

The

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KMA GUIDE

Vol. 7

MAY, 1950

No. 5



For Mother's Day (See Page 11)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



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Imogene, Iowa

Enclosed is \$2.00. Please renew my mother's subscription and my subscription for another year.

Mrs. Tom Brown

Mercer, Missouri

Here is my \$1.00 for the KMA GUIDE. It's the newsiest big book to be so small. I don't want to miss a single copy. Keep the good work up. I like the "Church In The Wildwood" program, because it brings cheer to the people who are unfortunate to be shut-in.

Mrs. Ruth Snyder

(For you readers who have never heard this program it is heard every Saturday from 4:00 to 4:30 P. M. For a list of programs heard on KMA Monday through Sunday, please note the center spread of each month's issue of the KMA GUIDE.)

Sioux Center, Iowa

Since I would hate to miss a copy of the GUIDE I suppose I'd better hurry. We enjoy it a lot, especially the pictures of the Blackwood Brothers.

Please renew my subscription for 1 more year.

Johana Riphagen

Hooper, Nebraska

I am enclosing \$1 for another year of the GUIDE. I think the book is fine, I like the recipes that are always given in the two homemaker's columns and I also like Doris Murphy's column.

Mrs. Louis Skeen

Peterson, Iowa

Well, here I go with a \$1 bill for another year of the GUIDE. Although my subscription doesn't expire until June, I am glad to be reminded of it for I would hate to miss a copy. I have every issue since it started. It is a lot of news and

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keeps me in touch with the whole KMA Gang.

Mrs. Myrtle G. Story

Palmer, Nebraska

At last, I've caught up with that dollar bill--I mean the one that will bring me the GUIDE for another year. We enjoy all the features, especially articles about the Blackwood Brothers. You've guessed it! They're among our favorites.

Mrs. Harry F. Prouchaska

(You must be tired Mrs. Prouchaska, now you can rest for another year.)

Creston, Iowa

I am sending \$1 for my KMA GUIDE. I cannot keep house without this friendly little magazine. I don't know where you can get a bigger and better one dollar's worth. That dollar bill really spreads out. It is tops at our house. I sit right down and read it through.

Mr. & Mrs. Fred Weber

(It is gratifying to us to receive nice letters such as yours, Mr. & Mrs. Weber.)

Council Bluffs, Iowa

Enclosed please find \$1 of the \$10 prize I won on "KMTV's Super Mart". I thought I'd put it to good use by renewing my subscription to the KMA GUIDE.

Mrs. Vincent Clark

("KMTV Super Mart" is telecast every Thursday evening at 9:30. This television show gives cash prizes to viewers).

A Chat With Edward May

Since confession is good for the soul then I had better start this visit with an admission of the fate of the garden seed I planted away back on March 7th. It snowed, froze, snowed again and froze several more times since my planting. By some miracle a scattering few of all three of them got out of the ground only to be frozen.

Ever, so I have other plantings by now and I am sure they will make it. I may not be the first Early Bird in Page County but I am pretty sure I can be well up front in the parade. Hope you are all set to qualify for a New Dollar Bill and membership in my 1950 Early Bird Gardener's Club.

The picture on this page just happened to be taken by the French Lilacs in my yard. It could have been taken half a hundred places in the yard because it seems that all the leaves in my township blew back with the high winds this Spring. If I had been raking hay I would have had a fairly respectable stack.

Anyway, the yard is finally looking good, grass has finally greened up and from now on I can spend just as much time as I can spare doing yard and garden chores. It seems like I am always at least three chores behind.

Annette wants to help me. But, while I don't let on to her, I am sure I would get things done a lot faster without her assistance. Fathers of longer experience than I tell me about the time she is big enough to really be a "good hand" she will lose all interest in helping out. I'll have to wait and see.

I know I am jumping the gun but I al-



ready have my mouth fixed for peas and beans and corn and tomatoes fresh from the garden. Just the other day I read some place that some vegetables lose their finest flavor and sweetness only a half-hour after they are picked. The item went on to say that in that short time the sugars in some vegetables would already be turning to starch. Maybe a scientist wouldn't explain it just that way but every gardener knows it is so.

I have had a lot of letters during the past few weeks from folks asking questions about their lawns. I want all of you to know that we have a special circular on this which you are welcome to. It tells about seed bed preparation, seeding, mowing, etc. It is brief and right to the point. If you would like a copy, just drop me a card or letter and I'll send it right out to you.

We have a lot of circulars and bulletins to which you are all welcome—on raspberries, roses, asparagus, gloxinias, strawberries and many other things. Just remember us when you have a planting problem, large or small. If we haven't got one already made, we'll do one especially to answer your questions. We like to be of service and help all of you keep your yards more beautiful, and keep your gardens and orchards more fruitful. Our interest in your success goes farther than just filling your order. Call on us any time you think we can help you.

