

The

KMA GUIDE

June, 1969



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25th Anniversary - 1944-1969

The KMA Guide

JUNE, 1969

Vol. 26

No. 6

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Mary Williams, editor; Jo Freed, feature editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

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K. C. Royals June Schedule on KMA

June 1, 1:10 p.m. — New York
 June 2, 6:45 p.m. — Washington
 June 3, 7:10 p.m. — Washington
 June 4, 7:10 p.m. — Washington
 June 6, 6:10 p.m. — Boston
 June 7, 12:40 p.m. — Boston
 June 8, 12:40 p.m. — Boston
 June 9, 6:40 p.m. — New York
 June 10, 6:40 p.m. — New York
 June 11, 6:40 p.m. — New York
 June 13, 7:10 p.m. — Detroit
 June 14, 7:10 p.m. — Detroit
 June 15, 1:10 p.m. — Detroit

THE KMA GUIDE CELEBRATES ITS 25th ANNIVERSARY

Established in the war year of 1944, The KMA Guide has continued publication through relatively peaceful years, cold war eras, Korean and South Vietnamese battles, space travel, and civil rights and campus riots.

Although its purpose is not necessarily to report news, The Guide does reflect these important events as they affect the lives of KMA Radio personnel. At the Guide's conception, Earl May, founder of May Seed and Nursery Company and KMA Radio, led the way in "The Magazine About Your Favorites on Your Favorite Station." His son, Edward, succeeded him to the presidency of the firm in 1946, and it is his picture which highlights the cover of this special 25th anniversary edition of The KMA Guide.

Many changes have occurred in these years, but one thing that has remained the same, in spite of increased publishing costs, is the price of The KMA Guide. It is still only \$1.00 for 12 issues; to subscribe send your dollar to The KMA Guide, Shenandoah, Iowa 51601.

On the pages or columns marked with the boxed heading—

Those Were The Days

look for excerpts from KMA Guides of 1944 and other early years. As you read the articles and look at the pictures taken from those days of 25 years ago, see how many people you can remember. In studying the KMA Radio schedule for 1944, nostalgia may overtake you when you recall such programs as Jack Armstrong, Capt. Midnight, Lum 'n Abner, Counterspy, and Life of Riley.

BACK COVER PICTURE shows a montage of past front covers used on The KMA Guide.

June 16, 7:10 p.m. — Oakland
 June 17, 7:10 p.m. — Oakland
 June 18, 7:10 p.m. — Oakland
 June 20, 7:40 p.m. — Seattle
 June 21, 9:40 p.m. — Seattle
 June 22, 3:40 p.m. — Seattle
 June 24, 9:10 p.m. — Oakland
 June 25, 9:10 p.m. — Oakland
 June 26, 3:10 p.m. — Oakland
 June 27, 7:10 p.m. — Minnesota
 June 28, 1:10 p.m. — Minnesota
 June 29, 1:10 p.m. — Minnesota
 June 30, 7:10 p.m. — California

A Chat With Edward May



This marks the 25th anniversary of the KMA GUIDE. KMA had been on the air nearly 20 years when, in 1944, the suggestion was made that we begin to write down for posterity some of the events that were taking place nearly every month at KMA. The suggestion was a good one and the result turned out to be the KMA Guide. It is quite possible we have many subscribers who still have every issue of the Guide since it began.

I wonder if any of us in 1944 had the foresight to predict what things would be like today, in 1969. At the time of the first issue of the Guide, in 1944, very few people in the world had seen television, perhaps no one outside of the laboratory. The words "jet airplanes" hadn't become a part of our vocabulary, nor had space capsules, computers, and literally thousands of other items, which, today, are either commonplace or nearly so. Many of the things that were common in 1944 are obsolete today. I hope all of us have been able to make the transition into conditions that exist today.

In the case of KMA, we still have several individuals connected with the organization who were at the station in 1944, such as, Ralph Childs, Frank Field, Evalyn Saner, Laurine Lundgren, Ray Schroeder, Ralph Lund, J. D. Rankin, and Owen Saddler. Some of these individuals are air personalities, such as Frank Field and Ralph Childs, whereas the rest are behind the scenes in various capacities. (Incidentally, all of the aforementioned individuals are wearing watches presented to them for 25 years of service with the May Broadcasting Company.)

Many outstanding events have taken place at KMA during these past 25 years. I am pleased that KMA has been able to change with the times.

Like most radio stations,

KMA was seriously affected when television became a reality. Primarily because of television, we found it necessary to make some adjustments. For example, it soon became apparent it was no longer possible for us to maintain our large staff of entertainers. Local or live talent could no longer compete with the top national figures appearing on television.

However, we know that KMA was able to survive. We at the station are proud that today we are hale and hearty and continue to go forward in every respect. We have a wonderful heritage, but we can't live in the past. We must look to the future and continued progress. We stand proud at KMA, and we will do everything within our power to see that KMA continues to maintain the leadership it has enjoyed for so many years. We appreciate you, our loyal listeners and Guide readers, and we will go forward together.



FORMER ENTERTAINERS AND STAFF: This Christmas picture taken in December, 1947 shows many of the entertainers who made KMA Radio a favorite in the era of live talent broadcasting. Others are staff members of The KMA Guide. Left to right, back row: Lois Jean Peterson, Monica Martin, Evalyn Saner, Mabel McFarland, Ina Burdick, Bill Bailey, Virginia Agnes, Howard Peterson, Doris Murphy, Gayle Maher, Helen McCullough, J. E. Van Ness, Inez Keeton, Merl Douglas, Midge Diehl, Max Olive, Ralph Childs. Second row: Jonny Dickson, Laurence Parker, Chick Martin, Edward May, Owen Saddler, Glenn Harris, Jim Kendrick, Ray Schroeder. Third row: Roy Blackwood, Bill Lyles, James Blackwood, R. W. Blackwood, Hilton Griswold, Doyle Blackwood. Front row: Bob Stotts, Ike Everly, Jerry Fronck, Marge Parker, Wayne Van Horn, Jeanie Sanders, Elmer Axelbender, Mack Sanders, Eddie Comer, and Steve Wooden.

The KMA Guide

JUNE, 1944

Vol. 1

No. 1

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The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., Lowell and Elm Sts., 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 weeks' notice for change of address. Advertising rates on request.

Those Were The Days

"It's a Gift!"

That's one of the proudest things any of us can say when we point to something a friend or relative has given us.

And what nicer gift could you think of for someone you like than a year's subscription to this magazine? The cost is only \$1 for 12 fine issues like this one — that's a nice magazine each month for a whole year.

Here's all you do: write to the KMA Guide, Shenandoah, Iowa, enclose \$1 and give us the name and address of the one you want to get the magazine.

We'll do the rest. We'll acknowledge your gift order immediately. In addition, we'll send a nice gift card to the person you name, telling them that through your thoughtfulness they will be getting this friendly magazine every month for a whole year.

But do it now, won't you? Don't slight a friend by putting it off. Let them enjoy the magazine as soon as possible by merely placing your order today with

The KMA Guide
Shenandoah, Iowa

We Celebrate Our Second Anniversary

The enormous candles shown in the picture count the birthdays of the KMA Guide, for we were just two years old when it was

taken. To celebrate, the members of the staff assembled for an anniversary picture. Shown against the biennial background of



Guides are, front row, left to right: Homemaker Leana Driftmier, Editor, Owen Saddler; Earl May, and Homemaker Edith Hansen. Second row: Midge Diehl, Associate Editor; Flower Lady Lina Ferguson, and Doris Murphy, Feature Editor and author of "On the Party Line." Third row: Evalyn Saner, Ina Hahn, Geraldine Berg, and Klea Newman, from the office. Fourth row: Merrill Langfitt, author of "Looking Forward" column; Gayle Maher, sec'y. to the Editor; Bill Bailey who writes "Program Personals"; Ina Burdick, chief of subscription dept.; and Bob Hillyer, Associate Editor. Frank Field isn't in the picture because he's the photographer.

Those Were The Days

A Chat With Earl May

Well, here it is! You are now holding in your hand the magazine many of you have long wanted. Since you are reading this very first issue, you undoubtedly are one of those who actually forced us into publishing it for you.

Many of you have said to me, "Earl, we've always wanted this magazine. My only regret is that you didn't start it about ten years ago." And the point is, we almost did! Even back at that time we were filling so many requests for pictures, recipes, and program information that I had Cy Rapp, our station manager, study the whole situation. He recommended a station newspaper or magazine as the best way to handle the problem.

A little later — it was six years ago this month — I hired Owen Saddler. He had worked on a newspaper, written for magazines, and published four periodicals himself. But at that time I had Cy and Owen too busy on other things for them even to think of a station magazine. So we decided to postpone it again.

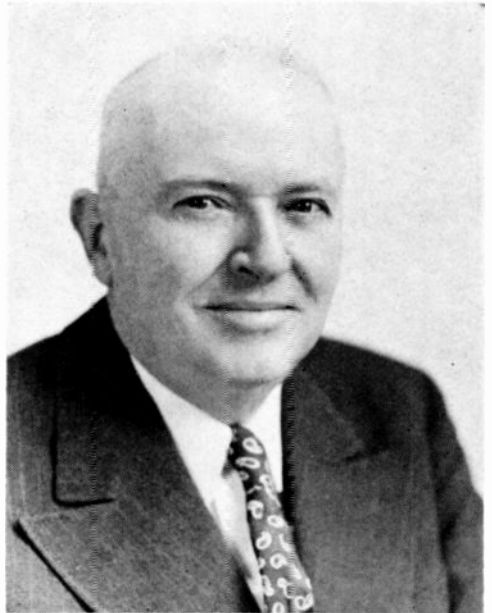
Then came the present paper shortage. In reading my mail, I found that hundreds of you were requesting pictures of Edith Hansen, Jim and Bob, Tim George, and others. Yes, some of you were even nice enough to ask for my picture. Many of you were wanting copies of recipes, our program schedules, and some of the important information we broadcast every day on our popular, regular features.

In sending out all this material to you, we not only had to use standard 8½ x 11 sheet, but we could use only one side of them. By printing the pictures and information as we do in this magazine, we can use smaller pages — and we can use both sides! Furthermore, we can be of even greater service to you yet, because we can now send you all this material regularly in printed, permanent form.

As I looked over this magazine before it went to press, I said, "Fellows, I think we've really got it. I think it will be something our listeners will really want to keep." I hope I was right.

* * *

Seldom has any brand new venture of ours met with such overwhelming success as this magazine. Hundreds of you have written in telling us how well you like it. Such comments as, "It is the very thing I have always wanted," and "I wouldn't be without it for anything in the world" are all very gratifying to us.



This picture of Earl May, founder of Earl May Seed and Nursery Company and KMA Radio, denoted his page of comments which ran in *The KMA Guide* until his untimely death in 1946 at the age of 58.

They make the tedious hours we spent in planning it worthwhile. To those of you who have written in to us, I want to say, "Thanks very much." To those of you who haven't written as yet, I want to say that I hope you do soon. We like to know—must know, in fact—whether or not we are giving you exactly what you want. As I said last month, this is your magazine rather than ours, and we want to make every issue not only as good as, but even better than, the preceding one.

I hope you like our idea of the "Heard and Unheard" feature on page 5. We thought you would like to know something about the KMA people you don't hear over the air as well as those you do hear every day. Take Cy Rapp, our station manager, for instance. He hasn't been on the air for five or six years now, and yet he's busier than ever helping me direct the affairs of our big station. Tell me how you like this feature, will you?

Some of you are requesting pictures of Dick Hart, Lem Hawkins, and others. We consider each letter as a "vote" — and those who get the most votes each month get their picture on page 7. This month we give you Joan, Zeke, and Virginia Lee. They make a fine family, and we are glad so many of you wanted to see what they look like.

Doris Murphy is beaming with smiles at the fine letters she is getting on her "Party Line" column.

FRANK COMMENTS



By Frank Field

At this time of year, more so than at any other, the mail runs pretty heavily to request for help in the identification and eradication of unwanted plants. In other words, "What is this weed and what do I do to get rid of it?" We have a rather extensive library of books on Horticultural subjects and it usually doesn't take very long to come up with the right answers. The picture this month shows my sister, Mary, holding up a specimen weed while I am pointing to its picture in the book and reading the article about it. Mary has been my secretary for the past two years and being a Field she loves working with plants and flowers and helping others with their troubles along that line.

