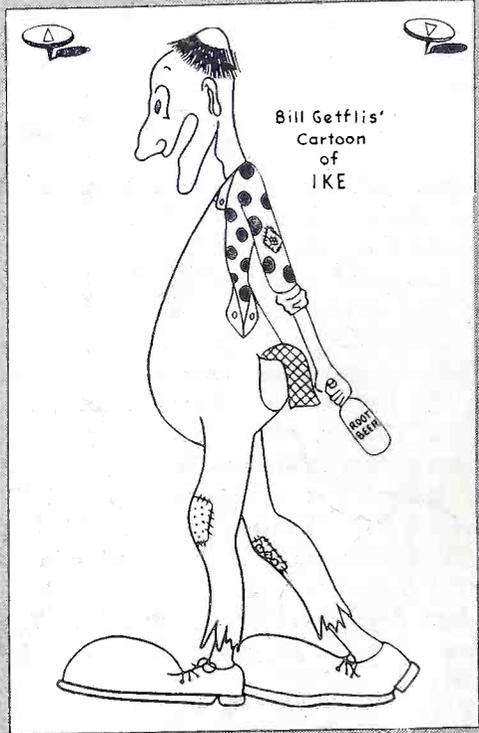
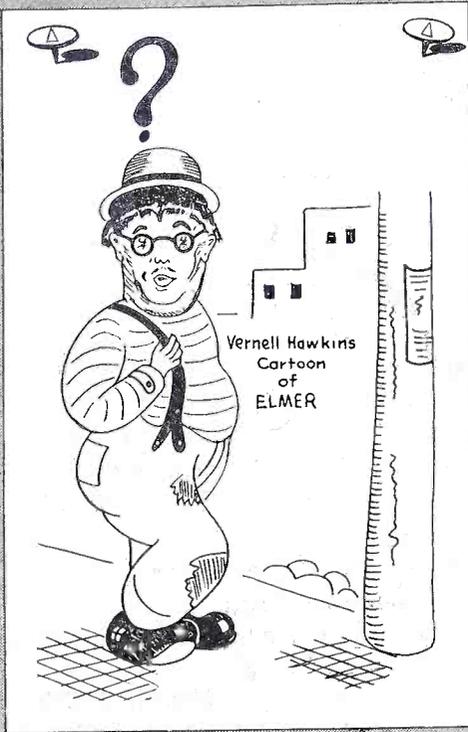
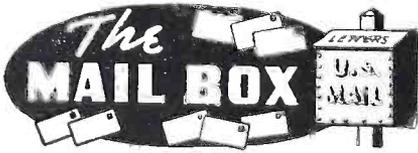


KMA GUIDE



"Lookie, Folks, the Cartoon Contest Winners." See page 4



The KMA Guide

Vol. 5

No. 4

APRIL, 1948

Lincoln, Nebraska

Wish you would have more recipes and omit letters of those that enjoy the GUIDE. If we didn't enjoy it, we wouldn't take it.

Mrs. Elton Lux
5204 Colby St.

(Thank you for your frank letter, Mrs. Lux. As you know, we print letters as our radio friends write them. Edith Hansen has some good recipes on p. 7. But for you especially, here's our favorite for CHOCOLATE CAKE— 2 eggs, 1½ c. sugar, 1 c. thick sour cream, ¼ c. cocoa, 2½ c. flour, boiling water, 1 t. soda, 1 t. baking powder, flavoring. Beat eggs and sugar together. Add cream and flour. Put the cocoa in a measuring cup and fill the cup with boiling water. Add 1 t. soda to this cocoa mixture and add to first 4 ingredients. Mix well. Add baking powder and flavoring. Bake. The more sour the cream, the lighter the cake.)

* * *

In answer to scores of letters, the last "Guess Who?" was Merl Douglas, the Man-in-the-Kitchen (4:00-4:15 every afternoon.)

* * *

Sioux City 20, Iowa

As I am getting ready to go to the hospital and don't know when I will get back, I am sending my dollar for the GUIDE.

Mrs. H. P. Reese
1129 South Alice St.

(We hope by the time that you read this, Mrs. Reese, you will be back home and well on the road to recovery.)

* * *

Coon Rapids, Iowa

Please send the GUIDE to my sister-in-law for a year. I always give it to her on her birthday.

Mrs. Hachmeister

(Good Idea.)

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor; Jim Moore, production 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. Advertising rates on request.

* * *

Little Sioux, Iowa

Don't you have a new voice on the air? How about a picture? Who is this Little Buddy?

Mr. & Mrs. Mike Otten and
daughters, Joyce and Grace

(You will find the answer to your question and a picture of Buddy and his wife on Page 15.)

* * *

Rock Rapids, Iowa

Pictures are all good except the one of Steve and Zeke.

Mrs. Neil Schuller

(We have forwarded this letter to our photographer and here is his reply; "In the future, I will try to do better. However, please remember that Steve and Zeke are 'cantankerous critters' to work with.")

* * *

Atlantic, Iowa

We enjoy hearing Ed May sing on some of the shows. Reminds us of Mr. May when he used to sing "SIDEWALKS OF OLD NEW YORK."

