



## The KMA Christmas Party

Left to right, 1st row: Terry Moss, Eddie Vaughn, Ish Irwin, Little Joe, Jimmy Morgan, Ralph Childs, Paul Oliver, and Jim Kendrick; 2nd row, Helen and Alice Miller, Morrie Jones, Virginia Lee and Joan and Jean Williams; back row, Norman Paulson, Zeke Williams, Steve Wooden, Bob and Jim Raines.

(See page 3)





## From Our Mail Bag

Independence, Iowa

I read the KMA GUIDE each month and I think it's one grand magazine. I would like to see all the children of KMA staff members in one big picture. I think it would be very cute. Thanks a million for the GUIDE.

Loretta May Michels  
Route 1

Ohiowa, Nebraska

I must write and tell you how much I enjoy the KMA GUIDE. One sure gets a lot of good out of the dollar spent for the GUIDE.

Mrs. Herman Bartels

Logan, Iowa

I believe the November KMA GUIDE is the best yet. I get lots of enjoyment from your magazine and enjoy having the program schedule to look at from day to day. Keep up the good work.

Mrs. Adolph Voss

Vesta, Nebraska

I enjoy each issue of my KMA GUIDE and can hardly wait for the next. The November one is still better than the others.

Evelyn Goosman

Shannon City, Iowa

The KMA GUIDE came today and I believe it's the best yet. I've enjoyed every one of them. Lots of everything to you all.

Mrs. Frank Cone  
Route 1

## The KMA Guide

DECEMBER, 1944

Vol. 1

No. 7

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor. Subscription price \$1. per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for change of address. Advertising rates on request.

Columbia, Missouri

Just a line to tell you how much I enjoy the KMA GUIDE. I enjoy all the programs at KMA. I save my magazines each month and paste each new one on top of the last issue. So you see some day I will have a great, big book of KMA GUIDES. I really love it and read it from cover to cover.

Mrs. F. R. Dennis  
387 South James

Omaha, Nebraska

I just subscribed to the KMA GUIDE and I am well pleased with it. I have read it over 3 or 4 times as I certainly do enjoy it. I like the pictures especially.

Mrs. Kate Mullendore  
809 South 19 Street

Kokomo, Indiana

I have just finished reading the last KMA GUIDE and can truthfully say it is a very enjoyable magazine. I thoroughly liked every line as well as the pictures.

Mary R. Jones  
1000 E. Havens Street

Macon, Missouri

I just received my KMA GUIDE today and was it ever swell—but it is every time.

Margaret A. Allen

Mount Ayr, Iowa

I received my KMA GUIDE today and think it is better than any before. I think each issue is more interesting. I enjoy the pictures very much. This wonderful little magazine just doesn't come often enough.

Rose Slavik



## A Chat With Earl May

While you are reading this I am probably jogging southward on the train with Mrs. May and Mrs. Mabel Sullivan, our secretary. We left November 30 for San Antonio to visit the famous citrus groves in the heart of the Rio Grande Valley. I try to get here at least once a year so I can keep you supplied with the best and freshest citrus possible. From these thousands of fertile acres I get from 50 to 70 carloads a season—direct from the trees to your tables.

We then went to Crystal City where I get those choice Bermuda and Spanish onions for your gardens. I checked the onions in their actual seedling beds. I got 29 million plants last year and I'll have plenty for you again this spring.

Our next stop was Brownsville where Iowa State College is growing hybrid melons as well as Guatemalan corn on the financial grant I made the college last year. The scientists are seeing what this special corn will do in low, warm altitudes since its native soil was the highlands of Guatemala.

We are now enroute to Chapingo where we will see the experiments on Maygold and Mexican hybrid corns at the Mexican Agricultural college. At Mexico City we

will spend Christmas with my son, Edward, and his wife Eleanor Jean (see cover of November KMA GUIDE).

Edward is in the USDA Foreign Service. He is a specialist on foods and tropical fruits in the economic section and is Assistant to the Acting Agricultural Attache. We will visit our friends, the Castano family, whose 2 sons, Louis and Fausto, visited us in Shenandoah 2 different years. Fausto, about 20, will return with us to work in the vegetable section of the seed house. Louis, about 24, will teach Spanish at the University of Iowa the 1st of January. I'll have something about Mexico on my page next issue. All of us will be thinking about you on Christmas Day in Mexico—and we hope you'll remember us, too!

The whole KMA talent staff is preparing a big radio Christmas party for you Sunday, Dec. 24, from 1-2 p.m. Since I won't be around to take part in it, they gave me a "dress rehearsal" the other day so I could see what it will look like. They even put up a Christmas tree with presents. I was so impressed that I had a picture taken of it for you. When you hear this beautiful program on Christmas Eve, just look at this picture on the front cover. It will show you exactly what the studio, the tree, the presents, and your favorite entertainers look like. Merry Christmas to all of you!

