

The

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KMA GUIDE

Vol. 7

MARCH, 1950

No. 3



Meet The Bob Barry Family (Page 11)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Woodbine, Iowa

I would hate to miss a single issue of the GUIDE. I have been a subscriber ever since you started publishing it and still have every issue. It is a pleasure to get the back numbers out and re-read them. I think it is a swell magazine and really gain a lot of enjoyment from it.

Mrs. Arnold Schraeder

Avoca, Iowa

Whew! What a time I had scraping up this dollar bill. You have quite a system of "unexpiring" the magazine, don't you? We do enjoy the GUIDE very much. All of us down to the 3 year old.

Mrs. Maurice Cary

(During the next 12 months, we will try to do everything in our power to make the GUIDE well worth your effort. Thank you.)

Springfield, Nebraska

I saw the picture in the February issue entitled "Winter Wonderland", which was taken in Frank Field's yard. You asked us (the readers' of the KMA GUIDE) to send in pictures which we had taken of winter scenery. The picture below was taken by me after one of our worse snows. I took several pictures, but this one proved to be the best. The objects under the drifted snow is a car on the left and a tractor on the right.

Mrs. Bill Haynie



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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; Glenn Cray, 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.

Panama, Nebraska

I sure enjoy the KMA GUIDE. It gives a person a chance to meet the KMA Gang via the magazine, and when you hear them on the air they seem like old friends.

Mrs. George Engle

Pocahontas, Iowa

Enclosed find a \$1.00 bill for another year of the GUIDE. I wouldn't be without it. I have every copy since the very first one. And every once in a while I get them out and look them over. It makes me feel like we are one big family. So can't get along without it.

Mrs. Milton Hohensee

Palmer, Nebraska

I would hate to miss an issue, so enclosed you will find \$1 for another year's subscription. There is quite a scramble at our house the day it comes. Everybody wants it first.

Mrs. Archie Snodgrass

(We hope there are no casualties, Mrs. Snodgrass).

Eddyville, Iowa

I sure don't want to miss any of the issues of the GUIDE, so will send in my money for another year's renewal. I enjoy the GUIDE, and as I do not have an opportunity to visit your station, the GUIDE furnishes me with pictures and articles on the announcers and entertainers.

Miss Casey Ann Kraber

A Chat With Edward May

I have two very good reasons for thinking spring is "just around the corner". The first one is that I have already seen crocus bloom here in Shenandoah. Of course, they were on the south side of a house and in full sunshine but they were in bloom, right in the snow.

Many other reasons for believing spring is near is the smell of onions. Unless you were one of us seed house folks that wouldn't mean much to you. But I can explain it. When our first carload of onion sets arrives they are unloaded, then the smell of onions runs all over the seed house. It is one of the signs of spring around here. (A little before noon, you are apt to think of a hamburger). You can imagine what a fine aroma there will be around here a little later when we will handle millions of onion plants.

I finally got around to having a sleigh ride a couple of weeks ago while the big snow was still on the ground. We put a hayrack on the bobsled and hooked onto a tractor. There were about twenty of us and several times we had to hop out and help the tractor but we had a swell time. Had one spill on a hillside but the rack went over so smooth and easy that no one was even mussed up. We ended up out at our house for chili and coffee.

With all the hubub of getting organized and started Annette didn't get to bed at her usual time and she was very indignant and disappointed because she couldn't come along. So, right then we planned a party for next day for her little friends. But in that short time too much of the snow melted away. I have promised her to do better next time.

In the picture you see me at the desk doing what is really a very pleasant job. I am reading entries to the contest on pages of our catalog and, believe me, they are very interesting. It is important, too, because I am learning a lot about our catalog from you folks. When the contest is all over I will let you know which pages got the most attention.



If you haven't already entered the contest I hope you will. Just write me "I like page — best because" and then in 50 words or less give the reasons for your choice. First prize will be \$25.00. Second prize \$10.00. Third prize \$5.00. And then 50 prizes of \$2.00 each. There is a special feature: if you send an order from the catalog along with your contest entry and are a winner, your cash prize will be doubled.

All the usual contest rules are in effect. Entries will be judged on sincerity and aptness. They become our property and cannot be returned. Judge's decision is final and duplicate prizes awarded in case of ties. All entries must reach me by March 18th. So get busy now and join the fun. You may win a cash prize. Remember, if you are a winner and send an order from the catalog along with your entry, your cash prize will be doubled.

This will remind all you Early Bird Gardeners to check up on your tools, have your seed on hand, and get all ready to take part in the Early Bird fun we will be having soon. As soon as the ground dries out on top, I'll be putting some peas and radishes and lettuce in. Are you all ready?

On page 15 of this issue of the Guide, there's a letter that I received from my mother. Both my sister Frances and I have received interesting letters from her and I thought you would like to read one of them since she has made a very interesting description of her trip.

