

KMA GUIDE



February 14th is Valentine's Day . . .

(See Page 11)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

Vol. 7

No. 2

FEBRUARY, 1950

King City, Missouri

In looking over the Mailbox column in the January issue, it reminded me that my subscription was about due. I have taken the GUIDE since the very first issue and would not want to be without a copy. Therefore, enclosed you will find "\$5" for my renewal. I would like to see my name in the Mailbox column next month.

Mrs. John H. Snead

(We could never let your name go by without being noticed, Mrs. Snead).

Villisca, Iowa

Enclosed find my subscription to the KMA GUIDE for another year. I certainly wouldn't want to be without it. It's the most read magazine we receive. Sorry I haven't sent my \$1 before, but you see we have a new TV set and we are so thrilled over it—we receive excellent reception.

Mrs. Claude McFarland

Cainsville, Missouri

I have taken the GUIDE ever since it first started in '44, and I have never seen my name in it. I am a widow and the GUIDE is such a friendly magazine it helps me in my lonesome hours.

Mrs. Stella Parker

(We were certainly glad to get your nice letter, Mrs. Parker, and we encourage each and everyone of our readers to send us a letter. We are always glad to receive letters, which will make the GUIDE a better magazine for YOU.)

Martinsville, Missouri

Please find enclosed a money order for \$4 for the KMA GUIDE to be sent to three of my daughters for their birthdays and also I still want to be on your mailing list. We enjoy the GUIDE very much.

Mrs. Floyd E. Spencer

(This is an excellent suggestion, sending a subscription to the KMA GUIDE for a relative's or friend's birthday—they will be reminded of your gift 12 times each year . . . not just once).

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.

Newton, Iowa

I am enclosing \$2 for the KMA GUIDE to renew my subscription and also my mother's. I do enjoy it very much. I wish you would print more pictures of the Blackwood Brothers Quartet.

Mrs. Mildred Talbot
823 East 9th St. North

(Since we have had many requests for pictures of the Quartet, we are, each month, putting a picture of a Quartet member and his family in the GUIDE, so watch for them).

Blockton, Iowa

Enclosed find \$1 for my subscription to the GUIDE. We find it the *biggest* little paper in circulation. Read every page and enjoy it so much.

Mrs. Homer Brown

Oskaloosa, Iowa

My renewal is enclosed. Today is my birthday, and I love to feel that the GUIDE is one of my birthday presents, so am sending you one of the dollars my son sent me.

Mrs. Lucy Scott
835-7th Ave. East

Papillion, Nebraska

Enclosed find \$2 for two years subscription to the GUIDE. Not one of us would miss an issue. Even our little 5 year old has to see the GUIDE. It is a big hit at our house!

Mrs. Leo Krite Brink

A Chat With Edward May

I know all of you are well acquainted with our fine group of KMA announcers and entertainers. I am very proud of them, of course, and pleased that you enjoy them so much. But, I'll bet many of you don't know that, besides all the KMA people, there are 138 of the Seed House folks here at the Earl May Seed Company. And I am proud of them, too. While it isn't at all possible, I wish you could know all of them.

Maybe some nice day when we aren't so busy I will have a picture taken of the whole Seed House Family. Right now it is hard to find a place in the whole building where many of them can be seen. Sacks of seed, boxes, bags and packets are piled clear to the ceiling and we work around in narrow lanes. But we did get the picture above taken on the third floor. Can you guess what the folks are doing? They are wrapping out garden seed orders and even this early in the season they are as busy as bees.

The "order chasers" gather the packets of seed indicated on your order. Next, the packets on your order are placed in a pan and, to make sure everything is there, a "checker" goes over it carefully. Then, the order is ready for the "wrapper" and will be in a mail bag in a few minutes.

The lady at the left is Mrs. Jesse Orr, who has been the boss of this department for a good many years. And believe me, she keeps things humming and well organized.

At this time of year, wherever you might go in our main building, or in the Maygold Plant or in our building across the street, you would find a beehive of activity. I think it is about like a farmer when the corn must be laid-by and the hay put-up and three neighbors needing help all at the same time. That's why we are so grateful to all of you who help us by ordering well ahead of the big rush.

I had a very distinguished and very interesting visitor in my office last week. He was Dr. Vittorio Marchi, a professor of



agriculture from Bologna, Italy. He was here representing the Italian Government and was in this country to buy hybrid corn for this year's plantings. We sold them quite a lot of Maygold Hybrid Corn last year and so I was especially interested in visiting with him to get first hand information on how our Maygold hybrids succeeded.

