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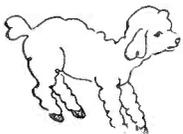
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KMA GUIDE

Vol. 8

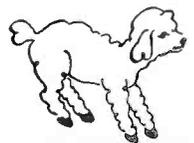
MARCH, 1951

No. 3



Karen's Ready for Spring

(See Page 2)



“THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION”



Burlington, Iowa

Dear Bernice: I am enclosing \$1 for a subscription to the KMA GUIDE. I enjoy your program so much it is really the one thing that starts my day right for me. It is just like visiting with a good friend. Although I have not met you personally, I wish to be counted as one of your most devoted radio friends.

Mrs. P. J. DuPuis
2635 South Main

(For a picture of Bernice, Mrs. DuPuis, turn to page 7 of this issue.)

Guthrie Center, Iowa

I am sending my \$1.00 for the renewal of my GUIDE subscription. Sorry I did not send it in sooner, but I could not seem to run down a dollar bill.

Mrs. Marie Lawshe
105 Newton Street

Prescott, Iowa

Dear Doris: I've been listening for a long time to your "On The KMA Party Line" program and I certainly enjoy it, and also your column in the KMA GUIDE about the happenings around the station. I have taken the GUIDE since the first issue came out, but I missed several copies after my first year's subscription expired by neglecting to get my renewal in sooner. I file every issue and find it a wonderful magazine to refer to. I loan out my GUIDE, but only to those who I know will return them.

Mrs. Dale Wynn

Hastings, Iowa

Find enclosed two dollars — one of the dollars is for the renewal of my subscription and the other one is for a birthday gift.

Ivy Myrtle Trimmer

(The receiver of your birthday gift will be reminded of your present to her 12 times during the year—everytime she receives her copy of the GUIDE.)

The KMA Guide

Vol. 8

No. 3

MARCH, 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 Girl—

"When Will It Be Up, Mother?"

Pretty Karen May, our cover girl this month and 2½-year-old daughter of Mr. and Mrs. Ed May, can hardly wait for Easter and Spring to arrive for she's much too active to like to stay indoors during the long, cold winter.

"When will it be up, Mother?" Karen asks, as she watches the snow disappear and hopes that it stays away.

You see her on the front cover this month all dressed up and waiting for Easter morning to roll around, as she gently holds her Easter basket and stands beside her bigger-than-life-size bunny.

Karen, by the way, is an avid listener to her Daddy's 12:15 P. M. KMA broadcast and never misses a program.

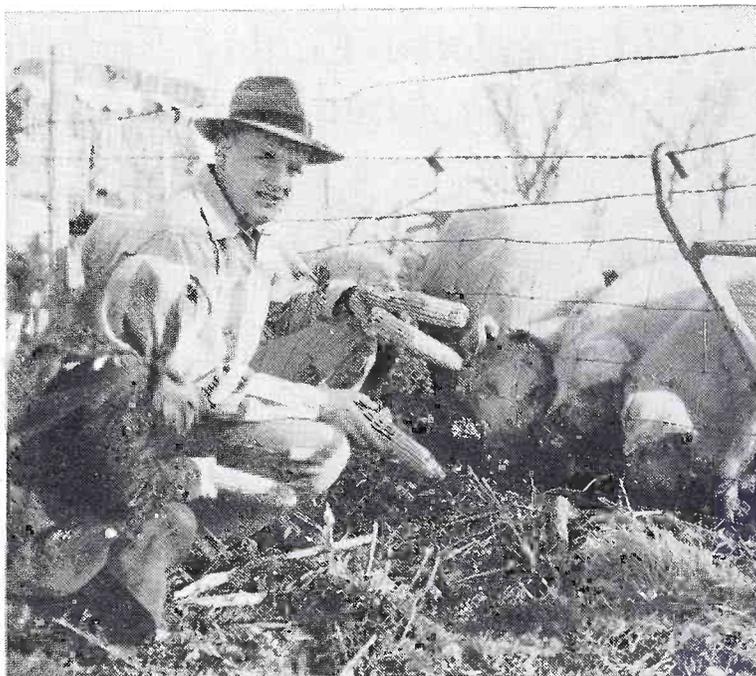
"That's my daddy!" She exclaims, when she hears Ed May come on the air. "He'll be home pretty soon."

For Karen knows that her father will be home for lunch about ten minutes after the program has ended.

Karen has been a "guest star" on her father's broadcasts several times, but always with a little apprehension. Naturally just a little shy when she is with people that she doesn't know well, Karen seems to realize that the microphone will take her voice into thousands of homes all over the Midwest.

But, once she gets to know you, just watch out!

A Chat With Edward May



How time flies! Another March has rolled around and the winter of 1950-51 is almost history. In my opinion, March is one of the best months of the year. Church activities reach a climax with the arrival of Easter on the 25th and Spring officially arrives just four days before.

Spring is the time we do most of our planting. The government has asked the farmers to increase their corn acreage and, as an inducement, has increased the ceiling price of corn for next year. The government is also telling the housewife that food prices will go higher and that she had better be prepared to stretch that dollar even more. We all find this much easier to do if we have a supply of home canned goods on the shelves in the cellar. I have already had several reports from gardeners who have made their first planting of lettuce, peas, radishes, mustards, spinach and potatoes.

I know farmers are glad to see warmer weather arrive. With pigs farrowing a farmer has a better chance to save more of those pigs during good weather. The above picture shows Annette and myself looking at some of our Chester Whites. What you see in the picture is some of our foundation stock. These gilts are all registered and were purchased from several

of the leading Chester White breeders in the Midwest.

