

THE

10c

# KMA GUIDE

Vol. 3

APRIL, 1946

No. 4



## EASTER EGG COLORING PARTY

Annette Gertrude May, Geraldine Fronek, Carole Ann Burrichter, and Donald Lee Comer.

Back Row: Vicki Ellen Comer, Robert Dean O'Day, Donna Sue Layman, Eddie Burrichter and Mrs. Edward May.

(Story On Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



## The KMA Guide

APRIL, 1946

Vol. 3

No. 4

Phoenix, Arizona

Enclosed is \$1 for another year of the little paper with lots of news we want to know about.

We understand you had some cold weather up there. Well, we had 75° yesterday and the lowest recently was 40°. Quite a difference! We have our doors open and no fire—sweet peas are 3 ft. high and in full bloom!

Mrs. Ellen Bredberg

*(Thanks for an interesting letter from "way down Ariz. way", Mrs. Bredberg).*

Logan, Iowa

We really enjoy the GUIDE and look forward to receiving it—the grandest magazine "of the press". I have seen other station magazines, but yours can't be beaten and it's getting better each time.

Shirley Holben

Sac City, Iowa

Enclosed find \$1 for the KMA GUIDE. We enjoy it very much and the programs, too. Particularly like Homemaker's Visit, Kitchen-Klatter, and Frank Field's garden talks.

Mrs. Ralph Deremo

Lyons, Nebr.

Just a few lines to let you know how much we enjoy the programs you substituted for the daily network when the storm broke your ABC line. I though you entertainers did a "swell" job. Thanks to all the KMA staff for the good programs we hear over your station—which, by the way, is our favorite one.

Miss Myrtle Carlson

*(Thanks, Myrtle. The KMA staff enjoyed working overtime to give you good programs during the recent emergency).*

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 week's notice for change of address and be sure to send old as well as new address. Advertising rates on request.

Coon Rapids, Iowa

Enclosed find \$2 for 2 subscriptions to the KMA GUIDE. One is for Mrs. Duane Deeth and the other for myself. We surely enjoy the pictures and the entire magazine and want our friends to enjoy them also.

Mrs. Elmer Hackmeister

*(Thank you, Mrs. Hackmeister. Gift subscriptions to the GUIDE are a fine way of showing friendship, as thousands have discovered).*

New Sharon, Iowa

We are returning your reminder card and \$1 for the KMA GUIDE. It is a fine little magazine and we look for it every month as we listen to KMA much of the time. Your programs are all fine. We think Frank Field is "tops" for weather and news. His talks are very helpful. We are afraid that we can't hear KMA so well after we move 75 miles north of New Sharon so will want the GUIDE every month.

Ferris Slaverns

*(You won't have to worry too much about hearing KMA Mr. Slaverns, because we have good reception in Arizona, Texas, Minnesota—in short, all over the mid-west and more).*



## A CHAT WITH EARL MAY

You win, friends. We read every one of your letters very carefully and let you tell us what you want in this, your magazine. Since the picture of Mrs. May and myself with our 2 oldest grandchildren appeared on this page in the Jan. issue, you folks have been asking to see the newest arrival in our family. Almost all of you said, "We'd like to see Mrs. May with all 3 grandchildren next time. And let's have it in the next issue, please".

Well, the picture you've been asking for is printed above. Annette Gertrude, the 1-yr.-old daughter of our son, Edward, is at the left. Mrs. May is holding little Diane May Rankin. Diane is now three months old and is the youngest child of my daughter, Frances, and J. D. Rankin, Jr. Betty Jane Rankin, their other daughter, sits at the right. She'll be 6 on May 2. As you can readily see, all 3 children are husky and real "live wires." We just never know what they'll be into next. Betty Jane has black hair and eyes with an olive complexion; Annette Gertrude is a very fair blond with blue eyes; while Diane May has medium coloring, dark

hair, and blue eyes.

And now let me chat with you a moment about an entirely different matter. It is food. Are you having a garden this year? "If you are, you may help save a life", says Dr. R. K. Bliss, Ia. State College extension director. "Millions of persons in Europe must exist this year on 1/2 the food Americans normally enjoy, and tens of millions in Asia and China face possible starvation," says Howard Hill, Iowa Farm Bureau vice-president.

Some of our government officials are predicting the return of rationing because of the great food shortage. What can you and I do about it? We can have a garden; we should can our own food again this year. That's why the mayor of Omaha is urging everyone to get back in the Victory Garden spirit. That's why representatives of the Ia. Dept. of Agriculture, the Farm Bureau, Ia. State College, the Federated Women's Clubs, and others, have united in pledging to make the 1946 gardening program a success.

It is exceedingly serious, friends. That's why I hope YOU have a garden again this year.

## MUSICAL MILES

Do you enjoy the BLACKWOOD BROTHERS QUARTET? Well, you have lots of company! Mr. and Mrs. Don Sones who live on a farm near Lucas, Ia., have attended 90 concerts given by this popular quartet. They heard 60 of their programs when the boys were at KMA in 1942 and have been present for 30 of their concerts since they returned to the station in Oct. 1945. However the Sones family is just one of the many who enjoy the fine gospel singing of the Blackwoods. Some folks have driven as far as 300 miles, 3 times in one week to hear them sing! One of their largest crowds during their personal appearances in this area was at Orange City, Ia., where 1,700 people gathered in the City Auditorium to hear them. Their popularity is shown by the fact that they receive nearly 15 calls daily requesting bookings. The people who hear them during their personal engagements do not constitute all of their large audience. Fan mail from their radio audience comes from such far-away places as Ontario, Canada, San Diego, Calif., and Port Arthur, Texas!