KMTV News

Arthur Godfrey (shown below) is one of the nations top rated television performers. His Wednesday evening show (KMTV, Channel 3—8 P. M.) is always full of warm smiles, friendly music, and such pleasant surprises as the introduction of guest stars like Burl Ives, the Arthur Godfrey Talent Scouts, and other radio, movie and television stars. Godfrey's wonderful personality has always been a 'hit' with thousands of Midwesterners, and his humor and jokes have tremendous effect throughout this area.

As an example of Arthur's sense of humor, comes the following report from a Forest Lake, Minn., veteran's organization. They sent him this citation: "You have just been elected King Walleye I to reign at our . . . fishing contest on Jan. 22, 1950. The other candidates were Napoleon Bonaparte, General Sherman and Chief Sitting Bull. You defeated Sitting Bull on the third ballot by two votes".

Besides the fun and humor on Arthur's Wednesday night television show, you'll find him a real leader in helping our country fight race prejudice and other social injustices that spring-up in our country. So remember, Arthur Godfrey, Wednesday evenings at 8 P. M. on KMTV Channel 3.



Mrs. Mack Sanders



Mrs. Mack Sanders (whom you know on the air as Jeanie Sanders) got a wonderful Mother's Day present last year when she found this new refrigerator in the kitchen. It supposedly came from Peggy Jean (their 2½ year old daughter), but Jeanie suspects that Mack might have had something to do with it.

Jeanie is busy as a homemaker as well as a radio entertainer. She has meals to cook, house cleaning, and her 2½ year old daughter keeps her occupied nearly all of the time (as most of you well know from your personal experience).

When we asked Jeanie how she'd like to greet you in the GUIDE, she said she wanted a picture in the kitchen because she spends a lot of time there and if we photographed her while she was preparing a meal, we wouldn't interrupt her schedule. So here's Jeanie getting supper ready for Mack and Peggy Jean. We feel better about it because we didn't have to ask her to go to extra trouble, and we also believe we have a better picture since it shows you how she looks at home as well as at the studio.

We'll have to get another picture of Jeanie at home because she and Mack are going to have some remodeling done in the near future and we're certain you'll like to see their 'new home'.

Lew's Pastime

When Lew Jeffrey (pictured below) goes on duty at 6 P. M., he's ready to sit by the microphone until Midnight. During the course of the evening he's on Suppertime Frolic, handles the commercials and station breaks, gives the Sports Finals (10:30), and the 11 o'clock news. At Midnight he 'signs off', thus another day of broadcasting has ended.

But, you can't expect a man to sit in the studio for six full hours, can you? Every once-in-awhile Lew gets up and heads for the fountain to break the monotony of the studio and news room. On these 'trips' he usually makes things self-service and mixes his own fountain drinks.

Now it may seem to be a very simple job of mixing a fountain drink, but Lew will tell you that this sort of thing requires considerable thought and that it's an art to getting just the right amount of syrup and water into the cup. So, after many minutes of careful measurement, our connoisseur of fountain drinks heads back to the studio, his evening hobby finished and his thirst satisfied.

We hope the boss will forgive Lew for leaving the studio for a few minutes. We've caught him carefully stirring and gleefully waiting to taste a 'Jeffrey Special', Lew's own idea of how to take a few minutes off from an evening at the microphone.



The Comers At Home



The Comer Family gathers in the living room nearly every evening and has a regular family setting of talking and comparing notes, as you see pictured above. Vicki is serving her father (Eddie) a cup of hot chocolate with cake which, by the way, Vicki baked herself. Donnie is busy showing his mother (Gladys) how his toys work.

This happy family setting was interrupted for over 10 days in early February, when Eddie contacted double pneumonia. It took several large doses of penicillin to help him recover, but he's now back on his feet and in good health.

Vicki received quite an honor the other day. On March 1st she appeared before the Shenandoah Business and Professional Women's Club to tell them about the School Safety Patrol. She was chosen for the job by the School Board because of her excellent work in the school patrol, of which she is captain.

Donnie appeared on the Boy Scouts program during January and gave a tap-dancing skit, dressed in white coat, shirt and trousers, with his face covered with charcoal to impersonate Al Jolson. This was part of his contribution to his Cub Scout Pack's participation in National Scouting Week.

Eddie very recently drove the family to Pittsburgh, Kansas, to visit some friends. Their new station wagon has been working without any trouble.