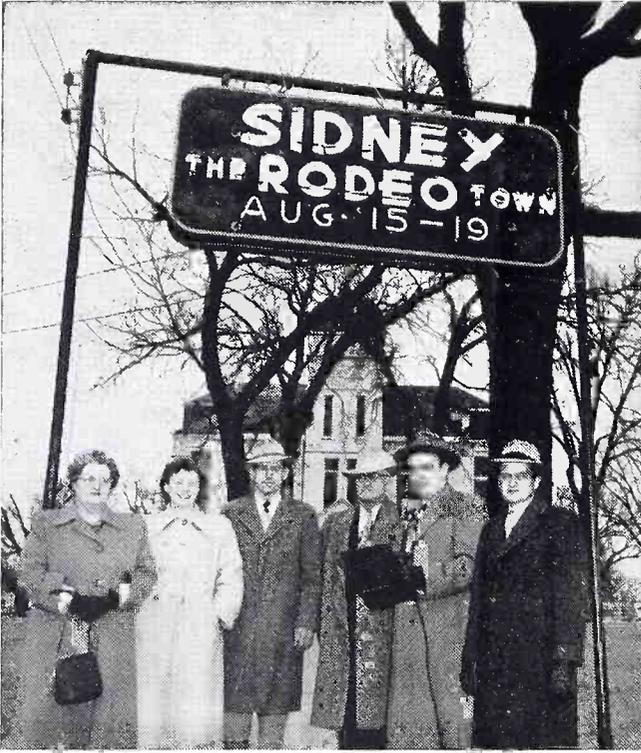
Several letters have been received asking when is the best time to sow grass seed. Most grasses like the cool, moist weather which we have in early spring. So, for this reason, if you haven't sown your grass seed yet I would do so as quickly as possible.

Things at KMA and the seed house are like a beehive. This is our busiest time of the year and we will be doing our spring planting as soon as possible. We grow many flowers and vegetables and always like for you to come visit us sometime during the year.

If you belong to a group who would like to spend a few hours at KMA we will be most happy to take you through the station and show you many of the points of interest in Shenandoah. Naturally, there is more to see when the flowers are blooming. If your group is planning a trip to Shenandoah just drop me a card and I will arrange to have a guide point out many of the interesting things in Shenandoah.

Even though the GUIDE comes to you only once a month we feel as if we have daily contact with you through your radio. We enjoy hearing from you and we hope you enjoy hearing from us.

Sidney, Iowa Calling Sydney, Australia To Be Aired on KMA March 11



Participants on the Sidney, Iowa program include (left to right), Mrs. Earl Cowden, housewife; Mrs. Theron Orr, G.I. war bride; Warren Raney, Agricultural Agent; R. N. Archie, president of Sidney Rodeo Association; Beavers; and Mr. Orr, Sidney Community Club President.

MANY WINNERS ON FRITOS-FREE-FOR-ALL

Recent winners on the popular KMA "Fritos-Free-For-All" program include:

Mrs. S. E. Chambers, Glenwood, Iowa	\$29
Mrs. Jake Fecher, Westboro, Mo.	\$77
Mrs. George Balos, Grant City, Mo. \$	8
Mrs. James Carter, Maryville, Mo. \$	8
Mrs. Malcolm Cannon, Sidney, Iowa	\$ 8
Mrs. T. M. Hutchinson, Atlantic, Iowa	\$22
Mrs. Roy Northrup, Villisca, Iowa....	\$30

You can get all the rules on how you may become a winner by listening on KMA at 11:30-11:45 A. M., Monday through Friday.

"Sidney, Iowa, USA, calling Sydney, Australia!"

That's the title of the unique international program that's in store for KMA listeners on March 11th (12:15 to 1:00 P. M.). The program features a 30-minute salute from Sidney, Iowa to the Sydney down-under, and a quarter-hour exchange program from Australia hailing the Iowa town. Australian radio stations will also carry both broadcasts.

The half-hour Sidney, Iowa show, produced by KMA program director Wayne Beavers, typifies life in that community and includes interviews with an Iowa farmer, housewife, high school students, community club president, and the head of Sidney's world-famous Rodeo Association.

Of special interest on the program is the comparison made by Mrs. Theron Orr, a G. I. war bride, between the Sydney, Australia where she used to live and the Sidney, U. S. A. that is now her home.

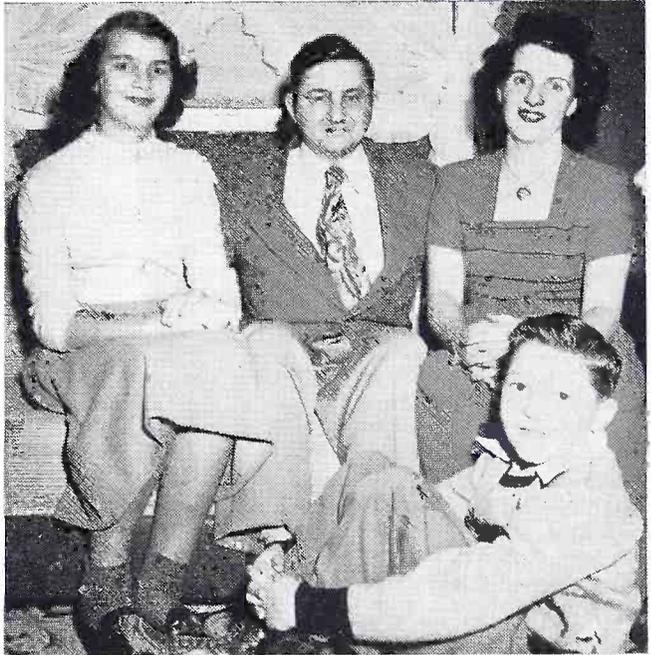
The Australian Broadcasting Commission's exchange platter gives a word picture of Sydney, Australia including a description of the Sydney harbor scene, surfing on the beach, horse racing and other interesting glimpses into Aussie life.

Incidentally, this is the third annual international program exchange for KMA. On Christmas Eve, 1949, KMA exchanged Christmas greetings with Germany through a Berlin station with the cooperation of the U. S. Army and the State Department.

On June 6th, 1950, KMA and the French Broadcasting System exchanged programs on the 6th anniversary of the Normandy landings, under the theme "D-Day and Today".