When winter is really over, the BLACKWOODS plan to make a personal appearance tour in North and South Dakota in response to many requests. We hope

they make it without any trouble.

During the worst blizzard of the season the Quartet returned from a personal appearance in Des Moines, and ran into plenty of trouble. Blinded by the snow, they crashed into a stalled car near Adel, where they were forced to remain for several hours until a snow plow came to their rescue at 3 a.m. Starting out again, they soon found it necessary to plunge into a snow bank, rather than collide with an oncoming truck. Stuck for the second time and with the storm raging, the boys kept the motor running all night to help keep them warm. At 8:30 the next morning, another snow plow got them on their way once more. After traveling about a mile, they found a long line of cars, trucks, and busses, stalled bumper to bumper, awaiting help. Again the snow plow went into action and the road was cleared. The Blackwoods arrived in Shenandoah at 1:05 p.m., nearly 14 hours after leaving Des Moines. They had made it in time for their 1:30 broadcast, except Don Smith who was driving his own car. When he found the road blocked by a huge trailer truck, he had to back 15 miles into Red Oak to get on a different road home. He arrived at 2:30 p.m.!

**FLASH!** As your GUIDE goes to press this month, we just received a call that the BLACKWOOD QUARTET was in an accident near Grand Island, Nebraska. They were on their way to make a personal appearance when they came upon a wagon and team which could not be seen. In the crash that demolished the automobile and wagon, HILTON GRISWOLD, pianist, was seriously injured by a large splinter piercing his throat near the jugular vein. Hilton and the occupants of the wagon were immediately taken to the St. Francis Hospital in Grand Island, where their condition is reported as "critical."

The many thousand friends of the BLACKWOODS were asked to pray for HILTON, popular pianist-singer of the Quartet.

---

## MAIN STREET

So many of you have written to us about our new program, MAINSTREET, that we thought you would like to know more about it.

We all remember our hometown Mainstreet, the familiar buildings, and the comfortable feeling that surrounds every

thought of Mainstreet. Hometown Mainstreets are full of philosophy, humor, and the music of friendliness. All these things went into the new program. If you haven't already heard MAINSTREET at 2:00 p. m., tune in tomorrow because you'll like its familiar music, poetry, and friendly philosophy.



## Forecasts for the Month

### Birthdays

- Apr. 3—Leanna Driftmier, homemaker  
 Apr. 4—Jerry Fronek, entertainer  
 Apr. 5—Muriel Childs (wife of News Editor Ralph Childs)  
 Apr. 8—Florence Davis, (wife of entertainer Chuck Davis)  
 Apr. 11—Louise Mills (wife of anncr. Jack Mills)  
 Apr. 13—Jim Kendrick, announcer  
 Apr. 14—Peggy Smith (wife of bass singer Don Smith)  
 Apr. 17—Elda Layman (wife of Ray Layman, entertainer)  
 Apr. 19—Delma Klein (daughter of Eng. Glen Klein)  
 Apr. 20—Kenneth Stotts (son of Bob Stotts, entertainer)  
 Apr. 27—Virginia Parker (daughter of Mail Clerk Ada Parker)  
 Apr. 28—Ina Hahn, Mail Clerk  
 Apr. 28—Linda Lee Moss (daughter of Program Mgr. Terry Moss)  
 Apr. 29—Ike Everly, entertainer  
 Apr. 30—Don Smith, bass of Blackwood Quartet.

### Anniversaries

- Apr. 4—Beverly and Program Mgr. Terry Moss.  
 Apr. 6—Elizabeth and Editor Owen Saddler  
 Apr. 15—Kathleen and Steve Wooden, entertainer  
 Apr. 22—Louise and anncr. Jack Mills  
 FLOWER: Daisy or Sweet Pea.  
 BIRTHSTONE: Diamond.



## Fun With Flowers

By LINA FERGUSON

A plan I have followed and one I would like to recommend if you want to know flowers better and have more fun with them, is to specialize each year on one flower. Plant others, to be sure, but make this one your particular garden hobby for the year.

It doesn't need to be a difficult or unusual flower. One year I planted every kind of zinnia I could find in the catalog, from the tall California giants to the trailing Mexican variety. By the end of the season, I felt well acquainted with this family. I learned that a garden of zinnias was filled with variety of color from the time the first bloom appeared until frost cut down the last flowers.

Marigolds are equally fascinating, or petunias, or asters. There was a time when iris ruled my garden. Phlox is another favorite.

Just at present chrysanthemums offer an inviting field. Plant a row of mums along your driveway, and enjoy the mass of bloom. Use tall, late-blooming varieties, such as Lavender Lady, to prolong the blooming season and to provide fall flowers for indoor use. Once you start gardening, you are going to be doing it all your life. Don't try to learn everything at once, but take one at a time. There is no reason why you can't have fun in gaining first-hand knowledge of most of your flower friends.

