

THE

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K M A G U I D E

Vol. 4

APRIL, 1947

No. 4



EASTER GREETINGS

1947

ANNETTE GERTRUDE MAY

(Story on Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

APRIL, 1947

Vol. 4

No. 4

St. Joseph, Missouri

How I do enjoy your little paper. It makes the entertainers stand out before me as I listen to them, and I feel they are my friends even though I do not know them personally. Here is my dollar for another enjoyable year with the KMA GUIDE.

Mrs. G. E. Shaffer,
2616 Patee St.

Clay Center, Kansas

Am enclosing check for \$2, renewing the KMA GUIDE for 2 years. We like it very much and there's always an argument as to who gets it first. Where have the West Sisters gone? Also, why doesn't Jimmy Kendrick sing more?

Mrs. Chris Mall.

(To Mrs. Chris Mall:

Both Oma and Mae West have been ill at various times recently. However, both have recovered and are back at their regular programs. Jimmy Kendrick has a brand-new show of his own. You can hear him at 4:15-4:30 pm. Mon. thru Fri.)

Osceola, Nebraska

Enclosed find \$1 for renewal of the KMA GUIDE. I have been taking it now ever since you started publishing it and I would not want to be without it, as it holds a favorite place in our home.

Mrs. H. O. Lawson,
4521 Parker St.

Kirkville, Missouri

Here's my renewal for another year of the KMA GUIDE. I certainly enjoy it, as it has so much news about all of you. Is Jimmy Kendrick married, and where is Ralph Hunt?

Ruby Briddle,
Box 504

(To Ruby Briddle:

No, Jimmy Kendrick is not married. We're sorry we do not know Ralph Hunt's whereabouts at present.)

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor; Bill Bailey and Midge Diehl, associate editors. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for changes of address and be sure to send old as well as new address. Advertising rates on request.

Sigourney, Iowa

I received my KMA GUIDE and my goodness! Why hadn't I sent for it before? It has been so much fun reading it and meeting the people of KMA through its pages.

Mrs. Lee Fogle,
Route No. 2.

Oakland, Iowa

I am sending my 3rd subscription for the KMA GUIDE. Must say that we all enjoy it very much. We got the first issue and intend to go all the way with it. How nice it is to read all about the entertainers. The life of Mr. Earl May was very dear to us, as we felt him our personal friend.

Mr. and Mrs. Arthur Turk,
Route No. 1

(To Mr. and Mrs. Turk:

Thank you for your very nice letter. All at KMA hope that they will be your personal friends for years to come.)

Woodbine, Iowa

Has Roy Blackwood quit the Quartet? I have missed his singing for some time.

Mrs. C. H. G.

(To Mrs. C. H. G.:

Yes, Roy has temporarily resigned from the Quartet in order to take a rest. The story of Garland Freeman, who replaces him, will be found on P. 4 of this issue.)



A Chat With Edward May

National recognition has again come to KMA. On March 12 we were granted the 1946 Showmanagement Award by *Variety*, the magazine of show business, for Outstanding Service To The Farmer.

The experts examined every phase of our programming and public service activities. They became convinced that we were leading all other radio stations for farm service; that we were setting trends and conducting activities that other radio stations could well imitate. But I'll let the experts speak for themselves. Here's what they say:

KMA "is the farmer's station—body, soul, and gaiters. It serves up daily farm fare as hearty as noonday dinner at harvest time, starting with plenty of newscasts, weather and market reports, interviews, specialized scientific farm info, features for the farmer's wife, and human interest material in abundance. Meantime Merrill Langfitt travels 3,000 miles a year to broaden the farmer's viewpoint with first-hand reports from the field, this year getting as far away from Shenandoah as Greece and Italy, where he checked up on what UNRRRA was doing with good Iowa produce. Come graduation time, KMA will hold its annual radio graduation for the hundreds of crossroads schools whose graduation classes are too small to

have special ceremonies of their own. KMA publishes and distributes its own radio [magazine], and puts itself at the farmer's service whether to find a stray calf, a new bell for the church, or a school teacher for a remote village. In New York, rep Lew Avery takes around one of the soundest pieces of station promotion yet turned out, a brochure titled 'A Rep's Day On An Iowa Farm'. Pre-meditatively [agricultural] in everything it does, KMA wins a bow for knowing exactly what audience it wants, and serving it with solid cornbelt show management."

Well, that's what the experts say about us. They are having a big bronze plaque made up for us in commemoration of the high honor we have received. But I want all of you to know this: you personally helped us win this award. And I want to thank you for your sincere help. You and our other radio friends send us almost a million letters a year. You tell us what you like and what you don't like about KMA programs. That helps us immeasurably in giving you the very kind of radio service you want and need in your daily life. You treat us as one of your neighbors, which indeed we are. Radio transcends distances and we are always as close to you as the receiving set in your own homes. We are there to serve you whenever you turn on the radio switch. I am glad you tune to KMA as often as you do and that you write us whenever we can be of service to you.

