

The

KMA GUIDE

10¢

Vol. 7

JANUARY, 1950

No. 1



"Happy New Year, Little Brother"

(Story Page 11)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Phoenix, Arizona

Enclosed find \$1 for my years subscription. Even though we can't hear KMA way out here we enjoy the GUIDE so much more and get in on the latest happenings back there, so surely don't want to miss it.

Miss Frances Reemtsma
4204 North 9th Street

Deloit, Iowa

I am in school most of my time, but I listen to KMA every chance I get. The KMA GUIDE keeps me posted on the happenings around the station. Please put a picture of "Dee" and Jeanie in the GUIDE.

Janiece Teckenburg

(We enjoyed your letter Janiece, and for a picture of "Dee" and Jeanie see page 4 of this issue. Incidentally, we would like to receive letters from all GUIDE readers.)

Council Bluffs, Iowa

You remind me of the Serpent in the Garden of Eden. I have so much reading material I planned to let the GUIDE go. Then you came along with such an attractive offer. Shucks, I just had to have that Cake Book! Recipes are my weakness.

Mrs. Albert Korgan
Rural Route 2

(We hope in this case, your weakness paid off, as you were rewarded with some very fine cake recipes.)

Stuart, Iowa

Very sorry I have been so slow in renewing for the GUIDE. Of all the magazines the KMA GUIDE is the best.

Mrs. Earl B. Williams

Howells, Nebraska

I like the KMA GUIDE very much. As the time passes so quickly I am sending \$3 for 3 years

Mrs. Hans Dieck

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The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddle, editorial chairman; Glenn Cray, 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.

Prague, Nebraska

It is not that I've wanted to drop out of your circle of KMA GUIDE readers, but the truth of the matter is the money circulates so fast at our house that I just couldn't capture \$1 long enough to send it in to you to renew my subscription to the GUIDE. However, I got hold of a dollar now and it will go out at once to you before it will have a chance to sneak some place else.

Mrs. John O. Ladenbayer

Madrid, Iowa

Dear Warren Nielson: (early morning announcer)

KMA is a wonderful station, my favorite. I'm usually "tuned in" waiting for KMA to come on the air, so you are not the only one that is awake early.

I think the Blackwood Brothers half-hour program is a perfect beginning for any day and every day. Their hymns are always an inspiration to me and I'm so thankful I have the opportunity to hear them by radio.

Tell Elmer from now on, at least, he should be a better boy and not worry his Uncle Warren as he has been doing.

Lillie F. Pies

Atlantic, Iowa

We certainly have enjoyed the KMA GUIDE and when I run out of magazines for my husband to read, I always give him the GUIDE and that holds him for a while.

Mrs. Keith L. Shepherd

A Chat With Edward May

Now I think I have the turnip story to end all turnip stories. I thought the first 4 pound turnip which was sent to us was a real buster. Then came turnips weighing 5, 6, and 7 pounds. And, finally, when an 8 pound one showed up we were sure we were looking at the Champion. But it wasn't. One day I opened a big package and found a turnip that weighed 9 pounds, 7 ounces. William Gruelke of Atlantic, Iowa, raised it. He took it into the Earl May Store there and had our manager, O. A. Boswell, send it on to me.

I wouldn't have believed even the smaller ones if I hadn't seen them and I wouldn't blame you for feeling the same way about this giant one. So, I am putting the picture here for you to see. I am pretty sure this settles the Turnip Tournament, at least until another year comes around.

We are beginning that New Year right now. It has always been a time when we "take inventory" of ourselves and of our businesses. It is a time to search out the shortcomings of the Old Year and resolve to correct them in the New. I know a lot of fun has been poked at New Year's Resolutions but I think they are a very fine thing. The principle is right. Certainly we will never improve ourselves very much unless we look critically at our own faults. And certainly it is worthwhile to seriously resolve to correct them.

The start of a new year always has a special importance for all of us here at the seedhouse . . . because that is when our new catalog is supposed to be ready. Some years we haven't made it on time but I am glad to report that our new catalog is on time this year and I think you will like it fine.

I am going to ask you to do me a



favor when you get your copy of it. I want you to write and tell me how you like it and what you like best about it. I will appreciate your criticisms, too. We are constantly looking for ways to make our catalog more interesting and more valuable to you. Your ideas will be welcome, whether they applaud or criticize.

So far we have escaped all the really bad weather here in Shenandoah. It has gotten below zero and we've had snow but very little of the icy streets and highways that are so dangerous and none of the blizzardy weather which hit us around Christmas a year ago.

I always get encouraged when the days begin to get longer. Those short days are somewhat depressing to me and when they lengthen out I actually begin to think about when Winter will be over. I haven't gone so far as to take a look at my garden tools, it's way too early for that, but it won't be long until I will be doing some serious thinking about planting.

I'll bet all the Early Bird Gardeners are beginning to feel a little urge, just like I am.

