

The

KMA GUIDE

September, 1965



Earl E. May,
FOUNDER

Edward May,
PRESIDENT

SPECIAL
40th Anniversary Edition

1925  1965

\$1.00

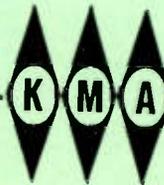


"Life Begins at Forty"

Dear Friends:

After four decades of broadcasting, we find the future so bright we are tempted to use that well-known phrase, "life begins at 40." KMA is so steeped in great events and people, there has never been a time when we weren't overly optimistic about the future. As we approached our 40th anniversary, and in reviewing those wonderful exciting years, the temptation was too great to pass. As a result we have put together for your enjoyment a bit of the nostalgia of the wonderful past, plus the exciting present, and a peek into the promising future of KMA. We hope you enjoy leafing through the pages of this special anniversary issue of the KMA Guide as much as we have enjoyed compiling them for you.

Edward May

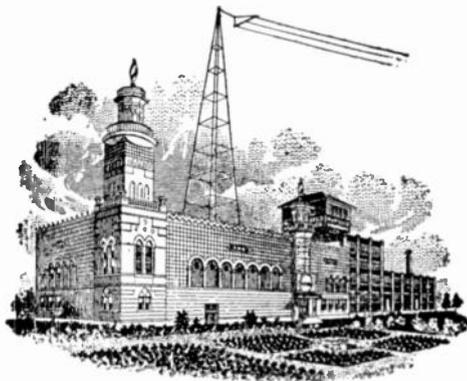


Radio Center

The KMA Guide

KMA Is Born

In 1915 a young man from western Nebraska, who saw his first railroad train as a lad of fourteen, settled in Shenandoah, Iowa. Within two decades his name was to become known far and wide, synonymous with the area covered by KMA.

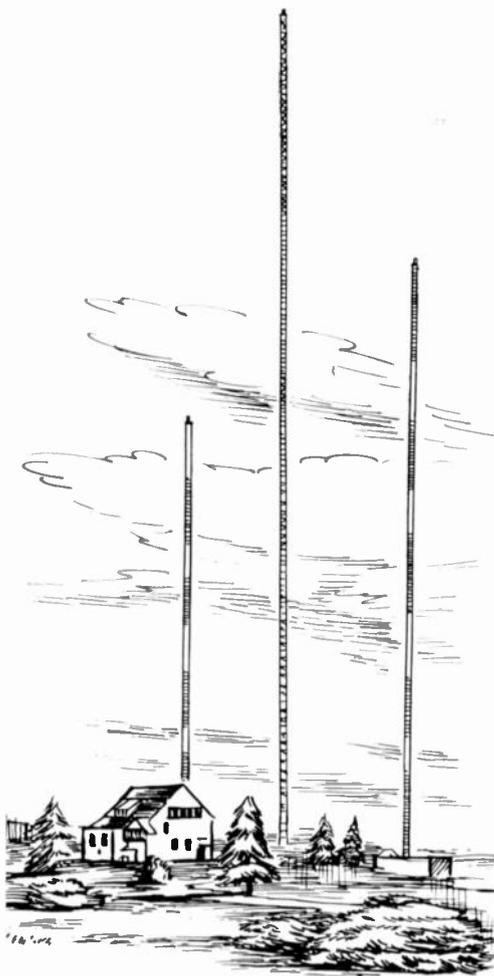


Earl E. May was a natural-born salesman and showman. By profession he was an educator, lawyer, and seedsman. He was a man of great energy and vision. This blending of attributes led Earl May into the infant broadcast industry. Radio was meant for him and he was meant for radio.

Earl was among the first to see radio's tremendous possibilities as a means of mass communication, education, entertainment, and publicity; the latter an ideal vehicle for expanding his growing seed and nursery business. On August 12, 1925 KMA went on the air.

Earl May inaugurated many program policies and ideas which were far ahead of their time. He started early morning broadcasts when "experts" said no one would be listening, achieving a success which surprised everyone but Earl. The emphasis was on service to the agricultural community . . . a tradition which prevails today. KMA has attained a measure of success which is a phenomenon in the broadcast industry.

This great broadcast heritage continues . . . KMA is now housed in a new radio center with the latest facilities and equipment, custom-designed to fulfill the needs of the area. Innovations are continually being sought in keeping with the changing times so we may better serve you, the listening public, now and in the years ahead.



A Chat with Edward May

My career in radio began at the early age of seven. The debut came one day when my father called me to his side while he was on the air and asked me to read a commercial about a special seed offer. The picture at right was taken about the time of my first introduction.



Our family about the time KMA was going on the air. We are pictured in one of the early garden plots . . . a forerunner of our present-day test gardens.

My family today. My wife Eleanor with our three children. Annette, the eldest, is on the right; Eddie and Karen. Annette is attending Northwestern University, Eddie is in 6th grade, and Karen is a senior in high school.



My Mother Mrs. Earl May



ALWAYS A HELPING HAND

Mrs. Earl May played an active role in the building of KMA. Her advice and consultation were credited many times by her late husband, Earl May, in many of the policies and great achievements.

Mrs. May was an active participant in much of the early programming as a soprano vocalist. Long after she left the airwaves listeners continued to request her songs. Recordings on the original KMA label of some of her favorites may be seen in the "Hall of Fame" collection in the conference room of our new radio center.

Mrs. May remains active as Chairman of the Board of the May Broadcasting Company. She keeps a busy schedule participating in many community activities.



The grand matron of our huge broadcasting enterprise of today entertains many visitors at her beautiful home on Maple Street in Shenandoah. She is pictured today in her expansive lawn and flower garden.



One of the heart-warming aspects of radio has always been our listener mail. The family is pictured 'way back in 1925 in the old original studios looking over my father's basket of mail.

My Sister Frances and Her Family Today

At right above is my sister Frances as a young girl. Pictured below is her family

today. Her husband, J. D. Rankin, has been associated with the May Seed Company and May Broadcasting for over a quarter of a century. J. D. is Vice-President of the Broadcasting Company.



L to R — Diane, Frances, Betty Jane, J. D. and Gordon. Diane, the youngest daughter, is attending Southern Methodist University, Dallas, Texas, where she is a sophomore. Betty Jane is Mrs. Mike Sherman. Her husband, Mike, is an executive in the May Seed and Nursery Company. J. D. is holding Betty and Mike's son, little Gordon "Gordy" Sherman, the Rankin's first grandchild.

Radio Digest Gold Mike

EARL MAY POLLS ALL-TIME RECORD VOTE

The following are excerpts from 1926 Radio Digest, a widely circulated magazine about radio listening.

"With 452,901 votes to his credit to mark him indisputably as the world's most popular announcer for 1926, Earl E. May, owner of and announcer for KMA, the May Seed and Nursery Company station at Shenandoah, Iowa, went over the top and won the 1926 Radio Digest Gold Cup Award, bringing honor to a little town in Iowa in the midst of the corn belt."

"Earl E. May, owner and announcer of KMA, Shenandoah, Iowa, has sprung the big surprise and tops the list . . . the large metropolitan listener populations of either of these two cities (Chicago and New York) may require a lesson in teamwork before they can equal the support of the sparsely populated area, relatively, about Shenandoah, Iowa."

Third Generation On KMA

The tradition of the May family continuing in the business of broadcasting is indicated here with Edward May first introducing his young son Eddie, Jr. to his 12:15 audience. Little Eddie started at the mike at a very early age by singing "happy birthday" to listeners' requests.



Earl May's winning of the 1926 Radio Digest Gold Cup Award as "The World's Most Popular Radio Announcer" was indeed an outstanding achievement. He won the award by over 118,000 more votes than were ever cast in a similar contest.

One can't help but chuckle at the comment by the Radio Digest writer on the opposite column when he stated the large metropolitan listening audiences could learn a lesson from folks out in the relatively "sparsely populated" area around KMA.

