

The **KMA GUIDE** 10¢

Vol. 6

APRIL, 1949

No. 4



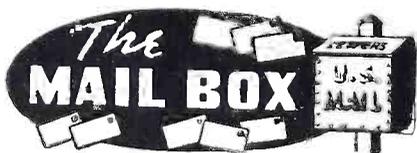
Peggy Sanders and the Easter Bunny



(Story on page 10)



"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Falls City, Nebraska

This is in reply to your letter asking for my reaction on learning I was a winner in the "Family Times" Contest.

My first reaction was a mild disappointment, because I thought for a while that I might have won the Oldsmobile car.

My daughter and I worked out this puzzle together, purchasing a new 1949 dictionary to help us. Very carefully we went over the words and thought we had two top prize winners.

We were rushed by the deadline because of other work and perhaps made some mistakes of which we were not aware. At any rate the whole thing was a lot of fun.

Will give the Echoware Set to my other daughter.

C. O. Richardson.

We, the Editors of GUIDE, can not resist. The following article by Martha Elizabeth Rogers in the Oakland (Ia.) "Acorn" is too beautifully written to pass unnoticed.

Sometimes I think that of all the miracles in our up-to-date world, with possibly one exception, radio is the most wonderful. The one exception, of course, is medical research and progress. Anything that bears so directly on the health and well-being of a people as medicine is bound to be of primary importance. Then with that out of the way and everybody feeling up to par, radio comes next. Is that the rating you give things?

Probably the most striking note is the fact that even the most humble home today has some sort of little receiving set. And this set, be it ever so tiny and battered and scratched, can bring forth the finest in musical entertainment, comedy, up-to-the minute news, world-wide oratory, discoveries and helps of every kind.

The same programs are available to the rich and poor, the strong and the weak, the able-bodied and the handicapped, the black and the white, the good and the bad. As versatile as sunshine or rain, these programs settle down over cities and towns, in the heaviest crowds, or float far and wide over the plains to the remotest farm house, top the highest mountain or descend the deepest canyon, even out to the ships at sea.

It might seem that its very vastness would floor the stoutest-heart of the broadcasters. But, not so!

Radio friends have told me that they never approach the microphone with all

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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.

these potential listeners in mind. They single out a small group of friends, or even a single person and speak or play directly to them. This gives a quality very valuable in radio work, that of making each listener feel that he is being spoken to, personally.

One of the top-notchers along this line is Frank Field of the Shenandoah Radio Station, KMA.

Frank is heard every weekday morning at 7:15 and occasionally he fills in for other spots through the day. He has the particular quality of making the things he tells about seem interesting, in addition to giving much advice and many helpful hints along various lines. After a complete resume of weather conditions and forecasts spiced with a personal deduction of his own now and then, he goes into his heavily-laden mail basket.

Of necessity only a few letters are answered each morning on the air, but you may be sure of receiving an answer by mail IF you sign your name and address. . . . You would be surprised at how many folks fail to do this? Last week Frank read a card from a woman who wanted him to tell more about what his family was doing these days. He said he tried to tell what people wanted to know about, he answers letters. I think he will hear more, about this! If you are not already a listener to this 15 minute spot, tune in tomorrow. You can't miss . . . Wonderful radio.

Tabor, Iowa

Enclosed find check for \$2.50 for renewal of GUIDE for myself and also my niece who lives in Melbourne, Australia.

She enjoys it so much and when she is finished she passes it on to a friend of the family who also gets a thrill out of it.

Mrs. A. E. Watts.

(Hello, Australian readers! Why not write telling us about yourself and your country? All of us in the KMA family are very interested in you.)

A Chat With Edward May

Now that spring is here, all of us are making plans for the season ahead. You farmers are preparing to plant crops and we here at KMA are making plans which will aid you in reaping a profitable harvest. No doubt most of you have heard of our Six-Year-Farm-Program.

Last year we made an extensive survey to discover how we could best help you in your important job of feeding the nation. The majority of you stated that you wanted latest information on improved agricultural techniques so you could save time and increase profits.