Eddie Comer Begins His Sixth Year As KMA Clarinetist and Entertainer

Eddie Comer began his sixth year of entertaining KMA listeners February 8th and the whole Comer family gathered for a picture to mark the occasion. In the picture at right is Eddie sitting between his daughter Vicki and his wife Gladys with young Donnie relaxing in front.



Versatile is the word for capable Eddie who can tickle almost any kind of music out of his clarinet and saxophone besides singing with his pleasant tenor voice.

Following in their father's footsteps, both Donnie and Vicki are taking music lessons with Vicki learning how to play the big bass fiddle while Donnie practices on his accordian.

February was a big month for the Comers for another reason, too, for February 23rd was Gladys and Eddie's fourteenth wedding anniversary.

"I met Gladys while I was playing at a dance," Eddie recalls. "The band was playing a square dance number and since I did not play squares on my horn I took a rest.

"Well, a bunch of girls had gathered around me when Gladys came over. I asked her, kind of jokingly, to protect me and she said, 'Why Sure, Eddie'.

"I guess it was love at first sight," Eddie continued, "because we were married six weeks later!"

Eddie was born in Hominy, Oklahoma. He has been playing and singing over the air ever since he was in his teens. On one of his appearances before a radio mike, Eddie remembers that part of his clarinet came loose and fell out, unknown to him at the time. But when he started to blow, he blew and blew and got nothing but some ear-splitting squeaks!

MAINS INTERVIEW HEARD ON VOICE-OF-AMERICA

An interview of KMA Farm Service Director Mel Mains with W. J. Coad, Sr., Omaha, president of Omar, Inc., and also president of the Nebraska Conservation Foundation, was recently broadcast by Voice of America stations to many countries throughout the world.

Mr. Coad discussed the Foundation and its activities in the interview.

Among the stations beaming the program were two in Munich, Germany, three British Broadcasting Corporation stations, a station in Salonika, Greece (which can be heard as far north as Sweden) and three powerful Voice of America stations in the United States. The American stations can be heard in many countries of the Western Hemisphere as well as overseas.

The Voice of America programs are designed to tell inhabitants of lands throughout the world of the American way of life.

On The KMA Party Line

With **DORIS MURPHY**

My, how the fad for wearing cowboy boots is spreading among the young fry! No one knows this better than newscaster RALPH CHILDS. When the shoe clerk asked RALPH'S son MICHAEL, age 5, what kind of shoes he wanted, he immediately replied: COWBOY BOOTS. This gave his dad quite a surprise, but he finally consented when the clerk appeared with a suitable pair of flat low-heeled boots. But . . . that was only the beginning! By the time RALPH reached home at noon, young 7 yr. old DAVID, had already been begging for boots just like MICHAEL'S. Since DAVID was in need of shoes . . . RALPH weakened and took him to the store where he was fitted with shiny new cowboy boots. Watching his two brothers proudly strutting around the house in their western footwear, was more than 10 yr. old STEVIE could stand. He wanted cowboy boots more than anything he could think of! Knowing dad had already bought two pairs in one week, STEVIE figured it was up to him to buy his own boots. Patiently he waited until Saturday when he received his pay check for delivering newspapers. Then . . . with pay check in hand . . . he rushed to the shoe store and announced he, TOO, wanted a pair of cowboy boots. Thinking this ended the craze for boots, RALPH heaved a sigh of relief. But not for long? Because now . . . their 3 year old baby sister SUSIE has decided she wants some. What next? Every time one gets something, they all want it. With a big family, this creates quite a problem for mothers and dads.

RALPH CHILDS not only has a nose for news, but a nose for food, also. Here you see him complete with bib, being waited upon by KMA's newest bride, MARTHA JO BORLAND who was married to WILLIAM YATES, Jr. Feb. 11. On the day this picture was taken, the KMA office group had brought well filled baskets for a noon lunch, in honor of MARTHA. We had just finished eating, when RALPH walked in and

was invited to join us. We didn't have to twist his arm . . . and as the picture shows, he not only enjoyed the food but the attention he was getting. After lunch, the girls presented MARTHA with a gift of China. After a week's honeymoon, MARTHA returned to work. WILLIAM has been called into the Air Service.

Quantities of food were stored in the ice box, bedding had been borrowed from neighbors . . . the dining room table was stretched to capacity . . . and everything was in readiness for the six week-end guests due to arrive any minute at the home of KMA's homemaker ADELLA SHOE-MAKER, when the accident happened. It was nearly 5 p.m. on Saturday . . . and ADELLA was eagerly looking forward to entertaining her son DON and his five



friends from Morning-Side College in Sioux City. She had baked three batches of cookies, two big chocolate cakes, a turkey roaster full of home-made baked beans, a whole ham and many other good things to help fill up the hungry boys. At the last minute, she picked up a quart jar of home-made mayonnaise and started making room for it in the electric refrigerator, when all of a sudden, the jar broke in her hand cutting a finger. It bled profusely. Not thinking the cut was serious, she quickly put a tourniquet on it, and thought it would soon stop bleeding. About that time callers arrived . . . and shortly afterwards the carload of boys bounced in the door. From then on, excitement reigned! Seeing DON'S mother was hurt, the boys volunteered to help get supper. They put together sausage, no-

dles, cheese, tomato sauce and other ingredients and made a big batch of John Massetti, the one dish meal DON had especially requested. With that they fixed a huge bowl of delicious tossed green salad, and with the addition of long loaves of French bread the boys soon were enjoying a real feast. When bed time came, blankets were piled on the living and dining room floors and the gang slept slumber party fashion. It was so much fun entertaining the boys, ADELLA forgot about her injured finger, until Monday morning, when her hand became numb and she realized complications might have developed. She hurried to the doctor to learn a blood clot had formed, in her finger. Now with her finger in a splint and arm in a sling, ADELLA is carrying on as well



as possible with the help of the family in dressing and doing other daily chores that require two hands. We hope the clot soon dissolves and she gets to feeling better.

