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KMA GUIDE

Vol. 5

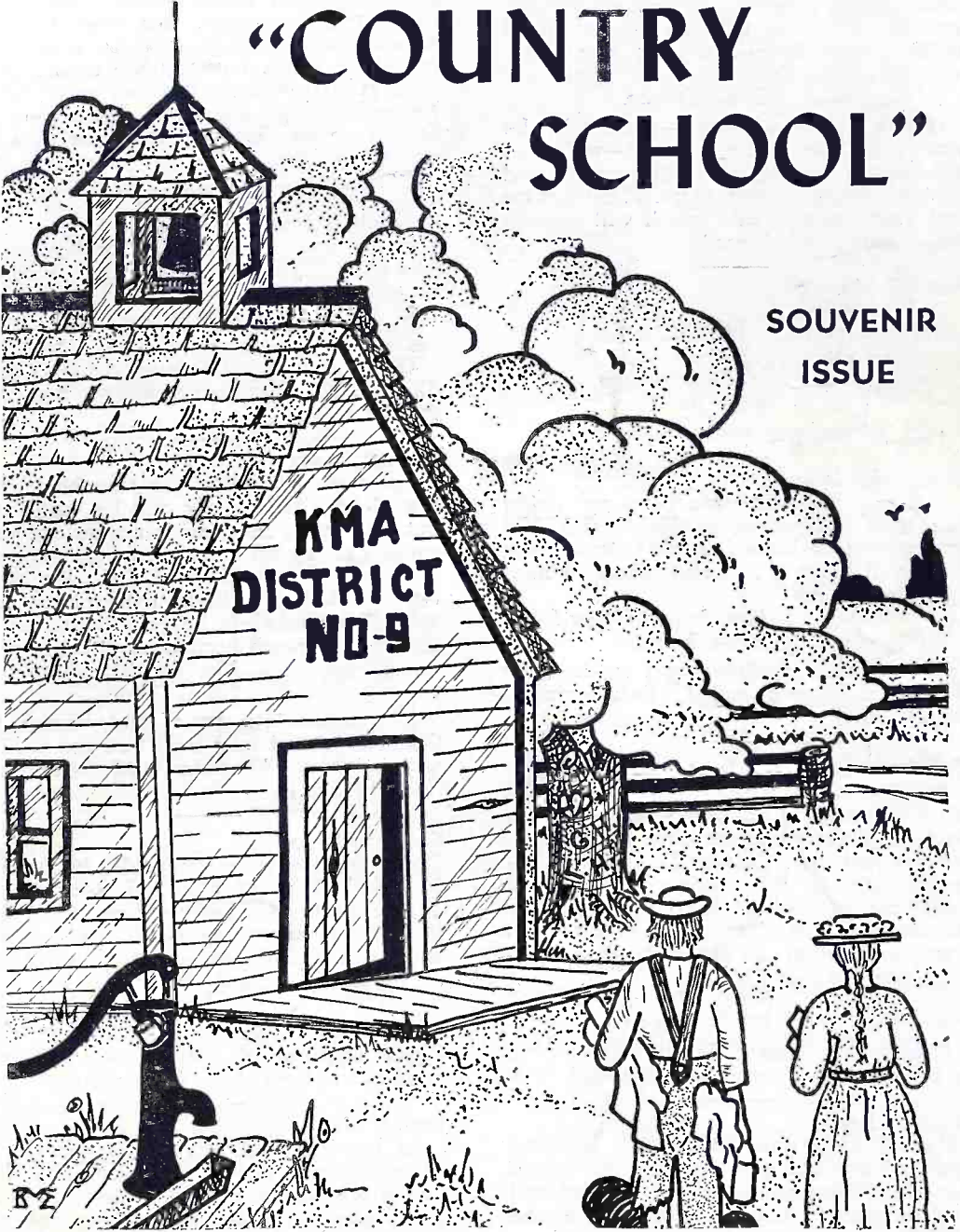
FEBRUARY, 1948

No. 2

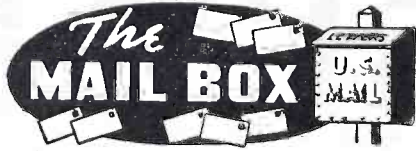
"COUNTRY SCHOOL"

SOUVENIR
ISSUE

KMA
DISTRICT
NO. 9



"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

Vol. 5

No. 2

FEBRUARY

Dunbar, Nebr.

In looking back over the Dec. '47 GUIDE cover, I notice Warren Nielson and Frank Field are not present. Since their pictures have been in the GUIDE, it isn't that I haven't seen them—but I'm wondering why they weren't in this cover picture.

Doris Ottens.

