: Your Worship Hour 8:30 a.m., Sunday School Lesson 9:20 a.m., Word of Life 10:30 a.m., Christian Crusaders 11 a.m., Billy Graham 9:35 p.m.

**Edythe Stirlen**

**On The Air**

**Over 50 Years**

The Rev. Edythe Stirlen began her 50th year in radio broadcasting on Mother's Day of this year.

An ordained minister of the Christian Church, she began her broadcasting career in St. Joseph, Mo. When she came to Shenandoah with a group of radio entertainers she was offered a job and has broadcast continuously over KMA since that time.

She has two daughters, Mrs. N. Gayle (Josephine) Fischer of Sioux Falls, S. Dak., and Mrs. Paul (Rosalee) Hillman of Essex.



THE REV. EDYTHE STIRLEN

**Auditorium Amazing**

Completed and dedicated in 1927 KMA's new thousand-seat auditorium amazed the thousands who came to see a radio station in operation. While other stations were shooing visitors out of their studios, Earl May was inviting people to come and see the beauty and showmanship of his new facility.

The stage was set in a simulated walled-garden, white pigeons seemed to soar

through the air, the high domed ceiling was painted dark blue to simulate the night sky, lights twinkled like stars in the ceiling, and drifting clouds were projected across the "sky". A huge plate glass seven feet high and twenty-two feet long separated the audience from the studios on stage. The glass could be raised for live audience performances. At its peak of use, an estimated 400,000 people a year used the auditorium.

**In the  
50  
GOLDEN YEAR**

**of radio 960  
KMA**

**Best Wishes,**

**Hy-Vee**

# Everly Brothers' Climb Started In Shenandoah

As KMA approaches its 50th broadcast birthday, which arrives August 12 this year, we want to take pause and reflect back over some of the wonderful people and events of bygone days.

Let's go back to 1945 when Ike and Margaret Everly and their two sons, Donald, 8, and Phillip, 6, became associated with KMA. At that time Ike was the entertainer of the family and was considered one of the top guitar pros in the country. Back in his home state of Kentucky, Ike and an old buddy, "Mose" Regar had developed a unique way of playing the guitar. It involved playing bass and treble at the same time. They called it "Thumb pick-country style". The two taught it to movie star and recording artist Merle Travis, who employed it very successfully.

During the late 40's Ike played with all the KMA musical groups and was noted for his enthusiasm for hunting, painting and raising prize chickens. During this period Ike had been tutoring the boys in the art of country music. Mom, too, was learning to play guitar. Their goal: a family program. At first Don studied the violin and Phil, the flute. Later Phil switched to mandolin. Both boys were natural southpaws and had to overcome one big obstacle, learning to play their instruments right handed. Don was ready for his first appearance on October of 1950 with the Saturday night Cornbelt Jam-

boree, a weekly live stage performance by KMA entertainers in Council Bluffs.

In January of 1951 "The Everly Family" began a regular daily program on KMA. They enjoyed a fine following. During these formative years, Ike tutored the boys carefully in the music field. Meanwhile, Margaret imbued in them gentlemanly grace. Many people still recall them as "exceptionally fine" young boys.

Somewhere behind the success of every outstanding personality is a behind-the-scenes driving personality. In the case of the Everly's we feel the credit goes to Margaret. Ike, in his early days on KMA said his wife was the mainspring of his career, continually encouraging his song-writing and giving him incentive for improving his playing and singing. In early 1954 the family decided the boys were ready. To quote one of their dear and close friends, Margaret predicted, "The boys are going to make it one of these days."

Ike and Margaret decided to sacrifice everything for the boys. They took all their savings and moved to Tennessee, the heart of country music. Soon the boys were real pros, fine musicians. An old friend of Ike's, Chet Atkins, helped them get in the right channels and in a few short years they were shooting to the top as recording artists and TV performers.

KMA feels proud to have played a part in the success of this fine family.



LAURINE LUNDGREN, with the firm over a quarter century, is executive assistant to the managing officers of both the May Broadcasting Company and the May Seed and Nursery Company. Laurine is assisted by Joyce Dobernecker. The girls perform secretarial duties for Edward May, J. D. Rankin, and Jim Shaum, whose offices are adjoining in the main building.