I hope you have a wonderful New Year and please remember to write and tell me what you like best about our new catalog and how you think we can improve it.

KMTV News

You can now see the latest world news in picture-form, at the end of each evening's telecast on KMTV. We have a complete Acme Telephoto Service by direct wire to Chicago. Acme in Chicago receives news pictures from all over the world and immediately transmits them to KMTV. Thus, you can see 'tomorrow morning's news' before you go to bed the night before . . . all due to the wonderful way pictures are sent by wire from the Acme Telephoto Service.

In fact, Acme has photographers and reporters all over the world and KMTV receives pictures of important events within the hour after they happen.

This makes KMTV one of the few television stations in the world to have such a complete and prompt news service.

The Paramount Community Playhouse is an opportunity for all amateur talent in the Midwest to perform before television cameras. Every Thursday evening, 8 to 8:30 P. M., Glenn Harris takes over the job as Master of Ceremonies on this show and invites anyone to come to KMTV and appear on the show.

The Paramount Community Playhouse is a wonderful opportunity to see how good you are as a television artist and it doesn't cost you a cent. Jonny Dickson, "Dee" & Jeanie Pierson are shown performing on this program during December.



Can You Name "It"?



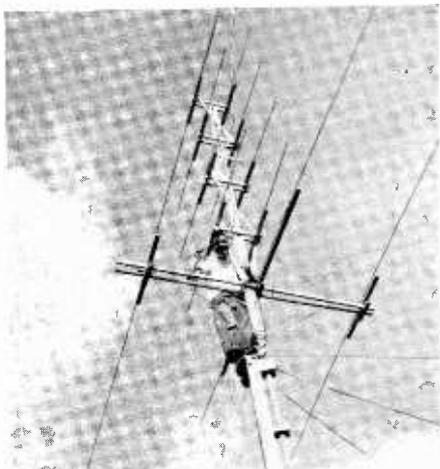
By "It", we mean the little bird in the "Coo Coo" clock. "It" has been making many bothersome appearances on Glenn Harris' Alarm Clock Club, (8 to 9 A. M. Sat.) and we'll offer a 1 year KMA GUIDE subscription absolutely FREE, to the person who sends in the best name for this bird. All you have to do is send the name you think is best, along with your own name and address, to the KMA GUIDE, Shenandoah, Iowa. You must have your entry postmarked no later than midnight, Sat., Jan., 21st, 1950, to qualify. And in case of duplicate names, the first one mailed gets the prize.

Now here's some of the history on this bird. "It" has been on the Alarm Clock Club for some time now, poking its head out of the clock and disrupting the whole show by coo-cooing any amount of times it feels like . . . not at all like most "Coo-Coo's", who call the correct time at regular intervals.

Glenn Harris is shown above ready to grab "It" with a pair of pliers. Once he caught it with his bare hands and he won't say it bit him, but it did cut his finger.

You can send as many names as you want to and the contest is open to everyone. So get the whole family together and we'll let you know who wins in the February GUIDE.

“He Climbs Through The Air---”



That man ‘way up in the air’ is “William Henry Zebra”, or so he calls himself whenever he broadcasts from his Ham Radio Station. We at KMA know him as Roger Peters, engineer on duty at the transmitter. Roger lives about 8 miles east of Shenandoah, where he and his wife, Virginia, rent a farm home. They wanted to be in the country so he would have plenty of room for this large antenna and so his station wouldn’t bother anyone’s radio or television receiver.

Roger got his station set-up last summer before he was married and now that winter has set in, he and Virginia spend their evenings talking to friends around the nation. During the Holiday Season they sent Christmas Greetings to Ham Stations in Germany, Italy and England.

In February and March Roger is going to prepare his station for very high frequency broadcasting, in fact a frequency even higher than that which television stations operate on.

Since high frequencies mean less distance covered, he is going to try to set the world’s record for the greatest distance covered by Ham Stations using very high frequency. He has a friend at Elliott, Iowa who once held the distance record of 800 miles, but someone else managed to reach out 820 miles.

A Perplexing Problem

Adella Shoemaker is a busy homemaker. She cooks, sews, cleans house and does her broadcast every day (3:30 to 4:00 P. M., Mon. thru Sat.) In addition to this, her oldest son, Don Jr., is in college and that means extra laundry to do, letters to write and boxes of cookies to mail. We might also add that Adella Shoemaker is an expert homemaker. She knows hundreds of recipes, she can tell you nearly everything from the best formula for floor cleaners to how to remove stains from ‘sister’s new dress’.

But just now Adella is stumped! The Christmas Holidays are over and Don, Jr. has returned to college. Now then, just how can you get what seems to be enough underwear, socks, shirts, handkerchiefs and pajamas to stock an army, all into one little laundry case? The shirts have to go on top or the collars will crush. But with the other laundry in the case, there’s no room for the shirts. And Don couldn’t do without shirts. And if she leaves out any of the underwear or socks, he’ll run out before he can send the laundry case back to get it ‘filled-up again’.

