

The

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KMA GUIDE

Vol. 8

FEBRUARY, 1951

No. 2



Mack and Jeanie's New Baby

(See Page 2)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Vail, Iowa

I am sending you a one dollar bill for that new cook book and a renewal on the KMA GUIDE. I have been taking the GUIDE for five or six years now and I like it fine. By taking the station magazine, I can enjoy the radio much more. I like all of the programs on KMA.

Mrs. George Hartmann

St. Edward, Nebraska

I am enclosing \$1 to renew my subscription. I have taken the GUIDE for about 5 years and think it is a bargain.

Rhela Marshall

(And all of us are looking for good bargains, Rhela. Printing costs have gone up, but GUIDE subscription rates have remained at the same low price.)

Oskaloosa, Iowa

I hope I'm not too late to get in on the KMA GUIDE offer with the Cook Book. I have got every issue since it was first printed, and I hope to keep getting them. I think KMA is one of the best stations on the air.

Kathleen Stewart

207-Third Avenue West

(We think we have the best and most loyal listeners!)

Tarkio, Missouri

Enclosed you will find ten dimes for which renew my subscription to the KMA GUIDE. Yes, I almost robbed my bank, but I cannot do without the best little magazine in this section of the country.

Mrs. Ernest Woolsey

(You almost robbed the bank but no jury on earth would convict you.)

Mount Ayr, Iowa

My renewal to the GUIDE is enclosed. I will be looking forward to receiving the next issue, because I am getting anxious to see the new member of the Sanders family.

Mrs. Roy W. Marsh

The KMA Guide

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FEBRUARY, 1951

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; Harold B. Arkoff, 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.

Cover Story—

The Sanders Welcome Their Latest Addition

The front cover this month bears the latest picture of the Mack Sanders Family with Jeanie Sanders holding their new daughter, Janet Sue, while Peggy looks on approvingly.

Janet Sue was born January 16 at ten minutes to one in the afternoon, weighing in at 7 lbs. 2 ounces. Needless to say, father Mack, was more than just a little bit nervous as he continued on in the afternoon with his KMA broadcasts.

The proud parents have received hundreds of letters and cards of congratulations from many of their radio listeners. The day of the event Mack was kept busy answering the telephone, receiving well-wishes from Mack and Jeanie fans who were calling long distance from many points in Iowa, Minnesota, Kansas, Missouri and Nebraska. Everyone who has seen the new arrival has commented on what a beautiful baby Janet Sue is.

"She looks just exactly like Peggy did when she was born," Mack said.

Young Peggy, who is now three and a half, has really been attracted to her younger sister. Whenever it is meal time, however, Peggy can't understand why Janet Sue can't come to the table and eat with her, but has to stay in her crib.

Coy Martin has taken Jeanie's place temporarily on the "Mack and Jeanie" show (3:00 to 3:15 p. m. Monday through Saturday). Jeanie expects to resume her KMA broadcasts about February 19.

A Chat With Edward May

"Everyone talks about the weather but no one does anything about it." This is a very famous expression and it concerns one of the most important things in the world. Since it is so important, we at KMA try hard to bring you the latest weather information at all times. The above picture shows a few of our weather instruments which enable us to give you detailed weather information.

The instrument on the left is an anemometer which registers the velocity and direction of the wind. We are also able to make outside temperature readings any time of the day or night. The instrument on the right is better known as it is the barometer.

There are a good many people who consider themselves weather prophets and they have certain signs which they follow. Many prophets feel that a ring around the moon indicates a change in weather and, if there are stars inside that ring, the number of stars indicates the number of days before the change. Others feel the weather of the first three days of each year rules the weather for the first three months of that year. One radio listener wrote and said that an owl hooting indicates a change in the weather.

Perhaps you have certain signs you follow and believe in. Most of these have been handed down from generation to generation and undoubtedly will continue to be followed for several more generations.



Thus far, we have had a rather mild winter in Shenandoah. We have had a few rather cold days, but on the average it has been very agreeable. Even so, I will be very happy to see spring arrive so I can go outdoors more and work in the yard. I have heard several mothers with small children say they, too, are looking forward to spring so they can do away with putting on their children's overcoats, snowsuits, coats and the other things that go with wintertime.

At home we have been discussing a problem which will arise next fall when Annette attends first grade and will be in school all day. This year she is in kindergarten and attends only in the mornings. We have our noon meal after I finish my 12:15 broadcast. However, next year we will have to eat earlier in order for Annette to get back to school on time.

It might be possible to install a microphone at home and do my regular noon broadcast from the house. If I were to do this I imagine both Annette and Karen would want to be on the radio frequently.

Would you be in favor of this? I would appreciate your comments in helping me solve this problem.

New KMA Entertainer Becky Bowman Sings, and Plays Guitar, Bass Fiddle and Clarinet!

Talk about talent! KMA listeners really hit the good-listening-jackpot when Becky Bowman began her KMA broadcasts last month. For this blue-eyed lass can really sing besides playing the guitar, bass fiddle and clarinet!

Ever since she was a very young girl in Rosedale, Kansas, Becky has been grooming herself to become an accomplished musician, singer and entertainer . . . and with active support from her parents.

"At the age of four my mother would sit my sister and I on the lamp shelves on the organ and we'd play and sing," Becky recalls.

"Later on my uncle gave me a pig. My folks helped me raise her and later, when she had a litter of 13 pigs, I sold her and bought a piano!" she added.

Then came more lessons and training, and Becky's parents kept buying her more instruments and kept encouraging her on in her musical career.

Becky started her radio career when she was only fifteen. She and her sister were singing a duet with a group of entertainers. When the group started a program on a Kansas City station, the two young girls when on the air with them. After Becky finished school, she decided to go into radio fulltime.

Becky likes all types of music, but plays and sings mostly gospel and hillbilly songs on her programs. She is featured on KMA every morning except Sunday on her program, "Becky and the Blue Sky Boys". (7:30-7:45 A. M.)