Virginia & Van



Last month, we told you there were two new members of the KMA radio family. May we introduce them?—Mr. J. E. Van Ness, KMA's new Merchandising Mgr., and Miss Virginia Agnes, Secretary in the Promotion and Merchandising Dept. Van is a native Iowan, born at Sidney. He comes to radio from newspaper work, having for 5 years been national advertising man for the Omaha World-Herald and, for 2 years, Nat'l. Advertising Mgr. of the Wichita Eagle. A graduate of the University of Iowa, he was an outstanding track athlete during both his high school and university training. Mrs. Van Ness is a native of Hamburg, Ia. Many in the vicinity of Sidney will know her as the former Miss Retta Brown, teacher in the Sidney Schools. The Van Nesses have one daughter, Mary Lee. You saw her picture in last month's issue, p. 15. We'll introduce you to the entire Van Ness family right soon.

Miss Agnes is really not a newcomer to the organization as prior to Mr. Earl May's death last Dec., she served as his private secretary! Virginia hails from Norfolk, Nebr., and, before coming to Shenandoah in Feb. '46, was employed by the Metropolitan Life Ins. Co., Farm Mortgage Div., at Fremont, Nebr. Virginia is a most efficient sec'y., and the Promotion Dept. hopes she's with us for a long time to come.

Joins Blackwoods

From Ft. Payne, Ala., to Shenandoah, Ia., is a long way, but anything is possible in radio! Garland "Kat" Freeman, first tenor of the BLACKWOOD QUARTET, was born in Ala., graduated from high school there and farmed with his father. His singing career began in a church trio at the age of 7; he took up quartet work at 13 and sang in the high school Glee Club. He's been in radio for 7 years and has sung at stations in Ala. and Tenn., before coming to KMA Feb. 27.

This is Garland's first trip north of the Mason-Dixon line, and he says Midwest friendliness certainly measures up to Southern hospitality—and then some!

"Kat" has had that nickname since he was a child, so its origin cannot be determined. He's 5'11", weighs 167 lbs., has dark curly hair, brown eyes and the charming accent of the deep South. He is 24, single and the older brother to 5 sisters. He likes baseball, swimming and all sports, is fond of oysters and dotes on fried chicken. Blue of all colors is his favorite.

Be sure to listen to "Kat's" tenor voice with the BLACKWOOD QUARTET at 5:30, 7:30 a.m. & 1:15 p.m. daily, & 12:30 p.m. Sun.



Garland "Kat" Freeman

KMA Reports To Nation From Rome

Listeners throughout the Cornbelt and the Nation were given a first-hand report of agricultural conditions throughout Greece and Italy by KMA's own Farm Service Director, MERRILL LANGFITT, when on Saturday, March 15th, Merrill broadcast from Rome, Italy, via the ABC network. This special pick-up from Rome was the feature of the AMERICAN FARMER broadcast of that day and was released over KMA both at the program's regular broadcast time, 11:30-12 a.m., and from 1:30-2 p.m. for the benefit of the KMA area listeners.



[1] Merrill Langfitt and Capt. Edw. K. Sylvia, S. S. Plymouth Victory. [2] Bill Childress, Stock Foreman Carl Miller and Merrill with cargo aboard ship. [3] Cowboys who made voyage with UNRRA livestock. [4] Unloading cargo at docks of Piraeus, Athens, Greece.

KMA listeners continue to enjoy the informative and interesting broadcasts prepared by KMA's Farm Service Director, Merrill Langfitt, now in Europe reporting on agricultural conditions in the old world. These special wire-recorded broadcasts have originated in the Nation's capitol, at Newport News, Va. (the port of embarkation for the S. S. Plymouth Victory), aboard the ship while enroute to Greece across the Atlantic, on the Mediterranean Sea, at the port of Piraeus, Athens, Greece, on farms during Merrill's rural tour of inland Greece and, more recently, from Rome, Italy, and the surrounding country. By the time this GUIDE reaches you, it is expected that Merrill and engineer Don Burrichter will be on their way back to the States, but their on-the-spot stories of their many interesting

experiences will continue to be heard over KMA for a number of weeks to come. These broadcasts, taking the form of interviews with international personages interested in the world's agricultural situation and description of the farm land in the countries the KMA reporters have visited, are being released over KMA twice daily (6:30-6:45 a.m. Mon. thru Sat. and 6:15-6:30 p.m. Mon. thru Fri.). Remember, these are exclusive KMA public service feature programs. Note the times and plan so that you will not miss a single broadcast. Myriad quantities of photographs, taken throughout this reporting mission, are reaching us weekly and, as they can be developed and prepared for printing, we will publish them for you. Watch for them in future issues of the GUIDE.

