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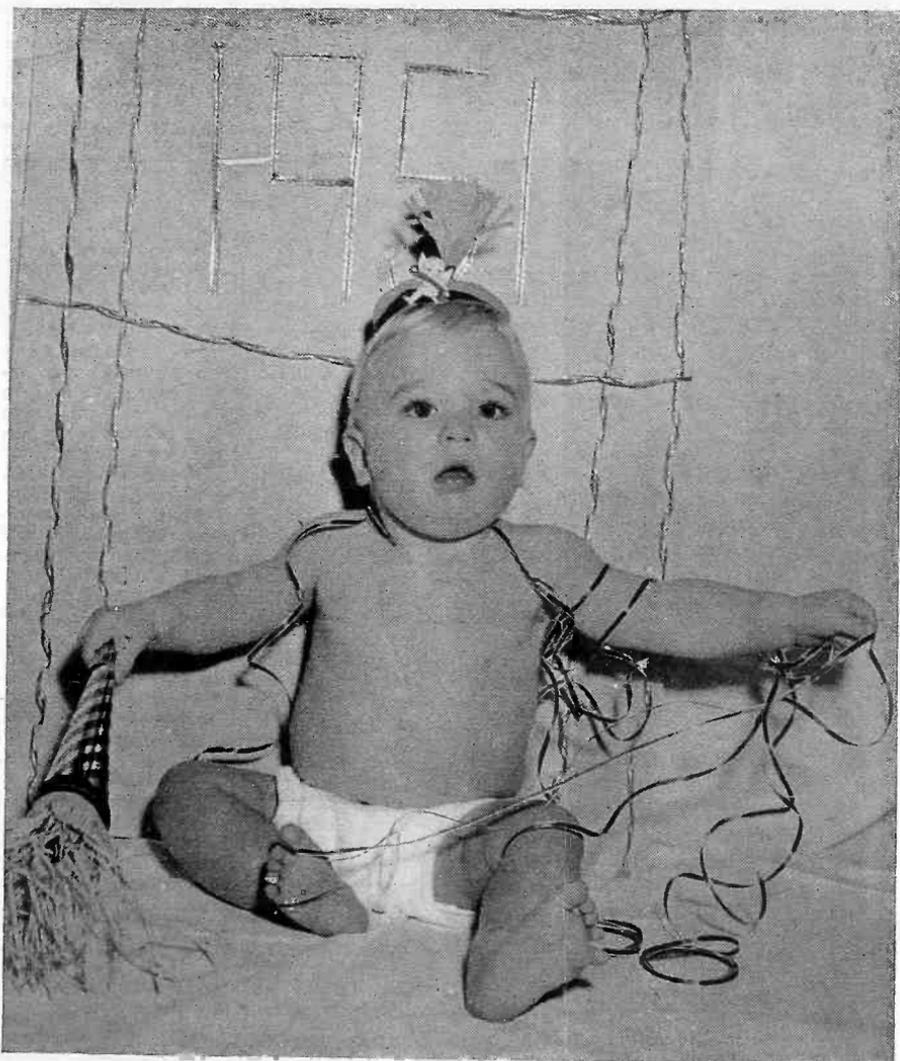
KMA GUIDE

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Vol. 8

JANUARY, 1951

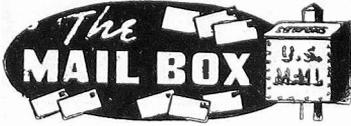
No. 1



Little Jon Celebrates New Year's

(See Page 2)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Bloomington, Kansas

I received your letter telling me that my recipe had been chosen for your Cook Book. I was very surprised but happy that my recipe was considered good enough to be used in the Cook Book. I enjoy trying new recipes although it doesn't make my family very happy. This Cook Book will be one of my prized possessions.

Mrs. Louis Schweitzer

(Congratulations are in order for all of you ladies whose recipes appeared in the "1951 KMA COOK BOOK". We know you will not receive too much opposition from your family, Mrs. Schweitzer, when you try these recipes. They are all very delicious.)

Lincoln 8, Nebraska

Enclosed you will find \$2.00 for the renewal of my GUIDE subscription. A year passes so quickly, and I don't want to miss a single issue.

Mrs. C. J. Ovenden

Alta, Iowa

A dollar is enclosed for the renewal of my subscription for another year.

I am the mother of three children. My oldest daughter's name is Karen Marie Andersen, whose initials are KMA. The initials of all three of my children (Karen, Marion and Alberta) are also KMA. How's that for being real KMA fans.

We enjoy the radio station so much and when the GUIDE comes in the mail I don't do a thing until it is read.

Mrs. Albert S. Andersen

(When we receive letters like yours, Mrs. Andersen, it makes all of us here at KMA work just a little harder to bring our listeners the kind of programs they enjoy.)

Glenwood, Iowa

Find enclosed one dollar to pay for the GUIDE another year. We sure enjoy

The KMA Guide

Vol. 8

No. 1

JANUARY, 1951

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; Harold B. Arkoff, 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.

Cover Boy—

Happy New Year From Little Jon

If that pensive look that Little Jon Ely is giving on the cover of this issue is any indication, we aren't just sure what to expect in 1951. But we choose to believe that he is just a little surprised at having his picture taken while he was busy giving the New Year a royal welcome.

Jon is the 13-month-old son of KMA Transmitter Engineer Walt Ely and Mrs. Ely. He was born on the eighth anniversary of Pearl Harbor, December 7, 1949 so with this, his second New Years, the celebrations are already old stuff.