Mrs. Reinhold Geff

(Mrs. Geff, Ed tells us that this is the nicest compliment he has ever received.)

* * *

Unionville, Missouri

I have taken 3 different radio magazines and the GUIDE beats them all.

Mrs. Jay A. Gray

(Thank you, Mrs. Gray. We always appreciate a pat on the back.)



A Chat With Edward May

I was a little embarrassed a while back when entertaining a visitor from the East. I was driving him down from Omaha and he kept asking me why our farm properties were not nearly as attractive as those he was used to seeing in rural Pennsylvania and upstate New York.

He didn't like to see farm homes with yard fences in bad repair. He commented on the absence of trees in the yards and shrubs around the front of the houses.

Of course, he was seeing our farm homes in the dead of winter, and I told him so. But, since then, I have continued to look more closely at the homes every time I've driven out of town. And, while I would never admit it to my critical friend from back East, perhaps there was an idea for all of us in what he had to say.

I asked one of my neighbors out in Grant township about it and this is what he told me:

"I guess most of us farm folks have been so busy working on our farms and getting them paid for that maybe we haven't given much thought to the appearance of our homes and yards. But,

we have our feet on the ground now. The place is paid for and some left over, and we are going to do something about prettying up this season."

I think my neighbor is probably typical of many, many farmers in our part of the country. And so, as the last of our big snow is fading away and we once more hope spring will really get here soon, I am dedicating this page to the hope that there will be a big clean-up and fixup just as soon as weather permits.

It begins with a rake and an axe and a big bonfire. It continues with a hammer and some nails. And it finishes off with a spade and a few things to plant.

The yard is raked clean. Snaggy trees and overgrown bushes are cut down and grubbed out. Then the fence is straightened up and made chicken-tight. Yard gates are repaired, leaning posts put back in proper place. You'll remember all the clean up jobs you've been intending to get done.

Then, if you want to go a step further, you will have some new trees and flowers and shrubs to plant in your yard and around your house.

We live in the garden spot of the world. Let's resolve each year to do something to make it more beautiful as well as more productive.

Howdy, Jim!



Folks, we would like you to meet Jim Moore. Jim is Manager of our new Public Service Department.

He's a friendly fellow and we think that you will like him. He is 5' 10½" tall, weighs about 190 pounds and, we must admit, is a bit on the chubby side. He was born at Elmwood, Nebraska and has spent most of his life working on weekly and daily newspapers in the KMA listening area.

Jim and his wife, Shirley, moved from Columbus, Nebraska where he was working on the Daily Telegram. And what lucky people they are! After being here at Shenandoah only ten days, they found a house in which to live. This must set some kind of a new record.

Now the purpose of this Public Service Department, which we organized on March 1st, is to bring us at KMA, and you, our listeners, closer together. In other words, we are trying to become even better friends with each of you.

Incidentally, if you have any suggestions for further improving KMA, be sure to write to Jim Moore, Public Service, KMA, Shenandoah, Iowa. We welcome constructive criticism.

Cartoon Contest Winners Announced

WHEW! The big cartoon contest between "ELMER" AXLEBENDER and "IKE" EVERLY is over. And what a contest it was! Hundreds upon hundreds of entries have been mailed in, making the judge's job a hard one.

However, after much study, they have picked the 2 cartoons shown on the cover of this issue as the best. The winning cartoon of IKE was drawn by Vernell Hawkins, 607 Garden Street, St. Joseph, Missouri and the winning cartoon of ELMER was drawn by Bill Gefflis of Mound City, Missouri. \$10 has been sent to each of the winners.

As you will remember, the contest started a month ago when Ike and Elmer had a fight on the air over who was the best looking. The boys decided to let the listeners pick the more handsome by drawing cartoons of the other. Cartoons of Ike were sent to Elmer and cartoons of Elmer were sent to Ike. Then it was decided that the loser should give the winner a wheelbarrow ride down the main street here in Shenandoah.

Apparently, neither of the boys want to push that wheelbarrow and there has been some high class arithmetic going on around the studio the last few days. Until we stopped him, Elmer was multiplying instead of adding the number of cartoons he received. Then Ike tried hiding the cartoons which Elmer should have received, but we caught him and returned all of them to Elmer.

We've got the boys under control and can assure you that the count is accurate. Since it was so close, we checked it three times. Ike received 679 cartoons of Elmer and Elmer received 637 cartoons of Ike. So-o-o, Elmer will carry Ike in the wheelbarrow and, just for fun, a photographer will be there to take pictures for the April Guide.

Don't feel too bad if your cartoon was not chosen. There were many, many good ones from which to choose. Believe us, the judges debated long and hard before making their choice.

Leanna Reports On Trip To Hollywood



Leanna visits Tom Breneman's "Breakfast in Hollywood". Left to right, Mrs. Harry Driftmier and Betty, Mart and Leanna.

Home again after a wonderful vacation in California! When we reached the top of the big hill west of town and saw the lights of Shenandoah twinkling in the distance, we sang "Be it ever so humble, there's no place like home", and meant it.