Wrapped Up In His Work

Or: Warren Works Wonders With Wire

It's not to be denied that to be "wrapped up in your work" is an admirable thing, but when you find yourself in the position of announcer WARREN NIELSON, there ARE other things to be said. Judging from this picture, one might think that brother Nielson agrees and IS already saying them. However, don't be fooled for it's really a "gag" shot, and Warren is having as much fun as anyone.

You see we wanted to convey the fact that Warren is one of the busiest fellows around the station these days. When KMA's Farm Service

Director MERRILL LANGFITT received his current reporting assignment to Europe, someone had to step in and fill his job of covering the farm front here at home. Merrill usually travels over 3,000

miles monthly, being "Johnny-on-the-spot" for any and all news of agricultural interest, and stopping in at your place for an interview on the latest news of your farming activity. That's the job that Warren has taken over in Merrill's absence and it's been in addition to his regular announcing duties, too. We think he deserves a good round of applause for a job "well done" don't you?

In regard to the picture, perhaps we'd best tell you all that wire didn't actually come out of the wire recorder. The wire, on which the voice is recorded, is

really only the size of human hair. Each spool contains approximately 2 miles, or enough for 30 to 60 minutes of broadcast.

Listen for wire recordings at 6:30 a. m. and 6 to 6:30 p. m.



OUR COVER GIRL

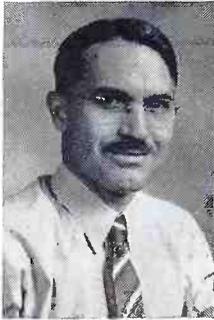
We could think of no better way of extending our Easter Greetings to all of you than with the picture of the cute little miss found on our cover this month. Squealing with delight over the fluffy baby chicks, is Annette Gertrude May, daughter of Mr. & Mrs. EDWARD MAY. See how much she has grown this past year by comparing the picture of her on the cover of the April '46 KMA GUIDE with this picture. Last year, she was a chubby baby sitting in her high chair watching the other KMA kiddies participating in an Easter Egg Coloring party. Now she is a darling blonde-haired, blue-eyed little girl, 2 yrs. old the 19th of this month. Annette was born in Mexico City, at the time her father was Junior Agricultural Economist in the Dept. of State's Foreign Service. Now Edward is President of the May Seed & Nursery Co. and Station KMA. As you can see, Annette is the picture of health, weighing 32 pounds. One of her favorite foods is her Grandmother May's home-made cottage cheese. She drinks at least a quart of milk a day and sometimes more. Cookies and milk are a favorite for "between meal" snacks. Annette loves to have Mother or Dad read her nursery rhymes. She enjoys helping Mother cook or wash dishes, and pushes her foot-stool right up beside Mother while she is at work.

From Annette and each and every member of the KMA radio family come all best wishes for a most joyous Easter season.

Frank Comments

By **FRANK FIELD**

No, I didn't have any new picture this month to put on my page, so here is the old picture of me taken when I still had teeth. Maybe by the middle of the summer, things will work around to the point where I can have a new picture taken to head this



column. Next month, I will try to have a new picture of some of the members of the Field family.

There hasn't anything new or exciting happened to the Field family in the past month, so go back and read over the last 3 or 4 issues of the GUIDE and you can find out where all the members of the family are and what they are doing. Johnnie and Maxine have a nicely furnished 4-room apartment in the GI Village down at Tarkio, where Johnnie is going to college. Maxine is working as secretary in one of the college offices, and both of them like their work very much.

Peggy and Jim finally got out of their 1-room apartment into regular Navy quarters at Pearl Harbor and are having a lot of fun in their spare time making drapes, curtains and such. Peggy is getting along so well with her studies at the University of Hawaii that she is talking now about taking a summer course, if the subjects she wants are available.

Nothing new to report about the other members of the family either, except that little Bill and Elsie have been having the flu for the past few weeks and little Johnnie Fishbaugh has been having a little trouble with a decayed tooth, which may have to be pulled. Outside of that, we have all been enjoying good health and feeling fine.

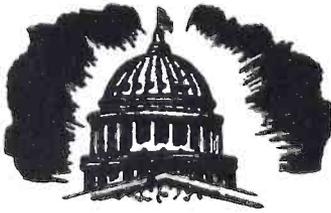
This late Spring has us all guessing as to what the summer is going to be like, and we can't tell much about past performance either. Some years a cold, wet late Spring has been followed by a hot,

dry summer and then again, in other years, the coolness and surplus amount of moisture has carried on throughout the summer and fall.

It is going to be quite a problem to figure out just what to do, and your guess is just as good as mine. Some people will probably try to get their early garden in at the earliest possible moment and while the ground is still too wet and cold to work properly. Other people will undoubtedly wait, in hopes of getting warmer weather with the ground in more workable condition, and run the risk of running into the wrong kind of weather later on. Personally, I think it would be best, this year, to strike a happy medium. In other words, don't try to mud your early crops in. I don't believe that would pay with any kind of crop where you have to plant the seed in the ground.

