

The **KMA GUIDE** 10¢

Vol. 6

MARCH, 1949

No. 3



YOUNG LOVE IN BLOOM

Janet Ely and Billie Field (see p. 5)



"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Lancaster, Missouri

I surely would be lost without your magazine. Would rather do without my meals than the GUIDE.

Mrs. John Readell,
Rural Route 3.

(If you like to eat as much as GUIDE Editors do, this is the nicest compliment we've ever received.)

Henderson, Nebraska

Golly, no! I wouldn't think of missing the GUIDE. With all this bad weather we've had here, we seem to forget everything.

Mrs. Wilma Regier.

(We readily understand and send our sympathy to you folks who have been snowbound this winter.)

Harlan, Iowa

We never look at the thermometer—just listen to Frank Field.

Mrs. I. C. Hicks,
1107 West Court.

(One recent visitor to the studios thought degrees Fahrenheit should be called Frankenheit!)

Shenandoah, Iowa

I want to have the GUIDE sent to my brother in California as soon as I can run down an extra dollar.

Mrs. Earl Glasgo,
503 Evergreen.

(We're rooting for you, Mrs. Glasgo.)

Deloit, Iowa

One good thing about school is that the GUIDE comes when I'm in school and Mama has it read so I don't have to wait when I get home.

Janice Teckenburg.

(Our educational system is wonderful!)

Griswold, Iowa

I received GUIDE as a birthday gift years ago and have enjoyed it ever since.

Mrs. Fred H. Baier,
Rural Route 1.

(Good thought for those of you who have been trying to think of appropriate anniversary and birthday gifts.)

St. Joseph, Missouri

To us it seems as though all the KMA folks are just distant friends of ours.

Mrs. J. G. Janak,
1607 Olive St.

(Thank you, Mrs. Janak.)

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The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; Jim Moore, 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.

Wiota, Iowa

My husband and I know the KMA folks so well we always score 100% on the Kwiz.

Mrs. Earl B. Heath, Jr.

(How have some of you other folks been doing? Why not write and tell us?)

Red Oak, Iowa

Let's have a picture of Buddy Morris in the GUIDE real soon.

Miss Leota Echternach,
Rt. 3.

(Thanks for the suggestion. See the back cover.)

Wallingford, Iowa

I wish GUIDE had more recipes and home hints in it.

Mrs. Le Roy C. Olson.

(For you Mrs. Olson, a recipe for a delicious green salad for St. Patrick's Day: 1 pkg. Lime gelatin dissolved in 2 cups boiling water. Cool. Add 2 chopped pimentos, and 1 c. crushed pineapple, drained. Let set until partially congealed. Whip 1 c. cream in large bowl. Add first mixture . . . then mix thoroughly. Add 1 pint cottage cheese. Chill. Serve in big cubes on lettuce leaves. Top with green marshino cherry.)

Carroll, Iowa

I want you to know that of all the sportscasts that I have ever listened to, I don't believe that I ever heard a better description of a basketball game than Jim Kendrick's broadcast of the Carroll-Shenandoah game.

J. J. Witte.

(For more of the same high-type sportscasting hear Jim's Sports Parade 6:15-6:30 P. M. Mon. thru Sat.)

Farmington, Iowa

Enclosed you will find a check to pay my subscription to 1954!

Mrs. Augusta Nicholson,
Box 302.

(Your faith in us, Mrs. Nicholson, will make us work harder to make this an even more enjoyable magazine.)

A Chat With Edward May

Here you see a picture of my grandfather, Edward S. Welch, who observed his 80th birthday February 8. This year we held open house for him and he was delighted to visit with the hundreds of his friends who called.

The son of pioneering Welsh and Scotch parents, he was born on a farm in Sangamon County, Ill., Feb. 8, 1869, and he and his family came into this section by covered wagon. He attended country schools, town grade schools, and Shenandoah High School. His formal education ended after 3 terms at Western Normal College. But his thorough horticultural training, which started when he was a boy working on farm and nursery crops, continued uninterrupted. He has always been an insatiable reader and a good traveler, having visited most sections of the U. S.; made two trips to Europe and one to Mexico and the Hawaiian Islands.

He can remember when he made 60¢ a day working in the nurseries and when he finally got up to \$3.00 per day.

