

The

KMA GUIDE

10¢

Vol. 6.

MAY, 1949

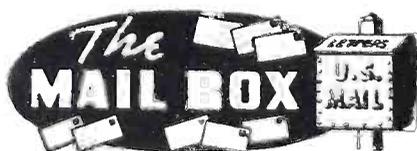
No. 5



A Salute To All Mothers and Dads

Mr. and Mrs. William E. Blackwood (See p. 5)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

Vol. 6

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MAY, 1949

Norman, Nebraska

My mother who will be 90 years old May 18th likes your programs especially the Blackwood Brothers and Adella Shoemaker's Kitchen Klinik.

Margaret Edson,
Box 35.

(Margaret, we are planning a little salute for your mother on her birthday. The Blackwoods will dedicate a song to her and Adella will have a recipe just for her. This is the month we honor our mothers and ninetieth birthdays don't come every day.)

Barnard, Missouri

Don't know how Frank Field does it, but he 'hits' the weather an amazing number of times.

Mrs. G. T. Rasco,
Box 143.

(When we asked Frank how he did it, all we got was a big, wide smile and lots of silence.)

Nebraska City, Nebraska

When you are listening to KMA and hear somebody's name you don't know, you can go and look in the GUIDE. There it tells all about them. That's the reason I'm sending in my renewal. It makes radio listening so much more fun.

Dorothy E. Huber,
Rural Route No. 4.

Union Star, Missouri

It's like a letter from home when we get the GUIDE.

Mrs. J. B. Gossett.

Caruthersville, Missouri

It was through GUIDE I met one of my best friends and pen pal from up Illinois way, Mrs. George Wolf of Vermont, Illinois. She's wonderful.

Lillie De Priest,
205 E. 14th St.

(Give us more details. We're very interested.)

Centerville, Iowa

Enclosed find one dollar to renew my GUIDE Subscription. I'd hate to disappoint the 5 or 6 neighbors to whom I pass it on to read.

Mrs. G. C. Houser,
1405 So. 15th St.

(Neighborly love—it's wonderful.)

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.

Falls City, Nebraska

I have been listening to KMA for years even before we had loud speakers—when we listened thru earphones. Now we have two radios—one in the bedroom and one in the dining room. I'm sending you a check for \$3 for 3 years. Time passes so quick that a year is gone before we know it.

Mrs. Mae Haysler.

(How true!)

Alta, Iowa

A friend of ours brought our attention to the fact that the initials to our baby's name are the call letters for your radio station—Karen Marie Anderson, KMA. My friends told me if I would write this to you I would get our name in GUIDE.

Mr. & Mrs. Albert S. Anderson.

(Your friends were right. Will you send us a picture of our little mascot?)

Council Bluffs, Iowa

I have kept every one of the GUIDES since the very first one to come out and I enjoy sitting down on a rainy day and looking through them.

Mrs. May McMullen,
1624 Ave. K.

(Clouds over Council Bluffs have a silver lining for us.)

Maysville, Missouri

I have taken the GUIDE since its first publication. After I read it, I send it to my daughter, Jeanie K., who is a missionary-teacher in Japan.

Mrs. Vera J. Taylor.

(During the last few months, we have received word that GUIDE is read in Australia, New Zealand and South America. We would like all you readers who live outside the United States to write us a letter and if possible send a picture. We will publish them in a round-the-world feature sometime.)



A Chat With Edward May

On page 5 of this issue you will find an article which tells of ground breaking ceremonies for our new television station's tower and also a few facts on KMTV itself.

Now what does all this mean to you as a radio listener? First of all, don't discard your radio the first day KMTV goes on the air. KMA is here to stay. You will continue to hear all your favorite programs and entertainers just as you have in the past. In fact, KMA and KMTV will be completely separate operations. The KMA transmitter and studios will remain here in Shenandoah and all of our radio programs will be heard from here. If you live within a reasonable distance of Omaha, you will want to start thinking of buying a television set because you will not be able to see or hear television programs on your radio set. Most radio dealers in and around Omaha will have television sets on display within the next month or so. I imagine that you will be as surprised as I was at the simplicity of the controls and operation. Friends in the east say their children have no difficulty tuning their TV sets. In fact, they tell me that a television set in your home is one easy way to win friends and influence people. Moreover, from reports, television should help bring members of every family closer together. Instead of the children going one place during the evening

and the parents another, the entire group gathers around the TV screen for a night's entertainment. We have always operated a family radio station so this transition will be easy for us.

