

The

10¢

KMA GUIDE

Vol. 5

JANUARY, 1948

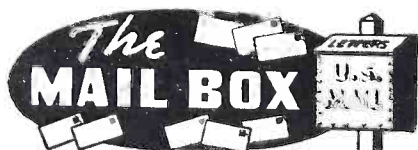
No. 1



A SLEIGHING WE WILL GO

Jeanie Sanders - Marg Parker - Joan Williams





Holstein, Iowa

Best wishes for the Holidays. Mine will be happier because of the ironer, encyclopedias and twin lamps I won on LADIES BE SEATED last week . . . what a thrill! I went to BREAKFAST CLUB twice, and attended a broadcast of WELCOME TRAVELERS. It's even more fun to listen to those programs over KMA now.

Mrs. Arnold Else.

(Congratulations, Mrs. Else. This must indeed have been a holiday season to remember!)

Blackburn, Missouri

This Christmas was a special one at our house . . . my baby was a year old on Christmas Day. He keeps me pretty busy, but I just had to steal a moment to send \$1 for the KMA GUIDE.

Mrs. Clarence Bredehoff.

(Another year or two, and your baby will probably be as enthusiastic a reader of the GUIDE as you are.)

Linden, Iowa

I made the Chocolate Bon-Bon Cookies (Oct. GUIDE) one evening for supper and they were nearly gone by bedtime. I'm making some now for the holidays—and doubling the recipe.

Mrs. Carson Downing.

(Judging by the amount we consumed over the holidays, we're willing to bet that double recipe wasn't enough!)

East Omaha, Nebraska

Here's a "Welcome back" to the COUNTRY SCHOOL gang. I was certainly surprised to hear the school bells ringing today, but I must say your first program was every bit as good as the old programs.

Miss Anne Marie McQuinn.

(Our COUNTRY SCHOOL teacher and his pupils are happy to be back on the air and send their thanks for your nice letter.)

The KMA Guide

JANUARY, 1948

Vol. 5

No. 1

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor; 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.

Ogden, Iowa

My 4½ year old daughter, Connie, and I listen to KMA whenever possible. Connie was so pleased to hear the first broadcast of EDITH'S STORY TIME and listened every Sat. She sang all the songs with the children on the air, answered every question Edith asked and could hardly wait for the next week's story.

Mrs. R. L. Currier,
Route 1.

(Because of the many requests we've received, EDITH'S STORY TIME will probably return next holiday season. We'd like to hear that little four-year-old songstress—bring her to visit us some day.

Alamogordo, New Mexico

No doubt you're surprised to get a letter from 'way down here in the land of sunshine. We came here in Oct. and will return to Omaha in May. I had never before seen snow-capped mountains and we are enjoying the change in climate . . . but oh, how we miss KMA.

Mrs. E. W. Brackney,
1304 Ohio Ave.

(Thanks, Mrs. Brackney. That's a compliment we'll treasure.)

Warrensburg, Missouri

I've been away for the last two weeks, lending a helping hand at my sister's home, and it is so good to be back home again and able to tune to KMA for my favorite programs. The KMA GUIDE was here when I returned and, needless to say, I really enjoyed it.

Mrs. Forrest Boone,
217 Clark Ave.

(Thanks, Mrs. Boone. We hope the GUIDE helped you catch up on the programs you missed.)



A Chat With Edward May

Christmas morning was quite an occasion at our house, and you parents will see why when you look at the above picture. Yes—the reason was our little daughter, Annette Gertrude. She's only 2½ and Christmas was the biggest event in her life. She could hardly believe it was here.

Away back in October, she started asking about Santa—where he lived—what we thought he would bring her—and scores of other questions. Then when colored pictures of Santa appeared in the national magazines, she was sure Christmas would be "tomorrow". But it was just one of those "tomorrows" that never came. She looked at us with childish disgust, as if we were kidding and had carried the joke too far.

But she forgot all this on Christmas morning when her dreams were finally realized. Here you see her wearing her blue sleepers with feet in them. She was thrilled with the tricycle and kitty under

our tree. As all little girls do, she found a doll and a doll buggy, too, which she pushes everywhere. She got a teddy bear which she loves to cuddle. She's thrilled with her sled too, because now she can enjoy the good snows we have in this area. Most of all, however, she likes her toy broom, dust pan and vacuum sweeper, because now she can "help Mommy clean the house every morning".

As you can see from the above picture, Eleanor Jean and I had a fine time with our daughter this Christmas. She even sang "Jingle Bells", "Away In A Manger" and "Up On The Housetop" for us before we all went over to the home of my grandfather, E. S. Welch, for our traditional family Christmas dinner. There were 23 of us present and that made the day just about perfect.