(Frank took the picture—that's why he wasn't in it. As for Warren—well, his mind was on other things that month and he just forgot to get there. The picture and story on p.11 this month will explain his absent-mindedness.)

Parnell, Mo.

Dear Country School: I like your program very much, but Teacher, I would get a hickory stick after Elmer.

*Joanne Burgess,
Rout No. 1.*

(Oh Joanne, you made Elmer cry!)

Bloomfield, Iowa

I think Lucile and Margery are doing fine and enjoy their KITCHEN KLATTER programs. I do hope Leanna enjoys every minute of her trip . . . she seems so near and dear to me.

*Mrs. Bessie Hufford,
Route 8.*

(You'll be very interested in our first letter from Leanna, p. 13. She's having a grand time.)

Caruthersville, Mo.

In "Questions & Answers" (Dec. '47), W. E. Merritt asked about Bob and Jim Raines. Since I had the pleasure of meeting Jim last Oct., thought I'd pass the information on to your readers. Jim and his band are at Station WROM, Rome, Ga. He now has 3 children, a girl and 2 boys. Our conversation, by the way, was mostly of you folks at KMA.

*Miss Lillie DePriest,
205 E. 14th St.*

(Thank you, Miss DePriest. We're glad to know where Jim is now located.)

Creston, Iowa

We do enjoy the GUIDE, my husband and I. I used some of the little gift verses that Edith Hansen gave on the air, and was so glad to see more of them in the GUIDE.

*Mrs. C. B. Shannon,
411 W. Howard St.*

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Unionville, Mo.

Just a line to tell you I thoroughly enjoyed COUNTRY SCHOOL today. It takes quite a lot to inspire me to write, so consider this a real compliment.

Mrs. Pearl Summers.

(We accept it as such—and the COUNTRY SCHOOL gang sends you a happy thank-you!)

Keokuk, Iowa

Since we moved to our new home, we can't hear KMA clearly and I'm lost without my radio friends. It seems so long since I've heard about any of you—except through the KMA GUIDE. We have two married daughters living here and moved to Keokuk to be near them. Hope 1948 brings much happiness to all of you.

*Mrs. Pearl E. Fenn,
728 C Street.*

(We appreciate your good wishes for the year ahead and trust that the GUIDE will help you keep in touch with your KMA friends.)

Creston, Iowa

We were glad to welcome 1948 because it brought COUNTRY SCHOOL back to us. The program sounded just fine today and like old times again. Can't Elmer recite a piece sometime soon along with the rest of his school duties?

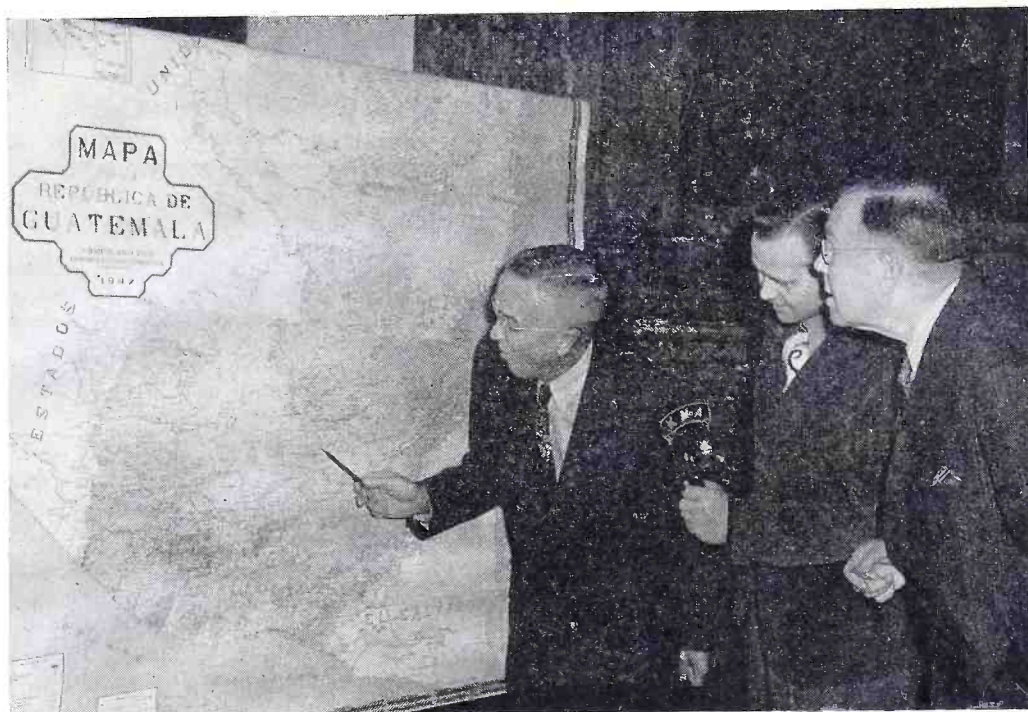
A Listener.