Don, Jr., will certainly be watching for that laundry case but this time there’ll be no box of food in it . . . it’s got to be clothes or he’ll certainly be in a bad fix when that special Saturday night date comes along.



Along The KMA Party Line

With **DORIS MURPHY**

When a sack starts jumpin' around in a car, look out, somethin's wrong! Anncr. WARREN NIELSON and wife found this out while out pheasant hunting recently. They had just eaten lunch out of a paper sack and thrown the sack on the floor. Then WARREN took his gun and went out in the corn field, while FLORENCE waited in the car. Soon he was back, having shot a nice pheasant rooster. Handing the bird to his wife, he told her to put it in the sack in the back of the car. She did. He then returned to the field, but hadn't gone far when he heard the loud honking of the car horn. Thinking something must have happened to his wife, he rushed back, opened the car door to hear FLORENCE excitedly saying: "That pheasant kicked me!" Oh . . . no . . . it couldn't be possible! The bird was dead, he thought! But one look inside the car verified her words. There on the floor of the car, the sack and bird were flopping around like mad . . . the bird's head popping out of the top and its feet flying thru the sides of the sack. Grabbing it, WARREN wrung its neck. When he got home and dressed it, he found out WHY the bird had seemingly come to life. There was only ONE pellet in its wing. The shot had broken the wing, causing the bird to fall to the ground and knocking it out. When it recovered from being stunned, it started raising cane! Even though FLORENCE had seen WARREN wring its neck, she still was a little doubtful about whether or not it was dead, and all the way home kept peeking in the back of the car to see if it had come to life again. I'm wondering if she is still as eager to go pheasant hunting as before!

Recognize these three cute little girls and four kittens? They're the daughters of engineer, DON BURRICHTER who



changed the name of their cat from "Tiger" to "Tigress" upon the arrival of these four fluffy "yeller" kitties. The little miss with the pig tails standing at the left is CONNIE MARIE, age 3; in the center is MARY LOUISE, age 10 mo.; and the pretty little blonde with the sub-deb hair cut is CAROL ANNE, age 5 yrs. Their brother EDDIE, age 8 yrs. was in school when this picture was taken. All have daddy's brown eyes and dark hair except CAROL. The mother of these kittens has quite a distinction! She let out a "cat squawk" that was heard by a Ham radio operator clear over in England. DON and the Englishman were talking over their "ham sets" one day when the Englishman put his cat up to the mike and let it give a squawk. Not to be outdone, DON got his cat and let

it have the air waves and exchange "cat calls" across the Atlantic. Even with all this distinction, the BURRICHTERS are having a hard time to find homes for the kittens. They're too cute to turn out without a home in this cold weather . . . but quarters are pretty crowded at the BURRICHTERS with six cats, one dog, four children and 2 adults in the

house.

Isn't it wonderful how ROSY the whole world seems when things are coming YOUR way? MICHAEL, 4 yr. old son of newscaster RALPH CHILDS felt he was sittin' on top of the world one day when he received a lot of gifts because he was to go to the hospital next day for a minor operation. Daddy had brought him home a fire truck, some peanuts, caramel candy and a toy. In the evening a family friend dropped by, with more candy. MICHAEL was delighted with all the attention. So that night when his mother put him to bed, she was amused when MICHAEL looked up and said: "I LOVE EVERYBODY!" Yes . . . MICHAEL was fairly BURSTING with LOVE! It's a swell old world when a "feller" gets toys and treats!

In the Nov. issue of KMA GUIDE we pictured JONNY DICKSON painting his bedroom walls. Next time you see him painting and papering, it will be with much more enthusiasm. And here is the reason why! JONNY and his wife MAY

have bought a lovely four room home of their very own, in the Pierson addition. And what fun they're having deciding on the decorations. JONNY says MAY has changed her mind a dozen times already, but when they get thru, my guess is, it will be in the best of taste. JONNY and MAY will not only enjoy the house, but also the back yard that is attractively planted with many rose bushes, shrubs and fruit trees. It even has an outdoor fireplace and picnic bench, so along next spring they better watch out . . . the KMA Gang will be coming over for a weiner roast.

Opening nights are always exciting. And the first night of the "Community Playhouse" television show on KMTV, Dec. 8, from 8 to 8:30 P. M. was no exception. Program Mgr. GLENN HARRIS was determined to do everything possible to make the show a success. The cast was in rehearsal until 3 min. of 8. Suddenly GLENN realized he had forgotten to change his clothes. It was 3 min. until show time. He rushed madly into the office . . . slipped on his pants . . . hung his shirt over his shoulders, grabbed his tie and coat and ran back in to the studio. While the opening theme was being played, he tucked in his shirt tail, tied his tie, using the control room window as a mirror, put on his coat and sat down at his spot on the television set, just as the opening number ended. Another ten sec. and he wouldn't have made it! Yes . . . opening nights are exciting . . . and GLENN will long remember this experience "behind the scenes".