Becky also appears on "Half Past Noon" at 12:30-12:45 p. m. and the "Hawkeye Rangers", 1:45-2:00 p. m. Both programs are heard Monday through Saturday. In addition, she participates in the big Saturday afternoon variety show, "KMA Hillbilly Hits", from 2:30-3:00 P. M.



KMA ENGINEERS GO TO THE DOGS . . . AND CATS!

Don Burcher, KMA Engineering Supervisor, was all ready to claim the Baby Derby awards given to the first baby of the year in Shenandoah—because his pet cat was expecting kittens about the first of January! (The prolific feline had already blessed them with three previous litters.)

"I read through the rules of the contest", Don said, schemingly, "And it didn't say anything about them having to be HUMAN babies!"

Anyway, the kittens were born on New Year's Eve before the stroke of midnight and so we will never know whether or not Don's new kittens could have copped the Baby Derby awards.

Incidentally, one of the cat's kittens, "by a previous husband" is now a pet of KMA engineer Ralph Lund. The kitten has become a fast friend of Ralph's young beagle hound.

**New Announcer—
Bauer Briefed on
Boogie and Ballads**

New KMA announcer Russ Bauer (left) is shown around the record room by Program Director Wayne Beavers in the picture at right to get him acquainted with the thousands of records on file at the station. Russ joined the announcing staff in January. Tall, blue-eyed Russ has previously announced over radio stations in Mason City and Webster City, Iowa. He met his wife, Bette, in 1949 when he was working for the Mason City station. Bette was the switch board operator.

"A guy has to have somebody to talk to", Russ explained.

One call led to another until they were married in October, 1949.



"I had to get married," Russ said. "I was running out of nickels!"

Russ is a happy-go-lucky fellow who likes vegetable hamburgers, fishing and comfortable sport clothes. ("Just anything that fits.")

Russ is the youngest of five children. His mother lives in Mason City.

**ROLAND JENNINGS JOINS
KMA ENGINEERING STAFF**

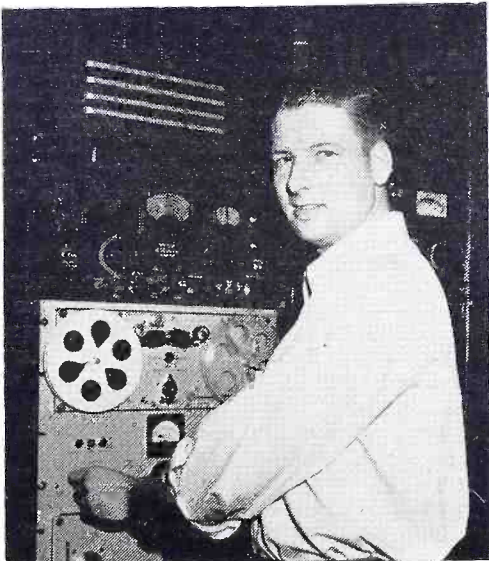
Roland Jennings joined the KMA engineering staff recently and has taken up his duties at the transmitter.

Roland was born in Elmo, Missouri, and after attending radio school in Kansas City joined the staff of a Lima, Ohio station.

But Roland wanted to get back to his own "neck of the woods" so he's joining the KMA staff.

Roland, a marine corps veteran of World War II, is a rather quiet, but handsome young fellow—as his wife Mildred will attest. They have a six-months-old daughter, Phyllis Ann.

Pictured at the bottom of this page is Roland operating the tape recorder at the transmitter.



EMBREES RETURN TO KMA

Doc and Esther Embree, two very popular entertainers who used to be heard on KMA, will join the station's talent staff again on February 12 to begin a new series of "Doc and Esther" broadcasts.

**NIELSON MADE NEW
KMA CHIEF ANNOUNCER**

Warren Nielson, veteran KMA personality, was promoted to Chief Announcer recently. Among others, Warren is master of ceremonies on the "Stump Us" program, heard on KMA, Monday through Friday from 11:45 A. M. to 12 noon. He has been a KMA favorite for more than five years.

On The KMA Party Line

With **DORIS MURPHY**

The day engineer JACK JOSEPHSON walked in the control booth with a big smile on his face and wearing a necktie with the words "IT'S A BOY" printed across it, we knew the big event had happened. His new son had arrived! JERRY LYNN, 8 lbs. 6 oz., was born Dec. 29 and here you see his first picture taken at the Hand Hospital. With such an attractive mother, I can't understand why he should be crying! Maybe it was just because he didn't want to be bothered with looking pretty for the photographer. He has blue eyes and a light complexion, and looks very much like his sister JULIE, age 6, who simply adores her new baby brother. JERRY'S mother had the distinction of being the youngest member of the Shenandoah American Legion Auxiliary to be elected President, so this young man can be proud of his new 'mom'. Preceding JERRY'S arrival, his daddy received a box containing two ties . . . one with "It's a Boy" written across it, and the other with the words "It's a Girl". JACK was mighty proud the day he donned the tie displaying the words "It's a Boy". MACK SANDERS, another expectant father, warned him to take good care of the tie, because he would soon be borrowing it. But upon the arrival of JANET SUE, MACK realized he needed the tie with "It's a Girl" written across it. He got it . . . right when he wasn't expecting it! Even you listeners got to share in the fun and laughter because JACK walked into the studio and unexpectedly tied the tie on MACK right while he was singing on the air. Now . . . the two ties are back in the box . . . again. Wonder who will wear one next? Watch the Party Line and you'll find out before very long.

She came for a visit . . . but ended up getting a job and staying for a few

months! That is what happened to accordionist BOB BARRY'S wife's sister, MISS PAT BALDWIN of Olian, New York. Her knowledge of records and recording artists soon got her a job at a Shenandoah record shop. So she will remain in Iowa until the family return East at vacation time next summer.