I sincerely hope you had a Merry Christmas and that the New Year will be prosperous and pleasant for you and yours.

Early Bird



Oh Brother!—it happens every morn- at 4:30 a.m. Mon. thru Sat. Convincing announcer Warren Nielson it's time to get up is no easy task. His mother, Mrs. Martha Nielson, says even the alarm clock at times has little effect.

Warren has been a mainstay as emcee of "RFD 960" and other morning features for over 2 yrs., and altho 4:30 comes awfully early, especially in winter, he really likes it. It must agree with him too, 'or he's never missed signing on the station, altho he's had some close calls. Once he had a flat tire and had to run the 10 blocks to the studio; he lost his car keys; and once the alarm failed to ring. He says it helps to stack his clothes the night before, so he can get six extra "winks" before rolling out to greet the cold, cruel world.

Warren is on duty from 5:15 a.m. to 12:15 p.m., and spends afternoons reading, hunting, fishing or just napping. His favorite fan letter comes from a woman who wrote she thought he was very "courageous" getting up so early.

One of his favorite girls has always been his mother (June '46 GUIDE, p. 11 and Aug. '47, p. 13), but in this picture you can see both of them. The girl in the frame is Florence Cox of Shenandoah and Farragut. Santa left a diamond under her tree this year—for details see KMA Party Line, p. 10.

At Your Request

In answer to your many requests, we arranged to get a picture of Harpo Richardson and his wife Kathryn, and here they are in a festive mood. Harpo grins in anticipation as Kathryn holds the just-baked lemon pie . . . and it was delicious! He says she's a wonderful cook and his favorite dishes are the Bohemian recipes she's so adept at cooking.

Harpo first came to KMA in Febr. 1946 with Bobby Cook. They appeared as a singing team. It wasn't until April, however, that he and Kathryn met. In May, Harpo went to a station in Mo., and distance must have lent enchantment for their romance bloomed and, on Sept. 13, they were married in St. Joseph. The same month, they returned to KMA and Harpo has been singing tenor and playing the violin and bass for you folks ever since.

Kathryn was born in Crete, Nebr., has blonde hair, blue eyes and is 5'4". He hails from Irving, Ky., has brown hair and grey eyes, is 5'10". When he was 17,*he started in radio by creating his own job. He went to a furniture store in Lexington that had a radio program, asked them for an audition, which they granted, and after that he appeared on their program and was hired by the station. He's worked at stations in 9 states, but likes it in the Middle West. Tune in for his programs at 5:45 a.m. Mon. thru Fri., at 11:30 and 1:00 p.m.



New Mayfair Swingtet Rated Tops

A few years ago, someone concocted the phrase "Swing's the thing!", and thus a new tempo in music was born. Some said "it's only a fad"; some liked it; others said "Noise . . . just like a couple of cats fighting on a tin roof". Be that as it may, "swing" has proven itself by living and becoming a definite part of American popular music. Certainly there is no reason that "rhythmic tempo" and "sweet melody" cannot be combined in a new and different manner that makes mighty pleasant listening. Perhaps it's only when it's in the



hands of untalented and inexperienced musicians that the results are bad. And yet, one never knows when latent abilities might be uncovered from the demands of a more established type of work. We here at KMA have always known that our staff musicians could be surpassed nowhere in individual work and, in group combinations, never needed to take a back seat. However, our opinions were never more potently proved than in the recent formation of a musical foursome to become known as the MAYFAIR SWINGTET. They took to the air over the station on a regular schedule of broadcasts (1:45 p.m. Sat.), but the identity of the personnel was kept secret. Their "brand" of music was almost an immediate success. Letters and requests came rolling in and 3/4 of the listeners referred to or inquired if

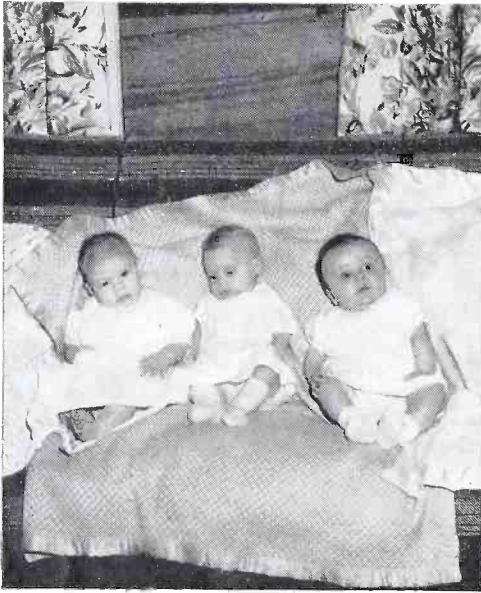
the program were a network or transcribed feature. The answer was, NEITHER. The MAYFAIR SWINGTET is made up of 4 fellows who are KMA staff members: JERRY FRONEK, accordionist; MACK SANDERS, guitarist; HARPO RICHARDSON, string bass, and EDDIE COMER, clarinet.