Entertainer IKE EVERLY and wife have the right idea. They're letting their two boys learn how to cook, and at the same time teaching them the value of money. Pictured here you see Don, age 13, getting a meal all by himself while mother looks on. Once each week he does the grocery shopping and buys just what he wants to cook. The day this picture was taken, he had prepared Shrimp Creole. On the stove you see the platter of shrimp and plate of French bread. He is busy stirring the rice he prepared to serve with chop suey sauce. DON says

cooking may be his hobby, if not his job when he grows up. He loves to cook, and in 5 yrs. when he gets ready to go to college, his cooking experience may come in handy in helping pay his way through school. On a recent Boy Scout trip, Don was official camp cook, preparing a big kettle of Mulligan Stew. He has already baked a cake and wants to try a pie now. PHIL, age 11, his brother, has two specialities he likes to fix . . . pop corn and hot chocolate. Some day, mother wants to take a trip and let DON do the cooking for the family while she's gone.

The EDDIE COMER family are mighty proud of their new station wagon. EDDIE says they find the three seats come in mighty handy when they go out at night to visit friends or on a personal appearance.

Driving home, each one of the children, VICKI and DONNIE can have a seat and go to sleep.

Announcement of the engagement of Miss Diane Dergan of Omaha to BILL LUND of Station KMTV, was announced Nov. 1. Miss Dergan is a senior at Duschene College. Mr. LUND graduated last spring from Creighton University. The couple will be married next summer.



Disgustedly EVELYN SANER of the Traffic Dept. walked in the office. Her hair was a sight. Soon the office gang were laughing and wanting to know what she had done to give her hair that oily, flattened-down look! The night before she had shampooed it. After using a whole jar of what she thought was shampoo, she couldn't understand WHY it wouldn't lather. Then she discovered her mistake! She had used creme oil instead of shampoo. Thinking a good sudsing would take out the oil, she scrubbed her hair with soap. But the oil refused to come out. Next she tried shampoo soap. Still no results. By that time she was tired and worn out, so put up her hair on bobby pins and went to bed. Next morning one look in the mirror told her she had to wash her hair AGAIN. Next time, I'll bet EVELYN reads the bottle label more carefully!

KMA DAILY PROGRAMS FOR JANUARY, 1950

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
 6:45 a.m.—Fertilime Time
 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.—Victor H. Lindlahr
 10:00 a.m.—Edith Hansen
 10:30 a.m.—Quick As A Flash
 11:00 a.m.—Ladies Be Seated
 11:25 a.m.—One Man's Opinion
 11:30 a.m.—Country Folks
 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.—Elmer Axelbender
 1:15 p.m.—I Bring A Song
 2:00 p.m.—Pick A Date
 2:30 p.m.—KMA Party Line
 2:45 p.m.—Ike Everly
 3:00 p.m.—Helzberg's Time
 3:15 p.m.—Mack Sanders
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Blackwood Brothers
 4:15 p.m.—Mack and Jeanie (T. T.)
 4:15 p.m.—Wilson Bros. (M. W. F.)
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Challenge of Yukon (M.W.F.)
 5:00 p.m.—Green Hornet (Tu. & Th.)
 5:30 p.m.—Sky King and/or Jack
 Armstrong

MONDAY NIGHT

6:00 p.m.—Supertime 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.—Henry J. Taylor
 7:45 p.m.—Buddy Weed Trio

8:00 p.m.—Kate Smith Calls
 9:00 p.m.—Skitch Henderson's Band
 9:15 p.m.—Speaking Of Songs
 9:30 p.m.—Ralph Norman's Band
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—National Guard Show
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Supertime 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
 8:30 p.m.—Music Preferred
 9:00 p.m.—Time For Defense
 9:30 p.m.—Solo & Soliloquy
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Supertime 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.—Jan Garber's Band
 8:00 p.m.—Gregory Hood
 8:30 p.m.—Buzz Adlam's Playroom
 9:00 p.m.—Sunset & Vine
 9:30 p.m.—On Trial
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Supertime 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

AMERICAN BROADCASTING COMPANY



8:00 p.m.—Blondie
 8:30 p.m.—Peggy Lee
 8:45 p.m.—Robert Montgomery
 9:00 p.m.—Author Meets The Critic
 9:30 p.m.—Music From Hollywood
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—It's The Tops
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 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.—Ozzie and Harriet
 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 The Army
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 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.—Alarm Clock Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Dinning Sisters
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Hawkeye Rangers
 10:15 a.m.—Bohemian Music
 10:45 a.m.—Country Church
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 1:00 p.m.—Elmer Axelbender
 1:15 p.m.—Ike Everly
 1:30 p.m.—Clarinet Capers
 1:45 p.m.—Bob Stotts
 2:00 p.m.—Nishna Valley Boys
 2:15 p.m.—Tex Ritter's Music Corral
 2:30 p.m.—Hillbilly Hits
 3:00 p.m.—Bob Berry's Trio
 3:15 p.m.—Mack Sanders
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Church In The Wildwood
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden

5:00 p.m.—Albert Warner, News
 5:15 p.m.—Bible Messages
 5:30 p.m.—Eddie LaMarr's Band
 5:45 p.m.—Roger Renner Trio
 6:00 p.m.—Remember
 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.—Saturday Session
 8:00 p.m.—Family Party
 8:30 p.m.—Country School
 9:00 p.m.—Nat'l Barn Dance
 9:30 p.m.—Sat. At The Shamrock
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Tops In Sports
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 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.—Bible Truth
 9:30 a.m.—Southernaires
 10:00 a.m.—Someone You Know
 10:30 a.m.—Hour Of Faith
 11:00 a.m.—Victor H. Lindlahr
 11:15 a.m.—Frank & Ernest
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 p.m.—Naval Reserve
 12:30 p.m.—Revival Hour
 1:30 p.m.—Mr. President
 2:00 p.m.—Blackwood Brothers
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—Lutheran Hour
 3:30 p.m.—Family Closeup
 4:00 p.m.—Think Fast
 4:30 p.m.—National Vespers
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Music With The Hormel Girls
 6:00 p.m.—Where There's Music
 6:30 p.m.—Amazing Mr. Malone
 7:00 p.m.—Stop The Music
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Proudly We Hail
 9:00 p.m.—Jan Garber's Band
 9:15 p.m.—Ted Malone
 9:30 p.m.—Lutheran Vespers
 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

Apparently, we have quite a lot of new subscribers to the KMA GUIDE, because for several months now, we have been getting an increasing number of requests for a picture of Jennie close enough up so you could really see what she looks like.

You remember last month I told you how all of the kids were home for Thanksgiving. In the afternoon we amused ourselves by taking a lot of pictures of the various different groups, so Johnny took the camera and took this picture of Jennie and me sitting on the davenport.

Naturally, Jennie doesn't know this picture is being used. In fact, I am planning on moving up to Zo's house for a few days after the GUIDE comes out.

I can't move in down at the hotel because they don't have any television set as yet, and I couldn't think of missing out on any of the programs.

You people who have television sets probably have noticed that your routine has been changed considerably in the last three months. It certainly has at our house. It means different meal hours or sometimes even setting up the card table in the front room on occasions when it just isn't possible to eat before or after a favorite program. You find that you are staying home practically seven nights a week and the things that you used to do at home in the evenings before have to be done in the daytime. You can't darn socks or sew on buttons and watch a television program. Neither can you skim through the latest maga-

zines or read the evening papers. In fact, you very quickly learn to wait for the commercial in order to hurriedly go out to the kitchen to get a drink or cut yourself a piece of cake.

Of course, I realize that quite a large proportion of the regular KMA listeners are a little too far away from a television station to make it practical to install receivers, but if you live closer than 100 miles to either Omaha, Nebr. or Kansas City, Mo. chances are three to one that you can get good reception.

Keep in mind, however, that television waves travel in an absolutely straight

line and cannot follow the contour of the earth's surface like radio waves do. So if there is a high hill or a bluff or even a large building between you and the sending station you are out of luck unless you can put up a receiving antenna high enough to look over the top of the hill or build-



ing.

Jennie has apparently recovered entirely from her siege with pneumonia, back in the fall, but she still has to treat her hip very politely. I don't know whether I told you about it or not, but about three weeks after she came home from the hospital she was hanging up a few items on the clothes line in the back yard and in reaching down to the clothes basket on the ground she threw her hip out of place, and was laid up for a week or two with that. It is practically back to normal now, but she is very cautious about bending over very much.

All of the grandchildren had mild attacks of something which was going around and which laid them up for a couple of days. In fact, most of the grown-ups had it too.

Front Cover

("Happy New Year, Little Brother")

Janet (4), Suzanne (9) and Carolyn (12), daughters of engineer Walt Ely are shown greeting their baby brother, Jon Leston, who loudly bawled his way into the world at 4:34 a. m., Dec. 7th. And what an occasion that was! Walt Ely actually prayed that it would be a boy so his family would be complete. Jon's sister Suzanne had even gone so far as to say: "If you don't have a boy, don't bring her home". Walter and Suzanne got their wish. Poor little Janet! She wanted a baby sister and now has to be content to look after a young brother. But judging from the smile on her face, she's already changed her mind about wanting another sister.

Cel Langfitt, wife of Merrill Langfitt, was the nurse who assisted in bringing Jon into the world. Since Walt Ely is busy selling and installing television antennas, Cel remarked to him: "I suppose you'll have him on house tops putting up aeriads?" When Max Olive, continuity writer, saw Walt the morning after the big event he asked: "Got a set of earphones on him?" And if you ever saw a proud pappa, it was Walt Ely. He was down at the station bright and early, humming and singing away . . . in 20 years we'll have another Ely on the engineering staff.