With the hope the climate of Tucson, Ariz., will help improve their health, Mrs. STEVE WOODEN and young son, left March 1st for a two months vacation in the South. Friends will share the home with entertainer STEVE, during KATHLEEN's and STEVIE's absence. Plenty of sunshine and fresh air will no doubt help drive away the colds and chest infections, they have been suffering with, throughout the winter.

How anyone could fall and make such a big hole in a wall, without getting hurt, is beyond me, but that is exactly what happened to night announcer RUSS BAUER!

RUSS has a trick knee. He was walking down the studio hallway, when suddenly the knee gave way, causing him to turn his ankle and fall. Although he rammed his shoulder so hard against the wall, it shattered the beaver board in many pieces, he escaped without a bruise. Miracles DO happen!

When a big semi-trailer outfit and a car pulling a house trailer meet on the narrow Iowa roads, it requires skillful driving to avoid an accident. No one knows this better than EZRA HAWKINS. In order to accommodate his friends, DOC and ESTHER EMBREE who had recently joined our KMA Staff, EZRA drove to St. Joseph to bring the EMBREE's trailer to Shenandoah. He was getting along fine until this side of Clarinda he saw a huge semi-

trailer coming down the road. Wanting to be sure and give it plenty of clearance, EZRA's car with attached house trailer slipped off the road and onto the shoulder. You can imagine the fright of DOC and ESTHER, as they drove in their car behind the trailer, to see it suddenly leave the pavement. Realizing the seriousness of the situation, EZRA kept his head . . . got the two vehicles under control and back on the road without serious complications. When asked if he was scared, EZRA replied: "Yes, after it was all over!"

Shown above are FRANK FIELD and KMA Morning Homemaker

BERNICE CURRIER visiting over a cup of coffee about the 100 "Apple Strudel" recipes that FRANK had recently received from listeners. The day this picture was taken, BERNICE had baked several kinds of delicious rolls, so she called and said since they were to take her picture, for me to come along and join her in a cup of coffee and rolls. FRANK went along as photographer. After he took a couple of shots, I suggested I take a picture of them, as BERNICE and FRANK have worked together in radio for around 20 years, even on three different stations. At first, FRANK didn't seem to think I could take a good picture, but he finally consented to show me what to push and how to hold the camera and here is the result! Do you like it?

KMA DAILY PROGRAMS FOR MARCH, 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.—Doc and Esther
6:30 a.m.—Sweet Lassy Time
6:45 a.m.—R.F.D. 960
7:00 a.m.—Mel Mains, News
7:15 a.m.—Frank Field
7:30 a.m.—Becky & Blue Sky Boys
7:45 a.m.—Morning Headlines
8:00 a.m.—Breakfast Club
9:00 a.m.—Homemaker's Visit—Bernice Currier
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
11:15 a.m.—Doc and Esther
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
1:35 p.m.—Sweeney and March
1:45 p.m.—Modern Romances
2:00 p.m.—Camp Meeting Time
2:15 p.m.—Hawkeye Rangers
2:30 p.m.—KMA Party Line—Doris Murphy
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—Adella Shoemaker
4:00 p.m.—Andy Parker
4:15 p.m.—Mack Sanders
4:30 p.m.—Ralph Childs, News
4:45 p.m.—Bar Nothing Ranch
5:00 p.m.—Hillbilly Jamboree
5:30 p.m.—Big Jon & Sparky

MONDAY NIGHT

6:00 p.m.—KMA Sports Parade
6:15 p.m.—Mack & Jeanie
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.—Outdoor Mid-America
8:00 p.m.—United Or Not

8:30 p.m.—Johnny Desmond
9:00 p.m.—Ralph Flannagan's Band
9:30 p.m.—This Is My Story
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Guest Star
10:45 p.m.—The 3 Suns
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.—Showtime Review
7:30 p.m.—Armstrong Of SBI
8:00 p.m.—Am. Town Meeting
8:45 p.m.—Stories To Remember
9:00 p.m.—I Fly Anything
9:30 p.m.—Author Meets The Critic
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Nat'l Guard Show
10:45 p.m.—The 3 Suns
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.—Mack & Jeanie
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.—Richard Diamond
8:30 p.m.—Mr. President
9:00 p.m.—Rogue's Gallery
9:30 p.m.—Treasury Band
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Land's Best Bands
10:45 p.m.—The 3 Suns
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.—Red Cross Show
7:15 p.m.—Alcoholics Anonymous
7:30 p.m.—Armstrong Of SBI
8:00 p.m.—Original Amateur Hour
8:45 p.m.—Robert Montgomery

AMERICAN BROAD



CASTING COMPANY

9:00 p.m.—Screen Guild Players
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—KMA Showcase
 10:45 p.m.—The 3 Suns
 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.—Mack & Jeanie
 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.—Sports Report
 10:30 p.m.—Stars On Parade
 10:45 p.m.—The 3 Suns
 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.—Doc and Esther
 6:30 a.m.—RFD 960
 7:00 a.m.—Mel Mains, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Becky & Blue Sky Boys
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Alarm Clock Club
 9:00 a.m.—Homemaker's Visit—Bernice
 Currier
 9:30 a.m.—Organ Moods
 9:45 a.m.—For Kids Only
 10:00 a.m.—Junior Junction
 10:30 a.m.—Down A Country Lane—
 Evelyn Birkby
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—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.—Western Caravan
 1:15 p.m.—This Week On The Farm
 1:30 p.m.—Doc and Esther
 1:45 p.m.—KMA Cowboys
 2:00 p.m.—Camp Meeting Time
 2:15 p.m.—Polka Party
 2:30 p.m.—KMA Hillbilly Hits
 3:00 p.m.—Mack and Jeanie
 3:15 p.m.—Steve Wooden
 3:30 p.m.—Kitchen Klinik — Adella Shoe-
 maker
 4:00 p.m.—Andy Parker
 4:15 p.m.—Mack Sanders
 4:30 p.m.—News