On The KMA Party Line

With DORIS MURPHY

How could so MANY things happen to a fellow on a 20 mile trip? That is what MAX OLIVE of the Continuity Dept. would like to know. When the radio office received word an agency representative from New York would arrive in Red Oak at 6:15 a. m., MAX made arrangements to meet her. He got up at 5 a. m. In the cold and dark, he tried to start the car. It wouldn't budge . . . only the wheels would spin on the ice. Back into the house he went and got newspapers to slip under the wheels. At last the car got traction and started. He had driven only about a dozen blocks when the car died. The generator had burned out. That meant getting another car in a hurry. So amidst the barking of dogs along the street he walked back to the KMA Studio and got the station wagon. Soon he was on his way again. Only to be halted by a train on the Wabash track which meant five more minutes of "nail biting". Reaching Essex, he happened to glance down at the gas gauge, and was startled to see it registered "empty". He knew that early in the morning no gas station would be open, so all he could do was to keep driving. At last he reached Red Oak and had just pulled into town when the car came to a halt . . . out of gas. Alighting from the station wagon he started out on foot again to look up a service station. A passerby picked him up and gave him a lift to a station near the viaduct which is the first in Red Oak to open. But the attendant hadn't arrived yet. He waited. Finally when the gas station attendant did arrive, he was cold and had a hard time finding his keys. After much fumbling, the door was finally opened and MAX got some gas. With the car again in working condition, he quickly drove to the depot, arriving there at 7:15 a. m., instead of 6:15. As he stepped inside, the business associate rushed up and started apologizing for having kept

him waiting, saying the train had been an hour late and she had just arrived 5 min. before. Then MAX said: "Wait a minute . . . now let me tell YOU a story . . . I just got here." Soon they were having a good laugh over their experiences, and wondering why SO MANY things happen on cold, winter mornings.

The IKE EVERLY family can hardly wait until school is out. Here is the reason why! They plan a month's vacation trip to the West Coast. Do you blame them for being anxious?

Did you miss EDDIE COMER's sweet clarinet music a couple of weeks ago? EDDIE's absence was due to an attack of double pneumonia. We're glad he's well again and back on the job.

From the cute expression on this young lad's face, it looks as if he is getting quite a kick out of tying sister's scarf and helping her get ready for school. KENNY, age 8, and ROBERTA, 6, are the son and daughter of entertainer BOB STOTTS. Even tho their new home is across the street from the school, they have to bundle up in cold weather.

BOB has been busy building their house and will soon have it completed. In the spring VIOLA, his wife, says they plan to buy some new furniture. VIOLA is busy in the evenings from 7 to 12:30 working as a cook in one of the local cafes, so BOB "baby sits" with the three children. In the daytime, mother stays home and keeps things running smoothly, while Dad is busy at the radio station. Now . . . with the house almost completed . . . the family is making plans to buy a piano this summer so the children can take lessons. Maybe someday BOB will have an accompaniment for his guitar and bass when the kids really get good on the piano.

When you're sittin' by the warm stove on a cold morning and turn on the radio to get weather and news, did you ever stop to think what has gone on behind the scenes to give you that service. For instance, one morning after a big heavy snow, the cars of both announcer WAR-



REN NIELSON and engineer JACK JOSEPHSON were stuck in the drifts. They didn't have time to scoop their way out. It meant braving the storm and getting to the station as fast as possible on foot. JACK ran all the way to work, arriving at 5:31, just one minute late. He got the station on the air and kept things going until WARREN arrived 15 minutes later. I think we owe a vote of thanks to all our loyal KMA Staff who do everything humanly possible to keep the station running smoothly day in and day out from 5:30 a. m. until midnight.

It's an old custom with the WALT ELY Family to get a new car every time a baby arrives! That's why they're enjoying the beautiful new car they have now. With the arrival of JON LESTON, Dec. 7th, his dad, one of the KMA engineers, purchased a new car to celebrate the event. WALT says they have been able to follow this procedure every time, except during the war, when cars were not available. Maybe in later years, the ELYS can continue this custom with the arrival of their grand-children. On the front cover of the Jan. GUIDE you'll see the picture of the four ELY children, so that will give you an idea of the years they have purchased new automobiles.

When I noticed entertainer "DEE" PIERSON wearing a certain young man's school ring, and ordering a set of Helzberg Silverware, I wondered just how long it would be before we would be announcing an engagement. Then along comes bachelor announcer JIM KENDRICK with "stars in his eyes" and dreaming about an attractive dark haired young lady. JIM and "DEE" even have a bet between themselves, as to who will get married first. Oh well . . . SPRING is the time of year a young man's fancy turns to love, so I don't know which one will win the bet! I'll keep you posted on these two romances, because you never can tell . . . June is the month of weddings . . . and that's only 3 mo. away.

While mother was in the basement, 3½

yr. old LARRY GRISWOLD, son of pianist HILTON GRISWOLD decided it would be a good time to crawl up on the kitchen cabinet, over onto the sink and see what was in the kitchen cupboard. He found a bottle of cough syrup that had been given him when ill with a virus infection. Tipping it up, he drank about a quarter of a bottle of the medicine. Mother soon discovered there was something wrong when young LARRY started across the floor wobbling and not able to walk straight. The medicine, containing codine and other drugs, had produced a drunken effect. DAD rushed to the doctor's office to see what could be done, but was told not to worry . . . it would not harm him . . . only take time to wear off. When mother put him on her



lap, LARRY 'went out', but after considerable sleep, the effects of the drugs wore off and by next morning he was feeling better and could walk the "straight and narrow."