Well, he told me our corns did wonderfully well. Italian farmers got tremendous increases in yields compared to their native corns. And I am sure our hybrids proved better than many others from this country because we sold a lot more this year than we did last year. The order was big enough so that thousands of Italian farmers will be growing Maygold hybrids this year.

I am glad that February has finally come around. I'm glad it's the shortest month. In fact, I guess I have been tired of winter for a long time. I am anxious to see the grass begin to green up. I am waiting to see the tulips push their noses out of the ground. I want to get my yard and garden ready to usher in another season. It can't come too soon to suit me.

Before my space runs out, I want to thank you all again for your cards and letters, and to tell you to keep it up. If we can be of any help to you in planning things for your yard and gardens, remember that's just what we are here for. You can be sure we'll do our best to help you.

KMTV News

There's some wonderful additions to the KMTV program schedule. Ike Eisenhower's "Crusade in Europe" started January 27th and will be on KMTV every Friday 8:00 to 8:30 P. M. You've read about "Crusade in Europe" in Time Magazine and now you can see this epic of the ABC-TV Network when you set your receiver to Channel 3. The narration in the program is from Eisenhower's book of the same name and the film is actual movies taken during World War II.

Wrestling, originating at Sunset Gardens, Long Island, New York, is now on KMTV every Thursday night 8:30 to 9:45 P. M., bringing the original "Grunt and Groan", as narrated by Dennis James of the DuMont Television Network.

Wrestling isn't all the sports on KMTV. Every Friday evening immediately following "Crusade in Europe", the DuMont Network brings you Boxing from such famous places as Jerome Arena and White Plains.

The man pictured below is Ed Wynn, whose program is now on KMTV every Saturday night, 8:00 to 8:30 P. M. Ed Wynn is the famous comic who originated such useful items as "a 11 foot pole for use on people you wouldn't touch with a 10 foot pole". His program is 30 minutes of hilarity and real 'belly laughs', so don't miss "The Ed Wynn Show" on Saturday nights from 8:00 to 8:30 over KMTV.



Mechanical Wizard



The man pictured above is what television fans call a 'vidiot'. Actually, it's Glenn Harris just about ready to go crazy trying to find what happened to his television set.

One evening the picture and sound suddenly stopped. Glenn gathered his tools together, turned the set around and sat down prepared for a long siege of careful repairs. He craftily studied the sample tube he has in his hand, memorized diagrams of relays and hook-ups—he even had his soldering iron standing-by in case he had to repair any loose connections.

Finally, it occurred to him that the cause of the trouble might be the antenna. So Glenn ran outside to look, and sure enough a branch from a tree had fallen and pulled the wire from the dipole antenna. After borrowing a neighbor's ladder Glenn soon had his set working.

Despite all the troubles Glenn had fixing his set, he's proved to be quite an expert at producing good television shows. He is the emcee on "Radio Community Playhouse", which is on KMTV every Thursday evening, 8:00 to 8:30 P. M. Amateur talent from all around Omaha appear on this show and we're certain once you see "Radio Community Playhouse", you'll agree that Glenn Harris is really at home in front of the television cameras.

An Introduction Was In Order

On January 2, 1950, KMA weatherman, Frank Field cast a startling prediction... "it wouldn't snow for several days". That very afternoon the thermometer dropped below zero, and wind, snow and sleet made things whiter than white (if such is possible).

This was adding 'insult to injury' to Frank's ability as a weather peer. Last October he predicted the first "scoopable" snow would fall in the Midwest on December 21st. However, on the morning of the 21st he changed his mind and announced that his prediction had missed. Now if you recall, that very afternoon several inches of snow drifted down from the Heavens.

Naturally, Frank didn't want any of his followers' to believe he had misappropriated his ability to forecast weather. So, on January 3rd, after his second big error, he talked all day long of the "salt, feathers, or what-have-you" that completely covered the countryside.

Enough was enough! Edward May (right) and Jonny Dickson (left) immediately escorted Frank to the "great" outdoors, where, as you see pictured below, he had his first introduction to what all of us commonly refer to as "snow".



Winter Wonderland



When Frank Field woke-up one morning, here's the sight that greeted him when he looked out the kitchen window. With the bushes and the large blue spruce tree covered with fresh white snow, he could hardly wait until mid-morning when there was enough light to take this striking photograph.

The whole setting is in his backyard and with these wintry January and February days the scene is undoubtedly typical of many you've seen in your own backyard or down the road or lane from your own home.