On the other hand, with the planting of nursery stock, it is entirely different. I think all kinds of nursery stock should be planted just as early in the Spring as the frost goes out of the ground and it is dry enough to dig the holes to plant them. Even if the ground is cold and wet, it doesn't matter in the least to a rosebush, fruit tree or spirea bush. You always give them a good, thorough soaking when you plant them, anyway. If you can get your nursery stock planted out early enough in the Spring so that they can go ahead and leaf out and start to grow along with other trees and shrubs already established, you never have the least bit of trouble getting them to grow.

On the other hand, if you wait until along in May, you are pretty apt to run into some hot, dry weather, which would have a tendency to dry the moisture out of the twigs and branches and little buds, so that Mother Nature would have a more difficult time in getting a circulation of the sap established, in order to bring up plant food and nourishment from the roots to make the necessary new growth of foliage. Early planted nursery stock doesn't have that condition to contend with, as it is usually quite cool and moist early in the Spring, and the twigs and buds do not have that tendency to lose their natural moisture by evaporation.



KMA Daily Programs FOR APRIL, 1947



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.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—News
 9:45 a.m.—Listening Post (except Mon.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galan Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Kenny Baker Show
 11:30 a.m.—Country Folks
 11:45 a.m.—Stump Us!
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Checkerboard Jamb. (M-W-F)
 2:30 p.m.—Elmer Axelbender. (T. Th.)
 2:45 p.m.—Zeke & Harpo
 3:00 p.m.—Wilson Bros.
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Down A Country Road
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Cornland Lyrics
 4:30 p.m.—News
 4:45 p.m.—Dick Tracy
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—Sky King
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Merl Douglas

MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather

7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Bobby Doyle Show
 7:30 p.m.—Sherlock Holmes
 8:00 p.m.—Treasury Agent
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—The Shadow
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dr's Talk It Over
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Bobby Doyle Show
 7:30 p.m.—Green Hornet
 8:00 p.m.—Scotland Yards
 8:30 p.m.—Rex Maupin
 9:00 p.m.—Hank D'Amico
 9:30 p.m.—Hoosier Hop
 9:45 p.m.—Earl Godwin
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Bobby Doyle Show
 7:30 p.m.—Willie Piper
 8:00 p.m.—Paul Whiteman
 8:30 p.m.—"Beulah"
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Henry Morgan
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

AMERICAN BROADCASTING COMPANY

THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Elmer Davis
 7:30 p.m.—Town Meeting
 8:30 p.m.—Those Sensational Years
 9:00 p.m.—Security Workshop
 9:30 p.m.—Fantasy in Melody
 9:45 p.m.—Earl Godwin
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Burl Ives
 7:15 p.m.—Here's To Veterans
 7:30 p.m.—This Is Your FBI
 8:00 p.m.—Break The Bank
 8:30 p.m.—The Sheriff
 8:55 p.m.—Champion Roll Call
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dance Orch.
 11:30 p.m.—Newstime
 11:30 p.m.—Dance Orch.

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.—Morning Headlines
 8:00 a.m.—Wake Up and Smile
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Forward March
 9:45 a.m.—Treasury Salute
 10:00 a.m.—Elizabeth Woodward
 10:15 a.m.—Buddy Weed Trio
 10:30 a.m.—Piano Playhouse
 11:00 a.m.—Tex Robinson
 11:15 a.m.—Tell Me Doctor
 11:30 a.m.—Country Folks
 11:45 a.m.—Ike Everly
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half-Past Noon
 12:45 p.m.—KMA Market Review
 1:00 p.m.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—American Farmer
 2:00 p.m.—Phil Brestoff's Orch.
 2:30 p.m.—Zeke & Harpo
 3:00 p.m.—Wilson Bros.
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Jerry Fronek

4:00 p.m.—Zeke & Joan
 4:15 p.m.—Cornland Lyrics
 4:30 p.m.—News
 4:45 p.m.—Remodel For Vets
 5:00 p.m.—Jimmy Blair
 5:15 p.m.—Chittison Trio
 5:30 p.m.—House of Mystery
 6:00 p.m.—Western Theatre
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Famous Jury Trials
 7:30 p.m.—I Deal In Crime
 8:00 p.m.—Gangbusters
 8:30 p.m.—High Adventure
 9:00 p.m.—American Melodies
 9:30 p.m.—Hayloft Hoedown
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Song Spinners
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Young People's Church
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank & Ernest
 9:30 a.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Pilgrim Hour
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Melodies To Remember
 12:30 p.m.—Blackwood Brothers
 12:55 p.m.—Facts & Fiction
 1:00 p.m.—Hour of Faith
 1:30 p.m.—National Vespers
 2:00 p.m.—Warriors of Peace
 2:30 p.m.—Newstime
 2:45 p.m.—Sam Pettengill
 3:00 p.m.—Are These Our Children
 3:30 p.m.—Crimes of Carelessness
 4:00 p.m.—Darts for Dough
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Don Gardiner
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Missing Heirs
 6:30 p.m.—The Clock
 7:00 p.m.—Around The World News
 7:30 p.m.—Calif. Melodies
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Jimmy Fidler
 8:45 p.m.—The Policewoman
 9:00 p.m.—Theatre Guild
 10:00 p.m.—News
 10:15 p.m.—Set to Music
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