During a recent trip to Chicago I saw several television shows and, as in radio, the movies or any other kind of entertainment, some of them were good and some were bad. I was pleasantly surprised at the variety of programs which were offered during the several hours that I watched. Everything from puppet shows for the kids to elaborate musical extravaganzas are now to be seen on television screens.

In the months to come you faithful KMA listeners and readers of the GUIDE, will have many questions on television. We will keep you informed thru talks on the radio and articles in this magazine, but in the meantime if you have any questions, write me and I will try to find the answers. After seeing what happened to some experts last November, I do not say that I am one on television, but I will do my very best to help you.

Well, if the last few days are any indication, spring is here to stay. The tulips and hyacinths are in full bloom out at our place and my garden is beginning to grow. To date I have planted onion sets and plants, peas, carrots, radishes, beets and lettuce. And, if the good weather continues, I plan to have many other seeds in the ground by the time you read this. This should be a good season for Early Bird Gardeners and I'm looking forward to getting your letters. In fact, reading them is like watching a very exciting race!

Punkin's Two Front Teeth



"All I want for Mother's Day is my two front teeth."

This could well be the theme song of Robert Steven, 9 mo. old son of Entertainer Steve Wooden. However, now it looks as if 'Punkin' (papa's pet name for Robert) will have his order tripled. When the picture above was taken, 2 lower front teeth were breaking thru, but since then 4 more have started to appear.

'Punkin' who has blonde hair and light blue eyes now tips the scales at 26 lbs. In the picture above, he is wearing blue overalls (just like the big boys) and a yellow sport shirt.

His favorite pastimes are racing across the floor on his little scooter and playing with Red, the Wooden's 6 mo. old kitten.

Early last fall Steve and his wife, Katy, spent many a troubled night with little 'Punkin' who had bronchial asthma and hay fever but since that time he has almost overcome this condition.

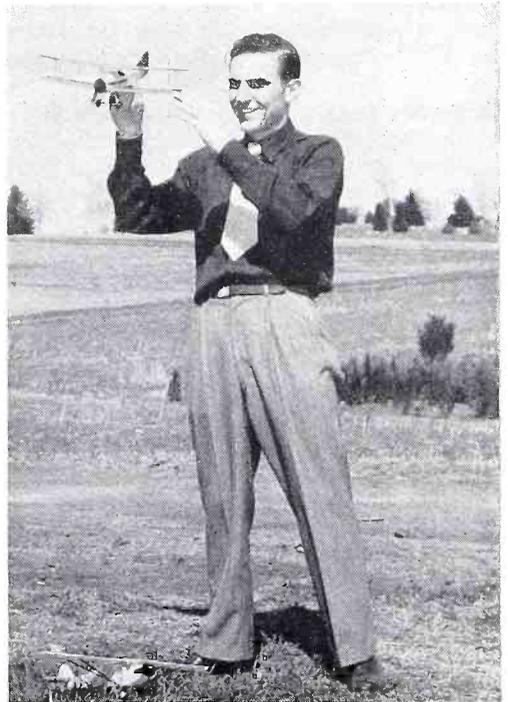
Steve, the proud papa, says that 'Punkin' has only one bad habit. When he doesn't like something, he gives a man-size bronx cheer that can be heard in any room in the house. On those occasions Katy always remarks that 'Punkin' takes after his papa. How about that, Steve?

Dusty's New Hobby

"An idle mind is the devil's work shop". Dusty Owens, our handsome accordianist, knows this and has taken up model airplane assembling to fill his idle moments. In the picture below, he is ready to launch his model 'Spad' which is powered by a rubber band motor. Dusty (5' 10", 150 pounds, brown hair and eyes) has also made a model 'Taylorcraft' and at present is working on a 27" 'Spitfire'. He estimates he will need a month to complete it. Dusty first made model planes when he was 12 years old, but until 3 mo. ago, it was a lost art with him.