KMA listeners are still springing big surprises on the experts who are accustomed to big city thinking.



DEDICATED 1927

VISITORS FLOCKED TO
SEE RADIO IN OPERATION



In the early days of radio, so few people understood or had vision to see the possibilities in radio that frequency allocations were going begging for lack of takers. Earl May saw the great potential in radio, and did many things with this new marvel of the electronic age. While other stations were shoohing visitors out of their studios, Earl was inviting people to come and see a radio station in operation. It soon became evident that much larger facilities were going to be needed to provide seating for folks who wished to visit KMA. Earl immediately started work on a new thousand-seat auditorium. Completed in 1927,

its design was such that visitors were amazed at the beauty and showmanship.

The stage was set in a simulated walled-garden, white pigeons seemed to soar through the air, the high domed ceiling was painted dark blue to simulate the night sky, lights twinkled like stars in the ceiling, and drifting clouds were projected across the "sky". A huge plate glass seven feet high and twenty-two feet long separated the audience from the studios on stage. The glass could be raised for live audience performances. At its peak of use, an estimated 400,000 people a year used the auditorium.





Jubilees, Entertainers, Shows, Variety, Special Events
As many as 50,000 people a day flocked to see the activities at KMA.



TOP — A sea of faces watch entertainers on outdoor stage.
CENTER — Enjoying free food.
BOTTOM — Pancake lines at Jubilee

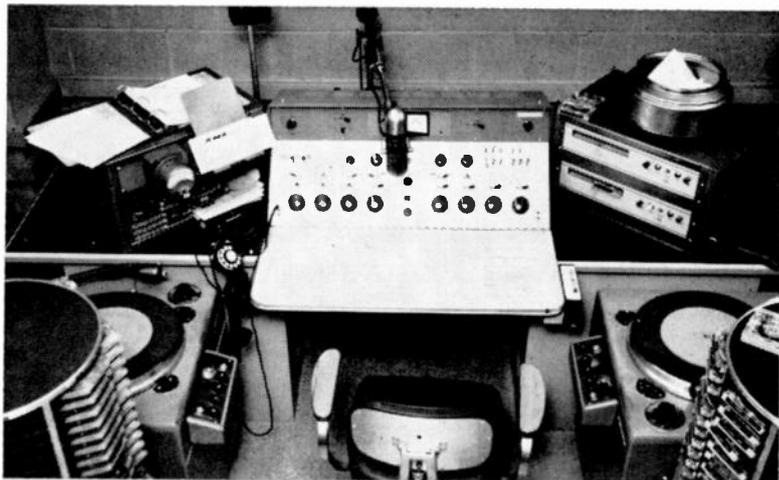


On December 4, 1963 broadcasting began from the new KMA Radio Center. The very latest in custom-built transistorized equipment was brought into use. The building was designed to give utmost efficiency in meeting modern-day broadcast requirements. Interior shots show: lobby entrance, large conference room with many historical "Hall of Fame" artifacts of early broadcast days. Visitors are always welcome.



Master Control

This operating position controls the entire array of equipment; turntables, studios, remotes, recorders, network . . . everything you hear on KMA.



You'll see more of Radio Center KMA throughout this issue as we cover functions of the various departments.

SALUTE TO ADVERTISERS OVER 12 YEARS ON KMA

Rev. Theo H. Epp

Rev. Edythe Stirlen

Consumers Cooperative Assoc.

Willard Tablet Co.

Iowa State Fair

Schreiber Mills, Inc.

Rev. Quinton J. Everest

Allied Mills

Sterling Drug

Goldberg Clothing

Sondag-Roscoe

Garst & Thomas Hybrid Corn

Des Moines Register & Tribune

Ladies Apparel Shop

Redfield-Sullivan Furniture

Clarinda-Shenandoah Bottling

Harper Motor Company

Pfister Associated Growers

Keystone Steel & Wire Co.

Hy-Vee Food Store, Shenandoah

Hy-Vee Food Store, Clarinda

Hiland Potato Chip Co.

Pen-Jel Corporation

FARM SERVICE



Service to the farm community has always been the primary function of KMA. KMA had only been on the air a few weeks when Earl May decided to start early morning broadcasts for the farm people. He signed KMA on at 5:30 a.m. and much

to everyone's surprise found a great audience. Earl is pictured above directing and taking part in a special nationwide network broadcast from the Joe O'Hara farm near Shenandoah during the early part of World War II.



Jack Gowing, Farm Director

The KMA farm service department is headed up by Jack Gowing, whose entire career has been in the farm service field. Jack is an active farmer, specializing in Angus beef. Jack starts his day with his 6:30 a.m. "RFD 960" program, travels great distances by car and plane keeping abreast of farming activity, attending many night meetings . . . a busy farm service department.



Farm Coverage

AT HOME . . .

Farm news may come from a farmer stopped in the field under the blazing sun, from a meeting in Denver or Chicago or the Town Hall; or from

'ROUND THE WORLD . . .

Your KMA microphone has traveled far afield to bring you reports, new concepts, comparisons, and ideas from other lands.

Pictured: Center, KMA in Guatemala for corn experiments. Bottom, in Greece, Italy, Spain, for a look at postwar Europe.





In Time of War

The farmer played a key role in producing the massive food needs during WW II. KMA was selected as the station to cover the farmer's contribution to the war effort. Pictured above, the KMA remote broadcast station (KEMA) sends program via short wave to KMA, which in turn sends to network for nationwide broadcast.



In Time of Peace

Drought, price squeezes, imports competition and many questions in need of drastic action have called on KMA to act as focal-point and arbiter in solving the problem. The 1964 meat import crisis, pictured above, brought an appeal to KMA to help find a solution. A meeting was called . . . and farmers and feeders responded by the thousands.



A Friend Indeed

The crowd overflowed into the streets and Armory building, where loudspeakers carried the discussion. Attending were Governors of Iowa, Nebraska, Assistant Secretary of Agriculture and many VIP's. Legislation was obtained, imports reduced.



Farming Is Big Business . . .

Farmers in the KMA area spend in excess of a billion dollars annually in their farm operations. Investments in excess of \$100,000 in land, livestock and equipment are common. He must be a "jack of all trades" and good businessman.

. . . Requires Many Skills

Keeping abreast of the farm news world requires experience, a wealth of knowledge, and foresight. KMA fields a two-man farm service department to bring full service to the farmer. Jack Gowing and Associate Jim Ross keep a busy schedule of appointments.





Direct Market Reports

Gene Frances, left, of the St. Joseph, Mo. Livestock Foundation and Cleone Jessen, right, of the Livestock Foundation of Omaha. Monday thru Friday



FRANK FIELD



WEATHER GARDENING CROPS

Frank is an expert, called on continually by town and country folks alike to help solve an endless number of problems with their yards, gardens, flowers, and crops. Frank is considered a walking encyclopedia of such information; his memory for latin botanical names is astounding. Frank is pictured with his girl-friday, Ethel Baldwin, going over the day's mail. Frank is also celebrating 40 years in radio this year.



KMA listeners were a little astonished when following our astronauts' space flights to hear weather reports from a space agency expert named Frank Field. It turned out not to be their "own" Frank, but another fella, same name, no relation. Frank is pictured in late 40's with special low frequency receiver he still uses to compile his own weather data every morning. He's usually right!