KMTV News

KMTV reports over 19,000 television receivers in the Omaha area. They've really been on the move to keep up with this tremendous growth, and since Jan. 1st they've added many very good programs for you to tune in. More than that, KMTV is now the only station telecasting on Saturday nights, so more and more our engineers and programming staff have had to take on the responsibility of pioneering television here in the Midwest.

Glenn Harris is taking two days a week to produce live-talent shows on Thursdays and Fridays. Thursday evenings at 8 P. M. is his "Radio Playhouse", in which amateur talent is given the opportunity of trying their hand at television. At 9:30 on Thursday nights Glenn has the "KMTV Super Mart", which gives good cash prizes to viewers. On Friday nights he holds his "Penny Auction", in which he gives prizes to contestants from the audience. If any of you would like to try your hand in the Thursday night "Radio Playhouse" or attend the "Penny Auction" on Friday nights, all you have to do is contact the Paramount Radio Shop at 24th and Farnam Streets in Omaha.

Besides Glenn Harris programs, Hugh Bader has "Names You Know In Sports" at 7:30 P. M. Wednesday nights. This program has prominent Midwest athletic personalities appear as Hugh's guest. Since most of the men wear a necktie, Hugh makes fun of this and clips their tie with a pair of scissors. Of course, he always makes good on this by giving each man who appears on the show a new tie.

KMTV also has three networks and that means a very fine array of programs. There's "Super Circus" at 7 P. M. Sundays. This is a half-hour of fast-moving tempo under a "big top" and is a real circus actually telecast. On Monday evenings there's "Paul Whiteman's Review" at 8 P. M., followed by "Studio One" from 8:30 to 9:30 P. M., Wednesday evenings is "Arthur Godfrey". He has an hour program from 8:00 to 9:00 P. M. Thursday night is the "Lone Ranger" at 7:30 P. M., and Friday night brings "Crusade In Europe", at 8 P. M.

Meet Slim Seymour



Here's Slim Seymour, the newcomer to our KMA Gang. Slim is a native of Jamestown, N. Y., and brought his family with him from Ashtabula, Ohio. Don't let the New York address fool you, because Slim's father is a farmer and we're certain the Seymours feel right-at-home here in Shenandoah.

Slim is a married man. He met his wife Gladys while playing at a dance in Corry, Penna. They were married on May 23, 1948 and have a daughter, Sharon Ilene, who is 8 mo. old.

Slim made his start in radio several years ago when he was a square dance caller and steel guitar man in Corry, Penna. He was hired to replace a man who retired from a radio job and later Slim moved to Ashtabula, Ohio, and from there to KMA.

Slim has brown hair and blue eyes. His favorite food is ice cream and cake, and he collects western records for a hobby. He claims his pet peeve is to have something go wrong with his instrument and that also proved to be his most embarrassing moment. On his first broadcast over KMA he forgot to turn on the first two "necks" of his instrument when introducing Steve Wooden. As a consequence, nothing came out of the loudspeaker. Everything worked out because Bob Barry temporarily filled in, and ever since this incident he always checks his instrument before going on the air.

What's It All About?

Below is what happens when you glance in the fountain during the afternoon. Jonny Dickson (left) is enjoying a 'special treat', "Dee" Pierson is registering her reaction and Jim Kendrick is having a big laugh (even if he is reaching for the money to pay the check).

This took place when all three got together for a quick snack. Jonny ordered a bowl of potato salad and a glass of milk. Jim ordered a coke and "Dee" had a sandwich and coke. Then Jim got a bright idea and told Jonny he would pay for the potato salad if Jonny would mix it with a coke and eat it. This Jonny did, and while it isn't the best combination in the world, Jonny said it was very tasty. You can tell from the picture what Dee thinks of the whole idea. Jim said the expression on her face was well worth the money, so he gladly paid up.

So let this be a warning to you about offering to pay the check for a hungry man like Jonny Dickson. This isn't to say that Jonny doesn't eat enough at home. His wife, May is a good cook with a well-equipped kitchen. It's just that Jonny has to have his afternoon snack and if you suggest any kind of a combination you're apt to get quite a surprise.



Some Riding Days Ahead



When Bob Stotts decides on a hobby, he goes after it in a big way. Last Oct. we showed you a picture of Bob and his sorrel mare, Diamond. Bob still has Diamond, and here he's getting ready for lots of horse-back riding this spring and summer. He's in the workshop repairing the bridle (Bob keeps Diamond on a farm east of Shenandoah.)