(We asked Teacher and he says that Elmer may get off the dunce stool long enough to recite one of these days.)

Orrick, Mo.

As my husband drives our car about 35 mi. to and from work every day, my 2-year-old daughter and I have to stay pretty close to home, so you can see my radio is a real friend. It's most always tuned to KMA.

Mrs. Jesse L. Anno.



A Chat With Edward May

What makes a radio station great? Certainly not its transmitter, or its studios, or its buildings, no matter how sumptuous or beautiful they may be.

You judge a radio station by what comes out of your loudspeaker. Only what and whom you hear are important to you.

We at KMA know this. That's why we bring you the best national programs every day that two great networks have to offer. That's why we give you over 500 quarter hours of especially tailored live talent programs from our own studios every week.

Right now, however, I want to tell you about a new series of programs we will soon have for you direct from Central America. We have been planning this big series for weeks and above you see, l. to r., Dr. Chas. E. Friley, Pres. of Iowa State College; Dr. I. E. Melhus, head of the Botany Dept., and Merrill Langfitt, our Farm Service Director, checking their final

arrangements against the huge Guatemala map.



GERTRUDE W. MAY

All three men and Ray Schroeder, our Chief Engineer, will be leaving in a few days for the formal dedication of the Tropical Research Center in Antigua, Guatemala (Febr. '46 KMA GUIDE, p. 3). Be sure to hear these dedicatory exercises by international radio over KMA and the entire ABC Network Saturday, March 6, 11:30 to 12 noon, on the famous "American Farmer" program. My mother, Gertrude W. May, will be principal speaker. She will represent my father, whose gift of \$75,000.00 in 1943 enabled Iowa State College to found this famous Research Center. My father's generous annual grants kept the Research Center functioning, and Mother and I feel privileged indeed to carry on with this splendid project.

Guatemala, scientists have discovered, was the birthplace of corn, the potato, and
(Con't. p. 4, Col. 2)

Diane Has A Birthday



Jan. 15th was a big day for little Diane May Rankin, and the two candles on the cake in the picture tell the reason why . . . it was her 2nd birthday. Diane wore a blue frock, white shoes, and a curly hairdo especially for the occasion. In fact when Frank Field came to take the picture, she was so proud of her tresses, she brought out the curlers to show him.

Diane was enchanted with birthday gifts of blocks, wooden wagon, and books to look at and color. She hopes when she's a little bigger to take piano lessons like sister Betty Jane, 7, at the left. Betty Jane wore a soft pink sweater, blue skirt and white pearls. Her favorite pastime is riding her pony, and both she and Diane May are very fond of the playhouse, (p. 3 Aug. '46 GUIDE). It's certainly one that every little girl dreams about.

Mrs. Rankin (Frances) is at the left and of course you know she is the daughter of Mrs. May and the late Earl E. May, sister of our President Edw. W. May, and granddaughter of E. S. Welch, Pres. of Mt. Arbor Nurseries. Frances is a very fine and attentive mother.

J. D. Rankin, at the right, is Vice President of the May Seed Co., in charge of the Hybrid Seed Corn Dept. He is the son of Mr. and Mrs. J. D. Rankin, Sr., of Tarkio, and is the brother of Mrs. Owen Saddler, wife of your Editor.

A CHAT WITH EDW. MAY (Con't.)

many other vegetables and fruits. It is the ideal place to carry on agricultural research, to develop new varieties, and to select desired characteristics in plant breeding, etc. In short, it is a scientist's "paradise".

But what is really important to you and me is that the discoveries of the Research Center will soon revolutionize American agriculture. The new corn types now under culture will prove as important as was the introduction of hybrid corn. You farmers will soon be raising wonderful vegetables we don't even know about today. There are great things awaiting us in fruits, insect controls, and the agronomic crops (legumes, grasses, forage crops).

You will hear Merrill Langfitt's report direct from Guatemala 6:30 to 6:45 a.m. and 6:45 to 7:00 p.m., every weekday. He will also have a special series for you at other regular times in the evening. So keep your radio set tuned to KMA in order to hear announcements of when these important broadcasts start.

Chief Engineer Ray Schroeder will take a lot of technical equipment with him (see back cover). This equipment will all be portable, so they can travel easily by foot, horse, or automobile, as occasions warrant. They will also be well equipped with cameras, colored and plain films, and flashlights, in case you want them to appear in your city and give an illustrated talk on their trip.