NEWS FLASH: KMA COUNTRY SCHOOL RETURNS

According to all reports, no more joyous sound was heard throughout the KMA area during the Yuletide Season than when, on Sat. Dec. 6, the ringing of the old school bell announced the return of KMA's famous COUNTRY SCHOOL. This popular feature, which was originated by Earl E. May, the station's founder, back in 1927, has become a tradition and almost synonymous with KMA. Although the program had been off the station for a number of years, wherever KMA staff entertainers appear, they are still referred to as the "KMA Country School Kids". Requests for the show to again become a part of our broadcast schedule, became too numerous to count. The problem of production and the preparation of such a show always offer handicaps. During the war years, travel was at a minimum and you radio neighbors were not able to drive in to see our broadcasts in person. But . . . that's all changed now. Each Sat. afternoon, the kids gather in the little red schoolhouse of District No. 9 and, when at 2:30 the teacher calls the class to order, you can bet you're in for 30 min. of fun and music. The KMA Auditorium is open free and you're invited to attend COUNTRY SCHOOL in person every time you can. Write the "Country School Kids" a letter and we'll enter your name on the roster as a class member.

Starting Sat., Jan. 10, COUNTRY SCHOOL will be playing to audiences in the City Auditorium at Council Bluffs, Ia. School will be in session there every Sat. at 8 p.m., and following will be a big, old-fashioned Party-Dance. Will we be seein' you? . . . Sure hope so!

Susan - Ann - Peggy



Aren't these three sweet babies? We think so. They're KMA's "Youngest" and in spite of the fact their mothers took them to Ralph Childs' home at 9 in the morning where Frank Field took their picture, not one of them cried or fussed. In fact, they seemed to enjoy getting acquainted!

At the left is Susan Elizabeth, daughter of Newcaster and Mrs. Ralph Childs. She was born Sept 29, and has 3 little brothers. In the center is Ann Alyce, daughter of Engineer and Mrs. Ralph Lund. She was born Sept. 3, and has one brother and one sister. On the right is Peggy Jean, daughter of entertainers Mack and Jeanie Sanders. Peggy was born July 10 and is their first child. Peggy and Susan have dark hair and Ann is a blonde.

A few days after this picture was taken on Sun., Dec. 14, Susan Elizabeth Childs was christened in the Episcopal Church of Shenandoah, by Vicar Henry Robbins. At her christening, Susan wore an elaborate long dress that was worn by her daddy when he was a baby. It is a beautiful dress of fine white material, trimmed in embroidery, lace and ruffles.

Peggy was born in Sylvauga, Ala. She is very good and often lies on a table in the practice room, outside the studio, while her parents are on the air.

Safety in 1948

By MERRILL LANGFITT

Many farm people were seriously injured in farm accidents in 1947. Even more tragic, numerous fatal accidents occurred. The picture below, taken during a recent series of interviews with N. J. Wardel, Ass't. Extension Agri. Engineer, shows the source of at least a part of those accidents. Farm machinery companies protect the worker from moving parts, but carelessness is often the offending hazard. Failure to stop the corn-picker rollers when cleaning out stalks was a fatal mistake too many times this past season. Loose clothing is always an accident factor.

In nearly every farm community, you meet friends and neighbors. Some of them with fingers missing, others with arms gone and some with even more serious injuries. Those folks were normal and happy a year ago, but farm accidents have taken their toll. Some will not be there to meet you in 1948 because carelessness cost them their lives.

The Nat'l Safety Council tells us that most accidents can be prevented by being over-conscious of the hazards in operating farm machinery.

We of KMA want 1948 to be a happier one for each of you, and it will be if you resolve to be more careful in operating power machinery. Help save a life or a limb . . . it might be yours!



Frank Comments

By **FRANK FIELD**

Yes, I know, it's the same old picture of me on this page again this month, but things were so hectic all through Dec., that I just didn't get around to taking any new family pictures. This is the starting of a new year and I want you all to bear witness to 2 New Year's Resolutions: (1) I resolve that I will have a new(and interesting, I hope) picture of some member or members of the Field family for this page each month. (2) I resolve that I will, each month, have my copy for the **GUIDE** in on time.

You see the copy for the **GUIDE** is written between the 15th and 20th of the month ordinarily, but last month we were in the throes of a farm seed sale, together with all the excitement over almost countless cars of oranges and grapefruit, trying to keep stock on hand in 8 or 10 kinds of Christmas nuts, taking all the new pictures for the **GUIDE**, trying to keep enough Christmas trees ahead to keep everyone satisfied, to say nothing of the thousand and one unexpected things that always turn up when you are busy, etc., etc., etc. But the copy is getting written on the last day in the afternoon.