Entertainer STEVE WOODEN wonders how one 2 yr. old, can think of so MANY things to get into! This time, young STEVIE had a big time with his mother's jar of cold cream. Slipping it off the dressing table STEVIE climbed up on the divan, took off his cowboy boots and covers them from top to bottom with cold cream. He gave his face a generous greasing at the same time, and succeeded in getting plenty grease spots on the divan. He

probably got the idea from watching his dad polish his boots some time, figuring he would go him one better by using mother's sweet-smelling cold cream. What next!

It is not unusual for a son to follow the footsteps of his father and become a minister . . . but it is a little unusual for a daughter. Although EVELYN BIRBY is not an ordained preacher, she has been preaching, for several Sundays at a country church 2 miles

south of her home. The Madison Methodist Church had difficulty in securing a pastor, so EVELYN has been filling the pulpit. Tune in EVELYN'S "Down the Country Lane" program on KMA, 10:30 to 11 A. M. each Saturday. You will enjoy her talks on child psychology and life on the farm.

It is not unusual for the electrician and plumber to get a rush call to station manager OWEN SADDLER'S home often, since 2 yr. old DAVID has begun to discover things. While his mother was talking on the phone, young DAVID ducked out of sight and soon was enjoying the dangerous thrill of plugging the cord of the big floor lamp in and out of the socket. Suddenly . . . the light didn't come on. He had blown out two big fuses. On another occasion he discovered the wire rack out



of the electric stove which had been slipped in behind the range. It interested him. He picked it up, looked it over, then tossed it toward the stove connection. It just so happened the connection was slightly loose. When the wire rack hit it . . . all the fuses on the stove burned out. Even this didn't stop his investigations. In the evening while his brother TUCKY and sister BARBARA were brushing their teeth before going to bed, DAVID became fascinated with their tooth brushes. As soon as they left the bath room, DAVID grabbed all FOUR of the family tooth brushes and flushed them down the stool. That meant plumbing trouble. So you see why there is never a dull moment at the SADDLERS.

Are you wondering why this painter has a guitar slung over his shoulder, and is wearing a cowboy hat. It is unusual, isn't it? But it tells a story . . . shows how someone who wanted a home for his family . . . got it! Not the easy way . . . but the hard way by working night and day and in between appearances on the radio. And that worthy person is entertainer BOB STOTTS. BOB wanted a home for his wife and three children, KENNY, 9, ROBERTA, 7 and JIM, 6. Two years ago he started on his project . . . digging a basement, building the house and finally a garage. Now that they are nearly completed, he is realizing his dream. Here you see him painting the bedroom walls a cheerful yellow. Many a time BOB would paint a few square feet, then dash off to the studio to play and sing on his program. He's a combination carpenter, painter, hillbilly singer and good father. If he hadn't of been a good father he wouldn't have labored so long and hard to provide the comforts of life for his fine young family. Now that the five rooms and bath are nearly done, the STOTTS are looking forward to finishing a room upstairs for the boys, connecting the garage to the

house and adding a front porch this summer. It has been slow, but when he is finished we will all be as proud of his new home as he is. It took courage . . . it took work . . . it took ambition, but BOB has all of these fine qualities and we hope the STOTTS family will enjoy their home for many years.

BOB STOTTS isn't the only member of our KMA staff who is proud of his new home, however. Announcer WARREN NIELSON has just purchased a five room house and he is busy too, taking off wallpaper and painting walls. The outside of the house has kellerstone on it, but as soon as he can find time, he plans to take

it off and put on siding. NIELSON'S home has a lovely fireplace that WARREN'S wife, Florence, dearly loves . . . has a new gas furnace and this young couple are thoroughly enjoying planning color schemes for the rooms and making changes. I am sure their home will be lovely when decorated, because WARREN'S wife is very artistic, having painted pictures for many years, so she no doubt will choose an attractive color scheme.

Next time "Red", the tomcat in the WAYNE BEAVER family appears ill, you can bet your bottom dollar

WAYNE won't show much interest. In fact, he has shown too much interest in Red's welfare already. As a consequence he has been wearing a patch across his forehead. It seems "Red" likes to sleep all day and stay out all night. On one particular occasion, he stayed in his basket in the basement most of the day. Thinking he might be ill, WAYNE decided to investigate. He bent over the basket to stroke the cat, but to his amazement Red . . . full of life . . . bounced out of the basket, causing WAYNE to quickly raise up. When he did so, he struck his head against the floor by the furnace, cutting his forehead. Anyway, that's WAYNE'S story, and he is sticking to it!



KMA DAILY PROGRAMS FOR FEBRUARY, 1951

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

- 5:30 a.m.—Blackwood Bros.
 5:50 a.m.—News and Weather
 6:00 a.m.—Doc and Esther
 6:30 a.m.—Sweet Lassy Time
 6:45 a.m.—Fertilime Time
 7:00 a.m.—Mel Mains, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Becky & Blue Sky Boys
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit—Bernice
 Currier
 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.—Luncheon Club
 11:15 a.m.—Doc and Esther
 11:25 a.m.—Edwin C. Hill
 11:30 a.m.—Fritos Free For All
 11:45 a.m.—Stump Us Gang
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Nooners
 12:45 p.m.—Mel Mains, Markets
 1:00 p.m.—Eddy Arnold
 1:15 p.m.—Jack Hunt
 1:30 p.m.—John B. Kennedy
 1:45 p.m.—Hawkeye Rangers
 2:00 p.m.—Hillbilly Jamboree
 2:30 p.m.—KMA Party Line—Doris Murphy
 2:45 p.m.—Bob Stotts
 3:00 p.m.—Mack and Jeanie
 3:15 p.m.—Steve Wooden
 3:30 p.m.—Kitchen Klinik—Adella Shoe-
 maker
 4:00 p.m.—Andy Parker
 4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Bar Nothing Ranch
 5:00 p.m.—Modern Romances
 5:15 p.m.—Peace Of Mind
 5:30 p.m.—Space Patrol (M. & F.)
 5:30 p.m.—Superman (T. & Th.)
 5:30 p.m.—Blackhawk (Fri.)