You've heard me telling you "ON THE PARTY LINE" at 2:30 p.m. about my niece, BETTY AMBLER BARNITZ and her twins, BEVERLY and BARBARA born Oct. 5. Now here is a picture of them taken at their

home in Baltimore. Both are blonde and blue-eyed. BEV, who weighs a couple pounds more than her sister, is a very calm, placid baby, while BARB is much more active. She drinks her milk faster, eats faster, kicks and squirms. Both are very good except between 4 and 6 p. m. Then they really raise the roof unless BETTY takes them for a ride in their buggy or props them up on pillows in the living room and turns on the radio. This makes them perfectly happy and they will sit and look around for a couple of hours. Usually if one baby starts to cry, the other one does too. They cry in sympathy with each other. It seems strange, but they both usually awaken at the same time, too. When she takes them out, they seem to attract much attention and both children and grown-ups stop to pat the babies and say how cute they are. Their daddy, JIM BARNITZ, is a production manager with the Martin Plant in Baltimore.

KMA DAILY PROGRAMS FOR MARCH, 1950

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Elmer's Scrapbook
 6:00 a.m.—RFD 960
 6:45 a.m.—Fertlime Time
 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.—Victor H. Lindlahr
 10:00 a.m.—Edith Hansen
 10:30 a.m.—Quick As A Flash
 11:00 a.m.—Ladies Be Seated
 11:30 a.m.—Country Folks
 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.—Elmer Axelbender
 1:15 p.m.—I Bring A Song
 1:30 p.m.—Hannibal Cobb
 2:00 p.m.—Bride & Groom
 2:25 p.m.—One Man's Opinion
 2:30 p.m.—KMA Party Line
 2:45 p.m.—Mack Sanders
 3:00 p.m.—Helzberg's Time
 3:15 p.m.—Hawkeye Rangers
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Blackwood Brothers
 4:15 p.m.—Mack and Jeanie
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Challenge of Yukon (M.W.F.)
 5:00 p.m.—Green Hornet (Tu. & Th.)
 5:30 p.m.—Sky King and/or Jack
 Armstrong

MONDAY NIGHT

6:00 p.m.—Suppertime Frolick
 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.—Henry J. Taylor
 7:45 p.m.—Buddy Weed Trio

8:00 p.m.—Leighton Noble's Band
 8:30 p.m.—Rex Maupin Entertains
 9:00 p.m.—Am. Arts Orch.
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—National Guard Show
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Suppertime Frolick
 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.—Cisco Kid
 7:30 p.m.—Counterspy
 8:00 p.m.—Am. Town Meeting
 8:30 p.m.—Gentlemen Of The Press
 9:00 p.m.—Time For Defense
 9:30 p.m.—Rex Maupin Entertains
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Suppertime Frolick
 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.—Gregory Hood
 8:00 p.m.—Music From Hollywood
 8:25 p.m.—Johnny Desmond
 8:30 p.m.—Buzz Adam's Playroom
 9:00 p.m.—Salute to Reservists
 9:30 p.m.—On Trial
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Suppertime Frolick
 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.—Cisco Kid

AMERICAN BROADCASTING COMPANY



7:30 p.m.—Counterspy
 8:00 p.m.—Blondie
 8:30 p.m.—King Cole Trio
 8:45 p.m.—Robert Montgomery
 9:00 p.m.—Author Meets The Critic
 9:30 p.m.—Let's Go To The Met.
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—It's The Tops
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Suppertime Frolick
 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.—Ozzie and Harriet
 8:30 p.m.—The Sheriff
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Voice Of The Army
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:30 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.—Alarm Clock Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Dinning Sisters
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Hawkeye Rangers
 10:15 a.m.—Bohemian Music
 10:45 a.m.—Country Church
 11:00 a.m.—101 Ranch Boys
 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
 1:00 p.m.—Elmer Axelbender
 1:15 p.m.—Ike Everly
 1:30 p.m.—Clarinet Capers
 1:45 p.m.—Dee Pierson Sings
 2:00 p.m.—Nishna Valley Boys
 2:15 p.m.—Tex Ritter's Music Corral
 2:30 p.m.—Hillbilly Hits
 3:00 p.m.—Bob Berry's Trio
 3:15 p.m.—Mack Sanders
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Church In The Wildwood
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden

5:00 p.m.—Albert Warner, News
 5:15 p.m.—Bible Messages
 5:30 p.m.—Eddie LaMarr's Band
 5:15 p.m.—Roger Renner Trio
 5:30 p.m.—Adventure of Babe Ruth
 5:45 p.m.—Melody Rendezvous
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Mkts. & Weather
 7:00 p.m.—Cisco Kid
 7:30 p.m.—The Fat Man
 8:00 p.m.—Rayborn & Finch Night Shift
 9:00 p.m.—Nat'l Barn Dance
 9:30 p.m.—Favorite Songs
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Tops In Sports
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