After looking at the picture for several hours, it occurred to us that perhaps you have a photograph of a similar scene taken near your home which you would like to submit to the GUIDE for publication. If so, we'd be only too glad to at least look them over. The picture could be of any outdoor winter scene and since you might have some spare time during an afternoon, why not look thru your old photo-album and that bottom desk drawer to see if you can't find a good winter picture? You'll be amazed at how interesting it is looking at photographs both old and new alike, and you might even feel ambitious enough to take a picture just to see the results.

On The KMA Party Line

With **DORIS MURPHY**

There wasn't a dull moment in entertainer MACK SANDER'S life one day, when old man "Bad Luck" decided to worry him! His troubles started while burning trash. He was wearing a beautiful new ring, JEANIE had given him for Christmas. It was a black Intaglio stone mounted in gold with a diamond on either side. The ring had been in the jewelry shop for two days getting cut down to the right size, and MACK had just gotten it home that morning. He had worn it only 3 hours, when he decided to burn trash in a wire container at the back of the house. The fire had been burning about 15 minutes, when the flames flared up and almost caught his sleeve on fire. Hurriedly he pulled out his arm, catching the ring on the side of the wire basket, causing it to flip into the fire. Horrified he could see his gold ring glistening in the flames! He knew he must do something immediately! So he dumped out the trash . . . scattered the debris with his feet . . . then started hunting for his ring.

After searching the ground and burned trash for 30 min., he discovered it burned completely black. The ring was still very hot. He thought it was ruined. Not wanting JEANIE to know what had happened he wrapped it in his handkerchief, and took it into the house. As soon as it cooled off, he started polishing and shining it as best he could. To his amazement the black disappeared and soon the gold shone as good as new. Still doubtful as to whether or not it was damaged, he took it to a jeweler for examination. Close scrutiny proved the ring perfect, and only a miracle that it wasn't damaged. Shortly after this nerve-wracking experience, MACK drove to Nebr. City to meet his mother-in-law coming in from Kansas on a bus. The bus was 20 min. late. This meant MACK had only 35 min. to drive back to Shenandoah, in order to reach here in time for his program. Quick-

ly he helped PEGGY JEAN in the car, accidentally shutting the door on her finger. Amid the crying of the baby, he got loaded . . . stepped on the accelerator and soon was hitting around 90 miles an hour. Within 27 min. he had driven the 30 miles. When the studio clock pointed to 3:15 P. M. MACK was waiting with guitar in hand, ready to do his usual good job of entertaining. He lived up to the tradition of the theatre . . . that no matter what happens . . . the show must go on!

When BOB BARRY of Danville, Ill., our new accordionist, was drafted back in 1943, he thought his musical career would be ended for awhile. It was with some regret he received the news, knowing he had just passed an audition to go to Hollywood with a group of radio entertainers,

to make a feature movie for Republic. Instead, he donned an army uniform and took basic training at Camp Grant, Ill. Then he was shipped to New Caledonia in the South Pacific where he and another soldier, were told to build a complete stage show with music and comedy to tour the island. If it was good, the army would send it up to the forward areas to entertain troops and hospital units! The show was a big success and the twelve entertainers were soon on their

way, singing, and playing before vast audiences of boys in uniform. Altogether they did 2,000 shows . . . on one day doing a total of 10 shows between 9:30 A.M. and 1:30 next morning. With that musical experience, added to his radio experience, you can understand why we think of BOB as a "veteran" accordion player, and when you hear him on KMA you'll agree. He can be heard at 12:30, 1:00, 3:00, 3:15 and 6:00 P.M. BOB, age 28, hails from Danville, Ill. He is 6 ft., has blue eyes, and brown hair. While on a bus trip in March, 1942, a charming young lady happened to board the bus in Chicago and take the seat beside him. Soon they were in conversation, found they were going to the same town, and their acquaintance developed into a romance. They were married four months later. BOB is the proud father of three children, ROSEANNE, age 4; JOSEPH, 2½ and ARTHUR, 10



months. Being happily married now, and with a nice family, BOB hopes to make his home in Shenandoah for a long time!

If you ever wake up and find unexpected guests in your spare bedroom, don't be alarmed. It might be MAX OLIVE and wife, GILDA. MAX, of the Continuity Dept. and his wife have a habit of taking a little drive after they've attended a dance. One night recently they went for their usual ride. Thinking they had gone far enough, they started to turn around in the driveway of their friends. The ruts were so deep they got stuck. Rather than awaken their friends and ask for help, they simplified matters and just went in and went to bed. Because the spare bedroom was downstairs, the first the occupants of the farm home knew of their unexpected guests, was when MRS. OLIVE called up the stairway next morning with the greeting: "Aren't you ever going to get up?"