Of course, one of the trips we enjoyed a lot while we were in the West, was having breakfast with Tom Breneman in Hollywood. Many of you have enjoyed this experience and know what fun it is to see the broadcast, after listening to it for years over the air.

Mr. Driftmier has a brother and his wife living in Burbank, so we timed our visit with them to coincide with the day I had been asked to be a guest at the "BREAKFAST IN HOLLYWOOD" broadcast. In the picture on this page, are Mrs. Harry Driftmier and their son Bob's wife, Betty; Mart and I, seated at the table which had been reserved for us at the Tom Breneman restaurant. I was asked to be there at 8:15, so we got up a little earlier than usual.

Bobbie Filipino met us as we came in and took us down to our reserved table near the front of the room, which is large and beautifully decorated. After a

delicious breakfast of ham, eggs, muffins and coffee was finished and the tables cleared, everyone watched eagerly for Tom, wondering if they would recognize him. While we waited, several KITCHEN-KLATTER friends from the Midwest, came over to our table to visit a few minutes.

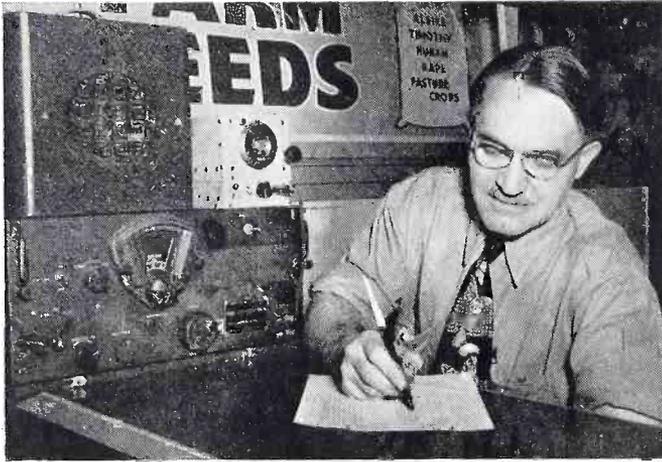
It could only be a very few minutes, for down through the dining room, his face beaming friendliness and good humor, came Tom, himself, and from then on there was never a dull moment. On the platform with him were his secretary, and the man who gave the commercials; and on a table near him were the various gifts.

I was surprised and pleased at the number of my radio audience who were in the room, for when I gave my name there was quite an applause. We were asked to remain at our table and had a chance to meet many of the former listeners to KMA. They miss their favorite programs over this station and asked about many of the entertainers. This made me realize how much the friendliness of KMA means to our listeners. Listen to KITCHEN-KLATTER at 3:15 for more of our experiences.

Frank Comments

By FRANK FIELD

Yes, this is really a picture of me and I'll admit that it does not look very natural, principally because my hair is combed and I do have on a tie. That impressive looking collection of dials and gadgets beside me is a long range radio receiving set, which we use to pick up special weather reports. These come in every half hour from all over the United States. The half-hour reports give not only the temperatures at the various points, but also the direction and velocity of the wind, the comparative cloudiness or clearness of the sky and whether or not it is raining or snowing. This gives us a very complete picture of the weather and we find that it is very highly appreciated by our listeners. They tell us that KMA gives the most complete weather information of any radio station in the country. As a matter of fact, we have two of these long wave radio receiving sets; one here at my desk in the front store and another in the news room where we have the remote control, electrically operated weather instruments, which were described in a recent issue of the GUIDE. Then, too, I have still a third long wave receiver at my home so I can check up on approaching storms during the night if occasion arises.



The new grandson, Shannon Bellamy, is getting along just fine, but all he does is eat and sleep. Babies must be improving as the generations go by, just the same as washing machines, refrigerators, automobiles, and other me-

chanical contrivances. The modern day style seems to be for babies to sleep at least 20 hours a day and most of the other four are spent in eating.

Of course, it has been quite a few years since our children were small, but my recollection is that they were awake and crying a good share of the time, especially from ten to eleven at night until four or five in the morning. Shannon has already passed up his two o'clock feeding and sleeps right through

from ten o'clock until six or seven in the morning with never a sound. Peggy just doesn't believe us when we tell her how fortunate she is. Already he has taken to staying out all night. Last Saturday afternoon his grandmother

Bellamy, Gretta, to you, came and got him and kept him up at her house until Sunday afternoon. Between the two grandmothers, Peggy isn't going to want for baby-sitters.

For latest information on the other members of the Field family I refer you to last month's GUIDE. Nothing new to report. The way the weather has been, it hasn't been possible to do any gardening, lawn reseeding, or planting of any kind. However, we are hoping that spring work can get underway by the first of April. This will be the first time in a good many years that I didn't have my sweet peas planted in March. I remember several years ago when they were planted the last week in February. The month of April is the best time to get your planting done and naturally the earlier in April you get it done the better it will be.

Helpful Hints For Homemakers

By EDITH HANSEN

FRUIT-NUT BREAD

(Excellent for sandwiches for lunch pails or spring parties.)