Make Comparisons

Yes, this issue of the KMA Guide is celebrating its 25th Anniversary, and it is certainly interesting to compare things as they look today with how they looked 25 years ago. For instance, look at that picture of me on the next page in the act of putting on my 7:15 program. The mike is almost identical with the ones we use today. The program is exactly the same now as it was at that time and about all that has changed is me. Instead of long black hair parted in the middle, it is now pretty well sprinkled with gray and worn in a short butch. Notice, however, that it is all there yet. No bald spots even on top. That, incidentally, is a family characteristic. As far back as we can trace there has never been a bald Field. Weight-wise there hasn't been much change. Twenty-five years ago I

weighed 145, now I fluctuate between 150 and 155. Jo Freed wanted my recipe for keeping my slim-trim girlish figure and actually it is very simple. Just three words "Calorie Intake Control."

Weekend in Ozarks

Jennie and I spent the first weekend in May down in the Ozarks on Table Rock Lake and as usual had a glorious time. We hit the Dogwoods right at their peak and never saw them as beautiful as they were this year. Fishing was better than usual and in fact on Friday, May 2, we had our limits of Black Bass before noon, mostly running around 2 to 2½ lbs. each. In fact, the 10 fish weighed 25 lbs. We had so much fun that now we are planning on going back down there again the first or second weekend in June.

Small Garden

You know of course that our garden spot is very small this year and consists of two short rows of beans, one row of tomatoes, and, of course, one row of asparagus which has been out for three years now and is producing about all that two families can eat. The four remaining Apple Trees bloomed very heavily this year and are setting on so thickly that pretty severe thinning will be in order unless the June drop is better than usual.

We were talking about how things have changed in the 25 years since the KMA Guide was started. That also applies to personnel. Ralph Childs and I are the only two people connected with KMA who were here when we started. All of the others have now moved on to greener pastures. Ralph came in the fall of 1939 and I came in the spring of 1940. By the way, how long have you been listening regularly to KMA?



Those Were The Days

Tips for Farmers

From FRANK FIELD

The rabbit population seems to be getting somewhat out of hand this year, judging by the letters flowing across my desk, asking for something to spray or paint on the trunks of the fruit trees to keep the rabbits away. In fact the damage this year isn't confined to fruit trees. Some people say the rabbits are eating their Spirea bushes, rose bushes, grape vines, raspberries, and particularly young Chinese Elms.

Of course, the time-honored method is to wrap the tree trunks with newspaper, building paper, screen wire, or something like that. This works fine until you have a couple of feet of snow around the trees. Then the rabbits just walk up on the snow and eat the branches above the wrappings. Also it's hard to wrap raspberry or rose bushes, in fact any kind of shrubs. So the question is what spray or paint can be used.

There is a mixture you can make yourself which will do the work beautifully and it doesn't cost very much either. Rabbits have a very sensitive smell and taste, and experiments have shown that rabbits don't like the taste of soap or sulphur, and can't stand the smell of asafetida. So a mixture of the 3 makes a combination that rabbits find extremely offensive.

At the drug store get $\frac{1}{4}$ lb. of asafetida and 1 lb. of sulphur. At the grocery store get $\frac{1}{2}$ lb. of soap powder or flakes, the stronger the better. Mix the 3 ingredients in enough warm water to make a thin paint, and dab it on the tree trunks or bushes with an old paint brush. If you have a spray pump for white washing the hen house, that will be all the better. Just add a little more water to the mixture until you get it thin enough to work through your spray pump, and spray it on to the branches up as high as you think the snow is apt to drift. It isn't necessary to do a perfect job as the rabbits won't even come near a tree or bush which has been treated with this mixture. One application will last all winter, unless it is washed off by heavy rains, in which case you would have to apply it again.

This mixture has several advantages. It is not only harmless to trees or bushes, but it will be gone by spring as spring rains wash away all traces of it; and it doesn't leave any lasting bad looks such as some of the asphalt preparations do.

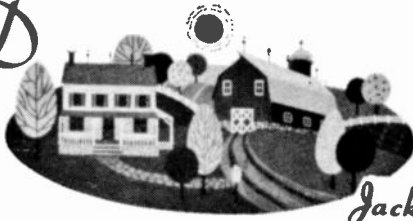
Well, now you know what Johnnie (son) looks like, let's see if we can't give you the answers to some of the questions that are pouring in every day. Right now the hottest question seems to be "What can be planted yet in those bare spots in the garden where you pulled up what was left of the radishes, lettuce, and peas?" Well, there are a number of things that could be planted yet as we don't expect our first killing frost here in this section of the country until about October 15.

Of course, the first thing that most people think of is turnips. Turnips will mature in about 70 days and can't stand hot, dry weather after they start to bottom down. For this reason you should hold off planting your turnips until they just have time to make their crop before the first frost. The old timers always used to say that you should plant turnips the 25th of July, wet or dry. But that was putting it a little bit early. In fact, I would say that the first week in August was even better than the last week in July for this section of the country. The best one to plant is Purple Top Globe, and one pound of seed is just about right for one acre. Ninety-nine people out of 100 make the mistake of sowing the seed broadcast and putting on 4 times as much as they should, with the result that they come up thicker than hair on a dog, and they don't get any turnips because they just don't have room to develop. If you are going to sow them broadcast, be sure and sow them plenty thin.



Frank in younger days.

RFD



with
Jack Gowing



We had a great day for the Minimum Tillage Field Day on April 24th. The weatherman cooperated very well. Temperatures were cool but the sun shined all day and when the sun set that night, 84 acres of corn had been planted at the Joe O'Hara farm east of Shenandoah.

We had about every kind of planter or planting equipment available for those attending to see that has ever been assembled in one spot around the KMA area. The nice thing about it was that each piece of equipment was actually demonstrated under field conditions. You can see this equipment at fairs and shows, but you usually don't have the opportunity to see it operate.

In all of the 27 different plots, the idea was to have the same kind and amounts of fertilizer, insecticide, and herbicide applied with only the machine being different.

I know that a lot of farmers were shaking their heads at how some of these plots looked—trashy and hardly tilled, but be sure and watch these plots throughout the growing season before you scoff at minimum tillage.

It is true the generous rains following the day made a big difference in some cases, but isn't this true in all of our conventional planting.

Someone said that we left out two methods of minimum tillage in the demonstration, and I guess they should have been included. What are they? The old lister and the long straight stick the Indians used to make holes for their seed corn.

The signs will be left up all summer so be sure and take advantage of the demonstration and go look at all of the plots

throughout the summer.

We are only trying to show you the different methods so that if you wish to change in the future you will have had a chance to see some of the possibilities as to which will suit your particular farming operation.

We had over 2,000 people in for the day and cars were from eleven different states, and there were a lot of fly-ins so we feel that our efforts were worthwhile. John Rydel, Page County extension director, was in charge of our general committee and about 20 other people helped out before that day. We had lots of help during the day including Shenandoah Jaycees, the FFA, and many others.

The noise and the crowd are gone, but the corn will be growing all summer; again go take a look.

At the time, I am writing this, there is still quite a lot of corn to be planted but it is going in the ground fast. I know that in some areas it has been too wet to do much field work, and we hope that in those areas you can get it planted on time.

There have been many tractor safety courses held for 14 and 15 year old boys so that they can get jobs on farms this summer and be legal.

If you need help don't overlook some of these boys. Because of their having taken these courses they will make good tractor operators, and also it is a good chance for some of them to learn about the farm. Some of them are not farm boys but live in town. It would be a chance for you to do a little public relations work, too.

(Pictures on Page 9)

Tour Group

Taking the title of the first official tour group of the season is the Kuntry Kluk of Kellerton, Iowa. They were guided by Isabelle Hanzlick. The 10 members came to Shenandoah in two cars and included Mrs. Sadie Goodell, Mrs. Bernice Gibson, Mrs. Grace Saltzman, Mrs. Lois Barbour, Mrs. Mabel Hogue, guest; Mrs. Dora Clough, Mrs. Cleo Leason, Mrs. Leah Holland, Mrs. Ray Crigler, and Mrs. Ethel Dolecheck.



Minimum Tillage Day

(Story on page 8)

KMA's Farm Director Jack Gowing and John Rydel, Page County extension director, examine planter used in Field Day. It was one of many makes demonstrated under actual field work conditions.



Interested farmers from eleven states gather at plot under actual cultivation during day-long demonstration.



Aerial view shows Joe O'Hara farm east of Shenandoah as it looked early in the morning when the Minimum Tillage Field Day was just getting underway. Actual planting is taking place at the left in the picture. Cars were parked behind house and in another larger lot, not shown in the picture.