I rather think that, if nothing happens to prevent, we will have a new picture of the James L. Bellamy family on this page next month. Peggy hasn't heard from Jim for several weeks now and she thinks that he is probably somewhere on the Pacific, headed for home. He is getting out of the Navy as soon as his relief can be arranged, or rather, he is asking for transfer to the Naval Officers Reserve. Of course Peggy is all thrilled and everything. Jim's training will come in very handy in civilian life, as he has been in the Naval Supply Corps ever since he got his commission.

There is nothing new or different to report about any of the other members of the family except that Bob's wife, Elsie, was laid up in the hospital for a few days early in Dec. They thought at first she might have to have an operation but it

turned out to be nothing serious and she is feeling just fine again. Of course little Bill keeps her worn down, chasing after him. He is just at that age where it would really take at least 3 people to keep him corraled.

I don't know yet how she worked it, but some way or another Jennie got out of getting a big Christmas dinner. It wasn't exactly Zoe's turn, but she insisted that she was going to have us all up at her house for dinner Christmas Day and all the Fishbaughs too. Of course we tried to argue her out of it, but were careful to give in at the right point. Some voted for turkey . . . some for baked ham . . . and some for roast goose (me). The upshot of it was that she compromised and had both ham and goose. Naturally, these modern ovens aren't big enough to roast both at the same time, so Zoe baked the



ham and Jennie baked the goose and made the dressing. There are very few people I would trust to make the dressing. So many people make it with just bread and very little else; we like lots of onion, plenty of sage, a few oysters and this, that and the other, in the proper blend . . . no recipe, you understand . . . just some of this, some of that, a little of the other, until it tastes just right.

However, we did have the Christmas tree up at our house and everyone gathered there after supper Christmas Eve for the ceremony of distributing and opening the presents. Such a hubbub you never saw! In 20 min., the front room was knee-deep in wrapping paper and empty boxes. The grandchildren were running mechanical toys under the chairs and between people's legs . . . and a grand time was had by all! Some way, we got started years and years ago in this habit of opening the presents the night before and you would be surprised how well it works out. Those that want to sleep late Christmas morning can do so; of course that doesn't apply to radio announcers with a 7:15 program to make. They get up at the usual 20 min. to 6 holidays and all . . . Christmas included. (Doggone it!)

KMA DAILY PROGRAM FOR JANUARY 1948

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Harpo Richardson
 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
 9:25 a.m.—Betty Crocker
 9:45 a.m.—Listening Post (except T. & Th.)
 9:45 a.m.—Real Moments of Romance
 9:50 a.m.—Jonny Dickson (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galen Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Welcome Traveler
 11:30 a.m.—Country Folks (M.W.F.)
 11:30 a.m.—Wilson Bros. (T. & Th.)
 11:45 a.m.—Stump Us
 12:00 noon—Larry Parker. 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.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Paul Whiteman Club
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Cornland Lyrics
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Steve Wooden
 4:30 p.m.—News
 4:45 p.m.—Uncle Zeke
 5:00 p.m.—Mack & Jeanie
 5:15 p.m.—Terry and the Pirates
 5:30 p.m.—Sky King and/or Jack
 Armstrong

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.—Lone Ranger
 7:30 p.m.—Merle Douglas
 7:45 p.m.—Hymns You Love
 8:00 p.m.—On Stage America
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—Ralph Norman
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dance Orch.
 11:00 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.—Green Hornet
 7:30 p.m.—Americas Town Meeting
 8:30 p.m.—Boston Symphony
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Sleepy Valley
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Dance Orch.
 11:00 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.—Lone Ranger
 7:30 p.m.—Vox Pop
 8:00 p.m.—Western Theatre
 8:30 p.m.—Quiet Please
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Star Theatre
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Dance Orch.
 11:00 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.—Merle Douglas
- 7:15 p.m.—Abbott & Costello
- 7:45 p.m.—Hymns You Love
- 8:00 p.m.—Willie Piper
- 8:30 p.m.—Lee Sweetland
- 9:00 p.m.—Are These Are Children
- 9:30 p.m.—Gabriel Heatter
- 9:45 p.m.—Sleepy Valley
- 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.