## The Joneses



Are you envious of Betty Faye Jones, girls? While she darns her husband's socks, he strums his guitar and sings to her! Betty's hobbies are crocheting, embroidering, and sewing. She is the former Betty Faye Thomas, of Shenandoah, and used to work at the bus depot. She and Morrie were married in Kansas Sept. 1. She's not only a capable housekeeper, but also acts as Morrie's secretary and accompanies him on the piano while he practices on his various instruments. Right now they are learning to sing together. So don't be surprised if your radio some day brings you a duet by Betty and Morrie Jones!

Betty is 19; Morrie, 26. He was born in Vigo County, Ind., attended school at New Castle, and moved to Kokomo in 1929. After graduation, Morrie played with dance bands, and was an instructor in a music store. Even then he could play just about anything with strings on it—some 15 instruments in all. He entered the Marines in 1940, became a mess sergeant, but was discharged in 1943 with a knee injury. He then worked in a defense plant, making gun parts for the Navy. The doctor ordered him to give up this work, however, and that's how it was he came to KMA last April. He is 5 ft. 7½, weighs 167, has brown hair and blue eyes. He prefers gray or blue clothes. His favorite food is chicken, fried golden brown, with mashed potatoes and gravy. Bet that's your favorite, too!



## Captain Good



Captain Arnold N. Good was one of our most talented young engineers until 2 years ago. Modest and calm, he was very capable, and our announcers always felt at ease in their studio work when Arnie was "riding gain" in the control room. But Pearl Harbor really upset

Arnie's cool disposition, and in Jan., 1942, he joined the Army Air Forces and became a bomber pilot. Needless to say, he soon saw plenty of excitement and his coolness stood him in good stead. He participated in the African and Italian campaigns in the rough days when each mission had to start from Bengasi. He was one of the pilots selected for that famous raid on the Ploesti oil fields. No wonder we were proud when he received the Distinguished Flying Cross! He returned to the U.S. Sept., 1943, and, after a visit here in Shenandoah, he was stationed in Montgomery, Alabama. And now we have another bit of good news to report. Arnie and his wife, the former Mildred Winstead, have a baby son. He weighed 8lbs. 12 oz. at birth and was named after his proud father.



Of course, we don't know, but it is whispered that VIRGINIA LEE WILLIAMS might get a diamond for Christmas. It looks suspicious when she and her boy friend were caught looking at diamonds and sterling silver and with Virginia working on her Hope Chest.

## “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”

(Continued on page 15)

*We here present 2 important KMA personalities each month—one that is “heard” on the air and one that is “unheard”. This feature is in answer to many of your requests. We are glad you like it.*



Paul Oliver

## “Unheard”

That old adage, “It takes a lean horse for a long race,” certainly fits our globe-trotting salesman, Albert R. 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



A. R. Anderson

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.

Jimmy Morgan and his wife were school day sweethearts down in Pellyton, Kentucky, and lived 2 miles apart.

## Forward, March!

By **HARRIET LINGO**

When you hear the crisp command, "Forward, March" over 11 stations every Saturday, you are listening to the official educational program of the State Department of Public Instruction, the County Superintendents Association, and the Iowa State Teachers Association—the 3 groups which guide and direct Iowa education. This weekly series of programs is written and produced by KMA and constitutes the most remarkable public service project undertaken by any commercial station in America. Its purpose is to tell you about the progress Iowa education has made, the plans it has for postwar operations and the problems which you, as a citizen, can help your local school solve.

It all started back in 1939 when KMA began the now famous "Iowa Rural School Radio Graduation Programs" so that rural school graduates would have as impressive a graduation ceremony as the children in the large city schools. Then, last year, KMA originated the once-a-month FORWARD, MARCH! series on rural education. Parents, educators and school board members were so enthusiastic about the broadcasts that the FORWARD, MARCH! programs were expanded and are now presented weekly over a network of 11 Iowa Stations.

Needless to say, this network is the first of its kind in Iowa. In fact, we know of no other state-wide group of heterogeneous stations which has ever got together

for 2 consecutive years to carry an educational program originated by an unaffiliated commercial station. This not only proves the calibre of the production but the value of its purpose.

Every Friday evening the cast rehearses diligently for the Saturday broadcast. There are timing, interpretation, dramatic effects, and all the components of a good program, to be carefully weighed and groomed. Many of the actors are familiar to you, as you will note from our picture of an actual broadcast.

By using the proved technique of narration, with dramatic illustrations, we can vividly show you what progress Iowa education has made within this decade. We can illustrate the postwar plans your school is making. And, most of all, we are pointing out the part you, as a responsible citizen, have in solving the important school problems of your community.

You can hear this program over these stations every Saturday at the times indicated: at 8:30 a.m., KGLO; at 9:45 a.m., WOI, Ames; at 10:15 a.m., KMA, Shenandoah; at 10:30 a.m., KFJB, Marshalltown, KVFD, Fort Dodge, KICD, Spencer, KTRI, Sioux City, and KROS, Clinton; at 10:45 a.m.,

KWLC, Decorah; at 12 noon, WOC Davenport; and at 1 p.m., KDTH. By special transcriptions or direct wire feeds, the program is made available to all these stations without charge by KMA.