SALUTE TO NATIONAL AND REGIONAL ADVERTISERS

Regional Accounts

AK-SAR-BEN RODEO
AMERICAN BEEF PACKERS, INC.
BIG CHIEF OF NEBRASKA
DIERKS FOREST
ELECTRIC COOPERATIVES OF N. W. MO.
FARMERS ELEVATOR SERVICE CO.
FEDERAL LAND BANK OF OMAHA
FREMONT MANUFACTURING CO.
GOOCH FEED MILL CO.
GRINNELL MUTUAL REINSURANCE CO.
INTERSTATE BAKERIES CORP.
IOWA ASSOC. OF ELECTRIC COOP
MFA INSURANCE COMPANIES
OLDHAM FARM SAUSAGE CO.
BYRON REED CO.
STANDARD CHEMICAL MFG. CO.
TAVOLEK-LABORATORIES
TEKSEED HYBRID CO.
TIDY HOUSE
WALNUT GROVE PRODUCTS CO.
WESTERN MUTUAL INS. CO. OF DES MOINES

National Accounts

AMERICAN CYANAMID
CHEMICAL COMPOUND, INC.
DEKALB AGRICULTURAL ASSOC.
FIRESTONE TIRE & RUBBER CO.
FOSTER MILBURN COMPANY
GEIGY AGRICULTURAL CHEMICAL
GENERAL MOTORS CORPORATION
B. F. GOODRICH COMPANY
GOSPEL BROADCASTING ASSOCIATION
HESS & CLARK
H L H PRODUCTS COMPANY
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MASSEY FERGUSON
MOBIL OIL COMPANY
RADIO BIBLE CLASS
RALSTON PURINA COMPANY
R. T. V. SALES, INC.
R. J. REYNOLDS TOBACCO COMPANY
SCHLITZ BREWING COMPANY
E. R. SQUIBB & SONS

HOMEMAKING

Billie McNeilly

Heard at 10:30 each morning, Billie brings many years of radio experience and a vast knowledge of homemaking to her listening audience.



The art of homemaking has brought many enterprising women into active duty on Radio Station KMA throughout the past 40 years. These women have brought suggestions to lessen the homemaker's work, help her to produce tasty meals with new recipes and food ideas, and, in the most part, become a part of the daily life of each and every one of their steady listeners. Today's homemakers are still introduced to timely ideas by the present-day radio homemakers. As the KMA Radio homemaker of 1965, it is with deep respect I refer to some of the ideas and recipes offered on this station in the early days of programs of this type. Many of these broadcasters played a part in my childhood, and many of them are personal friends. They, too, helped make KMA the radio station that broadcasts for the people.

Billie

Over the Years

countless hundreds of thousands of pieces of mail have been received from listeners by KMA Homemakers. From the very beginning KMA has had one or more air personalities who specialized in giving suggestions, ideas, household tips, recipes and a daily friendly visit with housewives throughout a vast area. KMA Homemakers have always been one of the top audience attractions. On this and succeeding pages are pictures of the gals who have been our Homemaking specialists.

TOP PICTURE -

Jessie Young, pictured with her mother and son (now a grown man), was our homemaking specialist for many years. Jessie now lives in Red Feather Lake, Colorado and is still active in lending a helping hand to homemakers through a regular publication she produces.

CENTER PICTURE -

Mamie Miller was one of the original homemakers. Her program was "The Domestic Science Hour", dealing with all types of helpful suggestions for the home.

BOTTOM PICTURE -

Lina Ferguson, another of our outstanding ladies who rendered exceptional service to "the lady of the house". Lina (Mrs. Paul Ferguson), lives in Shenandoah.





AUNT LEANNA

Leanna Driftmier, probably one of the most outstanding, and best-known of the homemaker pioneers is still active today.



ADELLA SHOEMAKER

Adella was one of our featured homemakers for many years. She is pictured with a batch of one of her tasty recipes. Adella teaches in the Shenandoah high school today.



EDITH HANSEN

Another of our well-known culinary specialists who developed a tremendous following, gave a helping hand to hundreds of thousands of her listener friends. Edith passed away recently.



MARTHA BOHLSSEN

Another of our outstanding homemakers. Martha has won many awards locally and nationally. She is still heard every morning on KMA at 10:05 a.m. through the auspices of the Tidy House Products Co.

FLORENCE FALK & BERNICE CURRIER, who programmed to the KMA home-making audience for over a decade are pictured with Martha Crane, past-pres. of AWRT, and Doris Murphy, right. Doris was KMA director of women's activities at her retirement after some 34 years with KMA.



Many Events

Many live audience demonstrations have been presented by KMA throughout the years. One of the most successful series which produced an avalanche of marvelous cookie recipes was the "KMA Christmas Cookie Teas", which originated in 1954 at the Elks Hall in Shenandoah, middle picture. In 1955 larger facilities were sought to handle the crowd and by 1958 two programs were needed to provide seating in the largest facilities available, bottom picture. Over 35,000 cookies were on display.



A Large Following . . .

is evidenced by the huge attendance at the audience demonstrations produced by the KMA Homemaking departments. First and second pictures at left show packed houses at the Mayfair Auditorium. Listener friends came from many miles to see their favorite KMA homemaking personalities and receive helpful tips by demonstrations for better family living.

Ladies literally hung from the balcony. Picture was taken at 1956 Cookie Tea at the new armory in Shendoah. Response was so great many could not find seats.

KMA continues to render live audience demonstrations. At left, the recent KMA Meat-A-Rama, meat cutting and cooking demonstration proved to be one of the most interesting demonstrations for many years. Billie McNeilly is shown on stage with huge overhead mirror so audience may see table-top demonstrations. Billie introduces two co-workers, Tom Beavers and Evalyn Saner, who kept an eye on cooking meats while Billie demonstrated.

The KMA Guide





Varied Interests . . .

Programs of interest to the modern-day homemaker cover many facets of family living. Billie McNeilly is continually striving to bring her audience a complete variety of people and things which will be useful and interesting. Pictured at top: Billie interviews Dr. Workman, OD, of Omaha. Dr. Workman was one of many visitors in varied fields who brought forth expert advice on Billie's series of programs called "Family Forum".



The field of interest is expanded to the young adult segment of the population. The center picture was taken as Billie interviewed a bevy of lovely young girls who had just returned from far-flung horizons, "testing their wings" away from the family hearth for the first time.



And the interest covers community service, and the youth, which is illustrated at right as Billie interviews a representative group of Girl Scouts in newly authorized uniforms and newly revised handbooks.

KMA will continue to build for the foundation of American life, the family home.

A Letter From Billie McNeilly

Let's refer to some homemaking helps that were timely in the years KMA was growing from its infancy into the "growing pains" of the 30's.

TO PREVENT LAMP-WICKS FROM SMOKING: Soak them in vinegar and then dry them thoroughly.

RUB THE NICKEL STOVE TRIMMINGS AND PLATED HANDLES AND HINGES OF DOORS with kerosene and whiting, and polish with a dry cloth.

TO CLEAN STOVE-PIPES: A piece of zinc put on the live coals in the stove will clean out the stove-pipe.

OPENED FRUIT, FISH OR VEGETABLES: Never allow opened fruit, fish or vegetables to stand in the tin can. Never stir anything in tin, or, if it is done, use a wooden spoon. In lifting pies or cakes from bright tin pans, use great caution that the knife does not scrape off flecks of bright metal.

TO TEST NUTMEGS: Prick them with a pin; if good, the oil will instantly spread around the puncture.

TO TAKE SPOTS FROM WASH GOODS: Rub them with the yolk of egg before washing.

There are many comments I could make after listing these "helps", but I know you Guide readers have your own. One sure thing. The homemakers of "those days" were full of initiative, and had so little to do with, it makes us look a little lazy. My hat's off to them. (Even if I do think the gal who thought of rubbing egg yolk on the dress goods was a little doubtful!)

An old Cookbook I saw explained that Angel Cake is not one to ice heavily, and probably best for party use. If that writer is still interested in foods and their use, she probably smiles at her words, since we use Angel Food cakes in so many ways, topped with fruit concoctions, split and filled, torn up in refrigerator desserts, and such.

**JOIN BILLIE EVERY
MORNING AT 10:30
Monday through Saturday**

Remember when we bought chocolate in a big chunk and grated it for cooking purposes? That was necessary because we were unable to guess the right size, and weighing the chocolate would be too much effort. I have a good Devil's Food cake recipe which was published the year KMA took to the air for the first time.