KMA PROGRAM SCHEDULE

DIAL 960

JUNE, JULY, 1969

— 5,000 WATTS —

MONDAY THRU FRIDAY	4:05 p.m.—Music	8:30 a.m.—Network News	7:30 p.m.—Network News	1:00 p.m.—KMA News/Weather
5:00 a.m.—KMA News	4:30 p.m.—Network News	8:35 a.m.—Music	7:35 p.m.—Music	1:05 p.m.—Music
5:05 a.m.—Music	4:35 p.m.—Music	9:00 a.m.—KMA News	7:40 p.m.—Network Sports	1:30 p.m.—Network News
5:45 a.m.—KMA Sports	5:00 p.m.—KMA News	9:05 a.m.—Music	7:50 p.m.—Music	1:35 p.m.—Music
5:50 a.m.—Music	5:05 p.m.—Music	10:00 a.m.—Back To The Bible	8:00 p.m.—KMA News	1:45 p.m.—Network Sports
6:00 a.m.—KMA News/Weather	5:15 p.m.—Commodity Reports	10:00 a.m.—KMA News	8:05 p.m.—Music	1:50 p.m.—Music
6:15 a.m.—Music	5:20 p.m.—Music	10:05 a.m.—Community Calendar	8:30 p.m.—World Tomorrow	2:00 p.m.—KMA News
6:30 a.m.—R.P.D. 960	5:30 p.m.—Network News	10:10 a.m.—Network News	9:00 p.m.—KMA News	2:05 p.m.—Music
7:00 a.m.—KMA News	5:35 p.m.—Music	10:15 a.m.—Billie Oakley Show	9:05 p.m.—Music	2:30 p.m.—Network News
7:15 a.m.—Frank/Weather	5:35 p.m.—Hunting & Fishing	10:30 a.m.—Today's Woman	9:30 p.m.—Network News	2:35 p.m.—Music
7:30 a.m.—Markets	5:35 p.m.—Report (Fr. only)	11:00 a.m.—KMA News	9:35 p.m.—Music	3:00 p.m.—KMA News
7:35 a.m.—Paul Harvey	5:45 p.m.—KMA Sports	11:05 a.m.—Music	10:00 p.m.—KMA News/Weather/Sports	3:00 p.m.—KMA News
7:40 a.m.—KMA Sports	5:55 p.m.—Network Sports	11:45 a.m.—KMA Goes Visiting	10:15 p.m.—Weather	3:30 p.m.—Network News
7:45 a.m.—KMA News/Weather	6:00 p.m.—Network News/Weather	12:00 Noon—KMA News	10:30 a.m.—KMA News/Weather	3:35 p.m.—Music
8:00 a.m.—Music	6:00 p.m.—KMA News/Weather	12:05 Noon—KMA News	11:00 p.m.—KMA News	3:40 p.m.—Network Sports
8:30 a.m.—Network News	6:15 p.m.—Farmer's Market	12:30 p.m.—Ed May/Weather	11:05 p.m.—Music	3:45 p.m.—Music
8:35 a.m.—Music	6:30 p.m.—Network News	12:30 p.m.—Midwest Farmer	11:55 p.m.—KMA News	4:00 p.m.—KMA News
9:00 a.m.—KMA News	6:35 p.m.—KMA Commentary	1:05 p.m.—KMA News	12:00 Noon—KMA News	4:05 p.m.—Music
9:05 a.m.—Music	6:40 p.m.—Community Calendar	1:05 p.m.—Network News	12:05 Noon—KMA News/Weather/Sports	4:10 p.m.—KMA News
9:30 a.m.—KMA News	6:45 p.m.—Tom Harmon	1:10 p.m.—KMA Sports/Weather	10:15 p.m.—Paul Harvey	4:15 p.m.—Music
9:35 a.m.—Music	6:55 p.m.—Joseph Harsch	1:15 p.m.—Paul Harvey	1:30 p.m.—Network News	4:20 p.m.—KMA News
10:00 a.m.—KMA News	7:00 p.m.—KMA News	1:30 p.m.—Alex Dreier	1:35 p.m.—Music	4:25 p.m.—Music
10:05 a.m.—Community Calendar	7:05 p.m.—Alex Dreier	7:10 p.m.—Life Line	1:45 p.m.—Network Sports	4:30 p.m.—KMA News
10:10 a.m.—Network News	7:15 p.m.—Life Line	7:30 p.m.—Network News	1:50 p.m.—Music	4:35 p.m.—Music
10:15 a.m.—Billie Oakley Show	7:35 p.m.—Music	8:00 p.m.—KMA News	2:00 p.m.—KMA News	4:40 p.m.—KMA News
10:30 a.m.—Today's Woman	8:00 p.m.—Music	8:05 p.m.—Music	2:05 p.m.—Music	4:45 p.m.—KMA News
11:00 a.m.—Open Line	8:30 p.m.—World Tomorrow	8:30 p.m.—KMA News	2:30 p.m.—Network News	4:50 p.m.—KMA News
11:30 a.m.—Markets	8:35 p.m.—KMA News	9:00 p.m.—KMA News	2:35 p.m.—Music	4:55 p.m.—Music
11:45 a.m.—KMA News	9:00 p.m.—KMA News	9:05 p.m.—Music	3:00 p.m.—KMA News	5:00 p.m.—KMA News
12:00 Noon—KMA News	9:05 p.m.—Music	9:30 p.m.—Network News	3:05 p.m.—Music	5:05 p.m.—Music
12:15 p.m.—Ed May/Weather	9:30 p.m.—Network News	9:35 p.m.—Music	3:30 p.m.—Network News	5:10 p.m.—KMA News
12:30 p.m.—Midwest Farmer	10:00 p.m.—KMA News/Weather/Sports	10:00 p.m.—KMA Sports/Weather	3:35 p.m.—Music	5:15 p.m.—KMA News
1:00 p.m.—KMA News	10:15 p.m.—Music	10:05 a.m.—KMA News/Weather	3:45 p.m.—KMA News	5:20 p.m.—KMA News
1:05 p.m.—Network News	11:00 p.m.—Paul Harvey	11:00 p.m.—KMA News/Weather	3:50 p.m.—KMA News	5:25 p.m.—KMA News
1:10 p.m.—KMA Sports/Weather	11:05 p.m.—Music	11:05 p.m.—Music	4:00 p.m.—KMA News	5:30 p.m.—KMA News
1:15 p.m.—Paul Harvey	11:55 p.m.—KMA News	11:55 p.m.—KMA News	4:05 p.m.—Music	5:35 p.m.—KMA News
1:30 p.m.—Network News			4:30 p.m.—Network News	5:40 p.m.—KMA News
1:35 p.m.—KMA Classified			4:35 p.m.—Music	5:45 p.m.—KMA News
1:45 p.m.—Network Features			5:00 p.m.—KMA News	5:50 a.m.—KMA Sports
2:00 p.m.—KMA Classified			5:05 p.m.—Music	5:45 p.m.—KMA News
2:05 p.m.—KMA News			5:30 p.m.—Network News	6:00 p.m.—KMA News/Weather
2:30 p.m.—Network News			5:35 p.m.—Music	6:15 a.m.—Music
2:35 p.m.—Music			5:45 p.m.—KMA News	6:30 a.m.—R.P.D. 960
2:50 p.m.—Network Features			5:50 a.m.—KMA Sports	6:30 a.m.—KMA News
3:00 p.m.—KMA News			6:00 a.m.—KMA News/Weather	6:35 p.m.—KMA News
3:05 p.m.—Music			6:15 a.m.—Music	6:40 p.m.—KMA News/Weather
3:15 p.m.—Commodity Reports			6:30 a.m.—R.P.D. 960	6:45 p.m.—Tom Harmon
3:30 p.m.—Network News			7:00 a.m.—KMA News	6:55 p.m.—Learning Resources Center
3:35 p.m.—Music			7:15 a.m.—Frank/Weather	7:00 p.m.—KMA News
3:40 p.m.—Network Features			7:30 a.m.—Network News	7:05 p.m.—Alex Dreier
3:45 p.m.—KMA News			7:35 a.m.—KMA Sports	7:10 p.m.—KMA News
3:50 p.m.—Music			7:45 a.m.—KMA News/Weather	7:15 p.m.—Life Line
4:00 p.m.—KMA News			8:00 a.m.—Music	

*KMA's sign on Sundays will vary with sunrise. Sunday programming begins at the hour listed.

KMA DAILY PROGRAMS FOR JUNE, 1944

960 ON YOUR DIAL

Blue Network — Mutual

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:00 a.m.—News
 5:05 a.m.—Dick Hart
 5:30 a.m.—News
 5:35 a.m.—Ralph and Joe
 6:00 a.m.—News
 6:05 a.m.—Lem and Ish
 6:30 a.m.—Morning Worship
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Morning Headlines
 8:15 a.m.—Jim and Bob
 8:30 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—My True Story
 9:55 a.m.—Aunt Jemima
 10:00 a.m.—Breakfast at Sardi's
 10:30 a.m.—Gil Martyn
 10:45 a.m.—Around the Town
 11:00 a.m.—Stump Us
 11:15 a.m.—Frank Field
 11:30 a.m.—Farm and Home Hour
 12:00 noon—Earl May—News
 12:30 p.m.—Utah Rangers
 12:45 p.m.—Market Reports
 1:00 p.m.—Miller Sisters
 1:15 p.m.—Rev. Edythe Stirlen
 1:30 p.m.—Kitchen Klatter
 2:00 p.m.—Morton Downey
 2:15 p.m.—Hollywood Startime
 2:30 p.m.—Sweet River
 2:45 p.m.—Dick Hart
 3:00 p.m.—Gully Jumpers
 3:30 p.m.—Time Views the News
 3:45 p.m.—Miller Sisters
 4:00 p.m.—Uncle Zeke
 4:15 p.m.—Buddy, Joe and Ish
 4:30 p.m.—Joan and Zeke
 4:45 p.m.—News
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—Hop Harrigan
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Captain Midnight

MONDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Buddy Starcher
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Blind Date
 8:00 p.m.—Rural Roundup
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Sport Headlines
 9:00 p.m.—Raymond Gram Swing
 9:15 p.m.—Top of the Evening
 9:30 p.m.—Heidt Time for Hires
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

TUESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Buddy Starcher
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:30 p.m.—“Duffey's Tavern”
 8:00 p.m.—Famous Jury Trials
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Sport Headlines
 9:00 p.m.—Confidentially Yours
 9:15 p.m.—Chester Bowles
 9:30 p.m.—Creeps by Night
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

WEDNESDAY NIGHT

6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Buddy Starcher
 6:30 p.m.—Earl May, News
 7:00 p.m.—Watch the World Go By
 7:15 p.m.—Lum 'n Abner
 7:30 p.m.—Hillbilly Hit Parade
 8:00 p.m.—Dunninger
 8:30 p.m.—Spotlight Bands
 8:55 p.m.—Sport Headlines
 9:00 p.m.—Raymond Gram Swing
 9:15 p.m.—Top of the Evening
 9:30 p.m.—Soldiers With Wings
 10:00 p.m.—Ralph Childs, News
 10:15 p.m. to Midnight—Famous Orchestras
 and News

Those Were The Days

THURSDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Buddy Starcher
- 6:30 p.m.—Earl May, News
- 7:00 p.m.—Watch the World Go By
- 7:15 p.m.—Lum 'n Abner
- 7:30 p.m.—Am. Town Meeting
- 8:30 p.m.—Spotlight Bands
- 8:55 p.m.—Sport Headlines
- 9:00 p.m.—Confidentially Yours
- 9:15 p.m.—Out of the Shadows
- 9:30 p.m.—Stop or Go
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m. to Midnight—Famous Orchestras and News

FRIDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Buddy Starcher
- 6:30 p.m.—Earl May, News
- 7:00 p.m.—Watch the World Go By
- 7:15 p.m.—Parker Family
- 7:30 p.m.—Meet Your Navy
- 8:00 p.m.—Freedom of Opportunity
- 8:30 p.m.—Spotlight Bands
- 8:55 p.m.—Sport Headlines
- 9:00 p.m.—This World at War
- 9:15 p.m.—Top of the Evening
- 9:30 p.m.—Soldiers of the Press
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m. to Midnight—Famous Orchestras and News

SATURDAY PROGRAMS

- 5:00 a.m.—News
- 5:05 a.m.—Dick Hart
- 5:30 a.m.—News
- 5:35 a.m.—Ralph and Joe
- 6:00 a.m.—News
- 6:05 a.m.—Lem and Ish
- 6:30 a.m.—Morning Worship
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Lem and Ish
- 8:00 a.m.—Morning Headlines
- 8:15 a.m.—Jim and Bob
- 8:30 a.m.—Breakfast Club
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Ozark Ramblers
- 10:00 a.m.—Adv. of Omar
- 10:30 a.m.—Zeke and Joan
- 11:00 a.m.—Kid's Bible Club
- 11:30 a.m.—Farm and Home Hour
- 12:00 noon—Earl May—News
- 12:30 p.m.—Utah Rangers
- 1:00 p.m.—Miller Sisters
- 1:15 p.m.—Rev. Edythe Stirlen
- 1:30 p.m.—Kitchen Klatter

- 2:00 p.m.—Rural Roundup
- 2:45 p.m.—Dick Hart
- 3:00 p.m.—Gully Jumpers
- 3:30 p.m.—Zeke and Joan
- 3:45 p.m.—Miller Sisters
- 4:00 p.m.—Uncle Zeke
- 4:15 p.m.—Buddy, Joe and Ish
- 4:30 p.m.—Punkin' Holler Playboys
- 4:45 p.m.—Hello Sweetheart
- 5:00 p.m.—Back to the Bible
- 5:30 p.m.—Harry Wismer
- 5:30 p.m.—Leon Henderson
- 6:00 p.m.—Those Good Old Days
- 6:30 p.m.—Music America Loves
- 7:00 p.m.—Early American Dance Music
- 7:30 p.m.—Boston Pops
- 8:30 p.m.—Spotlight Bands
- 8:55 p.m.—Sport Headlines
- 9:00 p.m.—Confidentially Yours
- 9:30 p.m.—Army Service Forces Present
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m. to Midnight—Famous Orchestras and News

SUNDAY PROGRAMS

- 7:00 a.m.—News Summary
- 7:30 a.m.—Morning Worship
- 8:00 a.m.—Young People's Church
- 9:00 a.m.—Dick Hart
- 9:30 a.m.—Goodwill Trio
- 9:45 a.m.—Newstime
- 10:00 a.m.—Your War Job
- 11:00 a.m.—Jim and Bob
- 11:30 a.m.—Uncle Zeke
- 12:00 noon—News
- 12:15 p.m.—Miller Sisters
- 12:30 p.m.—Lutheran Hour
- 1:00 p.m.—Chaplain Jim
- 2:00 p.m.—Life of Riley
- 2:30 p.m.—Hot Copy
- 3:00 p.m.—Al Pearce
- 3:30 p.m.—World of Song
- 4:00 p.m.—Mary Small Revue
- 4:30 p.m.—Musical Steelmakers
- 5:00 p.m.—Weekly War Journal
- 5:30 p.m.—Sammy Kaye's Band
- 6:00 p.m.—Drew Pearson
- 6:15 p.m.—Dorothy Thompson
- 6:30 p.m.—Quiz Kids
- 7:00 p.m.—Greenfield Village Chapel
- 7:30 p.m.—First Nighter
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Lower Basin Street
- 8:45 p.m.—Jimmie Fidler
- 9:00 p.m.—Cedric Foster
- 9:15 p.m.—Revival Hour
- 10:45 p.m. to Midnight—Famous Orchestras and News

Those Were The Days

Our Score Board

By TERRY MOSS

Tabulations are made monthly from your fan letters, which we consider as "votes." Mail was counted up to the day we went to press, with these results:

MOST POPULAR PROGRAMS

- 1—Jimmie Morgan (4:15 p.m.)
- 2—Joe and Ike (6:00 a.m.)
- 3—Steve Wooden (3:30 p.m.)
- 4—Zeke Williams (2:30 p.m.)
- 5—Jeanie Pierson (3:45 p.m.)

