

THE

KMA GUIDE

10c

Vol. 3

FEBRUARY, 1946

No. 2



Kathleen and Steve Wooden

Jeanie and Mack Sanders

Lois and Jimmie Morgan

Virginia and Little Joe Parish

Margaret and Ike Everly

Mae West and Ralph Corder

(Story on Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

FEBRUARY, 1946

Vol. 3

No. 2

Plattsmouth, Nebr.

Enclosed is my \$1.00 for another year's subscription for the KMA GUIDE. We think it is fine and enjoy every bit of it. We want to thank you all for it.

Mrs. James Tilson
624 South 4th Street

Wathena, Kansas

I am enclosing \$1.00 for another year's subscription to the KMA GUIDE. Please have a picture of Slim Fitts and Mack Sanders soon.

Miss Marjorie Israel
Route 3

(You will find Mack and Slim standing together in our Stump Us Gang picture on page 4. We also have a picture and life story of Slim on page 6.)

Lincoln, Nebraska

I think the KMA GUIDE is really marvelous so I'll be sure not to miss a single issue. I am enclosing \$1.00 to renew my subscription after it expires next April.

Carolyn Scheel
Route 3

Monroe, Iowa

Enclosed is \$1.00 for another year of the KMA GUIDE. Where is Tim George?

Mrs. Earl Simbro
Route 1

(Announcer Tim George is still in the Navy. He plans to return to KMA as soon as he is released.)

Earling, Iowa

We enjoy all your programs very much and are sending for another year's subscription to the KMA GUIDE. We like it because it gives all the entertainers credit and we read it from cover to cover even though we are very busy people. It certainly brightens up our lives.

Mrs. Math L. Freund
Route 1

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. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for change of address and be sure to send old as well as new address. Advertising rates on request.

Rolfe, Iowa

Enclosed find my \$1.00 for my KMA GUIDE renewal. I just could not do without it.

Lois Carpenter
Route 1

Union Star, Missouri

Now I am going to ask a favor of you. I want the KMA GUIDE sent to the 3 parties I have named below. I am enclosing my \$3.00 to cover.

Mrs. Emma Gibson

(Thank you Mrs. Gibson. Gift subscriptions of the KMA GUIDE may be made any time of year. Much more, it is a suitable gift for Valentine's Day, Easter, birthdays, anniversaries, etc., and a new issue goes out each month for a full year to remind them of your thoughtfulness and kindness.)

Miltonvale, Kansas

I thought one of my girls had sent in our renewal for the KMA GUIDE but I just found out she hadn't so here is our \$1.00 as we certainly don't want to miss out on a single issue for we all enjoy it so much.

Mrs. R. R. Maitlen



A Chat With Earl May

Last month on this page I had the pleasure of telling you about my 2 granddaughters, Betty Jane Rankin, 5½; and Annette Gertrude May, now 9 mos. old. We also had a New Year's picture for you showing these 2 young ladies, Mrs. May, and myself, which was taken in the living room of our home. A number of you wrote in saying that Mrs. May and myself certainly looked pleased and proud. We were—naturally

But now we are more pleased and proud than ever. We have another granddaughter. She's Diane May Rankin, born Jan. 15, at 3:25 a.m. She weighs 7 lbs., 3 oz., has lots of dark hair, and has beautiful, long, dark eyelashes. Her mother, of course, is my daughter Frances, and her father, Lt. J. D. Rankin, Jr., was just discharged from the Navy on the very day she was born. So Jan. 15 was a great day for us. When Diane May gets a little bit older, maybe I can show you what she looks like through a picture on this page—that is, of course, if you're interested. I won't know if you don't write me, so I'll wait until I hear from you.

I am sure you've been reading in your

newspaper about the research center for the study of corn that Iowa State College has established at Antigua, Guatemala. Construction of the Center has begun, and it will be ready for use by July 1. Dr. I. E. Melhus, head of the College's Botany and Plant Pathology Dept., says this work in the "Southern Mexico-Guatemala area will bring to light new information on corn, forage plants, erosion control, nutrition and forestry. It's the area of origin, too, of many well known plants, such as the bean, potato, tomato, ground cherry, and corn."

And then this official news release goes on to say this: "Several private grants are helping to finance the center, including one from Earl May, president of the May Seed and Nursery Co. at Shenandoah. Mr. May earlier made the College a grant of \$75,000 which made it possible to carry out the preliminary studies".

Some of you have written me, saying, "My goodness, Earl, what are you giving them all that money for?" Well, friends, I am giving that money to help you! These outstanding scientists are studying corn improvement right down there where corn was first introduced on this earth. By careful breeding, they hope to be able to make our corn, right here in this farm-belt, the most outstanding corn in the

(Continued on Page 5)



STUMP US

When someone says to you, "How does such-and-such a song go?" . . . you rack your brains for the elusive melody. Sometimes you remember, sometimes you just can't get it off the tip of your tongue. That's what happens to the Stump Us Gang every Mon. through Fri. when they go on the air at 11 a.m.

We now present the boys whose musical memories must be good or you win a lovely prize! Left to right, front row, you see "Little Joe" Parish with his mandolin, and emcee and announcer Paul Oliver; back row, Ike Everly with his electric standard guitar; singing Steve Wooden and his guitar; Wayne Van Horne at the electric steel guitar; Slim Fitts with his violin; and Mack Sanders and his bass fiddle.

Back in Sept. 1942, the Manchester Biscuit Co., makers of famous Waldorf Crackers, began this program over KMA. Everyone likes a contest, and that's one reason the program has proved so popular. And everyone likes good music, so that's why you tune in every day and write in often.