## Bill Overbey Keeps Working As May's Advertising Director

BILL OVERBEY, Advertising Director of the Earl May Seed and Nursery Company is a familiar voice on KMA. He is a most capable substitute for both Ed May and Mac.

Bill is very busy producing two seed catalogs each year plus developing various other advertising and promotion ideas for the seed company and 50 garden centers.

However when the need arises he is ready to go "on the air" at a moments notice.

Bill and wife, Wallace enjoy living in Shenandoah. Their son Sandy lives in Kansas City and son, Mike, lives in Spencer.



BILL OVERBEY

# KMA ...

*ringing over  
the countryside for  
50 years.*



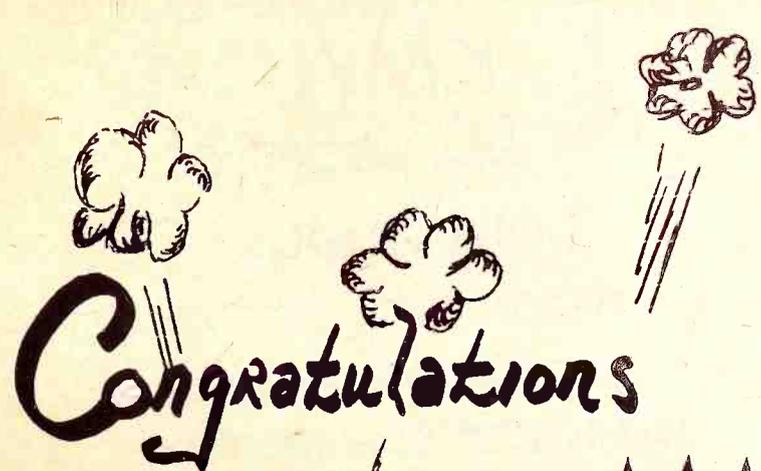
## Hansen JEWELERS

Shenandoah, Iowa 51601

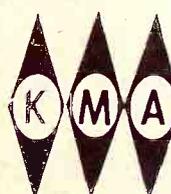
# Thanks KMA

YOUR RADIO STATION HAS  
ALWAYS SERVED OUR  
COMMUNITY WELL!

## Gambles



# Congratulations





## VOGEL Popcorn Company

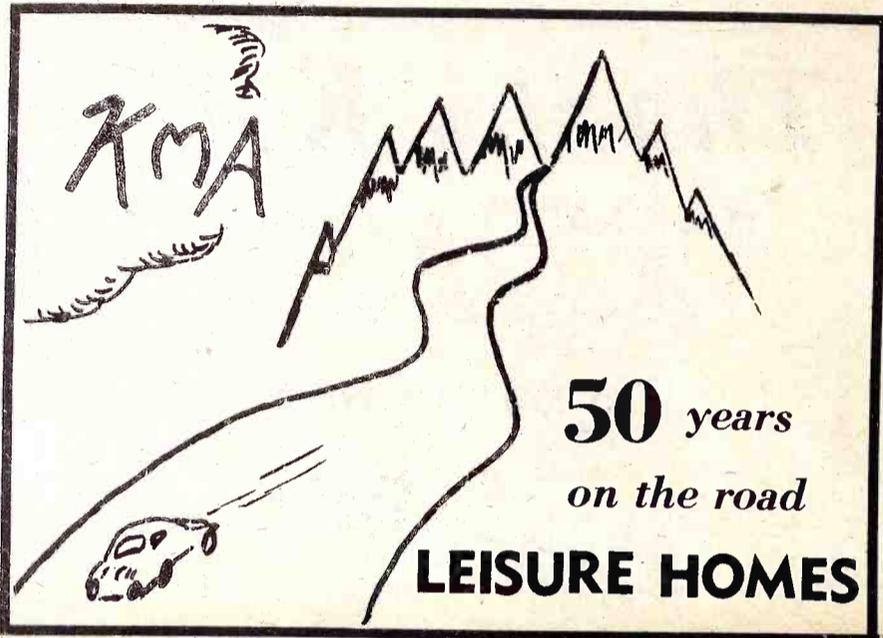
GROWERS AND PROCESSORS

HAMBURG • IOWA 51640 U.S.A.