4:45 p.m.—Bar Nothing Ranch
 5:00 p.m.—Concert of American Jazz
 5:15 p.m.—Una Mae Carlisle
 5:30 p.m.—Swing To 45
 5:45 p.m.—Baron Elliott's Octette
 6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Serenade In Blue
 6:30 p.m.—Mel Mains, News
 6:45 p.m.—Holland Today and Tomorrow
 7:00 p.m.—Shoot The Moon
 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.—The Buccaneers
 9:45 p.m.—The 3 Suns
 10:00 p.m.—News
 10:15 p.m.—Dance Orchestra
 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.—Lyrically Speaking
 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.—Navy Hour
 11:30 a.m.—Piano Playhouse
 12:00 noon—Ralph Childs, 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 Ever Told
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Ted Mack's 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.—Here's To Veterans
 9:15 p.m.—Let's Be Healthy
 9:30 p.m.—Proudly We Hail
 10:00 p.m.—Ralph Childs, 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

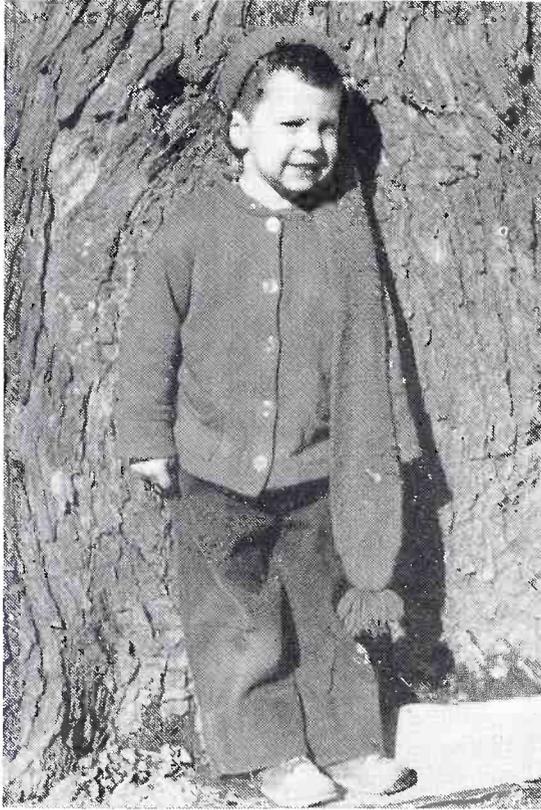
Frank Comments

By FRANK FIELD

Remember last month I had a hunch that Jim and Peg might be down during the month for a week-end, so that I could get a new picture of Shannon. The hunch was right and here is the picture. James Shannon Bellamy, age 3 years and a few days. His birthday was February 28th to be exact, and he is all boy as you can readily see from the picture.

That peculiar thing hanging down his left side is a stocking cap, one of the long kind which is supposed to be wrapped around the neck to act as a muffler. Shannon can't be bothered with that though, he just lets it dangle.

I had quite a time getting him to hold still long enough to have his picture taken. He was so interested in that hole in the tree right beside his head. That old maple tree stands right in the middle of our backyard, and is so old that it is about dead. The main trunk and some of the larger limbs are hollow inside, and quite a family of squirrels uses it for a home. They can go into that hole you see by Shannon's head, and come out clear up at the top of the tree. A family of black squirrels lives in another maple tree down in the lower part of the yard. So we get plenty of entertainment through the summer, watching the antics of the baby squirrels. There are three or four large walnut trees in the neighborhood, and it keeps me busy every summer digging up walnut seedlings out of the flower



beds where the squirrels had buried them the fall before.

I suppose you are all making plans and preparations for a big garden this year, and in fact a lot of you have already gotten your seeds. It looks as if there might be a lot of new gardeners this year, judging from the requests for help in selecting varieties and amounts to buy.

One leading authority came out with the statement a few weeks ago, to the effect that it actually didn't take any more hours of time to grow your own vegetables, than it did to pick them up at the grocery store, including standing in line at the store. That might be stretching it just a little, but some of the State College authorities estimate that time spent in a vegetable garden will pay you about \$5.00 an hour, in actual returns, figured at prevailing retail prices. For instance right now, little, dinky heads of cabbage, about the size of your two fists, are selling at 20¢ a pound, or 60¢ for a specimen the

size of a child's head.

There are all kinds of bulletins available for the asking, and covering every phase of gardening, harvesting, canning, freezing and storing fruits and vegetables. In fact there is a little booklet called *How to Plant and Grow a Garden*, which is included free of charge with every garden seed order shipped from the Earl May Seed Company.

If you don't get one of these booklets in your seed order just ask for it, and we'll be glad to send it to you.



HOMEMAKER'S GUIDE

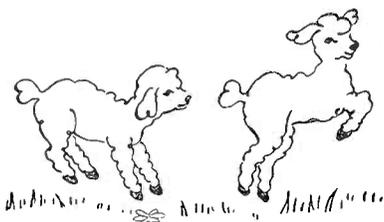
Kitchen Klinik

By **ADELLA SHOEMAKER**

MINT REFRIGERATOR COOKIES

- 2 cups enriched flour, sifted
- 1 teaspoon baking powder
- 1/4 teaspoon salt
- 1/2 cup butter or margarine
- 1 cup sugar
- 1 egg
- 4 or 5 drops mint flavoring
- 2 teaspoons milk
- 4 or 5 drops green food coloring
- 1/2 cup finely chopped nuts

Sift together flour, baking powder, and salt. Cream butter or margarine with sugar. Add egg and beat until light and fluffy. Gradually stir in flour mixture. Add mint flavoring, milk, food coloring, and chopped nuts. Shape into rolls or press into a margarine box. Store in refrigerator. Slice thin and bake on greased baking sheet in moderately hot oven (400°) 10 minutes. These must be watched carefully. The color is much prettier if you do not let them brown.