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.—Lone Ranger
- 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.
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

- 5:15 a.m.—Blackwood Brothers
- 5:45 a.m.—Harpo Richardson
- 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.—Ed McConnell
- 8:15 a.m.—Tommy Bartlett
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Mack & Jeanie
- 9:45 a.m.—Real Moments of Romance
- 9:50 a.m.—Jonny Dickson
- 10:00 a.m.—Abbott & Costello
- 10:30 a.m.—Piano Patterns
- 10:45 a.m.—Rhythmic Strings
- 11:00 a.m.—Forward March
- 11:15 a.m.—Bob Stotts
- 11:30 a.m.—American Farmer
- 12:00 noon—Larry Parker, 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.—Hawkeye Rangers
- 1:15 p.m.—Blackwood Brothers
- 1:30 p.m.—Virginia Harding
- 1:45 p.m.—Mayfair Swingtet
- 2:00 p.m.—Steve Wooden
- 2:15 p.m.—Uncle Zeke
- 2:30 p.m.—KMA Country School
- 3:00 p.m.—Rambling Cowboys

- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Cornland Lyrics
- 4:00 p.m.—Zeke & Joan
- 4:30 p.m.—News
- 4:45 p.m.—Sleepy Valley
- 5:00 p.m.—Mack & Jeannie
- 5:15 p.m.—Music By Adlam
- 5:30 p.m.—House of Mystery
- 6:00 p.m.—Modern Music
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Markets & Weather
- 7:00 p.m.—Burl Ives
- 7:30 p.m.—Famous Jury Trials
- 8:00 p.m.—Gangbusters
- 8:30 p.m.—KMA Country School
- 9:00 p.m.—Ross Dolan
- 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

- 6:30 a.m.—Back To God Hour
- 7:00 a.m.—News Summary
- 7:15 a.m.—Blackwood Brothers
- 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.—Raymond Swing
- 12:30 p.m.—Sunday Serenade
- 1:00 p.m.—Blackwood Brothers
- 1:30 p.m.—National Vespers
- 2:00 p.m.—Lassie
- 2:15 p.m.—Sam Pettengill
- 2:30 p.m.—Newstime
- 2:45 p.m.—Proudly We Hail
- 3:00 p.m.—Hour of Faith
- 3:30 p.m.—Mr. President
- 4:00 p.m.—Bill Lance
- 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.—Childs World
- 6:30 p.m.—Exploring The Unknown
- 7:00 p.m.—Hospitality Club
- 7:30 p.m.—Sleepy Valley
- 7:45 p.m.—Hymns You Love
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Louella Parsons
- 8:30 p.m.—Theatre Guild
- 9:30 p.m.—Latin Am. Serenade
- 10:00 p.m.—News
- 10:15 p.m.—Vera Massey
- 10:30 p.m.—Dance Orch.
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

On The KMA Party Line

With **DORIS MURPHY**

Noticing all the leaves had dropped from the walnut trees in their back yard, David, 4 yr. old son of anncr. RALPH CHILDS, wanted to explain to his younger brother Michael, 2½, why they had disappeared. As the two lads stood at the window looking out at the barren branches, Mrs. Childs overheard David make this explanation: "Either the sky fell down and knocked them off or God shook them off. I think God shook them off!" With that explanation in mind, Michael will probably want to SEE how it's done next year.

To run out of gas is provoking ANY time, but especially so when you're trying to get to the studio in time for a program. That's what happened to entertainer ZEKE WILLIAMS recently. He stepped on the gas . . . but the car wouldn't budge; the gas tank was empty. Fortunately ELMER AXELBENDER was at Zeke's home at the time, tuning the piano. So Zeke borrowed Elmer's car and drove to town for gas, taking it back home and filling his own car. The delay almost caused him to be late for his program. Better keep an eye on that gas gauge, Zeke!

"I'm glad I'm almost through knitting this sweater. I started it last May!" remarked KMA staff organist and pianist MARGE PARKER as she sat in the talent room recently clicking the knitting needles. The sweater will be a beauty when it's done; it's light green in color and will be just the thing to wear with her spring wardrobe.

The secret is out! Miss Florence Cox of Shenandoah and Farragut, received a beautiful diamond engagement ring from announcer Warren Nielson for Christmas.

Date of the marriage has not been announced, but it will probably take place within a few months. Miss Cox is the daughter of Frank Cox, carpenter and contractor of Farragut, Ia. She is employed as a secretary at the Mount Arbor Nurseries in Shenandoah. We'll see that you have a picture of the bride soon.

Entertainer STEVE WOODEN is mighty proud of his new, light tan gabardine sport shirt his wife Kathleen embroidered for him. She worked six weeks embroidering beautiful yellow, red and white roses, and yellow butterflies, on both the front and back of the shirt as well as on the sleeves. It's very beautiful and makes a big hit when Steve wears it on personal appearances.

Annrc. JIMMIE KENDRICK and his mother were delighted when Santa Claus presented them with a new combination radio, record player and home recorder set. The machine is in a blonde maple cabinet and is very beautiful. Now Jimmie's newest hobby is collecting records!

