

The

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KMA GUIDE

Vol. 7

APRIL, 1950

No. 4



Waiting For The Easter PARADE (Page 11)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



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Johnson, Nebraska

"Miss out on the GUIDE — absolutely not." This is the best magazine that comes out. I know all the gang mostly through the GUIDE, although I have visited your station once. When it comes, we all run for it. There is no other magazine like the GUIDE. Enclosed find a dollar — spent the best way.

Miss Lenora Gebers

(It is readers like you, Miss Gebers that makes us strive to publish a better magazine.)

Cushing, Nebraska

I wouldn't want to miss one copy. I have taken it since the very first issue. It is a wonderful magazine for the sum of one dollar. What else could we get for that amount that would afford us so much pleasure for a whole year?

Mrs. William Gillespie

(Thank you for your very nice letter Mrs. Gillespie.)

Silver City, Iowa

Since I started reading the KMA GUIDE, I hate to miss an issue. I don't get to Shenandoah very often, so the GUIDE keeps me in touch with you. Mother gave me a dollar to send, for she loves to read it too.

Miss Valerie Sanders

Plattsmouth, Nebraska

Enclosed please find my \$1 for another year's subscription to the GUIDE. I have every copy that has been printed. I keep them all filed away so I can refer to them for a good recipe, or to see a certain entertainer's picture. We can get better acquainted with the entertainers when we see their pictures and read about them.

Mrs. Martin Sheldon

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Modena, Missouri

My renewal subscription to the GUIDE is enclosed. I don't want to miss a single copy of the friendly little magazine. We would like to see a close-up picture of Mrs. Edward May.

Mrs. Ed Northern

(No sooner said than done, please see page 6 of this issue. We thank each and everyone of you, our readers, for your criticisms and helpful suggestions. Keep them coming!)

Cherokee, Iowa

My, has 2 years gone by so quickly. Yes, I see my subscription will run out soon. You bet we want the KMA GUIDE as we have taken it from the first and sure would miss it. So here's \$5 to keep it coming for five more years. Don't that look and tell how much we like it?

Mrs. Ray S. Robinson

Creighton, Nebraska

I am enclosing the card and my well spent dollar for another year with the KMA GUIDE, I wouldn't miss a single issue for all the world. I have been very busy helping the neighbors and my sister with their moving, and what a job! I hope you won't mind my being late with my renewal.

Miss Dena Raff

(As the old saying goes, "Better late than never.")

A Chat With Edward May



Yes, I will be doing it again this year and you can see the 1950 Membership Card in my Early Bird Gardeners Club pictured above. The Rooster is printed in red and I think it is the most attractive membership card yet.

Again this season, I am going to give crisp new dollar bills to a lot of Early Bird Gardeners, and a lot of membership cards, too.

These special awards will be given on 4 vegetables . . . peas, green beans, sweet corn and tomatoes. They will be given to county winners in the entire KMA listening area.

Peas will come first and here's all you have to do to qualify. Just write me the same day you eat the first fresh peas from your garden. Be sure and date your letter because it may be delayed in reaching me.

If you are the first to report from your county I will send you a crisp new dollar bill. If your report isn't the first but is still real early for your county, then I will send you a membership card in my Early Bird Gardeners' Club. Your name will be on the card.

Then, later in the season I will do the same thing on green beans, sweet corn and tomatoes. You may win 4 crisp new dollars and you may receive a Membership card for earliness in eating all 4 of the vegetables. "Could B. You" on the

card above is to emphasize that everyone has a chance to win.

If you don't know which varieties are the earliest to mature, just look for the little Early Bird Rooster on the garden seed pages of our catalog. And, if you buy your seed in any Earl May Store, you will see the little Rooster marking the earliest varieties on the seed sacks.

So, shine up that spading fork, polish that hoe and get your seed in just as early as the weather will permit.

Do I take my own medicine! Yes, and you may get a laugh on me for it. I planted peas, radishes and lettuce on March 7th. There's been a lot of cold weather and plenty of snow since then, but I am still hoping. Whether I end up looking foolish or wise, I promise to make a report to you later.

Believe me, I am ready for spring. There probably have been years as backward as this one but I don't remember them. About the time we thought some decent weather was due we had either a snow storm, a terrific wind storm, or once more the weather was "6 or 8 degrees below normal." Even the tulips that ordinarily have good sense about the weather stood still through those cold days during the middle of last month. They got up 2 or 3 inches and simply marked time for fairer weather. They are finally going strong now.