They will go from New Orleans to Guatemala by banana boat, and will give you daily reports of their travels and experiences. From Antigua, Merrill will tell you about the Research Center; you'll hear the scientists themselves tell you about their work and how soon their new varieties may be available for you right there on your own farm.

You will hear on your own radio set how people talk down there. You will learn what kind of livestock they raise, how they farm, and how they live.

You will be missing one of the radio treats of your lifetime if you don't follow every one of these important broadcasts. They'll be heard exclusively over KMA.

KMA Microphones Visit With Don McNeill and ABC's Famous "Breakfast Clubbers"

On Sat., Jan. 17, KMA microphones journeyed to Omaha for an interview with Don McNeill and the members of the nation's most popular daytime variety show . . . ABC's BREAKFAST CLUB. We hope you heard our tape recording of those interviews, Sun. Jan. 18, at 2:45 p.m. Don and the Gang were in Omaha to give a benefit show for the new Children's Hospital, and our "pic" below was taken at the Hotel Paxton.

Now . . . each morning at 8 when you dial KMA and hear the tuneful "Good morning, Breakfast Clubbers, good morning to ya!", you'll know just how they look . . . Don McNeill, genial emcee of the show . . . Jack Owens, radio's only "cruising crooner" . . . Sam "Clowning" Cowling, the inimitable chronicler of "Fiction-and-Fact-from-Sam's-Almanac" . . . "Aunt Fanny" and her folksy chatter, as

portrayed by Fran Allison, etc. Patsy Lee, featured vocalist of the show, has been in the hospital with pneumonia for several weeks and was replaced in the Omaha show by Annette King, former BREAKFAST CLUB soloist. She's a honey too.

The BREAKFAST CLUB has been a listener's favorite for nearly 15 yrs. . . . (it started in June, 1933). The show is unrehearsed mainly, except for Memory and Inspiration Time, the commercials, and of course, the music. Don rolls out of bed every A.M. at 5:45 . . . two alarms, two dogs, three children, and Mrs. McNeill help him to lift his 6'2½", 190 lb. frame out of bed and get him off to the Chicago studio 20 miles from his home in Winnetka, Ill.

We enjoyed our visit with the BREAKFAST CLUB gang, (they're swell people).



Front Row: Bill Bailey, KMA Prom. Mgr.; ANNETTE KING; DON McNEILL; SAM COWLING; Glenn Harris, KMA Program Mgr.; Back Row: Doris Murphy, KMA Continuity Editor; JACK OWENS; Virginia Agnes, KMA Prom. Dept.; FRAN ALLISON (Aunt Fanny) and CLIFF PETERSON, producer of ABC's BREAKFAST CLUB.

Frank Comments

By **FRANK FIELD**

I promised you last month that there would be a new picture on this page for Febr. and here it is. We had hoped that Jim would be home by this time, so that we could have a new picture of Jim and Peggy, but that will have to wait for the March issue. Peggy had a cablegram from Jim on the 21st of Jan., saying that he had been relieved from active duty and had gotten as far as Pearl Harbor on his way back to the States. At that time, he thought he would definitely be home by Valentine's Day. He had flown from Japan to Guam the previous week but he didn't say in the cable just how he had gotten from Guam up to Pearl Harbor. Apparently he will have to wait at Pearl Harbor until there is a transport coming this way. This may be in a few days or it might be as much as a couple of weeks. However we feel sure that we can have a picture for the March GUIDE.

But to get back to this month's picture, I think you have all figured out who they are by this time. On the left is William Frank Field, our youngest grandchild—Bob's boy, and on the right is John Robert Fishbaugh, our oldest grandson—Zoe's boy. Bill will be 3 in May and Johnny will be 6 in Aug.

This picture was taken on Zoe's front doorstep Christmas afternoon, which was a mild, sunny day as you can tell by the picture. It wasn't much of a task getting the boys to hold still long enough to get their picture taken together, as they were both so full of roast goose and baked ham that they didn't feel like running around very much. Little Johnny has been going

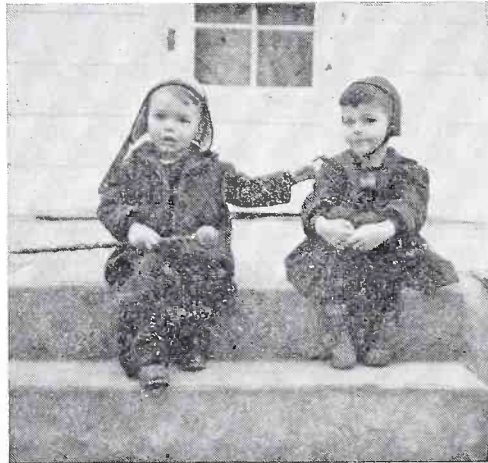
to school since last Sept., and likes it very much, but of course Bill won't be going to school for a couple of years yet.