After living in a hotel over 2 mos., KMA's new program mgr. GLENN HARRIS finally succeeded in renting an apartment. It was unfurnished, but that didn't stop Glenn. He immediately launched on a shopping spree and soon had his bachelor apartment with living room, bedroom, kitchen and bath, furnished in excellent taste. Everything is complete . . . even to the Christmas wreath on the front door. Then, after making arrangements with a cleaning lady to keep things in order every week, he thought he was all set. But, to his sorrow, the cleaning lady became ill . . . and it has been up to Glenn to do his own housework. Now he spends his "spare" time making beds, shaking rugs and cleaning. He says he's getting "dishpan hands" from washing dishes. With all this homemaking experience, Glenn should soon be qualified to take over EDITH HANSEN'S or LEANNA DRIFTMIER's homemaker programs when they



want a little vacation!

Betcha Promotion Mgr. BILL BAILEY will watch more carefully next time he dips his paint brush in a can of red paint! Bill's right forefinger has been bundled up in a big bandage for 2 mos. because of an infection. While down in the basement painting a tricycle for his little daughter Rhea Beth just before Christmas, he became so engrossed in his work that he accidentally dipped his finger in the paint. Imagine his surprise when he started to proceed with his painting and looked down to see his white bandage covered with bright red paint. Needless to say, he had to have a quick change of bandage, and the next step was to pay a visit to his physician. When the receptionist announced him, the doctor grinned and said, "Tell the finger to bring in Mr. Bailey".

JIM KENDRICK

splurges once in awhile and buys gay clothes. The most recent addition to his wardrobe is a bright sports coat of red, yellow, black and white. The boys call it his "Whiffenpoof coat", because it's made of "little lambs that went astray".

When I walked in the office of HOWARD PETERSON, KMA Sales Mgr., and saw the cute framed picture of his 2 children on his desk, I thought you folks would enjoy seeing it too. If you have ever taken 2 children and a dog to a photographer's for a picture, you know what "Pete" went through. Mrs. Peterson had dressed them carefully . . . Cathy, aged 8, in her black and white hounds-tooth checked skirt and white blouse . . . and Jon, almost 2, in his checked bib pants and white shirt. Their faces were shiny clean and their



hair carefully combed and brushed, but . . . Pete found out it was hard to keep them looking that way with "Tim", the family dog, along. Tim, a beagle (see Aug. '47 GUIDE p. 10), loves the children dearly and tried continually to lick Jon's nose. Time after time, the photographer would be all set to snap the picture and would be foiled by the antics of the dog or children. When Jon finally reached out and pulled the dog's tail, that was the last straw. Pete took the dog out of the studio and this picture of the children alone was finally achieved. Even though it was an ordeal, the pictures all turned out fine. After Pete saw the proofs, he decided it was worth the effort. (P. S. "Tim" is out of the doghouse!)

If LAURENCE PARKER sounded rather "cool" while giving the 7 a. m. NEWS one morning just before Christmas, it wasn't be-

cause he was mad . . . it was due to the fact he was "cold". And all because WARREN NIELSON had opened the studio door to let it cool off a little . . . then went out and forgot to close it. Poor Parker . . . sitting in the cold . . . was helpless to remedy the situation. He couldn't leave the microphone. All he could do was keep right on with the news and freeze until Nielson returned to the studio and remembered what he had done. So . . . if Laurence didn't seem to "warm up" in his newscast that morning, there was a good reason why!

Having 2 fine KMA homemakers on the station really appeals to the gang . . . especially since they received a huge box of delicious homemade Christmas cookies from them.

Program Personals

By **BILL BAILEY**

We wonder how many of you know that the two young lady vocalists featured on the HAYLOFT HOEDOWN (ABC-KMA, Sat. 9:30 p.m.) started their careers at KMA? On a recent program, KMA was saluted and the girls told of their first radio job back here in Iowa. See if you remember them from the dandy "pic" you find on our page this month. That's right . . . it's the MURRAY SISTERS, Julie and Sophie. It was back in 1936 that the girls were here at KMA, and then they went east to WCAU in Philadelphia, Pa. There they met the Sleepy Hollow Boys, and both Julie and Sophie were married in 1937.



We wrote the girls, telling them of our pride in their work, and received a very nice letter in return. They told us all about themselves their work, and spoke of their fond memories of KMA, Earl May, Fred Greenlee, Chuck Miller, Faylon Geist, Jerry Smith, and all the others who were here back in those days. We promised we'd extend their hellos and best wishes to all of you . . . so here they are, and we're sure we can add all of our best wishes to them in return. KMA is proud to have been instrumental in what has undoubtedly been a successful radio career.