MOST POPULAR PERSONALITIES

- 1—Leanna Drifmier (1:30 p.m.)
- 2—Edith Hansen (9:00 a.m.)
- 3—Frank Field (7:15 and 11:15 a.m.)

MOST POPULAR OFFERS

- 1—Waldorf Contest (A dinner-size tablecloth with six matching napkins if your song title stumps the boys.)
- 2—May Seed Company (free catalog upon request).
- 3—Billfolds (a genuine grain-leather billfold for \$1.00).
- 4—Butter-Nut Flour (a recipe contest in which everyone wins a prize).
- 5—Lexington ladies hose—3 pair for \$1.00.

MOST REQUESTED SONGS

- 1—"Blues In My Mind"
- 2—"Stars and Stripes on Iwo Jima"
- 3—"Sentimental Journey"
- 4—"Let's Pretend"
- 5—"Shame On You"
- 6—"Clover Time"

IT'S A GOOD'N

"We have slow men on this job," said the irritated plant foreman, "but you're the slowest yet. Aren't you quick at anything?" "Yes, sir," the slow worker, replied, "I get tired awful fast."

Federal tax laws provide a break for people who are blind and for people who are married. Are they trying to tell us something?

There are so many giveaways these days you'd think that big business is trying to compete with the government.

The Danbury, Connecticut, Common Council appointed Curtis C. Outlaw to the police department where he will serve as a special police officer.

Higher education has some distinct advantages. You seldom see a misspelled picket sign on campus.

New Statistics

A sure sign that KMA Radio has kept up with the changing scene is indicated by the statistics that are tabulated and their relation to the operation of the radio station. Just for comparison, Announcer and Music Director Mike Goodin did a compilation of the records played most on KMA Radio recently.

As for other comparisons, Office Manager Evalyn Saner filled in with these lists on the number of letters received pertaining to certain programs and offers from the KMA Guide and May Seed and Nursery Company.

MOST MAIL RESPONSE

Frank
Jo's Today's Woman
Community Calendar
Band Stand
KMA Classified
Open Line

MOST COMMERCIAL MAIL RESPONSE
May Seed and Nursery Company (catalog requests)

KMA Guide
KMA Guide Patterns

POP RECORDS PLAYED MOST

"Happy Heart" by Andy Williams
"Seattle" by Perry Como
"Earth Angel" by Vogues
"Goodbye" by Mary Hopkin



Mike Goodin, Music Director, selects a record from the large music library of KMA Radio. Mike also writes a Guide column entitled "The Lighter Side," which incidentally is being changed this month to "That's A Good'n."

Those Were The Days

On the KMA Party Line

With DORIS MURPHY

STEVIE, 4-year-old-son of RALPH CHILDS, is a full-fledged boy now! He's tried about everything! He just went on his first wiener roast . . . fell into the fish pool in the KMA flower garden . . . and cut out a great big hunk of his hair, right in the front. And who wonders why mothers sometimes turn grey?

DICK HART is certainly smiling since he discovered he can yodel again! Several years ago he had a "strep" throat and completely lost his yodel. To answer many of your requests, he decided to try it again and found he could do it! Listen in and hear him!

It is the engineer's job to keep our programs on the air. They watch their instruments so closely that hardly anything can happen without their knowing about it. But here's once when they were fooled. A couple years ago when our transmitter building was being enlarged, the engineers covered the instruments and panel with canvas to keep out the plaster and dirt. WALT ELY, the engineer on duty, was called to the phone and some one said, "Are you off the air?" "No, not that I know of," he replied. When he lifted up the canvas just to make sure, he found the station was off the air. Was his face red! A flash of lightning had done the trick just a moment before.

Remember Chuck Davis who used to play those good accordion and old-time fiddle tunes on KMA? He's in the South Pacific now serving with the Armed Forces. Chuck has been in the service about eight months.



Chuck Davis entertained listeners with his accordion playing.



Announcer Jim Kendrick came to KMA from Illinois.

When JIMMIE KENDRICK celebrated his 22nd birthday, April 13, his aunt, Miss Mallie Brown of New Canton, Ill., presented him with a real family heirloom. It was a gold watch which had belonged to his great grandfather. Even tho the watch is close to 100 years old, it still keeps perfect time, and Jimmie is very pleased. His father also gave him a brand-new gold watch chain to match.

Two or three minutes before going on the air with the 11 p.m. news, RALPH CHILDS suddenly decided to shave. Plugging his electric razor into a socket in studio "B", Ralph began. Just one side of his face had been nicely de-whiskered when he had to disconnect the razor, sit down and give the news . . . with his semi-bearded face presenting quite a spectacle. The moment the broadcast ended, the electric razor was again humming and the remaining "stubble" vanished in very short order!

Dan Cupid is busy again! This time it's pretty VIRGINIA LEE WILLIAMS, daughter of Zeke and Joan. Already Virginia Lee is making plans for the future. She met him while out roller skating and he is tall, dark, handsome, and 20 years old. His name? Oh . . . I can't tell that yet . . . but he's a nice farm boy. Virginia Lee has another year in high school, so we'll have to wait for more details later.

JIM and BOB RAINES had a squirrel-supper party the other night. Jim shot the squirrels that morning, "Dad" skinned them, and Dorothy, Jim's wife, cooked them. Ask Jim Kendrick if you want to know how good they were.

He's little and he's jolly . . . so that's why Joe Parish is sometimes called "Little Joe" on the air and sometimes "Jolly Joe." Both names seem to fit. And how that boy can play the mandolin, guitar, and harmonica! You'll hear him on a number of programs, often on the Buddy Starcher shows. "Little Joe" hails from down in the Ozarks. His home town is Camdenton, Missouri.

Remember in the May issue I told you about WAYNE VAN HORN, WARREN NIELSON and IKE EVERLY discovering tracks of a large animal which had 3 huge toes? Well, the boys haven't caught that animal yet, but here is what Wayne and Warren did catch recently: a half-grown red fox. When out on one of their hunting trips a couple of weeks ago they came upon 3 cub foxes slinking along the river bank. Warren took aim and shot one of them. By the time Wayne arrived on the scene, the other 2 had escaped to their lair.

At last STEVE WOODEN is going to get even with "Dixie", IKE EVERLY's springer spaniel. "Dixie" is responsible for Steve's suffering headaches several mornings when he didn't have his coffee because someone had stolen the cream from his doorstep. Finally it was discovered that Ike's dog was retrieving the cream. But everything is all right now! Ike has promised Steve he can have one of Dixie's puppies that arrived Oct. 16. Dixie is the proud mother of 6 of the cutest "springer and cocker" puppies you ever saw, 5 black and one black-and-white.

Wishes came true in a hurry for engineer "WALLY" SCHWENTSER the other night. When working the midnight shift at the control room, Wally became very, very hungry—about 11:45. Just when he was telling night announcer EDDIE VAUGHN how he could go for a big thick, juicy steak—or most anything—the phone rang. It was engineer GLEN KLEIN phoning from the transmitter inviting Wally to join him and a friend in eating a steak dinner, just as soon as they signed off at midnight! He accepted in a hurry.

The BLACKWOODS are mighty proud of their beautiful new Buick. So if you see a "black streak" going down the road, it's probably the Blackwoods hurrying to make a personal appearance somewhere.



The Blackwood Quartet of 1945 included left to right: Don Smith, bass; James Blackwood, second tenor; Roy Blackwood, first tenor; and Hilton Griswold, baritone, at the piano.

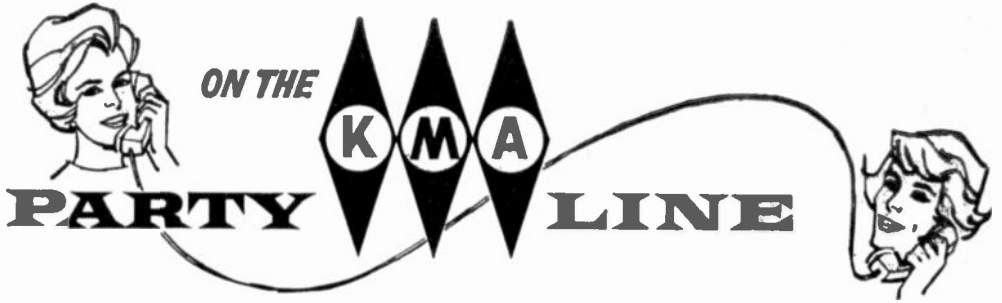


Zeke and Joan Williams with their daughter, Virginia Lee, (not shown) composed the Goodwill Trio.

Singing wasn't the only accomplishment of JOAN WILLIAMS of the GOODWILL TRIO this summer. She learned to can, and put up 125 pints of fruits and vegetables. How's that for just starting out?

How to keep up with the quick changes in the weather is what is worrying farm director MERRILL LANGFITT! Merrill was broadcasting a weather report early one morning, telling how clear it was in Shenandoah and how the stars were even shining! That WAS true when he came to work at 6 a.m., but by the time he GAVE the forecast, nearly an hour later, the weather had changed and it was so foggy you couldn't see across the street. Naturally, being inside the studio, he couldn't look outdoors and observe the sudden change. Knowing this, however, didn't keep announcers JIMMIE KENDRICK and FRANK FIELD from kidding Merrill plenty about his "clear weather" report when it was so foggy. They said they needed radar equipment to find their way to the studio! Oh well, what can a feller do when the weather man pulls a "quickie" on him!

He who laughs last, laughs best! This old axiom proved true again recently when entertainer EDDIE COMER had the last laugh instead of the RFD 960 gang, who had attempted to play a prank on him. Finding an apple in the studio one morning, the boys slipped it into the bell of Eddie's saxophone. They had visions of Eddie blowing hard on his 'sax' with his cheeks puffing out and not being able to get a tone out of his instrument. But the joke backfired! The apple didn't stop him from playing as good as ever! He went right thru his number without anything happening and it was the boys instead of Eddie who were flabbergasted. Yessir, Eddie had more wind than they had counted on and proved he can get "sweet" notes out of his saxophone even if they put a "sour" apple in it!



ON THE

K M A

PARTY LINE

By JO FREED

JEAN PRIEBE, Guide circulation manager, made a hit with the staff when she brought a delicious rhubarb cake to the office for everyone to taste. Of course, she had to make duplicates of her typewritten recipe as all of the tasters wanted the recipe immediately.

FRANK FIELD was glancing through the old KMA Guides and stated that he now weighs 10 pounds more than he did 25 years ago. We are certainly happy that someone around KMA missed out on the middle-age spread . . . maybe he will let us in on the secret.

EVALYN SANER, KMA office manager, declined the offer to take her picture last month when she received a bowling trophy . . . stating that she has so many trophies and her picture gets in the Guide about

every time she receives one. Possibly, we should go to Evalyn's home next month and get her picture with all of the trophies?

CARMIE WILSON of the Continuity Department reports that her son, Joel, who is on the junior high track team, is learning to lose gracefully. However, we also understand that he is doing a fine job in the 220. Better luck next year Joel!

"I could have crawled under my desk" exclaimed **LYNN FREED**, daughter of Women's Director **JO FREED**. Bashful Lynn hadn't mentioned to her school mates about her mother's new job at KMA. So, last month when one of her chums brought the May Guide to class and held it up for tell time, 12-year-old Lynn was embarrassed. Not that Lynn isn't proud of her mother . . . but she doesn't like publicity.