Then one day he happened to see a kid with a model plane and he got the urge again. Now, every spare minute that he can find is spent in the little room adjoining the big studio either repairing planes (he's broken two propellers) or making new ones.

Dusty's other pastimes are baseball, basketball and--sleeping. This last is by far his favorite. He's one fellow who really cooperated wholeheartedly with National Sleep Week (Apr. 18-25). Both times that your reporter called him to get information for this article, he found Dusty in bed!



Ground Broken For KMTV Tower



Left to right: Charles S. Reed, Vice-President, Omaha Chamber of Commerce; Edward May; Mayor Glenn Cunningham of Omaha; Mrs. Earl E. May; Catherine Ann Coad, Queen of Ak-Sar-Ben; William Lane, King of Ak-Sar-Ben.

On April 6 Ground Breaking Ceremonies for our new television station's 524 ft. tower were held at 2610 Harney St., Omaha. The picture above was snapped as Mayor Glenn Cunningham dug the first spadeful of dirt for the KMTV tower which will be 591.5 ft. above the average terrain. As we go to press, concrete is being poured for the heavy underpinings and with fairly good weather the tower should be completed within the next two months.

The building which will house our TV (television) transmitter and studios is located at 2615 Farnam, directly north of the tower. The home of KMTV was formerly owned by an appliance company and fortunately has an excellent big studio. Transmitting equipment is now being installed on the upper floor and with minor remodeling the building will be ready for use as a TV station this summer. Tentatively we will start commercial operations Sept. 1. According to electronic engineers, viewers (that's the name for television fans) will be able to see and

hear KMTV for approximately 40 airline miles in every direction from Omaha. Of course, this is only a technical estimate and experience indicates the distance may possibly be 50 to 70 miles. However, we will not know exactly until we begin actual field tests.

KMTV will operate on Channel 3, 60-66 megacycles. We will carry the network programs of ABC, CBS, and DuMont.

COVER PICTURE

Since Mother's Day is May 8 and Father's Day is June 19, we would like to salute all mothers and dads by paying tribute to the parents of the Blackwood Brothers. Carrie and William Emmitt Blackwood celebrated their 50th wedding anniversary last fall at their home near Tomnolen, Miss. We are sure you will want to join us in congratulating them for rearing four of the finest men and women we have ever met; Mrs. E. L. Cain of Chattanooga, Tenn., Roy, Doyle and James Blackwood.

On The KMA Party Line

With **DORIS MURPHY**

Penicillin may be a "wonder" drug, but it's no "wonder" to announcer JONNY DICKSON. It seems JONNY is one of the few who is allergic to penicillin. But he didn't know this until he had been given a shot of penicillin to get rid of a cold. Instead of helping him, it caused a toxic reaction. After suffering intense pain with badly swollen arms, hands and legs, he was taken to the Hand Hospital where he was given treatment for 3 days. Since this experience JONNY no longer "wonders" what he will do next time he gets a cold . . . he knows! Nature will be allowed to take it's course!

Even planting a garden was exciting to entertainer MACK SANDERS this year! The reason? Because he had to put his hoe to work killing snakes instead of digging. MACK killed 3 snakes and his neighbor killed 10. Can't you imagine what will happen if JEANIE goes in the garden this spring to pick vegetables and sees a snake! Bet you could hear her squeal clear over the radio.

Remember JIM KENDRICK'S New Year's Resolution to give you listeners, Midwest's best sports program? Well, he's fulfilling that resolution. Within the last few weeks he has aired interviews with four national sports figures . . . Bill Glassford, head football coach of the Uni. of Nebr.; "Sugar" Ray Robinson, welter-weight boxing champion of the world; Miss Patty Berg, Woman golf champion; and Don Lee, well-known boxer. JIM'S "Sports Parade" can be heard over KMA at 6:15 P. M. Mon. thru Sat.

Entertainer MARG PARKER will long remember the Sat. night she lost her purse out of the car, and spent all night driving up and down the road trying to find it.