On The KMA Party Line

With **DOBIS MURPHY**

After a feller has suffered with a toothache all night long, he sort of loses track of time! At least that was entertainer **IKE EVERLY**'s experience lately. Ike had been up several times during the night, doctoring his tooth. Finally the pain eased a little and he dropped off to sleep. It wasn't a sound sleep, because he knew he would soon have to get up for his early morning program. Without waiting for the alarm, Ike hopped out of bed . . . dressed . . . made coffee . . . ate and hurried to the studio, only to learn he had arrived **A FULL HOUR TOO EARLY!** It was only 4:30 a.m.! We would say that is adding insult to injury.

It was a miracle **HUGH ASPINWALL**'s (Chick Martin) son and daughter escaped serious injury when, a few weeks ago, their car skidded on the icy pavement and turned completely over. Janet and Hugh, Jr., were enroute from Fairfield to Shenandoah; the accident occurred east of Afton. They were driving along when the car hit an icy spot and turned over, landing on top of a fence, right-side-up against a tree. Luckily the shatter-proof glass saved them from injury but the car itself was badly damaged. Janet, a student at Parsons College in Fairfield, had just been released from the hospital the day before, where she had been confined 5 weeks. Hugh Jr. had been to Wheaton, Ill., to get his car and they were coming to visit their father, before motoring to San Francisco. It was necessary to postpone their trip until the car was repaired. Janet, a Navy Veteran, says it's pretty hard to keep "topside" on Midwest roads in February.

MAE WEST CORDER wanted a wristwatch for her birthday March 7th, but she had given up hopes of getting one because of the high prices of watches at the present time. Imagine her surprise then, when she opened her birthday gift from her husband, Pat, and her eyes fell on a beautiful wristwatch. Mae said, "He

really had me fooled . . . I didn't think I would get it."

Spring is always welcome. But Spring thaws can be most unwelcome . . . especially when they cause a big mudhole right in the middle of your driveway. That's what's happened out at **ZEKE** and **JOAN WILLIAMS**' place. Rushing to the car to come to the station for their 4 p.m. program, Zeke and Joan backed into a chuckhole in their driveway and there they were . . . stuck! After several attempts to get out, they finally called a wrecker. It, too, came near getting stuck before the Williams' car was pulled out. Zeke and Joan arrived late for their program but their good friend **JIMMY MORGAN** was carrying on in their absence. The Williams' driveway is gaining considerable notoriety as taxis, garbage trucks and vehicles of all kinds get stuck every time they attempt to drive in. Until dry weather, Zeke and Joan are leaving their car a block from home, **ON THE PAVEMENT!**

When word reached Mrs. Fred Warren, visiting in Joplin, Mo., that her husband (**ELMER AXELBENDER**) was ill with pneumonia and in the hospital, it didn't take her long to reach his bedside! She left Joplin at midnight and arrived in Shenandoah at 6:30 a.m., driving about 350 miles in only 6½ hours.

March 29th was a Red Letter day for Don Hansen, who is confined to a Veterans' Hospital in Chicago. It was his 21st birthday and his brother, Harold, came from Shenandoah for a surprise visit. The two boys had a fine time and Don enjoyed the box of gifts from his mother, **EDITH HANSEN**, KMA's Morning Homemaker, and from his father. The Hansen family is hoping Don will be able to spend some time at home this summer.

Last month, we told you about announcer **JIM KENDRICK**'s tough luck while backing his car out of a parking space. Well . . . bad luck is still dogging his trail! A couple of weeks ago, Jim parked his newly-acquired car west of the studio, beside the railroad track. While he was at work, a switch engine with a coal car pulled in on the siding to unload coal. That was Jim's misfortune! He had un-

knowingly parked too near the track and, as the train passed by, much of the paint on one of the car's fenders went with it. P. S.: Jim has found another parking space!

Remember on the Sept. '45 cover of the KMA GUIDE, we gave you a picture of VIRGINIA LEE WILLIAMS and HUGH KING just after their marriage Aug. 17?

