

The

10¢

KMA GUIDE

Vol. 6

JANUARY, 1949

No. 1



Greetings From Our Talent Staff

H—Bob Stotts

A—Dusty Owens

P—Steve Wooden

P—Buddy Morris

Y—Ike Everly

N—Marge Parker

E—Jean Dickerson

W—Judy Dickerson

Y—Jeanie Sanders

E—Eddie Comer

A—Mack Sanders

R—Elmer Axelbender

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



(We're Not Publishing Letters This Month So We Can Give You This Special Feature).

When each January comes, members of the staff greet it with a variety of New Year's resolutions.

The statements made below are completely unrehearsed. They were secured in friendly, casual conversations during which no mention was made of GUIDE publication. Many of our staff will be much more surprised than you at seeing their new year's resolution in print!

DOYLE BLACKWOOD—I resolve to start earlier and drive slower.

JONNY DICKSON—Each year I break them, so why make them.

KENNETH APPLE—Life is so uncertain that I don't intend to make any.

GLENN HARRIS—Didn't make any, so can't keep them.

JEANIE SANDERS—I resolve not to eat so much candy so I can stay away from the dentist.

BOB STOTTS—I resolve to present better music for my listeners.

JUDY DICKERSON—I resolve not to make any resolutions.

CAT FREEMAN—Not to get stuck in any more snow storms. (See p. 14, Column 1.)

BUDDY MORRIS—To play the fiddle better for my listeners.

EDDIE COMER—I resolve not to eat so much.

ELMER AXELBENDER—I resolve not to get slender.

STEVE WOODEN—I resolve to be a good boy this year especially on Country School, and I resolve to break this resolution the second day of January.

JEAN DICKERSON—I resolve to make my daughter proud and respect me in the year of 1949.

WAYNE BEAVERS—I resolve to boycott all popcorn stands in movies.

The KMA Guide

Vol. 6

No. 1

JANUARY, 1949

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; Jim Moore, 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 changes of address and be sure to send old as well as new address.

MACK SANDERS—I resolve to please the listening audience in every way possible in 1949.

IKE EVERLY—I resolve to have curly hair so Mack won't make so much fun of me.

RALPH CHILDS—I resolve to look at the Chili powder before I use it. (See p. 7.)

MARGE PARKER—I resolve to be a better letter writer in 1949.

LARRY PARKER—I resolve to quit smoking cigarettes, and I will probably break it the first week after New Year's, but it is fun to make it.

DORIS MURPHY—I resolve to stick to my diet more closely in 1949.

ADELLA SHOEMAKER—For the sake of those who have to read my writing, in 1949 I resolve to learn how to type.

DUSTY OWENS—I resolve to learn new songs.

ROY BLACKWOOD—I resolve not to work as hard in 1949 as I did in 1948.

BILL LYLES—I resolve to eat more lemon pie in 1949.

JAMES BLACKWOOD—I am going to strive to make our radio programs a greater blessing to our listeners.

JIMMIE KENDICK—I am going to do my utmost to bring listeners the Midwest's best sports program.

MERRILL LANGFITT—I resolve not to eat pickled watermelon seed when the moon is full.

OWEN SADDLER—I resolve in every way possible to make the GUIDE an even better magazine.



A Chat With Edward May

Some people think of Father Time as an aged gentleman limping along on his scythe, looking sadly at the hour glass that is about to run out. Others picture him as a white-whiskered scholar, sitting at an ancient desk as he records the history of the world with parchment and goose quill.

The year that has just passed must have puzzled the old fellow greatly, for it was certainly full of contradictions. Maybe you've forgotten already, but the first guess on the corn crop was that it would turn out poorly. It was a terrific race against time in some areas, but the yield was $3\frac{1}{2}$ billion bushels, setting an all-time record. Contrary to expert predictions, the wheat crop, too, almost came up to record proportions. In short our overall farm production was the greatest ever, and that goes for hay, fruits, and about anything else you can think of.

And all of us know what happened to other expert predictions, especially in politics, with Harry Truman surprising everybody in the world, apparently, but himself.

While everyone was saying the price of meat would go up so high we'd all be vegetarians soon, the price of hogs went

down, and no market specialist yet knows why. After all there was no overproduction of pork during the year, and meat generally was in short supply. And yet the basic economic law of supply and demand was torn out of Father Time's book, and down came the price of live hogs—and milk in some areas.

If 1948 did nothing else for us, it taught us that we are not prophets, that we should be humble, that sure winners like Tom Dewey, Joe Louis, and other notables, are just like you and me; none of us are necessarily destined to defeat or victory.

A radio station is a wonderful vantage point for observing the world, its events, and its people. If you're alert and cautious, you can learn more here in a month than in a year most other places. And I have studied this past year most intensely and have come up with these resolutions for 1949: (1) To be humble and always remember that I, or any other human being, really knows very little. (2) Not to make predictions. We can't know what tomorrow will bring, and things do not exist until they actually happen. (3) To respect all my obligations, such as my church, our schools, our government, and our responsibilities to you, our radio friends. (4) To do all I can to help make 1949 the best year our world has ever seen!