WARREN NIELSON'S popular Open Line Show at 11:00 every weekday morning has brought many interesting guests, and lots of controversy on sex education. Warren would like to change the subject, but this one has proved to be so interesting it is difficult to introduce a new topic.

We are certainly happy that our Farm Director **JACK GOWING** has a home-grown hired man this year. His son, Randy, has taken over much of the field work . . . of course this robs Jack of his beautiful suntan which he usually has at this time of year. Jack, have you tried the new suntan lotion that you smear on and don't have to get out in the sun to get a tan?

Moonlighting Announcer **SAM SAWYER** puts in many hours at his duties . . . not only spinning records at KMA evenings but also as a full-time high school student. Sam graduated from high school this spring . . . Congratulations!



Arbor Day at Nebraska City this year was a two day affair, taking place Saturday and Sunday, May 3 and 4. **RADIO KMA** covered the event with a series of interviews with Nebraska Citizens as well as honored guests. In the above picture you see Warren Nielson as he concluded interviews with the honorable Norbert Tiemann, Governor of Nebraska, and William Galbraith of Beemer, Nebraska, newly appointed Undersecretary of Agriculture.



First-time grandfather, **MERL DOUGLAS**, shows the clever floral arrangement featuring baby items sent to him by a local florist friend, Bill Stitzel. His daughter, Sharon, and her husband, Rick Stevens, have named their first child, Michelle Joeth. Born April 14 at Ozark, Alabama, she was a big girl, weighing 9 pounds, four ounces. Sharing congratulations with Doug is **RICHARDS STEVENS** of May Seed and Nursery Co., who is the paternal grandfather of Michelle Joeth. The young father is stationed at Camp Rucker, Ala., as a helicopter instructor.

Just can't figure out why **MERL DOUGLAS** decided to shave off his mustache . . . but we believe proud grandpa didn't want to scratch his beautiful granddaughter when she comes to visit. Anyway, we captured it on film for posterity.

Thousands of students poured into Shenandoah April 26 to participate in the vocal and instrumental state contest for solos and small groups. "Poured" is the literal description of the weather because it rained all that day. KMA staff families represented by **DENISE BOLDRA**, daughter of Salesman **DENNIS BOLDRA**, received a II for her vocal solo; **LORY WILLIAMS**, daughter of Editor **MARY WILLIAMS**, won a II for her tuba solo; and Engineer **NORM KLING'S** son, **BOB**, rated a I for his drum solo. All three of these young people took part in the large groups state contest at Council Bluffs in May when the Shenandoah Concert Band won a I rating and the Shenandoah Concert Choir received a II.

The Sir Walter Raleigh of KMA this month is **MIKE GOODIN** . . . as he transports **MURIEL CHILDS** to her shop in Shenandoah every morning while her husband, **RALPH**, convalesces.

BOB KLING, whose art work graced the Guide cover in the past year, received a II for an ink drawing at the May Teen Art Show. He was also recently elected president of the Future Teachers' Association at the high school.

Another award went to **LORY WILLIAMS**, who was presented the Thursday Music Club summer music scholarship. Incidentally, that certificate was given her by the club president, **MRS. WARREN NIELSON**.

WARREN'S wife, **FLORENCE**, has long been active in music circles and was elected vice president of the Shenandoah Music Association at its May meeting. This association is responsible for bringing professional performers in concert to Shenandoah music lovers.



"Little Willie" looks as though someone just said "nein" to him according to his Grandparents, Ralph and Muriel Childs. Nein, Mama, and Dada are the extent of his vocabulary, but he will have enlarged it considerably by the time he returns to the United States. Presently, Little Willie, actual name William Eugene Childs, lives with his parents, David and Bonnie Childs, in Berlin, Germany, where his dad is assigned to army security. In the second issue of the Guide, David's first picture was printed, showing him on his father's lap. Muriel recalls that film was so scarce then (1944) you had to queue up early in the morning to buy it.

FEMININE



Edith Hansen

Listening to a radio homemaker is one thing, but seeing her picture and reading something captivating about her family and associates is another. This is just why the KMA Guide was printed . . . beginning 25 years ago . . . so that you as the listening audience could visualize just what the homemaker looked like. All through these years, the radio homemakers have tried to bring to each and every one of you new recipes, food ideas, household helps and hints, and possibly a few suggestions to brighten the day.

Will you take a few minutes to finger through the homemakers' pages of the 25 years of KMA Guides; it's almost like strolling through memory lane.

Remember the first cover picture? Edith Hansen as morning homemaker, whom everyone admired and respected, was moving to California that month to be with her family. Everyone wished her blessings and her letter to the Guide readers that month was entitled "Until We Meet Again." And we quote "You friends were wonderful to me from the very start. Never in my life had I felt at home so quickly. It has been a real joy working with you in solving homemaking problems." I am not saying "goodbye" but God Bless you until we meet again." At that time Edith didn't realize



Leanna Driftmler



Lina Ferguson



Mrs. Earl May — Our First Lady

The KMA Guide

TOUCH

she would be returning to KMA from California and write for the Guide again 8 months later.

Edith's successor was Sue Conrad, a personable lady bringing to her readers and listeners a wealth of information and varied talents. Sue's first recipe for the KMA Guide was for Strawberry Preserves.

Leanna Driftmier's first column stressed new wartime recipes and lots of good advice, family experiences and just plain friendliness.

Every afternoon at 3:45, Lina Ferguson would say "Good afternoon, flower friends and fellow gardeners," and in the KMA Guide Lina would also discuss problems concerning flowers and gardens which her listeners would send in. Her Guide columns were entitled "Fun with Flowers" and "A Line from Lina."

Energetic Doris Murphy, a gal with many talents wrote a column "On The Party Line" beginning with the very first Guide. She also filled in many other columns throughout the years when needed as she was the feature editor for many years. Tom Murphy, Doris' son, wrote one column entitled "My Mom." In this column he stated that his Mom was there when they laid

(Continued on page 20)



Jo Freed



Joni Baillon



Doris Murphy, Florence Falk, and Bernice Currier



Billie Oakley

FEMININE TOUCH

(Continued from page 19)

the cornerstone at KMA . . . "if she wasn't, she at least hasn't missed a day since." Doris left a few years ago to care for her son's children in Stamford, Connecticut.

August, 1948, was a memorable year for listeners, as Adella Shoemaker was introduced to the KMA staff as the new homemaker. Ed May stated in his letter that year that "Adella is our kind of people," and this truly was sincere as she had many genuine, friendly listeners. Adella's Guide column entitled "Kitchen Klinik" as you remember was very interesting and versatile. One month she even was pictured wallpapering, another baking, and even another month featured her family at dinner time.

The return of a veteran homemaker, Bernice Currier, marked September, 1948. Bernice's service to KMA started when Earl May turned her into an oldtime fiddler from her classical violin background. At that time, Bernice had reared a family and managed a home for 40 years and was very eager to share her experiences with her many listeners and readers of the Guide. After an absence of 19 years on radio, Bernice received hundreds of letters welcoming her back. A few of Bernice's fan letters were reprinted in the Guide and one said "Welcome to KMA as the new homemaker. You have such a friendly voice and I hope sometime to see you in person. I enjoy your visits so much and I am glad to have so many nice visits with KMA's homemakers." To this date, Bernice still enjoys fan mail from her many former listeners.

A new daily homemaker show with Florence Falk as "The Farmers Wife" began August, 1952. Florence brought her listeners and readers of the Guide many farm

experiences. Her fans enjoyed her chats about her children, who were quite small at that time, as she broadcast directly from her farm home.

Mary Williams made her debut on radio, January, 1963, which brought special interest to the ladies. Mary's new show featured a new concept of women's interests. She brought to her listeners a discussion of a wide variety of subjects including book reviews, travel, art, in addition to home-making affairs.

Following upon the heels of Mary was Billie McNeilly Oakley who as you know still has her 15-minute women's talk program at 10:15 every morning. Billie's interesting chat with you as well as her letters in the KMA Guide are well-known throughout the midwest.

Joni Baillon graced the women's chair at KMA Radio on September, 1966, as the morning homemaker and women's director. We certainly all remember the lovely voice and pleasing personality which brought to you interesting features each morning, as well as her friendly column in each month's Guide. Joni moved ahead in her field, and now is women's director of our sister station in Omaha, KMTV.

Bringing you right up to date as we thumb through the pages of the KMA Guides, just last month we introduced you to our new women's director and radio homemaker, Jo Freed. A farm housewife, mother of two daughters, Jo loves to cook, sew, and chat with you each morning via radio. She has received many letters welcoming her to the KMA staff and requesting her tried and true recipes.

Although never a radio homemaker, Mrs. Earl May was heard on KMA in earlier years and we, naturally, consider her our First Lady.

Billie Writes

Hello there,

It's "Anniversary Time" for the KMA GUIDE. Twenty-five years of good reading for families all over the country . . . (all over the world, for that matter, because I happen to know of many issues that found their way across the Atlantic and the Pacific). All of us at Gooch Food Products Company wish the Guide many, many more productive years.

Hope you enjoy the recipe in this issue of the Guide. It's "kitchen tested." I assure you.

Wishing you a joyful June,
Billie

BERRY CREAM TARTS Shell

- 1 cup sifted GOOCH'S BEST Enriched Flour
- $\frac{1}{2}$ t. salt
- $\frac{1}{3}$ cup plus 1 T. shortening
- 2 T. water

Sift dry ingredients together. Cut in shortening until mixture has the consistency of coarse meal. Add water and stir with fork until flour is moistened. Press dough into ball. Place on large sheet of lightly floured heavy-duty aluminum foil. Roll out to $\frac{1}{8}$ " thickness. Cut dough and foil together into 5" circles. Prick pastry circles, avoid piercing foil. Lift circles and shape dough and foil together, fluting edges to form tart shells. Place on baking sheet. Bake in 450° oven 10 to 12 minutes or until lightly browned. Cool. Remove foil.

Cream Filling

- 1 pkg. (3 oz.) cream cheese, at room temperature
- 2 T. milk
- $\frac{1}{4}$ cup sugar
- $\frac{1}{2}$ t. vanilla
- 1 cup heavy cream, whipped
- 1 cup sliced fresh strawberries

Beat cream cheese, milk, sugar and vanilla until smooth and well-blended. Fold into whipped cream. Fold in strawberries. Spoon into cooled shells. Garnish with strawberries.

PAMPER PAPA THIS MONTH

How about serving the favorite man of your house something special on Father's Day June 15th. For this special occasion the children could make something and wrap it up or you could make this easy candy so you could enjoy it yourself.

PECAN CLUSTERS

- 1/2 cup sugar
- 1/2 cup evaporated milk
- 1 cup chocolate chips
- 1 T. corn syrup
- 1 cup pecans

Mix sugar, evaporated milk and corn syrup in a heavy saucepan. Stir over medium heat until mixture boils and is bubbly all over the top. Boil and stir over medium heat for two minutes longer. Remove from heat and stir in chocolate pieces. Stir until the chocolate is completely melted. Add the pecans stirring until they are completely coated with the chocolate mixture. Drop by teaspoons on wax paper, let chill until set.

* * *

Another favorite of men is this yummy salad:

PARTY DREAM SALAD

- 1 pkg. (8 oz.) cream cheese, softened
- 1/4 cup dairy sour cream
- 2 T. powdered sugar
- 1 T. lemon juice
- 1/2 t. salt
- 1/2 cup diced orange sections
- 1/2 cup halved maraschino cherries
- 1/2 cup coarsely chopped pecans
- 2 cups diced bananas
- 1 cup whipping cream, whipped

In a small bowl beat together cream cheese, sour cream, powdered sugar, lemon juice and salt until light and fluffy. Fold in oranges, cherries, pecans, bananas, and whipped cream. Turn into shallow salad mold (6 cup); chill until firm. Unmold onto serving plate. Garnish with a little whipped cream and maraschino cherries.

* * *

In all of the busy schedules and the hustle and bustle of every age bracket, we like to take an easy step in all of our cooking. So here are a great tasty pastry and a frosted breakfast ring which you should try. Besides, I'll bet Papa will love them too.

