

The

# KMA GUIDE

10¢

Vol. 6

FEBRUARY, 1949

No. 2



## BE MY VALENTINE

l. to r. Dusty Owens, Betty Russell and "Cupid" Jimmie Stotts

See p. 14

**"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"**



Little Sioux, Iowa

I file each year's GUIDES, all twelve issues, in a loose leaf notebook cover. The young people enjoy looking at them so very much.

*Mrs. Luca Stansberry.*

(An excellent idea!)

Powell, Wyoming

We enjoy the GUIDE so very much a way out here. We can never hear KMA except when we are visiting our folks in Nebraska, then we listen to you every minute that we can.

*Mrs. Jake Eschler,  
472 Hamilton St.*

Floris, Iowa

Let's have more pictures of the entertainers' children!

*Phyllis Meredith.*

(See the front, back covers, p. 7, p. 12 and p. 13.)

Milan, Missouri

During the years that I have taken the GUIDE, I have never seen my name on p. 2. (The Mailbox.)

*Mrs. Harrison V. King,  
Rural Route 3.*

(In acknowledging your request, Mrs. Harrison, we thank all readers who send us letters each month. We truly appreciate them. Many of our best suggestions for articles come from you folks.)

Nebraska City, Nebraska

Everybody around here fights over the GUIDE when we receive it. Thank you very kindly.

*Louis Stoll,  
Rt. 1.*

(First time we've been thanked for starting a fight!)

Portland 16, Oregon

We do hope that next year we can come to Shenandoah to see and hear the programs.

*Mr. & Mrs. Harvey Simmons.*  
(The welcome mat is always out.)

Nebraska City, Nebraska

Here's my renewal for the GUIDE. I'm like all the other women. I don't want to miss out on anything.

*Mrs. Bert Robertson.*

(Women are wonderful!)

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Smith Center, Kansas

Work stops when the GUIDE comes. Just have to sit down and read it right away.

*Mrs. Robert Drew,  
214 W. New York St.*

(Good Idea. Minutes of relaxation add years to our lives.)

(The following letter was received from a winner in the recent "Family Times" word-building contest.)  
Paullina, Iowa.

The news that I had won a radio-phonograph was really very thrilling. I immediately sent "Family Times" a letter of thanks and a few days later received a note from them stating that my prize had been shipped from Washington, D. C. and would arrive within three weeks. We can certainly make good use of that radio especially during the winter months when there is more time to listen.

As you no doubt know, the requirements in this contest were to see how many four-letter words one could make from the sentence "Family Times is Always Your Friend". My entry contained a total of 2,100 words and it was quite some job to check them all for accuracy in the big dictionary. But that's the kind of work I enjoy. We heard the announcement of the contest just five days before it closed, over KMA, and we certainly had to hurry to beat the deadline. I may as well tell you that my sister had to help me in order to get that entry in before the closing date. However, we feel well repaid for our efforts.

And now about myself—I am a middle-aged farmer and live with my father and a sister on a quarter section farm in Cherokee County, Iowa. I am not married. My favorite pastimes are reading and listening to the radio. I like good books, good music and my favorite hobby is, of course—contesting.

*Peter Wallin.*



## A Chat With Edward May

In this issue we tell you about the winter sports enjoyed by our staff. Although I like several, my favorite is ping pong. Here you see, from l. to r., John Topham, Garden Seed Mgr.; Glenn Harris, Program Mgr.; myself; Bill Overby, Advertising Dept.; and the hand of Bob Bauge, our landscape architect. We had quite a ping pong party at my house the other night and devised a variation of the regular game in which we could all participate at once. We call it "Ping Pong Round Robin" and the point is for each man to take only his own turn in hitting the ball and then run around the table. Naturally lots of confusion and fun results and, if you like ping pong, I recommend you try it sometime.

At the start of each year I think it wise for us to reappraise ourselves—to examine ourselves and see just what and who we are. This is the greatest farming area of the world, but do you farmers realize how very important you are? Do you know that 65% of all the new wealth

of this country originates in agriculture, and that the other 35% comes from such natural resources as mining, petroleum, and such?

Do you know that Americans who are the best fed actually pay less for their food than any other people on earth? We spend only 24¢ of each dollar for food, but an Englishman spends 35¢; an Italian, 55¢; and the Chinese and Hindus, 90¢. That is why we can afford such a high standard of living, and you, Mr. Farmer, have performed the miracle.