1/2 c. dried apricots — soak 1/2 hour. Juice of 1 large orange. Grind rind of orange and 1/2 c. raisins. 1 c. sugar, 2 T. butter, 1 beaten egg, 1 t. vanilla, 1/2 c. chopped nuts, 2 c. flour, 1 t. soda, 1/4 t. salt, and 2 t. baking powder. Fill cup with boiling water; pour over ground apricots, orange rind and raisins. Add soda, melted butter, vanilla; add egg and sifted dry ingredients. Add nut meats. Bake in lightly greased bread pan in 325 degree oven about 1 hour. Turn onto rack to cool.

SOUTHERN ROLLED DUMPLINGS

Sift and measure: 1 c. flour — then add 1 1/2 t. baking powder, 1 1/2 t. salt and sift again, 1 1/2 T. lard, cut into the above mixture, add 1/2 c. milk. Stir. Scrape onto floured board. Roll out like pie dough and cut into small squares. Drop onto meat or fowl in plenty of well seasoned broth. Cover tightly and simmer for about 20 minutes in unopened deep kettle, as contents boil over easily. Cover underside of the lid with a cloth, such as a towel, to catch extra drops of moisture; and the dumplings won't become soggy.

OATMEAL ICEBOX COOKIES

Cream together very thoroughly: 1 c. shortening 1 c. white sugar, and 1 c. brown sugar. Add and beat thoroughly: 2 eggs, well beaten, and 1 t. vanilla. Sift together: 1 1/2 c. sifted flour, 1 t. soda, and 1 t. salt. Add the sifted dry ingredients to the sugar, shortening and egg mixture and mix thoroughly. Then add to this, and mix thoroughly, 3 c. quick cooking oatmeal. Shape into 3 long rolls, wrap in waxed paper and chill in refrigerator. Slice and bake on a greased cookie sheet about 12 min. or until nicely browned, in a 350 degree oven. 1/2 c. nutmeats may be added if desired. (Peanuts, coconut, raisins or dates may be added for variation.)

Ed May Appears On Country School



Believe it or not, you are seeing three men (Ed May, Ike Everly and Merl Douglas) playing one guitar. What's more, this little act was broadcast over the COUNTRY SCHOOL on March 6 — one more proof that anything can happen on this laughable program.

A month or so ago, several of the boys pulled Ed onto the stage during the program and had him sing a little song. Far from frightening him away, they have had a hard time keeping him off the broadcast since.

He has not only appeared in the guitar act, but he has also traveled to Council Bluffs with the Country School gang.

By the way, if you would like to have a good, old fashioned chat with Ed, tune in any weekday at 6:45 p.m.

JONNY DICKSON MOVES

Jonny is up to his neck in work at home since the Dicksons have moved into their new apartment. For the past several weeks he has been limping around the studio with a lame back and paint-stained hands. When last interviewed, his only remark was, "Will it ever end?!"

KMA DAILY PROGRAM FOR APRIL 1948

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—The Sunrisers
 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.—Listening Post (except T. & Th.)
 9:45 a.m.—Jonny Dickson (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galen Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Welcome Travelers
 11:30 a.m.—Country Folks
 11:45 a.m.—Stump Us
 12:00 noon—Larry Parker, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Paul Whiteman Club
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Bob Stotts
 4:00 p.m.—Man In The Kitchen
 4:15 p.m.—Zeke & Joan
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Mack & Jeanie
 5:15 p.m.—Terry and the Pirates
 5:30 p.m.—Sky King and/or Jack
 Armstrong

MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lone Ranger

7:30 p.m.—Buzz Adlam
 8:00 p.m.—On Stage America
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—This Is Adventure
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Green Hornet
 7:30 p.m.—Americas Town Meeting
 8:30 p.m.—Boston Symphony
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Sleepy Valley
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Vox Pop
 8:00 p.m.—Western Theatre
 8:30 p.m.—Abbott & Costello
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Star Theatre
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather



7:00 p.m.—Hymns You Love
 7:30 p.m.—Henry Morgan
 8:00 p.m.—Willie Piper
 8:30 p.m.—Ellery Queen
 9:00 p.m.—Candid Microphone
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Sleepy Valley
 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.

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & 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.—Henry J. Taylor
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—The Sunrisers
 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.—Farm Interview
 8:30 a.m.—Shoppers Special
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Hollywood Headlines
 9:45 a.m.—Your Home Beautiful
 10:00 a.m.—Abbott & Costello
 10:30 a.m.—Piano Patterns
 10:45 a.m.—Rhythmic Strings
 11:00 a.m.—Forward March
 11:15 a.m.—Bob Stotts
 11:30 a.m.—American Farmer
 12:00 noon—Larry Parker, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Merl Douglas
 1:45 p.m.—Uncle Zeke
 2:00 p.m.—Mack & Jeanie
 2:15 p.m.—Mayfair Swingtet
 2:30 p.m.—KMA Country School
 3:00 p.m.—Virginia Harding