TASTY PASTRIES

- 1 pkg. active dry yeast
- 1/4 cup warm water
- 2 sticks pie crust mix
- 1 T. sugar
- 1 egg yolk
- 1/2 cup strawberry preserves

Frosting:

- 1 cup sifted powdered sugar
- 1 t. vanilla
- 1 to 2 T. milk

Directions:

Dissolve yeast in warm water. Crumble

pie crust mix into bowl. Stir in granulated sugar, egg yolk, and the yeast; mix well. Roll dough into 3/4 inch balls. On baking sheet, shape into shells by the pressure of your thumb and pinching sides up like a bowl. The shells should be about 1 1/4 inches in diameter and 1/4 inch deep. Spoon about 1/2 teaspoon strawberry preserves into each. Let rise in a warm place for one hour. Bake in moderate oven (375 degrees) for 15 minutes or till browned. Cool slightly; remove from baking sheet. Blend remaining ingredients till smooth. Drizzle over pastries. Makes about 3 dozen.

* * *

FROSTED BREAKFAST RING

- 2 cans refrigerated crescent rolls
- 3 T. melted butter or margarine
- 2 T. plus 2 t. freshly squeezed lemon or orange juice
- 1/4 cup sugar
- 1 t. cinnamon
- 1 T. plus 1 t. grated lemon or orange peel

- 1 1/2 cups unsifted confectioners sugar
- 1/4 cup chopped walnuts

Remove dough from packages and separate into triangles; brush each with a mixture of melted butter and 1 teaspoon lemon juice. Thoroughly combine sugar, cinnamon, and 1 teaspoon lemon or orange peel; sprinkle one teaspoon of mixture evenly over each dough triangle. Roll up into crescent shapes as directed on package. Place on ungreased cookie sheet in a ring shape, using four rolls placed end to end for center ring. Then place two additional rings of 6 rolls each for middle and outer rings. Bake at 375 degrees for 20 to 25 minutes. Transfer to serving platter with aid of spatula. Stir together until smooth remaining juice, peel and confectioners sugar. Drizzle over hot ring; sprinkle with walnuts. Serve warm.

* * *

EASY CHICKEN AND DUMPLING DINNER

- 1 can (10 1/2 oz.) condensed cream of celery soup
- 1 can (10 1/2 oz.) condensed cream of mushroom soup
- 1 1/2 cups milk
- 5 oz. (2 1/2 cups) packaged Egg Noodle Dumplings, uncooked
- 3 chicken breasts, boned
- 1 pkg. dry onion soup mix

Heat soups and milk in saucepan, stirring until smooth. Stir in dumplings. Pour into greased 9"x13" baking pan. Arrange chicken in single layer over dumplings. Sprinkle onion soup mix over top. Cover tightly with foil. Bake in 350° oven 1 hour 15 minutes. After 30 minutes of baking use fork to loosen dumplings from bottom of pan, but do not stir.

TODAY'S WOMAN

By JO FREED

Hello:

Well this is our second month together in the KMA Guide and since this is our 25th Anniversary of the Guide, I have enjoyed thumbing through the pages of the 1944 Guides. Those Guides really brought to mind a lot of things which we had to give up during the World War II days. Remember the ration coupons, coffee, sugar and meat shortages and also a shortage of many other items which we now take for granted in 1969. I was looking for ingenious recipes which had little or no sugar, or even one in which you could use a sugar substitute.

One of the 1944 suggestions was the use of sweetened canned milk, but also the column stated that "canned milk was a little scarce now." According to the pages of this Guide, the above things weren't the only items scarce . . . why . . . you couldn't even buy wallpaper paste, wallpaper cleaner or crack filler for floors. All production

was for necessary war items and not for frivolities.

Edith Hansen gave a recipe for "Oven French Fries" because of the scarcity and price of shortening. But it was one which we could use in our homes today, so I thought I would print it in my column even though shortening is not scarce at this time. It saves time also. Peel and slice large potatoes into lengths about ½ inch thick. Dip the slices in melted lard, place on a lightly greased cookie sheet in a 400 degree oven. Turn once as soon as browned on one side, about 15 minutes, and continue baking until sides are brown. Salt and serve immediately. The result is a mealy slice of potato, deliciously crisp on the outside.

Looking through the Guide has brought to mind the wonderful homemakers you and I have listened to in the past and whose advice we have appreciated. I have listened to KMA since I was small—four decades ago, and always have enjoyed their friendly programming and have appreciated all of their advice.

They say . . . it takes a woman to know a woman . . . and this is why KMA has brought to you the listening public, radio homemakers. All of the radio homemakers have strived to add to your lives the subjects which would add dimension such as child care, fashion, travel, household helps and hints, sewing and recipes.

Through the KMA Guide our radio homemakers have brought the visual aids concerning the growth of her family, group meetings which she attended and more great recipes. Just as in the pages of the Guide 25 years ago is the way we have aimed to continue bringing this homey personable atmosphere in the 1969 Guides. Hope you like each and every one!



The Southwest Iowa Area Extension service of Iowa State University conducted a Women's Leadership Forum in April. KMA's women's director Jo Freed attended this informative session which was held in Council Bluffs. Extension personnel directing the program as pictured above are: Robert Hegland, Area Extension Director; Barbara Buffington, Mills and Montgomery County Home Economist; LaVon Eblen, Cass County Home Economist; Carol Beckman, West Pottawattamie County Home Economist; Karen Scott, part-time East Pottawattamie County Home Economist; Carolyn Carlson, Harrison and Shelby County Home Economist; Dorothy Keith, Page and Fremont County Home Economist; and Mrs. Rand Peterson of Harlan, Iowa, area representative to the State Women's Leadership Forum, who is also on the Iowa State University Board of Regents. These extension home economists have been featured on "Today's Woman" homemaker program.

Listen to
JO FREED
on
Today's Woman
10:30 A.M. Mon. Thru Sat.
KMA

Dear Friends,

The response to the plea for letters and pictures from charter subscribers to The KMA Guide overwhelmed us. We thank each one of you who took the time to write, but because of space we are able to use only parts of some of the letters. Other charter subscribers are listed on these pages.

Ogden, Iowa

As I am one of your charter subscribers to your lovely little KMA Guide magazine, I have received it since it first started and keep them on file, so I just wouldn't do without it; so keep up the good work and keep it coming.

Many changes have been made in your personnel, but I still like to read all about them.

I love the recipes. It's the Biggest, Little Magazine I get and real newsy, all for one dollar.



I'm sending you a small picture of myself as I didn't have a good snapshot. I would like to get two extra copies of the June issue. Best Wishes to you all.

Mrs. Henry (Hazel) Lark

Kirksville, Missouri

I'm writing you about my reminiscences of the early days at KMA Radio. My sister, Mae and I entertained at KMA from about 1943 to 1946-7 and were known as the West Sisters, Mae and Oma, and we have many happy memories of our days at KMA.

Mae and I married The Corder Brothers, Bob and Pat. Mae and Pat make their home in Colorado Springs, Colo. They own and operate a dry cleaning establishment, and Pat is service manager for Montgomery Ward. They have two daughters and one son.

I live in Kirksville, Mo., with husband, Bob, and we have two lovely daughters, 11 and 13 years of age. I own and operate a beauty salon and Bob is a teacher in the Area Technical Vocational school.

Mae and I still entertain whenever we get together for fairs, etc., 2 or 3 times per year. My husband, daughters, and I, known now as "The Corder Family," entertain in all areas of Adair and Putnam Counties. We have close contact with Mrs. Steve Wooden. Steve was a former entertainer at KMA and passed away with a heart attack about 10 years ago. His widow, Kathleen, and 2 sons make their home at Columbia, Mo. Ray and Elda Laymon live in Topeka, Kan.

We visited with Mr. and Mrs. Jim Kend-

rick. Jim was our former announcer at KMA. He now lives in Springfield, Mo., and has been employed at radio station KWTO since he left KMA. He now is working at the TV station there.

We visited with Dusty Patton, who was with the team, "Dusty and Rusty." Rusty Draper is now entertaining nationwide and a recording star. His parents live here in Kirksville, Mo. Dusty is working in Columbia, Mo.

Lou Block, former announcer and master of ceremonies for all our KMA Country School programs died about 15 years ago. His widow lives in Springfield, Mo. Eddy Comer makes his home in Kansas City, Mo.

My husband and I were married in Shenandoah and had a mock marriage on radio on Feb. 14, 1946. Pictures were in the KMA Guide March 1946 issue.

Oma Corder (The West Sisters)

Caruthersville, Missouri

I am a charter subscriber and enjoy each issue. Of course, when I first joined you I could get KMA good and always enjoyed the station, but we can't get KMA any more, but still enjoy the Guide. Thanks for keeping the price down.



Miss Lillie DePriest

Casey, Iowa

I am enclosing a one dollar bill to renew my KMA Guide subscription. I am one of your charter subscribers. I can remember you telling on KMA of your plans to put out a monthly magazine, and I sent in my subscription and have never missed one copy! I have always enjoyed each issue, the pictures, the Party Line, all the features. I haven't saved all the copies, but I have a lot of them, especially during the four years our son, Dale, worked for KMA. It is a fine little magazine, and we send our congratulations on your anniversary, and hope you will be publishing it for many years to come.

We were so sorry to hear of Ralph's accident; we miss his pleasant voice on the air, and wish him a speedy recovery.

Dale and Esther are living in Peoria, Illinois, now. He is playing country music on WXCL, Peoria.

I have been looking for some recent snapshots to enclose, but since I take most of the pictures here I do not have many, with me in them! Here is a picture taken in 1963. The little girl is our daughter, Carolyn, and she is thirteen now and has changed more than we have.



Mrs. Hugh Eichor

(Continued on next page)

Defiance, Iowa

I suppose I have waited a little too long but want to say I am sure I subscribed to the Guide from the first issue. Some time later, I'm not sure how many years later, I thought I could do without it, but after a few months, I renewed my subscription and have not missed an issue since. It is always so full of interesting items and the pictures help us feel we really know the people we listen to every day. I am really looking forward to the June issue. I hope the Guide goes on for years and years and that I will also be able to read and enjoy it for years to come. I believe Ralph Childs goes back at least that far because I remember a picture of him and another fellow—George Oliver (?) and their baby boys, way back a long time ago. Must send Ralph a card.

Mrs. Murl Smith



Fairfax, Missouri

I am a charter subscriber of the Guide. I like it very much and look forward to its coming every month. It has good articles in it.

Ann Flanagan

Lyons, Nebraska

I always listened to the early morning program over KMA back in those years and really enjoyed them, and have wondered where those entertainers are now. The only ones that I have any information about are the Haden family. My niece, Betty, corresponds with Mary Jane, now Mrs. Bob Speak. Mary Jane and her husband live in Forsythe, Missouri. I do not know the whereabouts of "Uncle" Carl Haden. Carl Jr. lives in Council Bluffs; Mary Elizabeth in Omaha; Jim in Sparks, Nevada. Jim is with a musical group there. Charlie is in New York and plays with the Arnette Coleman Quintette. Sharon lives in Omaha and Tommy in Springfield, Mo. All are married with families of their own. I will certainly be looking forward to receiving the June issue and extend my congratulations on the 25th anniversary of the KMA Guide. Hope we will be receiving it for many more years. My best wishes to everyone at KMA.

Miss Myrtle Carlson

Downers Grover, Illinois

I thought you might be interested in a country music benefit that was given in Chicago last fall because a former KMA entertainer was featured on the program. Mac and Bob joined KMA in 1938 and left in 1939, to rejoin WLS. The blind duo was a popular feature during their KMA stay. Mac (Lester Farland) is 65 years old and employed at the Illinois State Hospital in Chicago where he teaches music, tunes pianos, gives shows, etc. Bob Gardner, who will soon be 70, is now a minister. The two

still appear in public on occasion. They remained a popular act on WLS Barn Dance until the early 1950's when Bob turned to the ministry.

I had a chance to have lunch with Mac (Lester McFarland) and he talked about his days at KMA and Earl May. According to Mac, they did an exceptional job in getting new orders for the May Seed catalog and, according to Mac, only one other act ever topped their mail pull. That act was Bob and Jim Raines. They were greatest in my book. I visited Jim Raines in Harrisonburg, Va. in 1950. Incidentally, I correspond regularly on baseball matters with a former KMA announcer who worked with the Raineses in the early 40's—Norm Paulson who now resides in St. Petersburg, Florida. Another former KMA entertainer is a regular announcer on WSIV, Pekin, Ill. He is Don Austin who had a daily program at 1:15 p.m. I believe in 1941.