MARG and husband LARRY were driving from Council Bluffs, where MARG had appeared in "Country School", to Lincoln to spend the week-end with home folks. About 18 miles out of Lincoln they decided to change drivers. At that time it was 1:30 A. M. Upon reaching Lincoln they discovered the purse was lost. Immediately they started back over the road, trying to locate the spot where they had gotten out of the car to exchange seats, as they knew that was where they would find the purse. No luck. It was too dark. At 5 A. M. they got MARG'S Dad out of bed. He dressed and joined them in the search. Finally about 7 A. M. her Dad spotted the purse, lying on the shoulder, just off the pavement. It was soaking



wet, but everything was intact. After such a nerve wracking experience, MARG is mighty careful what she does with her purse these days!

When ELMER AXELBENDER'S size 14 tennis shoes wore out, he found it impossible to find another pair. ELMER really doesn't wear a size 14 . . . these were his big, long special comedy shoes he wears in "Country School" and on personal appearances. So he took

them to a repair shop. There they made soles for them out of corrugated rubber and now ELMER is all fixed up for another 4 or 5 years. Just to give you an idea of how BIG the shoes are, ELMER had to pay \$3.00 to get them half-soled! He should be glad he doesn't wear size 14 all the time.

Meet the family from "down south" who still love hot biscuits and corn bread! Yes, R. W. BLACKWOOD and attractive wife, JOYCE came from Mississippi, and even though they have lived in the Midwest several years, they haven't changed their Southern habits. The family turn up their nose at toast . . . it's hot biscuits they want for breakfast and corn bread for dinner. Seated in front of R. W. is his son WINSTON, age 6, who is in the first

grade at school, and at right is RONALD, age 8½, who is in third grade. The boys are dressed alike, both wearing light tan trousers, and green sweaters trimmed in white polar bears. Floppy, their black cocker spaniel was in the picture too, but was cut off when the photo proved too wide. Like their dad, the boys have musical talent, and both have been taking voice lessons. In addition RONALD is studying piano. RONNIE sang a solo in church recently, but WINSTON is a little bashful, so his personal appearances will probably come later. When asked his favorite song, R. W., baritone singer with the BLACKWOOD QUARTET, said it is "Home Sweet Home". R. W. is a son of ROY BLACKWOOD. A favorite hobby of the family is playing ping pong.

Birthday parties are lots of fun, and here you see a group of guests invited to help TUCKY SADDLER, son of KMA Station Manager OWEN SADDLER, celebrate his fifth birthday. TUCKY, proudly holding his birthday cake, is seated in the first row, with JON PETERSON on left and Joey Ennis, right. Second row, l. to r. are: Michael Powers, Natalie Gee, Sandy Jones, MICHAEL CHILDS, DAVID CHILDS. Third row: ANNETTE MAY, DIANE RANKIN, Cathy Fay, Frances Brown, Nan Brown, Michael Jones. The young lady in the 4th row with the big smile is BARBARA SADDLER, TUCKY'S sister. After playing games, the children enjoyed refreshments of ice cream, cake and chocolate milk. Favors of balloons and Easter egg candies were given.

A short cut almost ended in disaster for MACK SANDERS and DUSTY OWENS while enroute to Rulo, Nebr., one night for a personal appearance. They had been assured the road was open, so were traveling ahead at full speed when suddenly what appeared to be water, loom-

ed up ahead. MACK quickly applied brakes, but the brakes were wet and didn't take hold as quickly as usual. When the car did come to a stop, they were within 10 feet of a huge gulley which had completely washed out the road. The gulley was filled with back water from the Missouri river. If the car had not come to a stop, it would have been completely submerged, as the gulley was large enough to hold a big building. MACK says he was so frightened he could have kissed the earth when he saw what a narrow escape they had!

We've told you in previous issues of

VICKI COMER'S love for flowers. For Easter she didn't ask for the usual Easter basket with colored eggs, but for a corsage to wear with her new rose crepe dress, straw hat, and green and grey coat. To surprise her, mother bought the corsage and carefully concealed it in an Easter basket with the customary eggs on top. You can imagine VICKI'S happiness when she found the pretty corsage hidden beneath!



Peggy, 21 mo. old daughter of Mack & Jeanie Sanders often talks over her toy telephone, so Mack thought nothing of it when he heard her jabbering away in the other room while he was napping in the bedroom. But after hear Peggy saying "Helwo I'se fine!" Mama . . . Daddy and all the baby words she could say, he became suspicious and stepped to the door to see what was going on. There was Peggy with a smile on her face, having the time of her life talking over the BIG telephone to the regular operator. Mack had to laugh it was so cute, then he apologized to the operator. Peggy's conversation had been going on 20 minutes!