Just how far can you stretch a meal is what puzzled MRS. STEVE WOODEN one Sunday when she planned dinner for 3, and ended up with 8. Thinking there would only be their family on Sun., STEVE went to the locker and got out a couple packages of string beans, a package of roasting ears and bought half a ham.

On Sat. night he decided to invite entertainer BOB BARRY for Sunday dinner. Next morning, an old school friend from his hometown of Hardin, Mo., called, inviting the WOODENS to dine with him. Having already invited one guest, they insisted on the school friend joining them. With only two extras, MRS WOODEN wasn't worried. It would be easy to stretch their meal. BUT . . . shortly before noon three more unexpected guests arrived . . . Pat and Mae Corder and baby daughter, Donna, of Savannah, Mo. Three more places were set at the dinner table! With plenty of good mashed potatoes and two chocolate pies added to the rest of their menu, everything stretched fine, except the seven little roasting ears, which didn't go very far, especially when it was discovered sweet corn was one of baby Donna's favorite foods! Anyway . . . it was fun . . . taking 'pot luck' and the guests all went home chuck full, and praising the delicious dinner, their hostess



had prepared for them.

FREDERICK W. CHILDS, age 77, father of News Editor RALPH CHILDS, passed away Jan. 7, at the home of his daughter, Mrs. Ford Snyder in Elmhurst, Ill. Funeral services were held at Fort Dodge, Ia., a former home of the Childs' family before they moved to Waterloo in 1905. He was buried beside his wife, who preceded him in death 8 years ago. RALPH and MURIEL attended the services at the Young Funeral Home. RALPH'S father was a former County Court House Employee in Waterloo.

In the Jan. Issue of the GUIDE, p. 7, appeared a picture of DONNIE, 13 yr. old son of entertainer IKE EVERLY, learning to cook. Since then he has added another 'laurel' to his crown. Feeling hungry for homemade rolls one night, he wanted

his mother to make a batch. But . . . not feeling well . . . she planned to retire early. The thought of how delicious, hot cinnamon rolls would taste for breakfast, still ran thru his head. So out to the kitchen he went . . . mixed up the dough and got them all ready for baking next morning. Before going to bed, he warned daddy to call him early so he could get up and bake them. Yum...yum...

were they good! DONNIE was mighty proud of his efforts when he saw how quickly the family made those hot rolls disappear.

You've heard ALDEN TONEY, JR., singing fine tenor with the BLACKWOOD QUARTET. Now, meet his fine family. ALDEN joined the Gospel Quartet 5 months ago, but his family was delayed in moving to Shenandoah due to the arrival of JERRY ALLEN, born Dec. 13 in Detroit. IRMA JEAN is 18 mos. old. ALDEN has 13 brothers and sisters. The family home is in Wayne, West Virginia.

ALDEN entered the service in 1942, one year after graduating from high school, and served 4 months in the European Theatre and 12 months in the Pacific Theatre. Although he has been singing most of his life, this is his first professional job. Previously he was an accountant with Chevrolet Gear & Axle in Detroit and later salesman for an insurance firm.

KMA DAILY PROGRAMS FOR FEBRUARY, 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.—Fertilime 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.—Supertime 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.
 9:30 p.m.—Ralph Norman's Band
 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.—Supertime 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.—Solo & Soliloquy
 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.—Supertime 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 Adlam's Playroom
 9:00 p.m.—Sunset & Vine
 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.—Supertime 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.—Steve Wooden
 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.—Chuckwagon Jamboree

5:00 p.m.—Albert Warner, News
 5:15 p.m.—Bible Messages
 5:30 p.m.—Eddie LaMarr's Band
 5:45 p.m.—Roger Renner Trio
 6:00 p.m.—String Ensemble
 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.—Crosby Night Shift
 9:00 p.m.—Nat'l Barn Dance
 9:30 p.m.—Sat. At The Shamrock
 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.—Peggy Lee
 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.—Jan Garber's Band
 9:15 p.m.—Naval Reserve
 9:30 p.m.—Lutheran Vespers
 10:00 p.m.—News
 10:15 p.m.—Ted Malone
 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, the picture this month is of the youngest grandchild, Shannon Bellamy, in a characteristic mood. He is always happy, always smiling and always looking for some devilment he can get into. He will be 2 years old the 24th of February, but he already takes four year sizes in about everything.