PINEAPPLE DESSERT

Butter a pan, sprinkle it with graham cracker crumbs or vanilla wafer crumbs. Reserve some finely rolled crumbs for a topping. Prepare this filling:

- 4 egg yolks
- 1/2 cup sugar
- 1 small can crushed pineapple
- 1/2 package lemon gelatin
- 4 egg whites
- Another 1/2 cup sugar

Cook egg yolks, 1/2 cup sugar, and pineapple until thick. Add gelatin to hot

mixture. Stir until dissolved. Cool slightly (don't let it congeal). Beat 4 egg whites stiff but not dry, add the other 1/2 cup sugar, beat a little more, and add this to the cooked custard 2 tablespoons at a time. Pour it over the crumbs and use a fine dusting of crumbs on top.

* * * *

WHOLE WHEAT ICEBOX ROLLS

- 1 cake compressed yeast
- 2-1/2 cups water
- 2/3 cup brown sugar
- 2 tablespoons lard
- 2 eggs
- 4 cups white flour
- 4 or 5 cups graham flour
- 1 teaspoon salt

Soak yeast in 1/2 cup warm water; dissolve sugar, salt, and lard in 2 cups hot water, cool and add yeast mixture, 2 well-beaten eggs and the white flour. Beat until sponge bubbles. Then add the graham flour to make a stiff dough. Knead 10 min. and place in covered bowl in the refrigerator over-night. Rolls may be baked as needed. Take out desired amount of dough. Shape into rolls. Place into a greased pan and let rise for 2 hours in a warm place. Bake 10 min. in a hot oven.

* * * *

SWEET-ONION SALAD DRESSING

- 1 cup sugar
- Juice of 1 large onion (Grind it and catch juice)
- 2 teaspoon dry mustard
- 1/2 teaspoon salt
- Dash paprika
- 1 teaspoon celery seed
- 1 cup vinegar
- 2 cups salad oil
- Another 1/4 cup vinegar

mix sugar, onion juice, dry mustard, salt, paprika, celery seed, and 1 cup vinegar. (Add just a little at a time and beat well after each addition).



Homemaker Visit

By **BERNICE CURRIER**

BANANA TEA MUFFINS

- 1-3/4 cup sifted cake flour
- 2 teaspoons baking powder
- 1/4 teaspoon baking soda
- 3/4 teaspoon salt
- 1/3 cup sugar
- 1 egg, well beaten

- 1/3 cup melted shortening or salad oil
- 1 cup mashed ripe bananas (about 3)

Sift together the dry ingredients into mixing bowl. Mix remaining ingredients together, then add them to dry ingredients just to dampen all the flour. Turn into well greased small muffin pans and bake in moderate oven (375°) about 20 min. or until muffins are done. Serve hot or cold. Makes 16 small muffins.

* * * *

BAKED FRUIT FUDGE

- 2 tablespoons butter
- 1 cup sugar
- 2 eggs
- 2 squares chocolate melted
- 1 teaspoon lemon extract
- 1 teaspoon orange extract
- 1/2 teaspoon vanilla extract
- 1/2 cup sifted flour
- 1/2 cup dates, raisins, figs, candied pineapple or cherries, chopped.

Cream the butter and sugar together, then add beaten egg yolks, melted chocolate and extracts and beat well. Blend in the flour well and fold in the stiffly beaten whites. Pour over the fruit arranged in a buttered baking pan and bake for about 30 min. in slow oven (300°). When cool, cut in squares. This candy, like fruitcake, improves with age.

* * * *

CAULIFLOWER CRAB MEAT CASSEROLE

- 1 medium cauliflower
- 1 cup (6-1/2 oz. can) crab meat
- 1 can condensed celery soup
- 2/3 cup milk
- 1/2 cup grated cheese

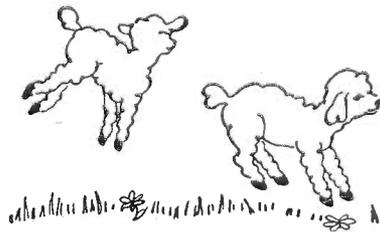
Separate cauliflower into flowerets; boil until tender. Drain; place in greased casserole. Remove shell tissue from crab meat; flake, add soup and milk. Pour crab meat mixture over cauliflower. Top with grated cheese. Sprinkle with paprika. Bake in moderate (375°) oven 25 to 30 min. or until browned. Makes about 6 servings.

* * * *

FOAMY SALAD

- 2 cups shredded cabbage
- 3 diced bananas
- 1 cup crushed pineapple
- 1 cup sweet cherries
- 1 cup chopped nuts
- 1 cup marshmallows cut in quarters
- 1 cup mayonnaise
- 1 cup whipping cream

Combine cabbage, fruits, nuts, and marshmallows. Whip cream and add the mayonnaise. Pour dressing over salad mixture and blend. Let stand in refrigerator 1 hour before serving. Serves 6 to 8.



INEXPENSIVE MILK CARAMELS

- 2 cups sugar
- 1 cup light corn syrup
- 3 cups milk
- 1/4 cup butter
- 1/2 teaspoon salt
- 1 teaspoon vanilla

Heat sugar and syrup in 1 cup milk, stirring until dissolved. Then cook stirring often to 246° or to firm ball stage. Slowly add one more cup milk and repeat cooking process. Add the third cup of milk, the butter and salt, and cook to 248° or until ball tested in cold water is consistency of caramel. Remove from heat, add vanilla, and pour at once into buttered pan marking in squares when cool. Add chopped nuts or coconut if desired.



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Radio steners from coast-to-coast will hear the Shenandoah High School Victory Bell ring out over KMA and more than 250 other American Broadcasting Company stations during a coming Don McNeill "Breakfast Club" broadcast.

In the picture at right, Warren Nielson holds the mike as Shenandoah Superintendent of Schools L. A. Logan does the ringing.

The series of programs, on which the 75-year-old Shenandoah bell will be rung, begins March 12 on the "Breakfast Club" with a different famous American bell being rung each day.

The exact date the Shenandoah victory bell will be rung will be announced shortly. Don McNeill's popular "Breakfast Club" program is heard on KMA, Monday through Friday from 8:00 to 9:00 A. M.