108 YEARS OLD

Mrs. Mary Kilworth, known to hundreds of her Exira, Iowa friends and neighbors as "Grandma Kilworth", celebrated her 108th birthday on Sunday, Dec. 18th. The Blackwood Brothers Quartet saluted her in a special birthday program from 2 to 2:30 P. M. and Merrill Langfitt had a 15 minute interview with her during that time.

The entire KMA Gang extends their best wishes to "Grandma Kilworth" for many more Happy Birthdays.

Program Personals

By GLENN CRAY



Who can solve the intricate mystery of the modern mind? The subtle twists that make a man turn criminal over night? Out of the colorful West comes "The Sheriff", the modern crime buster, who deals with cold-blooded murder or complex mental mystery in a thrilling up-to-date manner every Friday night at 8 30 on KMA.

Nothing fools "The Sheriff", no false alibi stands. He discovers and uncovers secret details, the most obscure motives for murder, to get his man. Don Briggs (above) with 35 motion pictures and an Army career behind him, has stepped into the role of Mark Chase, "Sheriff" of Canyon County, and brings you one of the most thrilling Friday night programs on any station in the Midwest.

"Music With The Girls", now heard at 5:30 P. M. on Sundays, is unique among radio programs of its type in that it grew out of the desire of a group of talented amateurs to entertain home town audiences. Formerly broadcasting as "Girls Corps", the group started with six members back in 1947.

Now the group spends most of its time on tour for its Sunday afternoon broadcast.

Kitchen Klinik

By **ADELLA SHOEMAKER**

Beef Stew With Dumplings

Cut $1\frac{1}{2}$ lb. shank of beef into cubes. Roll in flour, brown in lard using a heavy kettle. Cover with water and add 1 t. salt, 3 whole peppers, 1 bay leaf, and a pinch of thyme. Simmer until meat is nearly done then add these vegetables: 6 small onions, 6 small carrots, 2 turnips, 6 potatoes. When vegetables are nearly done, increase heat so broth bubbles, quickly drop in dumplings.

Dumplings

Sift together 1 c. sifted all purpose flour, 2 t. baking powder, $\frac{1}{4}$ t. salt. Add $\frac{1}{2}$ c. milk all at once. Mix lightly, and drop by tablespoons into boiling meat broth. Cover tightly and cook 12 min. without raising lid.

Homemade Corn Bread Mix

Sift together 4 c. all purpose flour, 2 T. baking powder, 2 t. salt, $\frac{1}{2}$ c. sugar, and 3 c. corn meal. Cut in $\frac{1}{2}$ c. lard. Store in refrigerator. To make corn bread with this mix, take 2 c. of the mix, add 1 c. milk and 1 beaten egg. Stir until blended. Pour into a 6" x 10" greased baking dish. Bake in moderately hot oven 400° for 25-30 min.

French Fried Onions

Peel and slice large sweet onions in $\frac{1}{8}$ " slices. Separate into rings. Dip into batter, and fry a few at a time, in deep hot fat. Turn rings once, and fry until a rich brown. Drain on absorbent paper. To make the batter, sift together 2 c. flour, 2 t. baking powder, $\frac{1}{2}$ t. salt. Add $1\frac{1}{2}$ c. milk and 2 beaten eggs. Stir until smooth.

Coconut Devils Food

Cream 1 c. butter or margarine with 2 c. brown sugar. Stir in 3 unbeaten egg yolks. Sift cake flour and measure 2 c. Sift again with $\frac{1}{2}$ t. salt. Add flour alternately with 1 c. sour milk to which 1 t. soda has been added. Put in 1 t. vanilla, 1 c. coconut finely cut or ground, and 1 sq. chocolate melted. Fold in 3 stiffly beaten egg whites. Bake in 2 greased and paper lined layer pans about 30 min. in a 350° oven.

Homemaker Visit

By **BERNICE CURRIER**

Fruit Ice Box Cookies

Cream together: 1 c. butter, 1 c. sugar, and 1 c. brown sugar. Add 2 eggs well beaten, $\frac{1}{4}$ t. salt, 1 t. cloves, 2 t. cinnamon, 1 c. chopped nuts, 1 c. chopped raisins, 1 c. chopped figs, and 1 c. chopped dates. Then add $\frac{1}{4}$ c. sour cream in which you have mixed 1 t. soda, alternately with 5 c. sifted flour. Mix well. Shape into 2 large rolls and wrap in waxed paper or a food saver bag and let stand 24 hrs. in a cool place. Cut into thin slices and bake on an ungreased cookie sheet in a 325° oven for 15 min.