Father Walt claims that Jon is already showing "marked" interests in things concerning engineering. Some of his current feats include pulling out wiring cords and playing with the carpet sweeper. He also developed a "great interest" in photography while he was having this picture taken and insisted on being allowed to play with the flash bulbs . . . or no picture!

Blond-haired and blue-eyed, Jon has three older sisters, Caroline, 13; Suzanne, 10; and Janet, 5. Both Walt and his wife, Erva Nell, were raised in Nebraska. They met in Clay Center, Nebraska, where Walt was working for a radio station.

When Jon was born the Elys followed through with their family custom of buying a new car every time they have a new baby. Walt never did explain what would happen if they ever had twins or triplets!

every issue. You seem just like a great big happy family trying to send happiness to everyone. Wishing you another successful year, I remain,

Mrs. Kelly Carnes

A Chat With Edward May



I am writing this copy between Christmas and New Year's and I hope you had a very fine Christmas. We did at our house, and Santa Claus left many fine presents for all of us. This was Karen's first year to understand about Santa Claus, so on Christmas morning Karen and Annette were two excited girls when they rushed downstairs to see what Santa had left them around the Christmas tree. He didn't forget them and now we have two cowgirls at our house complete with cowboy boots, shirts, gun and holster. Annette received the doll she wanted and Karen received her little red wagon.

Speaking of cowboys, many of you who have listened to KMA for several years will recognize the cowboy in the above picture. He is Al Sloey, formerly of KMA, now a member of the Riders of the Purple Sage. The Riders of the Purple Sage have made about twenty movies with Roy Rogers. The above picture was taken while the quartet was in Shenandoah recently making personal appearances and visiting former friends and relatives. The third member of the picture is my brother-in-law, J. D. Rankin, who grew up at Tarkio, Mo., with Al Sloey. Seeing and hearing the Riders of the Purple Sage was quite a treat for many of us and we are always happy to learn that former members of the KMA family are doing as well as Al Sloey.

Al met Foy Willing, who heads the Riders of the Purple Sage, while singing

in a show in Oklahoma City. Foy marveled at this Missouri boy with a particularly good tenor voice, and made a mental note to get Al into a group of Western singers that he was thinking of organizing. This dream later came true, and that's how Al, today, is one of the charter members of the Riders of the Purple Sage.

This is the time of the year to make New Year's resolutions and all of us at KMA resolve to bring you the kind of programs you most enjoy. Your cards and letters help us determine your likes and dislikes so we appreciate hearing from you. Did you ever stop to think that the richest men in the world cannot buy everything that the poorest men in the world can receive free from his radio?

And, what a blessing it would be to us if our news broadcasts were filled with only happy stories about men and women enjoying the fruits of God's earth, instead of the stories about the power-riden who use the world and the people in it as pawns to achieve their own selfish power.

As we settle down for winter, which I hope is a short one, we are facing a future which has many dark clouds. May the coming year bring you health and happiness, and we all live with the fervent hope that peace will prevail through the world in order that your children and mine may live and grow in a world free of the hanging clouds of war.

KMA Broadcasts Plus Personal Appearances Keep Gospel Quartet Hopping 'Round Midwest

A personal appearance one night in Cedar Rapids, Iowa . . . the next morning 275 miles across the state to Council Bluffs . . . and again that night a long drive northward to Vermillion, South Dakota! Add daily KMA broadcasts in between and multiply it by six months and there you have the life of the busy Gospel Legion Quartet boys since they began their work at KMA last July.

The boys, whose average age is nineteen, enter into all their activities, however, with the enthusiasm that only comes with being wrapped up in their work. They sing their spirituals, gospel songs and hymns with warmth and sincerity.

Two of the group have recently been married. Don Randall was the first to leave his bachelor's roll when he was married in November, (GUIDE, December, 1950) and on December 23, Pianist Wayland Freeman was married to Una Mae James of Malden, Missouri. Wayland is the newest member to join the quartet.

All of the vocalists, however, are charter members of the group. Richard Crow sings first tenor, Don Randall is the second tenor, the baritone is Everett Linville and Verdel Sorenson sings bass, as well as acting as leader and moderator for the quartet. Interesting experiences are always happening to the Gospel Legion boys on the broadcasts and personal appearances.

Once, for five or six weeks, Verdel kept thinking that his pants seemed just a little bigger than usual. And, unknown to Verdel, Don Randall's pants were turning out to be quite a snug fit. Finally, they told each other about their troubles and found out that they had been wearing each other's trousers for six weeks.

The quartet usually averages six personal appearances a week in addition to their daily KMA broadcasts (Monday through Saturday 7:30-7:45 A.M., Saturday afternoon 2:00-2:15 P.M.; Sunday 7:30-8:00 A.M.)

They have appeared in six midwestern



Left to Right, standing: Richard Crow, Everett Linville, Verdel Sorenson, Don Randall. Sitting at Piano, Wayland Freeman.

states—Iowa, Nebraska, Missouri, Kansas, South Dakota, and Minnesota.

Do You Know That . . .

Paul Pippert, KMA announcer, will be married January 21st to Wava Withers of Mason City, Iowa, Paul's hometown. Wava is a beauty operator in Mason City.

* * * *

Wayne Beavers, KMA program director, was recently promoted to 1st Lieutenant in the volunteer reserves of the Corps of Military Police. Wayne is attached to a Shenandoah reserve outfit, the 5029 Post, Camp or Station Training Unit.

* * * *

One of the KMA Transmitter Engineers, Wayne Bowman, will enter the service on the fifteenth of January in Omaha. Wayne is twenty years old and has been a member of the KMA Staff for the past year and a half.