Home Folks



Yes, Bernice Currier and her father, G. A. Chambers, are home folks who like to spend winter evenings at home reading and listening to the radio.

When her mother died last July, Bernice came from her home in Cairo, Illinois, to live with him.

However, don't assume from this that Mr. Chambers is an "old" man. Despite his 83 years, he works a full day, arriving at his office each morning at 7:30.

Since he came to the Midwest from Rensselaer, Ind., in a covered wagon, Bernice's father has led a very busy life. He first settled near Elwood, Nebr.; then moved to Denver, Colo.; Arapahoe and Lincoln, Nebr. Bernice attended the University of Nebraska and then the family moved to southwestern Iowa where they have lived for the last 30 years.

Mr. Chambers was one of the first managers of the May Seed Company. Matter of fact, he had a very important part in designing the building which is headquarters for the company today.

Recently, when a new addition was added to the building, engineers consulted him to see if the foundation would hold the weight.

He has been an elder in the Presbyterian Church for 55 years and Superintendent of Sunday Schools for 35 years.

Bernice's father is very much interested in world affairs and his favorite Christmas present was the U. S. Congressional Directory!

Listeners Win

Once again you listeners have won.

This particular affair started one morning several weeks ago when Warren Neilson climbed out of bed on the wrong side.

At 6:15 A. M. when Elmer Axelbender started to play the piano, cantankerous Warren stopped him saying that no one listened to his piano playing anyway. Of course, Elmer felt very sad, but evidently some listeners were even sadder.

Within a couple of days hundreds of letters came to the studios from people who wanted to hear Elmer back at the piano. Following are a couple:
Carson, Iowa

Dear Elmer: If Warren doesn't like your piano playing, tell him to go home, climb in bed and cover up his head!

Mrs. and Mrs. Ed Fahrenking.

Randolph, Iowa

Dear Elmer: We enjoy your piano playing very much. Tell Warren that all ten members of our family vote to put you back at the keyboard.

Mrs. Raymond Morris.

And that's the way these hundreds of letters all read.

The picture below indicates the state of affairs around the studio today. Warren is addressing Elmer as "Mr. Axelbender" and, each morning before the program starts, he dusts off the piano and prepares the studio for the grand entrance of Elmer, the listener's favorite.



Hawkeye Rangers

"Nobody knows the trouble we've seen
Nobody knows the sorrow . . ."

This could very well be the theme song of the "Hawkeye Rangers" 1:00-1:15 p.m., Mon. thru Sat., when it comes to taking pictures.

On the first attempt to take the picture on this page, the camera went on the "blink". For the second try, the entire group, with the exception of little Jeanie Sanders, assembled 15 minutes before program time. However Mack Sanders had lost his car keys and Buddy Morris had to drive out to pick up Jeanie. They returned to the studio only 55 seconds before airtime. The photographer immediately snapped a picture, but unfortunately Ike Everly was hidden by Jimmie Kendrick.

The third time was the charm. Frank Field took the picture which you see here.

Mack Sanders has now resolved never to be without a car key again. He has purchased four and stored them in various places about the house.

However everything on the program moves like clockwork. Buddy Morris, our plain and fancy fiddler, opens with a tune that is a real toe tickler, and music critics declare you haven't lived until you've heard Buddy's rendition of "Paper Doll".

Then comes a ballad by Jeanie Sanders or Bob Stotts. And they are true yodeling artists!

Last month Jeanie and her husband, Mack, were two busy people. This Christmas was the first their little daughter, Peggy, was old enough to understand and

enjoy. And Mommy and Poppy worked very hard to make it a good one.

This was also the first Christmas the Bob Stotts family spent in their new home. As you may remember, Bob started building last summer and they have a very nice 4-room house. He is working on inside improvements right now.

Incidentally, he is one of the most even-tempered persons we've ever met.

And all of you know and love the folksy music of Ike Everly, the gentleman with the electric guitar. One of the favorite tunes on the program is "Cowboy Swing", a song composed by Ike.

Then there is that man behind the clarinet, Eddie Comer. During recent weeks Eddie has had his chest out. Don-

nie, his 8-yr.-old son, is developing into a radio entertainer in his own right. He has sung on "Uncle Warren's Kid Show" and "Country School" at Council Bluffs and is establishing himself as a very talented young man.

Then, of course, there is "old man" Kendrick. We call Jimmie this because he can remember back when the program was called the Utah Rangers. No wonder he looks on it as an old friend, and gives it that little extra treatment which has made "Hawkeye Rangers" (1:00-1:15 p.m.) one of the most popular shows on KMA.