As you can imagine, Bob's children, Kenneth, Roberta and Jimmy, are pestering him to death to get things ready so they can go riding after school lets out.

Besides getting the bridle and saddle repaired, Bob has several summer projects ready. He is going to do interior decorating on his house, lay finished flooring, and do some wall-boarding and wall-papering. He's also got a lot of work to do on his lawn, clearing it away, planting grass seeds and some trees and bushes.

Bob bought a used truck to haul material in as he plans to drive back and forth to Omaha to get his building supplies. Bob learned the trade from his father. In fact, Bob was a cabinet maker in Calif. before he came to KMA. He took up carpentry as a hobby, and this is 'paying off', with a new house for his family.

Besides the horseback riding this summer, Bob's children are looking forward to visiting their Grandmother, who now lives in Omaha.

On The KMA Party Line

With **DORIS MURPHY**

You've heard the old saying that in the spring a young man's fancy turns to love! Well, it's true . . . so if our KMA GUIDE has errors in it this month, don't be surprised. **GLENN F. CRAY**, your GUIDE Editor and Promotion Manager of KMA, is getting married soon, and since he's been "walking on air" for several weeks, I rather doubt if he could recognize an error if he saw it. The wedding of Miss **JANE LORD** of Burlington, Ia., and **GLENN** will take place Sunday, May 21st at 3 p. m. at the home of the bride's mother, Mrs. **WALKER LORD**. A wedding reception for 150 invited guests will be held at the Burlington Country Club. **JANE** and **GLENN** both graduated from the University of Iowa in '49, **JANE** receiving her degree in journalism and **GLENN** in Commerce. **GLENN**, a son of MR. & MRS. G. F. CRAY, SR., of Burlington, joined our KMA Staff one year ago. **GLENN** has promised us a wedding picture for the GUIDE, so watch for it in the July issue.

BOB BARRY has decided he had better stick to playing piano accordion instead of ball; especially since what happened to him recently. On one of the first warm Sundays of the season **BOB** and **MACK SANDERS** decided to take their families and go to the State Park near Hamburg, Ia., for an outing. Having a yen for ball, the boys took along a hard sponge ball, just in case they decided to do a little "pitchin'". Soon they were at it . . . gaining confidence each time, until finally they thought they would do some fancy "one-handed" catching. That was **BOB's** down-fall! First thing he knew, **MACK** pitched him a real high one. **BOB** made a dash for it, throwing his hand up in front of his face to catch it. But the ball slipped thru his fingers and landed in his eye, then bounced up in the air about 20 feet. "It felt just like the whole side of my face caved in", said **BOB**. For a few days he was nursing a swollen face and eye, but luckily it didn't turn black. Otherwise, you television viewers might have seen **BOB**, your favorite piano ac-

cordianist, on KMTV appearing on the screen sporting a black eye.

Did you ever know of a cat that really enjoyed a shower bath? Most cats dislike the idea of getting wet, but announcer **JIM KENDRICK'S** cat, Iodine, is different. She loves it! Iodine jumps up in the sink, then stands there until **JIM'S** mother turns on the water. How she loves that water trickling down on her black shiny Persian fur. After she's thoroughly wet, Mrs. **KENDRICK** wraps her in a towel, dries her good, then fluffs up her fur. Guess Iodine has been reading the beauty ads and wants to keep "glamorously lovely".

It was a tough nut to crack, but entertainer **MACK SANDERS** was sure putting on the pressure with the old socket

wrench, when Photographer **GLENN CRAY** happened along and took this picture. While at the studio one day **MACK** suddenly remembered the tires on a car should be rotated every 5,000 miles to get the best wear out of them, so . . . since there's no time like the present, he changed his clothes and was soon out behind the studio, grunting and groaning, taking off nuts and bolts and criss-crossing the tires. Now it's set for another 5,000 miles. **MACK** and **JEANIE** put lots of mileage on their car making personal appearance, and that's why they're particular in keeping their car in tip-top condition.

Entertainer **IKE EVERLY** is so anxious to get his new guitar, he wouldn't start the family vacation trip to Calif. until it arrives. The new instrument has been on order 2 mo., and is supposed to be delivered June 1st. After **Ike** has had a chance to see and try out his new beautiful blonde three pick-up guitar, then he'll be ready to take his vacation. His new instrument is valued at \$450, so you listeners will be hearing some mighty good music when **IKE's** new guitar gets warmed up.