Why not make your garden a family project this year? Here are some garden projects which appeal to children: a planting of ornamental gourds. These can be grown on your backyard fence, and can be used for birdhouses, table decorations, or for gay charm strings. Our free charm string leaflet tells about harvesting and curing gourds, and how to combine them with pine cones and interesting seed pods. Send your request to KMA.

Arbor Day will soon be here. Let the children plant a pussy willow tree to be their very own. They will watch eagerly for the unfolding "pussies" in the spring, and thrill with pride of ownership.

## Easter Egg Party

This month's cover is of the Easter Egg Party at the Edward May home. In the high chair is Annette Gertrude May, 1 yr., Apr. 19, daughter of "Eddie" and Eleanor Jean May. Holding the Easter Egg Bunny is Geraldine Fronck, 3½, daughter of accordionist Jerry and Dorothy Fronck. Little Carole Ann Burrichter, 1½, daughter of engineer Don and Esther Burrichter, wanted to taste the pretty Easter paper. Donald Lee Comer, 4, son of clarinetist Eddie and Gladys Comer appears to be holding an egg in one hand and scratching his head for an answer to "Where did the Bunny go?"

In the back row, Vicki Ellen Comer, 8, Donald's sister, is thoroughly enjoying the picture-taking and Robert Dean O'Day right beside her is cutting a stencil for the next egg to be colored. Robert is son of control operator Glenn and Mildred O'Day. Donna Sue, 2½, daughter of Ray Layman, is studiously trying to decide the color to be used next. Eddie Burrichter, 4½, Carole Ann's brother, is guarding the "stockpile", while Mrs. Edward May is making sure each move is according to directions. The party was such fun and so full of color that photographer Frank Field wanted to stay all afternoon!

---

### SURPRISE PARTY

Your Editor Owen Saddler asked Leanna Driftmier to broadcast her "Kitchen Klatter" program March 27th from the downtown studio rather than Leanna's kitchen—and he didn't tell her why.

On the day of the broadcast, the studio doors suddenly burst open and Earl May, Frank Field, Edith Hansen, Doris Murphy and all the rest of the KMA gang swarmed in to surprise Leanna and to celebrate her 20th year in radio! They brought in gifts and a huge cake with 20 candles on it and together sang "Happy Anniversary, Leanna"—a little off tune, perhaps, but you could tell they sang it with sincerity. Program Mgr. Terry Moss arranged to have your favorite entertainers there to supply music.

## Newcomers



One of the KMA gang you hear a lot, but don't hear a lot about is Ike Everly (KMA GUIDE, Oct. '45) because he is so busy having fun making music, hunting, and enjoying life that he is hard to catch. We finally cornered him and learned that he chose this part of the country because he was tired of the helt-

er-skelter in Chicago.

When Ike isn't playing his guitar, mandolin, or banjo, he is probably out hunting with some of the other fellows from KMA. He likes hunting so much, he says, that he would rather go rabbit hunting with Wayne Van Horn than eat'em when he is hungry!

Recently Ike and Bob Stotts went into business for themselves. Out at Bob Stott's place, they have started raising chickens. So far they have 100 each and will add more from time to time. The boys also are planning extensive gardens this year, most of which will be in vegetables because they both feel "that we should do all we can to help solve our own food problems".

Ike's favorite pastime these sunny days is playing baseball. Margaret, his wife, chooses half of the neighbor boys, and Ike chooses half. Don, their older son, usually is on Margaret's team and Phillip, the younger son, is on Ike's. The other day one of the boys asked Phillip what the score was. He replied, "45 to 0—but just wait 'til we get to bat!"

Ike is also quite a writer. Besides writing music, some of which you have heard on RFD 960, 6-7 a.m., the Green Mountain Gang at 7:45 a. m., the Stump Us Gang at 11 a.m., Cargill Calling at 12:30 and many fine Saturday programs, he is spending a lot of time these days writing what he calls "Tall Corn Tales."

## Tips for Farmers

From

### FRANK FIELD



One of the questions asked most often now is about brome grass. Brome grass is one of our best pasture grasses, and when properly handled will carry more head of livestock per acre than any other. It is the first grass to green up in spring and the last to brown in the fall. It stays green through July and Aug., and doesn't go dormant at that time.

However, brome grass pulls very heavily on the soil. For that reason it is necessary to plant alfalfa along with it to keep it supplied with nitrogen. There is no danger of bloat in pasturing a mixture of brome grass and alfalfa as long as you have more brome grass than alfalfa, as cattle actually like the brome grass better. Alfalfa will gradually die out. After 5 or 6 years it may be necessary to disk the piece lightly in the spring and add a little more alfalfa.

We recommend using 15 to 20 lbs. of brome grass to the acre and about 3 lbs. of alfalfa. The time to plant it is when you sow oats, using, 1 bu. of oats to the acre with the brome and alfalfa. Disk thoroughly to work up a good seed bed, harrow to level it, and sow the seed broadcast with an endgate seeder. Oats and brome should be mixed together and put through the big hopper. The alfalfa can be run through the grass seed attachment. After the seed is sown, roll thoroughly with a corrugated roller or cultivator to cover the seed about  $\frac{1}{2}$  inch and pack the ground thoroughly to prevent drying out.