GLENN'S GOOD DEED

When returning from holiday vacation in Minneapolis, Program Manager Glenn Harris avoided a collision with a car that was sliding out of control down the road by heading into a snow bank.



l. to r. Ike Everly; Jeanie Sanders; Buddy Morris; Jimmie Kendrick; Eddie Comer; Bob Stotts.

On The KMA Party Line

With **DORIS MURPHY**

For the fourth time within 2 years, polio has struck a child of a KMA family. This time it is DAVID, 6 yr. old son of engineer Ralph Lund. He was taken to the Children's Hospital in Omaha for treatment. Although he has had some muscular spasms, no paralysis has developed, and it is thought his case will be mild. The two remaining children in the family, Judy, 4½, and Ann, 1½, have not contracted the disease. It was only 2 yrs. ago, Walt Ely's two children were ill with polio and one year ago Ralph Child's son, Steven, had the disease. Fortunately none of them have suffered any ill after-effects.

The \$64.00 question is: "Who shot the deer?" . . . Wayne McManama, manager of the farm seed department; or J. D. Rankin, Vice President of the May Seed Co. Here you see the two boys standing beside the 4-point buck, that was shot on their hunting trip in Iron County, Mercer, Wisc., in November. Wayne is on the left, J. D. on the right. The boys claim both shot at the same time . . . both used the same caliber rifles, 30.06 . . . so how can they tell whose bullet hit the mark? This picture was taken in the May Seed Co. Garden beside the building, after the boys returned home. Later they had the deer dressed and put in the locker, and both families have enjoyed many meals of delicious venison.

Mrs. IKE EVERLY was mighty proud of her birthday cake this year. Prouder of

her plain white "one-egg" cake, than if it had been a big Angel Food containing a DOZEN eggs. The reason? Because her 12 yr. old son Donnie had baked it! MRS. EVERLY says she hasn't any daughters to help with the cooking, but Donnie is proving he's going to make as good a cook as ANY girl.

The telephone rang loud and long! It was 6:30 A. M. on a cold winter morning. Program Manager GLENN HARRIS was sound asleep. While only half awake, he fumbled around in the dark trying to reach the telephone beside his bed. At last he found something and put it to his ear. But he couldn't hear anything in it! It was the ALARM CLOCK. He groped around again. THIS time he found the phone, but just as he was about to say "Hello", it slipped from his hands and went crashing down. After much confusion, GLENN finally got himself under control and answered. It was announcer Warren Nielson calling to say he was ill and wouldn't be able to work his morning radio shift.



That meant GLENN had to get up anyway . . . so guess all his fumbling wasn't in vain . . . by the time he got thru answering the call he was good and awake and it wasn't such a hard job to get up.

ANNETTE, 3½ yr. old daughter of MR. & MRS. EDWARD MAY, couldn't resist the temptation to give her baby sister a friendly greeting, even though the occasion was an extremely solemn one. Everything was quiet at the Congregational Church the Sunday preceding Christmas. The minister was christening KAREN, 6 mo. old daughter of MR. & MRS. MAY; and DAVID, 4 mo. old son of MR & MRS. OWEN SADDLER. EDWARD was holding the baby upon his shoulder, when KAREN took ahold of

her daddy's coat and peeked around his shoulder. ANNETTE, seated in the pew, but wanting her sister to be sure and know she was there for that very important occasion, tenderly called out: "Hi Wee One!"—which is ANNETTE'S pet name for her baby sister. Naturally, this informal greeting brought smiles to the congregation.

No doubt many unusual gifts are sent at Christmas, but who ever heard of a cat sending a dog a Christmas present? We have announcer Jim Kendrick's word for it. Yes, Jimmie's cat sent a gift to the dog owned by Jim's brother at New Canton, Ill. The card attached said: "From Katy Cat to Fritzie, Merry Christmas." And guess what it was! A can of his favorite dog food. Fritzie, a brilliant red Pomeranian, is the same color as Katy and he was the only animal on the Kendrick farm that Katy would make up with, while there on a visit last summer. Talk about "puppy love" . . . this must be "kitty love!"



If you ever saw a little girl's eyes get big, it was when KATHY PETERSON saw the new piano Santa left at her home. KATHY, age 9, is the daughter of Sales Manager HOWARD PETERSON. Throughout the fall, she has been stopping at the home of a friend, enroute to school, in order to have a chance to play their piano. Santa heard about this, and saw to it that KATHY now has a beautiful, dark walnut, studio-size piano all her very own.

Announcer LAURENCE PARKER was especially pleased over a visit in November from his parents, Mr. & Mrs. J. A. Parker of Norfolk, Nebr. The reason it gave him such a thrill was because in that month his parents celebrated their fifty-fifth wed-

ding anniversary.