MONDAY NIGHT

- 6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Supertime Frolik
 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.—Errand Of Mercy
 8:00 p.m.—This Is My Song
 8:15 p.m.—Outdoor Mid-America
 8:30 p.m.—Johnny Desmond
 9:00 p.m.—Ralph Flannagan's Band
 9:30 p.m.—Frank Devol Presents
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Naval Reserve Show
 10:30 p.m.—United Or Not
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

TUESDAY NIGHT

- 6:00 p.m.—KMA Sports Parade
 6:20 p.m.—Let's Go Visiting
 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.—Armstrong Of SBI
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Guest Star
 9:00 p.m.—Metro Opera Auditions
 9:30 p.m.—Author Meets The Critic
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Nat'l Guard Show
 10:30 p.m.—On Trial
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

WEDNESDAY NIGHT

- 6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Supertime Frolik
 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.—The Fat Man
 8:00 p.m.—Rogue's Gallery
 8:30 p.m.—Mr. President
 9:00 p.m.—Showtime Review
 9:30 p.m.—Treasury Band
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Land's Best Bands
 10:30 p.m.—Martinique Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

THURSDAY NIGHT

- 6:00 p.m.—KMA Sports Parade
 6:20 p.m.—Let's Go Visiting
 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.—Armstrong Of SBI
 8:00 p.m.—Original Amateur Hour

AMERICAN BROAD

CASTING COMPANY



8:45 p.m.—Robert Montgomery
 9:00 p.m.—Screen Guild Players
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Illusion
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

FRIDAY NIGHT

6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Suppertime Frolik
 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
 9:30 p.m.—Am. Sports Page
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Stars On Parade
 10:30 p.m.—Dance Orchestra
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

SATURDAY PROGRAMS

5:30 a.m.—Blackwood Bros.
 5:50 a.m.—News and Weather
 6:00 a.m.—Doc and Esther
 6:30 a.m.—RFD 960
 7:00 a.m.—Mel Mains, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Becky & Blue Sky Boys
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Alarm Clock Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Organ Moods
 9:45 a.m.—For Kids Only
 10:00 a.m.—Junior Junction
 10:30 a.m.—Down A Country Lane—
 Evelyn Birkby
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Nooners
 12:45 p.m.—Mel Mains, Markets
 1:00 p.m.—Eddy Arnold
 1:15 p.m.—This Week On The Farm
 1:30 p.m.—Doc and Esther
 1:45 p.m.—Hawkeye Rangers
 2:00 p.m.—KMA Cowboys
 2:15 p.m.—Polka Party
 2:30 p.m.—KMA Hillbilly Hits
 3:00 p.m.—Mack and Jeanie
 3:15 p.m.—Steve Wooden
 3:30 p.m.—Kitchen Klinik — Adella Shoe-
 maker
 4:00 p.m.—Andy Parker
 4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Bar Nothing Ranch
 5:00 p.m.—Concert of American Jazz

5:15 p.m.—Una Mae Carlisle
 5:30 p.m.—Swing To 45
 5:45 p.m.—Stories To Remember
 6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Jerry Gray's Band
 6:30 p.m.—Me! Mains, News
 6:45 p.m.—Holland Today and Tomorrow
 7:00 p.m.—Cisco Kid
 7:30 p.m.—Marry-Go-Round
 8:00 p.m.—What Makes You Tick?
 8:30 p.m.—Jay Stewart
 9:00 p.m.—Sat. At The Shamrock
 9:30 p.m.—The Buccaneers
 9:45 p.m.—Shenandoah Dance
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Shenandoah Dance
 10:30 p.m.—Dance Orchestra
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.
 11:55 p.m.—News

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Morning Song
 7:30 p.m.—Let There Be Music
 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.—Negro College Choir
 10:00 a.m.—Worship Service
 10:30 a.m.—Milton Cross' Opera Album
 11:00 a.m.—ABC News
 11:15 a.m.—Foreign Reporter
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 p.m.—Music America Loves
 12:30 p.m.—Salute To Reservists
 1:00 p.m.—Hour of Decision
 1:30 p.m.—Back To The Bible
 2:00 p.m.—This Week Around The World
 2:30 p.m.—Newstime
 2:45 p.m.—Blackwood Brothers
 3:00 p.m.—Revival Hour
 4:00 p.m.—Lutheran Hour
 4:30 p.m.—Greatest Story Told
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Ted Mack's Family Hour
 6:00 p.m.—Richard Wallace
 6:30 p.m.—Mystery File
 7:00 p.m.—Stop The Music
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Sammy Kaye's Serenade
 9:00 p.m.—Here's To Veterans
 9:15 p.m.—Let's Be Healthy
 9:30 p.m.—Proudly We Hail
 10:00 p.m.—News
 10:15 p.m.—Thoughts In Passing
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

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

Frank Comments

By **FRANK FIELD**

This is Bill Field, the second grandson, and the only son of Mr. and Mrs. Robert Field. Bob, you know, is our oldest boy and he is the one whose picture was on this page last month.

Bill will be six years old in a few months now and has been going to school since last fall. He lives just a block from the Lowell Avenue School, but that school is too crowded to even think of having a kindergarten so he has to go to the Forest Park School, clear over on the south side of town.

The school bus picks him up right at the door and brings him back again when school is out. Next year he will go to the Lowell Avenue School, and since it is so close, he certainly should have a perfect attendance record. Bill likes school very much and brings home extremely good report cards.

I will try to get a picture of Shannon for next month's GUIDE, but it is only a guess as to whether or not my daughter Peg and Jim will be down this month. They moved out to Ralston the first of the year, and Jim is pretty busy, so they may not be able to make it until along towards spring.

My son, Johnny and his wife Maxine had been living in a nice apartment on main street this winter, but last week they moved to a ground floor apartment in the east part of town. Danny will be toddling before so very long, and they hated to think of him bumping down that long flight of stair. In fact, their present apartment is a few feet below the

ground level, so Danny will actually have to fall up a few steps instead of down them. Now Johnny will have a yard to mow, a walk to scoop snow off of, and plenty of room for rose bushes.