It's interesting to know the background of folks who are making radio their life work, isn't it? For instance Elaine Rost, who is "Martha Piper" on TALES OF WILLIE PIPER (KMA, Thurs. 8 p.m.), got into radio through a beauty contest. A Cincinnati station ran the contest and hired Elaine as a receptionist and, from there,

she worked her way onto the dramatic staff. "Cap'n Bissell", the salty old New Englander of the same ABC program, is really an Old Englander by the name of Stuart MacIntosh. The son of a soldier, MacIntosh roamed the British Empire before settling down to stage, screen and radio acting . . . first in Detroit . . . and now New York. Charles Irving, who plays the role of Willie Piper's amiable, blowhard father-in-law, started his acting career with the undergraduate group at

the Uni. of Minn. However, he started in radio as a newscaster at WTCN in St. Paul back in 1935. Billy Redfield, the bright young comedy star who plays the title role of "Willie", is a veteran of 11 years on Broadway although he is only 20 years old. He started when he was only 9 and appeared on the

popular children's feature, "Coast to Coast on a Bus".

Bill Fein, who portrays the role of "Terry" on TERRY AND THE PIRATES (KMA Mon. thru Fri. 5:15 p.m.), started as a staff announcer with WOI, the Uni. of Ia. radio station, and he's really traveled the list since he started radio acting. Jonathan Hole is another Ia. boy and is currently portraying the honorable "Charles Charles of Boston" or "Hotshot Charlie" on the same program. Jonathan, while a senior in high school, was selected to play the puckish role of "Penrod" in Booth Tarkington's perennial favorite of the same name. Once during rehearsals, he became involved in a backstage riot with a youngster playing the role of "Sam", and at the end of the first round, his victory was purely moral. He suffered a broken nose, a sprained wrist, and was withdrawn from the cast.

Meet Your Neighbor!



"Pardon my western twang, pardner" but he's really a "gentleman of the old South, suh". That's right... your neighbor this month is none other than MACK SANDERS and in spite of his western sombrero and the swell songs he sings of the range country, he really hails from the Southland. Westover, Ala., to be exact. Mack's nickname, "The Traveling Troubador", is certainly very apt for he's traveled and sung in Ga., Fla., Tenn., Mo., Ala. and Ia., and whenever he pauses long enough to take up his guitar and start singing, you can bet he has listeners.

He started entertaining back in high school days at Montevallo, Ala., where he organized, directed and sang with the Happy Range Riders band. His first ra-

dio job was at WSGN, Birmingham, Ala., but that's been quite a number of years ago and he's been at the game ever since. Besides entertaining, Mack's no mean hand at writing music either. In 1943 he wrote one of his most popular songs, "I'm Waiting Still", and it still rates high on his request lists.

Mack first came to KMA in 1945 and returned to us in Sept. '47. He's a personable young chap with blue eyes, brown hair and a friendly grin. He's 5' 11, weighs 155 and is 24 years old. You met the lovely Mrs. Sanders (JEANIE) (Nov. '47 GUIDE cover) and undoubtedly read the Sanders story in the Oct. '47 GUIDE. We hope they stay with us for a long time, don't you?



Forecasts For The Month

BIRTHDAYS:

- Jan. 3—Virginia Lee King, staff artist.
 Jan. 4—Lila Latta (wife of control operator Lloyd Latta).
 Jan. 6—Clyde Burdick (husband of Ina Burdick, mail clerk).
 Jan. 13—Marge Parker (staff organist and wife of Laurence Parker, anncr.).
 Jan. 17—Esther Burrichter (wife of Eng. Don Burrichter).
 Jan. 17—Carole Ann Burrichter (daughter of Eng. Don Burrichter).
 Jan. 19—Philip Everly (son of staff artist Ike Everly).
 Jan. 20—Homemaker Edith Hansen.
 Jan. 30—May Dickson (wife of Jonny Dickson, staff artist and anncr.).
 Jan. 31—Donald Lee Comer (son of Eddie Comer, staff artist).

ANNIVERSARIES:

- Jan. 4—Esther & Eng. Don Burrichter.
 Jan. 23—Marguerite and Production Mgr. Hugh Aspinwall (Chick Martin).

BIRTHSTONE: Garnet for Constasy.

FLOWER: Snowdrop or Carnation.



Helpful Hints For Homemakers

By EDITH HANSEN

So many of you seemed to like the idea of the short, cute verses to accompany gifts that I'm including a few in my column this month. Thanks for the many you've contributed.

ANY GIFT:—

Maybe you'll like it and maybe you won't.
 I'll tell you what you can do if you don't:
 Just wrap it up carefully and put it away
 And give it to someone on the next special day.

APRON:—

Of course you know that an apron
 Is often a friend indeed;
 So I'm hoping this one may help you
 Sometime in an hour of need.