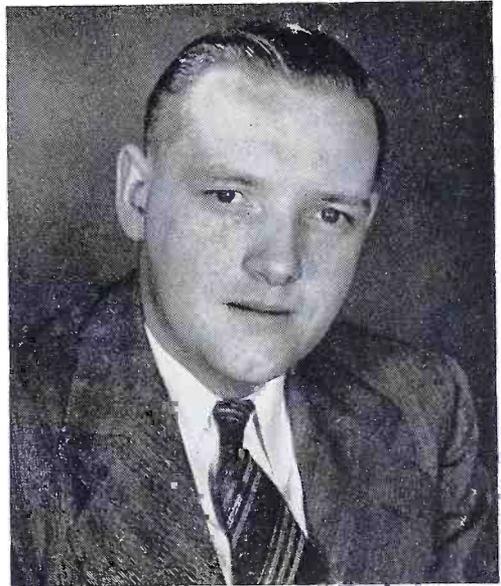
With this in mind we made arrangements with the Universities of Missouri, Nebraska, South Dakota, Kansas State College and Iowa State College to receive latest agricultural research bulletins. We put these on the air immediately upon receipt saving time and money which would be lost by a less speedy means of communication.

Of course, we could have stopped here, but we realized that best results are achieved when a specific goal is set.

Therefore, each year we are concentrating on a special problem. During 1949, it's Weed and Insect Control; during 1950, livestock improvement; 1951, land use; 1952 mechanized farming; 1953, farmstead and farm life improvement and in 1954, human and animal nutrition.

Of course, this doesn't mean we're tackling a yearly project and forgetting it when the next year comes. At the end of each year's phase, it will be carried through the entire 6 Year Plan supplementary to the featured activity of the following year.

Talk of this farm plan would be incomplete without mention of our farm service director, Merrill Langfitt and the job he's doing. Every week Merrill is hard at work making this plan live for you. Each year he is traveling approximately 40,000 miles interviewing agricultural experts. He is also talking to you farmers to make



sure that you're getting what you want. An example of this is his work with the corn borer in Southwest Iowa. Merrill, through visits with you, discovered last fall that farm income losses by corn borer were disastrous. To show graphically the extent of these losses, he made a survey in 12 counties. The results, showing up to 50% infestation, were given to national press and radio services. Immediately farm groups saw the need for organized effort.

Another important part of our 6 Yr. Plan is four farm days each year during which we invite you to Shenandoah as our guests. Here you can see practical demonstrations of improved farm techniques. Moreover, you can hear and meet in person experts from each field of agricultural activity. Right now we are organizing a farm day to be held the first week in May on fertilizers and their use.

What does this whole plan mean to you? Why are we spending \$65,000 on it? Well, it all stems from the realization that your problems are our problems. Without productive land, no business can exist. Without food all the steel mills, auto factories, seed houses and radio stations could not operate. For that reason the land is all important and so are you as a tiller of the soil. And in this task we, here at KMA, are trying to help you.

Chips Off The Ole Block



Yes, Ike Everly's sons, Phil (center, above) and Don (right) are really 'chips off the ole block'.

Above they are shown at their favorite pastime—singing with dad. The microphone which Phil is holding is part of a home recording machine which the boys use to check their musical progress. They have been making home records for 4 years and now these have become treasured family keepsakes.

As you can see from the picture, Don (12 yrs. old, grey eyes, brown hair) is studying the violin. Moreover, like dad he is a painter. (The picture on the wall above was done by Ike several years ago.) Don is also a Boy Scout.

Phil (10 yrs. old, blue eyes, sandy hair) is learning to play the flute and, in his spare time, helping Ike care for their acreage on the outskirts of Shenandoah.

When she can find time, Margaret, Ike's wife, likes to join the boys in a tune. She has been practicing on the guitar for 2½ years.

Other members of the family are Dixie and Turk, the boys' springer spaniels.

At present all the Everlys are getting their 7 acres ready for spring. They plan to have a large garden and raise chickens. Matter of fact, there's a lot of rivalry between Ike and Margaret as to who will raise the best friers. Your reporter will visit the Everlys again in another couple months—for sure!

Hot and Cold Running Announcers

"Hot Stuff" Parker (left, above) and "Cool-as-a-Cucumber" Nielson (right) have been feuding since November.

As you know, Warren Nielson (5' 8", 160 lbs. brown hair and eyes) "signs the station on" each morning at 5:15 A. M. Since he is cold-blooded, he always turns up the thermostat and starts a little electric heater in Studio B.

By the time Larry Parker (5' 10", 175 lbs. brown hair and blue eyes) arrives for his newscast at 7:00 A. M. the studio is at the "boiling point"—according to Larry. He immediately starts the airconditioner and the fun begins. When Larry is on the air, Warren runs to start the electric heater and turn up the thermostat. Then as soon as he is called to the mike, Larry reverses the process and starts the airconditioner.