PATTERN FOR THE MONTH

If you like a particularly simple motif when you are crocheting a large piece, such as the beautiful tablecloth pictured below, you will enjoy working on this lace wheel pattern with its ring of clusters.

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KMA BOWLERS "BURN UP" THE ALLEYS

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The gents, paced by Frank Field, Engineer Jack Josephson and Announcer Paul Pippert, are leading their league. The women's team is second in their league, but are only two games out of first place.

Evalyn Saner, KMA Traffic Manager, bowled 222 in the recent women's tourney to rack up the highest woman's score ever made on the local bowling lanes.

Pictures of the KMA bowling team appeared in the December, 1950 GUIDE.

Homemaker Visit

By **BERNICE CURRIER**

BANANA TEA MUFFINS

1-3/4 cup sifted cake flour
2 teaspoons baking powder
1/4 teaspoon baking soda
3/4 teaspoon salt
1/3 cup sugar

1 egg, well beaten
1/3 cup melted shortening or salad oil
1 cup mashed ripe bananas (about 3)

Sift together the dry ingredients into mixing bowl. Mix remaining ingredients together, then add them to dry ingredients just to dampen all the flour. Turn into well greased small muffin pans and bake in moderate oven (375°) about 20 min. or until muffins are done. Serve hot or cold. Makes 16 small muffins.

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BAKED FRUIT FUDGE

2 tablespoons butter
1 cup sugar
2 eggs
2 squares chocolate melted
1 teaspoon lemon extract
1 teaspoon orange extract
1/2 teaspoon vanilla extract
1/2 cup sifted flour
1/2 cup dates, raisins, figs, candied pineapple or cherries, chopped.

Cream the butter and sugar together, then add beaten egg yolks, melted chocolate and extracts and beat well. Blend in the flour well and fold in the stiffly beaten whites. Pour over the fruit arranged in a buttered baking pan and bake for about 30 min. in slow oven (300°). When cool, cut in squares. This candy, like fruitcake, improves with age.

* * * *

CAULIFLOWER CRAB MEAT CASSEROLE

1 medium cauliflower
1 cup (6-1/2 oz. can) crab meat
1 can condensed celery soup
2/3 cup milk
1/2 cup grated cheese

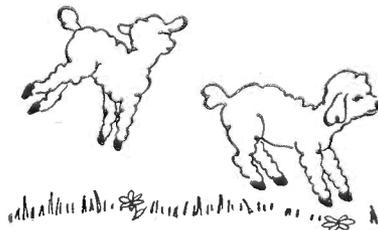
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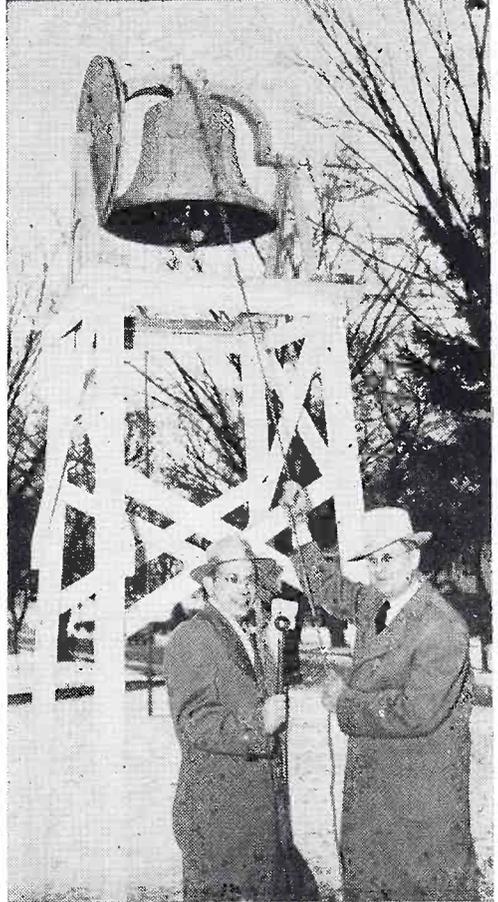
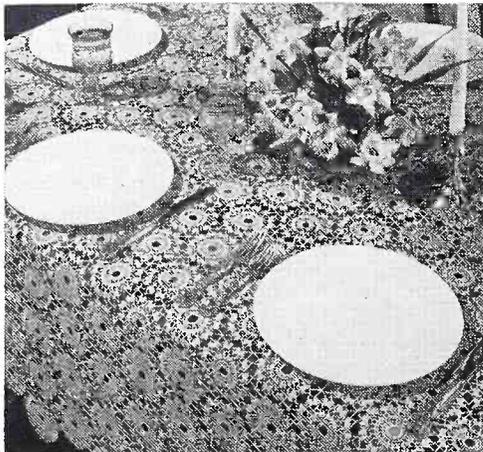
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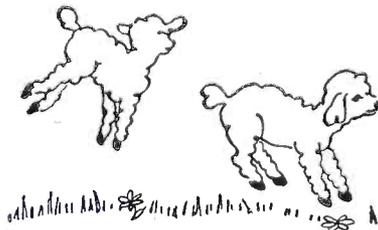
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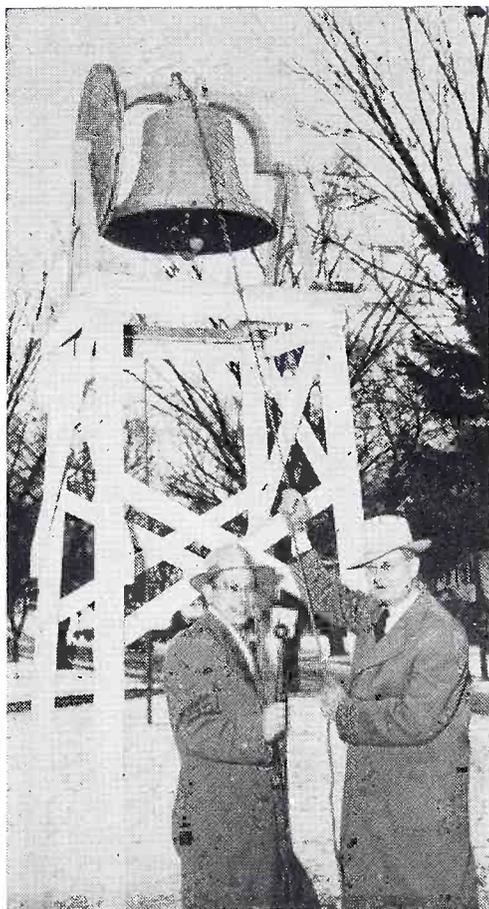
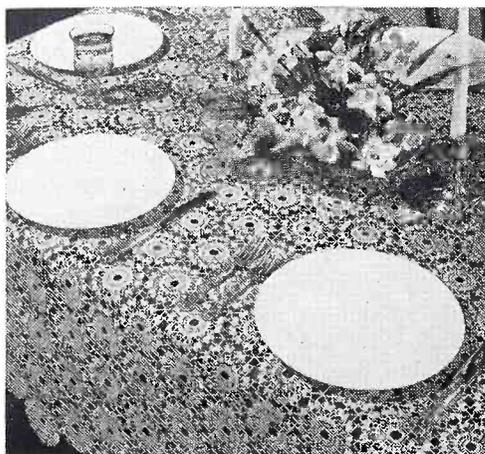
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Program Personals