You've heard of the "55 Favorite Recipes of KMA Personalities". Well, pictured on this page is a young man who has just figured out the 56th! He is MICHAEL, 3 yr. old son of newscaster RALPH CHILDS. MICHAEL, unbeknownst to his mother and dad, thought up a "red hot" cooking idea that was responsible for the hottest batch of chili ever made this side of Mexico. It seems MICHAEL has watched his dad make chili many times. One day he noticed the can containing the chili powder was nearly empty. That gave him an idea. He filled the chili powder can with red hot pepper! You can imagine the results next time his dad made chili! Muriel, his mother, took one taste and said: "It's too hot!" "Shouldn't be", replied Ralph, "I put in the same amount of chili powder I always do." Thinking it wouldn't be HOT enough for him, he added an "extra" quarter teaspoon of chili powder to his own dish.

Then he took a bite! WOW . . . it about took away his breath. He couldn't imagine what had happened! Upon investigation he noticed the chili powder had a peculiar color. A little questioning around the table, brought the mystery to light. MICHAEL had to confess as he could be silent no longer. Leave it to the kids to think up "red hot" ideas. Anyway—the family dog had a big feast!

Entertainer MACK SANDERS had several tough "breaks" last month. While fixing the Christmas tree lights, a fuse blew out. After 2 hours work, MACK finally got two fuses to work, just as a Light Co. electrician arrived at 11:30 P. M. to help run down the trouble. Several days later Jeanie's washing machine broke and then Mack's bass fiddle split during a show!

KMA DAILY PROGRAM FOR JANUARY 1949

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Elmer's Scrapbook
 6:00 a.m.—RFD 960
 7:00 a.m.—Larry Parker, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:25 a.m.—Betty Crocker
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Judy and Jean
 10:15 a.m.—Edith Hansen
 10:30 a.m.—Ted Malone
 10:45 a.m.—Time Out
 11:00 a.m.—Welcome Travelers
 11:30 a.m.—Mary Foster
 11:45 a.m.—Stump Us
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Joy Spreaders (M.W.F.)
 1:00 p.m.—Hawkeye Rangers (T. Th.)
 1:15 p.m.—Gospel Quartet
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—House Party
 3:00 p.m.—Judy & Jean
 3:15 p.m.—Ike Everly's Trio
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Bob Stotts
 4:15 p.m.—Mack and Jeanie
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden (M.W.F.)
 4:45 p.m.—Joy Spreaders (T. Th.)
 5:00 p.m.—Challenge of Yukon (M.W.F.)
 5:00 p.m.—Green Hornet (T.Th.)
 5:30 p.m.—Sky King and/or Jack
 Armstrong

MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger

7:30 p.m.—Railroad Hour
 8:15 p.m.—Henry J. Taylor
 8:30 p.m.—Fishing & Hunting Club
 9:00 p.m.—Varieties In Music
 9:15 p.m.—Earl Godwin
 9:30 p.m.—Rov Roars
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—U. S. Marine Band
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Blackwood Brothers
 7:30 p.m.—Counterspy
 8:30 p.m.—Tune Time
 8:45 p.m.—Detroit Symphony
 9:30 p.m.—Gabriel Heater
 9:45 p.m.—Varieties In Music
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Blackwood Brothers
 8:00 p.m.—Meredith Willson
 8:30 p.m.—You Can Bet Your Life
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Milton Berle
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:15 p.m.—Sports Parade

AMERICAN BROADCASTING COMPANY



6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Abbott & Costello
 7:30 p.m.—Counterspy
 8:00 p.m.—Personal Autograph
 8:30 p.m.—To Be Announced
 9:00 p.m.—Great Scenes
 9:30 p.m.—Gabriel Heatler
 9:45 p.m.—Varieties In Rhythm
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—The Thin Man
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—This Is Your FBI
 8:00 p.m.—Break The Bank
 8:30 p.m.—The Sheriff
 8:55 p.m.—Champion Roll Call
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Voice Of Army
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

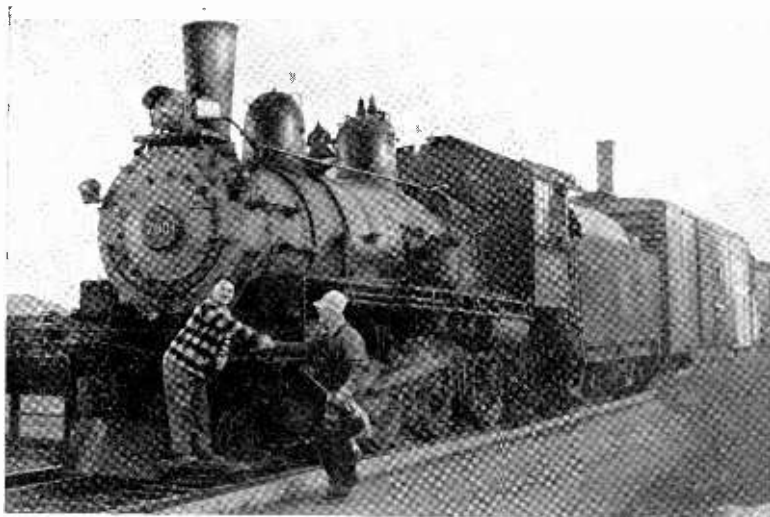
5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Elmer's Scrapbook
 6:00 a.m.—RFD 960
 7:00 a.m.—Larry Parker, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Merrill Langfitt Interview
 8:15 a.m.—Sat. Jamboree
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Keyboard Capers
 10:00 a.m.—Abbott & Costello
 10:30 a.m.—Tomorrow's Headlines
 10:45 a.m.—Marge Parker
 11:00 a.m.—Junior Junction
 11:30 a.m.—Am. Farmer
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Gospel Quartet
 1:30 p.m.—Buddy Morris
 1:45 p.m.—Judy & Jean
 2:00 p.m.—Mack & Jeanie
 2:15 p.m.—Dusty Owens' Trio
 2:30 p.m.—KMA Country School
 3:00 p.m.—Judy & Jean
 3:15 p.m.—Ike Everly
 3:30 p.m.—Kitchen Klinik