As soon as the oats are up 5 or 6 inches, start pasturing the piece lightly, to keep them down to 5 or 6 inches. Oats alone will make good pasture until the middle of June, at which time they will start dy-

ing down. By that time the brome and alfalfa will be up to carry on.

During hot, dry weather you will have to use judgment as to whether you continue pasturing or whether to let it go for a while. That will depend, of course, on the amount of moisture we get in the summer. Pasturing on oats will not harm brome and alfalfa. The tramping of the cattle will pack the dirt down and hold the moisture in. Pasturing will also keep the weeds down, which might otherwise smother the young brome and alfalfa. It doesn't make a great deal of difference what strain of brome you use as long as the seed is plump and free from weeds, chaff, and downy brome. We recommend Canadian Number One brome grass. It is always high in purity, heavy in weight, and high in germination.

The question immediately comes up as to why it is necessary to use alfalfa instead of red clover, sweet clover, or alsike. Red clover and sweet clover are biennials and would live only 2 years while alfalfa is perennial and would live many years. Alsike is fairly good to put with brome on bottom ground and has a tendency to reseed itself every year. The seed is very small so 1 or 2 lbs. would be enough for an acre, along with the brome. Lespedeza does very well with brome, if it is to be pastured heavily. However, if it isn't pastured heavily the brome grass will grow so tall it will quickly smother out the lespedeza. When all angles are considered it is better to use the alfalfa with brome on most any kind of soil.

Next is the possibility of harvesting a crop of brome grass seed from a mixture of brome and alfalfa. That, too, is all right because brome grass usually grows a foot taller than alfalfa and since you always use a combine harvesting brome grass seed, simply take the heads and do not cut low enough for the alfalfa to interfere. After harvesting the seed you can go in with the mower and get a heavy cutting of brome and alfalfa hay. Then you have a good pasture for the rest of the year. This makes a three-way crop—brome grass seed, hay, and pasture.



# KMA DAILY PROGRAMS FOR APRIL, 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 Boys  
 8:00 a.m.—Morning Headlines  
 8:15 a.m.—The Peabodys  
 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.—Cargill Calling  
 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.—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.—Suppertime Frolic

### 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.—Dashiell Hammett  
 8:00 p.m.—I Deal In Crime  
 8:30 p.m.—Forever Tops  
 8:55 p.m.—Chester Morrison  
 9:00 p.m.—The Shadow  
 9:30 p.m.—Those Websters  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Raymond Swing  
 10:30 p.m.—Henry J. Taylor  
 11:00 p.m.—Newstime  
 11:45 p.m.—Lucky Millinder'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.—Ray Henle  
 7:30 p.m.—Dark Venture  
 8:00 p.m.—Ed Sullivan  
 8:15 p.m.—Ed Sullivan  
 8:30 p.m.—Drs. Talk It Over  
 8:45 p.m.—Geo. Hicks  
 8:55 p.m.—Chester Morrison  
 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.—Stan Kenton's Band  
 11:00 p.m.—Newstime  
 11:45 p.m.—Glen Gray'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.—Ray Henle  
 7:30 p.m.—Fishing & Hunting Club  
 8:00 p.m.—Fresh-up Show  
 8:30 p.m.—Sammy Kaye  
 8:55 p.m.—Chester Morrison  
 9:00 p.m.—Ralph Norman's Band  
 9:30 p.m.—Fantasy In Melody  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Raymond Swing  
 10:30 p.m.—Glen Gray'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.—Ralph Childs 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.—Chester Morrison  
 9:00 p.m.—You Make The News  
 9:30 p.m.—Here's Morgan  
 9:45 p.m.—Billy Butterfield's Band  
 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.—Ralph Childs 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.—Chester Morrison  
 9:00 p.m.—Gillette Fights  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Raymond Swing  
 10:30 p.m.—Henry J. Taylor  
 11:00 p.m.—Newstime  
 11:45 p.m.—Lucky Millinder'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.—String Ensemble  
 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.—Mainstreet  
 2:15 p.m.—West Sisters  
 2:30 p.m.—Jimmie Morgan  
 2:45 p.m.—Saddle Pals  
 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.—News Summary  
 5:15 p.m.—Excursions In Science  
 5:30 p.m.—Harry Wismer  
 5:45 p.m.—Labor U.S.A.  
 6:00 p.m.—It's Your Business  
 6:15 p.m.—Around The World  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Treasury Salute  
 7:00 p.m.—Green Hornet  
 7:30 p.m.—Famous Jury Trials  
 8:00 p.m.—Gangbusters  
 8:30 p.m.—Boston Symphony  
 9:30 p.m.—Hayloft Hoedown  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Guy Claridge's Band  
 10:30 p.m.—Jack Harris' Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Carmen Cavallero's Band

**SUNDAY PROGRAMS**

7:00 a.m.—Showers of Blessings  
 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.—Treasury Salute  
 9:30 a.m.—Southernaires  
 9:45 a.m.—Newstime  
 10:00 a.m.—String Quartet  
 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.—Orson Welles  
 12:30 p.m.—Blackwood Brothers  
 12:55 p.m.—George Gunn  
 1:00 p.m.—Warriors of Peace  
 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.—Right Down Your Alley  
 4:00 p.m.—Board of Missing Heirs  
 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.—Quentin Reynolds  
 10:15 p.m.—Vera Massey  
 10:30 p.m.—Geo. Paxton's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Hal McIntyre's Band

## On the KMA Party Line

With **DORIS MURPHY**

There's always a first time for everything! When BOB STOTTS went to the hospital for a tonsilectomy it was the first of March, his first operation, the first time he had been a patient in a hospital, and he was assigned to room No. 101. The first day he came back to the station he was wondering how his first program would sound. Personally, we'd say "first" rate!