Raymond J. Nemece

Crete, Nebraska

I am a charter subscriber to the KMA Guide. I have every issue, I enjoy every one. The news of the different people, recipes, helps, just everything; Frank's page, Ed May's page. I could tell about a lot of things we enjoyed, the school program, the Pancake feeds; also the time you were in Lincoln. We cannot get your station very well; do get KMTV fairly well. I'm enclosing a picture of myself and great granddaughter. My father is 91 and lives with me since my mother passed away. They have used a lot of your seeds, etc.

Mrs. Carl Lamster



CHARTER SUBSCRIBERS

Mrs. C. E. Marr—Tekamah, Neb.
Mrs. W. C. Hoffman—Carson, Ia.
Mrs. Zelma Bauman—Jefferson, Ia.
Mrs. Leona Reinholz—Mazeppa, Minn.
Miss Velma C. Nighthart—Bethany, Mo.
Mrs. Henry Ulrich—Carbondale, Kan.
Mrs. Howard C. Marks—Geneva, Neb.
Mrs. Albert Behrens—Manson, Ia.
Mrs. Ann Brainerd—Menville, Ia.
Mrs. Edna Eblen—Cumberland, Ia.
Rhoda Tibbles—Macedonia, Ia.
Mrs. Crumley McKay—Clarinda, Ia.
Inez Johnson—Stanberry, Mo.
Mrs. Edward Kraus—Friend, Neb.
Wilma Barget—Verdon, Neb.
Mrs. Roy Horning—Bedford, Ia.
Mrs. T. E. Poulson—Nebraska City, Neb.
Mrs. Frank Lindner—Red Oak, Ia.
Mrs. Fields M. Duncan, Sr.—Liberty, Mo.
Mrs. Emmet Noble—Denver, Mo.
Miss Rowena Switzer—Bucklin, Mo.
Mrs. Fred Seevers—Hedrick, Ia.
Mrs. Lillian James—York, Neb.
Nettie Gibbins—Clarkdale, Mo.
Mr. and Mrs. L. M. Banning—Des Moines, Ia.
Mrs. Russell Farrell—Moberly, Mo.
Mrs. M. E. Meier—Waukon, Ia.
Mrs. John C. Arp—Williamsburg, Ia.
Mrs. G. L. Lutman—Comstock, Neb.
Louis Goers—Elk Creek, Neb.
Mrs. Henry Pohlman—Stanton, Neb.
Mrs. Lawrence Scott—Adair, Ia.
Miss Bonnie Jackson—Panora, Ia.
Beva Woodruff—Bethany, Mo.

Those Were The Days

"Heard"

Playing 10 seasons at the Omaha Community Play house and working part time at a radio station in script shows, gave Paul Oliver Brawner his start as a radio announcer. Paul liked amateur dramatics and, while attending high school and Omaha University, spent his spare time taking parts in shows. After he got his A.B. degree in 1935 he was General Science instructor at Omaha's Windsor School with dramatics as his hobby. In 1937 the World-Herald declared one of his performances in a play the second best performance of the year. Then, one day in 1938 an Omaha station needed an announcer. He auditioned and got the job, and has been in radio ever since. Right after he started announcing he found that the name of Brawner was a little long and hard to understand over the radio; so he dropped his last name and has since been known to his radio listeners as Paul Oliver. He was very popular on several stations but took his chance to come to KMA in 1942. All of you now know his pleasant, jovial voice as he visits and laughs with you over the air every day.

Paul was born, September 7, 1910, in Omaha. He has black, curly hair, hazel eyes, is 5 ft. 7, and weighs 177. In keeping with the distinguished look his mustache gives him, he prefers conservative clothes. His wife is the former Ilda Ruth Davies. He met her at college and married her when she was secretary at the Omaha Federal Land Bank. They have 2 children, Paul, Jr. better known as "Butch" who is 4, and Billie Ruth, 10 months.

His favorite food is hamburgers with lots of onion. Hobbies are football games, photography, gardening.

How I Earned My First Dollar

Announcer Chick Martin: By driving cows for a neighbor. My salary . . . 25¢ a week.

Engineer Franz Cherney: One summer I worked for my dad in a nursery, weeding plants . . . for 20¢ an hour.

Joan Williams of the Goodwill Trio: I clerked in a drug store in San Antonio, Tex., to earn my first dollar, and this experience was the stepping-stone to a promotion as special representative for one of the big cosmetic companies.

Announcer Ralph Childs: My father rented a lot in Waterloo, Ia., and gave me a strip to raise garden produce. I'd prepare

"Unheard"

That old adage, "It takes a lean horse for a long race," certainly fits our globe-trotting salesman, Albert A. Anderson. Andy was born in Jewell, Ia., Aug. 2, 1894, but his family moved to Europe in 1900. With his 2 sisters and 3 brothers, he was reared and educated in Sweden. He can still speak Swedish like a native.

Andy left school to join the Merchant Marine and spent his 14th birthday in China. He studied wireless, got his First Class certificate in Rotterdam, and served in the Swedish Navy in World War I. He moved to Australia in 1916 and joined the Australian Navy. After the war, he farmed in Australia for 2 years and then was an International Harvester salesman for 4 years. In 1922 he returned to America as one of International's road engineers and in 1925 became a General Motors salesman in South Dakota, Wyoming, and Montana. He entered radio sales work in 1931 with KMMJ. He came to KMA 6 years ago to help bring you many of the programs you like so well.

Andy is blond, blue-eyed, 5 ft. 11, and weighs about 150. His wife is the former Margaret Craft, of Sidney, Ia. They have 4 children, the youngest being 17 months-old Johnny. Andy favors blue suits, used to be quite a figure skater, and enjoys hunting and fishing. His favorite dish: home-cooked baked beans and rice pudding with raisins.

the fresh vegetables and haul them in my little wagon, peddling from door to door.

Singer Jeanie Pierson: When I was 8, I "called" the square dances at a charivari for my older brother Dick. At the end of the evening I counted the tips, and they amounted to exactly one dollar.

Control Operator Warren Hayes: When I was in the 5th grade, I had a paper route. The boys who had it before I did, went around the first week and collected the money, and I didn't get anything! I had to wait until the second week before I made my first dollar!

Steve Wooden: The first money I earned I think I really deserved, because I got it by carrying water for a threshing crew. I was about 8 years old and rode horseback while taking care of those 30 men. It wasn't actually the work of carrying the water that makes me think I really earned that money—it was what I had to go through to get it! They played every practical joke imaginable on me, from kidding me unmercifully for hours at a time, to slipping snakes into my pockets; and many was the throw I had from my saddle because someone had slipped a sand burr under the blanket. It was hard-earned money, all right, for a kid of only 8, but it was worth it, for that's where I learned to "take it."

Those Were The Days

What's Worrying You

Radio repairmen are busier than ever these days keeping sets in order. Often you have smaller radio problems you hate to bother them with. That's why we have this page. You, too, can get free advice from the KMA engineers if you merely drop them a line. Why don't you?

QUESTION: Our radio doesn't have a back to it and it's pretty dusty inside. Will this eventually affect the operation of the set? I hate to bother a repair man on a job like this, so do you think I could clean it myself?

ANSWER: Generally speaking, the dust does not affect the operation of a radio set. Most of the parts that might be affected are protected against dust. It is safe for you to clean out most of the dust yourself providing you do not pull loose any wires and you make sure that every tube is firmly in its socket when you are through.

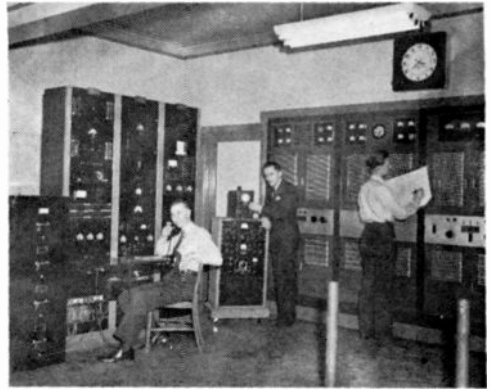
QUESTION: Our radio now sounds in the base range, though the tone control seems to be in good shape. Could a bad tube cause this?

ANSWER: Yes, a bad tube could cause this in some radios. The first thing for you to do is to have your tubes checked. If you find they are all right, then you better take your radio set to a service man because something else is the matter.

QUESTION: I live in Omaha, and one of the stations comes in about three points on the dial. What causes this and what can I do to correct it?

ANSWER: You shouldn't be alarmed about this because it is a normal condition. It is caused simply by the harmonics generated by the oscillator because that one station is so close to you. Many of the more modern radios are designed to overcome this fault. The easiest and simplest method of remedying your trouble is to use a "wave trap". Wave traps are still available in many radio shops and they are easily made from a coil of wire and a variable condenser. Any service man will tell you how to operate a wave trap if he has one. If you have the parts, and would like to make a wave trap for yourself, we would be glad to furnish you with the instructions.

QUESTION: We live on a hill, the highest part of our little town, and we've always had some trouble with lightning. Before he left for the army, my son hooked



Answering questions from radio fans about their sets were KMA Engineers Ray Schroeder, Walt Ely, and Wally Schwenster.

up a lightning arrester which hangs on the wire under the set. Whenever a storm comes up it sparks and almost scares me to death. Would I burn the set out if I took that thing off, or do we need a larger lightning arrester.

ANSWER: While a lightning arrester is advisable in the location where you live, it is not absolutely necessary for you to have one to keep your set from being burned out. The safest method of protecting your radio set is to disconnect it from the outside aerial and to pull the plug from the electric socket whenever a storm comes up. The reason we say all this is that lightning sometimes comes in on the power line as well as the aerial. A lightning arrester, however, is a good thing for you to have inasmuch as a storm may come up while you are away from home.

QUESTION: My radio set is acting funny lately. It gets real loud and then clicks soft when you don't even touch it. What causes that?

ANSWER: The usual cause of this trouble is a loose element in a tube, a bad condenser, or a poor joint. To test the tubes for this, turn the set on and tune in a station, then tap the tubes gently with a pencil. If tapping one tube causes the volume to change, that tube is defective and should be replaced. If the trouble is anything else, take your set to a service man.

QUESTION: I tried to fasten the ground wire of my radio set to the water pipe but the wire would spark everytime I tried. I was afraid of burning out my set so I left it alone. What should I do?

ANSWER: If the set is an ac-dc type, it should not be connected to a ground. You may cure the trouble by pulling out the ac plug, turning it half way around and plugging in again. If this does not affect the situation, a service man will be required.

Those Were The Days

Program Personals

By HARRIET LINGO

Instead of taking a well-earned rest during their vacation, the ANDREWS SISTERS went overseas with USO-Camp Shows. The jivacious trio, Patty, Maxine, and LaVerne, are back home now and can be heard on their popular Sunday afternoon broadcast at 3:30.

Pick Malone and Pat Padgett (PICK AND PAT, vacation replacements for LUM'N ABNER Mon. through Thurs., 7 p.m.) referring to the day they met in a New York Automat, always quip: "Yeah, Pick put in a nickel and out came the coffee. Pat put a slug in and out came the manager!"

Every now and then there are awful moments in radio when "nothing happens." A COUNTER-SPY script (Wed., 8 p.m.) called for the elimination of a saboteur by a bullet. Although only 1 shot was needed, 4 revolvers were held in readiness—the extra 3 to insure against accident. Believe it or not, but on this particular broadcast not one of the 4 revolvers worked! There was a terrible silence until the quick-witted actor groaned and said, "I've been stabbed!" The sound man picked up the cue and fell to the floor in appropriate fashion. (Even so, the producer wasn't himself for a week).

Probably the world's most famous "copy boy" worked in ABC's New York newsroom V-J night. He was none other than WALTER WINCHELL, ace columnist and commentator (Sun., 8 p.m.). Hearing the first flashes of Japan's imminent surrender, WINCHELL dashed to the ABC's newsroom in Radio City to help handle the news flashes, carry coffee, and make himself generally useful.