SUNDAY PROGRAMS

7:00 a.m.—News Summary
 7:15 a.m.—Bob Stotts
 7:30 a.m.—Back To The Bible
 8:00 a.m.—Rev. Gene Phillips
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Southernaires
 10:00 a.m.—Worship Service
 10:30 a.m.—Hour Of Faith
 11:00 a.m.—Foreign Reporter
 11:15 a.m.—Frank & Ernest
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 p.m.—Naval Reserve Show
 12:30 p.m.—Revival Hour
 1:30 p.m.—Mr. President
 2:00 p.m.—Blackwood Brothers
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—Lutheran Hour
 3:30 p.m.—Voices That Live
 4:00 p.m.—Think Fast
 4:30 p.m.—National Vespers
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Music With The Hormel Girls
 6:00 p.m.—Where There's Music
 6:30 p.m.—Amazing Mr. Malone
 7:00 p.m.—Stop The Music
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Proudly We Hail
 9:00 p.m.—Lest We Forget
 9:15 p.m.—Jan Garber's Band
 9:30 p.m.—Lutheran Vespers
 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

The picture this month shows my oldest boy Bob, his wife Elsie and their son, Bill. Bill is plenty big enough to go to school, but isn't quite old enough yet. He probably will start going to kindergarten this fall.

Bob has worked for the May Seed Company for a number of years. First few years he was in the Hybrid Corn Division, but for the last few years he has worked in the Garden Seed Department. His principal job is running one of the automatic packet filling machines which measures out the proper amount of seed, puts it in the packet and seals it. This job starts early in the fall and runs until late in the spring. Of course, he takes several weeks out late in December and early in January to address the catalog envelopes so that you folks can get your new garden seed catalog on time.

I think I told you last fall about Bob buying a nice, little four room house down in the west part of town. He is making all sorts of plans now, about how he is going to beautify it this spring with rose bushes and shrubs and flowers of all kinds. In fact he can hardly wait for warm weather to come so that he can get started.

Jim and Peg are getting a hankering to own their house now, but they haven't found anything which just exactly suits them yet. They are looking at 2 or 3 properties and I rather think that by the time summer comes they will have a place of their own which they can start beautifying with shrubs and roses too.

However, I think they are going to hang on to the little house they are living in now, until big Johnny graduates from the University of Missouri the first of June. Then if Johnny decides to come back to Shenandoah, he and Maxine will have a place to live.

The last letter we had from Johnny stated that one of the things he had to do in order to graduate was to go out and

actually run a country weekly newspaper somewhere one week. In other words actually to edit the paper and get out one issue. He was going to try and make arrangements to do that in some small town in northern Missouri and to make it sometime early in April, either the week before Easter or the week after Easter.

There is nothing new or interesting to report about any of the other members of the family as everyone seems to be just marking time waiting for spring to come so as to get busy out of doors. Jennie has never recovered completely from her siege with virus pneumonia last fall so we probably will cut down our canning activities considerably this summer. It looks now as if we were going to come out just about even on tomatoes. We ran way

short on peas and asparagus and will be out of green beans long before beans are ready in the garden again. The only thing that shows apparent surplus is sweet corn. We are using commercially canned pears now and we are sort of rationing ourselves on the home canned peaches.

Speaking of peaches you know, of course, that we have a home orchard spray now which takes the hard work and guess work out of spraying your various fruits, shrubs, trees and plants. We are making up a circular on it now which will give full and complete information about this spray and will tell you all about how to use it and when to use it on the various different fruits and plants. It should be ready for mailing by the time you are reading this, so write in and ask for it.

At the same time it would be well also to ask for the leaflet on the new Maytone Fertilizer which you heard me telling about on the air. This is a new and improved fertilizer for lawns and gardens which is about half again as rich in Nitrogen as most commercial fertilizers and at the same time it is at least 50% humus. This not only makes it much better as a garden fertilizer, but at the same time it is just exactly what we need for our lawns, most of which are becoming badly deficient in humus.



Front Cover

Here's our new family at KMA. It's Bob Barry, his wife Lucy Katherine, daughter Roseanne (4 years), son Joseph (2½ years) and baby son Arthur (10 months). They're living on a farm 2 miles west of Shenandoah. Bob drives to KMA for his programs and between shows he's back home getting things ready for spring.

The Barrys were married August 21, 1942, in Jamestown, New York. They met while on a bus. As Bob says: "At a bus depot in Chicago, a very charming young lady sat down next to me. Not a word was said by either of us for a half-hour. She finally spoke the first words, asked me if I would adjust the seat so that it would lean back. We struck up a mutual friendship from this point on. Come to find out she was going to the same town I was — Jamestown, N. Y. Also discovered she had spent several months in my hometown, Danville, Ill. We both had a lot in common and I knew from this point on I was going to marry that girl".

Bob's first radio staff job was in St. Louis. Later (1943) he was in Pittsburgh, Pa., and passed an audition to go to Hollywood to make a feature picture for Republic. About three weeks before he was to leave, the Army called him into service. He was in the Pacific Theatre and while at New Caledonia, the Army put him into Special Service to help build a complete stage show to tour the island. Their show, consisting of twelve men with comedy skits and special numbers, was so good that it was assigned to the 8th Special Service Company. Altogether their outfit did close to 2,000 special shows.