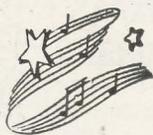
What's more these programs are the only source of authentic educational news you have, for nowhere else can you find what is happening in education in your

(Continued on page 7)



### THE PROGRAM IN ACTION

*Left to right, Paul Oliver, Ralph Childs, Mabel Sullivan, Jim Kendrick, Jeane Gaw, Eddie Vaughn, Alice Schlick, Doris Murphy, and Harriet Lingo.*



## It Happened to Me!

*Every month on this page we will print some unusual experiences our listeners have had while listening to KMA. We're going to print pictures of the persons, too, but couldn't this month because we were already going to press when these experiences were received. So send your experience and picture to Editor, KMA GUIDE, Shenandoah, Ia., won't you? If we print yours, you'll get a nice surprise gift!*

### A FALSE ALARM

By MRS. CHARLES CHESEK  
5714 South 33rd Ave.  
So. Omaha, Neb.

One afternoon, while listening to Kitchen Klatter, I heard the screechings of the fire engines. I hurried from my chair to look out the windows, but the street looked as usual and no sign of fire could I see. I kept wondering about this, and that evening I checked the paper to see where the fire was. Nothing was listed in our neighborhood. I never figured it out until a few months later when I was listening to the same program and the same thing happened again. Then I caught on. Since Leanna broadcasts from her home, the fire was in her neighborhood both times, and I heard the fire engines over my radio!

### GOOD ADVICE

By EVELYN VLCEK  
Wilber, Nebr.

One evening I was listening to your fine 6:15 p.m. program while getting supper. I was doing a lot of things at once, and turned on the radio to steady me. Then your announcer came on and said, "Hello, friends. Put some more water on those beans, pull up a chair, and do some quiet

listenin' in." That remark startled me, for I had some beans on. I rushed to look at them. They were dry as a bone, would have burnt up in a couple of minutes. So you see, you give better advice on the radio than you sometimes know!

### FORWARD MARCH—Continued

state and in your county. The state news comes direct from the State Department of Public Instruction in Des Moines. The news from each of Iowa's 99 counties is supplied by the county superintendents. Each county superintendent prepares the news for the radio station giving best coverage in his area.

This undoubtedly sounds like a complicated bit of machinery. It is, for it takes over 150 skilled people throughout Iowa to handle it. But it is worthwhile work, for in Iowa education lies a great part of Iowa's destiny. All of us are cooperating without pay, without hope of personal reward, simply because the effort is justified by the goals to be attained. To us, this is simply democracy as it can work through radio. And it gives you, as a citizen of Iowa, a chance to help your school in the march forward.

### THE WOODEN AXLE

We don't suppose there is another radio program in the United States where a studio door is opened so listeners can hear the train whistle into the station! But that's what Frank Field does on his 7:15 A.M. broadcast and judging from your comments, you listeners get a big kick out of it. The two-car "Wooden Axle" as Frank calls it, is due at 7:22 and usually he says "Here it comes!" Then Ralph runs to open the door so you can hear it toot at the crossing. Here is what Mrs. E. E. Knollenberg of Essex, Ia., says about it: "I hear your early morning program and like it, but why laugh at a train as famous as the 'Wooden Axle?' It's the only train that has a regular program on any station, and without paying for time! It's famous already, only doesn't know it."



# KMA DAILY PROGRAMS FOR DECEMBER, 1944



960 ON YOUR DIAL

## DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

- 5:30 a.m.—Morrie Jones  
 6:00 a.m.—News  
 6:05 a.m.—Jimmie Morgan  
 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.—Haden Family  
 8:30 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Jimmie Morgan  
 9:45 a.m. (Mon.)—One Woman's Opinion  
 9:45 a.m. (Except Mon.)—Listening Post  
 10:00 a.m.—Breakfast at Sardi's  
 10:30 a.m.—Gil Martyn  
 10:45 a.m.—Jack Berch & His Boys  
 11:00 a.m.—Stump Us  
 11:15 a.m.—Frank Field  
 11:30 a.m.—Glamour Manor  
 12:00 noon—Earl May—News  
 12:30 p.m.—Utah Rangers  
 12:45 p.m.—Market Reports  
 1:00 p.m.—Jim & Bob  
 1:15 p.m.—Rev. Edythe Stirlen  
 1:30 p.m.—Kitchen Klatter  
 2:00 p.m.—Morton Downey  
 2:15 p.m.—Joe & Ish  
 2:30 p.m.—Steve Wooden  
 2:45 p.m.—Miller Sisters  
 3:00 p.m.—Gully Jumpers  
 3:30 p.m.—Time Views the News  
 3:45 p.m.—Lina Ferguson  
 4:00 p.m.—Uncle Zeke  
 4:15 p.m.—Miller Sisters  
 4:30 p.m.—Jim and Bob  
 4:45 p.m.—Hop Harrigan  
 5:00 p.m.—Terry and the Pirates  
 5:15 p.m.—News  
 5:30 p.m.—Jack Armstrong  
 5:45 p.m.—Captain Midnight

## MONDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Good Will Trio  
 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.—Counterspy  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Modern Melodies

- 9:00 p.m.—Raymond Gram Swing  
 9:15 p.m.—Ted Malone  
 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.—Good Will Trio  
 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.—Alan Young  
 8:00 p.m.—Gracie Fields  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Modern Melodies  
 9:00 p.m.—Confidentially Yours  
 9:15 a.m.—Andy Russell  
 9:30 p.m.—Let Yourself Go  
 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.—Good Will Trio  
 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.—Rambling Cowboys  
 8:00 p.m.—Dunninger  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Modern Melodies  
 9:00 p.m.—Raymond Gram Swing  
 9:15 p.m.—Ted Malone  
 9:30 p.m.—Scramby Amby  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m. to Midnight—Famous Orchestras  
 and News

## THURSDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Good Will Trio  
 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.—Modern Melodies  
 9:00 p.m.—Confidentially Yours  
 9:15 p.m.—Andy Russell  
 9:30 p.m.—The March of Time  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m. to Midnight—Famous Orchestras  
 and News

**YOUR BLUE NETWORK STATION**

**FRIDAY NIGHT**

- 6:00 p.m.—Fulton Lewis, Jr.  
 6:15 p.m.—Good Will Trio  
 6:30 p.m.—Earl May, News  
 7:00 p.m.—Watch the World Go By  
 7.15 p.m.—Van Cleave  
 7:30 p.m.—Famous Jury Trials  
 8:00 p.m.—Freedom of Opportunity  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Modern Melodies  
 9:00 p.m.—Earl Godwin  
 9:15 p.m.—Ted Malone  
 9:30 p.m.—Ed Wynn  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m. to Midnight—Famous Orchestras  
 and News

**SATURDAY PROGRAMS**

- 5:30 a.m.—Morrie Jones  
 6:00 a.m.—News  
 6:05 a.m.—Jimmie Morgan  
 6:30 a.m.—Morning Worship  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 p.m.—Ed McConnell  
 8:00 a.m.—Morning Headlines  
 8:15 a.m.—Haden Family  
 8:30 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—What's Cookin'?  
 10:00 a.m.—Chatham Shopper  
 10:15 a.m.—Forward March!  
 10:30 a.m.—Adventures of Omar  
 11:00 a.m.—Kid's Bible Club  
 11:30 a.m.—Farm and Home Hour  
 12:00 noon—Earl May, News  
 12:15 p.m.—Man on the Farm  
 12:45 p.m.—Farmer's Forum  
 1:00 p.m.—Jim & Bob  
 1:15 p.m.—Rev. Edythe Stirlen  
 1:30 p.m.—Kitchen Klatter  
 2:00 p.m.—Fannie Hurst  
 2:30 p.m.—Steve Wooden  
 2:45 p.m.—Miller Sisters  
 3:00 p.m.—Gully Jumpers  
 3:30 p.m.—Steve Wooden  
 3:45 p.m.—Lina Ferguson  
 4:00 p.m.—Uncle Zeke  
 4:15 p.m.—Miller Sisters  
 4:30 p.m.—Jim and Bob  
 4:45 p.m.—Hello Sweetheart  
 5:00 p.m.—Back to the Bible  
 5:30 p.m.—Soldiers with Wings  
 6:00 p.m.—Fred Waring  
 6:30 p.m.—Meet Your Navy  
 7:00 p.m.—Early American Dance Music  
 7:30 p.m.—Boston Symphony  
 8:30 p.m.—Spotlight Bands  
 8:55 p.m.—Modern Melodies  
 9:00 p.m.—Musical Autographs  
 9:30 p.m.—The Man Called "X"  
 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  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—New World Coming  
 9:15 a.m.—Sunday School Lesson  
 9:30 a.m.—Iowa Speaks  
 9:45 a.m.—Newstime  
 10:00 a.m.—Call of the Cross  
 10:30 a.m.—Voice of Prophecy  
 11:00 a.m.—Pilgrim Hour  
 11:30 a.m.—Lutheran Hour  
 12:00 noon—News  
 12:15 p.m.—George Hicks  
 12:30 p.m.—Sammy Kaye's Band  
 12:55 p.m.—George Gunn  
 1:00 p.m.—Uncle Zeke  
 1:15 p.m.—Jim & Bob  
 1:45 p.m.—Goodwill Trio  
 2:00 p.m.—Charlotte Greenwood  
 2:30 p.m.—Ethel Barrymore  
 3:00 p.m.—Darts for Dough  
 3:30 p.m.—Set to Music  
 4:00 p.m.—Mary Small Revue  
 4:30 P.M.—Metro. Opera Presents  
 5:00 p.m.—Philco Hour  
 6:00 p.m.—Drew Pearson  
 6:15 p.m.—Don Gardiner—News  
 6:30 p.m.—Quiz Kids  
 7:00 p.m.—Greenfield Village Chapel  
 7:15 p.m.—Dorothy Thompson  
 7:30 p.m.—Joe E. Brown  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Hollywood Mystery Time  
 8:45 p.m.—Jimmie Fidler  
 9:00 p.m.—Life of Riley  
 9:30 p.m.—Revival Hour  
 10:30 p.m. to Midnight—Famous Orchestras  
 and News

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**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 accordian.