Did you know that Carleton E. Morse's masterpiece ONE MAN'S FAMILY, (Tues., 9:30 p.m.), has been on the air as long as Franklin D. Roosevelt has been president! In those 13 years, Morse has written more than 5 million words about the Barbour family.

Like to hear the sound of rain on a tin roof? Well, so does Chet Lauck, heard as Lum on LUM 'N ABNER (Mon. through Thurs., 7:15 p.m.). When he built his home in Beverly Hills, Cal., he put a tin roof over his living room so he could hear the patter of the rain.

The battered mug of William Bendix, radio's "Riley" on the comedy-drama, THE LIFE OF RILEY (Sun., 9:00 p.m.), is his most prized possession. Whenever anyone suggests that a little plastic surgery would make him a handsome man, Bendix always answers, "When I pass by, I don't want



Harriet B. Lingo who came to KMA Guide from Red Oak, Iowa, worked in promotion and wrote the column, Program Personals.

people to say 'Who's that?' They'll remember me longer if they say, 'What's that?'"

The fan mail of FULTON LEWIS, JR. (weekdays, 6 p.m.), contains many strange requests. One of the queerest was received recently from a Maryland lady: "Please make some arrangement to have some cats taken away from my yard. I have written to several places and they have not called for them. Please give this prompt attention, as I want to put in a garden." (To date, this one still has him stumped!)

Patty and Laverne Andrews, of the ANDREWS SISTERS (Sun., 3:30 p.m.), are both engaged and will be married soon. Maxine, the other sister, is the wife of Lou Levy, the music publisher and manager of the trio.

During a dramatic scene supposedly taking place in a lonely cabin on a mountain-side, the actors of FAMOUS JURY TRIALS (Fri., 8 p.m.), were shocked when a train began to roar down the mountain! The poor sound effects man had grabbed the wrong record and instead of the sound of wind, he got a speeding train! But he corrected his mistake so that only a few listeners caught the error.

Do You Know?

Because of the cigarette shortage some of the boys are quitting smoking.

Mrs. Jim Raines loves to sew, do embroidery and fancy work.

Frank Field has several gay colored shirts made out of attractive print feed bags.

Virginia Lee Williams is taking music lessons and wants to learn to play the piano accordion.

Jimmie Kendrick's hobby is making up clever rhymes.

Lady Luck certainly favors Jim Raines. He won \$96 in election bets, \$25 on the baseball games, and 2 turkeys and a goose at the American Legion turkey shoot. Wonder what will be next?

THIS AND THAT ON SPORTS

By BRUCE PILCHER

Well, I've finally recovered. Between the poison ivy and the Celtics winning the NBA crown, it has been a bad month. You might say I am a Celtic hater and when they won the NBA crown, needless to say I was disappointed. In spite of the fact that I would like to see Jerry West play on a championship team, I realize that the Celtics desire and pride is overwhelming. Their ability to come from behind has always amazed me. In sports, the true champions always have the ability to come from behind regardless of the sport.

Locally, summer baseball starts this month and I am looking forward to the competition. They tell me that some of the finest high school baseball in the midwest is played in the Metro Conference in Omaha and Council Bluffs. I haven't had a chance to witness any of that competition, but their representative usually does well in the Iowa tournaments. As of this writing, Council Bluffs' Tee Jay had made it to the district finals in spring baseball.

Several area boys demonstrated a lot of track talent this year. Record shattering performances in the high jump, pole vault, shot put, and relay events were recorded. My only regret, in regard to track, is that

JUNE GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- June 2—Mike LePorte
 - June 4—Evalyn Saner
 - June 5—Mrs. James (Karen) Sisto
 - June 6—Denise Boldra
 - June 7—Merl Douglas
 - June 8—Lori Freed
 - June 9—Tom Williams
 - June 14—Dan Andersen
 - June 20—Mrs. Norman (Margaret) Kling
 - June 25—Mrs. Pat (Sue) Patterson
 - June 26—Franklin (Bus) Palm
 - June 28—Carl "Andy" Andersen
 - June 29—Jack Katz
 - June 29—Ralph Childs
- HAPPY ANNIVERSARY TO:
- June 6—Mr. and Mrs. Henry Schnoor
 - June 12—Mr. and Mrs. Warren Nielson
 - June 12—Mr. and Mrs. Norman Kling
 - June 13—Mr. and Mrs. Jack Gowing
 - June 16—Mr. and Mrs. Merl Douglas
 - June 19—Mr. and Mrs. Ed May

as a broadcaster there is no way I can truly do right by the sport. To cover track properly, one has to make the listeners realize the immense dedication and talent that goes into it. This is extremely hard to do unless the person can see the performer.

Sets Hospital Record

Ralph Childs is almost inundated by all the letters and cards wishing him a speedy recovery from the fractured leg he suffered in a fall at home May 1. He received so much mail while in Clarkson Hospital

in Omaha that he set the record for the total number of letters received in one day by a hospital patient there.

As most Guide readers and KMA listeners know, Ralph fell about 5 a.m. at home breaking his right leg just above the knee. He underwent surgery and spent about 11 days in the Omaha hospital. Now encased in a cast from his toes to his rib cage, Ralph is at home in Shenandoah. He looks forward to getting out of the cast later in June, and we at KMA Radio and Guide anticipate his return because we've missed him.

As of press time for the Guide, the mail count for Ralph from his loyal listeners and friends came to 498 pieces, and more have arrived since that aren't included. Of those counted, 387 came from Iowa; 72 from Missouri; 34 from Nebraska; 3 from Kansas; and 2 from other states.



Newsman Ralph Childs sends his thanks for all of the good wishes expressed in this stack of cards and letters.

How The Guide Gets To You

For this very special 25th Anniversary issue of The KMA Guide, we thought our readers might be interested in learning how we put an issue together, and the steps involved in sending it to them.

Through the years The KMA Guide's aim has been to create and promote a feeling of friendship between the air personalities of KMA Radio and their listeners.



Many columns such as A Chat With Edward May, Frank Comments, RFD 960, Party Line, and the homemaker's pages have been established as traditional pages. Other pages come from ideas garnered from staff members, readers, and listeners and sifted through by Editorial Chairman, Norman Williams.



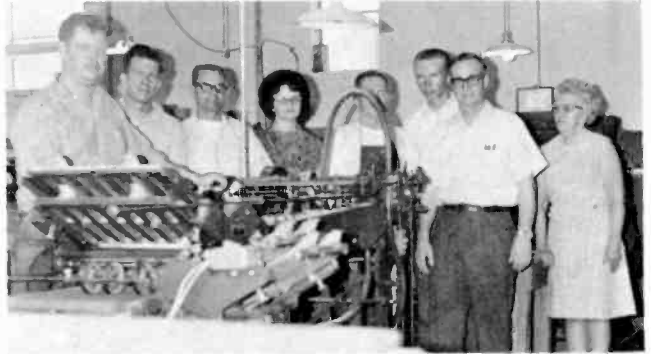
The actual writing, other than those columns already by-lined, is handled by Editor Mary Williams, and feature editor, Jo Freed. Photography for The Guide is done by Jo and Mary with an assist by Mike Goodin. The pictures are then engraved.



Once everything is written; it is set in type by Ed Lewis at Shenandoah Printing company. After proofreading by the editor, Ed Lewis assembles the type and engravings into page forms following the editor's layouts. These page forms are placed on the flatbed press by Jake Schmidt who then prints the KMA Guides.



The final touches are put on by everyone in the bindery crew who run the Guides through the automatic folder and then into the automatic assembler and stitcher and finally onto the large hydraulic machine which trims the stacks of Guides on three sides to the exact size.



The bindery crew of Shenandoah Printing Company who puts the final touches to the KMA Guide include left to right: John Benjamin, Ed Lewis, Marland Black, Darlene Clark, Jake Schmidt, Ron Boyle, Jack Benjamin, and Myrle Nash.

Circulation Takes Over

When the Guides are delivered from the printers, they go to Jean Priebe who handles the circulation department for the KMA GUIDE. Jean has been busy all month taking care of Guide orders and renewals daily as they come in, handling Guide mail, and keeping the Guide files up to date.



Two files are kept on our Guide subscribers. One is a card file, showing name and address of each subscriber, a record of each receipt of money and the date of expiration, all on a 3x5 file card. This file is kept alphabetically by state, city, and name of subscriber. This file contains a record of both present and past Guide subscribers.

The second file is of address stencils or current subscribers, and shows only the

present expiration date in addition to the name and address. It is kept in metal trays in a cabinet and the trays are emptied one at a time into the addressing machine when it is time to address the Guides. Jean is shown putting stencils of new subscribers into their proper place in a file tray. (Also at the addressing machine and with mail bags.)

The addressing machine operates by a foot control. The address stencils feed across the machine from right to left as a foot pedal is pressed, and the ink roller descends and presses ink through the stencil onto a copy of the Guide which is pushed under the stencil to print the address. The trick is to be able to push a copy of the Guide under the address stencil at the right time so the descending roller will hit it, then to have another copy ready by the

(Continued on page 31)



1st EDITOR REMINISCES

From OWEN SADDLER

While reading this, you are holding in your hands the most successful publication ever issued by a United States broadcasting station. The **GUIDE** has had many imitators. Most of them have folded and none, like this one, is a stalwart 25 years old.

Why was the **KMA GUIDE** founded? For the same reason you like to get letters and pictures from friends. You like to know what radio personalities look like—what they and their families are doing. You want in printed form the recipes and household hints you hear on the air. In 1944 you wanted a reference copy of what Earl May highlighted for you every month, and you feel the same today about what Edward May has to report.

Further, you wanted the program schedules of **KMA**. Located where it is, our station's program schedules would have to be printed in papers in Des Moines, Omaha, St. Joseph, Council Bluffs, Lincoln, and several other large cities, in order to serve our listeners, and that, of course, is asking too much. Though we are the "home station" to all of you, we are not the "home cities." Therefore, schedules and program news provide one of the big **GUIDE** services.

There were other reasons, too. We simply could not answer the hundreds of letters your friends were writing us each week. As an experiment, we studied the letters, put them into categories, decided how we could answer them in magazine form, and



Owen Saddler who is now Executive Vice-President and General Manager of May Broadcasting Company was the first editor of **The KMA Guide**. At the time **The Guide** was founded, Owen and his wife, the former Elizabeth Rankin, were the parents of a daughter, Barbara, 3½ years old, and son, Owen, Jr. (Tuck), 3 months old. Barbara, now Mrs. Bruce Georgi, is engaged in advertising in New York City, and Tuck is an investment salesman in Omaha and has a daughter 2 years old. David Saddler, who is four years younger than the **Guide**, is in school studying electronics.

finally issued the "**KMA GUIDE**" back in June, 1944. In modesty, we on the editorial staff called ourselves the "Tom Thumb Publishing Company" and ran this magazine as a separate operation to see if we were really fulfilling a need and if the venture could sustain itself. The answers are obvious. Twenty-five years later—and most radio stations are not that old—the "**KMA GUIDE**" is still your monthly letter from your best radio friends.

CIRCULATION TAKES OVER

(Continued from page 30)

time it descends again! Jean says she had a little trouble when she first came, and it was slow work addressing one copy at a time and stopping the machine between copies. Now 10 or 12 can be done without releasing the foot pedal.

The stencils are arranged in the trays by zip code, and after several trays have been run through the machine and the **Guides** addressed, the copies are tied into bundles

according to towns and zip code areas. They are placed in mail bags addressed to sorting centers, and are ready to go to the post office, and then to you.

A normal mailing of the **Guide** will fill 9 or 10 mail bags, and consists of about 7000 copies. Although our four-state area of Iowa, Missouri, Nebraska, and Kansas accounts for most of our readers, we do send **Guides** to 37 other states, and three copies are sent monthly to readers in Canada. Several also go to our servicemen in Vietnam and elsewhere in the world.

POSTMASTER

Address Correction Requested
Tom Thumb Publishing Co.
Shenandoah, Iowa
51601



MRS. MERLE BAKER
STAR ROUTE, BOX 3
CLARINDA, IOWA 51632