For the sixth time in four years, polio . . . has struck some child whose father is connected with KMA. This time it is **JIMMIE**, 9 yr. old son of **RAY SCHROEDER**, Chief Engineer of KMA and KMTV. **JIMMY** took ill April 11 and was removed to the Children's Hospital in Omaha, April 17. He is undergoing treatments



and seems to be getting along favorably. Other staff members whose children have had polio within the last few years are Station Mgr. OWEN SADDLER, Newscaster RALPH CHILDS, Engineer RALPH LUND, and two children of Engineer WALT ELY. In addition, the daughter of BOB GRAHAM of May Seed Co., suffered the disease a year ago. We're happy all of our polio victims have made wonderful recoveries with no apparent ill effects.

Even the best laid plans sometimes go awry! When ED RICH, Production Mgr., of KMTV planned to leave Omaha on Thurs. night and fly to Indianapolis to spend Easter with his mother, he made arrangements with Pgm. Director GLENN HARRIS to leave important keys at a certain place Friday morning came . . . and GLENN needed the keys. He went to the appointed spot and you can imagine his surprise to find the keys were not there. RICH had forgotten to leave them and they were in his pocket in Indianapolis! Here was GLENN, facing a big "Penny Auction" television show that evening, with no key to open the cash register he uses on the show . . . the organ or the cabinets where they keep the prizes that are given away on the show. Hours were spent trying to pick locks! At last they succeeded in opening the organ and cabinet, but the old cash register held tight. Before program-time, an SOS was sent out for another cash register and it was rushed to the station so that the "show could go on". Sometimes, it's as interesting to know what goes on BEHIND the mike, as well as in front of it!

Even though the BLACKWOOD QUARTET had a couple unfortunate experiences during their trip to Akron, Ohio; these were soon forgotten when they experienced the thrill of singing before an audience of 6,000 at the Akron Baptist Temple during their evangelistic campaign April 8th thru 17th. This beautiful million dollar temple seats 5,000 but several times during the meetings it was necessary to add an additional 1,000 seats. On Sun. they sang at four church services, appearing before 25,000 people in one day. Enroute to Akron, the cover holding their suitcases in the trailer came loose, and 3 suitcases full of clothes were lost. Upon reaching their destination, the loss was reported to

both police and local radio station, but no word of their whereabouts was learned until they reached Shenandoah, and was called by the bank, who wanted to know if they had lost a suitcase. Someone in Chicago had found one of the cases, and identified the owner ALDEN TONEY, by his bankbook that was in the case. To-date, the suitcases belonging to HILTON GRISWOLD and BILL LYLES have not been reported found. JAMES BLACKWOOD also had the bad luck while playing ping pong one evening to accidentally strike his head and cut an inch gash in his forehead.

Things turned out to be almost like a slapstick comedy, when entertainer "DEE" PIERSON tried to put some Reddiwhip cream on her strawberries one day. As you homemakers know, the Reddiwhip

cream comes in a pressure can and you press a button on top of the can and out comes the whipped cream. "DEE" was a guest of her boy friend CALVIN HARSHBERGER at the home of his mother in Hopkins, Mo. She apparently pushed the button a little too hard, and out came the whipped cream with such force it landed in her hair, on her face, on CALVIN and even on a beautiful cake on the table. You can imagine how surprised she was to be showered unexpectedly with whipped cream and what a good laugh they had over her experience.

Last month we showed you a picture of Engineer JACK JOSEPHSON shoveling snow out from under his car. This month we show you JACK, wife DELORES and 5 yr. old daughter, JULIA, at home. JULIA, a blonde like her mother, is in kindergarten. Although DELORES holds the office of secretary of the American Legion Auxiliary, JACK thinks he should share the honor, from the number of errands he has run for the Auxiliary this past year. Keep up the good work, JACK . . . you never can tell, the gals might elect you President next year!

Television is supposed to be so interesting it electrifies many people, as engineer DONALD GRENSEMAN can testify, when he touched the hot contacts of one of our big KMTV transformers in Omaha. It knocked him out, and because of shock he was hospitalized 3 hours.



KMA DAILY PROGRAMS FOR MAY 1950

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Bob Stotts
 6:00 a.m.—RFD 960
 6:45 a.m.—Fertillime 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 Hanser
 10:30 a.m.—Quick As A Flash
 11:00 a.m.—Ladies Be Seated
 11:25 a.m.—Carol Douglas
 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
 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.—Helzberg Time
 3:00 p.m.—Mack Sanders
 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.—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.—Henry J. Taylor
 7:45 p.m.—Sophisticated Rhythm

8:00 p.m.—Ted Malone
 8:30 p.m.—Solo & Soliloquy
 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.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Sports Parade
 6:05 p.m.—Suppertime 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
 10:15 p.m.—Guest Star
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

WEDNESDAY 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.—Walter Kiernan
 8:00 p.m.—Les Brown's Orch.
 8:25 p.m.—Hannibal Cobb
 8:30 p.m.—Buzz Adlam'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.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

