

THE

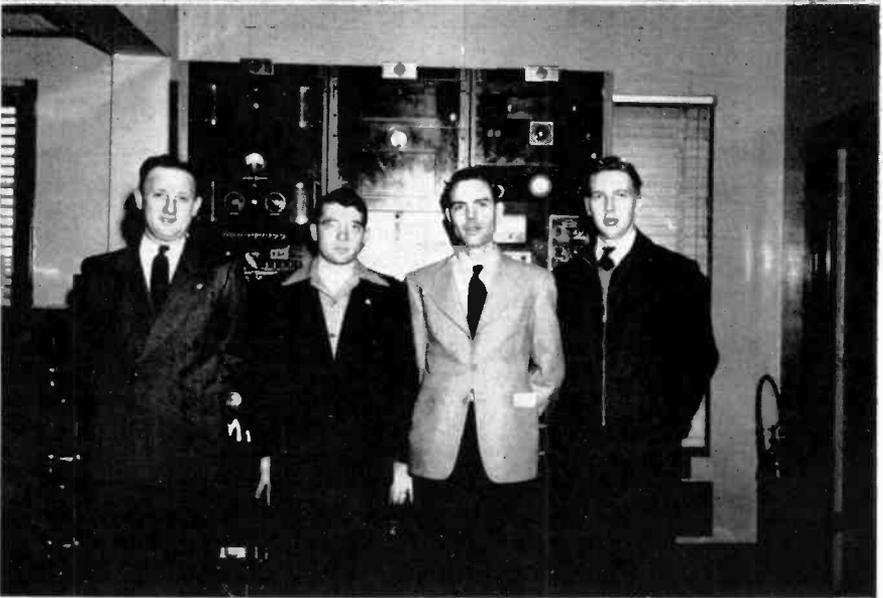
10c

# KMA GUIDE

Vol. 3

MAY, 1946

No. 5



**KMA VETERANS**  
(Story on Page 4)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



## The KMA Guide

MAY, 1946

Vol. 3

No. 5

Hamburg, Ia.

We take the KMA GUIDE and think it very interesting. We have every issue except the first, and think they are getting better every month.

Miss Blanche Smith

Kingsley, Iowa

On behalf of our Relief Auction, I wish to thank you for your cooperation in giving us publicity Mar. 22. The weather was poor Mar. 23, but regardless of the fact, we raised \$1000 which will go to buy dried milk for the children of Europe. Thank you.

Rev. Ernest R. Vanderau

Heron Lake, Minn.

The KMA GUIDE, by its helping us to know entertainers, announcers, and staff, makes the already fine programs on KMA even more interesting. Enclosed is \$1.00 for another year.

Cleo V. Ahrens

Ottumwa, Ia.

I thought the April issue was the best GUIDE yet. There was so much news in it we want to know about. Our "favorite" entertainers on our "favorite" station are "tops."

Mrs. C. L. Shoopman

Omaha, Nebr.

Here's a household help I stumbled upon recently: To get that dust from highly-polished furniture which is lacquered so smoothly that static electricity "holds" the dust to it, use a dampened chamois skin, squeezed dry as possible. It works fine!

Mrs. W. W. Carlson

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; C. R. Hillyer and Midge Diehl, associate editors. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two week's notice for changes of address and be sure to send old as well as new address. Advertising rates on request.

Sweet Springs, Mo.

I listen to KMA most of the day and enjoy reading every bit of the KMA GUIDE. My little 4-yr.-old boy knows all the KMA entertainers, Paul Oliver and Jim Kendrick. We all enjoy them very much.

Mrs. Marvin Weber

(Thanks Blanche Smith, Rev. Ernest Vanderau, Cleo V. Ahrens, Mrs. C. L. Shoopman, Mrs. W. W. Carlson, and Mrs. Marvin Weber. Your fine letters make producing good programs and a good GUIDE, a pleasure.)

Smith Center, Kansas.

I want to tell you how surprised I was to learn that Leanna was in a wheel chair. We hear her every day and enjoy her a lot. We like your singers, Paul Oliver's hearty laugh, Chick's and Warren's fine announcing, and Frank Field's talk. Among programs we like Stump Us, Jimmie Morgan, The Texas Pals, West Sisters, in short, all of them! At our house there is usually an argument when the GUIDE arrives to see who reads it first. I started with the first issue and want to continue the magazine—well worth the money.

Mrs. Clyde Panter



## A CHAT WITH EARL MAY

Above you see a picture, which we are printing at your request, of my team of Palomino draft mares. Their names are Dolly and Babe, and I bought them around the first of April for general farm work. "Boots" Boyer has charge of them out at my place. He keeps them in special stalls and has them so well groomed and curried that there's never a bit of dirt on them. They certainly make a nice looking team, as you can well see, and a lot of people would like to buy them from me, but "Boots" and I are very fond of them and won't let them go.

I hope all you people who make your living directly or indirectly from the farm are keeping in close touch with your radios these days—especially to our farm programs from 6-7:30 a.m., 12-1:15 p.m., and 6-7 p.m. A great many things are happening—and fast.

For instance, as I write this the AAA announces that some of the corn stored in northern Iowa and elsewhere is spoil-

ing rapidly. They made a re-check of corn stored on 60 farms and found that much of it was in worse shape than when moisture tests were made 30 days before. Rapid deterioration from the inside of the ear is caused by mold organisms. AAA advises you to make immediate moisture tests of your corn.