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!

## On the KMA Party Line

With DORIS MURPHY

You've all heard of "Bring 'em back alive Buck." But here's the tale of "Bring 'em back a live duck." Yes, that's what 3 big, husky KMA hunters did recently! JIM RAINES, JIMMY MORGAN, and ISH IRWIN went hunting and late in the afternoon walked into the studio with their catch ... one lone, live duck. And these "expert hunters" finally had to admit the only reason they caught this ONE was because its wing was crippled and it couldn't fly! Go to it boys, chase 'em down, that's one way to save shotgun shells!

There really must be a man-power shortage when one lone man is stormed by 14 girls. That's what happened to JIM KENDRICK recently when the Thurman, Ia., high school senior class visited our studios. Jimmie was immediately surrounded by this bevy of beautiful girls. They even pinned a red rose on him and gave him an orange! And Jimmie loved it. So I didn't believe him when he told me to say he was the "hermit type!"

Poor old Santa! He wanted to be sure Shirley Jean Parish, 20-month-old daughter of "Little Joe," got just what she wanted this year! So he hid a big teddy bear and other gifts in the closet. But Santa didn't know Shirley was so inquisitive. When Mama Parrish walked into the room the other day, there stood Shirley proudly cuddling the teddy bear that's bigger than she is!

Once a musician ... always a musician! Before returning to KMA, "Ish" IRWIN was an iron worker at the Todd Dry Docks, Galveston, Texas, when the war started. He helped repair torpedoed tankers, freighters, and transports. Some had holes in them bigger than small houses. Though he worked 12 hours a night, Ish kept thinking of chords, notes, and tunes. Finally he couldn't stand it any longer. He just had to get back to his music. So he headed north and is now happy playing the big base viol and singing with



*Doris "Listens In"*

the Stump Us Gang at 11, the Utah Rangers at 12:30 and Little Joe at 1 each weekday.

ZEKE WILLIAMS now believes if you wish hard enough for something, you'll finally get it. They wanted a cat for a long time. We told about it in the August KMA GUIDE (p. 15). Still they didn't get one. But when they opened their door the other night there was a beautiful cat crying to get in. It is part Persian and Maltese and is certainly welcome in their home. Zeke now wonders if the cat also reads the KMA GUIDE!

Did you hear a crashing sound and a few squeals on the MILLER SISTER'S 4:15 program the other afternoon? The squeals were from Helen and Alice and Paul Oliver when one of the big fluorescent lights in the studio blew up while they were on the air! They were more startled than you listeners when they heard a loud crashing sound and looked up to see glass flying and a snow-like substance falling to the floor. No wonder they thought they were being bombed!

Little did Blue Network officials know Mrs. Ada Parker of Shenandoah would get the news so quickly that her son would be mentioned on the TED MALONE broadcast. Mrs. Parker is one of our mail clerks and when the message came over the teletype machine asking us to notify her that Sgt. W. P. Parker would be men-

(Continued on page 15)

## Tips for Farmers

From FRANK FIELD

Merry Christmas from the Field family to all of you! Yes, this is the entire Field family, even including little John Robert Fishbaugh, our grandson. I want to tell you at the start, however, that this isn't a brand-new picture as it was taken 14 or 15 months ago when Johnnie was home on his last leave of absence, just before he flew overseas. As near as I can remember, it was the middle of August, 1943. Johnnie had had his wings about 6 months at that time and had completed his training and was given a week's leave to spend at home before going into active combat flying in the Southwest Pacific. Johnnie is a couple of inches taller than I am and about 25 pounds heavier.

Zo and John Robert are staying with us most of the time now while her husband Robert Fishbaugh is in the Philippines helping whip the Japs. He is an Ensign in the Navy and, the last we heard, was in the vicinity of Leyte on an L.C.T. John Robert is almost 2½ years old now and is growing like a weed.

Peggy, my youngest daughter, is 16 and a junior in high school. The oldest boy, Bob, works here at the seed house in the hybrid corn division, down at what we call the Maygold Plant where the seed corn is dried, graded, and processed. He was married just a month or two after this picture was taken, so as, soon as Johnnie gets back home again we will have to take another family group picture in order to have them all in.