3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Bob Stotts
 4:00 p.m.—Zeke & Joan
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Sleepy Valley
 5:15 p.m.—Bible Messages
 5:30 p.m.—House of Mystery
 6:00 p.m.—Melody Incorporated
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Ross Dolan
 7:30 p.m.—Famous Jury Trials
 8:00 p.m.—Gangbusters
 8:30 p.m.—KMA Country School
 9:00 p.m.—Musical Etchings
 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

6:30 a.m.—Back To God Hour
 7:00 a.m.—News Summary
 7:15 a.m.—Blackwood Brothers
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Young People's Church
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank & Ernest
 9:30 a.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Pilgrim Hour
 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.—Lassie
 2:15 p.m.—Sam Pettengill
 2:30 p.m.—Newstime
 2:45 p.m.—Musically Yours
 3:00 p.m.—To Be Announced
 3:15 p.m.—Thinking Allowed
 3:30 p.m.—Sunday Serenade
 4:00 p.m.—Treasury Agent
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—This Week In Review
 6:00 p.m.—Sunday Evening Hour
 6:00 p.m.—Childs World
 7:00 p.m.—Stop The Music
 7:30 p.m.—Sound Off
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Theatre Guild
 9:30 p.m.—Latin Am. Serenade
 10:00 p.m.—News
 10:15 p.m.—Vera Massey
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

On The KMA Party Line

With **DORIS MURPHY**

The morning the thermometer dipped to 14 below zero in March, it put the announcers in such a dither, they got all mixed up when telling the temperature on the air. At 5:15 a.m. WARREN NIELSON, cold . . . sleepy . . . and wishing he was still in his warm bed, announced that it was 2 ABOVE. At that time, it was actually 8 BELOW. Then FRANK FIELD came on at 7:15 a.m. and said: "It's 14 below, but has warmed up a little bit and is now 12 ABOVE", the studio boys really did laugh. LAURENCE PARKER stepped to the mike and told Frank they seldom catch him making an error, but this was once he had. When told he had said 12 above instead of 12 below, Frank said: "Honest, did I say that!" Oh, well, when it gets THAT cold anything can happen.

While attending a children's birthday party, David Childs, son of newscaster RALPH CHILDS, was asked how old he was. David replied: "Four". Upon being asked when he would be 5, David answered: "When I'm all over being 4." THAT settled the question.

Even though it hurt 6 yr. old Kenneth Stotts when he fell down on the ice and ran his upper tooth thru his lower lip, the little fellow didn't let it keep him home from school very long. He got hurt about 9:20 in the morning and the teacher brought him home. At 1 o'clock when the kids returned to school for the afternoon session, Kenneth, son of entertainer BOB STOTTS, was right with them. Most kids look for an excuse to stay home—but not Kenneth!

Entertainer STEVE WOODEN is mighty proud of the beautiful new console radio

and automatic record changer he built in just 1 week. It is 3 ft. tall, nearly 4 ft. long and 15 in. deep. Plywood and white pine were used in making the cabinet, and it is finished in five coats of shellac, with a finish coat of high gloss. The radio can be used as a portable or in the big cabinet. Now Steve can sing duets with himself, by simply playing back recordings of his own shows and harmonizing!

The recent deep snow and cold weather, certainly presented a lot of hazards to car drivers. The morning after the big snowstorm, Engineer WALT ELY, scheduled for duty to open up at 5 a.m. battled the snow-banked roads and finally

reached the drive to the transmitter, only to find an abandoned car blocking the entrance. In trying to get around this car, his own car sank down deep and got stuck. Engineer FRANZ CHERNEY came to the rescue and offered to pull him out with the KMA station wagon. It got stuck. Along came a Maygold tractor . . . which also followed suit by getting

stuck too. With 3 cars, a truck and a grader all stuck in the driveway, the boys finally gave up and called a wrecker to come and pull them out. The boys say if you have to abandon your car, please don't do it in the transmitter driveway; especially during a snowstorm!

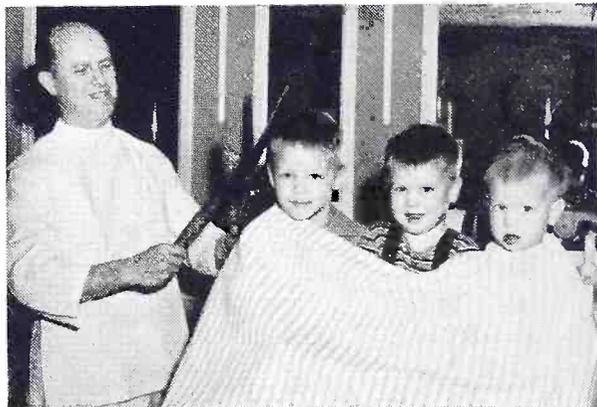
Entertainers MACK AND JEANIE SANDERS didn't get to hear their baby daughter, Peggy Jean, age 8 months, say her first words. The reason was: they had to leave her to go on a personal appearance and when she noticed they were gone, she missed them so much, she said: "Da Da". It was the "Baby Sitter" who had the thrill of hearing her first words!