He can also remember when the family moved to Shenandoah, March 22, 1882. The following April he went to work for Mr. D. S. Lake, Shenandoah's pioneer nurseryman who established the Shenandoah Nurseries in 1870. Mr. Lake was a very capable business man whose advice and example were of great value when he engaged in the nursery business on his own account in 1888, with E. I. Martin, having contracted to grow fruit trees for Mr. Lake. In the spring of 1891, he and Mr. Martin bought Mount Arbor Nurseries. Next year he purchased Martin's share and became sole owner of the small enterprise which he has managed and built into the biggest wholesale nursery in America. Yes, I can say with complete accuracy that E. S. Welch is a "self-made man."

The year 1891 was important to him for other reasons, too, as it was then he married. He has two children: Gertrude, my mother, and Wayne, who is now Mount Arbor traffic manager. He has four grandchildren and also four great grandchildren, all of whom are very fond of him, I assure you.



He has never smoked or drank, and has always found plenty of time for the activities of the Congregational Church, Kiwanis, the Chamber of Commerce, the Masons, and charitable enterprises. As Chairman of the Standardization Committee and as President of the American Association of Nurserymen, he earned national fame. On June 14, 1926, Iowa State College awarded him their "Certificate of Eminent Service."

When I was a child struggling to talk, I called him "Papo", and I still do, because that childhood name has assumed greater reverence through the years and seems to me the only fitting way I can address him. On my first birthday he gave me a dollar; on my second, two; and so on through the years, as it is a tradition with him. He also helped me earn my first dollar. Since he always had big gardens, he would let me come in and cut asparagus and rhubarb and sell the bunches door-to-door. His yard and gardens are beautiful every year and contain just about everything that will grow in this section.

As president of the nursery, he's at his desk by 8 every morning, and almost always puts in a 12 to 14 hour day. He drives his own car and has never had an accident.

Yes, my "Papo" is a wonderful man—and I hope you feel that way about your grandfather, too.

Welcome Glenn



Glenn Cray (5' 10½", blue eyes, brown hair) is a mighty earnest young man who will have an important role in serving you listeners—and readers of the GUIDE.

Despite the fact that he started with us only a few days ago, he has done much work on this issue. He took the back cover picture, the portraits of Mr. E. S. Welch, and Jonny Dickson, and prepared the layout for the printers.

When you folks visit Shenandoah this spring and summer, Glenn who was graduated from the University of Iowa on February 7, will be the fellow who shows you around and introduces you to the people you want to meet.

Despite his youth (22 years old and a bachelor, girls) he has had experience working in the advertising department of the Burlington Hawkeye-Gazette and as business manager of Frivol, University of Iowa's official magazine.

Glenn's favorite hobbies are hiking, photography, reading—and eating Angel Food Cake.

During the last days of the war, Glenn was an Air Corp navigator-bombardier and had the thrill of bailing out of a burning B-24 bomber from five thousand feet.

As a result of this experience, he is in love with Mother Earth and would like to spend his retiring days as a gentleman farmer—"living close to the earth and raising nothing but my hat."

Elmer's Pet Peeve

Open the door, Warren!

Elmer Axelbender's pet peeve is people like Annr. Warren Nielson (left) and Ike Everly (center) who stand and gab in doorways.

In this instance, Elmer had only 30 sec. until airtime, yet he had to stand by and listen to Warren and Ike talking about Everly's prize chickens.

Tain't fair, says Elmer. Not only are you delayed, but also have to bear withering stares when you interrupt them.

There's only one thing which is worse according to Elmer and that's a parrot who tried to supervise his work.

Elmer spends much of his time off the air tuning pianos. The other day he was in a home that boasts a parrot. Every time Elmer would listen to see if a key was in tune, the bird would ask in a shrill voice, "Where's Dixie?" After listening to this for 45 min. Elmer asked the lady of the house, "Pardon my curiosity but who is Dixie?"

"Dixie's our dog", the lady explained. "We left her outside, but since you'd like to see her, we'll bring her in." Dixie came in. Then everytime Polly asked where Dixie was, the dog would bark. Things just get so bad—then they get worse.



Blackwoods Defy Ole Man Winter



l. to r. Billie Freeman, Hilton and Marie Griswold; Doyle and Lavez Blackwood; Miriam, James, and Jimmie Blackwood; Bill and Ruth Lyles; Garland "Cat" Freeman; Cecil Blackwood; and Elaine and R. W. Blackwood. Sammy Holmes, friend of the Blackwood Family in background.

All week, Sun. thru Fri. the Blackwoods battle "ole" man winter on the highway digging themselves out of snowdrifts and making paths thru open fields. (Jan. p. 14).

Come Saturday (their day off) you would expect them to cuddle up by the fire and read a good book. But, no, the entire tribe bring out their sleds and have a merry time sliding on a hill near their home—in 8° below zero weather.