KMTV News



Here's Edward Reich (pronounced rich), Program Producer for KMTV, in the control room during one of our studio shows. He's sitting in front of a monitor, watching the picture and from time to time he pushes a button that changes the current from one camera to another, thus bringing variety in the program by showing you how things appear from the other side of the studio.

Ed is the man behind the scenes who you don't have the opportunity to see and we wanted you to meet him as he's at work at the KMTV Television Center in Omaha.

You ladies might be interested in Glenn Harris' "Penny Auction", it's heard and viewed at KMTV (2615 Farnam Street) from 8:30 to 9:00 P. M. Fridays. Glenn gives away a lot of valuable prizes to contestants and you'll find it worthwhile to drive to Omaha some Friday night to watch the show from the studio audience. Bring your husband along because Glenn gives the men as well as women prizes if they're called upon from the audience. Get your tickets in advance from the Paramount Radio Shop at 24th & Farnam.

If some of you people are waiting for Arthur Godfrey on Wednesday nights, why not take a look at Hugh Bader's "Names You Know In Sports" (7:30 to 8 P. M. Wednesdays). Hugh calls in experts to explain the fine points of athletics and you'll get a big kick out of the 'clipped-tie' club he has on his program.

INTERVIEW WITH LOUIS BROMFIELD

Louis Bromfield (right) well known Ohio farmer and author, was principle speaker at the Second Annual National Pasture-Forage-Livestock Conference, held in Omaha on Thursday, March 9. Wayne Beavers took the KMA microphone to the Livestock Exchange Building in the Union Stockyards in South Omaha and interviewed Mr. Bromfield.

Besides the interview, a special press conference was held and KMA received several worthwhile comments from Mr. Bromfield on soil conservation and agricultural problems.

Louis Bromfield is a recognized authority on Farm Marketing, Crop Rotation, Soil Conservation and the American Political Scene as it affects farmers. He is also renown for his famous Malabar Farm, located near Mansfield, Ohio.

Malabar is over 1,000 acres in extent and is named after a section of the coast of India, where Louis Bromfield wrote two wide-selling novels. The farm is run on a tenant basis and one of the unusual features Bromfield has incorporated is the profit sharing plan for the tenants.

Perhaps one of the important remarks Louis Bromfield made during his KMA interview was: "Soil Conservation is everyone's business . . . the fall of the Roman Empire can be traced to the lack of Soil Conservation."



Spring Is Here!

What is a better sign of spring than to see kites in the air? Here Don and Phil Everly (sons of entertainer Ike Everly) are shown flying their kites on the outskirts of town. They had the first kite in the air in Shenandoah (March 16) and on the very first evening had 500 feet of string out before they had to pull the cord in and eat supper.

As usual, the excitement ran high at the Everlys, and you would think you were talking to a couple of aeronautical engineers to hear Phil ask Don if the kite 'had too much dihedral' (we think that means too much bow or arch in it). The boys didn't need any tail on the kite because Phil had tied the string at just the right spot for this windy day.

Of course, one of the 'tricks of the trade' in raising the kite is to pull the string back with your arm and as you let your arm go forward, let a foot or two of string slip out. Don shows how to do this and Phil is busy letting string out from the stick.

Conversation at the Everlys has now centered around box kites, nylon cord, and other 'trade lingo.'

So, watch out for the expression "Go Fly A Kite." If you tell Don and Phil Everly to do that, they'll gladly oblige.



Traveling Post Office



Here you see Larry Parker interviewing C. W. Reames of Chicago, Assistant Division Superintendent of the Postal Transportation Service. They are in the new Highway Postal Service Bus which on Saturday, March 11, was installed as a regular 'Highway Post Office' between Des Moines and Shenandoah. At left is John Haldeman, Shenandoah postmaster and Wayne Beavers is in the background.

This is a new bus which delivers and picks-up mail to many towns on its route. It receives, sorts, bundles and pouches mail and then is ready to take on more mail when it arrives at each stop.

The bus is 35 feet long and is the size of a regular 45 passenger bus. Thus, the Highway Post Office is marking another step in the direction of better mail service to the towns and cities of the Midwest.