My daughter Zo has been having a lot of fun this winter with her Cub Scouts. Little Johnny is just at the age now where he is very much interested in Scout work, so he rounded up the required number of small boys between 8 and 11 and persuaded Zo to be their den mother or moderator. That means that seven small boys meet at her house one

afternoon a week for a one-hour meeting. It takes all of one day to get ready for the meeting, then all of the next day to recuperate from it, but Zo wouldn't miss it for anything in the world.

She has to learn ahead of time anything that is to be taught to the Cubs. She figures she will be at least an Eagle Scout by the time Johnny graduates from Cub Scouts into the regular Scouts.

Those of you, who like to go by the signs in planting your garden, had better figure on starting the cabbage and cauliflower plants in boxes in the house on February 17 and 18. The tomatoes and peppers can be started March the 7th, or again on March 16 and 17. February 17 to 18 would also be a splendid time to plant the sweet peas. However, if the ground is still frozen then, other good dates would be March 7 and March 15 and 16.

If you would be interested in having a complete list of the best Moon Sign Planting Days for 1951, just send a stamped, self-addressed envelope, and we will be glad to send it to you.





HOMEMAKER'S GUIDE

Kitchen Klinik

By **ADELLA SHOEMAKER**
CHERRY WHIRLS

- 2 cups cherries
- 3/4-1/2 cup cherry juice
- 1 cup sugar
- 2 cups sifted flour
- 2 teaspoons baking powder
- 1/2 teaspoon salt
- 4 tablespoons butter
- 2/3 cup milk
- 2 tablespoons butter

Combine cherries, juice, and sugar in a bowl and let stand 15 min. Drain. Sift flour, baking powder, and salt. Cut in the rounded 4 T. of butter. Add milk, all at once, and stir carefully until all flour is dampened or a soft dough is formed. Turn out on floured board and roll out 1/4 to 1/2" thick. Cover with the cherries and roll up as for jelly rolls. Moisten edges and pinch together. Cut in 1-1/2" slices. Place in well-greased pan, cut side down. Brush tops with the 2 T. butter and pour juice from the cherries, containing the sugar, over all. Bake in hot oven for 30 minutes, or until done. Serve with ice cream, whipped or plain cream. A few chopped nuts may be added on top.

* * * *

WHITE BREAD

- 1 medium sized potato
- 1 cup water
- 2 cakes compressed yeast
- 1/2 cup lukewarm water
- 3 tablespoons sugar
- 3 teaspoons salt
- 8 cups all purpose flour, not sifted
- 4 tablespoons lard

Cook potato in 1 cup of water. Soak the compressed yeast in the lukewarm water. (Granular yeast can be used. Sprinkle it on top of the lukewarm water.) Put the sugar and salt in a bowl. In another larger bowl, put the flour. When the potato is done, put it in a sieve. Drain off the liquid. Add enough warm water to the potato water to make 2 cups. Add it to the sugar and salt. Put strainer right


in the bowl, and mash potato. As it goes through the sieve it mixes with the liquid. Now add the lard. (You don't add the lard before because then the strainer would be all greasy.) The liquid is hot enough to melt the lard.

Take 2-1/2 cups of flour from the large bowl. Add to the liquid mixture. Mix it thoroughly. Stir the yeast, and add it to the batter.

Now in the large bowl, dig a hole in the flour. Take out about 3/4 cup of flour to use to knead. Put in the batter. Mix. Use the 3/4 cup of flour to knead the bread on the board. Knead smooth. This takes about ten minutes. If you are not going to bake all of it right now, cut off part, and put in refrigerator. Do this before it rises.

Put what you want to bake in a greased bowl. Turn the dough over in the bowl to grease the top slightly. Cover with waxed paper and a clean cloth, and let rise to double its size. Then punch down. Let it rise again until double its bulk, then make into loaves, put in greased bread pans, and let rise until double in size. Bake at 350° for 35 min. then turn heat off and bake for 10 or 15 min. longer. If you like a crisp crust, don't butter loaves when they come out of the oven.

Grease the pans well when you put the bread in, and turn the bread over once in the pan so the top will be greased. Rolls may be made from this dough. Start the bread about eight or eight-thirty and you'll have hot bread for lunch at noon. If you want to make fresh bread each day, divide your dough and put it into several refrigerator dishes with covers. This way you don't disturb the dough taking some out to raise. You do not need to grease the dishes. The cold makes the dough come right out. When you take the dough out of the refrigerator, follow the same process as you do when you make the bread the day you mix it. That is, let it rise until double its bulk, punch down, let rise again, make in loaves, let rise, and bake. This will make 3 generous loaves.





Homemaker Visit

By **BERNICE CURRIER**

MARTHA WASHINGTON PUDDING

- 1/2 cup sugar
- 1 tablespoon butter
- 1/2 cup sweet milk
- 1/4 teaspoon cinnamon
- 2 teaspoons baking powder
- 1 cup sifted flour
- 1 tablespoon cocoa
- 1/2 cup raisins

Mix together sugar, butter and sweet milk. Sift together cinnamon, baking powder, flour, and cocoa and add raisins. Add this to first mixture. In a baking pan dissolve 1 cup sugar, pinch of salt in 2 cups boiling water. Have at boiling point but do not let boil. Drop first mixture by teaspoon into this syrup then set pan in 375° oven and bake 25 min. Makes 8 servings. Serve with whipped cream or in its own syrup.