Although he is not quite 2 years old yet, Shannon already shows distinct signs of following in the footsteps of his illustrious grandmother, Gretta Bellamy. I never saw a kid his size with such a love for music. Whenever he comes out to our house the first thing he does is turn on the radio. He doesn't understand dialing in different stations yet, so if he happens to tune in when one of the homemakers are on, he shuts the radio off and goes over to the record player saying, "muca, muca". He knows where the switch is which turns on the record player, and if we don't turn it on for him he does it himself and remains perfectly happy as long as he has music.

I believe that his fingers are going to be too short and chubby for piano or organ, so maybe Peg and Jim will have to settle for saxophone or trumpet, or maybe just a mouth organ . . . only time will tell.

Johnnie Fishbaugh was confined to the house for a couple of weeks early in January with chickenpox, but he was really sick for only three or four days, and for the last week while the scabs were disappearing Zoe really had her hands full trying to keep him in the house.

However, a couple of model airplane kits saved the day, and kept him occupied. Betty Jane Rankin, who lives just two houses down the street, had already had chickenpox, so between them they turned out some machines that only needed engines in order to fly.

Big Johnnie and Maxine were up for Christmas vacation and may possibly get away at Easter time. However, that is a little doubtful as Johnnie graduates from the University of Missouri in June, and in order to do so he is carrying an extremely heavy schedule of classes. Johnnie's plans are still rather indefinite as to

where he will locate after he graduates, but it will certainly be in the newspaper business somewhere, as he is majoring in journalism.

There is nothing exciting to report about Bob and Elsie and little Bill, except that they had their house insulated just before the cold weather hit last month, and now they are having quite a time holding the furnace down. Their house was built originally out of hollow tile and then heavily stuccoed on the outside, so all they had to insulate was the attic and roof.

Now, let's talk about something really important, such as when to start your cabbage and tomato seed in the house to have the plants just the right size when it comes time to put them out doors. Under average conditions it takes about 8 weeks for cabbage and 10 weeks for tomatoes from the time you sow the seed until the plants are big enough to set out in the garden. That means that somewhere about the middle of February would work out about right, since cabbage can ordinarily be planted out about the middle of April and tomatoes

(Continued on Page 11)



Front Cover

St. Valentine's Day is coming soon and all of us at KMA want to take this opportunity to greet each and everyone of you as our Valentine.

After all, we do not have much of an opportunity to meet you (except thru the GUIDE), thus Valentine's Day gives us the chance to let you know how much we enjoy serving you by broadcasting the programs you want to hear. That's the reason why this month's cover is not a photograph but a Valentine that is meant for YOU,—to tell you of our appreciation for your friendship.

So, all of us at KMA say:

"WON'T YOU BE OUR VALENTINE?"

MYSTERY RECIPE ON KMA

Every Mon., Wed., and Fri. from 11:30 to 11:45 A. M., "Jean Foster" reads the "Mystery Recipe" over KMA. The person who is phoned during the program and can identify the recipe (tell what it is for), receives a \$10.00 cash prize, a 'starter' set of Knickerbocker Silverware, plus several other prizes.

It is "Jean Foster" who phones the winning letter of the week, but you can get all the details by listening to "Country Folks" 11:30 to 11:45 A. M., Monday thru Friday.

But even more than the prizes, Ike Everly, Jeanie Sanders, Bob Stotts, Buddy Morris, and Eddie Comer are all part of the program too . . . and adding the prizes plus this wonderful combination of real music makers', we're certain you won't want to miss "Country Folks."

Frank Comments (Cont'd)

about the first of May or even a little earlier if you put them under hotkaps.

It just so happens that the signs of the zodiac come just right this year for the middle of February. For you people who like to go according to the signs, the best dates this month would be February 17th and 18th. For folks living up in northern Iowa and northern Nebraska where these dates would bring their plants on too early, the signs are right again on February 27th and 28th.

Program Personals

By GLENN CRAY



Handsome Johnny Desmond, pictured above, handles the singing chores on "Breakfast Club" (8:00 to 9:00 A. M., Mon. thru Fri). And now every Wednesday night, from 8:25 to 8:30 P. M., you'll hear Johnny on his own program. Johnny made his reputation on the "Breakfast Club" and set so many hearts to fluttering that it was decided to start him on his own program. Besides his "Breakfast Club" experience, Johnny was formerly with Bob Crosby's Band and later was a vocalist with the late Glenn Miller's Army Air Force Band.

Johnny Olsen comes a-calling every weekday from 11 to 11:25 A. M. on KMA and brings news and variety in his program "Ladies Be Seated". This is an audience participation show that means "Kindly Heart Awards" and the carefree "Comedy Courtships". You'll know what I'm writing about if you're a "Ladies Be Seated" listener, and I'm sure you won't miss a second of this program once you've heard it.