Larry interviewed the drivers and clerks who work on the bus. It operates on nearly the same principle as a railway postcar, but, of course, it is smaller. Nevertheless, This is the beginning of possible Highway Post Office service to hundreds of towns in the United States.

Larry Parker and Wayne Beavers were among the very first to explain this new and important service to the public. They broadcast their interviews the Saturday night the bus arrived. (Larry also pointed out that on March 15, 1900, nearly 50 years ago, 2 of the first rural mail routes were started out of Shenandoah.)

On The KMA Party Line

With **DORIS MURPHY**

Imagine the surprise of KMA listeners one morning in March to hear Christmas and New Year's greetings coming from their radio. But . . . you listeners weren't the **ONLY** ones surprised . . . the engineer, **FRANK FIELD**, announcer **WARREN NIELSON** in the studios and everyone was amazed when the commercial transcription preceding **FRANK'S** program ended with these words: "Peace on Earth, Good Will Toward Men. And now a Merry Christmas and a Happy New Year to you all." Knowing someone had made a mistake and played the wrong transcription, the boys decided to enter into the fun and make the best of things. So in introducing **FRANK, WARREN** said: "Merry Christmas **FRANK,**" and he came back with a cheery: "Happy New Year, **WARREN.**" This brought forth many Christmas cards from listeners who had also enjoyed a good laugh over the error. **FRANK** has now decided anything can happen on his program. Only a few days before this, another incident occurred which floored **FRANK** for awhile. The morning newscaster was bringing his newscast to a close with a story about 14 men being burned in a guard house in N. Mexico. Ending this brief summary he added: "**FRANK FIELD** follows." **FRANK** wonders **WHAT NEXT!**

Here's an 'at home' picture of **ELEANOR JEAN MAY**, wife of **EDWARD MAY**, and their two daughters **KAREN**, age 22 months, and **ANNETTE**, 5 yrs. **ANNETTE**, dressed in her favorite cowgirl outfit, is thoroughly enjoying having her picture taken, while **KAREN** holding her kitty cat and doll, seems a little doubtful as to whether she likes the idea. Always before, **KAREN** has cried when anyone took her picture, but this time she seemed to

think it wasn't as bad as she had thought. **KAREN** has turned out to be a climber. Unless watched like a hawk, she is apt to be found on top the piano, in the kitchen cupboards or on top a table. Recently she got into the bread box and came out with two handfuls of cake, cookies in her pocket and a mouthful of bread. **ELEANOR JEAN** was busy cleaning when the photographer arrived, but kindly consented to take 'time out' for the picture. According to their mother, **KAREN** and **ANNETTE** are quite opposite in dispositions. **ANNETTE** will be going to school next year, but in the meantime she's learning a lot from the bedtime stories her daddy tells her each evening. Right now the May Family is



having their kitchen remodeled, so everything is pretty much upset. They are moving their electric washer and dryer from the kitchen into a utility room and building in additional cupboards in the kitchen.

Even though she is less than 3 years old, **PEGGY JEAN**, daughter of entertainers **MACK** and **JEANIE SANDERS** is quite vain over her new Easter outfit and is looking forward to April 9, when she will wear it. In fact, she was so

delighted the day mother bought the new outfit, she couldn't wait until she got home, before trying it on. So, while mother and daddy were on the air, **PEGGY JEAN**, alone in the practice room, got out the box and opened it up. Looking thru the glass studio window, **MACK** and **JEANIE** found it hard to keep their mind on their singing, as they watched her carefully unfold her pretty new blue flannel coat, pink trimmed blue dress, get out her new blue Easter bonnet and try them on. Although she had been told not to open the box, mother and daddy couldn't scold her when they came off the air, knowing how little girls love pretty new clothes. Guess **PEGGY** has visions of being "the grandest lady in the Easter Parade, in her new Easter bonnet with all the frills upon it."

At last, **RAMONA**, 4 yr. old daughter

of anncr. WAYNE BEAVERS has had the chance to name something for herself. She has chosen the name "Tippy" for her new puppy, because he is black and has white tips on his paws. It seems, RAMONA loves to name everything, and for some time has been selecting names for all the livestock down on Grandpa Beavers farm near Forest City, Mo. The last animal down on the farm to be named by RAMONA was a calf. And of all things . . . she selected the name PLUTO! Oh well . . . what's in a name anyway!