4:00 p.m.—Bob Stotts
 4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Woodson
 5:00 p.m.—Speaking of Songs
 5:30 p.m.—House of Mystery
 6:00 p.m.—Treasury Band
 6:15 p.m.—Bert Andrews
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Mkts. & Weather
 7:00 p.m.—Kay Starr
 7:30 p.m.—Famous Jury Trials
 8:00 p.m.—Little Herman
 8:30 p.m.—Amazing Mr. Malone
 9:00 p.m.—KMA Country School
 9:30 p.m.—Meet Your Boss
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

7:00 p.m.—News Summary
 7:15 a.m.—Blackwood Brothers
 7:30 a.m.—Back To The Bible
 8:00 a.m.—Music Time
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank and Ernest
 9:30 a.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Southernaires
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Editor At Home
 12:30 p.m.—National Vespers
 1:00 p.m.—Blackwood Brothers
 1:30 p.m.—Mr. President
 2:00 p.m.—This Week In Review
 2:15 p.m.—Future of America
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—Ted Malone
 3:15 p.m.—Johnny Thompson
 3:30 p.m.—Air Force Hour
 4:00 p.m.—Sunday With You
 4:30 p.m.—Quiet Please
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Go For The House
 6:30 p.m.—Curt Massey
 7:00 p.m.—Frankie Master's Band
 7:30 p.m.—Proudly We Hail
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jerøens Journal
 8:30 p.m.—Theatre Guild
 9:30 p.m.—Starlight Moods
 10:00 p.m.—News
 10:15 p.m.—Thoughts In Passing
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

*Listings Correct at Time of Publication
 However, all Programs Are Subject to Change*



Frank Comments

By
FRANK FIELD

Yes, this is a picture of the "wooden axle" whose whistle is heard so many mornings over KMA between 7:15 and 7:30. The engineer shaking hands with me is Mr. H. G. Scherer who lives at 210 West Washington, Red Oak, Iowa. He has been with the Burlington Railroad since 1907 or just about as long as the engine itself.

Shenandoah is located about half way between the main line of the Burlington at Red Oak and another main line at Hamburg, Iowa, and we are served by a branch line that runs between those two points. This train which we call the "wooden axle" is technically known as Train No. 101. It is due into Shenandoah at 7:10 every weekday morning, but since it is a mixed train and hauls freight, passengers, mail and express, its actual time of arrival varies all the way from 7:15 to 8:00 depending on how much switching it has to do in the towns between here and Red Oak.

I want to apologize for the quality of this picture which is certainly not up to the usual GUIDE standards. The reason it is not so clear as usual is because it was taken early in the morning on a cloudy day when the light was very poor. This happened to be one of the mornings

when the main line train was late and the "wooden axle" didn't get into Shenandoah until after 8:00 which gave us plenty of time to get the camera and get over to the depot before the train pulled out. Jim Moore snapped the picture.

Several old-time railroaders have written in wanting to know what the number of the engine was. They thought they could recognize it's whistle. Well you can see it is number 700.

So many people have wondered why we call it the "wooden axle" and if it does actually have axles made of wood. No, it is really a very well constructed locomotive engine, and the name "wooden axle" was tagged on by Lem Hawkins, a cowboy singer who used to be here at KMA some years ago. He had a singing program at 7:15 every morning and the whistle used to break in on his program just like it does mine. He remarked one morning that he would have to stop singing until the "wooden axle" had gone by and the name stuck from that day till this.

So far as we know this is the only train in the United States which has a daily radio program.

There isn't anything new to report about the Field Family. Everyone is well and reasonably happy. Shannon had quite a bad cold along about the middle of December and Jennie was down 2 or 3 days with a touch of the flu.

Homemaker Visit

By **BERNICE CURRIER**

We are starting the New Year right with a new and exciting recipe for Black Walnut Dream Bars.