* * * *

MARTHA WASHINGTON FAN

- 1 package Fleischman's New-Improved Dry Yeast
- 1/4 cup lukewarm water
- 1/2 cup scalded milk
- 1/4 cup sugar
- 1 teaspoon salt
- 2 tablespoons shortening
- 2 1/2 cups sifted flour
- 1 beaten egg
- 1/2 teaspoon grated lemon rind
- 3 tablespoons melted butter
- 1/2 cup sugar
- 1 1/2 teaspoon cinnamon
- powdered sugar

Combine yeast and water and let stand. Combine milk, sugar, salt and shortening and cool to lukewarm. Add 1 cup flour and mix well. Add yeast and mix well. Add remaining flour and knead on lightly floured board till smooth and elastic. Place in greased bowl, turn dough over once to bring greased side up, let rise, covered, till double in bulk. Punch down by sinking your fist into center, then let it stand, covered 10 min. Put out on floured board and roll out to 12 in. square. Brush and sprinkle with beaten egg and

grated lemon rind. Fold in half. Brush with melted butter and sprinkle with sugar and cinnamon. Fold over to make small square. Roll out to 12 in. square. Brush and sprinkle with melted butter, sugar and cinnamon. Fold to form triangle. Place on baking sheet greased. With a sharp knife slash strips from the long edge toward the point making about eight strips and leaving the center point uncut. Separate the strips and turn them on their sides all facing the same direction. Brush with butter and let rise till double. Bake in 350° oven for 25 min. When cool, frost with powdered sugar icing and chopped nuts if desired.

* * * *

VALENTINE CAKE

- 1 recipe of your favorite white cake
- 1/4 cup butter
- 1/2 cup brown sugar, firmly packed
- 2 dozen blanched almonds
- whipped cream

Lightly grease the sides of a 9" square pan that is 2" deep. Cut 1/4 cup butter into small pieces and place in bottom of pan. Place pan in preheated oven to soften butter but not melt it. Add brown sugar and blend with softened butter, spreading mixture evenly over bottom of pan. Mix your cake batter and pour it over brown sugar mixture and bake in 350° oven for 1 hour or until done. Carefully turn out at once on platter. Spread thickly with whipped cream sweetened, or with your favorite icing, either one tinted a delicate pink. Outline a heart with red hots, and print the words I LOVE YOU with blanched almonds.

* * * *

JOURNEY CAKES

- 1 cup corn meal
- 1 teaspoon sugar
- 3/4 teaspoon salt
- 1 cup boiling water

Combine these and let set while you fry some minced onion in fat. Just lightly brown the onion, drain it out of the fat and mix with first mixture. Add more fat to the pan and drop mixture into hot fat by tablespoons. Fry at moderate heat till lightly browned on both sides.



Lee Sutton's Hillbilly Jamboree Gains Popularity as Afternoon Platter Show

Toe-tapping hillbilly melodies, dreamy ballads, and stirring hymns—those are the ingredients of Lee Sutton's "Hillbilly Jamboree" which has been booming to new heights of popularity since first aired on KMA three months ago, (Monday through Friday, 2:00-2:30 P. M.).

Lee is quick to make it known that the program deals strictly with hillbilly records; western and popular songs are strictly taboo on the program.

KMA began "Hillbilly Jamboree" broadcasts after an avalanche of requests for just such a show where only hillbilly recordings would be played. Program Director Wayne Beavers didn't have to look very far to find the disc jockey who would be a "natural" to emcee the show.

For announcer Lee Sutton is a native of the hill country of Arkansas himself. More than that, he is a devoted fan of authentic hillbilly music.

All records played on "Hillbilly Jamboree" are request numbers sent in by KMA listeners. Many of the favorites are by such well-known hillbilly artists as Roy Acuff, Hank Snow, Grandpa Jones, Molly O'Day, Ernest Tubb, and Eddie Arnold.

Lee emphasizes that hymns and sacred songs have an important part in hillbilly



music and, therefore, on "Hillbilly Jamboree".

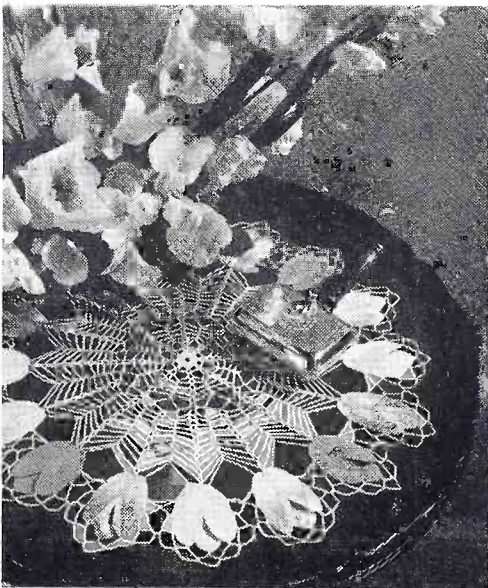
"I receive more requests for them than for other types of hillbilly music," Lee said. "Actually there is a more serious note underlying all hillbilly music than the so-called popular variety. When a hillbilly sings about his home or his love he makes it sound as if he really means it."

* * * * *

PATTERN FOR THE MONTH

A suggestion for a beautiful center piece for a small table is this Tulip Ring Pattern. The lacy center is pale green, and the ring of tulips is crocheted in a variety of shaded colors. To receive this pattern, send a self-addressed, stamped envelope to the KMA GUIDE, c/o KMA, Shenandoah, Ia., and ask for Leaflet No. FD-437.

These patterns are a monthly feature in each issue of the KMA GUIDE, and you may acquire the patterns that have appeared in past issues by sending a self-addressed, stamped envelope to The KMA GUIDE and specifying the month the pattern appeared in the GUIDE.



Program Personals

By HAROLD ARKOFF

Ralph Childs, veteran KMA newseditor, for the second time in a decade has the responsible task of reporting to Midwestern listeners about a world on the brink of war. To Childs goes the arduous job of editing more than 130,000 words of copy daily in order that the news he reports on the air will be concise and accurate.

After more than 12 years of reporting and analyzing the news for KMA listeners, Childs knows almost instinctively how to separate the wheat from the chaff.

"The newscaster's first and foremost desire is to INFORM—it is an overpowering, insatiable desire 'to let the people know,'" Childs believes.