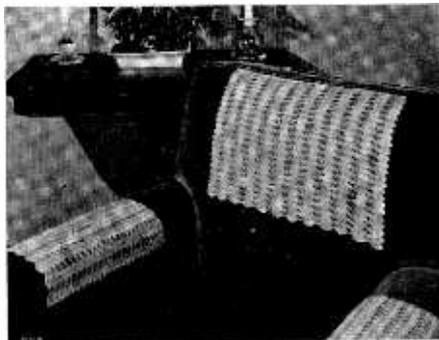
Date Nut Bars

1 egg beaten, $\frac{1}{2}$ c. sugar, $\frac{1}{2}$ c. melted shortening, $\frac{1}{2}$ c. chopped dates, $1\frac{1}{2}$ c. cut walnuts, pecans and almonds mixed, $\frac{1}{2}$ c. flour, 1 t. bkg. pwd, $\frac{1}{2}$ t. salt.

Combine ingredients in order given, sifting dry ingredients. Spread in greased 8" square pan that is 2" deep. Bake at 325° for 30 min. Let it cool in pan and then cut in bars and roll in powdered sugar.

Below you see the pattern which I have to offer this month. Crochet this set in lustrous cotton in a pretty shell-like pattern. It will add freshness to an old chair, keep a new one from growing old before its time.

Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for January Leaflet.



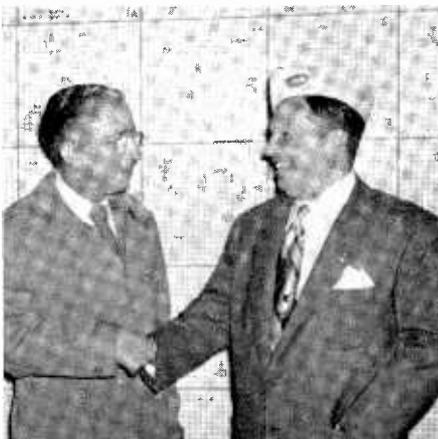
Harold Russell Visits KMA

Handless Veteran Harold Russell, who is National Commander of the AMVETS and Academy Award winner for his role in the motion picture "The Best Years Of Our Lives", was a recent KMA visitor. He was in Shenandoah to help the local AMVET Chapter with their annual membership drive and 'Veterans' Rally', which was held in the Shenandoah Armory.

Larry Parker is shown below as he greeted Harold Russell when he "drop-ped-in" at KMA to do a special broadcast before participating in the 'Veterans' Rally.' Larry reported: "While Harold Russell has artificial hands, his enthusiastic greeting makes you feel so much at ease that you don't even notice them."

'Commander' Russell's personality reflects the character of a man who had to overcome the physical handicap of the loss of both hands. His leadership in organizing the AMVETS into a growing membership shows he has suffered no mental handicap. His role in "The Best Years Of Our Lives" has brought him national acclaim and KMA was proud to present him to you listeners. We hope we'll have the opportunity of doing it again in the near future.

**Remember! Jan. 15-30 is the
March of Dimes.**



Office Work Too!



If you think being a radio entertainer is nothing but standing in front of a microphone, then you're sadly mistaken. Soloist "Dee" Pierson is pictured going over the hundreds of musical numbers in our library files. She spends several hours every day memorizing words, practicing cues, timing song numbers, watching for new song hits. And besides all this, there's personal appearances, hours of driving to different towns. Every week brings letters from you listeners requesting song numbers or asking for information. These are always cheerfully answered and the songs you request have to be memorized in addition to the ones already prepared in the programming department.

Back of all the entertainers, Program Producer Wayne Beavers is diligently at work planning programs, writing scripts, timing musical numbers and clearing everything with the engineers.

Don't let "Dee's" coy look fool you! Entertainers have to be happy and alert even when they're about to drop from exhaustion . . . and "Dee" has just finished several hours of hard work getting one of her programs ready. Now she's all set to head home and practice guitar and bass. You can always rely on "Dee" (or any entertainer) to smile even when there's nothing but hours of monotonous work ahead

CHRISTMAS GREETINGS EXCHANGED BETWEEN THE MIDWEST AND GERMANY

That Christmas is the time of Good Will Toward Men was proved in a special exchange of Christmas Greetings between the people of the Midwest and the people of Germany. On Christmas Eve, KMA broadcast a special program of "Greetings To The People of The Midwest From The People of Germany". This program originated in Berlin and was under the auspices of the American operated Radio Station RIAS, Berlin. The Mamrelund Lutheran Church Choir and Junior Choir of Stanton, Iowa sent a special "Greetings To The People of Germany From The People of The Midwest".

KMA arranged this program and sent it by transcription to RIAS so they could play it on Christmas Eve for the benefit of all the European Continent. This program was produced by Wayne Beavers with Larry Parker doing the narration. So the German people could understand the program, Dr. Erwin Gottsch of Shenandoah gave a German translation of Larry's announcements.

The U. S. Army and the Department of State made this exchange program possible and we wish to thank them for their splendid cooperation. This program was the first over-seas exchange that we've arranged and it was such a success that Edward May is now trying to make a similar exchange possible for next Christmas Eve.