DEVIL'S FOOD

1 cup grated chocolate
1 cup brown sugar
Yolk of 1 egg, well beaten
 $\frac{1}{2}$ cup milk

Melt chocolate, add other ingredients, cook in double boiler until thick, and set aside to cool.

$\frac{3}{4}$ cup shortening
1 cup sugar
4 eggs
3 cups cake flour
1 teaspoon soda
 $\frac{1}{2}$ teaspoon salt
1 cup sour milk
1 teaspoon vanilla
1 teaspoon baking powder

Cream the shortening, add sugar, cream well and add the eggs one at a time, beating the mixture thoroughly as you are adding each one. Then add the flour and milk alternately, having sifted the baking powder, salt and soda with the flour. Add the chocolate mixture and vanilla, and beat thoroughly. Bake in a square cake tin, in a slow oven, (not over 350 deg.) for one hour. Frost with Fluffy White Frosting, and when it is quite firm, cover with melted chocolate to get the bitter sweet effect.

Not too much like the ones we do now, is it? Perhaps that is a good sign that basic things haven't really changed a great deal in these 40 years. We now have frosting mixes . . . and cake mixes . . . chocolate in well measured squares, and many other modern innovations. But memory tells me these cakes of Moms were pretty good at that!

Billie

The KMA Guide

A SALUTE TO LOCAL ADVERTISERS

PAGE COUNTY APPLIANCE — SHENANDOAH, IOWA
STANTON AUCTION — STANTON, IOWA
GLENN IMPLEMENT — HAMBURG, IOWA
HAMM'S APPLIANCE — SHENANDOAH, IOWA
CLARINDA AUCTION CO. — CLARINDA, IOWA
LIVINGSTON CLOTHING -- CLARINDA, IOWA
J. D. OIL COMPANY — RED OAK, IOWA
MARTIN & SONS — RED OAK, IOWA
JAY DRUG COMPANY — SHENANDOAH, IOWA
JOHNSON TIRE COMPANY — SHENANDOAH, IOWA
PAGE STYLE SHOP — SHENANDOAH, IOWA
RECORD ROOM — SHENANDOAH, IOWA
ART'S SHOES — CLARINDA, IOWA
DESCH FURNITURE APPL. — CLARINDA, IOWA
IOWA POWER & LIGHT COMPANY — DES MOINES, IOWA
FOX FINLEY CHEVROLET CO. — RED OAK, IOWA
HOUGHTON STATE BANK — RED OAK, IOWA
McKENZIE DRUG STORE — RED OAK, IOWA
RED CROSS DRUG — RED OAK, IOWA
EVAN'S MOTOR COMPANY — CLARINDA, IOWA
ROSECRANS CHEVROLET — HOPKINS, MO.
ROCK PORT SALES PAVILLION — ROCK PORT, MO.
LEACOX CORNER DRUG — SHENANDOAH, IOWA
CAMBIER CHEVROLET — SHENANDOAH, IOWA
ELLEN'S BEAUTY SALON — SHENANDOAH, IOWA
ELM CLEANERS — SHENANDOAH, IOWA
GAMBLES — SHENANDOAH, IOWA
GAMBLES — CLARINDA, IOWA
GAMBLES — RED OAK, IOWA
JOHNSON CLOTHING COMPANY — SHENANDOAH, IOWA
TRIPLE K MANUFACTURING CO. — SHENANDOAH, IOWA
EARL MAY SEED & NURSERY CO. — SHENANDOAH, IOWA
MADSEN INTERNATIONAL — SHENANDOAH, IOWA
MORGAN OPTICAL — SHENANDOAH, IOWA
REVELL TRANSIT LINES — SHENANDOAH, IOWA
SEVENTEEN SHOP — SHENANDOAH, IOWA
SNYDER MOTOR COMPANY -- SHENANDOAH, IOWA
STANDARD TYPEWRITER — SHENANDOAH, IOWA
STERN STUDIO — SHENANDOAH, IOWA
TRI-STATE MARKETING ASSN. — SHENANDOAH, IOWA
VAN BUSKIRK GRAIN & COAL — SHENANDOAH, IOWA
COIN ELEVATOR — COIN, IOWA

ENTERTAINERS — AIR PERSONALITIES

Alumni of the KMA microphone over the years.

IN MEMORIAM

To Those Who Have Passed Away

ALFALFA JOHN NICOLSON
BURKE SCHRIVER
HAROLD M. CASE
EVA HOPKINS
COUSIN PAUL CRUTCHFIELD
WILLIE POWELL
MR. FRANK COYKENDALL
DR. J. D. BELLAMY & GRADY FORT
HUGO HEYN
MAYS MANDOLIN MUSICIANS
(Aleck Bollinger, Isaac Jackson,
Duane Redfield, Harry Day, O. D.
Ford, Dr. R. E. Gidley)
AL SIEWERT
ART RYDBERG
MAMIE MILLER
J. V. BARBORKA
IRA CUMMINGS

HARNESS BILL, FRANK (PETE)
PETERSON, GUS SWANSON
(The Harness Makers)
DICK MILLS
JONNY DICKSON
EDITH HANSEN
SUE CONRAD
LOU BLACK
R. W. BLACKWOOD AND BILL
LYLES
TOBY AND LINDY STEWART
GEORGE VAN HOUTEN
PATE SIMMONS
STEVE WOODEN
RAYMOND SAWYER
MARK EISCHEID
AL RAMSEY
MRS. DICK KLASI



ORIGINAL COUNTRY SCHOOL -- The start of a live audience variety show which

continued for years and attracted visitors and listeners from all over the country.

Names of original Country School Gang on preceding page: Alfalfa Johnnie (John Nicolson); Opal Dixie; Susie McIntosh (Frena Ambler); Jarie Mae Wing, (Jane Crutchfield); Burke Shriver; Fred Greenlee; Willie Powell; Strizzie Dawson (Raymond Shumate); Heinie Steinmieir, hand raised, (Grady Fort); Annabelle Doolittle (Ormah Carmean); Teacher (Earl May). Seated, l to r — Ole Swenson (Don Shu-

mate); Temperance Whitestone (Lois Van Houten); stuttering Henry Spickelmieir (Paul Shumate); Sis Hopkins, almost hidden, (Phyllis Brownell); Jim Whilt; Lem Hawkins, on floor, (Earl King); Georgie Merchandise (George Nichols); Alta Dixie; Bogata Washington (Paul Crutchfield); Geraldine Hanson (Greta Bellamy); and Isaac Jones (Louis Shumate).



1935 COUNTRY SCHOOL — Teacher, Toby Stewart. Back row—Lewis Shumate, Faylon Geist, Mickey Gibbons, Bill Alexander, Edith and Frank Jennings, Twyla Daniel-

son, Jerry Smith. Front row—Don Shumate, Greta Bellamy, Paul Shumate, Kay Stewart, Raymond Shumate, Lindy Stewart, and Fred Greenlee.



SHUMATE BROTHERS—Raymond, Paul, Lewis, and Don at piano.



HALIOLE HAWAIIANS — Sammy, Mignon, and Coral.



FARNAM TRIO — Mrs. Mae Whitney Farnam, Ruth Farnam Ullrick, D. S. Ullrick.



HARNESS MAKERS — Frank Peterson, Gus Swanson, Fritz Carlson.



DIXIE GIRLS — Opal and Alta



Greta Bellamy and "Cousin Paul" Crutchfield.



JIG & REEL ORCHESTRA — Phyllis Brownell, Bernard Ruby, Earl King, Bill Powell, Francis Clatterbaugh, Bernice Currier.



ROSA ROSARIO — Versatile dancing entertainer, many beautiful costumes.



MAYFLOWER TRIO — June and Jim Taylor, Bob Ross.



THE FILIPINO BOYS — Also had the Philipino Banjo Band.



THE COMBS BROTHERS — Hance and Vance (twins).



PHYLLIS BROWNELL



CORNHUSKER TRIO — Helen and Margaret Carter and Stanley Rucker.