Now here's how the contest works: just submit a title of a popular song you think the boys can't sing or play, along with part of the box your Waldorf Crackers

came in. Then jovial Paul Oliver springs the title on the boys and tries to stump them. They must play or sing the song—or out goes a fine prize to you, such as a beautiful leather purse, a tablecloth and matching napkins, a shaggy rug, or a rayon bedspread, the latest reward for you contest winners.

Naturally a show like this must be unrehearsed and produced without any sheet music whatever. Though it really puts them on their mettle, the boys are so peppy and full of fun that Paul says they're as hard to control as a bunch of school kids. But sometimes Paul has the last laugh, as he did once when they assured him they knew the song requested and played another tune by accident!

Another time 2 ladies wrote in, one from Mo., one from Ia. Both turned out to be winners, and the coincidence is that they had written in their letters, "I've just about given up hope of winning the prize, and I'm trying just once more!" Those ladies had the pluck to keep on trying to win—and finally did. If you haven't been a winner yet, don't be discouraged! As Paul says, "Persistence pays off." So keep on trying. Who can tell? Maybe you'll be a winner on tomorrow's program!



Forecasts for the Month

Birthdays

- Feb. 1—Donald Everly (son of Ike Everly, Staff Artist)
- Feb. 1—Robt. Parker (son of Mail Clerk Ada Parker)
- Feb. 2—Ruth Maher (Ass't. Office Mgr. May Seed Co.)
- Feb. 2—Barbara Ann Griswold (daughter of Hilton Griswold, pianist)
- Feb. 2—Jean Aspinwall (daughter of Anncr. Hugh Aspinwall)
- Feb. 5—Terry Moss, Program Manager
- Feb. 6—Hugh Aspinwall (Anncr. Chick Martin)
- Feb. 8—E. S. Welch (Mrs. May's father & Pres. of Mt. Arbor Nurseries)
- Feb. 9—Nancy Kay Birdsell (daughter of Anncr. John Birdsell)
- Feb. 23—John Lawrence Birdsell (son of Anncr. John Birdsell)
- Feb. 28—Joyce Smith (typist)

Anniversaries

Feb. 10—Ruth and Chief Engr. Ray Schroeder

FLOWER: Primrose or violet
BIRTHSTONE: Amethyst

EARL MAY—continued

world—greater than you can imagine even in your wildest dreams. If they can do that, it will mean greater prosperity for this area, and better living conditions for you! And if my money can help them do that, I'll be more than amply repaid. It's only by working together that we, and our fathers before us, have been able to make our country into a great nation. And I want to do my part for you—and the children who follow us!

Looking Forward

With MERRILL LANGFITT

I think we are all wondering what will happen to farm prices this year. According to U.S.D.A. Sec. Anderson's public statements, he favors continued full production. And so does A. L. Anderson, Animal Husbandry Professor at Ia. State College. He pointed out in one of my recent programs that we need full production as long as there are starving people in the world.

Prof. Anderson reports that many draft-tees were suffering from malnutrition when they were inducted—especially those from the sections where our soils are badly eroded and lack fertility. Consequently we should all be building our soil so the food we produce will be highly nutritious. That of course, means putting plant food elements back in the soil to compensate for the losses resulting from heavy production.

But what about the prices we will receive for our farm products? Well, Rep. Ben F. Jensen pointed out to me in a recent radio interview that Congress is committed to support farm prices at or above 90% of parity for 2 years following the official end of the war. Technically, you know, the war is still on, and will be, until the President officially declares it is over.

As we see it here, we must all work together in a common cause, produce efficiently, maintain our soil fertility, and stand together in insisting upon fair prices for what we produce. The farmer can no longer operate as an independent producer. Unity in agriculture will be one of the key factors in maintaining desirable farm income in the months and years ahead.

CHAMPS

When the girls' bowling team at KMA won the first half of the season in the city league, we thought that was pretty nice. But now real congratulations are in order! When the KMA KIDS were challenged by the winners of the men's league, they defeated the "stronger sex" 2 games out of 3.

KMA Valentines

We can't send all of you a Valentine, but we can send you our very best Valentine greetings by the 12 happy sweethearts pictured on our cover.

In the upper left are Kathleen and Steve Wooden; upper right, Jeanie and Mack Sanders; center left, Virginia and Little Joe Parish; center, Lois and Jimmie Morgan; center right, Margaret and Ike Everly; and bottom center, Mae West Corder and Ralph Corder.

Valentines may be short-lived, but these fine entertainers try to bring you every day of the year just the type of program you folks like.

ICY LUCK

The Blackwood Quartet was giving a splendid concert one night in McFall, Mo. Outside it was blowing very cold; the rain was freezing. When they started home the streets were thick with ice. On the highway they drove cautiously. They went down the hill slowly, carefully noted the river bridge ahead. Suddenly their car swerved. It slid out of control from one side of the road to the other. To the side was a sheer bank and then the river. With tense hands and gritting teeth, Don Smith worked at the wheel, trying to keep the car straight. Finally they made the bridge and crashed into the rail. They all got out to survey the damage. They looked at their smashed fender, broken headlight, twisted bumper gratefully. They were inside that bridge only 10 ft.; if they had skidded off the road before, they would have been 60 ft. below in the river!

A driver with chains on his car agreed to push them to Grant City. It was only 5 miles, but it took from 11:30 that night until 3:30 next morning. Then a kind Grant City family got them some tire chains. They finally arrived in Shenandoah at 6 that morning, and appeared on their regular 7:30 program as if nothing had happened. Such is radio! But the Blackwoods were grateful. They knew that only a month before a young couple had skidded off that very bank, and it was a week before their bodies were found.

New Comers

Meet James A. "Slim" Fitts, Jr., who plays the fiddle just the way you like it! He hails from Moffat, Ala., where he was born July 19, 1924, and is now another KMA Southerner.