* * * *

Roland Jennings of Elmo, Missouri will join the KMA engineering staff Jan. 8. Roland is married and has one child.

KMA-KMTV Celebrates At Christmas Party

Sixty-two staff members and their wives, from KMA and KMTV, our sister television station in Omaha, got together for their annual Holiday get-together at the Shenandah American Legion Country Club during the holiday season.

Honored guests at the party were Mrs. Earl May, and Mr. C. C. Bridges of the KMA-KMTV accounting department. Mr. Bridges, one of the oldest employees of the company, will retire from his duties this month.

After the turkey dinner, Glenn Harris, KMA-KMTV General Program Mgr., acted

as master of ceremonies and asked each person present to stand, introduce themselves to the group and then give four words which described themselves, each word to begin with the first letter of their first name. The results proved to be very entertaining.

Then, several KMA staff members presented an hilarious mock radio program sponsored by a fictitious product, "Klogit". The program depicted the finals of the "Gigantic Klogit Jingle Contest" and unsuspecting guests from the audience were called to the mike to read "their entries". The winner was to receive a long list of "valuable" prizes which included a bottle of Drawcab—which is "Backward spelled Backwards".

At the bottom of this page are several pictures taken at the party.

At Top: Clockwise beginning with Mrs. Earl May at far end; Ed May; Mrs. Ed May; Owen Saddler, General Mgr. KMA-KMTV; Mrs. Saddler; Glenn Harris (back of head to camera), Program Mgr. KMA-KMTV; Mrs. Howard Peterson; Howard Peterson, Sales Mgr.

At Center: Left to right: Jack Josephson and Wayne Bowman, KMA engineers; Pat Lucas; Steve Wooden, KMA personality; Mrs. Wooden; and Mel Mains, KMA Farm Service Department.

At Bottom: Left to right at far end of table: C. C. Bridges and Mark Eischeid, both of KMA-KMTV accounting department; Mrs. Eischeid; Walt Ely, KMA engineer; Mrs. Ely; Warren Nielson, KMA announcer, Mrs. Nielson; Don Burrichter, KMA engineering supervisor. Near side of table; Mrs. Wayne Beavers (back of head to camera); Wayne Beavers, KMA program director; Mrs. Frank Field; Frank Field, KMA weather expert.



On The KMA Party Line

With **DORIS MURPHY**

"Wash Day Blues" may become the theme song of KMA's recent bride DEE PIERSON RANEY, if old man trouble doesn't stop bothering her on wash day. It all started when she discovered there was no clothes line in the basement of the apartment house. CALVIN volunteered to put one up for DEE. Everything went a-long fine until DEE had the line completely filled with fresh washed clothes... and all of a sudden the washing fell on the floor. The line had broken! That meant a second washing... after she had repaired the clothes line. By the time the clothes were back on the line the second time, it was 10:30 and DEE knew CALVIN would be home for lunch at 11:30. Almost in tears she stepped to the phone and called him... suggesting he eat down town. Having an understanding husband CALVIN made everything alright by suggesting they both eat out. However... that

was only the beginning of their wash day troubles! Another Monday rolled around and the spout came out of the washing machine, letting the whole tub of water out on the floor. It wouldn't have been so bad... but the floor doesn't have a drain! To top it all off, she raised the lever on the wringer to run the heavier pieces through, and then couldn't get the lever back down. This necessitated her wringing all the clothes by hand. "And that's really a job, when you have sheets!" said DEE. I imagine about the first thing this young couple will do, is to start saving for a brand new washing machine.

Three year old PEGGY SANDERS is a little too young to know how to keep a secret, but her mother JEANIE, thinking it would be fun to tell PEGGY what she planned to buy daddy for Christmas, showed her a picture of men's gloves in a Catalog.

Apparently, PEGGY absorbed the idea. Several days later PEGGY and her daddy were in the living room when suddenly PEGGY said: "Mommie got you glubs!" Not understanding her at first, MACK asked again what she had said. This time PEGGY really let the cat out of the bag when she replied: "Mommie give you glubs... from Santa Claus!" Laughingly MACK went to the kitchen and asked JEANIE if she had gotten him gloves for Christmas. Surprised, JEANIE said: "Yes... how did you know?" Then she learned PEGGY had revealed the news... even though her baby talk wasn't very plain and she had said 'glubs' instead of gloves.

When EDDIE COMER and STEVE WOODEN get goin' on the bass fiddle... watch out... anything can happen. And

it did... twice in one day! The bridge on the bass fiddle came off and flew clear across the studio. If you were listening, you probably heard the big crash. Yes sir... those boys really have been playing 'hot fiddle' to send that bridge a flying through the air like that!

What do you think of my new office assistant curled up in the letter basket on my desk? She



came in uninvited and certainly made herself at home. I was busy at my typewriter one morning when I heard the crackling of papers back of me. It sounded as if a mouse was in the room. I quickly turned my head in the direction of the noise and there was this cat turning around in the basket trying to get comfortably located. She seemed so contented and started purring whenever I reached over to stroke her soft fur, so I didn't have the heart to put her outside. She stayed for about a three hour nap... and next morning at the same time made me a return visit. When GUIDE Editor HAROLD ARKOFF walked in and saw her, he immediately rushed back to his office for the camera and came in and took this shot. The cat belongs to the May Seed Co. farm seed building next door, but when it gets real cold she likes to come in where its warm and take a

snooze.