RAMONA isn't the only one who has a new puppy. PEGGY JEAN SANDERS also has a new cocker spaniel she calls "Honey". She really loves her puppy and it's the first thing she wants to see upon awakening in the morning.

If you want to know how it feels to spend 30 min. sweeping up hundreds of roofing nails with a broom on a paved highway, ask accordionist BOB BARRY. He knows . . . he did it! BOB didn't have anything to do with spilling the nails . . . he was only "the good neighbor" helping out a passerby who had the unfortunate accident. One evening while BOB and family were eating supper at their farm 2 miles east of town, they heard a truck pass the house . . . then heard a sound like someone had a blow-out. At the time they noticed the truck pull off to the side of the road, followed directly by a car, but didn't give it much thought. However, soon after, when MRS. BARRY went into the yard to bring in the clothes off the line, she noticed cars lined up on both sides of the highway. Then BOB went out to investigate what had happened. To his surprise the pavement was literally filled with roofing nails! It seemed like millions of 'em scattered over an area of over 150 feet on both sides of the highway. The nails had been in a big tool box on the back of the truck headed toward Shenandoah. But the box had worked loose and unbeknown to the driver, was sticking out over the edge of the truck. Upon meeting a car coming

from the opposite direction, the tool box hit the fender of the oncoming car, demolishing it, and spilling nails hither and yon all over the highway. Motorists fearing punctured tires, waited half an hour while the trucker and BOB laboriously swept the nails off the pavement, as best they could, with only car lights to help them see where they had fallen. Finally . . . traffic moved when the "all clear" sign was given, and the trucker went on his way wiser, but with visions of "millions of roofing nails prancing thru his head."

The date for the wedding of BILL LUND, Ass't, Production Mgr., of KMTV, to MISS DIANE DERGAN of Omaha, has been set for 10 a. m. June 3. The wedding will be held at St. Cecilia's Cathedral in Omaha.



This young man sitting in the chair getting a face wash from Mom, is 20 mo. old ROBERT STEVEN, son of entertainer STEVE WOODEN. STEVEN usually puts up a big howl when its 'face washin' time, but with the photographer on hand, he put on his company manners and went thru the ordeal like a man. He has auburn hair like his mother, and blue eyes. Like most boys his age, he is usually into mischief and one

of his latest escapades was pulling the sewing machine over on top of him a couple of times lately. Fortunately, when the machine hit him, it thru him out of the way and he wasn't hurt. Like his dad, STEVIE seems to enjoy music a great deal, and when the radio is on he tries to dance. In a year or so I expect this young fellow will be airing his voice over KMA, singing nursery rhymes. In the meantime he is a 'busy body' helping dad reupholster the family studio couch and chair in yellow plastic. Confidentially, dad has found STEVIE's help interferes too much with work, so most of the work is done at night after the young son has gone to bed.

Five KMA entertainers had the honor of entertaining at the opening celebration of the new International Harvester building at Osceola recently. Two thousand people attended the dance and show.

KMA DAILY PROGRAMS FOR APRIL, 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.—Fertile 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.—Music Makers
 1:15 p.m.—Ranch Hands
 2:25 p.m.—One Man's Opinion
 1:30 p.m.—Hannibal Cobb
 2:00 p.m.—Bride & Groom
 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.—Sports Parade
 6:05 p.m.—Supertime Frolik
 6:15 p.m.—Meredith Willson
 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.—Music by Norman
 9:30 p.m.—Strictly From Dixie
 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.—Sports Parade
 6:05 p.m.—Supertime Frolik
 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
 10:30 p.m.—Sports Final
 10:15 p.m.—Guest Star
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Sports Parade
 6:05 p.m.—Supertime Frolik
 6:15 p.m.—Meredith Willson
 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.—Hannibal Cobb
 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.—Sports Parade
 6:05 p.m.—Supertime Frolik
 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.—Public Service
 9:45 p.m.—Robert Montgomery
 9:00 p.m.—Author Meets The Critic
 9:30 p.m.—Murder & Music
 9:45 p.m.—Geo. Barnes' Show
 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.—Sports Parade
 6:05 p.m.—Suppertime Frolik
 6:15 p.m.—Meredith Willson
 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.—Hymn Time
 10:00 a.m.—Junior Junction
 10:30 a.m.—At Home With Music
 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.—Music Makers
 1:15 p.m.—Bob Stotts
 1:30 p.m.—Clarinet Capers
 1:45 p.m.—Dee Pierson Sings
 2:00 p.m.—Nishna Valley Boys
 2:15 p.m.—Ike Everly
 2:30 p.m.—Hillbilly Hits
 3:00 p.m.—Mack Sanders
 3:15 p.m.—Hawkeye Rangers
 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.—Roger Renner Trio
 5:30 p.m.—Adventure of Babe Ruth
 5:45 p.m.—Melody Rendezvous
 6:00 p.m.—Harry Wismer
 6:15 p.m.—Here's To Vets
 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
 9:00 p.m.—Saturday At The Shamrock
 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
 9:30 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
 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.—Freedom Story
 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
 9:30 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