When Frank Field arrives at 7:15 A. M., he mediates the difficulties between the two boys and peace comes to the studio—but not for long. As soon as Frank leaves, the boys are at it again.

Warren is hoping for an early spring and Larry keeps telling him he should get some blood in his veins—"instead of that pink lemonade which he now has."



A Report from the Hawaiian Islands

By MRS. EARL E. MAY

Greetings from Honolulu on the Island of Oahu.

Our party, which included many people from the Midwest, sailed from San Francisco on Febr. 9. Picture on this page was taken as we embarked. During our 5 days at sea on the S. S. Lurline, we had a wonderful time despite bad weather. (Rough seas caused breakage amounting to more than \$10,000). Fortunately, few of us suffered from seasickness.

When we arrived at the Royal Hawaiian Hotel, we were given a warm welcome—and chilled *fresh* pineapple. Since this is one of the Island's main crops we have found them everywhere. In fact, at the Dole Pineapple Plant, we discovered a water fountain which supplied a continuous, free stream of pineapple juice.

Weather since our arrival has been delightful in spite of the "liquid sunshine" which has fallen for brief periods each day. This is a fine mist which descends over Honolulu whenever an east wind blows. The island of Oahu has two small mountain ranges and on the eastern slope of the larger of these, rain falls almost continually. When the wind shifts, spray from the eastern rain area settles over the city.

However, this "liquid sunshine" falls so gently and moves so slowly you can walk away from it. In fact, many a time it will be raining on one side of the street while the other will be completely dry. By the way, weather year-in and year-out is so pleasant that the Hawaiians have never created a word for it in their language.

Since it rains very little in the valley between the two mountain ranges, irrigation is used to raise sugar cane and pineapples which are the main crops.

The soil is a brick-red and in the early morning when the sun is coming over the horizon, the blue of the sky mingles with the red of the soil to give the landscape a beautiful violet cast.

Of course, the islands are noted for their flowers, particularly orchids and poinsettias. I visited Mrs. McCoy's famous orchid gardens and was truly amazed at the many varieties of orchids grown. However, as great a thrill was seeing poinsettias blooming in front yards throughout

the city. These grow 3 or 4 ft. high and have larger leaves than any I have seen in the States.

Yet in the midst of all this beauty, scars from Dec. 7, 1941 still appear. We visited Pearl Harbor and saw the Battleship Arizona lying on her side in the water. At Hickam Field bullet holes are still to be seen in staircases of the barracks—constant reminders of hundreds of soldiers killed by Jap planes as they lay asleep on that fateful Sunday morning.

The other day we attended a hokilau. Natives put large fishing nets into the sea and within an hour or so had caught 300 or 400 good size fish. These they wrapped in leaves and cooked in open fires.

After the meal was hula dancing and sledding! No, the Hawaiians do not have sleds with steel runners. Instead they wet the side of a hill and use large leaves to slide on!



On The KMA Party Line

With **DORIS MURPHY**

A broken leg . . . then the mumps . . . weren't exciting enough for TUCKY SADDLER, son of editorial chairman OWEN SADDLER. He had to try something new. We don't know what he had in mind when he took a hair pin and stuck it into the electric floor socket, but it was quite a shock. The hair pin curled up and burned two of TUCKY'S fingers. Now daddy is going to have to let TUCKY work in his home carpenter shop, to keep him occupied. It seems broken legs, mumps and electric shocks aren't eventful enough for 4 yr. olds. Apparently MOTHER SADDLER won't be outdone by TUCKY. She had to hold up the tradition of 'everything happens to the SADDLER family' by slicing the side of her index finger and taking off half the nail while cutting bread. Yes, life at the SADDLERS' is just like a radio serial: "Tune in next month and hear what has happened at the SADDLERS!"

Being absent minded usually is annoying, but doesn't often cause trouble like it did for entertainer MARGE PARKER recently. It seems company arrived unexpectedly one evening, just as MARGE had some important papers and film negatives spread out on the coffee table. Hurriedly she grabbed them and put them away. In a few days she needed the papers, but couldn't remember where she had put them. She looked high and low . . .

searched all over the apartment. Days went into weeks still no trace of the papers. Finally one day MARGE happened to look for something in the closet, and there back in a remote corner on the shelf, were hidden the papers and films. They had been lost SIX weeks!