THURSDAY NIGHT

5:00 p.m.—Sports Parade
 6:05 p.m.—Suppertime 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.—Jan Garber's Orch.
 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.—U. S. Marine Story
 10:30 p.m.—Dance Orch.
 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.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Bob Stotts
 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.—Hawkeye Hawaiians
 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 Ncon
 1:00 p.m.—Music Makers
 1:15 p.m.—Bob Barry's Trio
 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 Klink
 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.—Vera Massey Sings
 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.—Homes On The Land
 7:00 p.m.—Cisco Kid
 7:30 p.m.—The Fat Man
 8:00 p.m.—Rayburn & Finch
 9:00 p.m.—Sleepy Hollow Show
 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.—Music From Hollywood
 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.—Back To The Bible
 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.—Mr. President
 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.—Stop The Music
 7:00 p.m.—Voices That Live
 7:30 p.m.—Amazing Mr. Malone
 8:00 p.m.—Walter Winchall
 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.—Constant Invader
 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

Since you good people seem to take such a tremendous interest in my garden, I decided that for this spring and summer, I would run a picture on this page each month showing my garden and how it was coming along. This picture was taken on April 10th, and if nothing happens to prevent it, next month's GUIDE will show just how it looks from this same angle on May 10th, and each succeeding month will be taken on the 10th of the month. By fall we should have a pretty interesting series of garden pictures.

You probably want to know what varieties I planted. Well here they are. Those onion plants in the foreground are yellow sweet Spanish and the row of onion plants in the background is half white sweet keeper and half white Bermuda. I always plant one bunch each of the three kinds. The White Bermudas come on first and are used up as green onions and stewing onions through the summer and early fall. The white sweet keepers are ready to pull just at the time when we are ready to make chili sauce and they all go in the chili sauce, catsup and soup stock. Then we have the yellow sweet Spanish to store away in the basement for winter use.

There is one full row of Detroit dark red beets with a little Cherry Belle radish seed scattered along to mark the row until the beets get big enough to plow. By the time the beets begin to need the room the radishes will all have been pulled and eaten. The next row is a full row of the new honey heart carrot, also with Cherry Belle radish seed scattered along

about 6 or 8 inches apart to mark the row.

Between the two rows of onion plants there are four full rows of Multifold peas. This is the new variety which is so fine for freezing. We figure that we will get at least 100 boxes to put in the freeze box besides all the fresh peas that we can possibly eat.

On the other side of the last row of onion plants is a full row of Pontiac potatoes. These were planted about 3 inches deep and the pieces are about 12 or 14 inches apart in the row. The Pontiacs are our choice in potatoes, because they

look and cook better and also keep better through the winter than any other kind of potatoes we have ever tried.

That is all that we have planted in the garden as yet, but by next month the picture should show Logan beans coming through the ground, as well as hybrid 4th of July, hybrid tendergold and hybrid lochief sweet corn from the first planting. Then about every 10 days there

will be another planting made of the lochief continuing up until about the 4th of July. Oh yes, next month's picture will probably also show some red cloud and hybrid best all tomatoes under hot kaps.

Nothing much new to report about the family, except that Jennie had one of her periodic gall bladder attacks a couple of weeks ago. They seem to recur about every three years, but as usual, she was up and around in two or three days and in a week was as good as ever.

Little Johnnie is having to wear braces on his front teeth, and has to have them tightened a little every two weeks. His permanent teeth started coming in quite crooked. He doesn't seem to mind it a bit (the braces, I mean). John and Maxine were up for Easter and had a grand visit.



Front Cover

Ramona, 4 year old daughter of KMA Production Manager Wayne Beavers, is bringing Mother (Gwen) some yellow jonquils for a Mother's Day present. Mother's Day isn't until May 14th, but Gwen appreciated Ramona's sentiment even if it was a bit early. You can tell from the expression on Ramona's face that she likes the idea of doing a favor for her Mother.

Next Nov. Ramona will be 5 years old and that means she starts to kindergarten in the Fall. This spring and summer Mother plans to help Ramona with her A.B.C's, and practice coloring and counting. Gwen was a school teacher last year, so Ramona should have some expert instructions to start with.

Besides the school work, Wayne reports that Ramona is learning some of the childhood games such as "Hide And Seek" and "Tag". Two little girls have just moved into their neighborhood, and that means Ramona has some playmates this summer and someone to start to school with in the fall.

Gwen bought a sewing machine the other day and is now learning to be a seamstress. Wayne has a fair-sized lawn to keep up and also has a flower garden started for Ramona and Gwen. The ladies of the house have yellow as their favorite color, so the Beaver's front yard will soon be green grass and yellow roses and jonquils.