It looks rather odd doesn't it to see me with a guitar strung around my neck. Well it doesn't happen very often, in fact it has been many, many years since I did any cowboy singing up until the afternoon of March 10th. You people who listen regularly to the "Country Boy," every afternoon at 2:45, know what I am talking about. Mack Sanders, who has that program, decided sometime ago that it would be interesting to the listeners to have some guest artists on his program about once a week doing something entirely different from what they do regularly. His first guest was Doris Murphy who sang a song on Mack's program on the afternoon of March 3rd.

Then he asked me if I would come in and sing a song the following Friday afternoon, which I did. The listeners didn't seem to mind it too much, in fact some of them get quite a kick out of hearing announcers and newscasters try to sing.

Mack insists that he is going to go right down the list and eventually have everyone around the station appear as the Friday afternoon guest. Ralph Childs was on the afternoon of March 17th and I rather think that by the time this appears in print Ed May's Quartet will have made its appearance.

So much for the picture. Now for the latest news on the Field Family. You remember last month I mentioned that Jim and Peg were looking for a house. Well

they finally found one which suited them, up on East Washington Avenue. It is an old house and rather large, but they seem to think it has distinct possibilities and they took possession and moved in on March 18th. Naturally they expect to make a lot of changes and everytime I see them they have some different plans in mind about tearing out this partition, or putting a new partition in there, and this, that, and the other. Jim, naturally, is planning on doing practically all of the remodeling himself, so it can't all be done right away. It will take years to get it just the way they want it.



Now to give you a little information that will probably head off a good many letters, and that is about cutting back, or trimming, shrubs which have become top heavy and unsightly. All of these shrubs can be trimmed or pruned as much as you like at any season of the year without killing them or even damaging them. The only

thing is that on spring blooming shrubs you cut them back at this time of year. The safest rule to follow on trimming any kind of shrubs, is to do it just as soon as they are through blooming. That way you will not lose your bloom and they will have the rest of the growing season in which to make new twigs and branches for the following season's bloom.

Just suit yourself as to how far back you cut them. Remember they will start branching out again, just back of where you cut them off, so the wise thing to do is to cut them clear back to within five or six inches of the ground and let them make all new top. In a favorable season they will make as much as two or three feet of new growth during the summer time.

Front Cover

"Terry" and Karen Denise Blackwood, 6 year old son and 3½ year old daughter of Doyle Blackwood, are waiting for Easter in their new spring outfits.

With blond hair and blue eyes, Terry (Richard Terrell) has a brown glenn plaid suit, a yellow and green bow tie and new brown shoes. Karen has a navy blue coat, new straw hat with matching purse (white), white gloves, white frilly collar and cuffs and white shoes. They're standing in front of the mirror of their mother's vanity dresser, and as you can tell they're quite proud of their Easter present.

Terry is in the first grade and has proved to be a good reader. His mother (Lavez) reports that nearly every evening he sits in the living room and reads to his parents.

Karen is at the age where she plays with dolls and is learning to become a good housekeeper.

This summer the children are going to visit their grandparents in Tomnolin, Miss., so Karen is busy watching the days on the calendar and Terry is anxiously waiting for school to let out, so they can be on their way to the "Deep South."

Just a few days ago a humorous incident happened at the Doyle Blackwood home. Karen and Terry were playing in the back yard when they noticed the tulips were trying to come up. As Doyle went out to call them for dinner, he found they were digging around the tulips. He asked what they were doing and Karen said: "Daddy, we thought we would help them along!"