It begins to look now as if food prices would be higher than ever this coming year and there is a lot of talk about a real shortage in beef and pork, in addition to high prices. Naturally, we can all hold down living costs tremendously if we can produce a large share of our own food. The people who live in apartments or in crowded cities can't do very much about it but we who live in small towns where we have big back yards or who have access to vacant lots, can cut down

living costs surprisingly by raising our own fruits and vegetables. Of course most of you people who read the GUIDE are already doing aff of this to a pretty large extent, but I honestly believe that the average garden spot could be made to produce at least double the amount it normally does, by careful planning ahead for a succession of crops to

utilize the ground to the utmost . . . for instance, radishes and spinach, followed by early sweet corn, and that followed by turnips. The tomatoes can very easily be planted in between the pea rows and the pea vines pulled up and used as mulching around the tomatoes. The early potatoes can be followed by late sweet corn, and so on clear down the line. These long, cold winter evenings can just as well be spent in actually planning that garden, to say nothing about making out the seed and nursery order.

To get back to that predicted meat shortage, you can get around that to a large extent by raising a few chickens. It doesn't take much room to take care of 50 or 75 chickens while they are growing, and if you don't have a freeze box or locker at the locker plant, you can always can them for use later on.



KMA COUNTRY SCHOOL

DISTRICT NO. 9



Elmer is a CRAZY
 7/4/42
 11/17/42

7/6/21 x 4
 11/17/42



Do You Remember Way Back When?---



There is an old saying, "Absence makes the heart grow fonder".

The above photo was taken just a few months after KMA's famous COUNTRY SCHOOL first went on the air back in 1928. No doubt many of you remember these pioneer radio entertainers. Can you pick out the 4 Shumate Brothers, Gretta Bellamy (she was Geraldine in those days, you know), Cousin Paul Crutchfield, and the popular Dixie Girls? Then, there's also Ormah, Fred, Jim Whilt, and the incorrigible Lem Hawkins. Standing at the right of the picture is, of course, our station's founder, the late Earl E. May, who was the originator and first teacher of School District No. 9.

Mr. May's idea for COUNTRY SCHOOL was inspired by his own experiences as a school teacher in western Nebr. Almost immediately the "little red schoolhouse" of radio became one of the most popular programs ever to hit the air. The COUNTRY SCHOOL "gang" received thousands of cards and letters from listeners every year. Over a million people from far and near came to Shenandoah to attend a COUNTRY SCHOOL broadcast. Hundreds of thousands saw the program in their

own towns and cities when the cast made guest appearances in the area.

School District No. 9 not only became a top-favorite here in the Middle West, but received national recognition as one of the very first and most famous audience participation shows of its type in all radio. For almost 14 years, the ringing of the KMA school bell was the signal for the whole family to gather around the radio and listen intently. Naturally the years saw some changes in the original cast, but COUNTRY SCHOOL always followed the pattern set by Earl May, one of radio's great showmen. It was down-to-earth entertainment, with jokes, homemade plays, contests of all kinds, songs, music and the ever-to-be-expected capers of a bunch of kids in an average farm belt school.

Then came the war. Radio was called upon to perform many special services. All our staff assumed many extra duties. Enlistments, recruitments, and the draft, made deep inroads into our personnel. Travel restrictions made it impossible for "remote pupils" to visit the school broadcasts and producing COUNTRY SCHOOL became inadvisable. The war years were serious for all of us—BUT—came December 6th, 1947

1947-'48 "COUNTRY SCHOOL" IS AGAIN "ON THE AIR"

Yes . . . the latter days of 1947 saw School District No. 9 again become a reality. According to all reports, "no more joyous sound had been heard echoing over these Iowa corn fields than when, the ringing of the KMA COUNTRY SCHOOL bell announced its return". Once more, on each Sat. afternoon in Shenandoah at 2:30, and on each Sat. evening (in Council Bluffs) at 8:00, the kids gather for their session of 'reading' (?), writin' (?) and 'rithmetic (?). There's JEANIE, JOAN and MARGE. There's IKE, STEVE, VAN, EDDIE and HARPO. Most of the folks who do to make up KMA's very versatile talent staff . . . JERRY, MERL, BOB . . . and of course we mustn't forget MACK and ELMER. A great many of you already know them. Some of you know them personally but, just in case, you'll find them pictured on these pages. There's a montage of individual pictures that were taken es-

pecially for this Souvenir Issue of the KMA GUIDE. Below, you'll find a candid shot that was made during an actual broadcast from the stage of the Mayfair Aud. On p. 10 are "pic's" made during the big stage show, and Party Dance, held, each Sat evening 8 p. m., at the City Aud., Main and Washington Sts., in Council Bluffs. Here the kids invite you and the entire family to join them for a full 4 hours of music, song, dancing and genuine wholesome FUN.