If you like mystery, history, music and fun, then you'll want to hear "Quick As A Flash" (10:30-11:00 A. M., Mon. thru Fri.). Bill Cullen is emcee and fires questions lightning fast. The contestants had better be just as quick if they hope to win.

Kitchen Klinik

By **ADELLA SHOEMAKER**

SUPER CHERRY SALAD

2 c. canned sweetened cherries, drained. Dissolve 1 package of lemon gelatin in 1 c. hot cherry juice. Cool, and when gelatin starts to congeal, beat till fluffy. Add 2 c. cottage cheese mixed with 1 c. cream, whipped, and 1/3 c. mayonnaise. Add the cherries and 1/2 c. nuts. Chill. Cut in squares and serve on lettuce leaf.

CHERRY NUT BREAD

Sift together 2 1/2 c. sifted flour, 1 t. salt, 4 t. baking powder, 3/4 c. sugar. Beat 1 egg, add 1 1/4 c. milk, and 2 T. melted shortening. Add flour mixture all at once stirring just until dry ingredients are moistened. Stir in 1 c. all-bran, 1/3 c. chopped candied cherries (maraschino cherries can be used, but the flavor will be different) 1/2 c. chopped nutmeats. Pour into greased 9" x 5" loaf pan. Sprinkle with:

CHERRY TOPPING

Combine 1 T. softened butter, 1/4 c. brown sugar, 1/3 c. candied cherries, and 1/4 c. chopped nut meats. Bake in a 350° oven one hour.

NEVER-FAIL PENUCHE FROSTING

Combine 1 c. brown sugar firmly packed, 1/2 c. granulated sugar, 1/3 c. top milk, 4 T. butter or vegetable shortening, 1 T. corn syrup, and 1/4 t. salt in a large saucepan. Bring to a full rolling boil stirring constantly. When it is boiling so hard you can't stir fast enough to stop it from boiling, (boil it exactly 1 1/2 minutes, stirring all the time) remove from heat and cool to lukewarm. Add 1 t. vanilla. Beat to a spreading consistency. This is delicious on chocolate or burnt sugar cakes.

ORANGE PIE

Mix in top of double boiler: 1 c. sugar, 5 T. cornstarch, 1/4 t. salt, 1 T. grated orange rind (be sure none of the bitter white part of the rind is used). Add 2 c. orange juice. Cook over boiling water about 15 minutes or until thickened and raw taste of cornstarch is gone. Stir while cooking. Beat 3 egg yolks slightly, stir a little hot orange mixture into them, add to filling in the pan, and cook 2 more min. Add 2 T. lemon juice, and 1 T. butter. Pour in baked shell. Top with meringue made with egg whites.

Homemaker Visit

By **BERNICE CURRIER**

MID-WINTER PEACH CONSERVE

8 c. ground dried peaches, 2 c. crushed pineapple drained, 1 small jar marachino cherries ground, 8 c. sugar. Cook down until it is the consistency of jam. Put in glasses and cover with paraffin. You can make jelly from the juices by using any of the commercial jelly powders.

JELLIED CRANBERRY SALAD

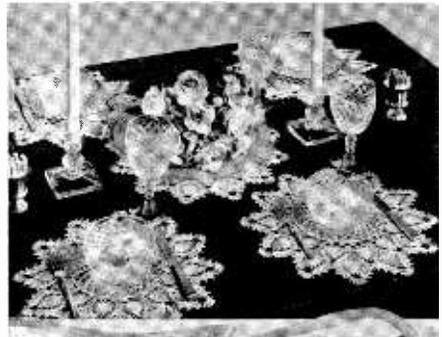
1 qt. cranberries, 2 c. water, cooked till the cranberries pop, then strain and add 1 1/2 c. sugar, 2 1/2 T. gelatine and 1/2 c. cold orange juice or cider. Stir till dissolved over low flame. Chill till thickened a little, then add 2 c. chopped apples, 1 c. chopped celery and 1 c. nut meats. Pour in molds and chill till set. Unmold on lettuce leaf and serve with mayonnaise.

SWEDISH BRAIDED BREAD

Soften 1 cake yeast in 3/4 c. lukewarm water, add 1/4 c. sugar, 1 c. milk, 1/3 c. fat, 2 eggs beaten, 1 t. salt, 1/4 t. nutmeg, 1/4 t. lemon flavoring, and 5 1/2 c. sifted flour. Knead 8 min. Let rise till double, divide, stretch into three strips, braid them, spread with butter, sprinkle with cinnamon and sugar. Let rise again, bake in moderate oven till golden brown.