No doubt, Bob's flair for showmanship comes from his father's side of the family. Before his father was married, he was a professional tight and slack wire performer with Ringling Bros. Barnum and Bailey Circus.

Before we leave, there's one more member of the family we forgot to mention. Just as the picture was snapped, the family cat stepped through the fence and you can see her at the lower left of the front cover picture.

Program Personals

By GLENN CRAY



Predictions that television's development will raise the level of daytime radio's entertainment quality have been common along New York's Radio Row for a year now. And one of the programs that is cited more and more often by the broadcasting wiseacres as proving the point is "Quick As A Flash", heard Monday through Friday at 10:30 A. M. over KMA and the American Broadcasting Co.

"Quick As A Flash" master of ceremonies is Bill Cullen (pictured above). Bill's program has a distinctive audience participation format in which mere prize-giving is not allowed to overwhelm other entertainment values. Six contestants, operating as teams, listen to clues or dramatized situations and seek the right answer to the questions. That's why "Quick As A Flash" is a program that's easy to recommend to you.

Back before World War I there was a stage struck kid of 13 who earned his coffee and cakes as a singing usher in a Harlem movie house. Eventually he graduated to vaudeville as a \$100 a week hooper. Then he quit the stage and went to work as a newswriter for \$25 a week, because he thought he liked that better. He was right. The boy who sang in the Harlem movie house is Walter Winchell, one of America's great newscasters (8 P. M. Sundays on KMA).

Kitchen Klinik

By ADELLA SHOEMAKER

Lenten Special Casserole

Cook one 6 oz. package of medium cut noodles in boiling salt water until tender. Combine with 1 can tuna fish, flaked, 4 chopped hard cooked eggs, 1/2 lb. package of pimiento-cheese diced. Put in a buttered casserole. Add one can of condensed mushroom soup, fill the can with water, stir it in. Bake 20-25 minutes in a moderate 350° oven, or until cheese mixture is bubbly.

Under-The-Sea Salad

Dissolve package of prepared lime gelatin in 1 1/2 c. boiling water. Add 1/2 c. juice of canned pears, 1/4 t. salt, 1 t. vinegar. Pour half of this in a loaf pan, and chill until firm. Chill remaining gelatin until cold and syrupy. Whip with rotary beater until fluffy and thick like whipped cream. Blend 2 packages Philadelphia cream cheese until it is softened, then beat it, combine it with whipped gelatin. Fold in 6 or 8 chopped pears (the contents of a No. 2 1/2 can). Pour over the first layer which should be firm. Let set and unmold on platter, or serve in slices on lettuce leaf. Serve with mayonnaise. The ginger gives a unusual taste to this salad.

Grape Jelly Using Boughten Juice

Buy 1 qt. Concord grape juice. This will make 2 batches of this jelly. Use 2 c. of the juice, 1 c. water, and 1 package powdered pectin. Put in a large kettle. Bring to a boil, add 3 1/2 c. sugar, and when it comes to a rolling boil, count time. Boil 1/2 minute. Pour into glasses. Cover at once with melted parafin.

Deviled Chicken

1 boiling or frying chicken, cut up. Season with salt and pepper, and brown in 1/2 c. lard. Remove from pan, add 2 T. flour to the drippings. Stir in 1 c. hot water, cook until mixture thickens. Add 1 t. dry mustard, 2 T. Worcestershire sauce, 2 or 3 T. tomato ketchup. Add a liberal dash of paprika, and a little garlic if desired. Place chicken in sauce. Cover pan, and simmer until chicken is very tender. Serve with fluffy mashed potatoes, a green salad, and a light dessert.

Homemaker Visit

By BERNICE CURRIER

Pineapple Shamrock Shortcake

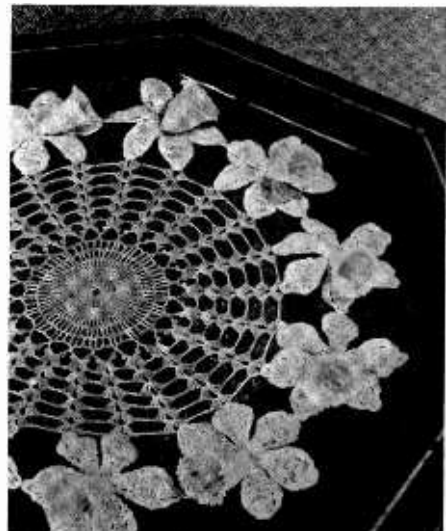
2 c. sifted flour, 3t. bkg. pwd., 1 t. salt, 1 T. sugar, 1/4 c. shortening, 1 beaten egg, 1/2 c. milk. Sift dry ingredients, cut in shortening till crumbly. Add egg and milk and stir till flour is moistened. Knead on floured board 1/2 min. Roll out to 1/4 inches thick. Cut out in shamrock pattern. Place on ungreased baking sheet, bake in 425° oven 10 min. This should make four shamrocks. Serve with the following sauce:

Hawaiian Sauce

3 T. butter, 3 T. flour, dash of salt, 1/4 c. thin cream, 1/4 c. sugar, 1/4 c. brown sugar, 1/4 c. pineapple juice, 1 1/2 c. cubed pineapple. Melt butter, stir in flour and salt. Add cream. Stir till thick and add sugars. Cook till thick. Add juice and pineapple. Serve hot.