If you've ever smelled the odor of roquefort cheese when it has gotten hot and started to melt, then you know why announcer JIM KENDRICK gagged and almost got sick when he walked in the studio one day. The engineers had been enjoying a sample of cheese. Wanting to save a piece for an absent engineer, they left the roquefort in a box on top of the transmitter. Heat from the machinery soon warmed it up, causing an offending odor in the control room. That gave the boys an idea. Knowing JIM had a very sensitive sense of smell, they slipped into the studio and put the loud smelling cheese in the waste basket. Soon JIM rushed in to take the program. One whiff was all he needed to make him turn almost green. Then he started searching for the cause of the odor. Finally he located the cheese.

Amid the laughs of the entertainers who were in on the joke, JIM dashed to the door and pitched out the cheese just in time to get back to the mike for the opening announcement of the program. Did any of you listeners get a whiff of it over the air?

The studio telephone rang! It was 11:15 p. m. Someone

asked for LEE SUTTON, m.c. of the hillbilly record program on the air. Upon answering, LEE heard the voice of a man who said he lived in Essex and wanted a dedication. LEE kindly consented to make the dedication, but every time he would try to end the conversation the party at the other end of the line would keep right on talking. Not wanting to offend a listener, LEE tried to be polite, but all the time kept worrying about getting back to microphone. Finally after 20 minutes, the party hung up. Days later . . . LEE found out it was MACK SANDERS who had played a joke on him. Right away LEE decided he would get even. So one night he got his chance. He called MACK at his home at 9:50 one night telling him they were going to transcribe the "Supper Time Frolic" show at 10 o'clock and for him to be at the studio in just 10 minutes. MACK was already undressed and ready for bed. Thinking it was rather strange they would be transcribing a show that

late at night, MACK asked JEANIE to check with one of the other entertainers to see if he had gotten a call. In the meantime he was quickly throwing on his clothes. Since no one answered at the number JEANIE called, they assumed he had left for the studio, so MACK quickly jumped in his car and drove to KMA. He had made it in the ten minutes as it was just 10 P.M. when he walked in. There with a big grin on his face stood LEE SUTTON. He then knew that LEE had played a joke on him and was getting even. And to rub it in even more, LEE said: "Well now that you are here, you can take me home!"

Here is a picture of Homemaker ADELLA SHOEMAKER with son GEORGE and his bride, all looking at the new "1951 KMA Cook Book", being given with



each subscription or renewal to the KMA GUIDE. ADELLA assisted in the assembling of the cook book, and in helping check recipes, and, of course, the minute it was off the press, she was eager to see it and to try out the recipes. GEORGE is pointing to one recipe that especially appeals to him and he

wants his mother to make it. His bride JOAN is also taking a great interest in cooking, and with ADELLA's guidance, she no doubt will turn into a good cook. This recipe book containing 100 favorite recipes of KMA homemakers is certainly proving popular. They've been going out fast. Send \$1.00 for your KMA GUIDE subscription and you'll not only get the GUIDE for a full year, but also the "1951 KMA Cook Book" at no extra cost.

It's always good to have the children home for Christmas and this year our family enjoyed a visit from my son TOM who is working in New York. I flew into New York the week before Christmas, then returned home with him. There were sixteen present at our family reunion, including a brother and his wife from Los Angeles, so we had a wonderful holiday visit together. My son is with an advertising agency in New York.

KMA DAILY PROGRAMS FOR JANUARY, 1951

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Bros.
 5:50 a.m.—News and Weather
 6:00 a.m.—Ike Everly Family
 6:30 a.m.—Sweet Lassy Time
 6:45 a.m.—Fertlime Time
 7:00 a.m.—Mel Mains, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Gospel Legion Quartet
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:25 a.m.—Betty Crocker
 9:45 a.m.—Victor H. Lindlahr
 10:00 a.m.—Edith Hansen
 10:30 a.m.—Quick As A Flash
 11:00 a.m.—Luncheon Club
 11:25 a.m.—Edwin C. Hill
 11:30 a.m.—Fritos Free For All
 11:45 a.m.—Stump Us Gang
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Nooners
 12:45 p.m.—Mel Mains, Markets
 1:00 p.m.—Eddy Arnold
 1:15 p.m.—Jack Hunt
 1:30 p.m.—John B. Kennedy
 1:45 p.m.—Hawkeye Rangers
 2:00 p.m.—Hillbilly Jamboree
 2:25 p.m.—One Man's Opinion
 2:30 p.m.—KMA Party Line
 2:45 p.m.—Bob Stotts
 3:00 p.m.—Mack and Jeanie
 3:15 p.m.—Steve Wooden
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Dee Pierson Sings
 4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Bar Nothing Ranch
 5:00 p.m.—Big Jon & Sparky (M.W.F.)
 5:00 p.m.—Modern Romances (T. Th.)
 5:30 p.m.—Space Patrol (M. & F.)
 5:30 p.m.—Superman (T. & Th.)
 5:30 p.m.—Blackhawk (Fri.)