**Congratulations to KMA**  
*on 50 years of continuous*  
*operation under one*  
*ownership!*

**Home Oil Company**

811 W. Sheridan 246-2944



**CONGRATULATIONS**  
**KMA**  
 For 50 years of  
 continuous  
 community service  
**HAND COMMUNITY HOSPITAL**  
**ELM HEIGHTS RESIDENTIAL**  
**CARE CENTER**

**We Salute**  
 Radio Station **KMA**  
*For 50 years of service*  
*to Shenandoah and*  
*all of Southwest Iowa.*  
**Jack Stanley Co. Inc.**

## Retired Ray Schroeder Directed KMTV's Birth

Ray Schroeder began his broadcast career in 1930 upon graduating from the RCA Institute in Chicago with a Second Class Telegraph License.

A native Nebraskan, he returned to that state as an engineer for KMMJ in Clay Center. As this was parttime work, he returned to Chicago as an engineer on WIBO radio and experimental television station W9XA, before taking a permanent position on the engineering staff of

KMMJ.

In 1937, he became Chief Engineer for KMA and May Broadcasting Company in Shenandoah.

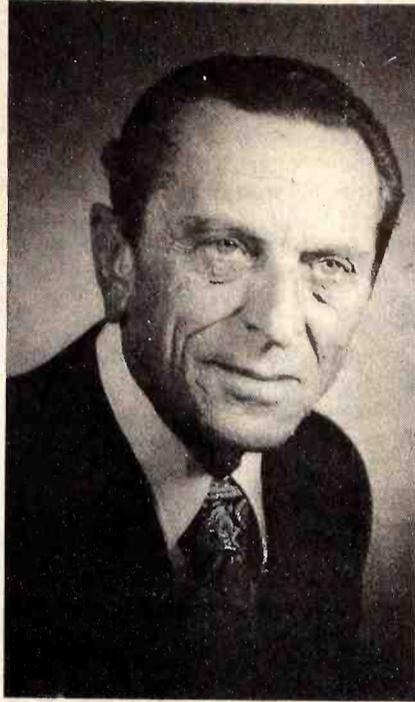
As Chief Engineer for May Broadcasting, Schroeder began building KMTV in May 1949. KMTV signed on the air September 1, 1949.

In January of 1956, Ray Schroeder was elected a member of the Board of Directors of the May Broadcasting Company. He was named Technical Director of the KFAB Broadcasting Company in August of 1957, and became Vice President in Charge of Engineering for the May Broadcasting Company in January, 1960.

Ray became a Director and Vice President of KFAB Broadcasting Company on December 12, 1961. He retired from the KFAB board on January 31, 1974. Mr. Schroeder also retired from May Broadcasting Company board January 28, 1975, but remains a consultant.

He and his wife, Ruth, live at 1229 South 117th Street in West Omaha. He and his wife have two children: Jim, now married and father of three children lives in St. Petersburg Florida. He is with the Aerospace Division of the Honeywell Company; and daughter Pat (Mrs. Raymond Hanson) . . . she and her husband, who is a Lt. Colonel in the Air Force have two children.

Ray spends much of his time in his shop making model steam engines and repairing antique music boxes and clocks. He also lists astronomy and photography as hobbies.



RAY SCHROEDER

NANCY STOTTS is the Traffic Manager, which requires making up the daily log which records everything you hear on KMA.



EARLE CROWLEY, right, of KMA's accounting department hails from Le Mars, Ia. He is a graduate of Capital City Commercial College in Des Moines and previously worked in the accounting department of the Diamond Blackleaf Company. Earle joined the May Broadcasting Company in 1956. He and the other accounting staff members — Nadine Kelsey, sitting, and Marlys Meacham — handle all the bookwork for both KMA and KMTV.



FROM LEFT, DON BURRICHTER, RALPH LUND AND NORM KLING

**KMA** RADIO

FEEDING THE MINDS  
OF OUR COMMUNITY FOR 50  
YEARS...

SPENCERS GROCERY

## Head Engineer Don Burrichter Celebrating 45 Years In Radio

Don Burrichter, KMA's chief engineer, is celebrating an anniversary this year right along with KMA.

This is the 50th year for KMA and it's Don's 45th year in radio.

Don started his career in Waterloo, Iowa, in 1930, when he was just out of school. He served as a studio engineer at WMT, and chief engineer at WHBJ at

Anderson, Ind. and came to KMA in 1938.