Our farm production has increased 35% over the 1935-39 average and agriculture's gross assets today are 122 billion dollars, making it America's greatest industry exceeding those of transportation and steel and iron combined.

Farm income now is at an all-time high. Farmers have 22.3 billions in the bank which is available for spending without drawing on current income.

Yes, the business side of farming is the healthiest it has ever been. The good farmer is a good manager, and I know you will plan carefully this year and continue to solve your problems successfully. And we will keep right on doing our best to help you with our big radio farm department.

## The Bowlers



Announcer Jim Kendrick (under the pins) wishes that bowling balls were feather filled.

Southpaw Jimmie started with a 16 lb. ball, found that too heavy, tried a smaller one and finally decided that marble playing is a much better sport. He has lost over 20 pounds since the last time he bowled and this lack of weight made the ball seem very heavy. Of course, judging amateur boxing matches for 3 hours the evening before might have been a contributing factor.

All night long he complained of not being 'close enough to the pins' so Program Manager Glenn Harris (at right) remedied the situation in the picture above.

Glenn is a good bowler (average 165) and has played in several tournaments in Minn. It was he who talked poor Jimmie and Engineer Franz Cherny, into driving 146 miles from Shenandoah to Atlantic and back to bowl 2 lines.

Franz could very well be the inspiration for the song, "His Feet's Too Big." His shoe size is 14 triple A and, of course, he couldn't find bowling shoes. He had to bowl in his stockings!

## The Skater

'He glides o'er the ice with the greatest of ease,

That daring young man—Steve Wooden.'

Pictured below you see a beautiful illustration of how *not* to skate.

For several weeks Steve told modest (?) tales of his ability on skates so finally Ike Everly, Elmer Axelbender and Frank Field gave him a chance to exhibit his prowess. Without warning, they drove him to a pond east of town, gave him a pair of skates and sat back to watch.

The pond was covered with snow and rather than clear several hundred yards without the help of the boys who stayed in the warm car, Steve tried to skate over it. As you can see, they caught him without gloves or ear muffs in 10" above zero weather.

In the 15 minutes he was on the ice, Steve took many spills because of the snow and uneven ice. See those pencils in Steves' pocket? He needed them to keep track of the number of times he fell.

As they were driving away from the pond the car got stuck in the snow. Steve sat inside in the warm while the boys did the pushing. He laughs best who laughs last.



## The Skiers



"If at first you don't succeed, try again". This is the motto of Mack and Jeanie Sanders pictured above.

This summer the Sanders tried roller skating and Mack almost broke his neck.

Well, they are back at it again, but this time they've picked a safer sport (they say). Mack tells us that snow is much softer to land on than the floor of a rink.

At present Mack and Jeanie have a tough work schedule. They are learning 40 new songs for you listeners and to relax from singing, they put on skis and glide down several gentle slopes near their home.

Mack who was reared in Montevallo, Ala., says this is the first winter he has truly enjoyed since he came north 4 years ago. Of course, little Jeanie, 5 ft., brown hair, and eyes is an old northerner having lived in Kansas and South Dakota.

By the way, the Sanders have broken their streak of bad luck (Jan. GUIDE). Last month was a quiet, pleasant one with a visit from Jimmie Pierson, Jeanie's brother. Jimmie, also a radio entertainer, appeared on KMA several years ago. At present he is working at a Bangor, Maine station.

Mack tells us that his friendly "feud" with Ike Everly has ended. To celebrate their reconciliation they picked up their guns and went "gunning" for rabbits—instead of each other.

## Polio Strikes

Several days before Christmas, David, 6 year old son of Engineer Ralph Lund, was stricken with infantile paralysis. He had been mildly ill for three weeks but symptoms of polio did not develop.

After a paralysis diagnosis, he was rushed to Children's Hospital in Omaha and placed in the isolation ward for 5 days.

All the latest methods of physical therapy were used. Hot moist packs with blankets and wax silk proved to be one of the most effective treatments.

By Christmas, David was out of isolation and on the road to recovery. He received many gifts including a wind-up tractor, football, color books, crayons and toy cars, from generous Omaha citizens.

By the way, Mary Foster, roving reporter, (Mon. thru Fri. 11:30 A. M.) interviewed children in the polio ward just a few days before David came there.

The picture below was taken by a World-Herald photographer and appeared in several hundred newspapers.