Cute sayings of children always make a hit! Stevie Childs and Butch Brawler, sons of 2 of KMA'S popular announcers, were passing engineer Walt Ely's house enroute home from kindergarten. Noticing 9-month-old Janet Ely in her baby buggy in the yard, they walked over to admire her. Stevie, thinking she was mighty nice, remarked to the baby's mother: "It's a cute baby, isn't it? We've got one just like her at home, only ours has a different face."

Have you heard "Waldo the Quacker" at 11 a.m. on the Stump Us program? Waldo is the latest addition to the Waldo: f Cracker (Quacker) program. Every time you hear announcer Paul Oliver make Waldo "quack", you know some lucky person has won a fine prize because the boys have been stumped by one of your song titles!

When it's time to go on the air at 5:30 a.m., things start poppin'—especially if no control operator is on hand! WARREN HAYES overslept one morning, so a rush call went out to control operator LLOYD LATTA at 5:35 to hurry down to the studio. Even though it was Lloyd's day off, he frantically put on overalls over his pajamas and dashed 4 blocks to the station. Alas, he had forgotten the key to the control room! But it didn't take Lloyd long to decide how to open the door. He started pushing and kicking with all his might, forcing the lock off the door and gaining admittance. It was just 4 minutes from the time he hopped out of bed, until he had KMA on the air broadcasting as usual. How's that for speed?



In early spring, fishing is usually the favorite pastime of the KMA staff. This year, however, the entertainers, announcers and engineers have organized a softball team, and are getting in trim to take on all comers! If they can "pitch" a ball as well as they "pitch" their voices, you can bet KMA will have a winning team!

In addition to being a mighty fine accordion player, CHUCK DAVIS, a war veteran who recently returned to the KMA staff, has many other talents. In order to get a place to live, he found it necessary to buy a home. Now he's fixing it up, doing the painting and carpenter work all himself. He even plans to add 2 rooms. On top of his other work, Chuck is going to have a big vegetable garden planted behind his house.

For more than a year Engineer WALT ELY and Announcer EDDIE VAUGHN had planned to saw down a large tree which stood in front of Walt's house. The weather was too wet, too hot or cold, or they were never off duty at the same time to get the job done until about 3 weeks ago. Then a woman driving by in her car noticed them cutting down the tree. She stopped and tried to hire them to cut down some trees in her yard. After explaining they were not professionals the lady realized her mistake and quickly drove away.

It isn't every day our listeners have a  
(Continued on Page 14)

## Mr. and Mrs. Mystery



Mr. Mystery is our announcer, Jack Mills, whose hobby is magic; and his assistant is his wife, Louise. Although her arm is being "amputated" by a solid steel knife blade which every audience can examine, she doesn't seem unduly worried about it, because that same arm has been "amputated" dozens of times as a part of the act.

Other entertaining features in Jack's magic routine are silk handkerchiefs, billiard balls, cards, coins, floating light bulbs, floating wine glasses, and his exciting "escape" acts. He says he can escape from any locked trunk in 4 min. He can wiggle free from police handcuffs, and can shed 75 ft. of rope bound securely around him.

One particularly humorous act is the comedy feature when he borrows a spectator's hat, pours in flour, milk, lard, salt, pepper, and broken eggs. A mysterious flame appears from the depths of the hat as if baking the ingredients. When the hat is turned over, out comes a beautiful frosted cake, which is sliced and passed out to the audience!

Jack Mills came to KMA Jan. 24, and you can hear his pleasant voice on the 5:15 p.m. Feature Time news every Mon. thru Fri. He's 23, is 6 ft. weighs 160, has black hair, brown eyes, a friendly person-

Continued on page 13

## Trouble Shooters

When the sudden snowstorm hit Shendoah last month, almost all contact with the rest of the country was severed. The telephone company reported that they had 80 breaks in a distance of 7 miles, 60 of those being within 2 miles! Three of the lines were KMA's network connections, which were broken from Fri. morning until late Sun. evening.

When such things occur, KMA's engineering staff really has to work hard. Chief Engineer Ray Schroeder told us that they immediately planned how to get programs from other stations by using the new receiving equipment just built. The staff picked up programs from other ABC stations, some of them by short wave, and then amplified them for rebroadcast to the KMA audience. In some cases, because of time differences, the boys had to transcribe the program and later play it over KMA.

Special arrangements were made with the FCC by an Omaha station to relay by short wave all the Mutual Network shows that KMA needed during the emergency.

But it is an ill wind that blows no good. Out of the fast work of our engineers, we are more insured against future trouble. Our KMA engineers did such a fine job of perfecting their receiving equipment under pressure of the emergency that they can now readily put into effect the results of their technical improvements. They now have a completely portable short-wave station installed in a station wagon, which will be able to go anywhere to pick up programs, transmit them to the KMA studios, then over the air to you. Look for future issues of the GUIDE for information on KEMA—our short-wave station.