Being of a less hardy breed than the Blackwoods, the poor photographer who

took this picture spent 15 min. thawing his hands in cold water.

While he was doing this, the Blackwoods were building a 3 ft. snow jump-off at the bottom of the hill so they would have the added thrill of flying thru the air on their sleds. Ruth Lyles and Miriam Blackwood took one bad spill, but were up in seconds laughing and ready for more.

Each evening, after 2 or 3 hours in the cold, the entire tribe gathers at one of their homes for a big chili supper and more fun playing parlor games.

BLURP! BLEEP!

No. the faucet isn't dripping.

It's only our new device for securing interviews over the telephone and broadcasting them simultaneously.

This is the way it works. Suppose one of our announcers wants an interview with a government leader in Wash., D. C. He would call him on the phone, inform him that he wanted an interview on the radio and when the Washington man was ready, start the "beeper". From then on you listeners would hear both our announcer and the person being interviewed as if they were in the same room.

COVER STORY

"In spring a young man's fancy lightly turns to thoughts of love."

Chances are little Billie Field (age 3 brown hair and eyes) never has heard these words, however, obviously from the cover picture, he has sensed their meaning.

And his blonde, blue-eyed lady love, Janet (4 yr. old daughter of Engineer Walt Ely) is very much in the spirit of things.

Frank Field (Billie's granddaddy and the man behind the camera) snapped the shutter and stood up with a far away look in his eyes. Yes, spring is in the air.

On The KMA Party Line

With **DORIS MURPHY**

Did you hear a little voice really 'cutting loose' one afternoon when MACK and JEANIE SANDERS were singing on the air? It was their baby daughter, PEGGY JEAN, making her 'singing debut' the day she was 19 months old. You might not have been able to understand her baby words, but she was really giving forth with "Blues in My Heart" with plenty of enthusiasm and poise. Not many make their radio debut at such a young age, and even she had to have the aid of Dusty Owens who held her up within reach of the microphone. If her first appearance is any prediction of her future talent, my guess is, it won't be many years until PEGGY will be a "singing sweetheart of the air."

Of all times to have her tonsils removed: the day before her 6th birthday! But that is exactly what happened to BARBARA, daughter of pianist HILTON GRISWOLD. She got along fine though, and was able to return home from the hospital the night before her birthday. Ice cream slipped down pretty easily next day so ALL the fun wasn't taken out of the eventful day!

Kids will be kids . . . and like most parents Farm Director MERRILL LANGFITT occasionally finds it necessary to reprimand his children when they get a little obstreperous. However, after one recent scolding, he was stumped for an answer when his 8 yr. old daughter JUDY came up with this remark: "Daddy . . . it's funny you sound so sweet on the air, and yet you are so cross at home sometimes!" That won him over. Now he's wondering

how he can get up enough courage to scold them next time they need a little correcting.

The two characters pictured on this page aren't Daniel Boone and one of his followers, but GAYLE MAHER, secretary to OWEN SADDLER, station manager, and myself on a 'Blue Monday' when we arrived at the office to find the furnace had broken down and the thermometer registered 45°. Opening the front door didn't help matters . . . it was 2 below zero outside. Furnace repair men were working frantically to get heat, but in the mean-



time all office employees were piling on everything they could find to keep warm. Sales manager HOWARD PETERSON came to my rescue and loaned me his fur hat and fur lined gloves. Here you see me seated at the typewriter trying to write "hot copy" in the cold. Curiosity got the better of GAYLE MAHER, and she came over all bundled up, to laugh at me . . . and incident-

ally to try to find out how to type while wearing gloves!

How to explain a transcription to a three-year-old is what is puzzling announcer WAYNE BEAVERS. After hearing her daddy giving "Program Previews", a transcribed feature over KMA every Mon. thru Fri. at 10:35 P. M., RAMONA was heard to say: "That's my daddy talking on the radio". Then she paused as if to explain it to herself, and added: "That's another daddy talking." Yes . . . RAMONA is doing her best trying to figure out the mysteries of radio.

Wonder what newscaster RALPH CHILDS was thinking of the night he gave the weather forecast on the 10 o'clock news, then after he got all through said: "Now here's what the weather is going to be

according to the weather forecaster!" With all the snow, ice and cold, weather HAS been important, but not THAT important, that you listeners want to hear it repeated immediately after it has been given once. RALPH found that was a "flub" hard to cover up

Just about the time the 'man of the house' thinks he's getting to be a good cook, the wife comes along and takes the wind out of his sails. WARREN NIELSON found this out recently. WARREN played ping pong one evening, and hurt the muscles in his shoulder. After going to bed, he couldn't sleep, so about 3:30 got up and sat around. About 6 A. M. he decided to get breakfast. Then his wife wakened and joined him at the table. After one sip of the coffee she said: "What is this . . . tea or coffee?" And WARREN had thought it was good! Guess you better stick to broadcasting WARREN, and let your wife do the cooking.