Then, too, the Famine Emergency Committee has been gravely concerned about how far short we are falling in our relief commitments to the starving millions of Europe. Pictures of starving children are haunting a great many of us. And so the government announced a 30¢ a bushel increase in corn and ordered that flour milling for domestic use be cut 25%. Other measures will drain our supply of grain to the lowest carry-over volume in history. We are gambling that 1946 will yield crops that will make up for our humanitarian impulses to fight hunger almost to the limit of our food resources. The OPA

(Continued on Page 6)

## "Chuck" and "Tillie"



Here's another of our returned war veterans, accordionist Chuck Davis, who was lucky to get a house almost right away. He and his wife, "Tillie," are busy planting shasta daisies and other flowers to beautify their yard.

A corporal, Chuck was overseas 2 yrs. in New Guinea, Goodenough Island, Luzon, and Osaka, Japan. Discharged in Jan. he returned to KMA Feb. 15th.

Born in Fontanelle, Nebr., June 3, 1914, he farmed until 1935, intermittently worked with construction and paving gangs, then got his first radio job at KMA, Mar. 1936. He's also worked in radio at Yankton, Des Moines, and St. Louis. Listen to his announcing each morning at 5:30; his spontaneous wit, cheerful singing, and versatile music on the bass, violin, guitar, and accordion on R. F. D. 960 at 6 a. m., the GREEN MT. GANG at 7:45 a.m., with STUMP US at 11 Mon. through Fri., and the 12:30 show each afternoon.

Chuck has a gleeful smile and friendly personality. His eyes are a twinkling blue, his hair brown. He's 5'10½", weighs 205. Flying and the electric organ are his hobbies. He especially likes Italian spaghetti and fried chicken which his wife, a good cook, often serves.

It's good to have you back, Chuck, and we hope you stay a long time!

## KMA Veterans

When your editor asked Frank Field to get pictures of all the KMA veterans, he forgot for a moment just how big a job that actually was. So Frank did the best he could, and got most of them in 2 pictures, which make the attractive front cover for this issue.

In the top picture, left to right, are our broadcasting veterans whom you hear every day. R. W. BLACKWOOD (Army) of the Blackwood Quartet; EDDIE COMER (Army) ace clarinetist (see p.6); JACK MILLS (Army) announcer; KEN MASSENGILL (Army) versatile entertainer; CHUCK DAVIS (Army) KMA's inimitable joker, accordionist, singer; and WARREN NIELSON (Army) popular announcer-emcee of your favorite programs. TIM GEORGE (Navy) arrived too late to be included in the picture, but turn to the back page and you'll find a good one of him.

In the picture at the bottom, taken at the KMA transmitter are control operators GLENN O'DAY (Navy) and LLOYD LATTATA (Air Corps); WALTER SCHWENSTER (Navy) and RALPH LUND (Navy); all are engineers. Two more veterans are on our staff, but could not be present for pictures—"BOB" HILLYER (Air Corps) promotion dept., and Sales Manager HOWARD O. PETERSON (Army).

Some of these men are old friends, some are new—but to all of them we know you listeners join in a hearty "Welcome Back!"

### SUMMER SCHEDULE

We call your special attention to our program pages 8 and 9 this month. There you will find many changes in our network programs as our new summer schedule goes into effect.

Because some parts of the U. S. are going on Daylight Saving Time and other parts are remaining on Standard Time, some adjustments had to be made by our national networks. So please note our new, summer program schedule carefully. All times listed are Central Standard—and we've tried to see that each program comes at the most convenient period for you!



## Forecast for the Month

### Birthdays

- May 4—Glen Klein, Engineer  
 May 5—Elizabeth Saddler (wife of Editor Owen Saddler)  
 May 9—Bob Stotts, Staff Artist  
 May 9—Mary Klein (daughter of Eng. Glen Klein)  
 May 16—Suzanne Ely (daughter of Eng. Walt Ely)  
 May 25—Janet Ely (daughter of Eng. Walt Ely)

### Anniversaries

- May 4—Miriam and James Blackwood, tenor of the Quartet  
 May 6—Mail Clerk Ina and Clyde Burdick  
 May 10—Dorothy and Accordionist Jerry Fronck  
 May 29—Homemaker Edith and Aage Hansen

FLOWER: Hawthorne or lily-of-the-valley.  
 BIRTHSTONE: Emerald

### MAY QUIZZER

What ABC sports director and commentator has been awarded for the 3rd successive year "The Sporting News" award as the "outstanding sports commentator of 1945." During the fall, he's heard regularly on ABC's major football game broadcasts. But he's better known for his vivid, exciting descriptions of the boxing matches heard over KMA every Friday at 8 p.m. Who is he?

ANSWER: Harry Wismer, Cavalcade of Sport, Fri., 8 p.m.

## Looking Forward

With MERRILL LANGFITT

We've all heard it said that "a thing worth doing is worth doing right." That is just what Earl May told us when he sent Dr. Smith, research director for May Seed Co., Ray Schroeder, KMA Chief Engr., and myself to Washington, D. C., last month to cover the National Garden Conference called by USDA Sec'y. Clinton P. Anderson.

We traveled by air and arrived just in time to get right to work, making wire recordings of the interviews you heard the following week. Between interviews, we had time to notice the magnificent cherry blossoms in bloom, and the flowering magnolias so characteristic of Wash., D.C.

Every conference speaker emphasized the need for all of you to have a garden this year because the food situation throughout the world is likely to be worse than in any war year.

We had several surprises. In the interviews with Fulton Lewis, Jr., and Drew Pearson, we learned that they are both farmers, and have quite an acreage under cultivation. Selective Service Head Gen. Lewis B. Hershey said that food and good nutrition are prime requisites for a happy people. Claude Wickard, former USDA Sec'y. and present REA head, told of plans to reach rural areas with REA electrical service as fast as possible. We also talked with Roy Hendrickson, Deputy Director of UNRRA, and W. V. Lambert, Ass't. Dir., USDA Research, both of whom emphasized the need for greater production, and quickly shipping foodstuffs to starved Europe. Perhaps the most timely interview was that with Clinton P. Anderson, USDA Sec'y., who discounted the statements of optimists who felt food was plentiful.