Uncertain March weather had EDITH HANSEN (right) and I baffled as to what to take on our recent trip to Chicago, where we attended the national convention of American Women Broadcasters. EDITH decided not to take any chances . . . so upon boarding the train I discovered she not only had two suits along, but also TWO COATS and her GALOSHES! She wasn't going to let the weather man slip up on her! Here you see us shortly before taking off. The convention, held at the Drake Hotel March 10, 11, and 12 was wonderful, and we enjoyed every minute of it. Seeing and meeting so many inter-



esting women in all phases of radio, was a real thrill and very beneficial. Another highlight of the trip was when we had the privilege of seeing several television shows at the ABC Studios.

Even at the age of 2, LARRY, son of Rev. and Mrs. HILTON GRISWOLD has his own ideas about stories he wants daddy to read. HILTON, pianist with the BLACKWOODS, reads from the Bible each morning at the breakfast table. While his father was reading the Scriptures one morning, LARRY interrupted and said: "Daddy, when you get through reading the Bible, let's read 'The Three Bears'".

JUDY and JEAN, heard at 10 A. M. on KMA, had the thrill of acting as brides-

maids at the wedding of a long-time school friend on March 8th. The wedding of Miss Gay Liberature to Geo. N. Paul, Jr., took place at Monaca, Pa. The girls transcribed their programs and were gone four days, in order to serve in the bridal party of their friend.

Upon learning of the critical illness of her father in a hospital at Jackson, Miss., Mrs. JAMES BLACKWOOD and son JIMMY took a plane to his bedside. L. R. Grantland of Weathersby, Miss., passed away March 1, of a heart attack, two days after the arrival of his daughter. JAMES joined his wife and attended the funeral of his father-in-law. He was accompanied South in the car by Mrs. ROY BLACKWOOD and son CECIL who were summoned home by word of her mother's illness at Tomnolon, Miss.

Meet Engineer DON BURRICHTER and his fine family of four. You know, things worked out much better for Grandma BURRICHTER this year, when she came to stay in the home of son DON and care for the children, while MRS. BURRICHTER was in the hospital with a new baby. When Mrs. E. G. BURRICHTER of Monticello, Ia., came to look after things 2 years ago at the time of Connie Marie's arrival, she had the misfortune to fall off a downtown curb and break her arm. But this time, DON and wife named the new member of the family after Grandmother. So with a new namesake, Mary Louise, Grandmother feels she is well compensated for the bad luck she encountered 2 years ago. A picture of the BURRICHTER Family appeared on p. 6, Jan. '47 GUIDE. Compare it with the picture on this page, taken 3 weeks after the arrival of Mary Louise. My, how the children have grown! Eddie, 7, wanted a baby brother, but



didn't have much comment when told he had another sister. Carol Ann, age 4, is quite a little mother and wants to help care for the baby. Connie Marie, 2, seems indifferent to the fact she is no longer the 'baby' of the family. Mary Louise was born Feb. 18 and weighed 8 lbs. 12 oz. Like the other children, she has dark hair and eyes and looks much like daddy. The BURRICHTERS' have a fine family, but are outgrowing their home and hope by fall to find a larger place. At present they live on Pierson Drive, next door to the MERRILL LANGFITT Family.

GARLAND "CAT" FREEMAN, tenor with the BLACKWOOD QUARTET may have competition now! Since the arrival of his new son RANDALL, Mon. March 14th, at the Hand Hospital in Shenandoah, lusty cries pitched up in double High C have been coming

forth from RANDY'S crib, putting his dad's B Flat notes to shame. So it looks as if the "new arrival" may some day top his father's high notes. RANDY looks like Dad too with his black hair, dark eyes and dimples in cheeks and chin. He weighed 7½ lbs. at birth.

While listening to a religious broadcast one Sunday morning, ANNETTE MAY looked up at her father EDWARD MAY and said: "Is that Jesus talking?" Upon hearing him reply "No", she said: "Then it must be Drew Pearson!"

GLENN HARRIS and DON BURRICHTER are standing around with their mouths watering, hoping their next door neighbor, MERRILL LANGFITT will invite them over for a big feed one of these days.

MERRILL has 35 Mayway chicks in his basement and all of his neighbors are licking their chops in anticipation and treating the LANGFITT Family, very very nice!