Below you see the pattern which I have to offer this month. Its elegance and its adaptability to so many household accessories make it a favorite with most of the crocheters. These circular doilies may be used separately for your small table tops, too.

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



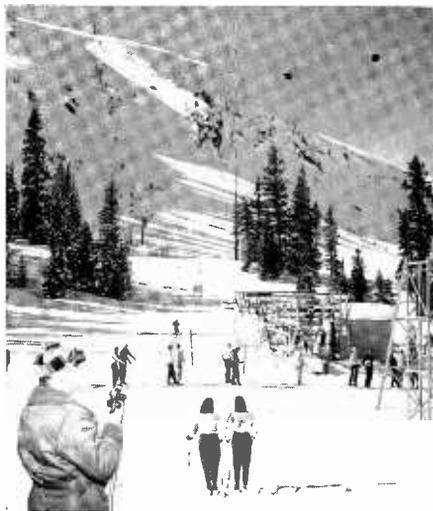
Merrill Langfitt "Goes Out West"

Merrill Langfitt had the opportunity of attending the National Western Stock Show in Denver, Colo., from January 13 thru 17th. While he was in Denver he took a day off to go up to Berthoud Pass, which is one of the most renowned ski resorts in the Rocky Mountain area. Besides having one of the most scenic views in the United States, the double chair lift (pictured below) and other ski inventions were originated at Berthoud Pass.

Merrill is shown at the lower left of the picture as he described the scenery and ski lift during one of the many transcripts he made while in the mountains.

Below is the double chair lift as it whisks its way up to 12,000 feet. It is capable of carrying 480 skiers an hour.

Besides describing scenery on his interviews, Merrill also brought back several very interesting observations which he reported on his program (6:45-7:00 A. M.). Since the weather conditions in the Rockies hold the key to farming conditions on the Nebraska Plains, Merrill heard from Forest Rangers that there is a shortage of snow in the Rockies this year which means there will be less moisture on the Plains during the summer. Thus, he's been broadcasting for farmers to act accordingly and to take advice that's recommended by government reports.



"It" has been named

Josephine Mahlendorf, Rt. 1, Box 16, of Lynch, Nebr., won a year's subscription to the GUIDE for sending in the name "Woodpicker" for the "Coo Coo" bird that appears on the Alarm Clock Club. (See Jan., 1950 GUIDE, pg. 4).

So, no longer do we call the bird "It". However, for the time being "Woodpicker" had to migrate back to the factory to get one of his springs repaired and you'll have to pardon his absence. When he returns to the air (8 to 9 A. M. Saturdays) we'll undoubtedly have a more vigorous "Coo Coo" to call the time.

If any of you wonder where Josephine Mahlendorf's home-town is located, you'll find Lynch, Nebr., in Holt County, near the South Dakota line (not too far from the Missouri River).

Congratulations for sending in such a clever name, Josephine. We think the name is very appropriate, since he's made of wood (like all "Coo Coos" are) and since he pecks Glenn Harris' hand whenever he gets the chance.

FLAGS FOR SCHOOL HOUSES

While traveling through the countryside, Merrill Langfitt noticed that many schoolhouses were without flags. So, he talked to the sponsor of his program (Missouri Valley Limestone Company) and the two arranged an essay contest for school children from grades 1 to 8. The contest rules provide that every week a prize of a 2 ft. by 5 ft. American flag will be presented to the school which the boy or girl sending the winning essay attends.

The title of their essay is: "Fertile Soil and It's Reward to the Farmer." The essay should be limited to 500 words in length and all entries should be sent to Merrill Langfitt, c/o KMA, Shenandoah, Iowa.

Why not tell your children about this contest? If their entry wins, their school receives a new American flag. And besides the flag, this contest helps all of our children realize the importance of soil conservation and good farming practices.