Farm Service is just what the name means. We are trying to give you people on the farm all the information and help possible, and the cost to KMA is not considered if we accomplish that. Your letters and friendly suggestions help determine the type of interviews most helpful.

## The Comer Family



Who wouldn't have a broad grin on his face, to have a picture taken with a background as lovely as the one in this picture? Here you see Eddie Comer, ace clarinetist at KMA, daughter Vicki Ellen, 8, and wife Gladys, admiring the flowering crab tree in Doris Murphy's back yard. Little Donald Lee, 4, wasn't present because of the measles! He's on the cover picture of the April '46 KMA GUIDE.

Born Edgar A. Comer, Jr. on Sept. 13, 1919, in Hominy, Okla., "Eddie" attended school at Tulsa and the U. of Okla. His radio experience dates back to June, 1935, when he played with a hill-billy band in Coffeyville, Kans. He turned back to radio for his livelihood upon release from 2½ years in the Army.

Both Eddie and his wife have dark hair and dark eyes. They met at a dance where Eddie played, and from then on had eyes only for each other. Just 6 weeks later on Feb. 23, 1937, they were married at Lamar, Mo. Both like sports, but spend most of their time now looking for a house.

If you haven't heard Eddie's sweet clarinet music, be sure to tune in on STUMP US at 11 a.m., MAINSTREET at 2 p.m., the 12:30 p.m. program each day and GOODWILL MINSTRELS at 5:45 and 6:15 p.m.

## CHAT WITH EARL MAY

is under serious fire—the livestock quota system has been re-established—price adjustments have been made on dairy products—and so on and on and on. We can keep you informed of all these important things only if you listen, and if you do tune in, you'll know that we are doing everything possible to help you plan and operate in accordance with the times.

---

## LINEBREAK

At exactly 1:54 p.m., Apr. 1, a strong wind tore loose a large piece of roofing from a nearby warehouse and dropped it on the main power lines at the north end of the KMA Auditorium, breaking off all our studio circuits. Several of our news men and control operators rushed into the street to keep pedestrians away from the "hot" lines which carry considerable voltage. Within a few minutes the power company had a service truck and crew on the scene busily repairing the damage.

Through temporary lines, power was restored at 3:14 p.m.—just in time for Le-anna's KITCHEN-KLATTER program.

We're sorry, however, that you unavoidably missed MAINSTREET, JOHN J. ANTHONY, and LADIES BE SEATED, but such are the things that can happen in radio!

---

## GOODWILL MINSTRELS

Remember the old-time minstrel shows you used to enjoy so much? How you laughed at the jokes and hummed along as they sang the minstrel songs and ballads? Well, you can have that same thrill again by listening to KMA at 5:45 p.m. The Goodwill Minstrels are on the air each Monday thru Friday afternoon, bringing you 15 minutes of good laughs and entertainment. With Chick Martin, as interlocutor, Paul Oliver as "Shorty", Eddie Vaughn as "Rufe", and a number of KMA's popular entertainers taking part, you can rest assured there will never be a dull moment. Enjoy a hearty laugh by tuning in the Goodwill Minstrels each Mon. thru Fri. at 5:45 p.m.

## Tips for Farmers

From

**FRANK FIELD**



Our government officials tell us the food situation is going to be critical this fall and winter, and we must raise as large a portion of our own food as we possibly can. That also means canning and storing away for winter use all that isn't used right out of the garden and it also means making every inch of garden space work overtime and produce as much food as possible.

In my garden I never allow much space for green beans. I plant 2 rows of stringless green pod along about the middle of Apr., to give us plenty to eat on thru the summer and a few to can. However, the big planting of green beans for canning doesn't come until late in June. As soon as the peas are all thru bearing, I pull up the vines, cultivate the ground thoroughly and replant to green beans. These come on along in Sept. and are actually larger, more prolific and better flavored, and more tender than the beans on the vines planted in the spring.

Of course, it's too late to be telling you about it now, but I never allow any space for radishes. I just mix a little radish seed in with the carrots and beets and use them as row markers. The radishes come up quickly and mark the rows long before the beets and carrots come thru the ground. As soon as the radishes are big enough to use, they're pulled—that way requiring no extra space and not hurting the beets and carrots in the least. It is just another method of conserving space.

Now a word about sweet corn. Most of you have discovered the hybrid sweet corn from one planting is all ready to use within 2 or 3 days and sometimes a lot of it is wasted. The way to get around that, is to make small plantings at different

times, at intervals of about 10 days starting the middle of Apr. and continuing to the middle of July. The first planting will be ready to use about the 4th of July, if you plant one of the early kinds; and that planted along in July will just get under the wire ahead of the first frost along in Sept. or Oct. That means you will have fresh sweet corn over a period of 3 or 4 months just as you need it.

However, there is one thing which we have learned about sweet corn. It's a lot better to plant 6 rows 10 ft. long at one time than to plant 1 row 60 ft. long. It seems to pollinize much better if it is planted in blocks than in single long rows. What I usually do is set aside 1 portion of the garden for sweet corn of about 6 or 8 long rows. I start out about the middle of Apr. with a planting of hybrid Early Gold or hybrid 4th of July and plant about 10 ft. of each of the rows. Then at the same time I plant another 10 ft. in each of the rows to hybrid Tendergold and continue these successive plantings up until about the middle of July.