### SCOOP!

Recently KMA's newsroom staff scooped our own network in announcing the settlement of the General Motors strike. Newscaster Jim Kendrick got the bulletin from KMA's United Press wire service and on the air to you 7 minutes before the announcement on the networks!

## Program Personals

By **HARRIET LINGO**

CHESTER MORRISON (Mon. thru Fri., 8:55 p.m.) once turned society reporter on the war front. MORRISON was in Cairo when Rommel was breathing down the stonegate neck of the ancient Egyptian city. British censorship, however, forbade any mention of the city's plight. It was then that the prolific pencil pusher used his ingenuity and his newspaper began receiving items clipped from the society column of the "Cairo Daily Mail." Items which blandly reported that such-and-such a bigwig was leaving town for a vacation and that another Cairo millionaire had also decided to take his family for a jaunt in the country. The American newspaper caught on to the idea and, thanks to MORRISON, could imply that Cairo was tottering.

Still one of radio's newest programs, THE THEATRE GUILD ON THE AIR continues to accumulate high-ranking honors in all award-granting polls. Newest is the annual poll by BILLBOARD, amusement weekly, in which the Sunday evening series (9 p.m.) was listed among the top two dramatic programs now on the networks.

Two other programs cited were GUY LOMBARDO (Tues.-8 p.m.) as the leading "Sweet Band On The Air" and AMERICA'S TOWN MEETING OF THE AIR (Thurs.-7:30 p.m.) as the "Outstanding Public Service Program on the Air Today". THE FORD SUNDAY EVENING HOUR (7 p.m.)

was awarded 2nd place as being in good taste and yet commercially effective. This is a new category this year.

Ruth Walliser, scripter for the Coronet Storyteller portion of KELLOGG HOME EDITION (Wkdys., 10:30 a.m.) has decided that it is too expensive to receive wedding gifts. Although she was a 1945 June bride, Ruth just recently received a belated bridal gift from a friend in Stockholm, Sweden. All Ruth had to do was sign for it—and pay \$15 import duty!

There is a market in Boston for broken-down pianos. But they must be in a complete state of collapse! Hammers must be minus felt tips; keys must be missing

or off key. The market for these unusual wares is offered by Daniel Eisler, violinist of the BOSTON SYMPHONY ORCHESTRA (Sat., 8:30 p.m.). His sport consists of supplying the missing parts and figuring out what is wrong. Then, Daniel rolls up his sleeves and makes it come out all-right with

parts functioning and tone quality right, Daniel's interest wanes — and he starts again the quest for another piano.

VARIETY, the radio-stage-picture-and-music man's guide, recently said this of WOODY HERMAN: "WOODY's music is 'danceable, swingable, and sock for thrills.'" A band that has really gone places and lives up to advance notices—is something that shouldn't be missed." If you want to follow VARIETY'S advice, you can hear the famous HERMAN HERD, Fridays, 7 p.m.

This year is the 9th consecutive year  
(Continued on Page 14)



During rehearsal for "David Harding-Counterspy" (Sun. 4:30 p.m.) Don McLaughlin and Alice Reinhart urge Thor to speak his piece into the microphone. Don is known to you as David Harding, Counterspy, in the Sunday Thrill program.

## Kitchen-Klatter

By **LEANNA DRIFTMIER**

Spring is here at last, and for most of us it means that we can really launch into things we've planned for during the winter months.

The only trouble about spring is that it brings all at one time the work connected with baby chicks, gardens, and housecleaning. But surely no list of things to be done right now should eliminate the fact that our children are restless with summer vacation looming soon and it's a lucky mother who doesn't have to spend a little extra time keeping up their interest in school.

Housecleaning is something that we may secretly dread, but I don't know of anything that pays bigger returns than the feeling that the home is clean from top to bottom. It's worth sore knees and a tired back.

It seems to me that there are 2 ways to tackle the problem. If you must do everything yourself with only a little help from the children, it's wiser to take one room at a time. This eliminates having the entire house in turmoil for several days, and it's easier to give each room a thorough cleaning.

If you're fortunate enough to have good help there's no objection to starting in and making a clean sweep of the entire house all at once. Six hands accomplish more than two when it comes to washing woodwork, cleaning floors, and laundering curtains.

One thing is certain: the family will have quickly prepared meals when housecleaning is in progress. This is the time to fix oven meals, gelatine salads, and to open canned fruit for dessert. A big batch of cookies baked just before you start will probably see you through, but if the cooky jar reaches bottom it may stay empty until the worst of the cleaning is over.

Most children shy away from daily routine tasks, yet when the big business of top-to-bottom cleaning comes up they are generally eager to help. Don't discourage them, even though you feel that some

(Continued on Page 14)

## A "Lifesaver"

By **EDITH HANSEN**

Here is a dessert "lifesaver" when unexpected company happens in at meal-time.