Doyle recently returned from a business trip to California. He reported a surprising experience for a Blackwood. On the way to the coast he became train sick and that is unusual since the Blackwoods do so much traveling during the year. After he finished his business, he took a plane and flew home. This proved to be a delightful trip and from now on he's sticking to either an automobile or airplane.

Program Personals

By GLENN CRAY



Meet Meredith Willson, a native of Mason City, Iowa. He left the country, moved to the city and now produces a new radio program, "The Meredith Willson Show," which you can hear every Mon., Wed., and Fri. evening, 6:15 to 6:30 on KMA.

At the age of 17 Meredith was a married man and a full-fledged member of John Philip Sousa's famous band. He still is happy about both choices. At the age 12 he had conducted a symphony orchestra of grown men, and by the time he was 14 years old he was studying music in New York City. Then he was heard by Sousa who signed him up for a tour. Meanwhile, Meredith kept in touch with his childhood sweetheart, a one 'l' Wilson named Peggy. They were married and she accompanied him on the Sousa tour.

Later Meredith played solo flute with the New York Philharmonic, conducted several symphony orchestras and wrote scores for film. He has been known to conduct as many as 17 air programs a week. During the war he served as head of the musical division of the Armed Forces Radio.

Meredith Willson is an author, his most literary success was his reminiscent "There I Stood With My Piccolo."

Kitchen Klinik

By **ADELLA SHOEMAKER**
OATMEAL COOKIE MIX

Sift together $2\frac{1}{2}$ c. sugar, 3 c. all-purpose flour, 1 t. soda, 1 t. baking powder, and 2 t. salt. Stir in 3 c. rolled oats. Cut in 1 c. vegetable shortening until mix resembles corn meal. Store in covered container at room temperature. This mix will yield 8 doz. cookies. To make a 2 doz. cookie batch, take 2 c. of the oatmeal mix. Add 1 egg, 1 T. milk, 1 t. vanilla. Stir thoroughly. Drop on greased sheet and bake in 375° oven for 12-15 min. Variations are made by adding $\frac{1}{2}$ c. coconut, or chocolate chips, or raisins and nuts to the batch as the cookies are made. You may substitute 1 t. nutmeg for the vanilla for a spice cookie.

EASTER BONNET SALAD

(Eat Your Hat)

Mix $\frac{1}{4}$ c. chopped nuts and $\frac{1}{2}$ c. cottage cheese. Fill centers of 4 pineapple rings with mixture. Invert an apricot half over each. Decorate these little bonnets with softened cream cheese pressed through a pastry tube, bits of maraschino cherries, small balls cut from canned peaches, and a long feather of curly endive. Or you can press the cheese around the apricot to make a hat band complete with bow and streamers.

COTTAGE CHEESE CHICKS

Make these cute little chicks for your relish plate on Easter. Mold cottage cheese into little balls. Use one ball for head, another for the body, put raisins in for eyes, and add a peanut for the bill. With celery leaves for fluttery wings you'll have fluffy delicious white chicks. Pose the head well back on the body to keep the chick firmly together.

BUNNY ROLLS

Use any roll dough and divide into portions that will roll into a strand about 14" long. Tie in a knot and place on greased baking sheet. Bring the ends up straight to form "ears." Scald a few raisins in hot water, and dry. Press 2 raisins in each bunny face for eyes. Brush with beaten egg yolk, or milk. Cover and let rise until light. Bake about 20 min. at 375° .

Homemaker Visit

By **BERNICE CURRIER**

SWEET POTATO SURPRISE

1 No. 2 can sweet potato, $\frac{1}{3}$ c. milk, 1 T. butter or margarine, $\frac{1}{2}$ t. salt, $\frac{1}{8}$ t. pepper, 1 t. grated orange rind, 4 marshmallows, 1 egg beaten, 1 c. crushed cereal flakes.

Heat oven to 425° . Place sweet potatoes, milk, and butter in saucepan. Heat till butter is melted and milk is hot. Then mash the potatoes, adding salt, pepper and orange rind. Form into 4 balls with a marshmallow in center of each. Roll balls in egg then in cereal. Bake on greased pie pan 20 to 25 min. or until crusty. Makes four servings.