GYPSY JOHN



DISCIPLES OF HARMONY — John Haley and Paul Crutchfield.



CORNPICKERS — Earl King (Lem Hawkins), Bernard Ruby, Paul Crutchfield.



ORMAH CARMEAN — Program Director
JACK TODD — Entertainer
JESSIE YOUNG — Homemaker



BLACKWOOD QUARTET — Hilton Griswold, piano, Bill Lyles, R. W. Blackwood, James Blackwood, and Roy Blackwood.



MORNING ROUNDUP — Ish, Joe Parrish, Ike Everly, Morrie Jones, Bob Stotts.



ST. JOE GANG — Front—Harpo Richardson, Jerry Fronck, Zeke Williams, Steve Wooden. Back—Jimmy Morgan, Oma West, Eddie Comer, Joan Williams, Elmer Axelbender, Mae West, Wayne Van Horn.



SWINGTET — Jerry Fronck, Harpo Richardson, Mack Sanders, Eddie Comer.



LITTLE JOE GANG — Front—Mae and Oma West (West Sisters), Mrs. Joe Parrish in center. Back—Jerry Fronck, Bob Stotts, Little Joe Parrish, Slim Fitz.



CARGILL SHOW — Front—Ike Everly, Jerry Fronck. Back—Merrill Langfitt, Warren Nielson, Steve Wooden, Wayne Van Horn, Slim Fitz, Mack Sanders, Hugh Aspinwall.



UTAH RANGERS — L to R: Al Sloey, Chick Holstein, Chuck Davis, unidentified, Wayne Van Horn.



THE EVERLY BROTHERS — Don Everly, Eddie Comer, Phil Everly, Ike Everly, Jerry Fronck.



KMA HOUSEPARTY — Warren Nielson, MC, Betty and Lynn Soflin, Merl Douglas.



STUMP-US GANG — Wayne Van Horn, Ike Everly, Eddie Comer (standing), Paul Oliver, MC, Terry Moss, Steve Wooden, Dave, and Ray Lehman.



SWEDISH NIGHTINGALE (Marion Hilding), with announcer, Paul Oliver.



THE GULLY JUMPERS — Bob Raines, Jim Kendrick, and Jim Raines.



ZEKE WILLIAMS BUDDY STARCHER



DOC AND ESTHER EMBREE



WILLIE PIERSON, MR. & MRS.
DICK KLASI



WEST SISTERS
Oma and Mae



GOODWILL TRIO — Virginia Lee, Zeke,
and Joan Williams.



FAYLON GEIST at the Gertrude May
Reuters Organ.



MILLER SISTERS — Alice and Helen



THE LINDER SISTERS — Connie and Bonnie.



LEM HAWKINS — Earl King, a popular entertainer for many years.



DICK MILLS — with GRETA BELLAMY at the electric organ. Dick was DeeJay and vocalist.

THERE ARE MANY, MANY MORE PERSONALITIES OVER THE YEARS ON KMA. WE RAN OUT OF SPACE TO GIVE THEM ALL TO YOU IN PICTURE FORM, BUT WE HAVE COVERED AS MANY AS POSSIBLE. YOU SHOULD FIND MANY OF YOUR FAVORITES OF YEARS GONE BY. WE'VE ENJOYED BRINGING THEM TO YOU ONCE AGAIN.

WHATEVER BECAME OF

We have attempted to trace as many of the old-timers as possible. We have sought all means to discover everyone's whereabouts; some we could not find, some we know only where they were last heard from. In gleaming the files, it is possible we could have missed someone. If anyone has missing or correct information, we would certainly appreciate hearing from you.

- ORMAH CARMEAN SALMON—Glendale, Arizona
 FRENA AMBLER—Phoenix, Arizona
 JENNIE DUNNEGAN GOTTSCH—Shenandoah
 LEONA TEGET NICHOLSON—Shenandoah
 J. C. RAPP—Shenandoah & Omaha
 IRVING STEURER—Yankton, S. D.
 MABEL NELSON SULLIVAN—Albuquerque,
 BERNICE CURRIER—Shenandoah
 ELLA MURPHY—Suffolk College, Boston
 ALTA DIXIE—Oklahoma City
 OPAL DIXIE—Unknown
 GRETA TAYLOR BELLAMY—Shenandoah
 GYPSY JOHN—Unknown
 LOUISE MCGLONE—Los Angeles
 THE GARAYS (Elizabeth and Yolanda)—
 Unknown
 HELENE LINDSAY—Unknown
 JANE CRUTCHFIELD—Georgia
 RAYMOND SHUMATE—St. Louis
 LEWIS SHUMATE—Northern Iowa
 PAUL SHUMATE—Unknown
 DON SHUMATE—St. Louis
 FRANCIS CLATTERBAUGH—Omaha
 JIM WHILT—Kalispell, Montana
 LOIS VAN HOUTEN—Unknown
 PHYLLIS BROWNELL—California (?)
 FRED GREENLEE—Whittier, Calif.
 FLOYD RUBY—Shenandoah
 BERNARD RUBY—Nebraska City
 MILLIE BULIN—Omaha
 JIMMIE FITZ—Oklahoma
 THE HALIOLE HAWAIIANS (Sammy, Mignon,
 and Coral)—Unknown
 THE TODDS (Sara—California, Marcella Todd
 Glass, Florence, Jack, and Rev. Todd)—
 Unknown
 CHARLIE HOWELL—Unknown
 THE FARNHAM TRIO—Ruth, May, D. S. Ullrick
 —Unknown
 MRS. L. L. VANATTA—Randolph, Iowa
 BILL ALEXANDER—Kansas City
 MAYS MANDOLIN MUSICIANS—Glenn Beach
 only one still living (Shenandoah)
 BERNICE BEHM—Mrs. Ivan Snook, Shenandoah
 JESSIE YOUNG—Red Feather Lake, Colo.
 BIRDIE BALDWIN—California
 CAROLYN FARMER HOWARD—Shenandoah
 HANCE AND VANCE (COMBS BROTHERS)—
 Unknown
 FRITZ CARLSON—(Harness Makers)—Omaha
 MRS. ABERCROMBIE—Red Oak, Iowa
 CORNHUSKER TRIO
 MARGARET CARTER TAVORA—Shenandoah
 HELEN CARTER RUCKER—Shenandoah
 STANLEY RUCKER—Omaha
 MAYFLOWER TRIO
 MRS. JUNE TAYLOR—Shenandoah
 JIM TAYLOR—Shenandoah
 BOB ROSS—Professor, Univ. of Oklahoma
 LEM HAWKINS—Sioux Falls, S. D.
 PHILIPPINO BANJO BAND—Unknown
 THE RAY-O-VAC TWINS—
 RUSS WILEY—Knott's Berry Farm
 BILL SHEHAN—Chicago
 ROSA ROSARIO—Denver
 JOHNNIE SLOAN—Unknown
 EDDIE DEAN—Hollywood
 BUDDY STARCHER—Florida
 PAUL ROSCOE—Topeka, Kansas
 BILL WARNER—Alaska
 MRS. J. W. MILLS (Geraldine Dolph)—Menlo,
 Iowa
 LINA FERGUSON—Shenandoah
 KAY STEWART—Hollywood
 TWILA DANIELSON McQUEEN—Shenandoah
 AL SLOEY—Shenandoah
 TIM GEORGE—Detroit
 MILLER SISTERS (Helen, Alice) Unknown
 ZEKE & JOAN WILLIAMS—Texas
 RALPH HUNT—Unknown
 FRANZ CHERNY—Quincy, Illinois
 EDDIE VAUGHN—Phoenix (?)
 NORMAN PAULSON—Unknown
 MORRIE JONES—Des Moines
 MOTT JOHNSON—Beaumont, Texas
 DICK HART—Unknown
 JIM KENDRICK—Springfield, Mo.
 JOE PARRISH—Des Moines
 JIMMY MORGAN—Missouri
 JIM RAINES—Unknown
 MACK & JEANIE SANDERS—Wichita, Kansas
 BOB STOTTS—Shenandoah
 IKE & MARGARET EVERLY—Nashville, Tenn.
 PHIL & DON EVERLY—Hollywood
 MERRILL LANGFITT—Phoenix
 CHICK MARTIN (Hugh Aspinwall)—Wisconsin
 OMA & MAE WEST—Unknown
 FAYLON GEIST—Hamburg, Iowa
 JERRY FRONEK—Unknown
 CHUCK DAVIS—Oklahoma City
 FRANK FOUGHERTY—Unknown
 JACK MILLS—Des Moines
 EDDIE COMER—Kansas City
 MERL DOUGLAS—Shenandoah
 DUSTY PAYTON—Kirksville, Mo.
 LARRY & MARGE PARKER—Nebraska City
 GLENN HARRIS—Omaha
 WAYNE VAN HORN—Eastern Iowa
 HARPO RICHARDSON—Unknown
 CLAIR GROSS—Omaha
 WAYNE BEAVERS—Kansas City
 ADELA SHOEMAKER—Shenandoah
 JUDY & JEAN DICKERSON—Judy, Phoenix—
 Jean, Kansas City
 DUSTY OWENS—Unknown
 CAT FREEMAN (Claris)—Unknown
 DELORES (DEE) PEIRSON—New York
 LEW JEFFREY—Omaha
 BESS JOHNSON—Unknown
 DAN WILSON—Chicago
 SLIM SEYMOUR—Unknown
 EVELYN BIRKBY—Sidney, Iowa
 LEE SUTTON—West Virginia
 MEL MAINS—Lincoln, Nebr.
 EZRA HAWKINS—Omaha
 COY MARTIN (WALTER)—Unknown
 PAUL PIPPERT—Kansas City
 DOC & ESTHER EMBREE—Colby, Kansas
 DON SOLIDAY—Des Moines
 BERT COONS—Kansas City
 CURLY DALE—Ankeny, Iowa
 BETTY & LYN SOFLIN—Unknown
 BILL HARE—Kansas City
 FLORENCE FALK—Essex, Iowa
 JOE LAHADER—Unknown
 BUCK DILLELY—Shenandoah
 WES "HAPPY" HAINES—Iowa Falls
 MIKE HEUER—Des Moines
 DON JOE—Fremont, Nebr.
 DAVE ALLAN—Unknown
 GARY OWEN (ALTMAN)—Los Angeles
 TOMMY BURNS—Marquette, Michigan
 JOHN SPRINGER—Unknown
 JACK RAINBOLT—Phoenix
 HARRY EBBESEN—Phoenix
 MARTHA BOHLSEN—Omaha
 ART BAUER—Omaha
 GARY HALL—Unknown
 ALAN AUSTIN—Unknown
 TOM BEAVERS—Shenandoah
 JOHN RUSSELL—Georgia NBC
 JERRY ELTON—Colby, Kansas
 MARY WILLIAMS—Shenandoah
 DICK JEFFRIES—Omaha
 JERRY SHELL—Unknown
 SLIM MAYS—Unknown
 CHICK HOLSTEIN—Unknown
 BLACKWOOD BROTHERS—James, Roy, Doyle—
 Memphis, Tenn.
 HILTON GRISWOLD—Newton, Iowa