Fiddlin' Slim and his lovely blonde wife, Billie Louise, came to Iowa because their friends, Mack and Jeanie Sanders, talked so much about our station on their recent trip home. (Jan. '46 KMA GUIDE, p. 15).

After graduating from Montevallo, Ala., High School in '42, Slim entered the Ala. School of Trades at Gadsden and worked under Civil Service at the same time. When he finished this course, his next step was into an Army uniform, on May 17, 1943. He spent 2 years in England as a radio mechanic for the 8th Air Force before he was finally discharged last Nov.

Slim has been in radio since 1941. He first auditioned with a group called the "Happy Range Riders" in Birmingham, Ala., liked the work so well, he took up where he left off when the Army intervened.

"Dark and handsome" might best describe him with his dark brown eyes and hair, which make a pleasing contrast to his wife's blonde tresses and blue eyes. She naturally smiles when he says his greatest weakness is blondes. He likes blue suits and is fond of sport shirts and slacks; is always hungry when the suppertable contains roast pork with "all the trimmings"; is an inveterate sports fan as far as hunting, fishing, football, baseball and boxing are concerned.

Tune in from 6 to 7 a. m. every day for RFD 960 and hear Slim play the fiddle, bass or guitar. You can also hear Slim at 11 a.m., Mon. through Fri. with the Stump Us Gang; at 1:05 p.m. with the Utah Rangers; and with Mack Sanders at 2 o'clock each afternoon.

Tips for Farmers

FROM FRANK FIELD

This month I think you would be interested in the questions most of you listeners are asking. Here are a few, with the answers which we give them.

Q. "We have a nice windbreak of red cedar trees which gives a lot of protection to the barn lot. We would like to start a young orchard this spring but we have been told that the cedar trees would kill the fruit trees. Is this true and if so, how far away from the cedar trees would it be safe to plant the fruit trees?"

A. It is partly true and partly false. The red cedar trees do act as alternate hosts to a fungus disease called Red Cedar Rust which is destructive to some varieties of apple trees, but there are some kinds of apples which are practically immune to the rust, and which can be planted with reasonable safety in the vicinity of red cedar trees. The State College at Ames says that the spores of the red cedar rust will easily carry in the air for as much as 1/2 mile, particularly if the prevailing winds are in that direction. As a matter of fact, many severe cases of red cedar rust have been traced to cedar trees as much as 2 miles away. If there are any red cedar trees within a mile and especially if they are to the south or southeast, it would be well to leave out the most susceptible varieties of apples and plant the ones which are known to be more or less resistant to red cedar rust. Wealthy and Jonathan are among the first to show the effects of red cedar rust. But Delicious seems to be practically immune and can be easily substituted for the Jonathan. In summer apples it would be safer to plant Anoka, or Yellow Transparent. Winesap and Staymans Winesap are also highly resistant. If you want a yellow winter apple then plant Yellow Delicious instead of Grimes Golden. While it is necessary to use a little care in selecting varieties of apples to be planted near red cedar, it is not so with any other kind of fruit as red cedar rust affects only apple trees and has no effect whatever on cherries, peaches, plums, or pears, and



they can be planted right up against red cedar trees with no danger whatever of having them affected with red cedar rust.

Q. "What are the symptoms of red cedar rust and what spray may I use in order to control it?"

A. At the present time there is no known remedy or no known spray which will control it. The symptoms are small red-and-yellow blotches (or spots) which appear on the leaves from the middle of June throughout the summer. One or 2 such spots on a leaf wouldn't be serious but often there are so many as to cause the leaf to turn yellow and fall off the trees, leaving it almost completely bare. It will not kill the tree to be defoliated once but it would weaken the tree to a certain extent. In fact the tree could stand to be defoliated for even 3 years before it died. If the offending cedar trees were discovered and cut down the apple trees would stage a rapid recovery and in a year or 2 would be back to normal.

Q. "What is the best all-around spray to use on fruit trees in order to keep them healthy and to have good, sound fruit, free from worms or disease?"

A. I am sorry but I do not know of any such general all-around spray. There are dozens of different diseases and dozens of different kinds of insects which sometimes affect different kinds of fruit and it is necessary to know what you are attempting to control and pick the spray best suited to that purpose. The thing to do is to get a good dependable spray

(Continued on Page 15)



KMA DAILY PROGRAMS FOR FEBRUARY, 1946



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 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.—Green Mountain Boys
- 8:00 a.m.—Morning Headlines
- 8:15 a.m.—The Peabody's
- 8:30 a.m.—Breakfast Club
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Hymns of All Churches
- 9:45 a.m.—(Mon.) - One Woman's Opinion
- 9:45 a.m.—(Except Mon.)—Listening Post
- 10:00 a.m.—Breakfast in Hollywood
- 10:30 a.m.—Home Edition
- 10:45 a.m.—Ted Malone
- 11:00 a.m.—Stump Us
- 11:15 a.m.—Frank Field
- 11:30 a.m.—Glamour Manor
- 12:00 noon—Earl May, News
- 12:30 p.m.—Half-Past Noon
- 12:45 p.m.—KMA Market Reports
- 1:00 p.m.—Utah Rangers
- 1:15 p.m.—Blackwood Brothers
- 1:30 p.m.—Bride & Groom
- 2:00 p.m.—Mack & Slim
- 2:15 p.m.—John J. Anthony
- 2:30 p.m.—"Ladies Be Seated"
- 3:00 p.m.—Jack Berch Show
- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Corn Belt Jamboree
- 4:00 p.m.—Lina Ferguson
- 4:15 p.m.—Jimmie Morgan
- 4:45 p.m.—Hop Harrigan
- 5:00 p.m.—Terry and the Pirates
- 5:15 p.m.—News
- 5:30 p.m.—Jack Armstrong
- 5:45 p.m.—Supper-time Frolic

MONDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Supper-time Frolic
- 6:30 p.m.—Earl May News
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Hedda Hopper

- 7:30 p.m.—Dashiell Hammett
- 8:00 p.m.—I Deal In Crime
- 8:30 p.m.—Forever Tops
- 8:55 p.m.—Coronet Front Page
- 9:00 p.m.—The Shadow
- 9:45 p.m.—String Ensemble
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sinclair Headlines
- 10:30 p.m.—Your Land and Mine
- 11:00 p.m.—Newstime
- 11:45 p.m.—Bob Grant's Band

TUESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Supper-time Frolic
- 6:30 p.m.—Earl May News
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Elmer Davis
- 7:30 p.m.—To Be Announced
- 8:00 p.m.—Guy Lombardo
- 8:30 p.m.—Drs. Talk It Over
- 8:45 p.m.—Hank D'Amico
- 8:55 p.m.—Coronet Front Page
- 9:00 p.m.—Concert Time
- 9:30 p.m.—Hoosier Hop
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Raymond Swing
- 10:30 p.m.—Johnny Long's Band
- 11:00 p.m.—Newstime
- 11:45 p.m.—Buddy Rich's Band

WEDNESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Supper-time Frolic
- 6:30 p.m.—Earl May News
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Elmer Davis
- 7:30 p.m.—Fishing & Hunting Club
- 8:00 p.m.—Fresh-up Show
- 8:30 p.m.—Sammy Kaye
- 8:55 p.m.—Coronet Front Page
- 9:00 p.m.—Ralph Norman's Band
- 9:45 p.m.—String Ensemble
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sinclair Headlines
- 10:30 p.m.—Buddy Rich's Band
- 11:00 p.m.—Newstime
- 11:45 p.m.—Henry Brandon's Band

THURSDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Suppertime Frolic
- 6:30 p.m.—Earl May News
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Earl Godwin
- 7:30 p.m.—Am. Town Meeting
- 8:30 p.m.—Detect and Collect
- 8:55 p.m.—Coronet Front Page
- 9:00 p.m.—You Make The News
- 9:30 p.m.—Fantasy In Melody
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Raymond Swing
- 10:30 p.m.—Jimmy Dorsey's Band
- 11:00 p.m.—Newstime
- 11:45 p.m.—Geo. Paxton's Band

FRIDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Suppertime Frolic
- 6:30 p.m.—Earl May News
- 7:00 p.m.—Woody Herman
- 7:30 p.m.—This Is Your FBI
- 8:00 p.m.—Alan Young
- 8:30 p.m.—The Sheriff
- 8:55 p.m.—Coronet Front Page
- 9:00 p.m.—Gillette Fights
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sinclair Headlines
- 10:30 p.m.—Your Land and Mine
- 11:00 p.m.—Newstime
- 11:45 p.m.—Geo. Paxton's Band

SATURDAY PROGRAMS

- 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
- 7:45 a.m.—Green Mountain Boys
- 8:00 a.m.—Morning Headlines
- 8:15 a.m.—Blackwood Brothers
- 8:30 a.m.—Wake Up and Smile
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—West Sisters
- 9:45 a.m.—Jimmie Morgan
- 10:00 a.m.—Harry Kogen's Band
- 10:15 a.m.—Forward March
- 10:30 a.m.—Saddle Pals
- 11:00 a.m.—House of Mystery
- 11:30 a.m.—The American Farmer
- 12:00 noon—Earl May, News
- 12:15 p.m.—Man on the Farm
- 12:45 p.m.—Ike Everly
- 1:00 p.m.—Utah Rangers
- 1:15 p.m.—Blackwood Brothers
- 1:45 p.m.—Voice Of The Army
- 2:00 p.m.—Range Riders
- 2:30 p.m.—West Sisters
- 2:45 p.m.—Jimmie Morgan
- 3:00 p.m.—Chester Bowles
- 3:15 p.m.—Kitchen-Klatter

- 3:45 p.m.—Corn Belt Jamboree
- 4:00 p.m.—Lina Ferguson
- 4:15 p.m.—Jimmie Morgan
- 4:45 p.m.—News
- 5:00 p.m.—Songs of the West
- 5:30 p.m.—Harry Wismer
- 5:45 p.m.—Suppertime Frolic
- 6:00 p.m.—It's Your Business
- 6:15 p.m.—Correspondents Abroad
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Treasury Salute
- 7:00 p.m.—Geo. "The Real" McCoy
- 7:15 p.m.—Here's Morgan
- 7:30 p.m.—Famous Jury Trials
- 8:00 p.m.—Gangbusters
- 8:30 p.m.—Boston Symphony
- 9:45 p.m.—Hayloft Hoedown
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Parade of Features
- 10:30 p.m.—Johnny Long's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Bob Grant's Band

SUNDAY PROGRAMS .