Below you see the pattern which I have to offer this month. Mealtime is an adventure for the children when food is served on colorful place mats. The larger sections of these 2-tone mats are crocheted of yellow cotton in an attractive shell stitch. Side panels are white, simply worked in single crochet with 3 dainty little figures embroidered in cross stitch. The mats are practical and easy-to-laundry and long-lasting. Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for April Leaflet.



The Sports Parade

By JIM KENDRICK



The number one topic on the Sports Parade these days is none other than our national pastime of baseball. So let's take a look at a few facts about this year's major league prospects.

One-third of the ball games scheduled in the Major Leagues this year will be played at night. The National League has 205 slated. The American 204. In the National the Cardinals will have the most, 54, and the Giants the fewest — 14. In the American, the Senators lead with 43 scheduled. The Yanks, Red Sox and Tigers will each have 14, the lowest number.

Any idea of what it costs a major league club for a year's traveling expenses? The major league clubs average between \$65,000 and \$70,000 a year. That's for railroad fares, hotels, meal money, incidentals. Break that down, and it means more than \$800 dollars a day, or an average of close to \$30 dollars a day for each player.

Baseball uniforms haven't changed much in the past hundred years. Back in 1849 the New York Knickerbockers came out with the first uniform. Except for the square-cut cap, the uniform was much like it is today. As for numbers on the back of the uniform they didn't become mandatory until 1931.

News Reporting

By RALPH CHILDS

There are two teletypewriters in the KMA newsroom, one for the Associated Press and one for the United Press. Both machines operate at a maximum rate of 60 words a minute 24 hours a day. This means that about 130,000 words a day come into the newsroom, or the equivalent of two short novels daily.

A teletypewriter is a machine that acts just like a typewriter with nobody seemingly working it. Operators in Chicago, Des Moines, or wherever they may be, type the news on their machines and it is transmitted over the telephone wires to our KMA newsroom, where it is typed automatically on our machines.

The speed of transmission of the news to KMA is that of light, 186,000 miles per second. In 1941, on Dec. 7, Pearl Harbor was bombed. The announcement was made in Washington at 1:27 P. M. and was in the KMA Newsroom at 1:27 P. M.

On our newscasts on KMA we use a little over one-tenth of what comes in on the teletypewriter. At least four-fifths goes into the wastebasket. That is the editing which I want to talk about in greater detail later.

Here you see me interviewing Harry D. Linn, State Secretary of Agriculture of Iowa. Harry was in Shenandoah during the last week of February and he was featured in a special interview.



Early Morning At KMA



Here's some of the musicians on the RFD 960 program (6:00 to 7:00 A. M., Mon., thru Sat.). Eddie Comer, Bob Stotts and Buddy Morris (l. to r.) are at the station every weekday morning to help you wake up and enjoy the early hours with some of the best music we've heard in a long time. Warren Nielson is at the microphone to tell you about the weather and news at 6:15 and Merrill Langfitt has his 15 minute Farm News and Service program at 6:45.

Besides RFD 960, the Blackwood Brothers Quartet open the station at 5:30 A. M. and at 5:45 Yodelin' Bob Stotts really makes the kilocycles sing.

Starting at 7:00 A. M., Larry Parker brings you a complete news summary and at 7:15 Frank Field has the weather and advice on planting. The Blackwood Brothers are again on the air at 7:30 and Larry follows with his second newscast at 7:45 A. M.

This means you can start the day with KMA. From 5:30 A. M. to 8:00 A. M., 15 people are busy bringing you western and hymnal music, weather reports, news, farm service, crop and planting advice. We're up and at 'em early to bring you the radio service you want when the sun creeps over the horizon.

Weather By Longwave Receiver

Besides being an official observation post for the U. S. Weather Bureau, it naturally falls into our line of duty to bring you 'up-to-the-minute' reports from Weather Bureau Stations through the Midwest.

Below you see Eddie Comer receiving reports over our special 'low frequency' receiver (longwave) which is set up in our newsroom. (Low frequency is from 350 to 450 Kilocycles — your radio band runs from 550 to 1600.) Every weekday morning Eddie is down at the station 'bright and early' to put on the ear-phones and record what the stations at Sioux Falls, Sioux City, Omaha, St. Joseph, Kansas City, Lincoln and Des Moines say about the weather. These stations receive information from observation posts scattered from Chicago to Tulsa, Scottsbluff to Minneapolis. Thus, the RFD 960 Gang can give you a complete and accurate report on Midwest weather.