During World War II Don taught radio signal corps in Des Moines and electronic research on navy weapons at the State University of Iowa. He returned to Shenandoah in 1945 and heads the KMA engineer crew.

Don's children are Ed, Mary, Carol and Connie.

## Nebraskan Ralph Lund Only 12 Years Behind

Thirty-three years ago, Ralph Lund joined forces with KMA as an engineer. He is originally from Columbus, Nebraska, and his wife is a native South Dakotan, from the Sioux Falls area. Raising a family has taken most of Betty's time, but she loves to read and knit.

Their three children are away from home now. Daughter Ann, now Mrs. Larry McDonald, lives in Chillicothe, Mo. Judy, Mrs. Roger Malmberg, is a resident of Audubon, Iowa. The Lund's son, David lives in Omaha.

Though Ralph spends much of his time at KMA, he finds time for his favorite hobby — hunting. In their home is a room

where Ralph displays his collection of cartridges . . . used in guns now obsolete.

## Radio Not New To Norm Kling

NORM KLING has been an engineer at KMA since October 1949. Many changes in the technical area of radio have been made. NORM feels right at home in the station recording lab or engineering a remote broadcast covering a presidential speech. NORM and his wife, Margaret, enjoy their children Benny, Chief of Police at Syracuse, Neb.; Bobby, an art teacher in Humeston, Iowa, and Carol Lee Miller of Atlantic, Iowa.



LUCILLE LAWSON, left, switchboard operator and receptionist for KMA, handles the paging system, visitors and switchboard which is usually lit up like a Christmas tree with some hundred inter-office phones and incoming calls. Pictured with Lucille are Joy Brownlee (center) and Jess Cox who also work at the switchboard.

## Thanks KMA for 50 years

NICE TO "HEAR" YOU  
KEEP UP THE GOOD SOUND

**MARTIN OIL CO.**  
PHILLIPS 66 DISTRIBUTOR  
SHENANDOAH, IOWA

**KMA**

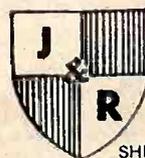
good listening for  
50 years



Martin & Sons  
Farm and Home Distributors  
Red Oak, Iowa 51566

## Congratulations KMA

Your Authorized Factory Dealer On  
**KROEHLER FURNITURE**  
**SEALY MATTRESSES**  
**MOHAWK CARPET**



**J & R**  
FURNITURE  
& Carpets

SHENANDOAH, IA.—246-3640

**Congratulations**

**KMA**

*We take great pride in having a radio station of your caliber in Shenandoah!*

**WESTON PLUMBING**

910 Vista 246-1191

**Our Best Wishes To**

**Everyone At**

**KMA**

**On Their Golden Anniversary**

**VERNON E. FISHER AGENCY**

VERNON FISHER - LARRY RANDOLPH  
GENERAL INSURANCE SERVICE  
SHENANDOAH, IOWA 51601

**TO  
KMA  
RADIO 960**



**MAC MALLOY MOTOR CO.**  
SHENANDOAH

**Best Wishes To**

**KMA**

*On Your* **50TH** *Birthday*

**Harley Greenwalt Signs**

**LETTERING SPECIALIST  
SINCE 1936**

**Keep On Keeping**

**Millions Informed**

**Have 50 More !**

**KMA**

**Sears Authorized  
Catalog Sales Merchant**

**Congratulations**

*to*

**KMA**

*we appreciate the services  
you have rendered to our  
community.*

**McIntyre & Chesshire**

**Realtors - Insurance - Auctioneer**

Wallace Chesshire      Jesse McIntyre

Robert Wilson      Ermal Irvin

**Recognition Is Due**

**To KMA**

**For 50 Years**

**Shenandoah Ceramic  
Supply**

1306 West 5th 246-1640

For the 50 years  
you devoted  
to our community . . .

Congratulations.

A & W Family Restaurant

Congratulations On Your  
50th Anniversary

EASY WASH LAUNDERETTE  
1215 W. SHERIDAN

NISHNA ROAD LAUNDERETTE  
105 W. NISHNA

MR. & MRS. CARROLL SKALBERG—OWNERS  
We've been serving our customers since 1959

Congratulations . . .