David returned to his home on Jan. 8 and since that time has been building weakened muscles by a system of exercises. Fortunately no permanent paralysis has resulted.



## On The KMA Party Line

With DORIS MURPHY

Christmas day in the RALPH CHILDS household was great fun! Because of RALPH'S broadcasting schedule on that day, their big turkey dinner was postponed until Sunday. But that didn't mean they weren't well fed on Christmas! No indeed . . . because that day each member of the family designated what he or she wanted to eat.

Like most youngsters, the four CHILDS' kiddies wanted such favorites as hot dogs, hamburgers, pop, chocolate milk, potato chips, bananas, cookies, candy and other tidbits, while daddy and mother preferred T-bone steaks. The children watched eagerly while daddy wrote down the wishes of each one. STEVIE, age 8, was very specific about what he wanted. MICHAEL, thinking what-

ever STEVIE said was just about right, would always say: "Me too!" Instead of writing down the same item twice, RALPH would use "ditto marks". DAVID, age 5, noticed daddy was making marks instead of writing. Quickly he spoke up: "What are those marks?" "Ditto marks," replied RALPH, "It means the same thing." A look of distress hurriedly passed over the face of 3 yr. old MICHAEL. He didn't know exactly what it all meant, but he realized it was beside HIS name daddy was making ditto marks. Puzzled and with a tinge of disappointment in his voice, he looked up and said: "I DON'T WANT ANY DITTOS!"

The young man with the friendly smile is DAVID, 6 mo. old son of MR. & MRS. OWEN SADDLER. This picture was taken unexpectedly one day when DAVID and



his mother came to the office for daddy. While they waited in the car, editor Jim Moore happened by. After being greeted with one of DAVID'S happy grins, Jim suggested ELIZABETH bring the baby into the office and he would take his picture. So here you see DAVID . . . seated in the corner of dad's davenport, and getting his first training for radio by having his picture taken. As you will notice, he liked the idea! He was wearing a new light blue snow suit he had received from Santa. DAVID is very long . . . measuring

around 28" . . . is good natured and never cries unless he's hungry. At the time he was born, his hair had a reddish cast, but it has been gradually getting lighter and now he is a blonde. At home he gets plenty of attention from his admiring sister, BARBARA and brother, TUCKY.

"Poetry in prayer" seems to be ANNETTE MAY'S latest accomplishment. For days, her parents noticed she had been

trying to put things in rhyme, but their real surprise came when they heard her saying her prayer one night:

Jesus loves me—Silent Night.

Jesus loves me—Holy Night.

Jesus loves me—Every Night.

Jesus loves me—Tonight.

Jesus loves me—Goodnight.

It was no fault of KENNETH APPLE, pianist with the BLACKWOODS, that his listeners didn't hear the solo he played for them! He played his best . . . but what he DIDN'T know, was that he was off the air. When the clock said 1:15 P.M. and none of the BLACKWOODS except DOYLE had arrived at the studio, he assumed the others were late. DOYLE, seeing KENNETH was unaware of the fact the BLACKWOODS were using a transcription that day, thought it would be fun to play

a joke on him. He gave KENNETH the signal to play the theme! Then DOYLE, in a dignified manner stepped to the "dead" microphone and announced the other boys were late in reaching the studio, but in the meantime KENNETH would play a solo. KENNETH played beautifully . . . and just as he was about to finish, DOYLE burst out laughing and said: "You can quit now . . . you're NOT on the air!" Now we're waiting to see what joke KENNETH will think up to play on DOYLE!

Arriving home from work one snowy day, Program Manager GLENN HARRIS was surprised to see his walks had been shoveled. Inquiry revealed BRUCE, 9 yr. old son of MERRILL LANGFITT, who lives next door, had been the one who had shoveled the snow. GLENN gladly paid the lad for his work, appreciating having it done. But imagine GLENN'S embarrassment next time it snowed, when he came home to find HIS walks all nicely cleaned . . . and his neighbor and co-worker MERRILL, out shoveling HIS OWN. Guess BRUCE . . . like most alert young boys . . . had figured he would put forth his efforts where it would be most likely to "pay off". MERRILL is "wising" up now . . . he'll probably figure out how he can get home late next time it snows, so BRUCE will have plenty of time to shovel BOTH walks!