"It may derive originally from a gossip complex, but it will grow to a desire to get the facts, to delve for the truth so MORE people may know MORE about everything. The newscaster himself will become MORE unselfish, MORE unself-seeking, and MORE humble as he grows in his career."

Childs is pictured at the bottom of this column preparing for one of his news broadcasts.

* * * *

When the "Adventures of Ozzie and Harriet" are beamed to KMA listeners every Friday evening from eight to eight-



thirty, the whole Nelson real-life family is on the air. For Ozzie and Harriet are Mr. and Mrs. Ozzie Nelson in real life and David and Rickey are their sons.

Four radio writers produce the original drafts of the script, then it goes to the family for revision. They talk it over, criticising, adding to, and deleting material.

The result presents a program of family life which pictures the domestic scene authentically, even down to young Rickey's choice of words to describe a situation.

Both Ozzie and Harriet have been in show business since childhood. Harriet, a native of Des Moines, Iowa, made her first stage appearance at the age of six weeks. Her father was a well-known stage director and her mother was a musical comedy star.

Ozzie, at the age of 13, was this country's youngest eagle scout and represented the United States at the first Boy Scout Jamboree in London, England. He later was a star quarterback on the Rutgers football team and welterweight boxing champion there. He, as well as Harriet, has appeared in many movies. For many years he was leader of a well-known dance orchestra with which his wife was a featured vocalist. Ozzie and Harriet are shown in the picture at the top of this column.



Maestro Bob Barry Teaches The ABC's Of Accordion Playing To Young Enthusiasts

In the picture at right is Bob Barry with one of his accordion classes, representing what will soon be several hundred pupils in six Iowa towns. That's Bob kneeling at right. On his right is Martin Griffin, area manager for the Associated Teachers of Music, who are sponsoring the classes.

The students couldn't have a better teacher than KMA's king of the accordion. Bob has been one of the Midwest's top accordionists for many years and his rhythmical renditions are well-known to KMA music fans.

Besides Shenandoah, classes are being organized in Clarinda, Red Oak, Corning, Bedford, and Atlantic. After the young beginners develop into more polished players, Bob will seek to organize some accordion bands. Bob has played the accordion for eleven years, beginning on the instrument when he was sixteen.



EZRA'S FIDDLE IS OVER 175 YEARS OLD!

Pictured at the bottom of this column is Ezra Hawkins, boss of the KMA Bar Nothin Ranch, and his 175-year-old Hopf violin — or fiddle as Ezra prefers to call it.

This is the instrument that Ezra uses on his KMA broadcasts.



★ Forecasts For The Month ★

BIRTHDAYS:

- Feb. 1—Ezra Hawkins, staff artist.
- Feb. 2—Ralph Lund, engineer.
- Feb. 2—Ruth Maher, assistant office manager.
- Feb. 8—E. S. Welch, Mrs. E. E. May's father and President of Mt. Arbor Nurseries.
- Feb. 11—Vicki Comer, daughter of Eddie Comer, staff artist.
- Feb. 22—Beverly Langfitt, daughter of Merrill Langfitt, farm commentator.
- Feb. 24—Walter Ely, engineer.
- Feb. 24—Arthur Barry, son of Bob Barry, staff artist.
- Feb. 26—Jon Peterson, son of Howard Peterson, sales manager KMA-KMTV.

ANNIVERSARIES:

- Feb. 6—Betty and Ralph Lund, engineer.
- Feb. 10—Ruth and Ray Schroeder, chief engineer KMA-KMTV.
- Feb. 23—Gladys and Eddie Comer, staff artist.

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Paul Pippert Says, "I Do"



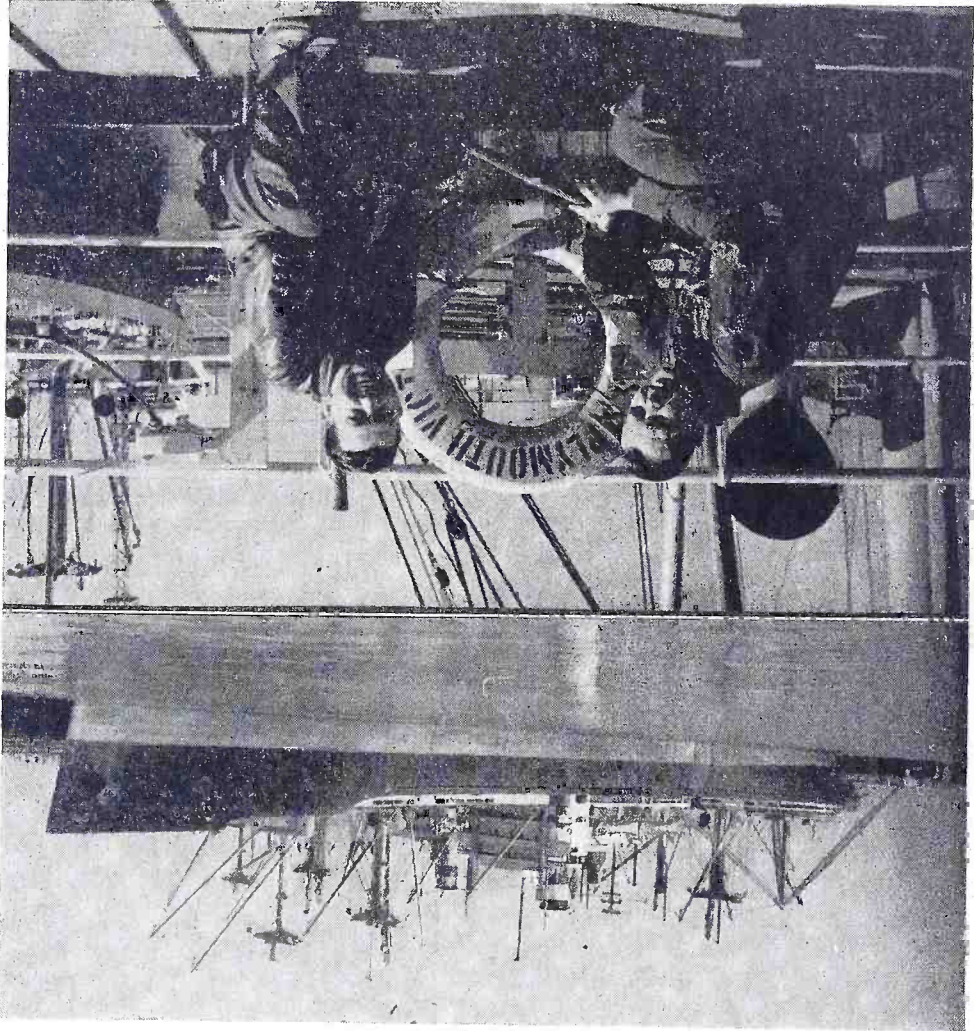
KMA announcer Paul Pippert and his bride are shown here after their marriage in Mason City, Iowa on January 21st.