There's not only the lawn and garden for Wayne to look after, he has a project of building a dog house for Tippy, Ramona's puppy. So far, Tippy has been living under the kitchen stove, but he's now growing up and will soon become an 'outdoor dog'.

Besides his home duties, Wayne is a Second Lieutenant in the Army Reserve. In July he will attend the Army Summer Camp. He's also enrolling in a special Army course at home, studying the French Language.

Wayne's work at KMA takes him out of town at least once or twice a week, so we'll have to keep on the move, to report all the events at his home.

Program Personals

By GLENN CRAY



Every Saturday evening from 7:30 to 8:00 P. M. you can hear the adventures of the "Fat Man". We thought you would like to meet him as he appears behind the ABC 'mike'. "The Fat Man" is truly a program 'plump-full' of adventure and we're certain you'll enjoy this radio detective when he appears on KMA every Saturday night.

Carol Douglas has a five minute program on "Beauty and Fashions" every weekday morning at 11:25 A. M. She brings news and beauty hints and packs a five minute program with information we're certain you'll enjoy and use.

"This Is Your FBI" (Fridays, 7:30 to 8:00 P. M.) is a program that gives you an insight into criminal methods. It is based on authentic cases from the files of the FBI and every program is checked and approved by FBI officials. The cases are faithfully translated into exciting, but authentic, radio dramatization by Jerry Devine, the producer of the program. It is, as J. Edgar Hoover, Director of the FBI, described it: "A venture in education, education designed to acquaint the radio audience on how the average person can cooperate with law enforcement officials."

Kitchen Klinik

By **ADELLA SHOEMAKER**

CHICKEN BISCUIT BASKET

Prepare biscuit dough using 2 c. sifted flour, 4 t. baking powder, 1 t. salt sifted together. Cut in 4 T. lard until it's evenly mixed with the flour. Add $\frac{3}{4}$ c. milk. Roll into circle about 12 inches in diameter. Scallop edge of dough. Invert round pan or casserole, grease outside, fit dough over it to form basket. Bake 20 minutes at 450°. Remove basket gently. Fill with chicken a'la King. Serve on large chop plate.

CHICKEN A'LA KING

Make a sauce using 4 T. butter, 4 T. flour and 2 c. milk or stock. Add 1 c. light cream. Add 1 c. sliced mushrooms, 1 pimiento cut in thin strips, 2 c. diced cooked chicken. Simmer 5 minutes. Stir in 2 egg yolks, cook 1 minute longer stirring constantly. Season to taste with salt and pepper.

RHUBARB DEMIJOHN

Put 2 c. diced rhubarb in a greased 8" square pan; sprinkle with $\frac{1}{2}$ c. sugar and a pinch of salt. Cover rhubarb with the following batter: Mix and sift together 1 c. sifted flour, 1 t. baking powder, $\frac{1}{4}$ t. salt, and $\frac{3}{4}$ c. sugar. Stir in $\frac{1}{2}$ c. chopped nuts. Beat 1 egg until light, beat in $\frac{1}{2}$ c. sour cream. Add to dry ingredients, stirring just until well mixed. Spread mixture over rhubarb. Bake in a moderate oven 350° for 30 to 35 min. Serve warm with cream. Serves 5 or 6.

RHUBARB SALAD

Dissolve 1 package lemon gelatin in 1 c. hot rhubarb sauce (sweetened).

Add 1 c. pineapple juice, and $\frac{1}{4}$ t. salt. Cool until mixture starts to thicken, then add $\frac{1}{4}$ c. nutmeats and 1 c. chopped apples. Chill until firm.

CHOCOLATE ICE BOX COOKIES

Cream together 1 c. shortening, 1 c. granulated sugar. Then add 1 c. brown sugar firmly packed and blend. Add 2 t. vanilla 2 squares chocolate (melted), 2 eggs (slightly beaten). Sift together and add $3\frac{1}{2}$ c. sifted flour, $1\frac{1}{2}$ t. baking powder and 1 t. salt. Add $\frac{1}{2}$ cup nuts finely chopped. Roll and chill in refrigerator. Bake at 345° for 45 min.