Since many of you listeners have written saying you like my A.B.C. way of giving recipes, I will use this simple fool-proof method here.

BLACK WALNUT DREAM BARS

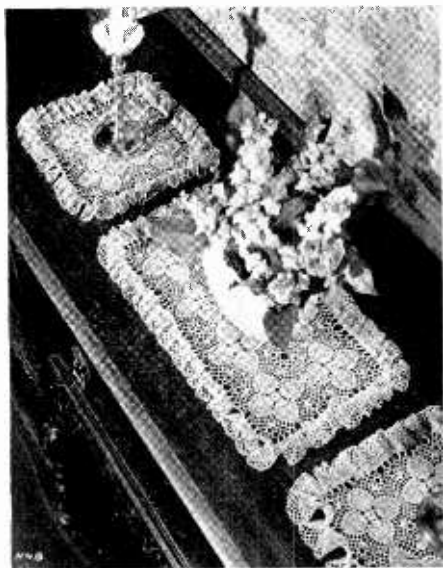
(A) Cream $\frac{1}{2}$ c. butter and $\frac{1}{2}$ c. brown sugar, work in 1 c. flour. Press into flat greased pan and bake 8 min. in 350° oven. While this is baking—(B) Mix 1 c. brown sugar, 2 beaten eggs, $\frac{1}{4}$ t. salt, 1 t. vanilla. (C) Sift 2 t. flour, $\frac{1}{2}$ t. bkg. pwd. and add $1\frac{1}{2}$ c. coconut and 1 c. chopped walnuts.

Mix C and B, put on top of A when it has baked 8 min. Return to oven for 20 min. Remove from oven, cool and cut in squares or bars.

When you are using double action baking powder, mix the recipe so you can let it stand at least 15 min. before you bake it.

Now it's my turn to offer you free of charge a pattern for decorative lace.

If you would like to crochet this, send a letter with self-addressed, stamped envelope to Bernice Currier, KMA Shenandoah, Iowa. Ask for Leaflet No. 7876.



Grass Root Notes

By **MERRILL LANGFITT**



Corn borers will rob midwest farmers of thousands of dollars in 1949. Income losses from European corn borers have been much heavier than most farmers realize.

In the picture you see Joe Anderson who lives on a farm south of Shenandoah and myself as we are inspecting corn borer damage. These stalks gathered on Dec. 15th from numerous fields in southwest Iowa, contained from 1 to 5 borers. Joe, who is working with a local chemical manufacturer during the winter months, told me he found corn borers in every field inspected.

Reports indicate that up to 35% of the yield was lost to borers. Even a 5% yield loss (which is practically a minimum) has cost farmers 3 bushels per acre based on Iowa's state acreage yield of 60 bushels. Three bushels of corn, is about \$4.00. A 35% loss cost 20 bushels so that gives you some idea what the corn borer is costing you. If you haven't inspected your fields, you can still do it even though the crop is harvested. If you want to find percentage of infestation, go into your corn field today, and split 100 stalks down the middle with your pocket knife. Then count the number of stalks out of 100 infested with borers and that figure will be your percentage of infestation.

The Holmes Family



One of our proudest papas is Warren Holmes,, 160 pound 6 ft., smooth singing bass of the Gospel Quartet. And above you can see the reason. Seated next to him is Ronald, age, 3, who was painting the walls with gelatin a few minutes before the picture was taken. Margaret, Warren's wife, is holding Donald, 18 months.

The Holmes family recently enjoyed their first white Christmas. Until they came to Shenandoah, they had spent their lives in the southern and western sections of the U. S. They like the Midwest very much and Warren is gaining weight for the first time in 6 years.

Margaret was born and reared in An-niston, Ala. She met Warren during a singing convention in Jacksonville. Since she is a vocalist herself, one of their favorite pastimes is singing duets.

Warren's hobby is wearing sport clothes—the louder the better. Margaret, on the other hand, likes to collect unique dolls. She has added six beautiful new ones to her collection since coming to Iowa.

The whole family likes to attend baseball games whenever Warren can get an afternoon off in the summer.

That mustache? Well, that started in Panama City, Fla., when each member of a quartet with which Warren was singing decided to grow one. Margaret likes Warren's so much that she won't let him shave it off!

Country School Amateur Contest

The big Country School Amateur Contest ended Christmas night with a grand finale that was a real thriller.

Matter of fact, the finish was so close that the audience couldn't decide which of two acts was the winner, so first place money was divided between 4 yr. old Raymond Lee Long of Plattsmouth, Nebr., and an acrobatic ballet team composed of Scottie Fisher (age 10) and Shirley Swanger (age 12) from Council Bluffs.

Bob and Paul Vandervort of Council Bluffs placed second with a guitar-mandolin and singing act. Third prize went to June and Millie Piper of Woodbine, Iowa.