- 7:00 a.m.—News Summary
- 7:15 a.m.—Tom Glazer
- 7:30 a.m.—Back to the Bible
- 8:00 a.m.—Youna People's Church
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Treasury Salute
- 9:30 a.m.—Iowa Speaks
- 9:45 a.m.—Newstime
- 10:00 a.m.—Rex Maupin's Orch.
- 10:30 a.m.—Voice of Prophecy
- 11:00 a.m.—Pilgrim Hour
- 11:30 a.m.—Lutheran Hour
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Excursion in Science
- 12:30 p.m.—Blackwood Brothers
- 12:55 p.m.—Georae Gunn
- 1:00 p.m.—Chaplain Jim, U.S.A.
- 1:30 p.m.—National Vespers
- 2:00 p.m.—Elmer Davis
- 2:30 p.m.—Song Shop
- 3:00 p.m.—Darts for Dough
- 3:30 p.m.—Marv Small Revue
- 4:00 p.m.—Jones and I
- 4:30 p.m.—Counterspy
- 5:00 p.m.—Hall of Fame
- 5:30 p.m.—Sunday Evening Party
- 6:00 p.m.—Drew Pearson
- 6:15 p.m.—Don Gardner—News
- 6:30 p.m.—Quiz Kids
- 7:00 p.m.—Sunday Evening Hour
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Louella Parsons
- 8:30 p.m.—LaGuardia For Liberty
- 8:45 p.m.—Jimmie Fidler
- 9:00 p.m.—Theatre Guild
- 10:00 p.m.—Fulton Lewis, Jr.
- 10:15 p.m.—Vera Massey
- 10:30 p.m.—Geo. Paxton's Band
- 11:00 p.m.—News Time
- 11:30 p.m.—Hal McIntyre's Band

On the KMA Party Line

With DORIS MURPHY

It isn't uncommon for a bride to have troubles "mastering the pots and pans". And entertainer MAE WEST, now Mrs. Ralph Corder, is no exception. The very first morning things happened! She filled a brand new glass coffee-maker with water, set it on the stove and proceeded to fry pancakes. In her hurry, she tipped the coffee-maker, and spilled steaming hot water down her dress and hose. Water also went into her pancake skillet and spoiled them. When Ralph and her sister, Oma, got through laughing, they helped her start all over again. Next morning, ex-cpl. Ralph rose bright and early and had breakfast all ready for his bride. And without the slightest mishap!

Accordianist JERRY FRONEK waited months for a new alarm clock, finally got one out of a shipment of 3 at a local store. Jerry happily wound it up and thought his early morning "wake-up" troubles were over! But twice within the first week his new post-war model alarm failed to go off. Result—Jerry was late for 2 early morning programs. And he's afraid to take the clock back because they're so scarce!

Remember, "Ray and Ken" who entertained over KMA about 3 yrs. ago? This radio team of Ken Massengil and Ray Laymen has been separated during the war, Ken serving the past 2 yrs. with the armed forces; and Ray entertaining with various groups at Pittsburg, Kans. Now the boys are together again and are happy to be back at KMA. They can be heard on RFD 960 between 6 and 7 a.m., with the Green Mountain gang at 7:45 a.m. and 1 p.m.

We all make slips of the tongue, but when a radio announcer makes one on the air it seems even funnier. Were you listening when one of our announcers presented the "WEST SISTERS" as the "West Ciders"?

One of JIMMIE KENDRICK'S most treasured Christmas gifts is a gold filled identi-



fication bracelet on which his name is engraved. I suspected it was from some "heart throb" but he proudly removed it and showed me that "Mother '45" was neatly lettered on the inside.

Where to hang buffalo horns? That's the question in FRANK FIELD'S home. Son Johnnie, former army flier, wants his newly-mounted water buffalo horns in the living room over the fireplace. Mother Jennie insists they hang in his own bedroom. Johnnie shot the buffalo with an Army rifle while on a hunting trip in Australia, and wants them where all callers at the Field home can see them. Jennie wants to keep her beautiful plate glass mirror over the fireplace. As we go to press, the Field family debate goes on!

Our talent room resembles an arsenal when the various entertainers and announcers congregate with their different firearms prior to a hunting trip. But STEVE WOODEN is now proudest of them all. He has just acquired a new 22-automatic rifle, complete with fancy telescopic sight. The rabbits had better be on the lookout now!

And here's a little hunting history about JIMMIE MORGAN. When he was 18, he and his brother went 'coon hunting one night in the Kentucky hills. Their dog soon treed a 'coon, but it was necessary to cut down the tree to get it. While his brother held the lantern, Jimmie discovered the 'coon in the fork of the tree. Excited, he stumbled over a grape vine and

(Continued on Page 14)

Traffic Department

As you may guess by the title, our Traffic Dept. lays out and charts each radio day. Its main job is to see that all changes and additions to the programs are made known to everyone here so that work may go ahead smoothly and efficiently. The Traffic Mgr. at KMA is pretty, dark-haired Evalyn Saner (right) of Imogene, Ia., who is assisted by Lois Jean Peterson of Shenandoah (left).

One of the biggest jobs they do is to make up the "log" each day. The log is a 15 to 20 page schedule giving every program and announcement on the air each day in chronological order, by minutes and seconds, from 5:30 a.m. to 12 midnight. In order to make up the log, Evalyn must gather information about all program changes, such as new times, sponsor changes, different announcers, new commercials, etc. She must include all commercial announcements, the courtesy "spots" telling you about outstanding KMA shows; public service spots for Army recruiting, worthwhile campaigns, farm sales, police work, etc. When all this intricate information is assembled in chronological order, Lois Jean types the log on a duplicating carbon, and then 17 copies are run off on the duplicating machine for distribution to station executives, the engineers, the Promotion Dept., the Program Mgr., the Continuity Dept., Studios A and B, and the Information Desk. Each log must be counter-checked by Program Mgr. Terry Moss for late corrections and changes (Oct. '45 KMA GUIDE, p. 11).

KMA is affiliated with 2 major networks, ABC and Mutual. Program changes from Mutual come through by telephone to the Traffic Mgr. in daily "conference calls". Changes from ABC come through by the teletype, an electrical typewriter service enabling ABC in New York to type messages instantaneously to KMA in Shenandoah. Records must be kept of charges for each message and the time consumed. These messages are relayed at once to Station Mgr. Owen Saddler or Sales Mgr. Howard Peterson for quick, decisive action. Then time orders are made by the secretaries for each program or announce-



ment change occurring. These are typewritten slips giving all pertinent data and are distributed to all depts. concerned. Evalyn uses these time orders to effect changes on the log.