The current series is being scripted by MAX OLIVE of our Continuity Steff and, of course, you know our Program Mgr. GLENN HARRIS is the COUNTRY SCHOOL teacher. (MAX and GLENN are pictured in the center of this page.) To date, we're unable to figure out who gives whom all the trouble, the teacher or the kids! Better visit COUNTRY SCHOOL soon and often. We'll guarantee you the time of your life!



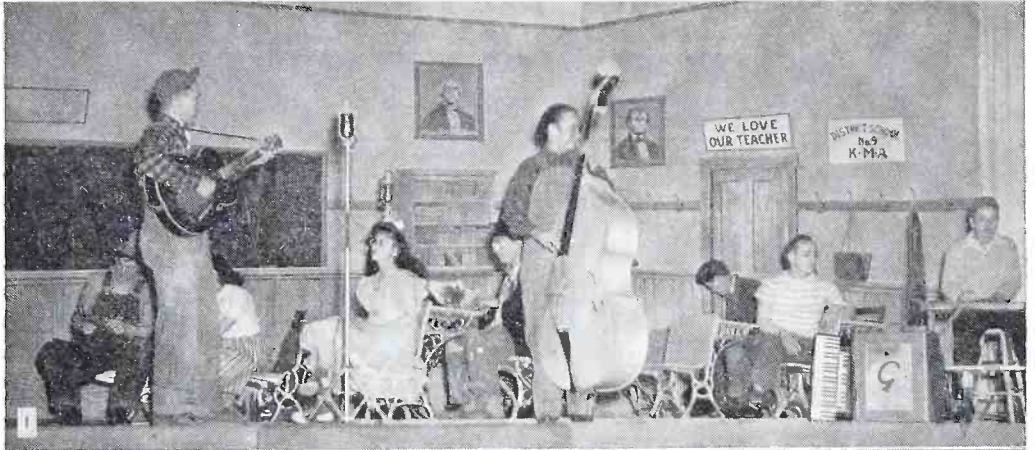
MAX OLIVE



GLENN HARRIS



Country School at Council Bluffs Sat. Nights



These "pic's" were snapped during the big stage show, broadcast, and Party-Dance held at the City Aud. in Council Bluffs every Sat. Night. (1) Merl Douglas, Steve Wooden, Joan Williams, Jeanie Sanders, Harpo Richardson, Ike Everly, Jerry Fronek & Wayne Van Horn. (2) Mack Sanders, Glenn Harris, Eddie Comer, Merl Douglas, Zeke Williams, Joan Williams, Jerry Fronek, Harpo Richardson, & Steve Wooden. (3) Zeke Williams, Marge Paker, Fred Warren, Eddie Comer, Harpo Richardson, Steve Wooden, Ike Everly, Jeanie Sanders & Wayne Van Horn. You'd better make plans now to attend.

On The KMA Party Line

With **DORIS MURPHY**

KMA's listeners' loyalty was certainly evidenced when a recent emergency call came from the Shenandoah hospital. Blood donors were needed for OMA WEST CORDER, former KMA entertainer, who was seriously ill. Announcement was made on the air at 4:30 p. m., followed by another at 5 and between that time and midnight, 88 calls were received from people offering their services, one call coming from a distance of 200 miles. Fortunately Oma's husband Bob and his two brothers had the type blood necessary, as did JONNY DICKSON and GLEN O'DAY of KMA, and they were the first to volunteer. Eight transfusions were necessary before Oma could be operated on at 6:30. She's improving now, and wishes to thank all those who were so kind.

Guess what Donnie Comer wanted for his 6th birthday, Jan. 31st? . . . to go to Council Bluffs and watch the KMA Country School show. Since his daddy, ED-DIE COMER, clarinetist, appears in the school each week, you can rest assured he got his wish.

The clock was ticking fast. In only 3 mins. JIMMIE KENDRICK was due on the air for his 3:45 p.m. program. And he couldn't find his guitar. Not even one he might borrow! He got that "empty feeling" as he frantically searched the studio. Just when he had despaired of finding it . . . in walked JONNY DICKSON and smilingly handed him his instrument. Just another joke of the KMA gang!



Entertainer STEVE WOODEN underwent an appendectomy at the Hand Hospital in Shenandoah, Jan. 20. He's recovering nicely—thank you.