Now . . . we bring you this picture of the happy couple just after his release from the service, March 14, 1947. Cpl. King spent 14 mos. in the Air Corps and, during this time, was stationed overseas for 6 mos. at Fukuoka, Japan. While he was out of the States, Virginia Lee has been making her home with her parents, Zeke and Joan Williams. In addition to appearing



with them on the 6-6:30 p.m. program, Virginia Lee has been doing clerical work in an office in Shenandoah. Now she will give up this work, but will continue singing on our station. The Kings plan to remain in Shenandoah for the time being but, at some future date, they hope to locate on a farm.

It isn't at all unusual for our KMA entertainers to get lots of requests to play or sing special numbers on their programs. But it IS unusual to get telephone requests at 4:30 a.m. At any rate, a listener to one of our early morning programs tried to call the station a few mornings ago at that hour, to place a request for a song. When no one answered the phone at KMA, the persistent caller decided there were other ways to get his message relayed. He called the local fire station, asking them to assist in getting word to our station regarding the request. The fireman on duty was somewhat per-

plexed and thought the party at the other end of the line had the wrong number. It developed the call was "on the level". The man calling apparently knew someone was always at a fire station, and thought they might accommodate him by getting word to KMA. A request that is of so much importance to a listener will certainly receive first priority from KMA.

even if it requires calling out the entire Fire Department.

Program Manager TERRY MOSS says he is very fond of elm and maple trees. And he apparently likes streets bearing these names, too! The Moss family has just moved from a house on "Elm" street to a larger house on "Maple" street. Previous to all moving days, Terry rounds up a wide assortment

of boxes and barrels, in which to pack dishes and all the other things that need special handling. Terry is looking forward to more leisure hours this summer, since the place where he now lives has a very small yard to be mowed.

After three weeks of rest in Mexico City, MRS. EARL MAY has returned to her home in Shenandoah.

Being "Good Neighbors" seems to run in the Hugh Bell family. On P. 11, Nov. '46 GUIDE, we told you about Mrs. Hugh Bell's Good Neighbor salute on Tom Breneman's "Breakfast in Hollywood" program. Now, we've discovered that Hugh, of the May Seed Co. Paint Dept., has been promoting better British-American relationship for the past 10 years. Back in 1936, he started corresponding with a chemical engineer, Wm. T. B. Smith, in Wolverhampton, Eng. Although the two have never met, they have written once or twice a month, over this long period of time.

Program Personals

By **BILL BAILEY**

Just why we should ruin a perfectly good issue of the *GUIDE* with a picture such as the one appearing on our page this month is far beyond me. But, there you are . . . "Yours Truly" in person. Maybe it's just to prove that I'm no longer hiding behind my "flowing white whiskers". Of course I could say, "Your wish is my command", but after all, that wouldn't be exactly cricket. Nobody asked for it. Truthfully, in my job of preparing the *GUIDE* for you monthly, I felt that I could do a better job if we were better acquainted. Now, in the future if anything goes wrong, you'll know at least one fellow you can blame. My name really is Bill Bailey. I was born in Illinois, am married and have a 2 year old daughter, have been in radio since '30 and have been Promotion Mgr. of KMA since May '46, and am more than anxious to please you. Why not drop me a line once in awhile? Let me know how you like the *KMA GUIDE* and what features we might add to bring you greater enjoyment. Your letters will be greatly appreciated.

Here are some inside stories of programs and their personalities:

They're still laughing about the time that a practical joker, in the guise of an announcer, came into the studio during a *JACK ARMSTRONG* program (KMA 5:30 p.m. Mon. thru Fri.) broadcast. The action centered around a Pacific isle and the script called for the sound of surf pounding against the shore. Prior to rehearsal, the sound effects man half-filled a tank with water, and, by tilting the tank back and forth, created a sound that sounded remarkably like surf. The prankster entered and surreptitiously emptied the contents

of a box of washing powder into the liquid. When the moment arrived during the actual broadcast, the beaming sound effects man took up his cue, then slush, slush . . . bubbles welled up that overflowed the tank and the only sound forthcoming was a muffled roar. That was the *JACK ARMSTRONG* cast who had to be becalmed in Studio E.

When *BARBARA EILER* told *KENNY BAKER*, on the *KENNY BAKER SHOW* (KMA 11-11:30 a. m. Mon. thru Fri.), that according to a recent almanac, nights at the North Pole are 6 months long, he replied, "Gee, just imagine an Eskimo girl going out on a date and her father saying, 'Now don't forget—you come home not a minute later than April 15th.'"

Did you know that, during the month of Jan., ABC's Guest Relations Dept. handled 14,000 requests for *BREAKFAST CLUB* tickets? About 63% of these requests came from southern states. 6 came from England and 56 from Canada. If you're planning to be in the Windy City and want to attend the *BREAKFAST CLUB* (KMA 8-9 a. m. Mon. thru Fri.) in person, you'd best send your request for tickets early.