Ice, snow and fog caused all kinds of grief to KMA entertainers in January. Returning home New Year's Eve from Carroll, Ia. a trip of 115 miles, BUDDY MORRIS, MARGE PARKER and ELMER AXELBENDER got on the right route, but turned the opposite direction and went a long distance before they discovered their mistake. Consequently they didn't reach

Shenandoah until next morning, just in time to go on the air at 8:15. The following day, New Year's, MACK and JEANIE SANDERS also had bad luck. Just as they drove into the driveway at the home of MR. & MRS. IKE EVERLY, to let them out, their car got stuck in the snow. It was 2 A. M. and very cold. They had just returned from a personal appearance in Council Bluffs. MRS. EVERLY became so nervous over the mishap and worried because MACK and JEANIE would have to walk home, that she became ill and fainted in the doorway. She came out of the faint just as her husband IKE carried her into the house. Next morning it was necessary to get a tractor to pull out the car. Clarinetist EDDIE COMER also felt the "pangs" of winter when he got a hard fall on the ice, while carrying armloads of instruments to the car, as the gang was loading up for a show in Council Bluffs. Iowa winters are plenty rugged, eh!



You've seen a picture of JUDY AND JEAN (Nov. GUIDE, p. 5), the smooth harmonizers who entertain you each morning at 10 A. M. This month we thought you might like to see a picture of JEAN, husband and baby. In private life they are MR. & MRS. VERL CARTER and JUDY KATHLEEN, age 17 mo. They live in a down-town apartment and each morning MR. CARTER goes to work at a grocery a block away, and JEAN takes JUDY to the home of her parents, where her grandma cares for the baby while JEAN is at the studio. JUDY, JEAN'S sister and singing partner, is not married. She lives at home with her folks. Both girls have brown eyes and hair. There is only one years difference in their ages . . . JUDY DICKERSON now being 23 and JEAN 22.

# KMA DAILY PROGRAM FOR FEBRUARY 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.—Time Out  
 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  
 1:30 p.m.—Bride and Groom  
 2:00 p.m.—Ladies Be Seated  
 2:30 p.m.—House Party  
 3:00 p.m.—Judy & Jean  
 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.—Nishna Valley Neighbors  
 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.—Straight Arrow  
 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.—Nishna Valley Neighbors  
 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.—Blackwood Brothers  
 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.—Nishna Valley Neighbors  
 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.—Nishna Valley Neighbors  
 6:15 p.m.—Sports Parade  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather

AMERICAN BROADCASTING COMPANY



7:00 p.m.—Abbott & Costello  
 7:30 p.m.—Counterspy  
 8:00 p.m.—Our Job Is Manhattan  
 8:30 p.m.—Mysterious Traveler  
 9:00 p.m.—Great Scenes  
 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.—The Thin Man  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

### FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 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.—This Is For You  
 9:45 a.m.—Sat. Strings  
 10:00 a.m.—Abbott & Costello  
 10:15 a.m.—Keyboard Capers  
 10:30 a.m.—To Be Announced  
 10:45 a.m.—Steve Wooden  
 11:00 a.m.—Junior Junction  
 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.—Treasury Band  
 6:15 p.m.—Bert Andrews  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather  
 7:00 p.m.—Kay Starr  
 7:30 p.m.—Famous Jury Trials  
 8:00 p.m.—Little Herman  
 8:30 p.m.—Amazing Mr. Malone  
 9:00 p.m.—KMA Country School  
 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 p.m.—News Summary  
 7:15 a.m.—Blackwood Brothers  
 7:30 a.m.—Back To The Bible  
 8:00 a.m.—Music Time  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Frank and Ernest  
 9:30 a.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.—Honey Dreamers  
 2:30 p.m.—Newstime  
 2:45 p.m.—Your Country Editor  
 3:00 p.m.—Future of America  
 3:15 p.m.—Songs By Great Singers  
 3:30 p.m.—Air Force Hour  
 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  
 6:00 p.m.—Go For The House  
 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.—Jeræns 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**

As you have probably noticed, the theme threading its way through this month's GUIDE is "Winter Sports". I racked my brains and scratched my head for some time trying to figure out what my winter sport was. All I could think of that would come any where near filling the bill would be taking snow pictures.

Photography is not only my hobby, but part of my job as well. In fact, hardly a day goes by without someone coming along and wanting a picture taken of this, or that.

Needless to say, whenever we have one of those soft clinging snows I usually manage to get 3, 4 or a dozen snow pictures. Just at Christmas time we had that kind of a snow. It was soft, and heavy, and wet, and came straight down without a breath of air to blow it off or pile it into drifts.