Besides making the early morning weather report, Eddie plays the clarinet on RFD 960 (see column at left). He's certainly one of the busiest men at our station. And by the way, his son Donnie has a new baseball uniform and we'll have a picture of Donnie in his outfit for our May Guide.



Letter From Mrs. Earl E. May

Dear Edward and Eleanor:

Time is going very rapidly and I have seen quite a bit of the country. Last week I spent one day driving (about 50 miles) to a large government finca (ranch). At Escuintla (Guatemala) we stopped at the market and bought some fruit.

On the next day I went into the city, stayed over at a Pension to take the 7:30 A. M. plane for Bananera. There we were guests of the United Fruit Co. We took a narrow gauge railroad for Quirigua where we saw some of the Mayan ruins. They were tall but beautifully carved.

We had lunch at Bananera after stopping at a banana plantation. We passed thousands of acres of either banana groves or just plain jungle. We returned by plane the next day, stopping at Puerta Barrios on the way to Guatemala City.

Later I went to Guatemala City and thought I would stay for three days, but the city is shut-up tight for the Olympics, so I returned that evening. During the day I made a tour of the city and attended the Olympic's relay games. These Olympics are for all the Central American and Caribbean Countries.

Later we went to the market which is most fascinating. The Indians for the most part wear colorful costumes in Guatemala. I did manage to buy some pieces of pottery and one piece of dress goods which I think will make an interesting coat or jacket.

Nearly everything but the fruits and vegetables grown locally are very expensive . . . "muy caro". The Quetzal is equal to our dollar. I noticed a can of peas for 86c, one of asparagus tips for \$1.20, all imported from the U. S.

We sit in the sun in the patio for awhile each morning and I am getting as brown as the natives. We have coffee at 10:30 A. M. and 4 P. M. (after our siesta).

Mother.

(Editor's Note: This is the second in a series of letters we have printed on Mrs. May's trip in Central America).



Forecasts for the Month

BIRTHDAYS:

- April 5—Muriel Childs, wife of Ralph Childs, newseditor.
 April 8—Ray Schroeder, chief engineer KMA-KMTV
 April 10—Lana Louise Latta, daughter of Lloyd Latta control room operator.
 April 19—Annette May, daughter of Edward May, president of KMA-KMTV.
 April 20—Kenneth Stotts, son of Bob Stotts, staff artist.
 April 28—Francis Rankin wife of J. D. Rankin, vice-president of the May Seed Co. Sister of Edward May.
 April 29—Ike Everly, Staff artist.

ANNIVERSARIES:

- April 5—Elizabeth and Owen Saddler, editorial chairman.
 April 15—Kathleen and Steve Wooden, staff artist.

BIRTHSTONE: Diamond

FLOWER: Daisy

WATCH FOR THE MAY GUIDE!

We thought some of you might be interested in a brief preview of what's coming-up in the May Guide.

Besides the columns by Ed May, Doris Murphy, Frank Field, Adella Shoemaker and Bernice Currier, there'll be pictures of some of the widest variety of station activities that you can name. We'll show you Mack Sanders changing a tire on his car; a picture of Tucky Saddler's (son of Station Manager Owen Saddler) birthday party; Ralph Childs' boys taking a bath; Slim Seymour, our new entertainer. These are just a few of the many pictures you'll see in the May issue of the Guide.

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MRS CHARLES KRAUSS

SANBORN IOWA

OINK! OINK! OINK!



Buddy Morris, Mack and Jeanie Sanders and Bob Barry were the first in the country to record and play the song "Oink, Oink, Oink!" Here you see them out at Bob Barry's farm having some fun.

Since many of you write in requesting the song be played, Mack decided to find out what the reaction of the pigs and hogs would be, at least as far as it is possible to tell. When they heard the music, the pigs moved around, grunted

and went back to eating their corn.

Then the gang went back to the station thoroughly satisfied that Mr. Pig had given his approval. If you notice in the lower right hand corner of the picture, two more pigs have just stuck their heads into the scene, thus all three "Oinks" are accounted for.

Mack and Jeanie have recorded this song for sale at music stores around the country in case any of you would like to have a record of the song.