Even though JIMMIE, 8 yr. old son of Chief Engineer RAY SCHROEDER, delayed the church collection plate a little while, he finally got things straightened out. These sitting around JIMMIE thought he was trying to make change . . . and could hardly keep from laughing. The real reason for all the fumbling was that JIMMIE had put a nail in the plate instead of his offering, and had to quickly make a change. The old saying still holds true, that in a little boy's pockets you can usually find everything from "mice 'n 'nails' to puppy dog tails!"

Have you ever heard the alarm clock go off . . . reached over and turned it off . . . then gone back to sleep? If you have, then you know why newscaster LAWRENCE PARKER almost missed his 7 A. M. newscast one cold morning. "PARKS" was

sound asleep when the telephone rang. On the other end of the wire was GLEN O'DAY, control operator, telling him he had only 8 min. to get to the studio! "PARKS" dashed to the bedroom . . . grabbed his shirt, trousers, shoes and top coat . . . finished dressing on his way down the stairs, drove 4 blocks and reached the studio just 1 min. before 7:00. Seven was his lucky number that day! Bet you gals couldn't have made it that quickly.

There is nothing as important in a child's life as a birthday party, and here is DIANE RANKIN, daughter of MR. &

MRS. J. D. RANKIN, JR., celebrating her third birthday. Because most 3 yr. olds take naps in the afternoon, the party was postponed until after naptime and started at 4 o'clock. Favors of hats and horns were given the guests. DIANE received a number of nice gifts among which



were some new records she enjoyed playing, and some pretty new clothes from her grandmother, GERTRUDE MAY. Reading l. to r. are: Rawsor, son of Mr. and Mrs. Wayne Stevens; ANNETTE, daughter of Mr. & Mrs. EDWARD MAY; seated is DIANE, the guest of honor and sister BETTY JANE;; TUCKY, son of Mr. & Mrs. OWEN SADDLER; Charles, son of Mr. & Mrs. B. H. Kolb; Gayle, daughter of Mr. & Mrs. W. C. Tarpensing, and in the front is Sarah Jane, daughter of Mr. and Mrs. R. W. Schlick.

When the phone rings at the EDWARD MAY home, ANNETTE dashes to answer it. One day she had just put on her cap to go outdoors and play, when it rang. She took down the receiver, and without waiting for the party calling to say anything, she said: "You'll have to speak louder because I have my cap on."

KMA DAILY PROGRAMS FOR MARCH 1949

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 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.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:25 a.m.—Betty Crocker
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Judy and Jean
 10:15 a.m.—Edith Hansen
 10:30 a.m.—Ted Malone
 10:45 a.m.—Smile Awhile
 11:00 a.m.—Welcome Travelers
 11:30 a.m.—Mary Foster
 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.—Joy Spreaders (M.W.F.)
 1:00 p.m.—Hawkeye Rangers (T. Th.)
 1:15 p.m.—Gospel Quartet
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—House Party
 3:00 p.m.—Helzberg's Time
 3:15 p.m.—Ike Everly's Trio
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Bob Stotts
 4:15 p.m.—Mack and Jeanie
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden (M.W.F.)
 4:45 p.m.—Joy Spreaders (T. Th.)
 5:00 p.m.—Challenge of Yukon (M.W.F.)
 5:00 p.m.—Straight Arrow (T. Th.)
 5:30 p.m.—Sky King and/or Jack
 Armstrong

MONDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Railroad Hour

8:15 p.m.—Henry J. Taylor
 8:30 p.m.—Fishing & Hunting Club
 9:00 p.m.—Varieties in Rhythm
 9:15 p.m.—Earl Godwin
 9:30 p.m.—Roy Rogers
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—U. S. Marine Band
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Cisco Kid
 7:30 p.m.—Counterspy
 8:00 p.m.—Am. Town Meeting
 9:00 p.m.—Detroit Symphony
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Varieties In Music
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Blackwood Brothers
 8:00 p.m.—Meredith Willson
 8:30 p.m.—You Can Bet Your Life
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Milton Berle
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Cisco Kid