Some sponsors want their programs or announcements transcribed. Then the records are numbered and sent to KMA to be played over the air. The number of the transcription for each day must be put on the log, so the engineer will know which record to use. When you consider there are 10 to 20 such transcriptions each day, you'll realize how much detailed work they involve.

The radio program listings you see in your newspaper are compiled by our Traffic Dept. and so is the schedule of programs in the KMA GUIDE each month. Each daily log is kept on permanent file for the reference anytime of the Federal Communications Commission.

All commercials given on the networks must be listed by sponsors each day with the time and date given on special report sheets. This list is sent by the Traffic Dept. to the headquarters of the 2 networks in New York.

Evalyn and Lois Jean also make up the availability sheets. These are sent monthly to advertising agencies all over the country, so that if a sponsor is looking for a good program, he can find which ones are available. (Nov. '45 KMA GUIDE, p. 13).

Altho you don't hear about the Traffic Dept. over the air, you may be sure that without them we would not be able to bring you the radio features that have made our station your own, personal favorite.

Program Personals

By
HARRIET LINGO



That old story about the smart foxes who can keep a pack of hounds running all day by operating in relays is pure fiction, according to Dave Newell and Jim Hurley, the experts on the HUNT-

ING AND FISHING CLUB OF THE AIR (Wed. 7:30 p.m.). Good hounds, they say, can't be fooled by the fabled strategy in which one fox goes into one end of a hollow log, and another comes out of the other end. The dogs would know by the scent that their fox was still in the log, and they would stay there and bay. Tales like this probably stem from the fact that hounds working a cold trail will often switch to a fresher one when they run into it.

LOUELLA PARSONS, ABC film commentator, (Sun., 8:15 p.m.) has been signed to portray herself in the new Claudette Colbert picture now in production. The film is expected to be released soon, but is, as yet, without a title.

HOUSE OF MYSTERY'S Roger Elliott, known as the "Mystery Man", is also a world traveller who makes a hobby of investigating occult happenings. He invites a group of young children to his house each Saturday and tells them of weird events he has known or mysteries he has solved. The important slant, however, is that while these stories have a strong flavor of the supernatural, Elliott emphasizes that ghosts, witches, werewolves and the like are non-existent, and that belief in them results from a lack of knowledge of certain natural causes.

Have you heard that rollicking quarter hour, THE PEABODY'S, yet? (Wkdays., 8:15 a.m.). You'll laugh at them, and with them, too, because they're just like so many folks you know. Incidentally, Mrs. Helen Peabody is ably played by Fran

Allison, whom you've heard for years on BREAKFAST CLUB (Wkdays. 8:30 a.m.).

Sarajane Wells, who is "Betty Fairfield" on the JACK ARMSTRONG program (Wkdays., 5:30 p.m.) has traveled a lot through the Caribbean, Mexico, and South America. She is interested in airplanes and deep-sea fishing. Her ambition is to open an airplane freight route in the Caribbean area. That's a big ambition for such a little girl, for she stands only 5 ft., 1 in., weighs 110, has light brown hair and hazel eyes.

YOUR LAND AND MINE (Mon. & Fri., 10:30 p.m.) features Henry J. Taylor, who makes timely observations on our trends of economic and social thinking. His broadcasts are of real interest to those of you who wonder where all these strikes, income taxes, government regulation, etc., are taking us and where we will come out.

Invitations to join women's clubs still pour in to Olyn Landick, the female impersonator who portrays "Cousin Cassie" on THE SHERIFF program series (Fri., 8:30 p.m.).

Two special events broadcasts won DON GARDINER (Sun. 6:15 p.m.) national recognition and his post as a featured ABC newscaster. They were President Roosevelt's 3rd inauguration and the King and Queen of England's visit in 1939.

TERRY & THE PIRATES, the fast-moving adventure serial that captures the imagination of both children and grown-ups, is often referred to among radio people as "a sound man's dream". The show (Mon. thru Fri., 5 p.m.) features novel effects in sound and uses many people who are experts in different dialects.

QUIZZER: A pioneer in broadcasting motion picture news and comment, his current series is heard over KMA Sundays 8:45 p.m. His first break came after an honorable discharge from the U. S. Marines in 1918 when he entered his picture in a movie contest which won 1st prize—a trip to Hollywood. Luck was his until the 1920 panic caused a major studio shut-down. He was down to this last cent and washing dishes before he got a newspaper job. In 1923 he opened his own

(Continued on Page 15)

Fun For February

By LEANNA DRIFTMIER

If you are looking for some contests to use at that patriotic party, here are a few that are not too difficult. Even the children will enjoy them. The name "George Washington" reminds us of a cherry tree so why not use this "Tree Contest."

1. The double tree. (Pear)
2. A burned tree. (Ash)
3. Near the sea. (Beach)
4. A sweet tree. (Maple)
5. A languishing tree. (Pine)
6. The Eden tree. (Apple)
7. A cranky person. (Crab)
8. A warmly clad tree. (Fir)
9. A truthful tree. (Cherry)
10. Where ships come in. (Bay)

Famous men often have nick-names.

See if you can guess who these were.