HANDKERCHIEF:—

I hope this piece of cambric sheer
 Will never be used to wipe a tear.

SLIPPER CASE:—

When packing for a little trip,
 This snug little case
 Will keep your extra slippers
 In their proper place.

BLOTTERS:—

These cheery little blotters
 Their very best will do
 To bear the cheery wishes
 That now are wished for you.

HANDMADE GIFT:—

Of course I made it all myself!
 Do you suppose that I
 Would spend my money giving you
 A thing I had to buy?

Oh yes, before I forget, here's my pattern offer for this month. It's a patchwork quilt that really makes an attractive bedspread. The sunflower pattern has petals of gay cotton prints with each flower set in a white square bordered by strips of dark cotton. The finished quilt, is, if anything, more colorful than the flower it depicts. If you would like the pattern, just ask for Pattern S 22-3. Address me, Edith Hansen, in care of KMA. Please enclose a self-addressed envelope and I'll send you the pattern FREE of any charge. That's all now.

Kitchen Klatter Kinks

By **LEANNA DRIFTMIER**

By the time you read this, I hope to be in sunny Calif. Mart and I have looked forward for years to the time when we could let our children assume some of our responsibilities and we could go to a warmer climate for a few weeks during the coldest weather of Iowa's winter. We will be in Redlands, Calif., at the La Pasada Hotel, during Jan. and Feb. My home, before we were married was in this beautiful little city which snuggles up close to the snowcapped mountains. I hope to find many of my old friends still living there. It is hard to realize they will probably be grayhaired grandmothers, too. We shall have at least one subject in common. . .how not to spoil grandchildren.

We have quite a few relatives who live within driving distance, so will not be lonely. Mart and Don are driving our car out and I will go by train, letting them get enough head start so that they can meet me at the depot in San Bernardino. My sister, Helen Fisher, plans to go with me and visit their daughter, Louise Alexander, in Claremont.

During our absence, Howard, Margery and Martin Erik, Lucile, Russell and Juliana, will live in the KITCHEN KLATTER home and the programs will be broadcast at 3:15 every afternoon, as always. I will write often and my letters will be shared with you, so listen to KITCHEN KLATTER and you can keep posted on our activities. We hope to attend the Iowa Picnic, which is some time in Febr. We have been warned many times of the hazards of driving in Los Angeles, but will probably take our lives in our hands and venture out on the highways.

May I take this opportunity to wish all the readers of KMA GUIDE a very happy and prosperous New Year. May God bless you, every one, you and your dear families.
Sincerely, Leanna.

(Ed's Note: A happy journey and pleasant vacation, Leanna, from all of us at KMA and your millions of radio friends. We'll be looking for you home again.)

Guess Who?



Would it help any if we told you that he looks exactly the same today . . . that is, of course, with the exception of the haircut . . . and then HE'S BIGGER?

Our GUESS WHO personality this month is a native of Ia. and certainly no stranger to any listener of KMA. His pleasing voice and charming manner are brought to the attention of KMA listeners most every evening as well as several times throughout the day, when he is featured on special programs. He's been in radio since 1943 and has been employed as a staff announcer at stations not only here in his native State, but also in Ill., and Mo. He came to KMA in Oct., 1946. He's 6' tall, has brown hair, blue eyes and weighs 150. Did we mention back up there that he sings? Well . . . he does and his theme was certainly a wise choice, for if you know who this chap is and recall the words to the song he sings to introduce each of his programs, you'll have to agree they fit him to a "T". The gang describes him as being a "real guy" Can you . . . GUESS WHO?

Our GUESS WHO last month was none other than Laurence Parker, KMA newscaster and staff announcer. Were you right?

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 undelivered for any other reason, return to sender.
Return postage guaranteed.

CARL ADELUNG
RT 2
AMHERST NEBRASKA

Sec. 562 P. L. & R.

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



KMA's loyal listeners helped to make over 10,000 orphans and crippled children happier this Christmas, when they sent in over 100,000 labels and strips from Butter-Nut Coffee containers. Above is pictured KMA's afternoon homemaker, Leanna Driltmier, as she looks over some of the letters which accompanied the labels, and admires the fine selection of presents which were given to the boys and girls living in hundreds of orphanages and crippled children's homes throughout the area served by Paxton & Gallagher, roasters of Butter-Nut. Leanna urged her listeners to

save their labels and coffee can strips, send them to her, and she in turn would see that they reached her sponsor. Paxton & Gallagher, following the custom established several years ago, provided gifts in exchange for these proofs of purchase of their product. These presents were then distributed Christmas day to the children and if all could have seen the joy and happiness on these youngsters' faces, they would have felt many times repaid for their little trouble. KMA thinks it a fine gesture on its advertiser's part and we join Leanna in a "thank you" to each of you who contributed.