KMA DAILY PROGRAMS FOR APRIL 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.—Blackwood Brothers
 2:00 p.m.—Talk Your Way Out Of That
 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.—To Be Announced
 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

AMERICAN BROADCASTING COMPANY



7:30 p.m.—Counterspy
 8:00 p.m.—Go For The House
 8:30 p.m.—Mysterious Traveler
 9:00 p.m.—Personal Autographs
 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.—The Navy Hour
 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.—Blackwood Brothers
 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.—The Honeydreamers
 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.—Wings Over Jordan
 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.—Music For Today
 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

Yes, this is the youngest grandson, Shannon Bellamy, celebrating his first birthday on February 24th. Of course, he had to have a birthday party with a cake and one candle on it. Just a second after this picture was taken, he suddenly lost that broad smile. As you can see he is reaching for the flame of the candle. Well, he got it because Peggy couldn't take the cake away as fast as he could reach forward. However, it didn't burn him seriously and in a minute he was all over it.

In fact, I think the party was more for the grown-ups than for the three or four kids that were present. When I came up along in the middle of the afternoon to take this picture, I could hardly get into the house for the women folks, and from the yackety-yackety. I know they enjoyed themselves immensely.

Little Johnny is in the first grade in school, and likes it immensely. As a consequence his report card shows practically all A's. In fact, he doesn't mind going to school on Saturday mornings for the next six weeks. His school lost three days during the winter because of a defective heating plant, and they are catching up now, so they will not need to make it up during hot weather.

Big Johnny will get his degree from Tarkio College about the middle of May and is leaving immediately thereafter for Columbia, Missouri, where he begins work for his Master's Degree June 1.

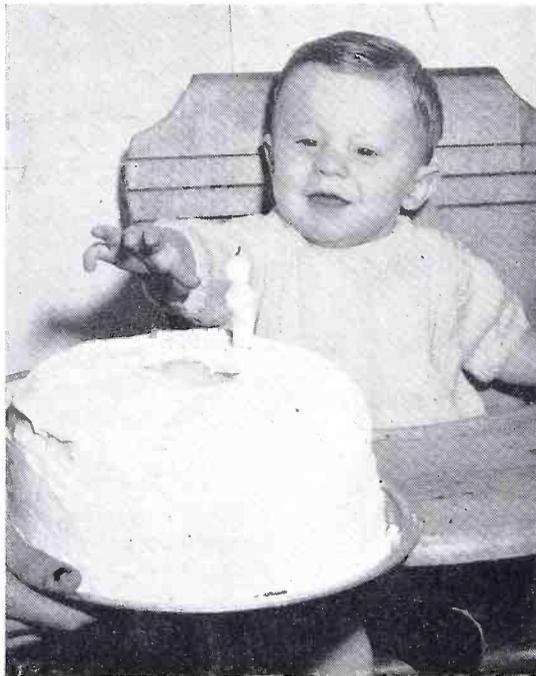
Bob is still working in the garden seed

department here at the May Seed Company running one of the automatic packet filling machines.

Zoe is helping out on Saturdays behind the garden seed counter in the store. She can hardly wait until warmer weather starts so she can get up in the plant department, but from the looks of the weather outside today that time is several weeks away. She has the traditional Field 'green thumb' and anything she sticks in the ground just thrives and blooms its fool head off. When she started working Saturdays her husband told her she should take her pay in lawn grass seed for the

first few weeks. Like most of us her lawn has a few bare spots where the crab grass got started last summer. I keep telling her it was because they mowed the grass too short during hot weather.

The best way to get rid of crab-grass is to fertilize heavily early in the spring, followed by a heavy seeding of May Park Lawn Grass Mixture. Start mowing it just as soon as it gets high enough and never cut it closer



than two inches.

COVER STORY

Yes, it's Easter Time! And Peggy Jeanne, 21 months old daughter of Mack and Jeanie Sanders, is all ready for the big day. She has a new pink silk dress with pastel blue trim and bows. She has bobby socks to match the bows and shiny new black patent leather shoes.

Little Jeanne fell in love with the Easter Bunny (she called it the Easter 'dog') and when they parted there were a few tears of sweet sorrow.

Adella and George

Adella Shoemaker and her son, George, are real "buddies". One of their favorite hobbies is reading and discussing books. At present, the topic of conversation is "The Big Fisherman", Lloyd Douglas' new book.

This hobby began when George and his brother, Donnie who is now attending Simpson College, first started school. To aid their education, Adella read them many books. However, since that time she has difficulty keeping up with them.