1. The "Rail Splitter". (Lincoln)
2. "Rough and Ready". (Zachary Taylor)
3. "Old Tippecanoe." (Wm. H. Harrison)
4. "Father of His Country". (George Washington)
5. "The Canal Boy". (James Garfield)

Can You Remember

1. Who took a midnight ride? (Paul Revere)
2. What father and son were Presidents? (The Adams)
3. Who said, "I regret that I have but one life to give to my country?" (Nathan Hale)
4. Who said: "Give me liberty or give me death? (Patrick Henry)
5. Whose surrender ended the Civil War? (Lee)

A Relay Game

Print "George Washington" on pieces of white cloth 5 inches square, one letter on each square. Have 2 sets of 3 letters and after dividing your group into 2 sides, give each side a bunch of letters. The first and last person on each side holds a string for a line. Each player takes a square of cloth and a clothes pin. At the signal to start playing, the person who has the letter "G" pins it on the line, then the one with "E" pins it on. The game is to see which side gets the name George Washington pinned on their line first. Be sure the letters are well mixed up before the game starts.

Prepare A Party

By EDITH HANSEN

February, the shortest month of the year, is a favorite for parties. Take your choice of the 3 celebrated days: Washington's birthday, Lincoln's birthday, or St. Valentine's Day and have a party. February is also the time to prepare for the busy spring season ahead. Plan your gardens and check your spring house-cleaning needs. Do some of that inside painting and repair work now. And take inventory of your canned goods to see how your last year's canning is holding out. Many of those empty jars will be filled with meat and chicken, and don't forget a good supply of those home-canned pork and beans.

During the war our homemakers began canning pork and beans and found the home-canned products equally as tasty as the commercial brands. No doubt many of you will continue to prepare your own hereafter.

Here's a recipe that's a real favorite. I hope you'll try it. PORK AND BEANS. Soak 4 lbs. beans. Cover with water and boil 45 min. Drain. Mix together and boil 10 min: 2 qts. tomatoes, 1 c molasses, 1 qt. water and 1 med. sized onion. Strain and pour this over beans, adding 1 t red coloring and 1 T salt. Fill jars to 3/4th full and add 2 slices of bacon to each jar. Process 1 1/2 hrs. in hot water bath.

For desserts that are different, yet easy on the sugar, try these: PEPPERMINT STICK ICE CREAM. 1 pkg. vanilla pudding, 1 pt. cream, 5 sticks peppermint candy, 1 pt. top milk. Follow directions for pudding, using top milk. Cool. Whip cream and fold into custard. Freeze in refrigerator, set on coldest spot. When frozen to thick mush, beat thoroughly and add crushed candy. Continue freezing.

TAFFY APPLE PUDDING. Mix uncooked butterscotch pudding with 1 c soft bread crumbs. Place 1 c apple sauce in buttered baking dish. Cover with half of crumb mixture. Add a second cup of apple sauce. Top with remaining crumb mixture. Bake 1 hr. at 375° in covered dish.

Fun With Flowers

By LINA FERGUSON

If you want spring flowers in February, bring branches of shrubs that bloom in April and May, such as forsythia or flowering quince, into the house. Put them in water in a cool place for a few days. The laundry tub in the basement is ideal. Then bring them into a warm room. In about 2 weeks the fat buds will break into blossoms. Pussy willows force easily, and the needles on larch branches unfold quickly. Interesting live arrangements of these twigs can be made in flat bowls using pin cushion holders to anchor them firmly.

The 1946 seed catalogs are here. Look for these new things:

"Peace" is the very appropriate name given to the sensational new rose of the year. When full bloom it is white, but in the bud it's soft yellow with edges of red and the color gradually changes as it opens. This rose was tested together with many others by experts in gardens all over America and was judged best. The foliage is heavy in texture and the flowers last for a long time when cut. "Peace" promises to be one of the new roses that will grow in popularity as gardeners become acquainted with it.

The new pink hanging begonia seems to be the answer to the question, "What shall I plant in my shaded porch box?" It belongs to the Semperflorens or ever-blooming type, and the "weeping" habit of growth makes it ideal for hanging baskets or porch boxes.

Fall blooming shrubs are always in demand. Vitex has graceful feathery foliage and spikes of lavender blue flowers which start in July and continue well into fall. It makes a good companion for butterfly bush. The tops sometimes winter kill, but it blooms on new wood so can be cut back to the ground in the spring. In our climate it benefits by a winter mulch but is well worth this extra attention.

I'll be telling about more new things on my 4 o'clock program each day so if you want to have more fun with flowers, please listen, won't you?

ON THE KMA PARTY LINE—Cont'd

fell headlong on top of the 'coon. But he grabbed it and held on for dear life. It was 2/3rds grown so Jimmie took it home, put a collar and chain on it and raised it as a pet.

You've often heard of "doodling". But News Editor RALPH CHILDS has a variation all his own. He wads paper into neat little balls and bounces them against the newsroom wall between programs. Recently I saw 5 or 6 already made up on his newsroom desk ready for use on a moment's notice. Wonder if Ralph is under the influence of his 3 stalwart sons—or if it's a hangover from his spitball days in school?

As you know, pepper has been one of the many items on the scarce list. The substitutes are considerably weaker than the real thing. Announcer WARREN NIELSON discovered this while a supper guest at the home of control operator, Lloyd Latta. Mrs. Latta had been fortunate enough to get some real pepper and had filled the pepper shaker to the brim. Warren, accustomed to the synthetic and very fond of highly seasoned foods, shook a generous quantity of it on his gravy and potatoes. Just one taste told him he had erred, but he continued to eat even though his mouth was on fire. Finally, after passing his water glass for the 4th time, he gave himself up and had to confess.

I know you have been enjoying FAYLON GEIST'S delightful organ program at 6:15 p.m., the past 2½ months. After 3½ years in the Army, he wanted to resume his education and entered Tarkio College, Tarkio, Mo., Jan. 19. He plans to study piano, organ, musical theory, as well as regular academic work. He has been choir master and organist at the 1st Baptist Church in Shenandoah and has played at other churches locally. I know you join with all of us here in wishing Faylon the best of everything!