Incidentally, Johnnie has flown his last

combat mission and expects to be home sometime between Christmas and New Year's for a good long visit. At the present time he is acting as instructor to the inexperienced replacement pilots, teaching them the latest tricks in combat flying. I didn't say anything much about Jennie, as you folks all know her pretty well by this time anyway, and so you know that this picture doesn't begin to do her justice.

We get so many thousands of letters asking for information about growing various kinds of plants and flowers that we have prepared a bunch of leaflets. Each one is about a different plant and gives full instructions on its care and culture. This saves us a tremendous amount of letter-writing. They are free for the asking and if you would like to have

any of these leaflets, just write in and ask by name for the ones you want and put in a self-addressed, stamped envelope. If you ask for more than 3, better put two stamps on the envelope. Here is a partial list of the most popular leaflets:

African Violets - Amaryllis - Asparagus - Azaleas - Boysenberries - Cyclomen - Christmas Cactus - Cactus in General - Gardenias - Herbs - Houseplants in General - Peanuts - Poinsettias - Pruning Fruit Trees - Raspberries - Homemade Soap - Town Lot Orchards - How to Get Rid of Termites - Pruning Grape Vines - Tuberooted Begonias - Spraying Fruit Trees, (Acme Spray Chart).

Just address your letter to me as I have all these leaflets right at my desk.

Dick Hart and bride have returned to their home in Louisiana.



Left to right, Frank, Lt. Johnny, Jenny, Peggy, Bob, Zo and John Robert.

## Program Personals

By JEANE GAW

"Ooooh, Guy Lombardo!" That's a customary comment when people tune in Guy Lombardo and his Royal Canadians every Saturday at 9 P.M. on KMA in MUSICAL AUTOGRAPHS. The band's popularity can be accounted for mostly by the fact that Guy keeps everything the same. His musicians are never fired. It took the war to make any replacements necessary. Most of his men have been on the job more than 7 years, and some more than 15 years. All of his vocalists are selected for perfect diction and his trio is famous for never having fluffed a syllable for over 15 years. There are no innovations, no tricks in Guy Lombardo's orchestra. Just soft, sweet music and lots and lots of folks like it. Don't you?

Chuck Acree, emcee on MAN ON THE FARM (Sat. 12:15 P.M.) is a real farmer! He owns and operates a 200-acre livestock farm near Elgin, Illinois.

Have you ever stopped to think about all the information concerning planes and flying technique included on the HOP HARRIGAN broadcasts ... besides an exciting story every weekday at 4:45 P.M.?

Because news, no matter what its nature, is always changing, the MARCH OF TIME program remains flexible until the "on the air" signal is given. Gathering of material for the show starts on Friday; it's amplified and edited on Monday and Tuesday; then perhaps discarded on Wednesday! At 9:30 P.M., Thursday, the program goes on the air!

Once upon a time there was a little street singer in Lancashire, England, who

warbled for pennies or whatever her hearers and passers-by were willing to toss her way. She picked up her tunes at the local theatre while delivering the laundry her mother took in from performers. This little girl was GRACIE FIELDS, who now has her own radio program over the Blue and KMA every Tuesday at 8 P.M.

Lisa Sergio, commentator on ONE WOMAN'S OPINION, heard Mondays, 9:45 A.M., was formerly an official broadcaster for the Italian government.

Here's something that was as much a surprise to me as it probably will be to you: Gloria Blondell, feminine star of HOLLYWOOD MYSTERY TIME Sunday, 8:15 P.M.) is a sister of Joan Blondell, the movie actress.

It wasn't very many years ago that the

singing star of the MARY SMALL REVUE, heard Sundays at 4 P.M., was known as "Little Mary Small." Recently "little" Mary Small presented her husband Vic Mizzy, now in the U. S. Navy, with a baby girl already being referred to as "Tiny Mary Small."



*Guy Lombardo and His Orchestra*

TIME CHANGES: STOP OR GO with Joe E. Brown has moved from its Thursday, 9:30 P.M. spot to 7:30 P.M. Sundays. Effective December 11, TIME VIEWS THE NEWS, now heard weekdays at 3:30 P.M., will move to 3:00 P.M.

Most radio commentators offer a purely military analysis of the war, but not GILBERT MARTYN, heard Monday thru Friday at 10:30 A.M. This tall, dark-haired commentator personalizes his news by recalling to the minds of listeners various cities, now war-stricken, but formerly visited by thousands of people in peacetime.

## What's Worrying You?

*Here the entire KMA staff will try to answer your many and varied questions. When we don't know the answers, we'll do our best to get them for you. Can we help you?*

Mrs. K. S.: When did the Hadens return to KMA?

ANSWER: The Haden family are still living on their farm near Springfield, Mo. You hear them by transcription at 8:15 weekday mornings. They make these transcriptions right from their home.

Mrs. V. W.: Because of the housing shortage we have to live in 2 rooms in Omaha and have no room for a tree. What Christmas decoration can we use instead?