7:30 p.m.—Counterspy
 8:00 p.m.—Go For The House
 8:30 p.m.—Mysterious Traveler
 9:00 p.m.—Child's World
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Varieties in Rhythm
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 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.—Break The Bank
 8:30 p.m.—The Sheriff
 8:55 p.m.—Champion Roll Call
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Voice Of Army
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:15 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.—Merrill Langfitt Interview
 8:15 a.m.—Sat. Jamboree
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Your Home Beautiful
 9:45 a.m.—Sat. Strings
 10:00 a.m.—Judy & Jean
 10:15 a.m.—Keyboard Capers
 10:30 a.m.—Magic Rhythm
 10:45 a.m.—Smile Awhile
 11:00 a.m.—Hormel Girls Corps
 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
 12:45 p.m.—Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Gospel Quartet
 1:30 p.m.—Buddy Morris
 1:45 p.m.—Dusty Owens
 2:00 p.m.—Mack & Jeanie
 2:15 p.m.—Dusty Owens' Trio
 2:30 p.m.—KMA Country School
 3:00 p.m.—Judy & Jean
 3:15 p.m.—Ike Everly
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Bob Stotts

4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Speaking of Songs
 5:30 p.m.—House of Mystery
 6:00 p.m.—Johnny Thompson
 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.—Famous Jury Trials
 8:00 p.m.—Little Herman
 8:30 p.m.—KMA Country School
 9:00 p.m.—Nat'l Barn Dance
 9:30 p.m.—Hayloft Hoedown
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 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.—Frank and Ernest
 9:30 p.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Southernaires
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Editor At Home
 12:30 p.m.—National Vespers
 1:00 p.m.—Blackwood Brothers
 1:30 p.m.—Mr. President
 2:00 p.m.—This Week In Review
 2:15 p.m.—The Honeydreamers
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—Future of America
 3:15 p.m.—Dick Todd
 3:30 p.m.—Opera Concert
 4:00 p.m.—Sunday With You
 4:30 p.m.—Quiet Please
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Greatest Story Ever Told
 6:00 p.m.—Pat Novak For Hire
 6:30 p.m.—Mayor of the Town
 7:00 p.m.—Frankie Master's Band
 7:30 p.m.—Proudly We Hail
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Theatre Guild
 9:30 p.m.—Don Wright Chorus
 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 seems I remember making a promise to you last fall that there would be a new picture of some member of the Field Family on this page each month. Well this picture will be new to the younger generation. The older folks will remember having seen it about 25 years ago. You will notice that "butch" haircuts were popular after World War I, just as they are among the ex-G. I.'s now.

Also you will find a new picture of a member of the Field family on the front cover. I had planned on using it on my page, but it was such a cute one we put it on the front cover instead. Now hunt up the July, 1945 GUIDE and see how much those two kids have changed in 4 years. Yes, both of them will be 4 years old in May.

The most exciting happening in our Tribe this past month was that my youngest grandson, Shannon Bellamy, all of a sudden started walking. I think he realized that he would be one year old on February 24th and decided that it would be a good thing if he could walk before he was a year old. Of course, he has been pulling himself around chairs and coffee-tables for several months, but apparently lacked the nerve to start out on his own with no additional support. One evening about the middle of February, while Peggy was in the kitchen, Shannon was playing in the living room, and she heard him calling "Mamma, Mamma". She dropped everything to see what was wrong, and there he was walking around



laughing and yelling "Mamma" at the top of his voice. He hasn't yet found out how to turn himself while he is in motion. If he happens to be headed south and wants to go west he goes sideways like a crab. If he happens to want to go north he just goes backwards. By the time you receive this GUIDE, he will undoubtedly have learned to steer himself and make turns while he is in motion. Don't be misled by his saying "Mamma" as that is the full extent of his vocabulary so far.

At the time I am writing this, many of the sideroads are still completely blocked by snowdrifts and there is anywhere from 2 to 3 feet of frost in the ground. It certainly doesn't look as if we would get our Sweet Peas planted by March 1st this year. In fact, everything points to a late spring and a cold wet March and April. That means that you will have to take advantage of every smallest break in the weather if you want to get your early garden in at all early. In fact, the long range forecasts are warning us that we might have a killing frost after the first of May.

I don't know about you, but I am going to use hot-caps again this year on my tomatoes and peppers and I think I will also use them on part of my cabbage and head lettuce plants. Not so much to keep them from freezing, but to make little greenhouses for them so as to make them grow and mature better.

P. S.

Just as I thought. At the time we are going to press, Shannon has just about completely mastered the art of walking (mostly it is running). He loses his balance occasionally, but not very often.