We also had on Christmas Eve our third annual choir recital from 10:15 P. M. to 1 A. M., St. John's Lutheran Church Choir of Essex, Iowa; The Mamrelund Lutheran Church Choir of Stanton, Iowa; Boys' Town Choir of Nebraska; Simpson College Choir of Indianola, Iowa; and the Tarkio College Choir accompanied by orchestral pieces from Maryville, Missouri State Teachers' College and Peru, Nebraska Teachers' College . . . all combined to bring KMA listeners 2½ hours of the finest choral voices ever assembled in the Midwest.

Armchair Quarterbacks

When Don Tebbe, coach of the Shenandoah High School Football team, was selected Iowa Prep Coach of the Year by the Des Moines Register & Tribune, nearly the whole town of Shenandoah turned out in a "Tebbe Day" Banquet, held at the Shenandoah Armory. Just before the banquet began, athletic officials from around the state gathered at KMA to do a special program saluting Don Tebbe. Jim Kendrick introduced the men on his "Sports Parade" (6:15 to 6:30 P. M. Mon. thru Sat.).

Below you see them having a cup of coffee with Jim before the program began. (l. to r.) Herb Cormack of Iowa State College, Ames, Iowa; Brad Wilson, Des Moines Register Sports Columnist; Leonard Raffensberger, State University of Iowa, Iowa City; Bud Adams of Drake University in Des Moines; and Jim Kendrick.

Don Tebbe was certainly flabbergasted at the wonderful award he received. He didn't know until Sunday morning, Nov. 27th, that he was the "Coach of the Year" . . . and he found out by reading his Sunday newspaper.

At the banquet in the armory, Don Tebbe was presented with a regulation size football made of gold. Shenandoah can also salute Don Tebbe as one of our community leaders who has worked to keep-up our swimming pool and undertaken several youth projects. "Here's wishing the best to Don Tebbe, Iowa Prep Coach of the Year".



New Year's Resolutions



Everyone anxiously waited for New Years because we all had the opportunity to let a certain person know, in no uncertain terms, what 1950 Resolutions we would make if we were in his shoes. In fact, we got together, put them in a book, and forced that certain person to sit down and read them all day long. (It might sound ridiculous, but he can read if he makes up his mind to).

Here's some of the many many suggested Resolutions:

From Mack Sanders:

If you think there's a bad smell in the studio, why don't you try washing your feet before you go on the air?

From Ike Everly:

Resolve to borrow all the money you can . . . just try it! You still owe me 5¢ from 1948.

From Bob Barry:

Take some lessons on all your instruments . . . or better still, just get off the air.

From Wayne Beavers:

Get at least 1 haircut per year!

From Warren Nielson:

Stop arguing with me!

From, Max Olive:

Quit washing your socks on your washboard instrument!

From Larry Parker:

Why don't you start all over?

Bet YOU can't guess who we have in mind?



Forecasts For The Month

- Jan. 1—Edith Hansen, morning home-maker.
- Jan. 4—Lila Lee Latta, wife of Control Operator Lloyd Latta.
- Jan. 4—James Richard Schroeder, son of KMA-KMTV Chief Engineer Ray Schroeder.
- Jan. 5—J. D. Rankin, Vice President of the May Seed Co.
- Jan. 6—Clyde Burdick, husband of Ina Burdick GUIDE Circulation Manager.
- Jan. 12—Esther Burrichter, wife of Assistant Chief Engineer, Don Burrichter.
- Jan. 13—Marge Parker, wife of news-caster Larry Parker and she is also pianist.
- Jan. 15—Diane Rankin, daughter of J. D. Rankin, Vice President of the May Seed Co.
- Jan. 17—Carole Ann Burrichter, daughter of Assistant Chief Engineer Don Burrichter.
- Jan. 17—Lucy Katherine Barry, wife of staff artist Bob Barry.
- Jan. 19—Phillip Everly, son of staff artist Ike Everly.
- Jan. 21—Joseph "Butch" Barry, son of staff artist Bob Barry.
- Jan. 22—Barbara Saddler, daughter of KMA-KMTV General Manager Owen Saddler.
- Jan. 26—Norman Kling, Control Operator.
- Jan. 30—May Dickson, wife of announcer Jonny Dickson.
- Jan. 31—Donald Lee Comer, son of staff artist Eddie Comer.

ANNIVERSARIES:

- Jan. 4—Es:her & Don Burrichter, Assistant Chief Engineer.

BIRTHSTONE: Garnet.

FLOWER: Snowdrop or Carnation.

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Happy New Year From The Morris Family



Buddy Morris, his 2 months old daughter Karen Sue, and wife Leona, are all set for 1950. Buddy has painted and papered his home, waxed the floors, bought the baby's furniture and clothes. Now they're all set to wish each and everyone of you a Happy and Prosperous New Year.

You'll have to pardon Karen Sue! She's hungry and couldn't wait for her New Year's picture. However, she sent you her greetings after she finished her bottle of milk.