This contest which was open to all amateurs started 21 weeks ago and had 168 entrants. Every fifth week a semi-final elimination contest was held and on December 25 semi-final winners battled for the grand prize money.

GUITAR TROUBLE

It all started one afternoon during Ike's program heard at 3:15 p.m. Mon. thru Sat. As he was playing his musical signature in ending the program he broke a string. Thinking he would fix it next day, he set the instrument aside. When he came to the studio the following morning he found that someone had accidentally placed a heavy carton on it. Poor Ike had to buy a new one.



Program Personals

By JIM MOORE



The gentleman pictured above is tops according to a recent survey of radio listeners. Walter Winchell, "your New York correspondent", has again stolen highest honors with his program heard over KMA Sunday evening at 8:00.

No doubt Winchell's success lies in bringing listeners the latest news . . . some of it, before it has happened! He has news sources in every city and in many countries overseas. When something important is happening, he always knows it. And if you'd like to be in the "know", listen to Walter next Sunday.

If you like good music, you will have a fine time each Monday night listening to the "Railroad Hour" (7:30-8:15). Every week Gordon McRae and staff present one of the world's outstanding light operas.

Here's good news. Art Linkletter's famous "House Party" will be heard regularly over KMA Mon. thru Fri. at 2:30 to 3:00 starting January 3. Art recently returned from a 10 week tour around the country during which he met literally millions of people. However, the most amusing incident occurred on his first program back home. He asked an 8 year old girl what a Winesap was. The youngster replied, "Someone who drinks too much!"

Kitchen Klinik

By ADELLA SHOEMAKER

How about having a taffy pull some blustery night this month? It's such fun for the entire family. Perhaps you'd like to make caramel apples and puff balls, too. With these recipes go my sincere wishes for a joyous New Year.

TAFFY

2 c. sugar, 1 c. white corn syrup, $\frac{1}{2}$ c. water, 1 T. butter, 2 T. vinegar, pinch of cream of tartar.

Boil all together until it reaches a brittle stage when tested in cold water. Pour in buttered platter and let stand until cool enough to handle. Pull until it is white. Cut in pieces. If black walnuts are desired, crush fine and place in platter before taffy is poured into it.

CARAMEL APPLES

2 c. sugar, $\frac{1}{2}$ c. white corn syrup, 1 $\frac{1}{3}$ c. top milk (or thin cream).

Put sugar, syrup, and $\frac{1}{3}$ c. of the milk in heavy kettle. Stir well, heat slowly until sugar is melted, then boil briskly to thicken syrup. Add remaining milk slowly, keeping mixture boiling hard. Boil to firm ball stage, 242° F.

Wash and thoroughly dry small, unblemished apples. Stick on skewers, then dip. Twirl to get rid of surplus and make smooth. If frosting becomes too hard, add a little cream and reheat. Keep caramel hot while dipping apples.

Have ready buttered platters to set the apples on. Put them in a cold place until firm.

You can get the skewers from the meat department at your grocery store. This recipe covers 15 to 20 apples.

PUFF BALLS

Sift 2 c. flour, 2 t. baking powder, $\frac{1}{2}$ t. nutmeg, $\frac{1}{2}$ c. sugar, $\frac{1}{2}$ t. salt, into a bowl. Add $\frac{3}{4}$ c. milk, 2 eggs (not beaten). Add 1 t. vanilla beat together until very light. Drop by teaspoonfulls into deep hot fat. Put 2 T. powdered sugar in sack and when puff balls are done, shake a few at a time in the sack.

Kenny Apple



Last month we introduced Kenny Apple, the Gospel Quartet's new pianist, and told you of his exciting trip to Shenandoah. Well, that was only half the story.

The second engagement he played with the quartet was in Holdrege, Nebr., and after the program, the boys discovered they were snowed in. The following morning, Friday, they started out for home.

All the roads were closed so they drove across open fields. Every few rods they would take down fences and carefully replace them. By the time they had gone a few miles over 100 cars were following them. Then, enterprising farmers started to charge 50¢ for each auto that passed thru their fields. The boys gladly paid this, but this did not end their troubles. Finally they came to one field in which its owner stood with a loaded shotgun—and a great deal of determination.

So, along with the caravan, they turned around and headed south for several miles. In sixteen hours they covered fourteen miles.

They missed two important engagements and didn't arrive home until Sunday morning. Despite what the boys tell him, Kenny is convinced the quartet leads a very rugged life.

KMA Safety Squad

Here is one program on which we hope we will never interview you.

It started shortly after December 1 when we added up the number of automobile fatalities in our listening area (184 counties in six states).

1087 people died in traffic accidents in KMA land between Jan. 1 and Dec. 1.

This total sets an all-time high and exceeds loss of life in this area even in time of war.

Since this is, without a doubt, the Midwest's No. 1 problem, we offered our services to the Iowa State Police Safety Patrol to cover all serious accidents within 60 miles of Shenandoah. By showing you listeners consequences of failing to observe traffic rules, we hope that we will save a few lives.