It is a little hard to raise 2 crops on the ground where the sweet corn is, but last year and the year before, I cleared that portion of the ground where the first plantings of corn were and planted it to turnips the later part of July so that part did raise 2 crops.

Some people have trouble with the ground squirrels digging up and eating the sweet corn just as it is coming up. We decided to scatter a little shelled field corn on top of the ground in the sweet corn patch just before the sweet corn came up. We had no more trouble with squirrels digging up the sweet corn. It was so much easier to eat the shelled corn on the ground.

Many people are wanting to know what the moon signs are for planting corn and vine crops this year. I never pay much attention to the signs, but if you want to plant according to the moon signs, you have 2 choices equally good. The first dates are May 4, 5 and 6, and again on May 13, 14 and 15. A still later date would be May 23, 24 and 25. The June dates for sweet corn, field corn, cucumbers, melons: June 1, 2, and 10, 11, 12.



# KMA Daily Programs FOR MAY, 1946



960 ON YOUR DIAL

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

- 5:30 a.m.—Blackwood Brothers  
 5:40 a.m.—Prayer League  
 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 Gang  
 8:00 a.m.—Morning Headlines  
 8:15 a.m.—The Peabody  
 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.—To Be Announced  
 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.—Cargill Calling (M.W.F.)  
 12:30 p.m.—Half-Past Noon (T.T.)  
 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.—Mainstreet  
 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.—Cornbelt 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.—Goodwill Minstrels

### MONDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Suppertime Frolic  
 6:30 p.m.—Ralph Childs, News  
 7:00 p.m.—Lum 'n Abner  
 7:15 p.m.—Hedda Hopper

- 7:30 p.m.—Forever Tops  
 7:55 p.m.—Elmer Davis  
 8:00 p.m.—Bill Thompson Show  
 8:30 p.m.—Dashiell Hammett  
 9:00 p.m.—The Shadow  
 9:30 p.m.—Those Websters  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Henry J. Taylor  
 10:30 p.m.—Tony Pastor's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Buddy Morrow's Band

### TUESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Suppertime Frolic  
 6:30 p.m.—Ralph Childs, News  
 7:00 p.m.—Lum 'n Abner  
 7:15 p.m.—The O'Neills  
 7:30 p.m.—Drs. Talk It Over  
 7:45 p.m.—George Hicks  
 7:55 p.m.—Elmer Davis  
 8:00 p.m.—Concert Time  
 8:30 p.m.—Hoosier Hop  
 9:00 p.m.—Ed Sullivan  
 9:15 p.m.—Eugenie Baird  
 9:30 p.m.—Rex Maupin's Band  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Raymond Swing  
 10:30 p.m.—Vaughn Monroe's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Gene Krupa's Band

### WEDNESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Suppertime Frolic  
 6:30 p.m.—Ralph Childs, News  
 7:00 p.m.—Lum 'n Abner  
 7:15 p.m.—The O'Neills  
 7:30 p.m.—Sammy Kaye  
 7:55 p.m.—Elmer Davis  
 8:00 p.m.—Fishing and Hunting Club  
 8:30 p.m.—Jones & I  
 9:00 p.m.—Sports Review  
 9:30 p.m.—Fantasy In Melody  
 9:45 p.m.—Joanell Entertains  
 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  
 11:30 p.m.—Buddy Morrow's Band

**THURSDAY NIGHT**

6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Suppertime Frolic  
 6:30 p.m.—Ralph Childs, News  
 7:00 p.m.—Lum 'n Abner  
 7:15 p.m.—Earl Godwin  
 7:30 p.m.—Detect & Collect  
 7:55 p.m.—Elmer Davis  
 8:00 p.m.—Fresh Up Show  
 8:30 p.m.—Am. Town Meeting  
 9:30 p.m.—Here's Morgan  
 9:45 p.m.—Joanell Entertains  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Raymond Swing  
 10:30 p.m.—Lucky Millinder's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Vaughn Monroe's Band

**FRIDAY NIGHT**

6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Suppertime Frolic  
 6:30 p.m.—Ralph Childs, News  
 7:00 p.m.—Alan Young  
 7:30 p.m.—The Sheriff  
 7:55 p.m.—Elmer Davis  
 8:00 p.m.—Boxing Bout  
 9:00 p.m.—Woody Herman  
 9:30 p.m.—This Is Your FBI  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Henry J. Taylor  
 10:30 p.m.—Gene Krupa's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Erskine Hawkin'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  
 7:30 a.m.—Blackwood Brothers  
 7:45 a.m.—Green Mountain Gang  
 8:00 a.m.—Morning Headlines  
 8:15 a.m.—West Sisters  
 8:30 a.m.—Wake Up and Smile  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Ray & Ken  
 9:45 a.m.—Jimmie Morgan  
 10:15 a.m.—Forward March  
 10:30 a.m.—Saturday Roundup  
 11:00 a.m.—House of Mystery  
 11:30 a.m.—The American Farmer  
 12:00 noon—Earl May, News  
 12:30 p.m.—Half-Past Noon  
 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.—Mainstreet  
 2:15 p.m.—West Sisters  
 2:30 p.m.—Jimmie Morgan  
 3:00 p.m.—Vets. of Foreign Wars  
 3:15 p.m.—Kitchen-Klatter

3:45 p.m.—Cornbelt Jambroece  
 4:00 p.m.—Lina Ferguson  
 4:15 p.m.—Jimmie Morgan  
 4:45 p.m.—News  
 5:00 p.m.—Voice of Business  
 5:15 p.m.—Around the World  
 5:30 p.m.—Green Hornet  
 6:00 p.m.—Wake Up America  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Treasurv Salute  
 7:00 p.m.—Gangbusters  
 7:30 p.m.—Boston Symphony  
 8:30 p.m.—Hayloft Hoedown  
 9:00 p.m.—News  
 9:30 p.m.—Orchestra  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Gay Claridge's Band  
 10:30 p.m.—Erskine Hawkin's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Stan Kellar's Band