It's interesting to note that *GEGE PEARSON*, featured on the stirring dramatic show *I DEAL IN CRIME* (KMA 7:30 p.m. Sat.) knits during rehearsals and that her needles are keyed to the tempo of the action. Gege figures about 1 sleeve or 2 pair of socks for every 2 murders.

Substantiating our announcement in last month's issue, *JOHNNY OLSEN* and the entire cast of *LADIES BE SEATED* (KMA 2-2:30 p.m. Mon. thru Fri.) arrived in Chicago the last week-end of March and started Mon., March 31st, originating their program from the studios in the Merchandise Mart.



Meet Your Neighbor!



Sincerely — Merl Douglas

Here's a young fellow who really believes in practicing what he preaches. Meet MERL DOUGLAS, announcer, entertainer and singer. Those of you who listen to Merl's program (5:45-6 p.m. Mon. thru Fri.) know that his theme song, "A Smile Will Go a Long, Long Way", is just as sincere as the friendly smile you see on Merl's face in the above picture. Besides this singing program, Merl carries a regular announcing shift from 10 to 12 a.m. and 2:45 to 4:30 p.m. daily over KMA, and his pleasant voice is welcomed into many homes throughout this area.

Merl is a "real guy", who goes out of his way to show consideration and kind-

ness toward others. For this, and many other reasons, we chose him for our page of honor this month. A native of Iowa . . . Larrabee, to be exact . . . Merl is 6 tall, has brown hair, blue eyes and weighs 150 lbs. He is a devoted family man and we're sure many of you will recall meeting his charming wife, Ruth, and his lovely daughter, Sharon Lynne, through the story and picture which appeared in the Nov. '46 GUIDE. Merl started in radio in June '43 and he's been at it ever since. He came to KMA in Oct. of last year and, if we're any judge, you'll be wanting Merl Douglas as a neighbor for a good long time to come.

Guess Who?



Know the gentleman pictured above? . . . Nope, . . . guess again. Who? Well, . . . you're getting warmer, but . . .

This month we're inaugurating a little guessing game in which we believe you'll have a lot of fun. Each future issue of the GUIDE will carry a picture of a KMA personality which was taken in his earlier days, maybe when he was a child or at least a few years back before he became associated with KMA. It's your job to see if you can identify them for we won't tell until the issue following the month in which the picture appeared. All pictures will be of KMA personalities with whom you should be well acquainted either through hearing them daily on the air or through the pages of KMA GUIDE.

Here's your clues for picture No. 1 (above):—You hear him every day you are tuned to KMA. He has been with the station for a little over 2 years. He has a program of his own each afternoon, Mon. thru Fri. Is married and has a young daughter now in her first year in high school. Is a native of Wisconsin and has been in radio for over 20 years. The above "pic" was taken in 1923 when he was engaged in church work in Kansas City, Mo. Who is it? WATCH FOR THE ANSWER IN THE NEXT ISSUE.

Helpful Hints for Homemakers

By EDITH HANSEN

Recently a radio listener sent in this recipe which has been used in her community to serve at sales and other large gatherings. We are happy to print it here for the benefit of any who missed it on the air. Try it at club and church parties and for your family and friends who gather in your own kitchen. It's a perfect answer to that daily question, "What's cookin'?"

BARBEQUED HAMBURGERS

2 lbs. ground beef
2 med. onions, chopped
2 t. salt
10¢ bottle barbeque sauce
½ c. tomato sauce
1 T. chili powder

Brown the onion, add hamburger—stirring with a fork to break it up and partially cook. Then add the rest of the ingredients and simmer for 30 minutes. This can be made in advance and reheated when ready to use. Spoon the hot mixture on to cold or toasted buns.

Most everybody likes French-fried potatoes but the scarcity and price of shortening, plus the careful watching and time in preparation, prevent our serving French fries as often as we'd like. Again one of our radio friends has come to our rescue with a shortening and time saving method, called "Oven French Fries".

Peel and slice large potatoes into lengths about ½" thick. Dip the slices in melted lard, place on a lightly greased cooky sheet in a 400° oven, turn once as soon as browned on one side—about 15 minutes—and continue baking until both sides are brown. Salt and serve immediately. The result is a mealy slice of potato, deliciously crisp on the outside.

Next month, I'm going to pass along to you a recipe for which I have had many requests. This recipe for Cottage Cake, I think is "extra-super". You'll find that it makes a large cake and, what's more, it takes NO SUGAR. I'll tell you all about it in the next issue. Until then, GOOD HOUSEKEEPING and BEST of LUCK.

Kitchen Klatter Kinks

By **LEANNA DRIFTMIER**

Since many of you will be cleaning house in April or May, here are some good helps that may make the job a little easier. Some folks may be able to rotate cleaning jobs so that their home is *always* clean, but I believe most of us like to give it a good going-over, at least once a year.