This picture you see on this page was taken just west of my garage looking northeast. You can see the garage on the left hand side of the picture and if you look quite closely you can see the end of the house in the background through the branches of a pinoak tree. The bush in the foreground so beautifully festooned with snow is a good specimen of *Philadelphus Coronarius*. The one to the left of the path is a beautiful *Morrowi Honey-suckle*. They were planted 6 or 8 years ago and it really is quite a job pruning the branches enough to keep the path between them open for passage into the lower part of the garden.

In order to make the shadows show up on the brilliant white snow, as well as to show depth and texture in the snow, it

was necessary to use a K-2 filter. The time was one-hundredth of a second at stop 22. If you have been disappointed with snow pictures in the past I think you will be very agreeably surprised if you try using a K-2 filter. The film used was Eastman's Super Double X. I use this film for practically all pictures, both indoors and outdoors with both flood lights and flash bulbs. It is sufficiently fast to allow stopping down enough to sharpen detail, and broaden the focal depth.

That Christmas day storm was about the only snow we have had this winter to

amount to anything. The three bad Nebr. storms by-passed us almost completely. We barely missed the one of January 18th which caused so much trouble in Kans. and Mo. The fringe of it left us about 2" of snow together with some below zero weather.

I can hardly wait to start

spring work in the garden; and I suppose you folks are about the same way. Keep in mind that sweet peas should be planted just as early in the spring as you can possibly get them in the ground. I always try to get mine planted the last week in February if at all possible. I plant the seed about an inch and a half deep and almost touching in the row. Naturally I inoculate them with garden nitrogen at planting time to give them that little extra kick. I usually plant one oz. of Early Flowering Mix and one oz. of the new Cuthbertson Mixed. It is very hard for me to see any difference, as both are very good. I drive a steel post at each end of the row and stretch a telephone wire tightly to the top of the post. Then I take string and weave it back and forth about 6" apart between the two wires and the sweet peas just seem to love it.



## Kitchen Klinik

By ADELLA SHOEMAKER

February is a party month. It's a good time to entertain, since you have Lincoln's and Washington's birthdays, and Valentine Day to offer food and decorating ideas. Here are two good desserts, and one easy salad to use all through the month.

The first is a glamorous cherry filling to use between the layers and over the top and sides of our Silver Layer Cake.

### CHERRY FILLING

Soften 1 T. gelatin in  $\frac{1}{4}$  c. cold water 5 min. Put in top of double boiler and add the juice and finely cut maraschino cherries from an 8 oz. bottle,  $\frac{1}{2}$  c. sugar,  $\frac{1}{8}$  t. salt, and  $\frac{1}{3}$  c. blanched chopped almonds. Stir until dissolved. Remove. Chill until it starts to congeal. Whip 2 c. heavy cream, add  $\frac{1}{4}$  t. vanilla, and  $\frac{1}{4}$  t. almond flavoring. Fold in the cherry mixture. Spread between layers and on top. Chill several hours.

### CHERRY TARTS

Cut rounds of pastry the size of a saucer. Fit over the backs of muffin tins, and pleat to fit firmly. Extra dough around base may be cut away with sharp pointed knife. Prick with fork, and bake in hot oven until straw color. These may be made the day before.

Pour off the juice of a quart of home-grown sour red cherries. To 1 c. juice, add 2 T. cornstarch and  $1\frac{1}{2}$  c. sugar. (If cherries have been canned with a heavy syrup, add sugar to taste.) Cook over low heat, stirring constantly, until clear. Add cherries, and cook a little longer. Then take from stove and cool. Just before you are ready to serve, spoon cherry mixture into baked tarts, and top with sweetened whipped cream. A piece of mild cheese is good with the tarts.

### BING CHERRY SALAD

Dissolve 1 box of cherry gelatin in 2 c. boiling water and juice from a pint of bing cherries. Cool. When it starts to congeal add the bing cherries and  $\frac{1}{4}$  c. whole blanched almonds. Use individual molds or cut in squares, or serve on a lettuce leaf.

## Grass Root Notes

By MERRILL LANGFITT



Before we know it spring will be here and then all of us will be head-over-heels in farming. I use the word WE because your problems in agriculture immediately become ours. Ours in the sense that we must fight your problems with you and solve them as quickly as possible.