SPECIAL EVENTS

Here are some of the feature events throughout the years which may bring back fond memories. Space limits complete coverage, however a number of special events also appear in other sections.



Chamberlin Day

One of the first big celebrations by KMA was in honor of a world famous aviator shortly after he established a new world record which has only once been surpassed to this day. Clarence Chamberlin, of Denison, Iowa, made the first transatlantic passenger flight just a few days after Lindberg flew non-stop to Paris. Chamberlin's flight took him non-stop from New York to Eisleben, Germany. He was in the air nearly 43 hours; an endurance and distance record. The mild-mannered ocean hopper was showered with flowers and attention at KMA.



A BIT OF NOSTALGIA — Scene of 1932 Jubilee. Earl May and Secretary of Agr. Arthur Hyde hold cow-milking contest.

Most of the old buildings visible are now gone. Cars in parking lot are an antique auto collector's dream.

As a former teacher in western Nebraska, Earl May felt radio should play a role in education. Each Spring KMA conducted 8th Grade Rural School Graduation Exercises. The special program was carried by a dozen Iowa stations, covering thousands of students. He is shown presenting a silver cup to the Iowa Valedictorian.



Pan American Days Celebration in 1941, to promote better understanding and good-neighbor relations between American countries. An estimated 43,000 people were on hand to watch the big parade and join the festivities. This was the largest crowd to ever view a parade in Shenandoah. Pearl Harbor was just around the corner, Pan-American friends were soon to become very helpful in world conflict.



Earl May started "Straw Vote" in 1936, which has continued every election year to date. Ed May continues the traditional voting booths which have an enviable record of accuracy.





Dean Naven interviews mother of Glen Miller, famous big band leader killed during WW II. Event was Glen Miller Day at Clarinda, Iowa, the town where Miller was born. Actor Jimmy Stewart also participated in the special KMA program of January 1954 as lead man in the premier showing of the "Glen Miller Story".



Miss Nancy Norman was selected as Miss KMA and Queen of the Athletics, Kansas City. She is pictured with "A's" manager Lou Boudreau. Nancy later became Miss Iowa in the Atlantic City, N. J. Miss America Beauty Pageant.

And The List Goes On

Vacation Showcase
 Annual Rodeocasts
 Meat-A-Rama
 Christmas Trees for Glenwood
 State Fair "KMA Days"
 Network Broadcasts of Midwest
 Penny Auction
 House Party
 Cookie Teas
 Homemaker Days
 Drive for Norwich School
 Farm Field Days: Nitrogen solution, Insect and Weed Control, Weather Modification

Livestock Feeders Institute
 March of Dimes President's Ball (Roosevelt's Birthday) Broadcast on 3 networks over 500 stations and 5 foreign countries via short wave
 Covering Freedom Train
 Eisenhower's Campaign Train
 Truman and Taft at Harvest Festival
 Earl May at U. N. Conference, San Francisco
 Trial Grounds Open House
 Visitor's Summer Tours
 Tours to Paris, Alaska, Carribean, Mexico
 And many, many, more

A Salute to Local Advertisers on KMA

- Clarinda Hardware
CLARINDA, IOWA
- Chamber of Commerce
CLARINDA, IOWA
- F. C. Grace Furniture
CLARINDA, IOWA
- Graham's Department Store
CLARINDA, IOWA
- Gibson Discount Center
CLARINDA, IOWA
- Hilltop Oil Supply
SHAMBAUGH, IOWA
- Martin's Shoe Store
CLARINDA, IOWA
- Lange's Dairy
CLARINDA, IOWA
- Opitz Motor
CLARINDA, IOWA
- Production Credit Assn.
CLARINDA, IOWA
- Emerson Farm Supply
EMERSON, IOWA
- Harbor Feed
HENDERSON, IOWA
- Essex Elevator
ESSEX, IOWA
- Bloom-Lindgren
RED OAK, IOWA
- Villisca Elevator
VILLISCA, IOWA
- Bradley Livestock Auction
RED OAK, IOWA
- Fifield Furniture
RED OAK, IOWA
- Gibson's Discount Center
RED OAK, IOWA
- Rubey Auction Company
RED OAK, IOWA
- England Distributing Co.
RED OAK, IOWA
- Ivan Taylor
RED OAK, IOWA
- Bedford Sale Company
BEDFORD, IOWA
- Country Boys Lumber
BEDFORD, IOWA
- Eno Furniture
VILLISCA, IOWA
- Fairbury Livestock
FAIRBURY, NEBRASKA
- Grant City Sale Barn
GRANT CITY, MISSOURI
- Lamoni Sales Corp.
LAMONI, IOWA
- Longfellow & Son
CLEARFIELD, IOWA
- Massena Livestock
MASSENA, IOWA
- Super Chevrolet
TARKIO, MISSOURI
- Wright Motor Company
TARKIO, MISSOURI
- Chamber of Commerce
TARKIO, MISSOURI
- Tarkio Pelleting
TARKIO, MISSOURI
- Warren Feed Company
COUNCIL BLUFFS, IOWA
- Warden & Company
AUBURN, NEBRASKA
- Fritsch Hatchery
AUBURN, NEBRASKA
- First National Bank
FARRAGUT, IOWA
- Campbell & Bickett
FARRAGUT, IOWA
- Farragut Elevator
FARRAGUT, IOWA
- Glenwood Home Furnishings
GLENWOOD, IOWA
- Coatney's
GLENWOOD, IOWA
- Hiley Milling Company
GLENWOOD, IOWA
- Martin Motors
HAMBURG, IOWA
- Hamburg Clothing
HAMBURG, IOWA
- Reid Grain Company
HAMBURG, IOWA
- Mansfield Furniture
MALVERN, IOWA
- DeWitts
MALVERN, IOWA
- Good Grain Company
MALVERN, IOWA
- Superior Bus Sales
MOUND CITY, MISSOURI
- Fred Henry Well Company
OAKLAND, IOWA
- Goldenrule Stores
OAKLAND, IOWA
- Sherwood-McElroy Lumber Co.
PERCIVAL, IOWA
- Sidney Rodeo Committee
SIDNEY, IOWA
- Vern's Hardware
SIDNEY, IOWA
- Pegau's Western Store
SIDNEY, IOWA
- Tabor Feed Plant
TABOR, IOWA