Entertainer BOB STOTTS usually has a lot of patience, but he's about to lose it, trying to keep his wrist watch in running order. Last July Bob went swimming and forgot to take off his watch. It got wet . . . the works got rusty . . . he got a \$6.00 repair bill. Then two months ago while washing his hands, the watch got wet again, which meant another \$6.00 repair bill. Just recently the stem broke off . . . and he had the third repair bill within a few months. NOW . . . AGAIN . . . TIME MARCHES ON!

Did you know that anncr. WARREN NIELSON is going around singing: "I Met A Million Dollar Baby In The 5 And 10 Cent Store" these

days? It was in a Woolworth 5 and 10 that he found his future bride, Miss Florence Cox of Farragut, Ia. As per our promise we're printing a picture of the happy couple this month. The future Mrs. Nielson has blue eyes, dark auburn hair, is 5'5", and weighs 118. Florence is an efficient stenographer and is engaged in secretarial work at present, but in addition to her business ability, she has a number of other fine talents. She's a fine cook, a good seamstress, (makes most of her dresses) . . . is a talented soprano singer . . . and has painted a number of beautiful oil paintings. Her hobby is collecting classical and popular records. Sorry—the date of the wedding is still a secret.

Mrs. ANNE GEE, formerly of Warrenton, Va., is the new sec'y. in the Prog. Dep't. and music librarian.

Joan's Hobby



Like all hobbyists Joan Williams is mighty proud of her collection of salt-and-pepper shakers. They are shown here in the walnut china-cabinet a Red Oak listener loaned to her for that purpose.

Joan has been following this hobby for nearly 10 years. Her husband Zeke bought her the first set, and the rest have been gifts from friends and admirers. When the Williams family moved to their house at 405 E. Grant about a year ago, she used a barrel to pack the collection in, and when you realize there are about 300 pairs, you know the barrel was brimful.

In the picture the set near Joan's right hand is a baker boy salt-and-pepper, a gift from anncr. Jim Kendrick. The 2nd shelf holds all Essex china sets, and the other shelves contain a variety, while Joan's crystal is on the top shelf. Some of the most interesting shakers are a pair of hurricane lamps from Mexico; a boy with a guitar and a girl with a hymn book singing, sent in by a Mo. listener, and a pair of pottery birds from Australia.

Tune in Zeke and Joan's pgm. 4:00-4:15 Mon. thru Sat. to hear more about her hobby.

Lucile & Margery

Conduct "Kitchen Klatter"

Recently on the regular "Kitchen-Klatter" broadcasts (M. thru S., 3:15 p.m.), you've been hearing the voices of Leanna Driftmier's two daughters, Lucile and Margery. They're undoubtedly old friends of yours by now, but have you been wondering just what the two girls looked like? Well, here they are in a dandy new picture that Frank Field took especially for this GUIDE story.

Little blonde, blue-eyed Juliana (you've met this cute tyke many times before with her grandmother) carefully holds the cream pitcher for mother Lucile's coffee cup, while Margery waits her turn and holds her 6 mo. old son, Martin. He has bright blue eyes, too, and pale yellow hair like a cap on his head. Both the children's outfits were made by their mothers, who do all the sewing for them.

Lucile and Margery are more than enthusiastic about handling "Kitchen-Klatter", and appreciate very much the friendly way you listeners have received them. Both of the girls are really wonderful homemakers. In private life, Lucile is Mrs. Russell Verness and Margery, Mrs. Elmer Harms. A letter from Leanna is printed in the next column.



We Receive A Letter From Leanna

My Dear Friends:

Greetings from sunny California! As many of you know, Mr. Driftmier and Don drove the car out Dec. 26; my sister Helen Fischer and I came by train, leaving Omaha, Jan. 5. We had a very pleasant trip out and were met by our own car in San Bernardino, Calif., which is only a few miles from Redlands. We have a room at the La Posada Hotel and get our meals here, too, so you see I am having a real vacation . . . the first in many years. I will confess that every day at 3:15 (Iowa time), I think of Lucile and Margery bringing you the KITCHEN KLATTER program and also that I do miss the letters from you friends of the program.

This has been a very dry winter in this part of California. There has been only one little rain since last Spring and the ranchers are hoping for a good old soaking downpour. The oranges have not been picked yet and are a golden orange color. I will not say they are better than those you buy at May's store, but they are just as good. Lemons and grapefruit are grown here too.

Every afternoon we take a ride. Yesterday we visited the Mission Inn at Riverside. We hope soon to drive to Palm Springs and Indio. My mornings are spent sitting in the sun or writing letters. To that, I could add sewing, too, for I am making some bibs for Martin Erik.