When MR. and MRS. EDWARD MAY noticed a want ad in the newspaper offering a collie dog for sale, they con-



templated buying it, thinking it would make a nice playmate for their daughter, Annette. They decided to call the telephone number listed in the ad. They did . . . but imagine their surprise . . . when, instead of getting the owner, Clarence James, they got the Hand Hospital and Mrs. Raymond Sawyer a patient, answered. Since Mr. Sawyer is Vice President of the MAY SEED COMPANY and shares the office with Edward, and Clarence James is also a MAY SEED CO. employee, it almost turned out to be a "seed house conference" instead of a "collie" conference. It's a small world!

Did you folks ever taste soap suds biscuits? MERL DOUGLAS, the "MAN - IN - THE - KITCHEN" says they're perfect! On a visit to his "in-laws" at Rogersville, Mo. they found Mrs. Douglas' mother busy washing fruit jars in preparation for future canning.



Merl's wife, Ruth, offered to bake biscuits while her mother finished her task. The biscuits were delicious . . . in fact Ruth's father and Merl said they were the best they had ever tasted and every biscuit was eaten. Upon hearing so many compliments, Ruth's mother asked if she used milk or cream in making the biscuits, and Ruth replied: "I just took the milk out of the fruit jar there on the table." You can imagine the shrieks of laughter when Ruth's mother told her, that THAT jar contained soap suds . . . NOT milk.

It has been over 3 yrs. since Don Hansen, son of homemaker EDITH HANSEN and husband, was injured on the beach-head at Iwo Jima. At that time he lost his sea bag containing his personal belongings. Much to his surprise . . . On March 15 . . . 37 months after it was lost, the bag bearing his identification tag

arrived at his home in Shenandoah. Don, receiving treatment at a Veterans hospital in Chicago, now is eagerly awaiting a visit home when he will have the thrill of opening this long-lost sea bag. Even mother is dying of curiosity to see what's in it . . . but she'll have to wait as it is locked.

Homemaker LEANNA DRIFTMIER thoroughly enjoyed her recent trip to California, knowing her 2 daughters Lucile Verness and Margery Harms were ably carrying on her KITCHEN KLATTER program each day. Now . . . with mother back on the job. Lucile felt she could take a vacation, so with her husband, Russell, and daughter Juliana, the family left Mar. 17 on a motor trip to New Orleans, Orlando, Fla., and other points in the South. Lucile has promised to send us a picture of them on vacation for the next issue of the GUIDE.

What a boon for barbers when newscaster, RALPH CHILDS 3 boys need a haircut! Here's a picture of the 3 lads in the barber chair, as the family barber, "Toby" Carson gets ready for mass production with his big hedge shears. At the left is Stevie, age 7; in the center, David, age 4; and at the right, Michael, age 3. Stevie almost held up the picture because he was late for school and had to stay in. If you look closely, you can probably see David is just recovering from a "black eye" he acquired when he ran into a door. Michael usually has a twinkle in his eye. He is just 3, having celebrated his 3rd birthday Mar. 26. Contrary to the belief that most children cry when they go to the barber shop, the 3 Childs' boys love it, and it's their idea of an outing when Dad announces it's time for a hair cut. The boys have a 5 mo. old baby sister at home.

Program Personals

By **JIM MOORE**

The highlight of last month was the broadcast of KMA's own Farm Service Director, Merrill Langlitt, from Antigua, Guatemala. This program, heard on the AMERICAN FARMER (ABC-KMA 11:30-12:00) March 6, reported the dedication of the Tropical Research Center of Iowa State College.

Since Earl E. May contributed a large portion of the funds necessary for this institution, Mrs. Gertrude May was asked if she would participate in the ceremonies. She flew from Shenandoah to Guatemala City —and, to be quite frank, she stole the show. Her speech which was heard over the entire American Broadcasting Network, would have done credit to any senior statesman. Needless to say, we were very proud of her.

For more about the Tropical Research Center, see the opposite page.

Drew Pearson (ABC-KMA 5:00-5:15 on Sunday) started a \$20,000 contest on March 21. First prize is \$5,000 in cash.

Last January, Mr. Pearson, the founder of the Friendship Train, decided that if Democracy was to survive, people were going to have to start thinking of "How To Make Democracy Live." This is the question which you must answer in not more than 250 words to be one of the winners.

The contest closes on April 29th, 1948. Address all entries to Drew Pearson, Box 1622, Washington, D. C.

If you want to hear a program that is truly different, don't miss Candid Microphone (ABC-KMA 9:00-9:30 Thursday.) The Candid Microphone goes anywhere and says practically anything. If you don't believe us, just give a listen.

America's "TOWN MEETING OF THE AIR" celebrated its 500th broadcast on March 16. The first broadcast was aired back on May 30, 1935. The subject for that broadcast is extremely timely yet today, "Which Way America — Fascism, Communism, Socialism, or Democracy?"

(ABC-KMA, 7:30 to 8:00 p.m., Tuesdays.)

Those Bad, Bad Boys



And a good time was had by everyone . . . except teacher.

That clever little fellow with his mouth open, making a wry face, is none other than Merl Douglas, Man-In-The-Kitchen, announcer, singer, etc. When he and Mack Sanders (the little cherub on his lap) get together, you can plan on a carload of laughs and poor teacher (Glen Harris) can plan on a giant headache which will make him eat aspirin like popcorn.