WALLPAPER CLEANER

1 qt. flour, 1 T. soda, 1 T. salt. Mix and add 1 pt. rain water and 1 t. ammonia. Put in a double boiler and steam for 30 minutes. Make into a ball.

CRACK FILLER FOR FLOORS

Mix fine sawdust with varnish until you have a thick paste. Spread in the crack evenly and allow to dry. Then sand, paint or varnish the floor.

SIZING WALLS

Dampen a sponge in vinegar and go over the walls, the width of one strip of paper at a time. Walls that have been Kalsomined or Kem-toned need this treatment if you paper them.

WALLPAPER PASTE

To put paper on the walls so that it won't crack off, use a paste made by mixing 4 c. flour, ¼ c. flake glue, 2 T. salt and cold water enough to make a batter. Stir in boiling water enough to make 2 gallons of paste. Use while warm. If it cools, add a little hot water so it will spread evenly.

Soot stains on a rug should be covered with salt or corn meal before sweeping.

A piece of cheesecloth, dipped in kerosene and hung on the clothes line a couple of days, makes a fine dustcloth.

To clean a leather chair, wash it with saddle soap.

To make windows shine, wipe with a chamois dipped in water to which household ammonia has been added.

When patching wallpaper, do not use a square piece of paper but tear it unevenly and it will be less conspicuous.

To remove white spots caused by heat or water from furniture, rub with warm camphorated oil.



Forecasts For The Month

BIRTHDAYS:

- Apr. 3—Leanna Driftmier, homemaker.
Apr. 4—Jerry Fronek, staff artist.
Apr. 5—Muriel Childs (wife of News Editor Ralph Childs).
Apr. 6—Frank Field, commentator.
Apr. 13—Jim Kendrick, announcer.
Apr. 27—Virginia Parker (daughter of mail clerk Ada Parker).
Apr. 28—Linda Lee Moss (daughter of Program Mgr. Terry Moss).
Apr. 29—Ike Everly, staff artist.

WEDDING ANNIVERSARIES:

- Apr. 4—Beverly and Program Mgr. Terry Moss.
Apr. 6—Elizabeth & Editor Owen Saddler.
Apr. 15—Kathleen and staff artist Steve Wooden.

FLOWER: Daisy or sweet pea.

BIRTHSTONE: Diamond.

PROGRAM NOTES

Among the outstanding programs on our schedule for Easter Sunday is one in which KMA itself will play a prominent part. As part of its Easter morning program service, the Mutual Broadcasting System plans pickups to describe this Easter's observance throughout the world. Listeners will hear from Rome, Paris, London, New York and SHENANDOAH, IA. Present plans call for KMA's popular homemaker, EDITH HANSEN, to tell the world of Easter Sunday as it is observed here in the great mid-west. Exact time of the broadcast has not yet been announced but keep listening and you'll be given all details.

CORNLAND LYRICS is a brand-new program feature to be heard on the 4:15-4:30 p.m. spot, Mon. thru Fri. Announcer JIMMY KENDRICK takes the spotlight as featured vocalist and his pleasant voice, combined with the home-spun philosophy of your good friend, CHICK MARTIN, makes a quarter-hour of good listening. Tune in CORNLAND LYRICS. You'll enjoy it.

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We hardly need tell you that the smiling gentleman pictured above is TOM BRENE-
EMAN, genial host of BREAKFAST IN
HOLLYWOOD (KMA-ABC 10-10:30 a.m.
Mon. thru Fri.). This "pic" was taken re-
cently as Tom lighted another candle on a
birthday cake, celebrating the beginning
of his popular morning program's 7th year
on the air. Undoubtedly many of you
heard that broadcast and, if you did, you
won't forget the fun that was had by all.
Of course that's true of all Tom Brene-
man's BREAKFAST IN HOLLYWOOD
broadcasts for he is a fellow so human,
natural and sincere, that he radiates good
cheer to all those who hear or see him.
Old-time KMA listeners will recall the per-
sonal visit that Tom had with our late

President and Founder, Earl E. May, in
March '45. Tom had brought his BREAK-
FAST IN HOLLYWOOD broadcast to Oma-
ha, and Mr. & Mrs. May drove there for a
visit. A recorded interview between Mr.
May and Tom was prepared and aired
several times over KMA for our listening
audience. It was nothing unusual, where
Tom Breneman is concerned, but we like
to recall the fun he had over Mrs. May's
hat. If you've been a long-time GUIDE
subscriber, see the April '45 GUIDE cover,
and the accompanying story of that visit.

Even though we may be a trifle late, we
know that all of you join with us in send-
ing hearty congratulations to TOM BRENE-
MAN and BREAKFAST IN HOLLYWOOD.
It's a swell show, featuring a swell fellow.