We were all happy it was possible for EDITH HANSEN, our morning homemaker, to visit her son, Don, again in the Naval Hospital at Corona, Cal. She left Jan. 26 for a week's stay. Both Mr. and Mrs.

(Continued on Page 15)

ON THE KMA PARTY LINE—Cont'd

Hansen visited Don 4 months ago. Now they plan to rotate, Mother going this time and Dad making the next visit.

It's a blue-eyed, curly-haired blonde who is now winning the hearts of all us here. She is 3-yr.-old GERALDINE MARIE FRONEK, Jerry Fronek's daughter. Because of the housing shortage, little Geraldine and her mother remained in St. Louise a month until daddy found a home. Geraldine looks like a doll with her long fair curls and big blue eyes. Some day she may be a radio entertainer, because already she says she wants to sing with daddy and play the fiddle. What a hit she will make in television!

A new voice has been added to the Blackwood Quartet. It's R. W. BLACKWOOD, 24, son of Roy Blackwood. R. W., his wife and 2 sons, Ronnie 5, and Winston, 3, were heartily welcomed back Dec. 18, when they arrived from Memphis where he has been recuperating in Kennedy General Hospital. He entered the service, June 1943. After those horrifying 85 days on the front lines at Okinawa, he was in a hospital at Leyte. On Jan. 26, he received his discharge and is now back with the quartet permanently.

"Junior" is the newest addition to the SLIM FITTS family. Though only a stray kitten, he's such a pet now that when he cried at 1 o'clock the other morning, Slim got out of bed to feed it! Though Junior has a comfortable bed all his own, he tries to climb in with Slim every night.

DEAR TEACHER

Paul Oliver's past is catching up with him. When Lloyd Latta was hired as one of our control operators, it seemed to Paul that his face was somehow familiar. One night he stopped in at the control room to visit with Lloyd. They started comparing notes and, sure enough, Paul had been Lloyd's science teacher in the Windsor Grade School in Omaha back in 1935 and '36!

When asked why he didn't recognize his former teacher, Lloyd chuckles: "It must be that flourishing mustache he wears!"

TIPS FOR FARMERS—Cont'd

chart which tells what to use on each kind of tree, or shrub, or plant, for the various diseases or insects to which it is subject and then follow directions explicitly as to the time of applying the spray and how to mix it. Incidentally we have such a spray chart free for the asking but please send a stamped, self-addressed, large envelope when you ask for it.

Q. "Is it necessary to use Blue tag certified, Northern-grown seed potatoes every spring? I planted certified potatoes last spring and had wonderful potatoes. Why can't I use some of those for seed this coming year instead of buying more seed potatoes which don't look to me a bit better than the ones I grew?"

A. They might not look any better to you but you will lose many times over the cost of the seed in reduced yield by planting back your own potatoes. They just don't have the vim, vigor, and vitality that the Northern ones do. Experiments have proved that the drop in yield is considerably more than 20% in an average year. So a few dollars spent for Blue tag, Northern-grown, certified seed will be sure to bring you back many times more than the cost in increased yield in an average season.

Q. "If I plant certified seed potatoes will it be necessary to treat them before I plant them?"

A. Yes, it is good policy to treat your seed potatoes at planting time with some good standard disinfectant such as formaldehyde, mercury-bichloride or semesan-bel, even though they are certified. The certification does not guard against any of the skin born diseases such as scab.

PROGRAM PERSONALS—Cont'd

publicity office—1934 he began his now famous radio series—1935 he started his syndicated newspaper column which now runs in more than 200 papers. Who is he?

ANSWER: Jimmie Fidler, heard every Sunday over KMA at 8:45 p.m.

Tom Thumb Publishing Co.
Shenandoah, Iowa

POSTMASTER: If addressee has moved and forwarding order is on file, send Form 3547, postage for which is guaranteed. If undeliverable for any other reason, return to sender.

Return postage guaranteed.

MRS CHARLES KRAUSS

SANBORN IOWA

Sec. 562 P. L. & R.

U. S. Postage
Paid
Permit No. 1
Shenandoah, Ia.



JOE KELLY, QUIZMASTER

Harve Fischman, 14; Robert Burke, 14; and Patrick Conlon, 8 yrs.

Joe Kupperman, 9 yrs.

Ruth Duskin, 11 yrs.

and Patrick Conlon, 8 yrs.

THE KIZZ QUIDS

No matter how we say it, you still know what we mean, for "Quiz Kids" is more than the name of a radio program, it's now an accepted term in our language, used by you and me, senators, statesmen, and people all over America.

The show started timidly back in 1940. Everyone wondered if kids could be smart, entertaining, and yet good "radio". One big fear was that smart kids were "spoiled" and that their program would be a prattle of history and geography.

But how wrong that was! The Kids proved to be lovable, sweet, and witty, as well as intelligent. After their first few broadcasts, their popularity jumped like a thermometer in hot water. Letters poured

in. The Quiz Kids were invited to the White House. They were guests on other famous radio shows. They made movie shorts. When the war started, the Treasury Dept. asked them to help sell bonds and they sold \$100,000,000 worth.

Brain twisters are easy for the 5 Kids; they get the answers before you can say, "Joe Kelly", the fellow who asks them all those tough questions. Joe was carefully chosen because of his sincere love for children; that's why the children respond so warmly to his questions.

Tuning in KMA each Sunday night at 6:30 is a happy habit you will be glad you formed. Every Sunday is school night for QUIZ KIDS, and a pleasure night for you!