George fell in love with the printed word at an early age and started a library of his own, part of which is pictured below. Every book he read and liked he wanted to own. When he carried papers several years ago, all his profits went into the library. As he grew older his taste in reading improved and today most of his purchases are classics.

By the way, Georgie (5' 11", brown eyes and hair) was recently chosen one of the youth counselors to return this summer to the Y. M. C. A. Camp at Lake Okobojii.

Another of George's hobbies is singing. Since his last year in grade school, he has sung in quartets and the church choir. However, several months ago when for some unknown reason his voice raised from a low bass to a baritone, he quietly began practicing solos. Mother and Dad knew nothing of this until a few days before the Iowa State Musical Contest at Des Moines. George won a No. 2 solo rating—and No. 1 ratings in male quartet and madrigal!



Program Personals

By JIM MOORE



Meet Henry J. Taylor (above) 1949 winner of the Alfred I. duPont Award, one of radio's most coveted prizes.

This is conferred upon a commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent gathering and reporting of news by radio".

On his weekly program, "Your Land and Mine" (Mon. 8:15 P. M.), Mr. Taylor not only reports the news, but also interprets it against the background of history.

His wealth of experience as a newspaper and radio correspondent during the war, his success as a manufacturer-businessman, his studies in economics and world politics give his program a well-rounded outlook which is unique in radio. If you want to keep up with what's happening in this fast-moving world, it's "Your Land and Mine" each Monday at 8:15 P. M.

"The National Barn Dance" (Sat. 9:00 P. M.) is back on the air!

For 25 years this program has been entertaining Midwest listeners. In fact, this was one of the first radio shows heard over a coast-to-coast network. No doubt many of you heard it on crystal sets. Remember?

Santa Claus and Family



Meet Santa Claus and Family.

No, Ralph Childs, our newseditor, is not the real North Pole character, but there are still people in eastern Iowa who remember his radio appearance as Kris Kringle during the winter of 1933.

Ralph had just entered the radio business as a writer, producer and actor in a series of religious dramas when the station manager asked him to play Santa Claus. Until that time Ralph had taught high school English in Aplington and Hudson, Iowa. His experience as a radio artist was nil; however, being an adventurous soul, he accepted the job and did his best.

His portrayal was so good he was hired as part-time announcer and, after getting a position on the regular staff, he came to KMA as a newscaster 10 years ago.

Reminiscing the other evening, Ralph recalls those early days in radio when an announcer not only did microphone work, but also wrote continuity, acted as engineer—and swept the floor.

This early training probably accounts for Ralph's versatility today. Weekdays he is a newscaster and on Sundays—the family cook. Preparing meals is Ralph's

hobby, luckily for Muriel, his wife. Many times after she has spent a hard week's work caring for their four small children, Ralph will bring Sunday morning breakfast to her in bed. Muriel reciprocates by serving a meal to Ralph in bed whenever he has had a particularly tough day. This type of considerate treatment is also used in rearing their children.

Remembering that kids are people and as such have individual likes and dislikes, Muriel and Ralph serve each of their children his or her favorite food (hamburgers and pop) on holidays and use the "reasoning approach" in their upbringing.

For weeks now Ralph has been telling the children how carrots build their bodies. As a result when David (5 yrs. old, hazel eyes, blonde hair) wouldn't eat his helping the other evening, the parents didn't need to say anything.

Instead, Stevie (8 yrs. blonde hair, hazel eyes) said, "David, if you don't eat your carrots you won't be able to see good at night." David nonchalantly replied, "Oh, that's all right. I don't go out much nights anyway." Ralph says there must be a good answer to this, but he hasn't thought of it yet!

Mud Bound

Below you'll see Bob Stotts down to his hubcaps in mud. After digging and pushing several hours for two days his car was rolling again. However, Bob isn't complaining too much because he got stuck only half a block from home.

Bob regrets losing the time which otherwise would have been spent working on his home. Bob's dad was a carpenter and blacksmith at Mt. Moriah, Missouri and he learned how to use a hammer and trowel from him. In fact, Bob is very handy with tools and has built several additions to his home. This spring and summer he plans to dig a 28' x 12' basement room on the west side for his kids. It will build a living and dining room out this.

During the last 10 years, Bob has clerked in a store, worked as a carpenter, operated a drill press and sung at country hoe downs.