The state police radios us the position of the wreck at the same moment that they call doctors and ambulances. Our Squad composed of an announcer, engineer and liaison man drives to the scene in a station wagon equipped with portable recorder. We interview participants in the accident in order to bring to you first hand reports of the disastrous results. Of course, we are careful not to invade personal privacy.

Then we bring the recording back to the studio and a narrator ties the incidents together into a program.

If the first accident we covered is any indication, we will be able to render vital service to people who have had the misfortune to be in a wreck.

This particular accident occurred east of Shenandoah when a car slipped on icy roads, turned end over end twice and side over side at least once.

When our squad composed of Merrill Langfitt, Ray Schroeder and Franz Cherny arrived on the scene the three young men who had been riding in the car, were in need of assistance. Our squad sped them back to town. Let's hope we never have to do the same for you!

Help!

This has been a regular call from the mailroom since the Christmas gift offer of our cookbook, "55 Favorite Recipes of KMA Personalities" went on the air.

To each person who sent in a gift subscription to the GUIDE, we gave this booklet. And the response was terrific!

We want to welcome all you new subscribers and assure you that we will do everything possible to make your Christmas gift an enjoyable one.

LOVE AT FIRST SIGHT

Yes siree, it was really love at first sight when Larry Miller of Shenandoah (pictured below) received a free Collie puppy on "Uncle Warren's Kid Show."

It started one Friday afternoon at 3:30 when Clarence James of May Seed told us he had 6 Collie puppies to give away.

We had less than half a day to let kids know about this, but from the looks of the auditorium the following morning at 10:00 you would have thought we had been talking about it for several weeks.

Over 500 children were there all wanting a puppy. We were sorry we didn't have one for each, but we did try very hard to place the dogs in homes where they were most needed. Five of them went to farms where they will be great aids in herding. The other one went to a little boy whose dog had been killed by an auto the day before.



Forecasts For The Month

BIRTHDAYS:

- Jan. 4—Lila Lee Latta, wife of Control Operator, Lloyd Latta.
- Jan. 4—Jimmie Schroeder, son of Chief Eng. Ray Schroeder.
- Jan. 6—Clyde Burdick, husband of Circulation Manager Ina Burdick.
- Jan. 13—Marge Parker, Staff Artist.
- Jan. 19—Phillip Everly, son of Staff Artist Ike Everly.
- Jan. 22—Barbara Saddler, daughter of Station Manager Owen Saddler.
- Jan. 27—Ruth Douglas, wife of Announcer Merl Douglas.
- Jan. 30—Frederick Cherny, son of Eng. Franz Cherny.
- Jan. 30—May Dickson, wife of baritone Jonny Dickson of the Gospel Quartet.
- Jan. 31—Donald Lee Comer, son of Staff Artist Eddie Comer.

ANNIVERSARIES:

- Jan. 4—Esther and Eng. Don Burrichter.

BIRTHSTONE: Garnet.

FLOWER: Carnation.

KMA KWIZ

1. What famous quartet does most of its sleeping in moving cars? (Aug. '48, p. 10.)
2. Who is our "Fancy Fiddler"? (Sept. '48, p. 13.)
3. What member of our staff had a personal interview with the President of the United States? (Oct. '48, p. 13.)
4. What famous sister duet joined our station in Oct. (Nov. '48, p. 5.)
5. What is the name of the evening local talent show which has as its theme song "I don't like ole Joe Clark . . ." (Dec. '48, p. 5.)

Each correct answer gives you 20%. If you received 100%, you are a wizzard; 80%, to the head of the class; 60% ain't good; 40% or less, better luck next time.

Nishna Valley Neighbors.

1. The Blackwoods; 2. Buddy Morris; 3. Merrill Langfitt; 4. The Dickersons; 5.

Tom Thumb Publishing Co.
Shenandoah, Iowa
POSTMASTER: If addressee has moved and forwarding order is on file, send Form 3547, postage for which is guaranteed. If undelivered for any other reason, return to sender.
Return postage guaranteed.

Sec. 562 P. L. & R.

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

MRS CHARLES KRAUSS

BANPORN IOWA

B - R - R - R



As you might gather from this picture Elmer Axelbender doesn't like cold weather while his friendly enemy, Wayne Beavers, can't get enough of it.

For several months the boys on the "Half Past Noon" show planned to build a snow man. However, circumstances interfered. First, most of the season's snows missed Shenandoah. When we finally did get a good snow, the

weather turned extremely cold and the rest of the gang couldn't get Elmer to leave the house.

Elmer took so much kidding from the "Half Past Nooners" that finally he bought a pair of winter pants so he could stand the cold. But even this didn't help. The thermometer dipped to 17 below and Axelbender just wouldn't budge. So Wayne brought the snow man in by the stove!