NEWS DEPARTMENT

Veteran Newsmen

Dean Naven, right, KMA news director; Ralph Childs, below, master journalist and veteran of over a quarter-century with KMA, give

KMA-land listeners alert, intensive news coverage. When news happens in the KMA area, you hear about it in a comprehensive manner, and usually first on KMA. KMA news is never sensationalized; is noted for dignity and being authoritative.



Complete News Facilities

Early day news was clipped from papers and any source available. In 1930's KMA was a decade ahead when news service was installed. Now, news service is total: two wire services (AP & UPI), police and hwy. patrol monitor radios, correspondents, ABC Network, KMA plane, and auto. When news happens, you hear about it.



PRIVATE PLANE always is available to cover any major event . . . quickly. Above, pilot Gene Racine and Dean Naven with KMA plane and station wagon. Note plane

number and KMA frequency (960) are same. By coincidence, airport is 960 feet above sea level.



FLOODS — Flash floods, river crests are followed closely. Residents in lowlands alerted as waters rise.



TORNADOES — Warnings and alerts are a seasonal occurrence. KMA keeps listeners informed without undue alarm.



POLITICS — Election returns, legislative activity, the political front receive intensive coverage on KMA.



DOCUMENTARY, EDITORIAL — Special productions, such as 20th Anniv. of Pearl Harbor (above), give depth to news.

Special Features

Of current major importance is the anti-poverty program. KMA presented two special programs moderated by station manager Norman Williams (seated right foreground) direct from the S. W. Iowa Communities Development Conference in Washington. Secty. of Agr. Orville Freeman was one of several high-level speakers who gave a thorough explanation of government plans. KMA will continue to cover the progress of communities development.





AIR PERSONALITIES

Pete Howard

"KMA Sportsman" and afternoon music host. Pete interviews Game Cons. Officer Dutch Lemke on one of many sports assignments which bring intensive local sports coverage. Pete's special programs are heard daily at 7:45 a.m., 1:00 p.m., 6:15 p.m., and 10:10 p.m.



Dale Eichor

Morning announcer and your early morning music host, Dale brings you a variety of music. His specialty is the country-western field. Dale will also host the Saturday night "KMA Bandstand, Country Style". Dale is pictured with Charlie Louvin of the Louvins.



Ron Shoeman

Pictured at the master control, Ron is a versatile radio personality. He is afternoon and evening music host and lends assistance in the news department when the newsmen are away on a news assignment.

BEHIND-THE-SCENES STAFF



Continuity and Production

Nancy O'Day of Continuity (script writing), and Warren Nielson, production manager handle all the commercials and public service announcements. Warren builds special sound effects and production for the sounds you hear on KMA. His objective is to give you greater variety and interest.

Managerial and Traffic

Evalyn Saner (seated) and Mae Driftmier, managerial secretary and traffic manager respectively. Mae makes up the daily log, which contains everything you hear on KMA listed at their exact times to the second. Evalyn looks after the correspondence and business end of KMA, assisting all departments.



PROMOTION AND KMA GUIDE



Duane Modrow and Nadine Kelsey check over historical data and old picture files of KMA in preparation for special anniversary edition of the Guide. Duane is pro-

motion director and Guide editor. Nadine takes care of Guide circulation, customer mail, and performs secretarial duties for management and sales.

Print Production

Bob Field, in charge of print reproduction, has an offset printing shop in the main building which produces anything from a few copies to thousands of copies of printed material needed in the daily operation of the business. Bob also sets type and prints large quantities of show-cards on a small hand press.



SALES DEPARTMENT

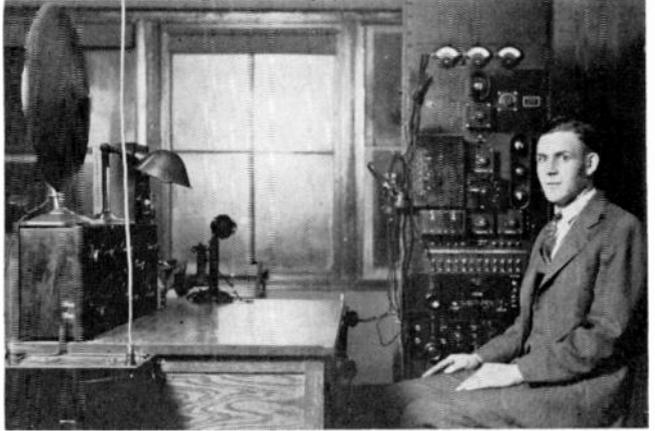
The sales staff contacts firms across the nation, throughout the four-state region, and the entire local area to assist in their advertising needs. Kenn Horrigan and Jack Katz (seated), checking details of commercial accounts. Jack is sales manager and national advertising account executive. Kenn is regional account executive, looking after the needs of advertisers in the four-state region.



Curt Charter and Carl "Andy" Andersen (seated) collaborate closely in the immediate area of KMA coverage, taking care of local retail advertising accounts. Andy is also a KMA sportscaster, well-known in sports circles over a wide area.

ENGINEERING

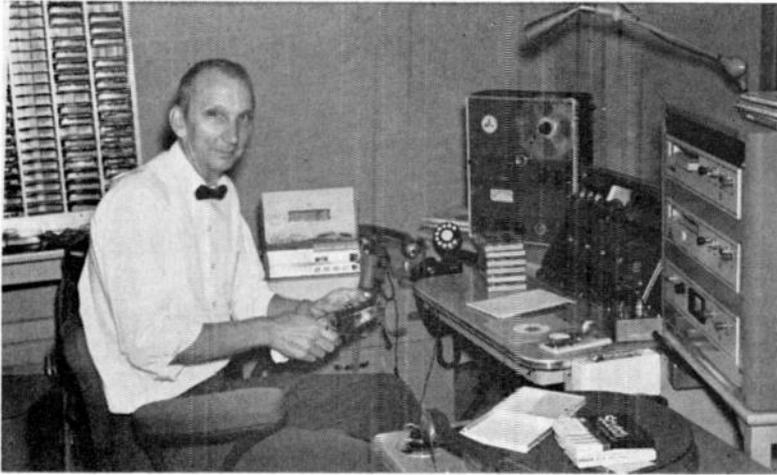
Operating and maintaining the broadcasting equipment which puts KMA programs into your home is the key function of the engineering staff. Pictured at right is Art Rydberg, one of the first KMA engineers with some of the first broadcasting equipment used by KMA. Cy Rapp, now owner of Tidy House Products Company, was the first chief engineer. In addition to maintaining the equipment so it operates at exacting standards, the engineers perform many duties in conjunction with programming.