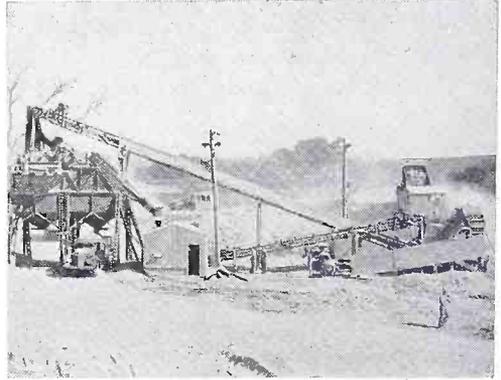
Bob began his radio career in 1939 at St. Joseph, Missouri and he met his wife, Viola My, while playing for a dance at Chillicothe, Missouri. They were married on August 10, 1940 and today have 3 children, Kenneth, age 8; Robert, age 6 and James who is 4. One of Bob's great ambitions is to give his children a good education and then buy himself a farm in the not-too-distant future.

Bob's immediate objective is to get the streets paved that lead to his home! However, he says he would compromise for a good "backstop".



Grass Root Notes

By MERRILL LANGFITT



Above you see a truckload of agricultural limestone as it's ready to leave the Missouri Valley Limestone Company quarry at Macedonia, Iowa, for some farm in this area.

Since this is one of the best times of the year to lime, I know you will want to hear the story behind the processing of limestone.

First of all, it must be discovered by geologists thru a study of earth formations and sample drillings. Then the overburden of earth must be removed to get at the limestone. Since soil covers of 15 to 20 feet are not uncommon around here this may become a very expensive process employing giant earth moving equipment that costs thousands of dollars. When the limestone is finally reached, blasters must use literally tons of dynamite to break lime rock from the formation. Then this is loaded into trucks and taken to the crusher (pictured above).

Here big rocks are pulverized thru a series of crushers to a desirable fineness for agricultural purposes.

After being weighed the truck comes to your farm and the driver spreads the limestone on the field at the rate which you specify.

In this article we have mentioned most of the steps in processing limestone; however, there is one point which we have missed. This is very important to you as a user of agricultural limestone. Tests are made to make sure that the formation which finally comes to your farm more than meets state and federal requirements,

Homemaker Visit

By **BERNICE CURRIER**

Hello, Homemakers. I've been looking through my recipes to find one just right for spring. Here's one that should fill the bill. It's pretty and bright, and OH so good.

BANANA CHIFFON CAKE

(A) 1 c. sifted flour, $\frac{3}{4}$ c. sugar, $1\frac{1}{2}$ t. bkg. powder, $\frac{1}{2}$ t. salt. (B) $\frac{1}{4}$ c. vegetable oil, 3 unbeaten egg yolks, $\frac{3}{8}$ c. cold water, $\frac{1}{2}$ sieved ripe banana, and $\frac{1}{2}$ t. vanilla. (C) $\frac{1}{2}$ c. egg whites, $\frac{1}{4}$ t. cream or tartar.

Sift A into mixing bowl, make a well in center and add B. Beat till smooth. Beat C til it forms very stiff peaks. Fold into first mixture. Do not stir. Pour into ungreased 9" square pan and bake at 350° 30-35 minutes or in tube pan at 325° 50-55 minutes. When done, turn pan upside down to cool. Loosen with spatula. If chopped nuts are added take out 1 T. vegetable oil.

Now it's my turn to offer you free of charge a doily set (pictured below) which will give your table that fresh springtime look associated with Easter.

If you would like this pattern send a self-addressed stamped envelope to Bernice Currier, Radio Station KMA, Shenandoah, Iowa. Ask for April, 1949 Leaflet.



Kitchen Klinik

By **ADELLA SHOEMAKER**

Would you like two unusually good cake recipes this month? One is especially fine for Easter. It has a beautiful pale-yellow color, both cake and filling. It uses lots of eggs now that they are plentiful and reasonable.

RUSSIAN TEA CAKE

11 egg whites, 6 egg yolks, $1\frac{1}{2}$ c. sugar, $\frac{3}{4}$ t. salt, 1 c. sifted cake flour, 1 t. cream of tartar, 1 t. vanilla.