From us to you **KMA**

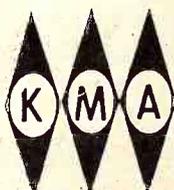
We are Shenandoah's oldest retail business  
still owned and operated by the same family!

**Goldbergs**  
SHENANDOAH

"Men's Quality Clothing for 78 Years"

We join SHENANDOAH  
in wishing a  
Happy Birthday to **KMA**  
**50 YEARS**  
Safeway Store

For your great  
contributions to  
all of Southwest  
Iowa . . .

to 

Happy Anniversary  
First National Bank

A FULL  
SERVICE  
BANK



ESSEX, IOWA

FDIC

Congratulations

to 

on Your **50th** Birthday

JCPenney

FOR 50 YEARS OF SERVICE  
OUR CONGRATULATIONS TO

**KMA**

AND ITS STAFF

**LEWIS CLEANERS**

COMPLETE FABRIC CARE CENTER AND  
STEAMTRONIC CARPET CLEANING

# KMA Program Schedule for 50th Anniversary

## On August 15, 1975

- 5:00 a.m. Sign On — Live talent program with Merl Douglas, Bob Stotts, Buck Dilley, Curly Dale, Eddie Comer and Marion Hilding.
- 6:00-6:15 KMA News
- 6:15-7:00 RFD 960, Steve Hoefing, Jack Gowing, Tom Beavers, and Jim Ross
- 7:00-7:15 News
- 7:15-7:45 May Seed Weather with Frank and Mac
- 7:45-8:00 KMA News and Weather.
- 8:00-9:00 Live talent featuring Jim Kendrick, emcee; with the West Sisters, the Ruby Trio, Gretta Bellamy and Back to Bible Trio. Other music will be provided by the same talent featured at 5:00-6:00.
- 9:00-9:30 Kitchen Klatter, live from the Armory with Aunt Leanna, Margery and Dorothy.
- 9:30-10:00 Back to the Bible, featuring a special program with Rev. Theo. Epp
- 10:00-11:30 Living Today with Brenda Kay, live from armory with all the former KMA Homemakers on stage
- 11:30-11:45 Omaha Market with Mac McManamy returning
- 11:45-11:55 Market Report with Jim Ross, Tom Beavers
- 11:55-12:00 Special Captain Stubby program
- 12:00-12:15 Noon news
- 12:15-12:30 May Seed Weather with Ed May
- 12:30-1:00 Midwest Farmer with Lynn Ketelsen, Jim Ross, Tom Beavers, Jack Gowing
- 1:00-1:15 KMA News and Weather, KMA Sports
- 1:15-1:30 Paul Harvey
- 1:30-through afternoon Open Line/Party Line with Warren Nielson. Featured will be former entertainers, coming back to sing and visit with Warren and talk with listeners. Frank and former Homemakers will stop to visit with Warren and listeners. Also on the air will be former Manager "Cy" Rapp and longtime radio pastor Rev. Edythe Stirlen and "flower lady" Lina Ferguson.
- 5:00-5:15 KMA News and Weather
- 5:15-5:25 Market reports from Atlantic
- 5:25-5:30 Harry Reasoner
- 5:30-5:40 KMA Sports
- 5:40-5:45 Keith Jackson Sports
- 5:45-5:50 ABC News
- 5:50-5:55 Agenda
- 5:55-6:00 Focus by KMA News
- 6:00-6:15 KMA News
- 6:15-6:30 Farmers Market with Jim Ross, Tom Beavers, Lynn Ketelsen
- 6:30-6:35 ABC News
- 6:35-6:40 Community Calendar
- 6:40-7:00 The Best of the Big Bands
- 7:00-12 Midnight Reminiscing in Old Time Radio. A program highlighting top radio names from across the nation during the past years of radio.

## The Next 50 Years . . .

Radio is a restless and growing sound striving to keep pace with the needs and moods of the people it serves.

What lies ahead? We believe the next 50 years can bring as many radical changes as the last 50. Your radio may be smaller, but its service will be greater.

KMA is constantly working on achieving these dreams of the future for you and your children. It is growing and developing to make its service what you need and want.

We are now in the "astounding future" of 50 years ago and as is characteristic of KMA's owners and staff, it is planning now for the "astounding future" of the year 2025.