**SUNDAY PROGRAMS**

7:00 a.m.—Showers of Blessing  
 7:30 a.m.—Back to the Bible  
 8:00 a.m.—Young People's Church  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Frank & Ernest  
 9:30 a.m.—Southernaires  
 9:45 a.m.—Newstime  
 10:00 a.m.—Jimmie Morgan  
 10:30 a.m.—Voice of Prophecy  
 11:00 a.m.—Pilarim Hour  
 11:30 a.m.—Lutheran Hour  
 12:00 noon—Ralph Childs, News  
 12:15 p.m.—Orson Welles  
 12:30 p.m.—Blackwood Brothers  
 12:55 p.m.—Georae Gunn  
 1:00 p.m.—Elmer Davis  
 1:15 p.m.—National Vespers  
 1:45 p.m.—Johnny Thompson  
 2:00 p.m.—Missing Heirs  
 2:30 p.m.—Right Down Your Alley  
 3:00 p.m.—Darts for Dough  
 3:30 p.m.—Counterspy  
 4:00 p.m.—Hall of Fame  
 4:30 p.m.—Sunday Evening Party  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Don Gardner, News  
 5:30 p.m.—Quiz Kids  
 6:00 p.m.—Sunday Evening Hour  
 7:00 p.m.—Walter Winchell  
 7:15 p.m.—Louella Parsons  
 7:30 p.m.—LaGuardia For Liberty  
 7:45 p.m.—Jimmie Fidler  
 8:00 p.m.—Theatre Guild  
 9:00 p.m.—News  
 9:15 p.m.—Vera Massey  
 9:30 p.m.—Warriors of Peace  
 10:00 p.m.—Quentin Reynolds  
 10:30 p.m.—Buddy Morrow's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Ron Perry's Band

## On the KMA Party Line

With **DORIS MURPHY**

FRANK FIELD had never missed a broadcast because of illness—until recently. When he and his wife, Jennie, had the 'flu last month, it was the first time Frank had been ill in 29 years. Back in 1917 he and Jennie both had the flu—now again in 1946, they both had it at the same time. Even though he felt miserable for about 10 days, he never missed his 7:15 a. m. broadcast. After finishing his early morning program, he usually went back home and left his 11:15 program for his assistant, Mrs. Ethel Baldwin. Frank lost 10 lbs. during his illness, but with all the healthful vegetables which will soon be coming out of his garden, he should regain his lost weight in no time.

STEVE WOODEN has decided it's about time to change the name of his cat! For months the cat has been answering to the name of Ben, but when Steve found a family of new kittens had arrived, he decided the name should be changed to "BEN-HER"!

Walking 1½ miles in the mud at midnight was a recent experience of newlyweds, OMA WEST CORDER and Bob. Following her program on the air one Saturday, Oma and Bob started for her parents' home at Coatsville, Mo. But a mile and a half from Coatsville, their car bogged deeply in a mud hole. Through the heavy darkness they walked with a tiny flashlight, reaching home very late. Next morning they returned to the mud hole and, to their surprise, found some good neighbor had already pulled their car out. Oma says the good-neighbor policy of Missourians can't be matched.

The little family gathering in celebration of entertainer JERRY FRONEK's birthday developed into a cake-eating contest before the evening was over. Jerry's wife had baked 3 big white cakes and, for good measure, a big pie. They invited STEVE and KATHLEEN WOODEN and MAE WEST CORDER and husband Pat to



help observe his birthday. After coffee was made, cake sliced, they all started eating. It wasn't long until Mrs. Fronck discovered the boys REALLY like cake! Soon Steve and Pat were in a contest to see who could eat the most. Even though Steve claims his favorite cake is chocolate, he was stiff competition for Pat. Neither one got a prize . . . but they got their just "desserts" . . . indigestion from overeating!

Maybe a lot of you ladies are watching calories for fear you will add a few extra pounds. But that doesn't seem to be bothering DON SMITH. Since coming to Iowa to join the BLACKWOOD QUARTET, he has gained 35 pounds. On their personal appearance tours the boys are often entertained in the homes of many friends, where big meals (especially chicken dinners) are served. That's the reason for Don's increasing waist line. Now he says he intends to cut down from 4 meals a day to only 3!

If they had been passing out booby prizes recently when announcer JIM KENDRICK and singer STEVE WOODEN went bowling, Jimmie certainly would have taken the prize! Top score in bowling is 300. Our Jimmie came within 261 of running up the highest score possible. To put it another way . . . his score was 39! I haven't asked yet, but I'm pretty sure the KMA KIDS (see p. 14) have no opening for Jimmie on their team. P.S. I for-

got to mention it was the first time Jimmie had ever bowled!

What large animal has 3 toes . . . with the pad part of the foot making a track as big as a man's hand? That is what WAYNE VAN HORN, WARREN NIELSON and IKE EVERLY would like to know. On some of their recent hikes out to the Nishabotna river just north of Shenandoah, they have found footprints of what they believe could be a mountain lion, cougar, panther, or some animal foreign to this section. The boys plan to organize an expedition to track down this strange animal. If they do, I wonder what they'll bring back?