### STRAWBERRY SWIRLS

2 c sifted flour	2-4 T shortening
1 t salt	1/2 c milk
3 t baking powder	2 eggs
2 T sugar	1 pkg. fresh frozen strawberries

Sift flour, bkg. powder, salt, and sugar together. Cut in shortening. Beat 1 whole egg and 1 egg yolk, reserving 1 white for the tops. Add milk to beaten eggs, and add all to flour mixture. Stir only enough to make dough hold together. Turn out on lightly floured board and knead 1/2 minute. Roll out dough to rectangular sheet 8" by 12" and 1/4" thick. Brush with melted butter, and spread with strawberries. Roll jelly roll fashion. Cut into 1/2" slices and place in greased 3" muffin pans. Brush swirls with the egg white diluted with 1 T water and sprinkle with sugar. Bake in hot oven 450° about 15 min. Serve with cream. Will serve 8 to 10 people.

### SUET PUDDING

1 c nuts	1 c cold water
1 c chopped suet	3 c sifted flour
1 c chopped raw apple	1/2 t salt
1 1/2 c chopped raisins	1 t soda
1 c currants or dates	2 t cinnamon
1 c molasses	1/2 t allspice
	1/4 t nutmeg

Sift dry ingredients together. Stir in chopped fruit, nuts and suet. Add molasses and water and stir well. Put into greased molds or pint fruit jars, filling only half full as this pudding is quite fluffy. For the pint jars, fit lids on very loosely and steam for 2 hours, then seal them. It will keep for some time canned in this manner. For molds, steam for 3 hours.

**MR. AND MRS. MYSTERY—Cont'd**  
ality. He graduated from Richland, Ia. High School, then took English, speech and athletics at Iowa Wesleyan College in Mt. Pleasant and Parsons College at Fairfield, Ia.

**KITCHEN-KLATTER—Cont'd**

of the tasks they want to help with could be done more swiftly by your own hands. Some day their efforts really make a big difference, and you'll find them twice as eager to help if you haven't discouraged their earlier attempts.

One last word about spring house-cleaning. Use good common sense about the things that you keep. If you are reasonably certain that you won't have genuine use for them, give them to someone who will make good use of them. Most of us accumulate an appalling amount of things that clutter up the entire house. There's no better time to bring order out of chaos than spring housecleaning time.

**PROGRAM PERSONALS—Cont'd.**

that the ever-popular program, **THE SHADOW** has been on the air (Mon., 9 p.m.). Steve Courtleigh and Laura Mae Carpenter who play the lead roles of Lammont Cranston and Margot, have both had a wealth of experience. Ex-Marine Courtleigh inherited his acting 'ability from his father, who was once a famed Broadway actor. Miss Carpenter hails from Minneapolis, Minn., and has worked on the network shows in Chicago and New York.

Hubert Updike III, the mythical millionaire of ABC's **ALAN YOUNG SHOW** (Fri. 8 p.m.) says that his house is so large that when it's 9 o'clock in the kitchen—it's 12 o'clock in the living-room!

James Jewell, writer-producer-director of **JACK ARMSTRONG** series, Mon. thru Fri., 5:30 p.m., currently is producing albums of music stories for children and a miniature operetta.

**QUIZZER:** By playing it just a little better than anyone else, this man—who heads the trio on the **JACK BERCH SHOW** heard Mon. thru Fri. at 3 p.m.—has raised the accordion from a ferryboat amusement to an instrument of concert hall status. At 29, he is the nation's, and probably the world's premier accordionist. Born in New York, he was taught the rudiments of the instrument by his father, an amateur musician. By the time he was 14 years old, he was getting paid for playing.

**ANSWER:** Charlie Magnante—**JACK BERCH** show—3 p.m., Mon. thru Fri.

**KMA PARTY LINE—Cont'd**

chance to hear some of Shakespeare's works. However, when **RALPH CHILDS** ended his evening newscast a few Saturdays ago, thinking the mike cut off, he started quoting Macbeth. The control operator who was keeping Ralph's mike open for an introduction to a program, was surprised when he heard: "'Tis done, and if 'twere done, when 'tis done, then 'twere done quickly." Ralph, if you must quote Shakespeare then, why not Falstaff?

Do you know that **JIMMIE MORGAN** likes ham and eggs, and in his younger days was quite a boxer? Just to prove that he was tops in the pugilistic art, Jimmie brought us this picture, taken a long time ago of course. Now that Jimmie weighs well over 200 lbs., we'll bet it is the ham'n eggs, not the boxing, that is responsible!



Program Manager **TERRY MOSS** was doing a little "sidewalk superintending" while a plasterer was at work in one of KMA's offices a short time ago. The workman accidentally stepped on his trowel which held a generous scoop of soft, mushy, plaster. In a second, Terry found himself splattered with it. Terry has found it's easy to get an eye full even when you're not looking!

It took KMA's newest bride, **OMA WEST CORDER**, a month to get up enough courage after her Valentine Day wedding to try to bake a pie. Much to her surprise, her butterscotch and chocolate pies turned out fine. Even her sister, Mae, who is also a recent bride, had to admit Oma's first pies were delicious!

If you enjoy the singing of hymns and spirituals by a men's quartet, then be sure to listen to the program **RFD 960** from 6 to 7 each weekday morning over KMA. A new quartet composed of **IKE EVERLY, CHUCK DAVIS, HARPO AND BOBBY**

(Continued on Next Page)

**KMA PARTY LINE—Con'd.**

COOK, can be heard on this popular morning "wake-up" program.