Happy Boy Merl and Mischievous Mack are the original Katzenjammer Kids. Wherever they go, there is bound to be a riot . . . of fun.

This picture was taken on the COUNTRY SCHOOL which journeys to Council Bluffs every Saturday night to give hundreds of people the show of their lives. Not only is there a broadcast from the stage of the City Auditorium at 8:30, but there is a dance deluxe afterward. Two bands play alternately. First comes a square dance, then a modern dance, then another square dance, and so far into the night. If you are looking for an evening that will please the whole family come to the COUNTRY SCHOOL and see the whole KMA gang: Steve Wooden, Zeke Williams, Jerry Fronek, Elmer Axlebender, Marjorie Parker, Mack Sanders, Jeannie Sanders, Bob Stotts, Ike Everly, Wayne Van Horn, Buddy Morris, Eddie Comer, and Joan Williams.

Report From Guatemala

By **MERRILL LANGFITT**

Well, here we are, in the Land of Sunshine. Ray Schroeder, our Chief Engineer, and I wish we could ship some of this pleasant 80 degree weather up to you. Right now, I am sitting here in my shirt sleeves trying hard to make myself believe that it ever snows in any part of the world. However, I wouldn't have to travel out of Guatemala to find that out. You see, Guatemala has 6 climates starting from the seashore and working up into the mountains. That is one of the reasons that it was chosen for the sight of the Tropical Research Center of Iowa State College, an institution which the late Earl E. May made possible.

I want to tell you about the picture which appears on this page. This is a picture of a Guatemalan farm home. Some difference between Guatemala and the Midwest, eh? First of all, you are not looking at 1 room of the Guatemalan home, you are looking at the whole house. See that floor. People sleep on it every night of the year. Just imagine trying to cook a meal on that little barbecue affair in the center of the picture. No running water, no lights, no modern appliances, nothing but a not-too-respectable barn with a tiny open fireplace in the middle of it.

Maybe you wonder why people live this way. The answer is simple. They do not have the Midwest Farmer's equipment or land to work with. Moreover, instead of planting hybrid corn that would bring a better yield per acre, they are still planting maize. Now this maize is fine; matter of fact, it is one of the

reasons that the Tropical Research Center was brought to Guatemala. But how long do you think the average Midwest Farmer could support his family on a 12 bushel to the acre yield? That's all the Guatemalan farmer gets. Yet we in the Midwest can profit from this very unproductive maize. This Guatemalan corn can withstand heat and drouth much better than our modern hybrids. It will remain green when our best corns have

withered and died. Now this is where the Tropical Research Center comes in. The Scientists are trying to intermix the 2 kinds of corn, Midwest hybrid and Guatemalan maize, to get a corn that will bring greater yields under all kinds of weather. And they are

having great success right now.

Last year on the test plots at Iowa State College, this cross-bred corn produced 25 bushels to the acre more than 3 commonly used hybrids.

First of all, this means that drouths like those in the thirties no longer hold the threat they used to. If we'd had some of this corn back in those days, there would have been fewer farm foreclosures. Guatemala sounds like another part of the world to you, but believe me, these men of the Tropical Research Center are working for you just as much as if they were plowing the southwest forty on the family farm.

They are also doing another thing. They are helping raise the standard of living in this backward country. The seed which they are breeding will be used by the Guatemalan farmer as well as by us and maybe in time, thanks to the foresight of Earl E. May, there will be no homes like the one pictured above.



A Day With Teacher

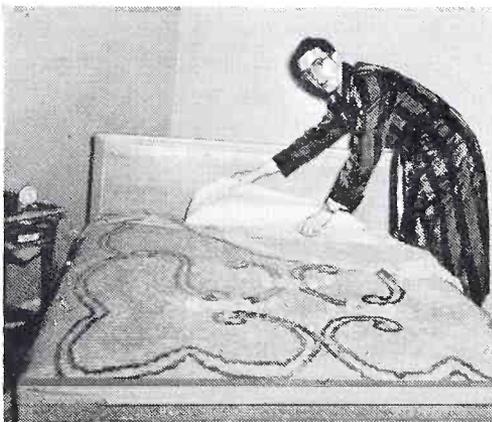


After two sessions of the Country School on Saturday, Teacher Glen Harris is in a state of near collapse. Sunday is his day to recuperate and, in order to see how he was coming along, we visited him at his new five-room home.

Before going further, we want you to know that Glen is a bachelor.

On this day he arose at 10:30 and spent several hours getting breakfast. After that came gun-cleaning time (in the living room, imagine).

By this time, we had decided that Glen was too much a homebody to make much of a story, so we left. Tsk, tsk.



Forecasts For The Month

- Apr. 3—Leanna Driftmier, Homemaker
 Apr. 4—Jerry Fronck, Staff Artist
 Apr. 5—Muriel Childs (wife of News Editor, Ralph Childs).
 Apr. 6—Frank Field, Commentator
 Apr. 29—Ike Everly, Staff Artist

ANNIVERSARIES

- Apr. 6—Elizabeth and Editor Owen Saddler
 Apr. 15—Kathleen and Staff Artist Steve Wooden.