KMA DAILY PROGRAMS FOR MAY 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.—Buddy Morris
 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 It
 (M.W.F.)
 2:00 p.m.—Ladies Be Seated (Tu.Th.)
 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

- 8:00 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.—Varieties In Rhythm
 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 Svmphony
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Varieties In Rhythm
 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, Mks. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Blackwood Brothers
 8:00 p.m.—It's Time For Music
 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.—Air Force Hour
 9:00 p.m.—Personal Autograph
 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.—Bob Stotts
 10:00 a.m.—Buddy Morris
 10:15 a.m.—Keyboard Capers
 10:30 a.m.—The Georgia Crackers
 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
 3:15 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.—To Be Announced
 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.—Ted Malone
 3:15 p.m.—Dick Todd
 3:30 p.m.—Opera Album
 4:00 p.m.—Music of Today
 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.—Proudly We Hail
 6:30 p.m.—Mayor of the Town
 7:00 p.m.—Curt Massey
 7:30 p.m.—Sunday With You
 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, I know I promised you faithfully there would be a new picture of some member of the Field Family on this page each month, and I also realize that you have seen this picture before, but I honestly think I have a valid excuse this month. During the early part of April we were swamped with business in every department and particularly in the front store where I work. During the time when the new picture had to be taken for this month's GUIDE, there were from 2 to 6 people waiting to talk with me about hybrid corn, garden seeds, alfalfa, red clover, etc.—so no new picture this month.

However things have slackened off a little now, and I'm sure there will be a new picture on this page next month.

It's quite difficult to get competent helpers who can answer customers questions about various vegetables and plants during the busy season, so in this rush I drafted Jennie and Zoe to help out in the store. They have both been working afternoons and Saturdays and doing their gardening after supper. Jennie is very happy about the whole thing because she has lost 6 pounds and that compensates for the tired, aching feet at night. However, it's all for a good cause.

A number of people have asked me to give directions each month as the proper time comes along for freezing various fruits and vegetables. If you have a locker or if you own a home freeze box, you should, by all means, write to the extension department of your State College and ask for the latest bulletins on freezing

fruits and vegetables. You Iowans can write to the Agricultural Extension Service, Iowa State College, Ames, Iowa and ask for bulletin "H E 4". Also, your local county agent probably has a stock of them on hand.

Probably the only thing you will be freezing this month is asparagus. Select only the young, tender, rapidly-growing shoots and never take a knife with you when you go to pick asparagus. Just snap it off with your fingers. If it's too tough to snap, it's too tough to freeze. Wash thoroughly and break into pieces about 1" long.

Blanch in boiling water for 3 min., then cool it quickly in ice water. Pack in water-tight containers and cover it with a mild salt solution using a tablespoon of salt in a quart of cold water. Then freeze quickly as possible.

When it comes time for peas, don't try to freeze any of the early smooth seeded types, such as Alaska. The results would be very disappointing. Little Marvel is a good one, but be sure to pick them before they are full grown, in other words, about one day sooner than you would for table use. Scald them at least 1 min. in boiling water. (Begin counting when the water comes back to a boil after putting them in.) Chill quickly and cover with the same salt solution as given for asparagus.



WELCOME TO VISITORS

Each year at this time, groups from all over our area visit us. So you can see the things you want to, we have planned a tour and if you will notify us in advance when you will be arriving, we will be happy to show you around. The welcome mat is always out at KMA.

Fun for All

When a group of housewives get together sooner or later the conversation always turns to cooking and recipes. Most women enjoy nothing better than talking about their favorite recipe. Now it's physically impossible for us to visit with each one of you, much as we would like to, but we do have an idea which will be a lot of fun. It's the new GUIDE Contest which is on now and will continue until midnight May 14.