Below you see the pattern which I have to offer this month. Floral doilies are the newest thing in the world of crochet and one of the most fascinating. Here's a spring flower favorite, the yellow daffodil, translated into a crocheted border for a pale green lace center. Finished, the doily measures 14 in. in diameter.

Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for March Leaflet.



News Reporting

By RALPH CHILDS



The routine jobs we do from day to day, and day after day, come to be so simple for us that we assume that anyone would know what we are doing and could do them as easily as we.

I stopped in the flower shop on Valentine's Day to buy a rose for the rose bowl at home, and the proprietor was making corsages. I knew that corsages didn't just grow that way, but I didn't realize how many operations were required for putting one together. And in addition to the mere mechanics of putting them together, there was the selection and matching of the flowers and fronds to produce a harmonious effect.

I was struck with the similarity between the making of a corsage and the producing of a newscast.

At KMA we have two teletypewriters, one for United Press, the other for Associated Press, that type out the news 24 hours a day. Through the telephone system these machines are linked up with news bureaus all over the world. Some 65,000 words come in on each machine each day. To read that many words on the air would take about 14 hours; so for eight 15 minute newscasts on KMA, or two hours total, we must select and match the stories to produce a harmonious, well-rounded newscast. In the newsroom, this is called editing. I'll go into more detail on these 'things' in future columns.

The Sports Parade

By JIM KENDRICK

This is my first chance to discuss my favorite topic . . . sports . . . with you who read the KMA GUIDE each month. I hope that you will find each column of interest and I welcome any and all comments.

In the picture you see Iowa's Prep Coach Don Tebbe and myself talking over track and baseball plans for the 1950 season. Don has proven that he can turn out champions in football and basketball. So you can bet he will be trying to set equal marks in track and baseball.

Speaking of baseball we find that for the major leagues "spring training" is here at last. All the teams are expecting great things from their stars and young rookies.

Bucky Walters is looking for 1950 to give him two mound victories that will be the most important of his career. Those two would give him an even two hundred. And Walters says he has wanted the 200-mark more than anything else in baseball. Bucky is to be a pitching coach for the Boston Braves in 1950, but will take an occasional turn on the mound.

The "embarrassing moments" Champion among sports figures in 1949 undoubtedly was Jack Mac Donald, a Niagara Falls, Ont., boxer. Mac Donald climbed into the ring and started to peel off his colorful robe. But he was brought up short by the shouts and squeals of the fans. He had forgotten to put on his trunks.



National Farm Institute



Secretary of Agriculture Charles F. Brannan clashed head-on with Allen B. Kline, President of the American Farm Bureau Federation, when the two debated Saturday, Feb. 18, at the 1950 National Farm Institute held in Des Moines, Iowa.

Brannan said his program would "encourage free enterprise by taking the government out of the channels of trade as far as possible . . . permitting dealers and consumers alike to have the benefits of free markets on the perishable products of our farms, as long as we can still make all farmers more secure in their right to a decent and fair reward for their toil."

Kline favors flexible price supports so that the farmer would be paid for his produce "in the market place". Brannan favors allowing the prices of perishable farm commodities to sink to their natural levels and for the government to make up the difference by paying the farmers corresponding subsidies.

Merrill Langfitt covered this debate for KMA and here he's shown interviewing Secretary of Agriculture Brannan. This interview was broadcast Sat. morning Feb. 25th, at 6:45. Merrill also reported on the debate throughout the week and found a wealth of material for discussion with farmers who are interested in our federal farm policy program.

Snow, Snow, Snow!!!

Here's Jack Josephson, one of our engineers who works in the Control Room and who, from time to time, you hear the gang poking fun at or teasing when their programs are on the air.

Jack has been at KMA regularly since Feb. of 1948. He was also with us from Feb. of 1943 to March of 1944, then Uncle Sam called him into service and he spent 2½ years "on duty" before rejoining us.

When 10 inches of snow charged into Shenandoah during Feb., Jack had to walk to work because his car was stuck. This was too good an opportunity to pass up, because Jack is an engineer and aren't engineers able to figure out anything? Well, here's one engineer who, like all the rest of us, had to get out the shovel and apply a little 'arm leverage' before he could move his car. It might also be interesting to know that one of Jack's great ambitions is to learn to fly and no doubt, his thoughts are about being up in the air and not having any spinning wheels to worry about.