The Axlebender's New Trailer

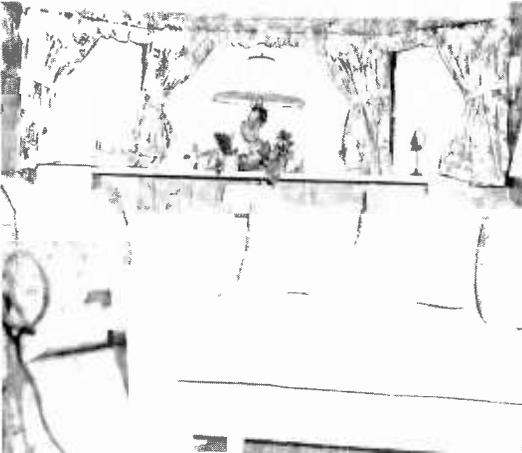
As you can see, living in a trailer isn't bad at all! Pictured below is Elmer Axlebender's new trailer, which has all the conveniences of a five room house. The "rooms" are on a smaller scale but they are so designed that every inch of space is used. There's a stove in the kitchen, a regular refrigerator, and fluorescent lights throughout.

The bedroom has closets, a dresser, and large drawers located under the beds. The living room has book cases, a davenport, shelves for knick-knacks and a radio. There's running water, inside plumbing, a shower, oil furnace and hot water heater. What's more, there's a breakfast nook that'll comfortably seat six people.

Elmer and Charlotte even have room for "Tootie" (their little dog). His bed is snugly tucked-away in a corner under the large breakfast table.

Editor Glenn Cray, thought the trailer home was perfect in every detail. In fact he was trying to make it more perfect than it already was, by finding, what he thought, was a fire extinguisher in the corner. On bringing this to Elmer's attention he learned that it was only Charlotte's knitting bag.

The pictures below give you an inside peek at life in a trailer. As you notice, it's very compact and efficient. Elmer says that once you try living this way, you'll really enjoy it.



The Dickson's New Home!

Jonny and May Dickson recently moved into their new home and here they're pictured standing on the front steps of their five room bungalow. The living room is at the right side of the picture. The kitchen and bedroom are to the back of the house, at the right and left respectively, and just to the left of the living room, Jonny has a den which May has furnished with a davenport, chair, desk and lamp.

A stove was already installed when they moved-in and they added a refrigerator to complete the kitchen. The basement has a nice game room, and in the backyard there's a fireplace with a large concrete platform. This means some wonderful picnics are in store for the Dicksons when summer rolls around. During these winter days they can entertain friends in the basement game room.

May has designed the living room by using the green carpet from their apartment as the center color. She's added two green upholstered chairs to carry-out the color scheme and later she'll have green drapes.

It took Jonny and May several days to complete the moving. There were floors to wax, shelves and drawers to clean, the basement to scrub, windows and light fixtures to wash, but now they're completely settled and really enjoy being "The Dicksons At Home".



Mrs. May Goes To Guatemala



Before leaving on an extended 3 mo. trip to Central America, you can see Mrs. Gertrude May is busy, studying maps and deciding countries she wishes to visit. Mrs. May leaves by plane Feb. 14 for New Orleans where she will visit a former Shenandoah friend, Mrs. David Laux a few days. On Feb. 18 she boards the plane for Antigua, Guatemala. Here she will be met by Dr. and Mrs. I. E. Melhus, formerly of Ames, Ia. Dr. Melhus is director of the Tropical Research Center, in Antigua, which was established largely as a result of a \$75,000.00 grant to Ia. State College by the late Earl May, to finance basic research in corn.

After spending some time with them, Dr. and Mrs. Melhus will join Mrs. May on a visit to other countries of Central America, Honduras, Nicaragua, San Salvador, Costa Rica and Panama. They will visit Botanical Gardens, trial plots and experimental stations, as well as sight seeing. On her return to the United States, Mrs. May plans to spend a week or ten days in Mexico City, doing some sight seeing. However, since this is her seventh visit to Mexico City, a big share of her time will be spent visiting friends. She plans to arrive home the latter part of April.

While on her trip Mrs. May will be taking kodachrome slides, and hopes to have some beautiful pictures upon her return.

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MRS CHARLES KRAUSS

SANBORN IOWA

Hilton Griswold --- Chef!!!



All the Griswold Family turned out to watch "Daddy" (Hilton Griswold, pianist for the Blackwood Brothers Quartet) as he tried making some cookies.

Not that Hilton's son, Larry, doubted his Daddy's ability in the culinary arts, but Hilton had to do quite a lot of talking before Larry believed his Daddy would even dare go near the kitchen.

Here Hilton is telling Larry exactly how he's going to make cookies. His wife, Marie, and daughter Barbara Ann, are

standing-by helping and offering suggestions.

It wasn't but a little while later and the whole family was pleasantly surprised as Hilton pulled a pan of delicious home-made sugar cookies from the oven.

From now on, Larry won't be so skeptical of his Daddy's ability as a cook. But even more than proving his ability as a cook, Hilton provided the whole family with a wonderful time by just being together in their own kitchen.