Here's all you have to do. Just write and give us your favorite recipe. Then, in 50 words or less, tell WHY it's your favorite. Maybe it's one which your grandmother gave you, the first one which you prepared for your husband, one that you use for unexpected company or—there's thousands of reasons and a few minutes writing to us may win you one of 60 prizes totaling \$600. 1st Prize is two bus trips to any point on either coast and return thru the courtesy of American Burlington Bus Lines; 2nd Prize is a \$100 Lawson type Sealy Sofa Bed, any color to suit your taste, opens into a bed for two—from Carper Furniture Store, Shenandoah; 3rd—51-piece set of William Rogers Silverware—Helzberg Diamond Shops, Kansas City, Mo.; 4th—long playing record player (\$29.95) and \$25.65 in long playing records—Ruby Appliance Co., Shenandoah and Nebraska City; 5th—two 500-mile and return bus trips on an American Burlington Bus; 6th—\$50 certificate for any kind of May Seed nursery stock; 7th—\$39.50 Simmons deep sleep mattress—Continental Keller, Council Bluffs; 8th—\$40 rug from Hunt Carpet Company, Omaha; 9th—A man or lady's watch—Helzberg Diamond Shop; 10th—\$17.95 G. E. Automatic Iron from Bogle and Hazard Hardware, Shenandoah; 11th—Enough plastic base finish paint for any room in your home and brushes to apply from May Seed Paint Dept. and Prizes 12-60 are 49 B-B Pens, (\$1.00 each).

All GUIDE subscribers who will be receiving the June, 1949 issue are eligible. If you are not a regular GUIDE subscriber or if your subscription expires before this June, you can become eligible for this contest by sending \$1 to KMA GUIDE, Shenandoah, Iowa. Entries will be judged on sincerity, human interest and originality. Winners will be notified promptly and their names published in the GUIDE.

Grass Root Notes

By MERRILL LANGFITT



Fried chicken season is just 'round the corner—particularly for our family. The broilers you see above were 6 weeks old when the picture was taken. Broilers make the best gains when they are confined to a small area, and mine certainly are confined. These 32 New Hampshire Reds have just 36 square feet floor space on this shelf in the front of my garage—and are thriving on it. We expect to be frying them when they are 9 to 10 weeks old. Even though they're eating like young hogs, I expect to have them ready for frying at a total feed consumption of about 300-lbs. for the 32 chickens, which considering the price paid for feed is about 50¢ per bird.

In addition to providing low cost meat for our table there is a certain satisfaction in seeing things grow. We expect to have fried chicken the year around. When these are ready to fry we will get another bunch of comparable size. With our freeze box in the basement for storage, we will dress them and keep the freeze box filled with broilers the year around.

Like all families, we are very busy now gardening, painting and landscaping. In fact, recently Bob Bauge, May Seed landscape architect, helped me prepare a plan for the house so we have been busy planting nursery stock.

Program Personals

By JIM MOORE



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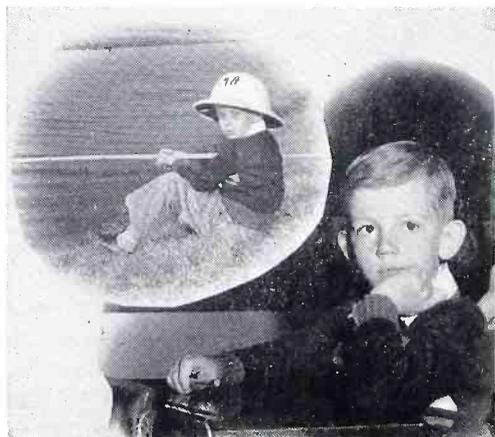
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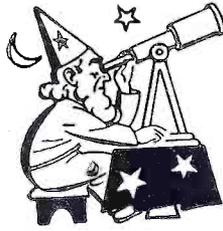


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Farmer Griswold



Farmer Griswold, how does your garden grow? Well, from all reports it's coming along fine. Larry, 2½ yr. old son of Pianist Hilton Griswold, is a big 'outdoors' man already. One of the reasons for this is because his sister, Barbara, has the chicken pox and Marie, their mother, is trying to keep Larry from catching the

disease by sending him outside whenever the weather will permit. Another reason is the fun which Larry has helping Dad in the garden. To date they have planted peas, radishes—and turnips. Like most southerners, Hilton loves turnip greens. He eats the tops—and throws the turnips away!