Kitchen Klinik

By ADELLA SHOEMAKER

Since we've been having a bread series three times a week on Kitchen Klinik, I thought you might enjoy a recipe for Raisin Nut Bread. It is especially fine for sandwiches, either cream cheese, or just plain butter. It's a delicious moist bread that keeps well. Nut breads of this type are better made the day before.

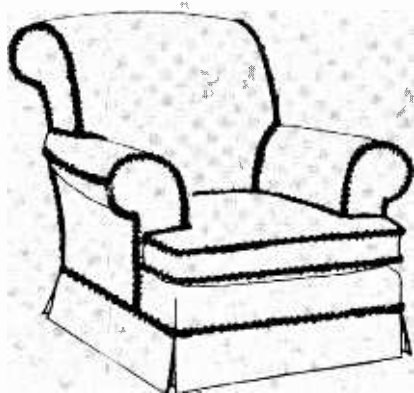
RAISIN-NUT BREAD

Cream 2 T. shortening and $1\frac{1}{2}$ c. light brown sugar firmly packed. Add $\frac{1}{2}$ t. salt and 2 beaten eggs. Dissolve 2 t. soda in 2 c. boiling water. Pour over 2 c. raisins and let stand till cool. Add to the first mixture. Sift together 1 t. baking powder, and 3 c. sifted flour. Add 1 c. black walnuts to flour. Mix all together. Bake in greased loaf pan in moderate oven one hour. Makes one large loaf.

Of course, every homemaker wants to beautify her home at a minimum expense. So this month I have a slipcover pattern which will not only solve your problems but is also easy to make.

Anyone who can use a sewing machine can make slipcovers. The economy of making your own slipcovers plus the decorative value of new color and texture in your home makes slipcovering a worthwhile venture.

If you would like this pattern, send a letter with self-addressed, stamped envelope to Adella Shoemaker, KMA, Shenandoah, Iowa. Ask for March 1949 Leaflet.



Grass Root Notes

By MERRILL LANGFITT

What is a KMA Farm Day such as we are planning next month? Briefly it's a day set aside to entertain and educate thousands of our farm friends who like to visit us. Have you ever thought of the planning and work connected with one of these days? First the theme or main idea must be chosen. It might be Weed & Insect Control as on last July 28 or a general subject including commercial fertilizer use, grasshopper control, growing better legumes etc. We are now discussing such a theme for our first 1949 event.

Next we arrange for speakers, or specialists from our agricultural colleges, and people to demonstrate equipment under field conditions. Then we select a place to hold the event. It must have good facilities for carrying on demonstrations as well as the ability to accommodate a large crowd. And it must be easily reached by car or plane. After these preliminary details are finished, we call the Highway patrol and ask them to control road traffic. The Sheriffs in nearby counties, local boy scout troops and the national guard are also called upon to aid us. Arrangements for food must be made; rest room facilities provided; first aid station, nurses and doctors, and ambulances available in case an accident happens, fire fighting units alerted, etc. Entertainment must be arranged for, public address systems set up, speakers platform built, broadcast schedules formulated.

Then we must let you folks know about it—by radio, newspaper, farm magazine, hand bills and all other means we know. We even take out insurance in case it should rain.

The day arrives—everyone available is on the job to keep the program moving and to make you feel welcome. It's been a big day—in fact a big month from the time we started the ball rolling until we have ushered the last car out of the parking lot and bid you goodbye as you head for home. Everyone is tired, but it's been a good day.

Homemaker Visit

By BERNICE CURRIER

Spring's just around the corner. And, of course, that means spring house cleaning and beautifying. Here are a few hints that will make your cleaning tasks lighter. A cloth dipped in liquid wax or some other light oil will pick up dust on bed springs and keep them from rusting. By adding a few drops of denatured alcohol to your window cleaning water you can overcome the hazard of it freezing to panes in unseasonable spring weather. Equal parts of vinegar and linseed oil applied with a soft cloth will remove old ink spots on varnished desk tops.

So much for the cleaning. Now for the fun—the home beautifying.

The floor is foundation for all decorating. With new carpeting your home will take on new life.

When I visited the Hunt Carpet Co. 24th and Farnam, Omaha, last month I was truly amazed at the new colors, textures and patterns available in a price range to meet any budget. In the picture below see Mr. Hunt (center) and Mr. Anderson showing me illustrations of popular 1949 patterned carpets and rugs which this year feature an array of colors—light, dark or mute.

By the way, the National Home Fashion Show will be held at Hunt's (24th and Farnam, Omaha) from March 1-10. I surely don't want to miss this fine showing and know that you won't either.