MONDAY NIGHT

6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Suppertime Frolik
 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.—Una Mae Carlisle
 8:00 p.m.—This Is My Song
 8:15 p.m.—Outdoor Mid-America
 8:30 p.m.—Johnny Desmond
 9:00 p.m.—United Or Not
 9:30 p.m.—Inner Sanctum
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Naval Reserve Show
 10:30 p.m.—Speaking of Songs
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

TUESDAY NIGHT

6:00 p.m.—KMA Sports Parade
 6:20 p.m.—Let's Go Visiting
 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.—Armstrong Of SBI
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Jan Garber
 9:00 p.m.—On Trial
 9:30 p.m.—Author Meets The Critic
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Nat'l Guard Show
 10:30 p.m.—Treasury Band
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

WEDNESDAY NIGHT

6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Suppertime Frolik
 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.—The Fat Man
 8:00 p.m.—Rogue's Gallery
 8:30 p.m.—American Agent
 9:00 p.m.—Mr. President
 9:30 p.m.—Gay Claridge's Band
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Navy Startime
 10:30 p.m.—Martinique Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

THURSDAY NIGHT

6:00 p.m.—KMA Sports Parade
 6:20 p.m.—Let's Go Visiting
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Cisco Kid

AMERICAN BROAD

CASTING COMPANY



- 7:30 p.m.—Armstrong Of SBI
- 8:00 p.m.—Original Amateur Hour
- 8:45 p.m.—Robert Montgomery
- 9:00 p.m.—Screen Guild Players
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—KMA Showcase
- 10:30 p.m.—Illusion
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

FRIDAY NIGHT

- 6:00 p.m.—KMA Sports Parade
- 6:15 p.m.—Suppertime Frolik
- 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
- 9:30 p.m.—Am. Sports Page
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Stars On Parade
- 10:30 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

SATURDAY PROGRAMS

- 5:30 a.m.—Blackwood Bros.
- 5:50 a.m.—News and Weather
- 6:00 a.m.—Ike Everly Family
- 6:30 a.m.—RFD 960
- 7:00 a.m.—Mel Mains, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Gospel Legion Quartet
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Alarm Clock Club
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Organ Moods
- 9:45 a.m.—Safety Story Lady
- 10:00 a.m.—Junior Junction
- 10:30 a.m.—Down A Country Lane
- 11:00 a.m.—101 Ranch Boys
- 11:30 a.m.—Am. Farmer
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Half Past Noons
- 12:45 p.m.—Mel Mains, Markets
- 1:00 p.m.—Eddy Arnold
- 1:15 p.m.—This Week On The Farm
- 1:30 p.m.—Ike Everly Family
- 1:45 p.m.—Hawkeye Rangers
- 2:00 p.m.—Gospel Legion Quartet
- 2:15 p.m.—KMA Cowboys
- 2:30 p.m.—Hillbilly Hits
- 3:00 p.m.—Mack and Jeanie
- 3:15 p.m.—Steve Wooden
- 3:30 p.m.—Kitchen Klinik
- 4:00 p.m.—Dee Pierson Sings
- 4:15 p.m.—Mack Sanders
- 4:30 p.m.—Ralph Childs, News
- 4:45 p.m.—Bar Nothing Ranch

- 5:00 p.m.—Here's To Veterans
- 5:15 p.m.—Navy Band
- 5:30 p.m.—Swing To 45
- 5:45 p.m.—Stories To Remember
- 6:00 p.m.—KMA Sports Parade
- 6:15 p.m.—Red Cross Show
- 6:30 p.m.—Mel Mains, News
- 6:45 p.m.—Holland Today and Tomorrow
- 7:00 p.m.—Cisco Kid
- 7:30 p.m.—Marry-Go-Round
- 8:00 p.m.—What Makes You Tick?
- 8:30 p.m.—Jay Stewart
- 9:00 p.m.—Sat. At The Shamrock
- 9:30 p.m.—Favrite Songs
- 9:45 p.m.—Shenandoah Dance
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Shenandoah Dance
- 10:30 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orch.
- 11:55 p.m.—News

SUNDAY PROGRAMS

- 7:00 a.m.—News
- 7:15 a.m.—Morning Song
- 7:30 a.m.—Gospel Legion Quartet
- 8:00 a.m.—Rev. Gene Phillips
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Bible Truth
- 9:30 a.m.—Negro College Choir
- 10:00 a.m.—Worship Service
- 10:30 a.m.—Milton Cross' Opera Album
- 11:00 a.m.—Where There's Music
- 11:30 a.m.—Piano Playhouse
- 12:00 noon—News
- 12:15 p.m.—Music America Loves
- 12:30 p.m.—Salute To Reservists
- 1:00 p.m.—Hour of Decision
- 1:30 p.m.—Back To The Bible
- 2:00 p.m.—This Week Around The World
- 2:30 p.m.—Newstime
- 2:45 p.m.—Blackwood Brothers
- 3:00 p.m.—Revival Hour
- 4:00 p.m.—Lutheran Hour
- 4:30 p.m.—Greatest Story Told
- 5:00 p.m.—Drew Pearson
- 5:15 p.m.—Monday Morning Headlines
- 5:30 p.m.—Family Hour
- 6:00 p.m.—Richard Wallace
- 6:30 p.m.—Mystery File
- 7:00 p.m.—Stop The Music
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Jergens-Woodbury Journal
- 8:30 p.m.—Sammy Kaye's Serenade
- 9:00 p.m.—Guest Star
- 9:15 p.m.—Let's Be Healthy
- 9:30 p.m.—Proudly We Hail
- 10:00 p.m.—News
- 10:15 p.m.—Thoughts In Passing
- 10:30 p.m.—Dance Orch.
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

Listings Correct at Time of Publication
 However, all Programs Are Subject to Change

Frank Comments

By FRANK FIELD

Yes, the picture this month shows our oldest boy Bob and Pearl Peterson, one of his co-workers. Anyone who has ever worked around a Seed House could tell at a glance what they are doing. But, it probably is a little mystifying to most of you.

I have mentioned several times that it is Bob who pastes the address labels on the catalogs which you get from time to time from the Earl May Seed Company. This shows just how it is done. Our customer records are kept in a big file cabinet in literally hundreds of drawers or boxes filled with cards a little smaller than a postcard.