If you've been wondering about the pianist with the Blackwood Quartet who is substituting for HILTON GRISWOLD, it's HAROLD BELL of Paris, Tex. Harold is a returned veteran, having served with the 3rd Army in the ETO and was discharged last Oct. He is a handsome young man, 24 yrs. of age, 6' 1"; has black curly hair and is single. Hilton returned to Shenandoah from the Grand Island, Nebr., hospital, April 19.

When he is improved, he plans to take a brief vacation. It would be hard to convince Hilton that KMA listeners are not thoughtful. Since that March 29 accident, he has received over 1600 cards and letters, as well as many packages, from friends and loyal listeners throughout the KMA area. Your prayers and well wishes have meant a great deal to him.

Nearly everyone has a hobby, and electric steel guitarist WAYNE VAN HORN'S is keeping scrap books. He puts in from 18 to 20 hours a week working on his 2 books: one, on gun models, ballistics, muzzle velocity, energy, penetration, etc., the other, on wild life and natural history. He buys all sorts of magazines available on these 2 subjects, cutting out the pic-

tures and articles of interest. Van says this is a simple way to learn about arms and ammunition of different kinds, and to familiarize himself on natural history. Even his 6-yr.-old son Larry has become interested and watches intently as he cuts and pastes.

Everyone knows of absent-minded professors. But since EDDIE COMER, popular clarinet player, absentmindedly carried away the music rack which the TEXAS SADDLE PALS intended to use on their program, the boys are wondering if Eddie isn't running a close second to professors. After Eddie had participated in the SATURDAY MORNING ROUNDUP, he unthinkingly carried the rack away. After a slight delay to recover the rack, the program went merrily on.

During all the war years, Gene Morgan, son of entertainer JIMMIE MORGAN, has been wanting a new bicycle. About a month ago, Jimmie finally found one just like Gene had always wanted. It was a rainy day but the bad weather didn't stop Gene from taking a long ride and proudly showing it to all his

pals. Since then, Gene got a paper route and uses his bike for business as well as pleasure.

CHICK MARTIN is as good a gardener as he is announcer! His beautiful Darwin tulips are so tall this spring, he can touch the blooms without stooping.

Just to prove to you KATHLEEN WOODEN can cook as well as look pretty, we are showing you this picture of her in action. Kathleen is preparing a T-Bone steak dinner for her husband, "Singing Steve". She has beautiful auburn hair, blue eyes, weighs 140 and is 5' 7". Steve is the popular vocalist and guitar player on the 12:30 CARGILL and HALF PAST NOON programs, MAIN STREET at 2 p.m. and SUPPERTIME FROLIC, 5:45 and 6:15.

(Continued on Page 14)



*Steve and Kathleen Wooden*

## Program Personals

By **HARRIET LINGO**

If you ask **TED MALONE** when he was born, he will tell you, "April, 1929, when I was 21 years old—and it was all an accident." The unusual incident which gave Alden Russell (that's the name his parents gave him) the name of **TED MALONE**, occurred during his first radio job. Faced with an unexpected blank in the daily broadcast schedule, he grabbed a volume of poetry, sat down before a mike and began to read and talk, just filling time. Because he had a feeling that poetry was "sissy stuff," he didn't use his own name when he signed off. He picked a name out of his imagination and said, "This is . . . uh . . . Ted Malone". That, he thought, was that. But audience response was so enthusiastic that the accidental broadcast became a regular program which brought national fame to its originator. (He's heard weekdays, 10:45 a.m.)

Jerry Devine, producer of **THIS IS YOUR FBI** (Fri., 9:30 p.m.), says he thinks his program has been effective against juvenile delinquency because he attempts to show that crime is essentially a dull, drab, and very poor way to live. The value of **THIS IS YOUR FBI** program in giving meaning to "crime does not pay," has been recognized by city officials throughout the United States. (Besides that, it's exciting entertainment!)

At the conclusion of World War I, **DREW PEARSON** (Sun., 5 p. m.) set out for Europe to learn about diplomacy. But he found himself director of postwar relief in the Balkans for the British Red Cross.

That explains why there is a town in the Balkans now gratefully named "Pearson-avatz".

**QUENTIN REYNOLDS** (Sun., 10 p.m.) is not a mere recorder of events. His own words in themselves, make **NEWS**. Millions of radio listeners and magazine readers have come to depend upon Reynolds for an accurate interpretation of not only news—but of economic, social, and political trends of the hour. Friendly, sentimental and hearty, 220-lb. **REYNOLDS**, at 44 is so confessedly fond of all kinds of people, that his emotional warmth has won him thousands of friends in all parts of the world, from the man in the street to the heads of countries.

**ED SULLIVAN**, popular syndicated Broadway columnist, is now heard in a weekly 15-minute news program entitled **PIPELINES** (Tues., 9 p.m.). **SULLIVAN** pokes that disconcerting eye and probing ear into the backyards and front porches of local, national and international news—news that's hot and ear-crackling.

Ten years' supply of nylons! Those are indeed magic words . . . and they'll come true for some lucky woman. Details of this contest can be heard on **WALTER WINCHELL'S** program, Sun., 7 p. m. There will be 601 prizes.

According to Cliff Arquette, the oft-quoted "woman's intuition" is fast proving itself not so accurate! Every Tues. and Thurs. (audience participation days on this 11:30 a.m. weekday show)—Arquette tests a couple who never saw each other before, to see who can tell the most about the other by instinct. 9 out of 10 agree the man shows better native intuition.



This is smiling **JACK BERCH** . . . star of the popular weekday program (3 p.m.) which is often referred to as "the fastest fifteen minutes in radio". **BERCH** is ably assisted by "The Three Suns"—musical masters of the accordion, electric organ and guitar.