Beat egg whites and salt until foamy. Add cream of tartar and beat until whites stand up in shiny peaks. Beat 6 egg yolks until thick and lemon colored. Add yolks to whites. Beat in sugar, a small amount at a time. Fold in cake flour. Add vanilla. Pour into ungreased tube pan and bake in a 325° oven for 75 min. or until done. Cool in pan. Remove. Split through the middle into two layers. Pile this filling between layers and over the sides of the cake. Store in refrigerator for half a day, or overnight, before serving.

FILLING

Yolks of 5 eggs, 2 t. gelatin soaked in a little cold water, $\frac{3}{4}$ c. sugar 1 T. flour, $1\frac{1}{2}$ c. milk, 1 pt. whipping cream.

Mix flour and sugar. Add milk, and cook in double boiler until slightly thickened. Pour a little of the hot mixture over the slightly beaten eggs, and add egg mixture to rest of hot mixture. Cook few minutes longer. Add gelatin at once. Cool. Fold in whipped cream.

This cake is unusual and delicious. It has a rich, moist, velvety crunch. Don't be alarmed because the batter seems thin.

SALAD DRESSING CAKE

Mix together in a bowl, 2 c. sugar, 2 c. sifted cake flour, 2 t. soda, a pinch of salt, and 4 T. cocoa. Add 1 c. salad dressing (oil type), and 2 eggs not beaten, 1 c. cold water, and 1 t. vanilla. Beat 2 min. after it is blended. Bake in 2 greased 8-in. layer cake pans in a moderate oven 325° for 25 to 30 min.

By the way, readers, next month I'll have a Crystal Pickle Recipe. This is my favorite, and I think you'll enjoy it.

A Dream Comes True



The elderly lady pictured above is Mrs. Eleanor McMullin of Stella, Nebraska. She is one of 30 women who traveled in Europe with Mary Foster (11:30 A.M. Mon. thru Fri.). We met Mrs. McMullin in Omaha the day the trip began and her friendly smile and alert personality so impressed us that we asked her to send letters to Wayne Beavers. These he has been reading to you on "Program Previews" (10:35 P. M. Mon. thru Fri.).

Mrs. McMullin was born in Peru, Nebraska, 79 years ago and has spent her entire life in that vicinity.

Fifteen years ago Mrs. McMullin and her husband planned a trip to Europe but that dream was shattered four years ago when Mr. McMullin passed away.

When she heard Mary Foster was-escorting a group to Europe, Mrs. McMullin seized the opportunity to join them.

Now, in the twilight of her life she has taken the trip for which she and husband planned many years ago.

HAROLD S. WELCH DIES

Harold S. Welch, an old and faithful friend of KMA, passed away at his home in Shenandoah on February 26th after an extended illness. Mr. Welch was a director of both the May Seed and May Broadcasting Co.



Forecasts For The Month

BIRTHDAYS:

- Apr. 5—Muriel Childs, wife of news editor Ralph Childs.
- Apr. 6—Jim Moore, Public Service Dept.
- Apr. 8—Ray Schroeder, chief engineer.
- Apr. 10—Lanis Louise, daughter of Control Operator, Lloyd Latta.
- Apr. 20—Kenneth Stotts, son of staff artist Bob Stotts.
- Apr. 29—Ike Everly, staff artist.

ANNIVERSARIES:

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

BIRTHSTONE: Diamond.

FLOWER: Sweet Pea and Daisy.

KMA Kwiz

1. He's an announcer, admiral, teacher and lieutenant. What's his name? (Nov. '48, p. 12). 2. On Jan. 1 he said, "I resolve not to eat pickled watermelon seeds in 1949." (Jan. '49, p. 2). 3. What weather and garden expert gained so much weight during last fall that he had to let out his pants? (Dec. '48, p. 10). 4. His favorite sport is ping pong. (Febr. '48, p. 3). 5. What's the name of our evening announcer who got his start in radio as a masked singer in Kansas? (March '49, p. 14).

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.

1. Wayne Beavers. 2. Merrill Langfitt. 3. Frank Field. 4. Edward May. 5. Jonny Dickson.

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ALAMOND LEFT



Alamond Left! Yes, Ed May and wife, Eleanor, have become real square dance enthusiasts during the last month. It all started when a group of farmers near Farragut invited Ed and Eleanor to an old time dance. They got the 'bug' and now spend a night almost every week square dancing. In fact, Frank Field is

teaching Ed some of the calls. Recently he tried announcing his first dance and, from reports, did a good job.

However, Ed says he likes the dancing more than the calling. He claims it's much more fun—and also does more good for the waistline!