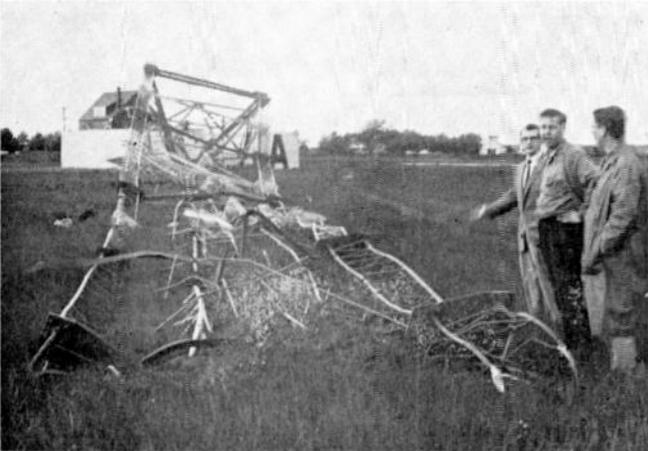
At left, chief engineer Don Burcher in front of the KMA transmitter at the KMA towers, looks over two transmitter tubes. Generating extreme heat, the old, long-necked tube is water-cooled, the new model cooled by forced air.

Engineer Ralph Lund is pictured at right in the control room in the main studios checking the equipment at the transmitter by remote control. Readings detect trouble before it develops. Large rack contains recorders and patch-panel for remote broadcast hookups, including ABC Network.





Engineer Norm Kling in the recording lab, where pre-recorded commercials and program material is produced. Special effects are blended with recordings and put on tape or magnetic cartridge. Split-second time and a high degree of skill are required in producing the material you hear on KMA.



The engineering department practices preventive maintenance to the point that trouble rarely gets the upper hand. When KMA is knocked off the air it's usually by some outside force. The worst such incident was when the tornado of May 18, 1959 crumpled the old self-supporting tower and one of the two directional towers into a mass of twisted steel (pictured). The engineers had KMA back on the air, using the one remaining directional tower in less than two hours.



May I Help You

Lucille Lawson, switchboard operator and receptionist, handles the paging system, visitors, and switchboard which is usually lit up like a Christmas tree with some hundred inter-office phones and incoming calls.



Accounting Department

Earle Crowley and John Sawyer keep a daily tab on all business of the May Broadcasting Company. Most time-consuming is posting of billing of all commercials from the daily logs.

EXECUTIVE SECRETARIES

Laurine Lundgren, left below, with the firm over a quarter century, is secretary to the managing executive office of both the May Broadcasting Company and the May Seed and Nursery Company. Laurine

is assisted by Joyce Dobernecker at right below. The girls perform secretarial duties for Edward May, J. D. Rankin, and Jim Shaum, whose offices are adjoining in the main building.



Program Features on KMA Today

Entertainment, information and music designed for the needs of the Midwest.

BROADCAST DAY — 5:00 a.m. till Midnite (6:25 a.m. Sundays)

News — MAJOR 15-MINUTE NEWS PERIODS

Dean Naven

6:00, 7:00, 8:00 a.m.
and noon

Ralph Childs

6:30 p.m. 10:00 p.m.

5-MINUTE NEWS CAPSULES

Local-Regional from KMA
on-the-hour all afternoon
and evening.

National - International 5
minutes before the hour
all afternoon and evening.

Farm Programs — JACK GOWING, "RFD 960"
6:30 to 7:00 a.m., Monday through Saturday
JIM ROSS, "Midwest Farmer"
12:30 to 1:00 p.m., Monday through Saturday

Markets — 7:30 a.m. - 11:45 a.m. - 6:45 p.m., Monday thru Friday

Weather — MAJOR WEATHERCASTS*

Frank's Morning Visit

7:15 a.m. Mon thru. Sat.

Ed May's Noon Visit

12:15 p.m. Mon. thru Sat.

*All news periods contain up-to-the-minute weather.

Sports — "KMA Sportsman" - PETE HOWARD
7:45 a.m. - 1:00 p.m. - 6:15 p.m. - 10:10 p.m.

Homemaking — BILLIE McNEILLY - 10:30 a.m. Mon. thru Sat.
MARTHA BOHLSSEN - 10:05 a.m. Mon. thru Fri.

Network — Don McNeill's "Breakfast Club" 9-10 a.m. daily
ABC Reports at :25 past the hour, afternoon and evening
Top News Commentators — Daily
AMERICAN BROADCASTING COMPANY
Tom Harmon - 5:40 p.m. Alex Dreier - 7:00 p.m.
Bob Considine - 5:50 p.m. Chris Schenkel - 7:10 p.m.

Editorial — As Naven Sees It - 6:25 p.m. daily

Music — Throughout the day - the good sounds. Your musical hosts—
DALE EICHOR - RON SHOEMAN - PETE HOWARD

KMA also brings you many other program features including religious programs, direct sportscasts of major interest, bulletin news and weather, and much more -- so you may be fully informed all day, every day, on KMA.

EXECUTIVES OF MAY BROADCASTING

Here are the gentlemen in charge of the expansive business operations of the May Broadcasting Company, which include Radio Center KMA in Shenandoah and Color Television Center KMTV in Omaha. They keep their finger on the pulse of the daily operations of the business, participate in all business functions, formulate policies, and establish procedures which look to the future.



EDWARD MAY
President



OWEN SADDLER
Executive Vice-Pres.
and General Manager



J. D. RANKIN
Vice-President



JAMES B. SHAUM
Secretary-Treasurer



RAY SCHROEDER
Vice-President in
Charge of Engineering



ARDEN SWISHER
Vice-President in
Charge of Sales



NORMAN WILLIAMS
KMA Station Manager

RADIO

The Sounds of the Future

From May's Mandolin's to Al Hirt's trumpet is 40 glorious years in KMA radio. Another 40 years will bring more changes. Radio is a restless and growing sound striving to keep pace with the needs and moods of the people it serves. From the crude crystal set headphone era to the family console to the personal portable radio is a lifetime.

What lies ahead? Can the next 40 years bring as many radical changes? We believe so. Many of them are beginning to happen right now. The key words are "Instantaneous Personal communications." News wherever it happens reported with authority and accuracy by KMA. Weather precisely forecast for every corner of our four-state region. All kinds of information for the farmer and the town dweller will be instantly provided by KMA's staff and by our electronic computer. The homemaker may have KMA's recipes printed by radio on a machine in her home. KMA may provide more than one program service to the thousands of communities which hear its voice. A flick of the switch and you may hear KMA continuous weather reports, news, farm information, homemaker's service, or your favorite kind of music.

KMA will continue to bring you the voices of your friend and companion, the announcer. All the automation in the world will not replace the voice of the friend you know, he will be able to play the records you want to hear from a library of millions. He will keep you entertained and informed.

Your radio will be smaller, but its service will be greater. KMA is constantly working on achieving these dreams of the future for you and your children. KMA is growing and developing to tailor-make its service to what you need and want. We are in the astounding future of 40 years ago and as is characteristic of KMA's owners and staff, it is planning now for the astounding future of the year 2005.

Edward May

The KMA Guide

Vol. 12 — SEPTEMBER, 1965 — No. 8

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Duane Modrow, editor; Billie McNeilly, featured editor; Nadine Kelsey, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two week's notice for change of address and be sure to send old as well as new address.

POSTMASTER

"Return Requested"

Tom Thumb Publishing Co.
Shenandoah, Iowa

MR. PHILLIP JOHNSON
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GARNER, IOWA 50438

Bulk Rate
U.S. Postage
- PAID -
Permit No. 1
Shenandoah, Ia.

JAN