## Mother's Day Thoughts

By **LEANNA DRIFTMIER**

This year, Mother's Day comes on May 12. It has a special meaning for us all. Those of you whose mother is living will remember her in some special way by calling her on the telephone, writing her a long, newsy letter or by sending her a gift she can enjoy through the years to come.

How can I, whose mother has gone on, honor her on this Mother's Day? I can stretch out my hands in love and helpfulness to those mothers who are lonely or in need of help. The memory of my mother's unselfish life still guides me and is an inspiration to live worthily, to pass on the love she so freely gave.

The following little story illustrates the place which mother-love holds in the universe: "An angel once flew down from the skies to view the beautiful things of earth. After he visited the mountains and waterfalls, the fields of flowers, fruit, and grain, the lakes and the oceans, he decided to take back the most beautiful things he could carry, so he gathered a great arm load of flowers. Then just before he started, he saw a baby in its cradle looking up at its mother with a wonderful smile. He said, 'That baby's smile is beautiful. I'll take it too.'

"Just as he plumed his wings for flight, he saw the great current of that mother's love rushing to the cradle, and he said, 'There's that mother's love. That's beautiful. I'll take it, too.'

"So, with the pretty flowers, the baby's smile, and the mother's love, he flew away to Paradise. When he arrived at the pearly gates, he stopped to examine his treasures. He found the flowers had withered and lost their fragrance; the baby's smile had faded; but that mother's love was as constant and as strong as when he left the earth below. So he threw away the flowers, he cast aside the baby's smile, and he flew into Heaven with the mother's love and there at the great white throne of God it reigns eternal still."

## Sugar Savers

By **EDITH HANSEN**

If you're short of sugar and syrup, here's a delicious cake recipe that requires neither one.

### CHOCOLATE MALTED MILK CAKE

1 egg 1/2 t salt  
 1 c sour cream 1 t soda  
 1 t vanilla 1 c sifted flour  
 1 1/2 c sweetened chocolate malted milk powder (plain may be used).

Mix well. Beat well after adding the flour. Bake in layers of loaf pan for 25 minutes.

### CHOCOLATE PEANUT BUTTER FROSTING FOR CAKE

1/4 c butter Pinch salt  
 1/4 c peanut butter (cream or chunk style)  
 1 c chocolate malted milk powder  
 Hot water and sweet cream 1/2 t vanilla

Blend together the butter and peanut butter until creamy. Add malted milk powder and blend well. Set over low heat for about 5 min, or until the ingredients are creamy. Remove from heat and very slowly add enough hot water and sweet cream to make it of spreading consistency. Add salt and vanilla. Beat until cool and spread on cake. It won't run, but stays soft and isn't sticky.

Here's a prize-winning recipe you'll want to try:

### PEANUT BRITTLE CRUNCH PIE

1/4 c cold water 1/4 t salt  
 2 T butter 1/2 t vanilla  
 1 c milk, scalded 2 beaten egg yolks  
 2 T gran. sugar 3/4 c brown sugar  
 1 envelope unflavored gelatin  
 2 stiffly beaten egg whites  
 1/2 c heavy cream, whipped  
 1 c crushed peanut brittle  
 1 9-inch graham cracker crust

Soften gelatin in cold water. Combine egg yolks, brown sugar and salt. Gradually add scalded milk. Cook until thick, stirring constantly. Add butter, add gelatin, stirring until dissolved. Add vanilla, cool. Chill until partially set. Gradually add the granulated sugar to the egg whites. Beat until glossy and sugar is dissolved. Fold into chilled mixture. Fold in whipped cream and peanut brittle. Pour into graham cracker crust.

## KMA Champions



Many times the KMA staff works overtime to be sure you folks get just the kind of programs and entertainment you want on the air, and just the kind of pictures and stories you like in the KMA GUIDE. But when they have a few hours off, the girls in this picture bowl on the team sponsored by KMA. Meet the KMA KIDS, holders of the women's city championship in Shenandoah!

Ready to throw a strike down the lane is Laline Alley, sec'y at the May Seed Co. She has the highest average of any girl in the league, 154, and has bowled the highest total for 3 games, 590. Right behind her stands Gayle Maher, Editor Owen Saddler's sec'y, whose average is 141, and who has bowled the highest single game score, 234.

Wiping off excess chalk on the towel is Midge Diehl, continuity dept., whose average is 143. She won the Shenandoah Evening Sentinel's prize for the first 3-game series over 500 this season. Seated at the scoreboard are Bea Gardner, left, and Evalyn Saner, Traffic Mgr., right, with respective averages of 144 and 125. Bea has been the most consistent high bowler in the league for the last 5 years, and Evalyn has a right to be proud of her record of 5 straight strikes.

Congratulations, champs!

### KMA PARTY LINE—Cont'd

Another happy youngster is 10-yr.-old Jimmie Vaughn, son of announcer EDDIE VAUGHN. Wartime scarcities kept him from getting a basketball. His cousin, Tom Murphy, who is attending Univ. of Iowa, promised him one for Christmas, but no balls were available; then he promised one for his birthday, but still no balls were to be had. Finally, a nice big package arrived from Iowa City! Now another boy's dreams have come true!