Paul and his bride, formerly Miss Wava Withers of Mason City, were married by Paul's brother-in-law, Rev. Roy Comstock.

To make it a family affair all the way around, Paul's brother Charles was best man and his sister, Mrs. Roy Comstock, was matron of honor. After a short wedding trip, the Pipperts are now residing in Shenandoah.

A 12,000 mile ocean voyage is no small treat for a couple of midwestern land-Service Director Merrill Langfitt and Engineer Don Burchter are now having, on which the boys sailed Feb. 13th, UNRRA relief supplies to Europe. Merrill tells us that 860 head of cattle, horses and mules, along with 750 tons of hay, were carried, that the ship's crew consists of

52 members and its skipper, Capt Edward K. Sylvia. There are also 38 cowboys—including the KMA reporters—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt Sylvia told Merrill he estimated the trip to Athens, Greece—the first port of call—would take between 12½ to 13 days under normal sailing conditions. (See story on P.5). The lower picture shows Merrill and Don aboard the "Plymouth Victory". (They look happy here but this was before the trip started. We will report further on that subject later.)



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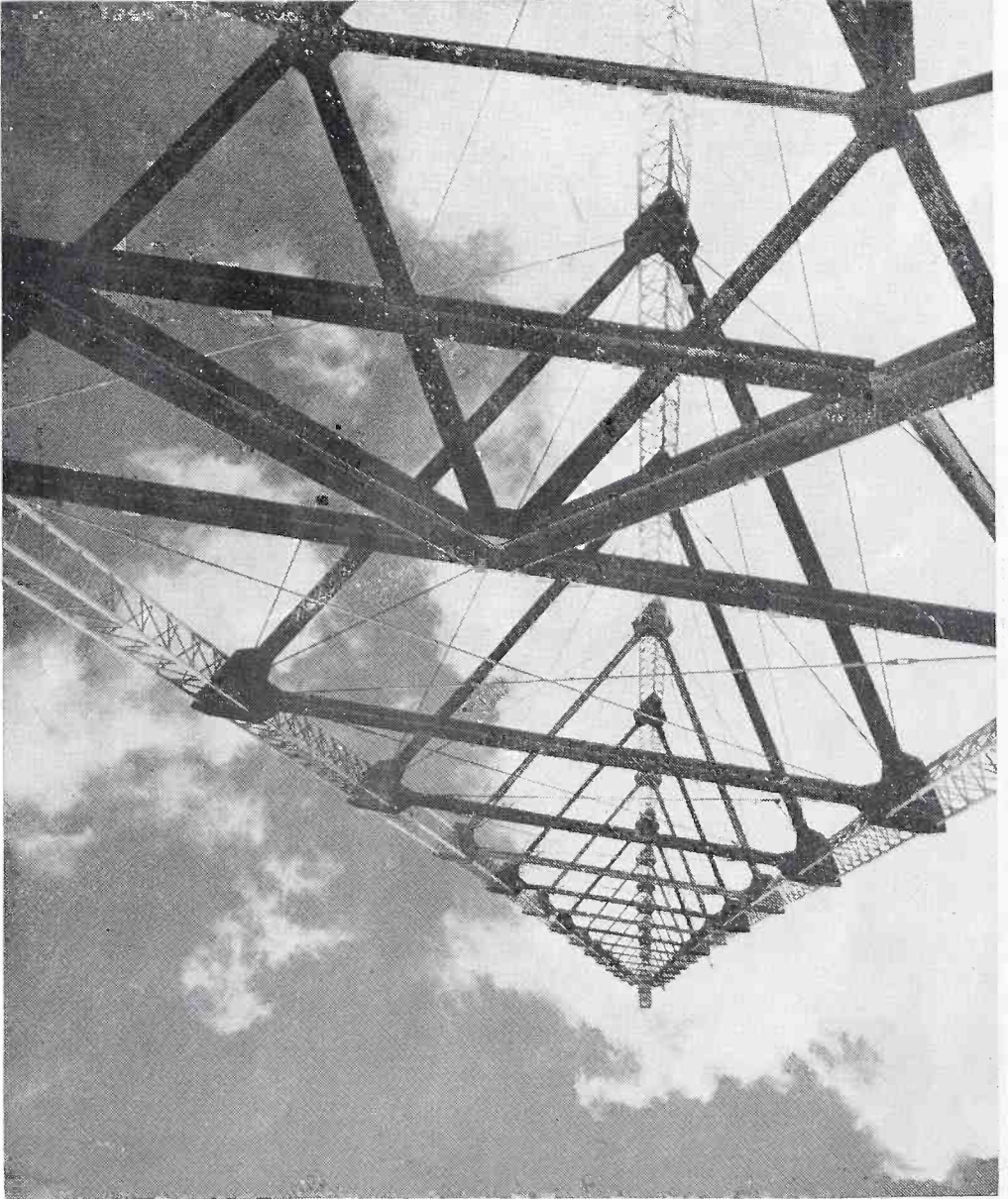
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A Guide For Tour Visitors



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