No doubt you have heard about our "Six Year Farm Program". We know you need help to eliminate farm income losses so we have budgeted \$65,000 to study your problems and aid you in fighting insects, diseases and other losses. Money doesn't grow on trees and our income has to be earned just like yours, but on your farm, if you can spend \$300 to save a \$5000 corn crop, you do it. By the same token if we can spend 6 or 7 thousand dollars to help save a three billion dollar crop in our area then we must do that because prosperous agriculture means prosperity for everyone.

Along with you, we have problems in raising livestock, in conserving our soil, in beautifying the farmstead, problems in human and animal nutrition and many others. All of these things are included in the KMA "Six Year Farm Program". Farm service at KMA is on the move. If some days are 24 hours long for us, it will be because we have a responsibility to you—our KMA farmer. Our main objective is to reduce the losses which occur on all our farms and which rob us of millions.

## Homemaker Visit

By **BERNICE CURRIER**

Adella Shoemaker and I are working together this month to add zest to your February parties. She has given you recipes for cherry filling, cherry tarts and Bing cherry salad. Now I am suggesting a tangy cheese pastry which makes a perfect combination with cherries, the traditional February fruit.

### CHEESE PASTRY

First, sift together  $1\frac{1}{2}$  c. sifted flour and  $\frac{1}{2}$  t. salt. Cut or rub in  $\frac{1}{2}$  c. shortening until mixture is crumbly. Add  $\frac{1}{2}$  c. grated sharp cheese, and mix well. Then add 3 to 5 T. cold water a little at a time, until dough is just moist enough to hold together. Divide dough into halves and roll out one-half. Line a nine-inch pie pan with rolled out dough. Roll the second half thin for the top crust, about one inch larger around than the pie. Prick a design or an initial into the rolled out top. Fill the pastry-lined pie shell with cherry filling, dot with butter or margarine. Moisten edges of bottom crust and place top crust over filled pie pan. Press edges together firmly. Trim the top crust one-half inch beyond rim of pan. Turn extended edges under edge of bottom crust. Flute the upstanding rim. Bake the pie in a moderate oven  $375^{\circ}$  for 45 min.

For a Valentine centerpiece, make a Valentine treelet. Cut 21 wires from 10 to 14 in. long, having each one a different length. Hold together and place in a wide flat dish with modeling clay for base. Bend the wires outward as branches and with pliers make an upward hook at each end. Put small red hearts on each hook and tie a tiny red bow where hook is. The guests names can be written on the hearts with white ink.

If your youngsters have a set of Lincoln logs you can make a wonderful centerpiece for Lincoln's birthday by building a small log cabin; or a rail fence around a flower arrangement.

Program Manager Glenn Harris and Engineer Cherny recently 'covered' the Republican party meeting in Omaha.

## Hi Ho, Silver



Bad men, beware!

Jimmie Blackwood, the roughest, toughest hombre east of the Pecos is on your trail. Jimmie, 5 yr. old son of Tenor James Blackwood has really been "riding high" since Santa Claus gave him a cowboy outfit (black felt hat with trim, grey and black shirt, black trousers and red leather boots.)

And he would be riding even higher if he could just find himself a "hoss", such as Silver, the Lone Ranger's steed.

Like all true cow pokes, he doesn't parade round in his "Sunday suit" all week. Santa also delivered work shirts and jeans for every day wear.

During recent weeks, Jimmie's fame as a cowboy has spread far and wide. Twice a week he gets fan mail from an admirer (his grandpa) in Mississippi. These letters addressed only to "Two Gun Jim", "Wrangler Blackwood" and "Dead Eye" really give the mailman fits.

With his daddy's voice and his own cow punching ability, he may be taking his place with Roy Rogers and Gene Autry in years to come.

Right now Jimmie's branding cattle to pay his way thru kindergarten (smile when you say that, pardner.)

## Let's Go Sleddin'

These are the most used words around Bass Bill Lyles' home these winter days much to the consternation of his wife, Ruth. She was reared in Chattanooga, Tenn. and has had a difficult time becoming accustomed to northern winters particularly when she receives letters from her sister in Tenn. saying "the jonquils are blooming".

Ruth (5' 5", auburn hair and green eyes) tells us that she likes sports—when the temperature is above 70". She is an excellent tennis player and poor Bill (6' 2", 150 lbs., blond hair, and hazel eyes) received several bad beatings on the courts last summer.