ANSWER: Don't deny yourself a Christmas tree. Hundreds of visitors said one of the cleverest trees they ever saw was at the KMA Information Desk last year. It was only 14 inches high, was just a dime-store artificial tree, but we decorated it with small discs of bright-colored paper about the size of a penny. These were wound about the tree on a green cord much the same as we wind the lights about larger trees. You can get the paper discs from dime stores, too. So even though you are cramped in city quarters and crowded for time, you can still have the Christmas touch we know you crave so much.

Mrs. G.: Where are the Blackwood Brothers now?

ANSWER: R. W. Blackwood is in the service. James and Roy Blackwood, with Hilton Griswold work in an aircraft plant in San Diego, Cal.

R. L.: What process do I go through to collect the government payments for harvesting Red Clover seed? I combined 10 acres and got only 8 bu. of seed, but I don't want to sell it. Can I collect all the payments on the seed under those conditions?

ANSWER: To collect all the payments, you must send a sample of the seed to your state college or county agent to get

an official test on it. This test is then turned over to your township Triple-A Committeeman who will help you fill out the necessary papers. You will get \$3.50 for every acre of Red Clover you cut for seed. You'll get this whether you have the seed tested or not. The other payment is based on the amount of seed you harvested. It amounts to 3½¢ per lb. of clean seed with a germination of 90% or better, or a purity of 99% or better. That is why an official test is necessary. Your township Triple-A Committee can tell you all about it and will help you fill out the necessary papers.

Miss R. L.: Can you tell me where Buddy Starcher is now?

ANSWER: Buddy is now visiting his wife, Mary Ann Estes, at Topeka, Kans.

Mrs. K. M.: Are you going to run a picture of Jim and Bob soon?

ANSWER: A picture of Jim and Bob appeared in the June KMA GUIDE, p. 7.

Mrs. B. R.: Can you give me some suggestions for Christmas decorations?

ANSWER: At Christmas we all like to make our homes express the holiday season. Outside, you can have a wreath or garland on or above your door. Inside, there should be a Christmas tree near a window. A few greens and bright red candles can decorate your living room. Many of you will find what you want right in your gardens. You've probably waited until now to trim off the tips and unwanted branches from your evergreens. But you can also use the lower branches from your Christmas tree, which you'll probably cut anyhow. Two branches tied with a red bow will be fine for the door or a window. You can add a few sprigs of bittersweet, and some straw flowers, for color. Red and green are the best colors for your dining room. A poinsettia, or a bright-colored pepper plant, makes a fine centerpiece for the table. Wreaths of evergreen and strawflowers, with a candle burning in the center during the dinner, give a nice effect.

Miss L. M.: What is the address of Tim George?

ANSWER: Thomas M. George, S 1C, Ship's Co. Batt. Off. U.S.N.T.S., Trade Winds Hotel, Fort Lauderdale, Fla.

## A Line from Lina

By LINA FERGUSON

When did I first become interested in flowers and gardens? I suppose it was when my English Mother made their care a part of my daily routine, although I was not conscious of it then.

Arbor Day celebrations with each school child planting a tree, hunting on the prairie for the first spring daisy, my Mother's return from a visit home to England with a real shamrock plant which was divided among her friends in our small Kansas town, are early recollections.

During school days at Parsons, Kansas, and later at Kansas University, other interests occupied my time. But when I came to make my home in Shenandoah in 1916, the year I became the wife of Paul Ferguson, a Shenandoah attorney, I found myself in a community that lived and breathed flowers and flower culture. I was surrounded by acres of peonies, iris, phlox, shrubs, and trees of all kinds. Many of the members of our flourishing Garden Club where we met to talk over our enthusiasms and problems are known to you over the radio. I served as President of that organization, worked on the garden committee of the State Federation of Women's Clubs, helped stage our annual Flower Show, and was Superintendent of the Children's Department for many years. Judging at flower shows and speaking before garden clubs were also possible in pre-war days.

When my husband returned from camp in 1918, we bought our first home, and I started my first garden—a pool, a rock garden, and a perennial border were all included. Now I have my second garden, larger but far from perfection, where as a real dirt gardener, I try, just as you do in your gardens, to realize my garden dreams.

In 1924 Earl May was giving a monthly program over station WOAW in Omaha, using local musicians and giving short seed and garden talks for the practical farm or small town man with a garden. He invited me to talk about flowers. Letters came in from flower lovers who



*Your Flower Lady*

wanted a chance to exchange their ideas about flowers and gardens. I was soon installed as the "Flower Lady" at KMA and once a week our Radio Garden Club met. A letter saying you were interested and listened was the only entrance requirement. Garden talks and letters were interspersed with songs by Mrs. May. Later garden programs were given 2 or 3 times a week.

In 1926 I visited English and French gardens for the May Seed Company, and spent 8 weeks gathering material for a series of KMA radio talks. My daughter, Julia, was born in 1928, and during her childhood my time was spent at home with my garden as one of my chief interests.