Homemaker Visit

By **BERNICE CURRIER**

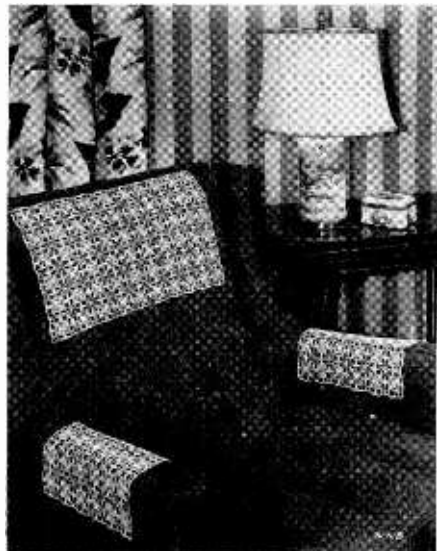
DELICIOUS QUICKIE SALAD

Simmer $2\frac{1}{2}$ c. tomato juice, a small bay leaf, 3 whole cloves, 2 slices of onion, about 10 min. Strain and add a pinch of salt, a pinch of pepper and 1 T. vinegar. Measure out 2 c. while hot and pour over a package of lemon jello. Stir well and chill till partially set. Then add 1 c. chopped celery and 1 c. finely shredded cabbage.

REFRIGERATOR CAKE

1 can sweetened condensed milk, $\frac{1}{4}$ c. lemon juice, 1 c. sliced peaches, canned or fresh, 2 egg whites, 24 chocolate wafers. Blend milk and lemon juice. Add peaches and fold in beaten egg whites. Line pan with waxed paper, cover bottom with layer of fruit mixture, then a layer of crushed wafers, and alternate till fruit mixture is used. Top with crushed wafers. Chill for 6 hours. Turn out on platter cut in slices and serve plain or with whipped cream.

Below you see the pattern which I have to offer this month. A new chair keeps its good looks longer with the help of a fresh chair set. White or ecru sets made of crocheted motifs joined together are especially attractive. Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for May Leaflet.



The Sports Parade

By JIM KENDRICK



The two gentlemen you see in the picture above are none other than Bing Crosby and his favorite side-kick Bob Hope. Bing and Bob recently broadcast a "Welcome Back To Baseball" in honor of the 1950 season. Both boys own shares in major league clubs. Bing strings along with his Pittsburgh Pirates while Bob favors his Cleveland Indians.

As the 1950 Season gets underway only two major league managers are at the helm of the clubs they piloted at the end of the war. They are Connie Mack of the Philadelphia Athletics and Lou Boudreau of the Cleveland Indians. There have been 22 managerial shifts since 1945.

No Sunday exhibition games for Bob Feller this Spring. Bob was a usual attraction in exhibition games in other years, but Manager Boudreau isn't giving him Sabbath work now. Feller says it's all right with him. He feels that bearing down too hard at spring exhibition games the last two springs injured his arm.

Slugger Ted Williams contends that a baseball travels farther in the daytime than in the night air. And Williams can cite his own record to prove it. Last year, he hit 38 homers in 119 daylight games, only five after dark.

News Reporting

By RALPH CHILDS

I attended the annual convention of the Iowa Radio News Association in Des Moines April 14 and 15.

We had several interesting sessions, but the most interesting to me was the panel discussions on the relation of the lawyer to the press and radio.

On the panel was Linn County Attorney Crissman, the prosecuting attorney in the Rutledge Trial.

Now that news is back on a virtual peace-time basis, we in the newsroom are faced more and more with the question: "What to do with crime news?"

Crissman stated that certain sensational aspects of the trial were emphasized beyond their importance, and as a consequence the public was actually misinformed as to what the outcome of the trial should be.

The same thing may be said of the recent Bednasek and other similar trials.

We in the KMA Newsroom have tried to eliminate the sensational, and at the same time present the facts in the news that you have a right to hear. This has meant editing out about nine-tenths of what comes into the newsroom.

Larry Parker and I would like to hear from you anytime about your opinions on these and other things.

In the picture below you see me interviewing Iowa's Senior Senator, Bourke B. Hickenlooper. He is a fine speaker and will answer whatever questions you want to fire at him. It is a real pleasure to be able to present such programs.



Here's The Stump-Us Gang



Here's the Stump Us Gang, and what a time they have at 11:45 every morning. A lot of you folks have 'stumped' them with a song title they couldn't play. At present they're giving away a nice candlewick bedspread as the prize.

Left to right there's Slim Seymour, Eddie Comer, Bob Barry, Mack Sanders, Warren Nielson (Announcer) and Bob Stotts. It looks as if Bob Stotts is half asleep, but the camera just caught him with his eyes closed. And besides, who could find time to sleep during the Stump-Us program?

Some of the song titles nearly drive them crazy—Warren tells us about one title: "The Cat Meowed When Grandpa Threw His Shoe". The Gang doubts if that song title exists. Fortunately, nearly all of the people who send in entries don't make them up, and besides, there's plenty of titles to use. You can find them in song books and that alone keeps the gang on their toes trying to keep up with you.

So don't be afraid to enter and we're certain you'll enjoy listening to the predicaments they get into. Warren catches them if they don't know the title. In fact, he's so fast that the boys are trying to think up ways of holding him back, and it wouldn't surprise us if someday the boys turn the tables on 'Poor Warren' and force him to whistle a few song titles to see if he knows them.