For the last two months his favorite (?) pastime has been clearing 400 ft. of sidewalks around his home.

At present Ruth is hibernating—when the children, Gary age 3 (left in picture below) and Billy, age 7 (right) will let her. Since Bill is out on personal appearances practically every day, Ruth has the job of pushing the sled. She says her hobby is gaining back some of the pounds which she has lost behind the sled. Her present weight is 125 lbs. However, Ruth is not complaining since the outdoor life has given the boys rosy cheeks and unusually good health.

Incidentally, Mrs. Lyles is a most unusual woman—she disclosed her weight without prompting!



## Program Personals

By JIM MOORE



Ah, there's good news this month!

Five spanking-new shows are either on the air now or will be within a week or so. First of all, "Art Linkletter's House Party" heard regularly Mon. thru Fri. at 2:30 P. M. moved to the American Broadcasting Company and KMA last month. In the picture above you see Art and his two sons, Robert (left) and Art, Jr. as they helped Poppa. From the looks of the picture, they didn't have much paraphernalia to move.

The second new show is "Little Herman". Each Sat. from 8:00 to 8:30 P. M., this program tells the story of an ex-crook-turned-honest who keeps all of his old cronies on the 'straight and narrow path'.

Then for you outdoor sportsmen there is the "Hunting and Fishing Club" each Mon. evening at 8:30 with all kinds of helpful hints on landing the 'big one' that got away last year.

Fourth on our parade of new shows is "Straight Arrow" Mon. at 9:00 P.M. and Tues. and Thurs. at 5:00 P.M., story of a western Robin-Hood who brings justice to the lawless West.

"Songs by Great Singers" every Sun. from 3:15 to 3.30 P. M. presents the finest vocalists in the world.

## Welcome Travelers

This is exactly what we did when Mr. and Mrs. John Eskew returned to their home on the outskirts of Shenandoah after appearing on Tommy Bartlett's "Welcome Traveler" show heard regularly each week-day at 11:00 A. M. from the Sherman Hotel, Chicago.

As a Christmas gift, the Eskews who are both 72 years young, received a trip to Chicago paid for by their children. One morning while staying with their daughter, Hanna Gills, in a suburb of the Windy City, John announced that he "was going downtown to get on 'Welcome Travelers'". Since there are several thousand people who try to get on the program every day, daughter Hanna laughed and said jokingly she'd give her father a dollar for every dollar's worth of mer-



chandise he got on the show. Well, Hanna is not only 'eating her words', but also adding up the cost of a 100% wool blanket, an entire men's wardrobe, an electric mixer—and a pair of long underwear. John said he disliked pajamas and had always slept in "longies" so toward the end of the program Tommy Bartlett gave him a free pair. Not only did John get on "Welcome Travelers" but also he set an all-time record for one interview—11 minutes.

Now, here's the payoff, folks. John promised Bartlett a free pig if he would come to Shenandoah. No promises understand, but if you'd like to have Tommy come here with his show, write us a letter. We'll send them to Tommy and, if he comes, we will give a big, free party.

### BE MY VALENTINE—(Cover Story)

The young man shot thru the heart, but obviously feeling no pain is Dusty Owens, our handsome 6 ft. brown haired accordionist. His pretty blond "Valentine" is Betty Russell, a blue-eyed lassie from Dusty's old home town, Flint, Michigan.

Dusty and Betty met at his cousin's birthday party and since have been seeing each other regularly. It was not love at first sight—but only after three flat tires and one faulty auto jack. The story? Well, on their 4th date, they had a series of punctures and finally the jack collapsed leaving the axle on the ground. After 6 hour's work and very little fun, Dusty finally took Betty home. When she accepted his next offer of a date, he knew she was the girl for him.

Their favorite pastime is going to movies. Betty tells us there is only one thing she likes better—seeing Dusty pitch baseball.

Michigan ball fans are still talking of

the tournament when Dusty struck out 21 men in 9 innings and turned in a no-hit-no-run game.

After this little exhibition of skill, young Owens had several offers from the major leagues, but turned them down to continue with his music. Are we glad!

However, Dusty's prowess on the mound and accordion is more than equalled by Betty's ability at sewing and cooking . . . or more precisely baking. Dusty has yet to taste Betty's first homemade meal, but he claims that her banana cake is sheer wizardy.