Now for your questions as space permits: MISS SADIE BOHL: Do not know whereabouts of Don Austin. MISS CECILIA HUND: Novelty Boys and Cora Deane have been making personal appearances for a short time; plan to move to Sioux Falls, S. D. soon. MRS. RUSSELL FARRELL: Jessie Young lives in Lincoln. MISS ANNA MAY MILLER: Mack and Jeanie Sanders are in Birmingham, Ala. Yes, Red Skelton is married. DORIS BOLINE: Two Shumate brothers are still in radio, one in St. Louis, other in Des Moines. ARLENE ENGELKEN: Mae West's husband repairs cars. Oma's husband is not employed at present. MISS BLANCHE SMITH: Watch future issues for picture of the R. W. Blackwood family. SHIRLEY HOLBEN: There are 2 of us in continuity dept. . . . Midge Diehl and myself. MRS. J. E. STREETT: The West sisters' husbands are not on the air. MRS. RAY B. ANDERSON: See back cover of April issue. MRS. MARY E. TILBURY: Al Sloey is in Hollywood. Yes, Jerry Fronek took part in "Beat the Band Program". MRS. BLANCH LAIR: Mott Johnson has just been released from army. Yes, R. W. is still with Blackwood Quartet. GERTIE ADAMS: Lem Hawkins is at Oklahoma City. MRS. AUGUST KOCH: Bob Stott's picture appeared in Oct. '45 KMA GUIDE, p. 5. SHIRLEY HOLDEN: Boots Faye is married; lives in Calif. Has recently had several of her own songs published. MRS. H. E. ABBOTT: Mr. and Mrs. Sid McIlvain do not live in Shenandoah. He lives in Kansas. MRS. GLADYS RANDALL: Chick Holstein is working in a Chicago night club. MRS. ANNA DIXON: Bob Stotts is not Cowboy Bill's brother. MISS ARLENE DITTMER: Rex Moad is at Fort Wayne, Ind.

## Good Neighbors



Among those thousands of radio addicts known as "ham operators", KMA is well represented with 6 of our staff spreading goodwill to nearly every country in the world.

"Ham operators" or amateur shortwave broadcasters are well known for their enthusiasm, and more important, for their contribution toward radio development and their assistance in such matters as forming emergency networks, locating missing persons, transmitting disaster warnings, directing traffic, and training millions of men to handle radio sets during the war.

In Chief Engr. Ray Schroeder's home we cornered these fellows who had just idly turned to such far away places as Guam, Marshall Islands, and Australia. In front of Ray's equipment, left to right, is Engr. Glen Klein. Glen has held a license since 1922 (all licenses are granted by the Federal Communications Commission, which governs all radio). He has contacted an operator in Guatemala who asked, "How is Earl May? We hear KMA often!" Glen has also been a part of the emergency network which helped out in the terrible 1940 snowstorm in Minn. and Wisc.

Next is Engr. Don Burchichter. He learned a lot of typing from the Nat'l Professional Typing Champ who gave him some good advice when they talked by short wave.

Walter Schwenster, (Engr.) next to Don, is looking for a home in which to put himself, family, and "ham" set. "Wally" did

a lot of radar during his period of Navy service and is anxious to get back to "hamming".

Engr. Franz Cherney has been entertained by an operator in Vera Cruz, Mex., who played the guitar and mouth organ for 30 minutes. Once while Franz was eating breakfast (in the middle of summer), he talked to an Australian who was eating supper—in the middle of winter!

Right in front of the set is the owner, Chief Engr. Ray Schroeder. Ray has held a license since 1929—and has won the Am. Radio League contest twice, 1935 and 1936.

On the right is Program Mgr. Terry Moss, "ham" operator since 1929. Recently Terry talked to an operator aboard a tuna schooner, the Olympic, in the Pacific, 1100 mi. from San Diego! Often he and Mrs. Moss talk to her famous cousin, Gene Autry of film fame, via Terry's ham station.

Most of you have radios that include short wave bands. Some day about noon-time, or in the evenings, you may easily pick up several of these KMA ham enthusiasts—perhaps you may have a ham set of your own! Sets can be built for as little as \$50—and all can enjoy it, because it is a common leveler—everyone is equal. Doctors, bankers, mechanics, and farmers—women, too—find that it is enjoyable and relaxing.

Yes, radio communication truly exemplifies the "good neighbor" policy, bringing people everywhere closer together in the spirit of fellowship and friendliness.

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.



Left to Right: Chuck Davis, Eddie Vaughn, Tim George, Paul Oliver, Ralph Childs and Jim Kendrick.

## "HOWDY, FOLKS"

By TIM GEORGE

"How's it feel to be back, Uncle Tim?" As "Pappy" Raines used to say, "Like a cold drink of spring water on a sultry day". And it certainly brings to mind the old adage about never really appreciating anything until you're AWAY from it. I appreciated the picture the gang took at the fountain the day I left for service (June '44, KMA GUIDE) but this one I appreciate even more—because I'm back home.

KMA has always been a family affair—everyone with the station seems more like a close and loyal relative, rather than a mere voice on the radio, or a somebody who works at the same address we do. During the last 2 years in the Pacific there were many times I had a terrible longing for the KMA folks, and also the unhappy feeling I was just too far away ever to get back.

Yes, I see a lot of new faces but have already discovered there are nice folks behind those new faces, folks it will be a pleasure to work with. As to getting

back into the swing of things, I'm feeling pretty "rusty". You know, an enlisted man doesn't open his mouth very often in the Navy unless he wants to get into trouble. His "announcing" usually is confined to 2 or 3 words at a time, such as "Yes, SIR!" to a superior officer!

Friend Frank Field was joking with me Monday about the carpet in Studio B, where I had worn a hole by twisting my foot while announcing. This trademark has remained unmolested to this day, an almost perfect 12-inch-hole worn clear thru the carpet and padding to the bare flooring.

Now that I'm back, I'm going to work immediately on another hole in the same carpet! That new hole will be the result of liking KMA so much that I'm trying to twist my foot right into the studio floor and make the job permanent! So to all the Old Faces, and the New ones, and to the Listeners, some of whom wrote to me all the time I was in service, "Howdy everybody! It's just dandy to be back!"