What some people will do to avoid walking! One Sunday, after Announcer PAUL OLIVER and Control Operator WARREN HAYES signed off at midnight, they both got in Paul's car as Warren expected a ride home. But a tire was flat. The spare was on 30 minutes later and Warren was putting the tools away when Engineer Don Burrichter came in from the transmitter and asked Warren to ride home. Since Warren is a neighbor of Don's, he accepted. The result was that Paul had good help changing his flat—then drove home alone!

Want to have a good laugh and hear some mighty good music? Then listen to the new program on KMA at 2 each weekday afternoon. It's called "Mainstreet" and the gang insult each other with the greatest of pleasure! In fact, you might call it "Insults Set To Music" as the entertainers banter back and forth with Master of Ceremonies CHICK MARTIN and Announcer JIM KENDRICK.

You can be looking for some tall garden stories from FRANK FIELD and RALPH CHILDS. Ralph planted his garden Feb. 25th, six days ahead of Frank, but Frank planted more, putting in all his cool weather crops such as spinach, carrots, beets, potatoes, peas, radishes, and lettuce. Both are good gardeners so you can expect some big tales.

KMA feels proud of the record made this past month, when Farm Service Director MERRILL LANGFITT brought to you listeners interesting interviews with Henry A. Wallace, Sec. of Commerce; Francis Flood, Foreign Relations Representative of the USDA; Ed. O'Neal, Pres. of American Farm Bureau; Jim Patton, Pres. of National Farmers Union; and a wire recording of an interview with a group of 4-H Club boys representing Iowa and Nebr., who were attending the Livestock Conservation Day at the Omaha Stock Yards.

With our new wire recorder, we are able to make "on-the-spot" interviews whenever and wherever the occasion arises.

DOYLE BLACKWOOD, who is now an

announcer in Chattanooga, Tenn., will visit the Blackwood Quartet from April 8 to 26. He is a brother of Roy and James Blackwood, and was former manager and master of ceremonies of the group. While here, he will make guest appearances with the Quartet.

Now your questions as space permits: FERRIS SLAVERNS: The Carl Haden Family is still at Springfield, Mo. MILDRED FRELAND: Jim and Bob Raines are at Fairmont, W. Va. SHIRLEY HOLDEN: Do not know present whereabouts of Howard Matson and Boots Fay. READER AT NOVELTY, MO.: Tim George is out of the Navy. Mack and Jeanie Sanders, and Slim Fitts, are in Birmingham, Ala. MRS. EVERT L. CHRISTIAN: Do not know present location of Novelty Boys and Cora Deane. RUBY BRIDDLE: Little Joe is in Fairmont, W. Va. MARJORIE SORENSEN: You will find a picture of Ray and Ken on back cover of this issue. Watch future issues of the KMA GUIDE for pictures of other new entertainers you suggested.

**TIM'S BACK!**

Here's good news for all KMA listeners and readers of the GUIDE who still have our first issue!

Remember on page 7 of the June '44 GUIDE the picture of Jim and Bob Raines saying goodbye to Tim George, KMA'S popular announcer-emcee? Tim went into the Navy at that time and has been serving Uncle Sam until about two hours before your Guide went to press this month—when in the door he walked, once again in civilian clothes and happy to be back in KMA!

He surprised us so entirely that we barely had time to make the correction in Doris Murphy's column! (p. 15 of this issue).

Most of you will remember Tim's pleasant voice and friendly personality. As soon as we can corner Program Mgr. Terry Moss, we'll find out for you the time of day Tim will be heard on KMA. We know that you join the KMA gang in welcoming him back—so "Hello, Tim. We'll be hearing you!"

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.



## BREAKFAST IN SHENANDOAH

There may be "Breakfast in Hollywood" at 10 a.m., but breakfast in Shenandoah comes at a much earlier hour. Here you see Ray and Ken, the Harmony Boys, eating breakfast before they appear on the RFD 960 program each a.m. at 6. Left to right are Ray Layman; his wife Elda; their daughter, Donna Sue, 2½; and Ken Massengill.

Ray and Ken have appeared as a team on the air for almost 5 years. Many of you will remember their first appearance over KMA 4 years ago this June. Besides RFD 960, you can hear them at 7:45 a.m. each day with the Green Mountain Boys; at 12:30 p.m. on the Cargill Calling program, Mon. through Fri.; and at 12:55 p.m. each day with the Utah Rangers.

Ray was born in Marionville, Mo., Jan. 16, 1923. Before entering radio, he clerked in a drug store and played in a band.

He's adept with the bass, harmonica, and the guitar. He's 5'9½", weighs 145, has dark brown hair and eyes. He met Elda in 1940 at a party where he entertained, and it was love at first sight. After 1½ years of courtship, they were married in Shenandoah.

Ken, who is unmarried, was born Feb. 10, 1924, in Cabool, Mo. He's 5'7", weighs 135, has hazel eyes and brown hair. He's a veteran of World War II, saw action in the European Theater, and says he's happy to be back at KMA playing the banjo, mandolin, tenor, guitar and fiddle. Both boys are modest, quiet and unassuming; but they put plenty of vim and vigor into their songs.

When they aren't practicing for their programs, Ken indulges in his hobbies of photography and model airplane building. Ray is interested in chicken farming.