Oh, we almost forgot Cupid Jimmie, 4 yr. old son of Bob Stotts. Never have we seen a matchmaker with such a serious manner. From the moment he walked in for the picture he was all business. He never said a word, but sized up his target (Dusty) and adjusted his diapers. Before we could stop him he actually shot one arrow! Fortunately there were no casualties.

## Country Editor



Above you see Merrill Langfitt interviewing Fred Hill, editor of the Hamburg Reporter for 'Your Country Editor' heard at 2:45 P. M. Sunday. Each week this program visits a newspaper office somewhere in the KMA area to tell the story of the community as seen thru the eyes of the editor.

In the 4 months this program has been on the air, we've found many brilliant men sitting behind the desks in small newspaper offices and we're happy that we can help them reach a larger audience than they otherwise would by giving them time on our radio station. In return we have learned much. You will, too. Listen next Sunday. Then write us a note giving the name of your newspaper editor and Merrill will interview him some time in the future.

### HARD LUCK BOYS

The Blackwood and Gospel Quartets have had a long run of bad luck since they were snowbound in Holdrege, Nebr. (Jan. GUIDE).

R. W. Blackwood discovered last month he had pulled several ligaments in his feet while pushing the car and has been using a cane since. Moreover, he has sinus trouble and tonsillitis which may necessitate an operation.

'Cat' Freeman cut his arm on glass from a door which was slammed in his face.

And to make matters worse, the boys were caught in another storm and had to drive all night thru blinding snow from Topeka, Kans. What next?



## Forecasts For The Month

### BIRTHDAYS:

- Feb. 1—Donald Everly, son of staff artist Ike Everly.
- Feb. 2—Ralph Lund, Engineer.
- Feb. 8—E. S. Welch, Mrs. May's father & Pres. of Mt. Arbor Nurseries.
- Feb. 11—Vicki Ellen Comer, daughter of staff artist, Eddie Comer.
- Feb. 17—Barbara Ann Griswold, daughter of pianist, Hilton Griswold.
- Feb. 20—Gary Lyles, son of bass Bill Lyles.
- Feb. 24—Walter Ely, Engineer.
- Feb. 26—Jonny Peterson, son of Howard O. Peterson, Sales Mgr.

### ANNIVERSARIES:

- Feb. 6—Betty and Ralph Lund, Engineer.
- Feb. 10—Ruth and Ray Schroeder, Chief Engineer.
- Feb. 23—Gladys and Eddie Comer, Staff Artist.
- Feb. 28—Leona and Buddy Morris, Staff Artists.

### KMA KWIZ

1. Who is the Blackwood Gospel Quartet's new pianist? (Jan. '49 p. 14.)
2. What member of our staff recently built a garage? (Dec. '48, p. 12.)
3. What weather commentator takes many of the pictures which appear in GUIDE? (Nov. '48, p. 10.)
4. Which announcer likes to finger his ear as he broadcasts? (Oct. '48, p. 10.)
5. Which couple on our staff (he's a newscaster; she's an organist) likes to spend quiet evenings at home listening to records?

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

1. Kenny Apple. 2. Merrill Langfitt. 3. Frank Field. 4. Wayne Beavers. 5. The Parkers.

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MRS CHARLES KRAUSS

SANBORN IOWA

## O'er The Fields We Go



**Back Row Standing, l. to r. Stevie Childs, Doris Murphy, Michael Childs, Inez Keeton, Ray Freeman, Mrs. Betty Freeman, James Richard Schroeder, Eddie Burrichter, Mrs. Walter Ely, Kathy Peterson, Susan Ely, Merrill Langfitt, Bruce Langfitt.**

**Front Row Sitting, l. to r. Beverly Langfitt, David Childs, Judy Langfitt, Carole Ann Burrichter, Mrs. Dick Schlick, Sarah Jane Schlick, Annette May, Mrs. Howard Peterson, Jonny Peterson, Barbara Saddler, Tucky Saddler, Caroline Ely.**

O'er the fields we go.

Happy as can be—in a country style sleigh, pulled by a modern tractor.

Ed May acquired this sled several weeks ago and a group of adults including Ed and his wife, Eleanor; Merrill and his wife, Cel; J. D. Rankin and his wife, Frances went for a ride.

Well, the children heard of this and

contrived in the manner known only by youngsters to have a sleighing party for themselves.

For several hours one evening they glided merrily over the landscape and finally came to the studio restaurant for hot chocolate, hamburgers, pop corn and all the other things that make children happy.