A Bull's Eye



One minute before this picture was taken the Langlitt family (l. to r. Merrill, Beverly, Judy, Bruce and Cel) lined up 9 ft. away from the target shown above and each threw a dart.

Lo and behold Beverly hit the bull's eye! That look on her face is understandable pride—and amazement.

Beverly who is 11 years old (hazel eyes and light brunette hair) spends as much time as possible outside playing with Brownie, the children's springer spaniel. Just a few hours before this picture was snapped Brownie limped home after coming out second best in a battle with the neighbor's hound. Judy (8 yr.-old brunette with blue eyes) and Bruce (9 yrs., brown eyes and hair) joined Beverly in a tearful lament that made Mother think a canine funeral would surely be held before sunset. However, as dogs will, Brownie was soon up and around—bright as ever.

By the way, Bruce has been helping Daddy build the basement recreation room, part of which you see above. In return Merrill spends a like amount of time playing marbles on the living room floor as part of their man-to-man agreement.

Judy's favorite pastime is dressing her dolls in her own version of the latest Paris styles. Cel tells us that she has surprisingly good taste for one so young.

Mother's hobby? One look at her happy, healthy brood will tell you—cooking!

Program Personals

By JIM MOORE

"I'm hongery!"

Between 7:00 and 7:30 P. M. Tues., Thurs., and Sat., you're bound to hear these words several times from Pancho, the paunchy hombre pictured below (left). His handsome comrade in adventure (right) is none other than "Cisco Kid", the Robin Hood from south of the border.

"C. K. Watch for the Day" I suppose you've all been wondering what it means. Well, the day is here and C. K. stands for the "Cisco Kid" and his escapades three times a week.

The character on whom this new radio series is based was created by O. Henry out of his varied experiences in the Rio Grande country before the turn of the century.

During his lifetime, this famed story teller never made more than a few hundred dollars from any of his renowned tales, but he always managed to find peace, quiet and a regular diet while writing—by tossing a brick thru some convenient window. The local constable would always put him in jail and O. Henry would have several weeks to get his story on paper.

If you'd like a real thrill, it's the "Cisco Kid" (7:00 P. M. Tues., Thurs. and Sat.) for the kids—and Mom and Pop.



Smile Awhile



"There are smiles that make you happy—" and pictured above are two that really do the job.

Since veteran radio performers Marge Parker and Steve Wooden started their new show, "Smile Awhile" (10:45-11:00 A. M. Mon. thru Sat.) there has been much added happiness for listeners.

The smooth combination of Marge's organ music and Steve's singing is no accident, but the result of 27 years experience in music and radio.

Marge (reddish brown hair and green eyes) started playing the piano when she was 6, and became a regular radio artist when she married Newscaster Larry Parker on October 8, 1929 in Yankton, S. Dak.

Steve began his career playing the guitar and singing at country dances in 1932. His first radio experience was at an old-time station located in the dome of the Missouri State Capitol.

He has the dubious honor of being the only man who ever put a radio station off the air by playing a guitar.

One night he hit an especially high note that reverberated so loudly it blew a fuse in the control room!

A Mystery Solved



Now it can be told.

For 12 years radio listeners near Salina, Kans., have been trying to solve the Mystery of the Masked Singer who appeared and disappeared within a few heart throbbing months.

Just the other day, Jonny Dickson (pictured above) dropped an unguarded word and the secret was out. It all started when Jonny, a sandy-haired, hazel-eyed youngster from a farm near Washington, Kans., won second place in an amateur contest. The program director of a Salina radio station was so impressed that he hired Jonny, placed a silver mask over his eyes and told him to sing.

Within a few months the boy from the farm had progressed so rapidly that a larger station employed him and told him it was safe to come out from behind the mask. Well, thru some oversight no one ever told the whole story and today there are people walking the streets of Salina wondering who was the Masked Singer of 1937.

By the way, Jonny first came to KMA in 1938. He started by singing on Country School and was soon a featured artist. Reminiscing the other day, he recalled that two of Earl E. May's favorite songs were "Blue Hawaii" and "The Yellow Rose of Texas". On one Country School program, Mr. May had Jonny sing "Blue Hawaii" three times!

Donnie Comer

Donnie, 7 yr. old son of Eddie Comer, is following in his father's footsteps.

Poppa Eddie began blowing the clarinet when he was 6, was playing for dances when he was 10, and went to work for a radio station at the age of 14.

Now his auburn-haired, brown-eyed son is moving up the time schedule. Donnie started singing at 3, made a few guest appearances several years ago on Nishna Valley Neighbors (6:00-6:15 P. M. Mon. thru Fri.) and recently has been singing on Country School.