When it comes catalog time these names are typed off on long narrow rolls of paper, like you see in the wire basket in the lower left hand corner of the picture. These rolls are then put in the metal machine on Bob's left



arm. There is a little tank of glue in the bottom of the machine and an endless cloth belt which applies the glue evenly on the back of the strip of paper. Bob's index finger turns a little knob which rolls the paper out of the front of the machine. Then he presses down on the machine and a sharp knife cuts off the paper and presses it against the envelope on the top of the pile. While his right hand is throwing that envelope over toward Pearl his left hand is rolling out another address and stamping it on the next envelope. All of this is being done just about as fast as you could count. What makes it difficult is the fact that some addresses only have two lines while others have three lines, giving their route and box number

or street address, in addition to town and state.

Pearl's job is to straighten up the envelopes and sort them into bunches with all of the names for one town in one bunch. Then when the catalogs are placed in the envelopes by girls farther down the room, all those for one town are tied in one bunch. This saves a lot of extra work for the folks at the post office who sort them into the different mail bags.

A good day's work addressing catalog envelopes is 35 or 40 thousand, so you see it takes quite a while to get a half million of them mailed out. Just think how monotonous it would be pumping your arm up and down a half million times. Keep in mind too, that there are

four catalogs to get out each year. The big spring catalog, the hybrid corn catalog, the baby chick catalog and the fall catalog.

We had a most enjoyable Christmas at our house this year, as all of the children and grand-children

were home, which might not be true another year, since one of the sons and two of the son-in-laws are in the reserve; Johnny in the Air Corp and Jim and Bob Fishbaugh in the Naval Reserve.

Following a long established custom, we had our Christmas tree and opened up the presents on Christmas Eve, and by the way, it was at Zo's house instead of our house. Then Christmas Day, Zo and Peg and Johnny spent the day with their in-laws, and only Bob and Elsie and little Bill were left to eat Christmas dinner at our house. It was no more than right as we were all together for Thanksgiving.

Since there were only five of us for Christmas dinner we roasted one-quarter turkey with half a ham—everybody had their favorite dish!



HOMEMAKER'S GUIDE

Kitchen Klinik

By **ADELLA SHOEMAKER**
CHOCOLATE MERINGUE

- 2 squares baking chocolate
- 3 egg whites
- 1 cup sugar
- 1 1/2 teaspoons butter
- 1 teaspoon vanilla
- 2 cups coconut (2 boxes)

Cut baking chocolate in little pieces. Melt in top of double boiler. While it's melting, beat egg whites very stiff. Add sugar to the egg whites, stir in lightly. Pour egg whites and sugar mixture into melted chocolate. Put back on in double boiler, cook 10 minutes exactly.

Keep mixture covered while it's cooking, but about every 2 or 3 minutes (three times) stir well, scraping down sides and bottom good. Take off stove and add butter. Add vanilla and coconut. Mix well with fork. Then grease cookie sheet. Drop by teaspoon to make generous little cookies about size of dollar. Makes 25. If you want small ones for a tea, drop by 1/2 teaspoon. You will get about 40. Bake about 25 minutes at 325°. (Check the cookies at the end of 20 minutes, they can burn easily.) Less time is required for the small tea size cookies. Take the cookies off the sheet immediately, if you wait even 1 minute they will stick. Put cookies on wax paper to cool.

* * * *

BLONDIES (TWICE BAKED ROLLS)

- 2 packages granular yeast
- 1 cup lukewarm water
- 1 teaspoon sugar
- 2 cups milk
- 5 teaspoons salt
- 1/4 cup sugar
- 6 cups sifted flour
- 1/2 cup melted shortening
- 2 cups (or more) sifted flour

Soften the yeast in lukewarm water with 1 teaspoon sugar added. Scald the milk, add salt, and 1/4 cup sugar. Cool. Combine with yeast. Mix in 6 cups sifted

flour: Work in the cooled melted shortening. Knead in about 2 cups (or more) of sifted flour. Knead well. Put in a greased bowl and let rise. Knead again, and let rise. Make into type of roll wanted. Let rise to double in bulk. Bake at 275° for about 40 minutes. Watch them to be sure they do not bake long enough to brown. Let stand in food saver bags. Will keep two weeks in refrigerator. If kept in home freezer, before baking the second time, they can be kept longer. Bake again at 450° for 7 minutes.

* * * *

CHERRY TORTE

- 1 1/4 cups all-purpose flour
- 1 1/4 cups sugar
- 1 teaspoon cinnamon
- 1 teaspoon baking soda
- 1/8 teaspoon salt
- 1 can (No. 2) pitted sour red cherries
- 1 egg
- 1 tablespoon melted shortening or salad oil
- 1/2 cup chopped walnuts

Sift flour, measure, and sift again with sugar, cinnamon, soda, and salt. Drain cherries, retaining juice. There should be approximately 2 cups of cherries. Beat egg, add shortening, cherries, and nuts. Lightly stir in sifted dry ingredients and spoon into an 8-inch square layer cake pan. Bake in a moderately slow oven (325°) for 40 to 45 minutes or until set. Cool and cut into squares. Prepare this topping:

- 1 cup cherry juice
- 1 tablespoon cornstarch
- Pinch of salt
- 1 tablespoon butter
- Vanilla ice cream

If necessary add enough water to cherry juice to make 1 cup. Measure out 3 tablespoons of cherry juice and mix with cornstarch. Bring remaining juice to a boil and stir in cornstarch. Add salt and cook until mixture thickens. Stir in butter. Scoop ice cream on cake squares and top with cherry sauce. Serves 6 to 8.