By HAROLD ARKOFF

Since October, 1949, thousands of Midwesterners have been steady listeners of the "Bible Truth Program" heard on KMA each Sunday morning from 9:15-9:30 A. M. The program features the Elder Edgar Lippincott family, shown in the picture at right, who broadcast by remote control from their home in Stanberry, Missouri.

Elder Lippincott (at right in picture), besides being director of the program, has monthly preaching appointments in three Missouri towns, Stanberry, Easton and Milan. Mrs. Lippincott is very active in W.C.T.U. work and is president of the Stanberry union.

Also a member of the Lippincott radio family is their son Dee, a junior at Northwest Missouri Teachers College. He has been singing over the air for eleven years. At college, Dee is a music major and is a member of the choir and the college band.

The Lippincotts have been in radio work since April, 1940, when the "Bible Truth



Program" originated.

* * * *

In answer to many requests from GUIDE readers, here is a picture of Mrs. Kay Wilkins shown on one of her frequent broadcasts to KMA listeners on Edith Hansen's "Kitchen Club" (10:00 to 10:30 A. M. Monday through Friday).

Kay is a well-known woman broadcaster whose broad experiences included service on five Midwestern radio stations before she became Edith Hansen's assistant.

Kay knows the problems of the homemaker because she manages her own home in Shenandoah. Her mother lives with her and she has a young son, Terry Mike, age 4, who presents all the problems an active boy of that age can devise.

Kay works very closely with Edith, testing recipes, answering the thousands of letters that need attention, and preparing program material the large "Kitchen Club" audience finds helpful.

Congratulations

To Jim Kendrick, KMA Sports Director, who was recently elected Vice-President of the Shenandoah Junior Chamber of Commerce.

* * * * *

To Mel Mains, KMA Farm Service Director, who has been appointed to the Extension Relations Committee of the National Association of Radio Farm Directors in recognition of his fine work in extension broadcasting throughout the Midwest.



Glenn Harris Wins 2 Television Awards!

When "Penny Auction" celebrated its first anniversary on KMTV recently, Glenn Harris (center), the program's emcee (also general program manager for KMA and KMTV) was presented with two special awards.

Mayor Glenn Cunningham of Omaha, (left) issued a proclamation naming Harris, "Omaha's Official TV Jester". William Baker, (right) publisher of TV SHOWTIME, holds the plaque that designates Harris as "Mr. TV Showman of Nebraska and Iowa".



500 LADIES ATTEND KMA HOMEMAKER'S DAY

Having a happy time on the KMA Auditorium stage during the recent KMA Homemaker's Day celebration are Wayne Beavers (Left), Magician Bill Overbey and Warren Nielson (Right).

More than 500 Midwestern homemakers were on hand to enjoy the variety show and listen to Miss Clara Dudley, nationally known color consultant, tell about many new decorating ideas for the home.

★ Forecasts For The Month ★

BIRTHDAYS:

- March 10—Warren Nielson, chief announcer.
- March 13—Bob Barry, staff artist.
- March 22—Jack Josephson, control room engineer.
- March 24—Gayle Maher, secretary to Owen Saddler, general manager of KMA-KMTV.

March 26—"Tucky" Saddler, son of Owen Saddler, general manager of KMA-KMTV.

March 26—Michael Childs, son of Ralph Childs, newseditor.

March 29—Donald Hansen, son of Edith Hansen, homemaker.

ANNIVERSARIES:

March 30—Irene and Coy Martin, staff artist.

BIRTHSTONE: Bloodstone

FLOWER: Violet

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Doc and Esther Are Back



When Doc and Esther Embree began their KMA broadcasts several weeks ago they didn't need much of an introduction to a lot of KMA listeners. For Doc and Esther had been entertaining folks over the station from 1942 to 1944. They're shown here reading over some of their many letters from old friends welcoming them back to the station.

Doc has played the guitar since he was able to walk and also plays bass fiddle and sings. Together with Esther he has written many songs including several that became very popular with KMA listeners, "When Daddy Read the Bible To Us All",

for instance.

Esther composed "Ridin'", another song that is familiar to Midwestern radio listeners. The talented Esther also plays guitar and bass.

The talent doesn't stop with Doc and Esther, either, for their 14-year-old son, John, has a remarkable ear for music and is a very stern critic of his parents programs.

Doc and Esther are heard on KMA 6 to 6:30 A. M., Monday through Saturday; 11:15 to 11:25 A. M., Monday through Friday; 1:30-1:45 P. M., Saturday; and on the "Half Past Noon" program, 12:30-12:45 P. M., Monday through Saturday.