His beautifully embroidered shirt is some of mother's handiwork. She spent many hours making one for both Donnie and Eddie so they would have matching outfits.

The other member of the family, Vicki Ellen (11 yrs. old, taffy blonde hair, brown eyes) is also musically inclined. She plays the flute.

That peculiar looking thing into which Donnie is singing? Yes, it's a microphone—one of the newest and best. However, Mack Sanders tells us every time he sees it he feels more like shaving than broadcasting!



**HARRIS SCOOPS
REPUBLICAN MEETING**



The time was 3:03 and 40 sec. P.M. Thurs. Jan. 27. The place main ball room of Hotel Fontenelle, Omaha, Nebr. It was a tense moment. A vote was being taken to decide who would run the Republican Party for the next 4 years. When the final tabulation was released, Program Manager Glenn Harris hurried to the phone, called us at the studio, and gave the story and we broadcast the news minutes ahead of any other station, network, or national news service.

As if this wasn't enough, he returned to the ballroom and recorded the first interview with re-elected party chairman, Hugh Scott (right above).

This scoop was the climax of a week of interesting interviews with national leaders in the Republican Party such as Senators Brewster, Butler and Wherry. Our hat is off to you, Glenn, for an excellent job of radio reporting.

ANOTHER SCOOP

Charles Sawyer, Secretary of the U. S. Dept. of Commerce, member of the President's Cabinet and leader in the national party now in power, also spoke into a KMA microphone last month during his trip to St. Louis for the 30th Annual Convention of the Mississippi Valley Association.

Because of his understanding of national problems and the farm scene, Merrill Langfitt was chosen by his fellow radio and press men to ask questions at Mr. Sawyer's public conference.

Afterwards, Merrill secured an exclusive



**Forecasts
For The
Month**

BIRTHDAYS:

- Mar. 7—Buddy Morris, staff artist.
- Mar. 10—Warren Nielson, announcer.
- Mar. 10—Julia Cherny, daughter of Eng. Franz Cherny.
- Mar. 22—Jack Josephson, Control Operator.
- Mar. 24—Gayle Maher, secretary to editorial chairman.
- Mar. 26—"Tucky" Saddler, son of editorial chairman, Owen Saddler.
- Mar. 26—Michael Childs, son of News-editor Ralph Childs.
- Mar. 29—Donald Hansen, son of Home-maker Edith Hansen.

ANNIVERSARIES:

- Mar. 1—Marie and Hilton Griswold, pianist for Blackwood Quartet.

BIRTHSTONE: Bloodstone.

FLOWER: Violet.

KMA KWIZ

1. Who interviews a country editor somewhere in KMA area each week? (Febr. 49 p. 15).
2. Which homemaker has a father who has taught Sunday School for 35 years? (Jan. '49, p. 4).
3. What announcer has a cat that spent a day and night perched on a neighbor's roof? (Dec. '48, p. 4).
4. What's the name of the accordionist that joined our staff in Nov. '48? (Nov. '48, p. 11).
5. What entertainer is the world's worst skater? (Oct. '48, p. 4).

Each correct answer gives you 20%. If you received 100%, you're a mental wizard; 80% go to the head of the class; 60% not so good, but still passing; 40% tut! tut! you flunked.

- Mack Sanders.
3. Jim Kendrick. 4. Dusty Owens. 5. 1. Merrill Langfitt. 2. Bernice Currier.

interview for you listeners. Then, a few days ago, he scooped the country by bringing Sec. of Agr. Brannan before our microphone for a discussion of farm support prices. Take a bow, Merrill.

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MRS CHARLES KRAUSS

SANFORN IOWA

Brother, Can You Spare A Tow?



Like many motorists this winter, Buddy Morris has had his troubles.

The other morning his wife, Leona, who had been visiting a friend several miles south of Shenandoah called for him to pick her up. Since the sun was shining and he had only a few miles to drive, Buddy jumped in the car without his overcoat and drove merrily away.

He had no more cleared the city limits than putt! putt!—then complete silence.

"Couldn't be the lack of gas", he

thought. "Just filled the tank day before yesterday." He pulled up the hood. At that moment Anncr. Warren Nielson and his pint-size auto came over the crest of the hill. Seeing a fellow radioman in distress, Warren stopped and offered his assistance. However, being a more thorough mechanic than Buddy, he checked the gas gauge immediately and found it registered empty. Buddy had forgotten two personal appearances for which he had driven several hundred miles!