I had a real surprise today when two ladies stopped me on the street and asked if I were not Leanna Driftmier of Shenandoah, Iowa. They were from New Market and Corning, Iowa, and faithful listeners to KMA. They are visiting their mother, Mrs. Jessie Ames, who lives here. I promised to call on her soon for she has listened to KITCHEN-KLATTER since it went on the air. She is a shut-in now, with a broken hip.

We are not very keen about driving in Los Angeles traffic, but hope to attend the Iowa picnic in February.

Good bye, until next month Leanna.



Forcasts For The Month

BIRTHDAYS:

- Febr. 1—Donald Everly (Son of Staff Artist Ike Everly).
 Febr. 2—Jean Aspinwall (daughter of Prod. Mgr. Hugh Aspinwall (Chick Martin)).
 Febr. 2—Ralph Lund, Engineer.
 Febr. 2—Ruth Maher, Ass't. Office Supervisor at May Seed Co.
 Febr. 5—Bill Bailey, Promotion Mgr.
 Febr. 6—Hugh Aspinwall (Chick Martin), Prod. Mgr.
 Febr. 8—E. S. Welch (Mrs. May's father & Pres. of Mt. Arbor Nurseries).
 Febr. 11—Vicki Ellen Comer (daughter of Staff Artist Eddie Comer).
 Febr. 13—Larry Van Horn (son of Staff Artist Wayne Van Horn).
 Febr. 20—Gary Wayne Lyles (son of Bill Lyles of Blackwood Quartet).
 Febr. 26—Jon Peterson (son of Howard O. Peterson, Sales Manager).

ANNIVERSARIES:

- Febr. 6—Betty and Eng. Ralph Lund.
 Febr. 10—Ruth and Chief Eng. Ray Schroeder.
 Febr. 23—Gladys and Staff Artist Eddie Comer.

BIRTHSTONE: Amethyst for True Love.

FLOWER: Primrose.

EDITH'S FAVORITE WHITE PINEAPPLE CAKE

Cream 2 c sugar with $\frac{2}{3}$ c butter or vegetable shortening. Add 1 t vanilla. Sift and measure 3 c flour and add to creamed mixture alternately with 1 c milk. Mix 2 t of above flour into 1 c of drained crushed pineapple and add to the above. Beat 5 egg whites stiff but not dry, add 4 t baking powder to the egg whites and fold into the batter. Bake in square flat pan or in 2 layers, 350°, approximately 25 minutes.

KMA DAILY PROGRAM FOR FEBRUARY 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.—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 Travelers
 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.—Merl 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.—Rex Maupin
 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.—Abbott & Costello
 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.



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.—Merl Douglas
 7:15 p.m.—Hymns You Love
 7:30 p.m.—Henry Morgan
 8:00 p.m.—Willie Piper
 8:30 p.m.—Ellery Queen
 9:00 p.m.—Candid Microphone
 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 p.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.—Farm Interview
 8:15 a.m.—Music By Maupin
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Hollywood Headlines
 9:45 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.—Merl Douglas
 1:45 p.m.—Zeke & Harpo
 2:00 p.m.—Mack & Jeanie
 2:15 p.m.—Mayfair Swingtet
 2:30 p.m.—KMA Country School

3:00 p.m.—Virginia Harding
 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
 5:15 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.—Editor At Home
 12:30 p.m.—National Vespers
 1:00 p.m.—Blackwood Brothers
 1:30 p.m.—Mr. President
 2:00 p.m.—Lassie
 2:15 p.m.—Sam Pettengill
 2:30 p.m.—Newstime
 2:45 p.m.—Guest Star
 3:00 p.m.—Sound Off
 3:30 p.m.—Sunday Serenade
 4:00 p.m.—Treasury Agent
 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.—Proudly We Hail
 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.

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"Complete Coverage" Plan Of Guatemalan Trip



KMA's participation in the dedication of the Tropical Research Center in Antigua, Guatemala (see p. 3) on Mar. 6th, is only a part of the station's "complete coverage" plans. Farm Service Director Langfitt will be augmenting his European reporting trip of last year by obtaining for his listeners a complete account of all phases of life in this important Central American country. He will obtain a whole series of important broadcasts about coffee—how it is grown, selected, shipped, and roasted. Through his word

pictures, you will visit the famous banana plantations and will learn many strange and wonderful things about this and other tropical fruits. These broadcasts, in a sense, will enable you to meet our neighbors to the south . . . learn of their customs . . . their manner of work and play.

The above picture shows Merrill and KMA's Chief Engineer Ray Schroeder as they gather together some of the myriad amount of equipment that will be necessary for these broadcasts. Plan now not to miss a single one of them.