Jack grew up on a farm near Red Oak, Iowa. He's a family man, was married on Dec. 31, 1943, in St. Joseph, Mo. He has a 5 year old daughter named Julie and his wife, Delores, was a schoolday sweetheart. Jack says his pet peeve is the alarm clock ringing at 4 in the morning when he has to get up to put the station on the air. But he should be used to early hours after living on a farm most of his life.



A Letter From Mrs. Earl May

Antigua, Guatemala

Sunday, February 19, 1950

Dear Edward, and all of my family:

"I had a good flight on the Mid-Continent to New Orleans. And, fortunately, I was there during the Mardi Gras Parades. Mardi Gras Day is not until next Tuesday, the 21st, but three of the four evenings I was in the city we witnessed the particular parade of that day. They are very colorful. Wednesday noon I lunched at Galatories—in the old French quarters. Friday evening Mr. Laux took us to Antoinnes for dinner. That afternoon we wandered thru the old French Quarters. This is a good place to look at antiques because you see so many, but one would become too confused to buy any. Of course, most of the shops specialize in elaborate old French Chandeliers, Dresden and expensive French China and old Silver, nothing as simple as my antique goblets. I believe I enjoyed the Friday night Mardi Gras parade the most . . . depicting the life of Napoleon Bonaparte. The crowd was in a true carnival spirit, Canal and Royal streets were very gaily decorated.

I left New Orleans at 8 A. M. Saturday on Pan-American Clipper. We were a few minutes late arriving in Merida, Yucatan (Mexico) landing at 12:10 noon. We had an hours wait at the terminal and I had time to notice the many hibiscus, poinsettias and bougainvillea vines in bloom. The soil there is very light. From the plane we could see many fields of maguey growing. They looked so neat and regular. Sometimes we could distinguish a sisal factory with its many rows of white maguey threads strung over barbed wire fences, drying so they could make it into sisal rope. That is the principal industry of that section of Mexico. I had hoped as we passed over Yucatan we could distinguish the ruins of Uxmal and Chichen Itza, but at least we couldn't from my side of the plane.

Every seat in the plane was filled from Merida and it was another beautiful flight to Guatemala City. The pilot said we flew at an 8000 ft. altitude. As we approached Guatemala the fields in the valleys and even on the mountain sides looked so very neat and regular, and the foliage was so green.

We were an hour late, arriving in Guatemala City at 3:30 P. M. Dr. and Mrs. Melhus met me and, of course, it took considerable time to go thru the lines checking my health certificate, tourist permit and baggage inspection. As soon as my suitcases were in the car we drove to Pension Gueroult. Then we started to Antigua, 25 miles away (but it seemed more like 65 miles because of poor roads). I could notice considerable change in Guatemala City. The Olympics will start the 25th. We passed the beautiful new stadium where 2,500 men are working 24 hours a day to finish it. Numerous streets have been widened with new pavement in fact in one section the old museum was torn down and a regular paved square was laid so you can drive thru. There are many new automobiles in the city, which is spotlessly clean except in the market section. Guatemala has been disappointed with the number of tourists this winter, but the price of coffee has brought prosperity. Formerly coffee sold at 15c to 20c a pound, last year at 32c while this year it's from 40c to 52c depending upon the market and the quality. Some of the best coffee in the world is grown in this country.

As we left the city we made a detour of several blocks and then drove on the Inter-American Highway (we call it the Pan-American Highway). As always we met the Indian with the heavy load on his back, the Indian woman with a well filled basket on her head and the Indian driving a pig tied to a rope.

It was dark long before we reached Antigua and it was most difficult to follow the road. They have new busses everywhere and as we met them, we turned out the lights or blinked them back and forth. I was most glad when we passed them as the roads were dusty and narrow and many Indians were walking along the road side. We passed thru several towns. Parents, babies and entire families were sitting on the side walks, or leaning against the walls of their home, or in doorways.

The bougainvillea vines and jacaranda trees are at their best and very beautiful.

In the patio are several orchids, many calla lilies and beautiful bougainvillea. We are eating on the covered portion of the patio. Needing a sweater morning and evenings. It is 65° tonight.

Much love to all,

Mother

(Editor's Note: This letter was received Febr. 22 by Edward May. His mother, Mrs Earl E. May, is on an extended trip through Central America).

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Practice Makes Perfect



James Blackwood, second tenor of the Blackwood Brothers Quartet, and his son, James Jr., (6) are practicing some of "Jimmy's" First Grade school lessons. Under "Daddy's" supervision, printing, coloring reading and addition are getting a thorough going-over. Jimmy, Jr. isn't practicing these lessons because he's behind the class... he's very fortunately learning at his young age that "practice makes per-

fect", and his Daddy is helping him acquire the habit of studying.

Besides practicing school lessons, Jimmy, Jr., started taking piano lessons on January 1st and it appears that the Blackwood music talent has passed on to a new generation. We're all looking forward to someday hearing a father and son concert by the James Blackwoods.