Homemaker Visit

By **BERNICE CURRIER**

BANANA BRAN MUFFINS

- 1 cup sifted flour
- 3/4 teaspoon soda
- 1/2 teaspoon salt
- 1/4 cup sugar
- 1 cup bran
- 1 egg beaten
- 2 tablespoons sour milk or buttermilk
- 2 tablespoons melted shortening
- 2 cups thinly sliced, ripe bananas

Sift together flour, soda, salt and sugar into mixing bowl. Add bran and mix well. Combine egg, milk, shortening and bananas. Add to dry ingredients, mixing only enough to dampen the flour. Turn into well-greased muffin pans. Bake in moderate oven (375°) 30 to 35 minutes. Makes 8 large or 16 small muffins.

* * * *

WINTERTIME APRICOT CONSERVE

- 1 pound dried apricots
- 1 can shredded pineapple
- Juice of 1 lemon
- Sugar

Soak apricots in 1 1/2 quarts water overnight, then cook in same water until tender. Press through colander. Combine apricots, lemon juice and pineapple and add 1/2 as much sugar. Then cook till thick.

* * * *

PINEAPPLE BUTTERSCOTCH CAKE

- 1/2 cup shortening
- 1 cup sugar
- 3 eggs
- 2 cups sifted flour
- 3 teaspoons baking powder
- 1/2 teaspoon salt
- 2/3 cup milk
- 1 teaspoon vanilla

Cream shortening and sugar together. Add well beaten eggs. Add sifted dry ingredients alternately with milk. Add vanilla and mix well. Grease round pudding pan or skillet, line with brown sugar about 1/2 in. deep. Dot with 3 tablespoons butter. Place in the pan slices

of pineapple with maraschino cherry in center of each. Pour cake batter over this. Bake 50 min. at 350°. Makes 8 good servings. When baked let cool about 5 min. then invert on platter.

* * * *

PEANUT BUTTER CREAMED EGGS

- 6 hard cooked eggs
- 2 tablespoons butter
- 2 tablespoons flour
- 2 cups thin cream
- 1 teaspoon chopped parsley
- 1/2 teaspoon salt
- 1/8 teaspoon pepper
- 2 tablespoons peanut butter

Remove shells and cut eggs in halves, lengthwise, taking out the yolks carefully. Mash yolks, moisten with a little of the cream, add salt and pepper and 1 tablespoon peanut butter. Mix to smooth paste and fill the halved whites. Place on a hot dish. Melt the butter, add the flour and remaining peanut butter, stirring to smooth paste. Add the cream and cook till thick. Add seasoning and pour over the halved eggs.

* * * *

DATE MARSHMALLOW ROLL

- 1 pound marshmallows cut in quarters
- 1 pound dates stoned
- Nut meats as desired
- 18 or 20 graham crackers rolled fine
- 1 cup coffee cream

Pour cream over marshmallows while you prepare dates, nuts and crackers. Mix all together well, kneading with hands and shaping into roll. Wrap in waxed paper and put in refrigerator for 24 hours. Slice and serve with whipped cream.

* * * *

BUNNIES IN CLOVER

Cut unpeeled red apples in 3/4 in. slices and core. Sprinkle each slice with sugar, dot with butter and broil slowly under low heat till tender. Broil or pan fry pork sausage links. Make toast, trim off crusts. On each slice of toast place a hot broiled apple slice, then two links of sausage. Top with a slice of process cheese. Place under low broiler heat until cheese melts.



KMA Bar Nothin' Hands Draw Big Crowds To Free Saturday Night Shenandoah Dances

Now in its third successful month, hundreds of Midwesterners have been flocking every Saturday night to the free dances in the Shenandoah Armory. They come from as far as two hundred miles to dance and listen to the music of Ezra Hawkins and his "KMA Bar Nothin' Ranch Boys", Mack Sanders, Steve Wooden, Eddie Comer and Coy Martin.

Both square and round dancing are featured each Saturday. The Shenandoah Chamber of Commerce sponsors the affairs with the cooperation of KMA which broadcasts the dances from the Armory each Saturday evening from 9:45-10:00 P. M. and again from 10:15-10:30 P. M.

At right are some pictures taken at a recent Saturday night dance.



Steve's Spaniel Shows Spunk on Sporting Sprees

Across the page is Singing Steve Wooden (that's Steve on the left, ouch!) and his black, full-blooded spaniel, Butch, kneeling beside Steve's new Ford after returning from a hunting trip.

Steve brags about Butch as a "terrific" hunting dog that just loves the water. Butch has become a bosom buddy of Little Stevie, Big Steve's 2½ year-old son.

Butch's mother was owned by the Ike Everlys who gave Butch to the Woodens when he was a puppy, over four years ago. Steve's specially built Ford, by the way, is upholstered throughout—seats, sides and ceiling—in tan leather!



Program Personals

By HAROLD ARKOFF

The Don McNeill "Breakfast Club" is now in its eighteenth year of bringing smiles, song and food for thought into American homes each weekday morning.

In September, THE KMA GUIDE presented you with a picture of Don, the man himself, with his wife and three children. Now, in answer to many requests, we're printing this new photo of the entire "Breakfast Club" Gang.

Johnny Desmond, one of the most popular vocalists on the airwaves, has been singing on the program for the last year and a half. Christened Giovanni Alfredo De Simone, Johnny finds that he actually does his best work before the usual time when most people get up and have breakfast. As a result, musicians and technicians who work recording sessions with him have had to change their habits and start their work in the wee hours!