I came back to KMA last year, 1943, and since then have had, as you know a 15-minute program each afternoon, Monday through Saturday, from 3:45 to 4 P.M. I count as my friends hundreds of KMA listeners who have written to me. I'd like to hear from you, and I hope when I say, "Good afternoon, flower friends and fellow gardeners" tomorrow, that you will be listening to KMA to hear your garden problems discussed.

War has even changed the playing habits of children. JO LENE MILLER 3-year-old daughter of Helen Miller, delights in playing the role of an Army Nurse every day. Because she is so fond of playing "hospital," Santa Claus has promised to bring her a Nurse's Kit.

## ON THE KMA PARTY LINE—Cont'd

tioned on the broadcast, she had the information instantly as she works only a few feet from the machine! Sgt. Parker, age 29, has been in the service 18 months and overseas a year, and is in Paris now. Tune in the Ted Malone broadcasts over KMA each Monday, Wednesday, and Friday at 9:15 P.M. You'll enjoy them.

Twirling a baton is not easy, but JEAN WILLIAMS has been practicing for 3 years and now has been chosen as one of the drum majorettes in the Shenandoah High School band.

Al Sloey is now in Hollywood with a Western Trio working both in movies and radio. He writes me he's having a lot of fun.

If you see a 10-year-old boy with an unusually happy smile on his face, it might be Gene Morgan, son of JIMMY MORGAN. Gene and his mother had to remain in Indianapolis while his dad was trying to find a place for them to live in Shenandoah. But they have finally arrived and Gene is tickled because he has been wanting to get here to go squirrel and duck hunting with his dad. Jimmy may have Gene on some of his programs with him. And by the way ... Jimmy can be heard at 9:30 each morning now, in addition to the 6 o'clock show.

Stevie and Butch, 4-year-old sons of 2 popular KMA announcers, RALPH CHILDS and PAUL OLIVER, are certainly becoming fast friends. They live only 3 blocks apart, and have birthdays only a month apart. They're feeling mighty grown-up now since their mothers let them go all alone back and forth to each other's house. Stevie Childs was 4, Nov. 16, and Butch helped him celebrate. And guess what he got for his birthday? A wooden train! Maybe he'll call it the "Wooden Axle."

Don't forget, everything I write in this feature is in answer to your questions. When you have a question about someone at KMA, send it to me. You'll either find the answer here or on the "What's Worrying You" page. And now, in closing, I want to wish all of you the Merriest Christmas possible in wartime! God bless you!



## The Buyer's Guide

This feature is strictly for your service. Only genuine, trustworthy bargains can be listed. Rates: \$1 per 25-word ad; extra words, 4¢ each.

**SONG HITS:** "THAT SINATRA SWING" dedicated to Frank Sinatra. "THE FLYING FORTRESS," dedicated to Gene Autry. 35¢ copy. CHAW MANK'S BLUE RIBBON MUSIC CO., STAUNTON, ILLINOIS.

**NEW SONG BOOK BY ZEKE WILLIAMS,** 32 pages, his picture on cover, only 50¢ postpaid. Also 8 x 10" photo of his daughter Jean, free if you order now from ZEKE WILLIAMS, 201 SOUTH CENTER, BOX 133, SHENANDOAH, IOWA.

**AERIALS!** If yours is 3 years old you need a new one to eliminate noise, increase volume, save batteries, improve reception. Complete kits including COPPER wire, lead-in, insulators, and lightning arrester—everything you need. Unobtainable until now. Send only \$2 to Glen Klein, Engineer, 106 E. Summit, Shenandoah, Iowa.

**CHRISTMAS GIFT?** Give the KMA GUIDE. It is 12 gifts in one and lasts all year. Only \$1 for a year's subscription, a new copy each month, 12 issues in all. We'll send special Christmas Gift Card to your friend or relative and will acknowledge order direct to you. Send \$1 to Gift Dept., KMA GUIDE, Shenandoah, Iowa.

### "HEARD"—Continued

who is 4, and Billie Ruth, only 10 months old.

His favorite food is hamburgers with lots of onions. Spaghetti and meat balls run a close second. His hobbies are photography, gardening, and football games. However, he still confesses special fondness for amateur dramatics—the hobby that got him his first radio job.

# The Winner - - Jimmy Morgan!



As all of you know by now, Little Joe challenged Jimmy Morgan by saying he could sell more November KMA GUIDES over the air than he could. Smiling Jimmy, always ready for a little fun, took the bet, and the loser was to push the winner to the studio the day on which the results were known. And then followed one of the most popular contests in KMA history.

The result? Well, you can see for yourself, as Little Joe grunts and groans trying to make the wheelbarrow move with 200-lb Jimmy in it. After he had gone only a few feet, poor Joe was so worn out that Jimmy said, "Here, you get in now," and he pushed Joe up to the studio entrance. It was a lot of fun and the crowd enjoyed it. Incidentally, some of your KMA favorites are looking on. Can you recognize any of them?

Tom Thumb Publishing Co.  
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