BIRTHSTONE: DIAMOND

FLOWER: DAISY or SWEET PEA

Quiz Begins In May

Ho, ho! There's fun ahead.

Starting next month, we're going to give you a little quiz on KMA and the Guide. If you think that you have a good memory, here is a chance to test it. We are going to ask you all kinds of questions about the gang here at KMA and the only clue that we will give you is that the answers to the quiz will be in the Guide of the preceding month. In other words, the answers to the May quiz are in the issue which you are reading right now. Kind of tricky, aren't we?

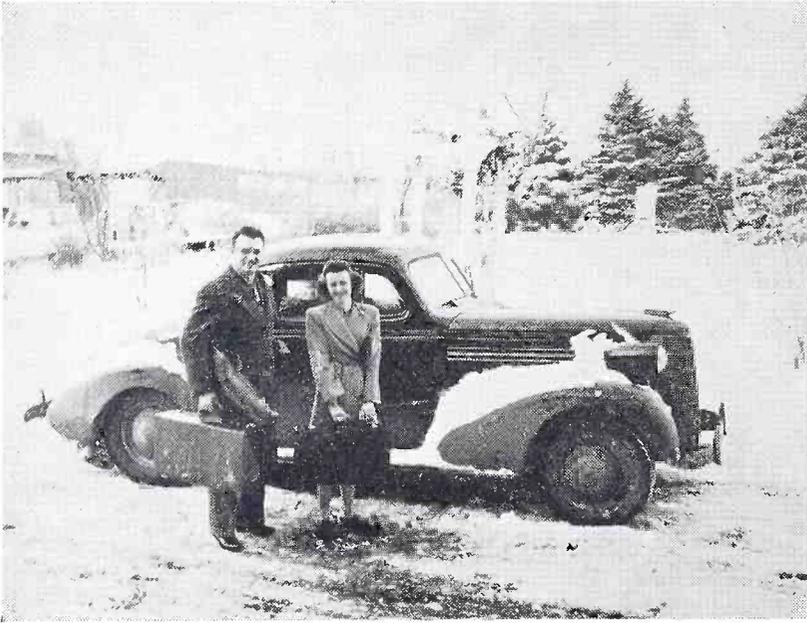
This quiz will continue each month until either you or we give up. So be sure to be on your mettle. We can assure you that the questions will be hard enough to make you think.

By the way, we will set up a scoring system starting at 0 and working up to 100. This will let you know how you are doing in comparison with some of the other "pupils".

On your mark, get set—Go!

Now start to *really* read your Guide so that you will be prepared next month.

“Through Snow and High Water”



Buddy Morris and his wife, Leona, came to Shenandoah "thru high water and snow." Sounds contradictory, doesn't it? However, that is exactly what happened.

Their former home was St. Louis and when they left there February 28th everything looked fine. They hadn't gone very far before they ran into rain and finally floods. Then, the following day it started to snow. And, as the oldtimers say, it was the worst snow since '87.

By the time they arrived at Shenandoah, their car looked like a snow bank. See the above picture. This was taken by Frank Field right after Buddy and his wife arrived on the KMA scene. Please note the grip that Buddy has on that violin. And well he might, because he and that fiddle have been thru a lot together. He bought it in Germany during the war and it has been his constant companion ever since.

Buddy is a rather reserved sort of fellow with a pleasant smile and a craving for Southern Fried Chicken. When he is not playing the violin he is either eating or dreaming about chicken.

He's 5' 10", has brown hair and eyes,

and weighs slightly over 200 pounds (thanks to that chicken.)

Buddy and Leona celebrated their first wedding anniversary the day they arrived at KMA. Their romance? Well, they met at a dance in St. Louis. Buddy was playing a fiddle solo when Leona first saw him and that attracted her to him immediately.

Buddy performs on several programs; Stump Us, Country School, the Hawkeye Rangers and the Mayfair Swingtet.

Souvenir Issue In May

Next month's GUIDE will be for women about women.

There is no better way to learn about a man than to talk to his wife. S-o-o-o, we are going to interview the wives of entertainers and announcers to see what kind of men their husbands really are.

Moreover, we are not going to give the husbands a chance to censor the cooy. In other words, we are going to give you women an opportunity to get together and have a good, old fashioned gab fest over the back fence. Fun? It will be a riot!

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"In Their Easter Bonnets"



We couldn't resist!

The other day we were sitting in the KMA Coffee Shop having a little mid-afternoon refreshment, when suddenly we heard familiar voices talking about Easter Bonnets.

Being merry little eavesdroppers, we listened and this is what we heard.

Seems several of the girls had decided to buy their Easter Hats together. When they left for the Apparel Shop, we slipped out after them and finally, after much coaxing, got this picture. From left to right, you see, Joan Williams, Doris Murphy, Jeannie Sanders, and Marjorie Parker. Kinda pretty, eh? (Both the hats and the girls.)