With Christmas passed, Aunt Fanny



Walter Winchell



Here is a recent picture of Don McNeill's "Breakfast Club" Gang, taken as they greet KMA listeners every morning Monday through Friday, from 8:00 to 9:00 A. M. Left to right, seated, they are: Patsy Lee, Don McNeill, Aunt Fanny (Fran Allison). Standing: Johnny Desmond, Sam Cowling, Cliff Petersen and Eddie Ballantine.

(who is played by Fran Allison) has been priding herself on all the joy she spread with gifts during the holiday season. She included with each present a poem, one of which reads as follows:

"I've tried to think of what to send you
'Cause it's either a case of give or lend
you.

I could send you a towel or dish or a
toaster,
But instead here's the lid to my good
roaster."

* * *

Walter Winchell, whose Sunday-night-at-eight broadcasts over KMA and the American Broadcasting Company are a national institution, recently set forth his beliefs as a news commentator. He made it plain that telling the truth as he sees it is, in his view, the secret of his success.

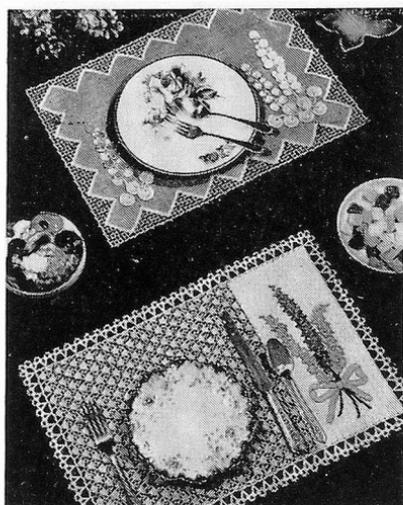
"It was no fault of mine that Hitler was building an air fleet in 1934, but it would have been if I hadn't reported it and warned that it would be used.

"My critics have always conveniently overlooked that that kind of news causes a man far more pain as an American than joy as a reporter in a scoop.

"But the compensation learned the hard way is that, whether people like you or not, they trust you when they are convinced that you are trying to tell them the truth."

PATTERN FOR THE MONTH

What could be cheerier for your table setting than these floral place mats worked in soft pastels? Green organdy is



edged with crocheted filet mesh, then appliqued with closely crocheted hollyhock motifs for the doily shown at top. The lower design features pink and blue larkspur on a background of white solid crochet which borders a lacy lavender mat.

Send a self-addressed, stamped envelope to: THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. 52-12.

KMA Happenings

A bouncing baby boy was born December 29 to Mr. and Mrs. Jack Josephson. Jack is a KMA engineer. They have an older daughter, Julie.

* * * *

Russ Bauer of Webster City, Iowa joins the KMA Staff as an announcer this week. Russ is married, but has no children. He was an announcer on a Webster City radio station before coming to KMA.

* * * *

Lloyd Latta, KMA engineer, reports to Offutt Field, Omaha, on January 8 for 2 weeks temporary duty with the air force. Latta is a 2nd Lieutenant.

**Forecasts
For The
Month**

BIRTHDAYS:

- Jan. 4—Lila Latta, wife of Lloyd Latta, control room engineer.
- Jan. 4—Jimmie Schroeder, son of Ray Schroeder, chief engineer KMA-KMTV.
- Jan. 5—J. D. Rankin, vice president of the May Seed Company.
- Jan. 6—Clyde Burdick, husband of Ina Burdick, GUIDE circulation manager.
- Jan. 11—Don Randall, Gospel Legion Quartet.
- Jan. 12—Esther Burrichter, wife of Don Burrichter, engineer supervisor.
- Jan. 15—Diane Rankin, daughter of J. D. Rankin, vice president of the May Seed Company.
- Jan. 17—Carole Ann Burrichter, daughter of Don Burrichter, engineer supervisor.
- Jan. 19—Philip Everly, son of Ike Everly staff artist.
- Jan. 20—Edith Hansen, homemaker.
- Jan. 21—Lucy Katherine Barry, wife of Bob Barry accordionist.
- Jan. 22—Barbara Saddler, daughter of Owen Saddler, station manager KMA-KMTV.
- Jan. 26—Norman Kling, control room engineer.
- Jan. 31—Donald Lee Comer, son of Eddie Comer, clarinetist.

ANNIVERSARIES:

- Jan. 4—Esther and Don Burrichter, engineer supervisor.

COOK BOOKS GOING FAST!

There is just a limited supply of the "1951 KMA Cook Books" left so you'd better hurry for yours!

You'll receive yours free with a new subscription to the GUIDE or when you renew your present subscription. You will receive the KMA GUIDE each month for a full year for only one dollar, and the cook book free! Better hurry!

Return postage guaranteed.

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The Talented Everly Brothers



Here, dressed in Western attire, are the two singing, playing Everly brothers, Phil, left, and Donald. (KMA Monday through Saturday, 6:00-6:30 A. M., and on Saturday afternoon, 1:30-1:45 P.M.).

Donald, 13, has inherited the art abilities of his father, Ike, another KMA radio artist. He likes to draw and someday wants to attend college where he can study art and dramatics.

His blond-headed brother Phil, 11, sings

on the Everly Family programs and is learning how to play the mandolin. Margaret, the boys' mother, claims that Phil is handy around the house with a hammer and saw. Phil wants to go to college and study dramatics.

Father Ike Everly is quite an accomplished amateur oil painter and one of his scenery paintings hangs in the Everly household. We've come to the conclusion the Everly Family has more talents than they've even yet counted!