Piano Lessons For "Dee"

Here's "Dee" Pierson practicing piano in our main studio. Every afternoon she spends one hour going over scales and pieces of music. She started taking lessons about a month ago and has now developed a good selection of numbers which she plays for her own enjoyment. These are mainly hymns and semi-modern selections.

"Dee" is also taking lessons on the base violin, or rather it is more correct to say she is receiving base-violin instructions from Mack Sanders. So far, she has made good strides with this instrument. Her music has practically turned into a hobby as well as a profession.

For a hobby at home, "Dee" collects pictures and snap-shots. So far she has several albums of pictures of outstanding musicians, scenic views and snap shots of her family.

This summer "Dee" is planning a two weeks vacation either to visit her parents in Hiawatha, Kansas, or else to visit two of her brothers who live in Maine.

"Dee" also tells us she does a lot of her own cooking in her room since she has equipped it to meet her own needs.

You can hear "Dee" on her own program every Saturday afternoon at 1:45 P. M. ("Dee Pierson Sings"). She's also on the air at 12:30 P. M., 3:00 P. M., and 3:15 P. M. (Mon.-Wed.-Fri.) and at 6:05 P. M. throughout the week.



David & Michael, Sea Captains At Home!



David and Michael Childs, sons of KMA Newseditor Ralph Childs, were caught by surprise when they were busy taking their evening bath. That's Michael looking at you, but David hasn't as yet discovered our photographer eavesdropping on what is certainly a violation of two young gentlemen's privacy.

As you can tell, David and Michael sail boats and splash around, usually taking a half hour to get this chore done. This 'splashing around' is evidenced by the peeled wallpaper at the left, and has resulted in a chore for their father. We'll have to show you a picture of Ralph Childs as a paperhanger in the June issue of the GUIDE.

You can't tell from the picture above, but David lost his first baby-tooth the other day. It seems he got in a mud-fight on the way home from school and the net result was one front tooth missing.

Michael is now 5 years old and looking forward to kindergarten in the Fall. At present, his hobby is dressing like a cowboy. Santa Claus left him a cowboy shirt last Christmas and his Mother, Muriel, reports she can barely get ahold of it long enough for the washing.

The baby of the Childs family is 3 year old Susie. Susie is starting on her coloring and sewing with some educational toys which Ralph bought on a recent trip to Des Moines.



Forecasts for the Month

BIRTHDAYS:

- May 2—Betty Jane Rankin, daughter of J. D. Rankin, Vice-President of the May Seed Company.
- May 5—Elizabeth Saddler, wife of Station Manager Owen Saddler.
- May 9—Bob Stotts, Staff Artist.
- May 10—Wayne Bowman, Transmitter Engineer.
- May 12—Lew Jeffrey, Announcer.
- May 24—Glenn Harris, Program Manager KMA-KMTV.

ANNIVERSARIES:

- May 23—Gladys and "Slim" Seymour, Staff Artist.

BIRTHSTONE: Emerald.

FLOWER: Lilies of the Valley.

ALASKA AHOY!

You will soon hear us talking about a wonderful tour to the Pacific Northwest and Alaska—our 49th state. The tour will be sponsored by KMA and led by Merrill Langfitt.

Merrill is working out details for 106 persons to leave by train to Seattle, Washington, and then depart by ship through the beautiful inland passage to Alaska.

The tour will include stops at Garrison, Mont.; Portland, Oregon; Seattle, Wash.; Victoria, B. C.; Juneau, Alaska's capitol; Sitka, the old Russian capitol.

This tour is planned for relaxation and comfort as well as an interesting time. You'll be on pullman accommodations to Seattle and leave by modern steamship to Alaska, on a scenic and protected route. You'll see the Skyline Drive at Garrison, Bonneville Dam near Portland, the Columbia River Valley and Jasper National Park. This is only part of the planned itinerary.

Moreover, by going together, we'll have the best at low cost.

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MRS CHARLES KRAUSS

SANBORN IOWA

Tucky Saddler's Birthday Party



Tucky Saddler, son of Station Manager Owen Saddler, celebrated his sixth birthday on March 26th.

Left to right: Joey Ennis; Tucky's brother and sister, David and Barbara Saddler; Michael Powers; Tucky; Johnny McNealy; David and Micheal Childs, sons of Newseditor Ralph Childs; Annette May, daugh-

ter of Edward May, are among those ready to enjoy ice cream, cake and chocolate milk at Tucky's birthday party.

When Mother (Elizabeth) lit the candles, Tucky managed to blow them out in one 'puff', so his wish will come true . . . "Many Happy Returns, Tucky"!