

The

KMA GUIDE

10¢

Vol. 6

JULY, 1949

No. 7



JOHN FIELD IS GRADUATED

l. to r.: John; his Mother and Father, Jennie and Frank,
and Maxine, John's wife.

See Frank Comments', Page 10.

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



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You folks are wonderful! Since our GUIDE Recipe Contest ended, we have received hundreds of letters telling how much you enjoyed it. Lack of space prevents us from publishing all these; however, we have picked several at random which we hope you will enjoy. To each of you we send heartfelt thanks.

Rossville, Kansas

Thank you for the contest. It was great fun. If I had not received a prize, I would have been amply repaid, time and again, in our enjoyment of the GUIDE.

Mrs. T. H. Attebury

Villisca, Iowa

I waited until the next to the last day to enter because I thought, "what chance have I?" However, after this I know that anyone with average intelligence can win if they will just write as they naturally think about everything.

Mrs. John Hendrickson

Kellogg, Iowa

I'd always wanted the GUIDE and when I heard of the contest I entered just for the fun knowing the GUIDE would be a prize even if I didn't win anything.

Mrs. Gladys Van Baale

Ogden, Iowa

It was a nice sort of contest as it brings to mind the precious times we have around the table with those we love.

Mrs. J. W. Dawson

Marshalltown, Iowa

After this contest, I almost feel like one of the KMA Family circle.

Mrs. Eldon Rowe

Thayer, Iowa

We were very happy to hear our names read among the winners—the only men among all those ladies! Really though we are not men yet—we are boys aged 11 and 13. It was the first time we ever won anything except ribbons on our 4-H calves.

Jack and Jerry Decker

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Clearfield, Iowa

We enjoy the GUIDE very much and feel that in sponsoring this contest KMA has forged another link in the strong chain of friendship between the station and its listeners.

Mrs. Ben Aukland

Clarinda, Iowa

I wish to thank GUIDE for giving us listeners this opportunity to express ourselves.

Mrs. J. Guy Black

x x x x

Caruthersville, Missouri

In the May issue, you asked me to write telling how GUIDE helped me meet a good friend.

Well, it started back in the Dec., '47 issue when in the 'Question and Answer' column a listener asked the whereabouts of Bob and Jim Raines.

Since I had met Jim just a few days before reading this, I wrote a letter part of which was printed in the Febr., '48 issue. I made a little mistake in the news I gave on Jim's family so Mrs. Wolf wrote to you and her letter correcting my mistake was printed in GUIDE the following month. When I read this, I wrote thanking her for the correction. She answered with a nice friendly letter and we have been pen pals ever since. In August she made a tour of the country and dropped in to visit me. She and her husband are grand folks—and now a couple of my very best friends. So you see the GUIDE pays off in more ways than one.

Lillie De Priest
204 E. 14th St.

A Chat With Edward May

After our June 1 Farm Day, Mother and I were talking about how much we enjoyed meeting all of you folks who were there. Truly, seeing you is one of the highlights of our year. Day after day sitting behind the microphone I enjoy talking to you, but the real climax to my chats with you comes when I can greet you in person at one of the neighborly events which we have—such as our Homemaker and Farm Days.

And one of the greatest thrills I get is introducing Mother to you folks who visit us. Regardless of where she may be or how busy she is, Mother always takes time from her busy schedule to meet you folks.

By the way, many of you have written me in recent weeks asking various questions about her—where she lives, what she is doing etc. Well, at present Mother is on a trip thru the east attending Eastern Star meetings. She is a past Grand Matron and member of the Home Board of Iowa and a Worthy Grand Warder of the General Grand Chapter. She takes an intense interest in the order and does so much traveling in this work that I find it difficult to follow her itinerary. All of her life Mother has had an abundant supply of energy and we youngsters have had a hard time keeping up with her.

Looking back, one of the first things I remember about Mother was her regular Sunday program on KMA. Our family would go to church together and then immediately after services Mother and I would come to the station. She would sing German folk tunes and talk about her flower garden. Now and then I would chime in with a few childish remarks. Since I was only 7 or 8 years old, I don't remember what I may have said. However, every now and then an old time listener will recall one of those programs to me. Just the other day a visitor from Missouri remembered my singing the 'State Song' which we used in geography class to learn the names of the 48 states.

Mother was born in Shenandoah, attended high school here and then went

to National Park College at Forest Glen, Maryland for two years. From there she transferred to the University of Nebraska where she met my father.

Now that we're entering this new and intensely interesting field of television, of course, we reminisce about the pioneering which Mother and Dad did in radio. Many of you oldtimers may remember that before starting KMA they traveled to Omaha for a program on one of the stations there. Of course, there were no concrete highways back in 1924 and getting their oldtime car up Pony Creek Hill outside of Council Bluffs was a real ordeal. When it started to rain, we always prayed that they were over the top of Pony Creek Hill!

Mother still lives in the family home on South Elm in Shenandoah and, as ever, is a great lover of flowers. From early spring when the crocus and tulips are blooming until late fall when frost comes, her garden is a continuous array of blooms. She has planted it so that something is always blooming during the summer. A partial list of her flowers includes: Roses, Madonna Lilies, Regal Lilies, Snap Dragons, Coreopsis, Calendula, Columbine, Pansy, Alyssum, Hemerocallis, Stocks, Sweet Peas, Delphiniums, Portulaca, Petunias, Gypsophilas, Asters, Salvia, Daisies, Phlox, Tiger Lilies, Rubrum Lilies, Zinnias, Red Russian Lilies, Peonies, Tree Peonies, Iris, Album Lilies, Lilium Canadense, Lilium Auratum, Lilium Elegans, Lilium Tip Top, Platycodons, Mertensias, Tulips, Hyacinths, Crocus, Grape Hyacinths, Scillas, Snow Drops, Lythrum, Liatrus, Prim Roses, Hardy Asters, Alyssum, Saxatile, Hardy Sweet Peas, Hardy Carnations.

Another of Mother's hobbies is collecting antique goblets and figurines. She has been a good traveler since as a child she attended nursery conventions with her parents and she always brings home some remembrance of her journeys. Usually, it's a unique piece of glassware, or a figurine which she has found in some small shop.

No chat about Mother would be complete without mention of her cottage cheese. I thought of giving the recipe to you in this column; however, there is really nothing unusual about it—except Mother's touch. She makes it 3 or 4 times a week and it still tastes as good as it did when I was a child.

Yum, Yum!



Bob Stotts (4:00-4:15 P. M. Mon. thru Fri.) and family know how to keep cool on these hot summer days. When the thermometer climbs above 90, they make a freezer full of ice cream and have a picnic in the garden behind the studios.

Viola Mae, Bob's wife, makes delicious ice cream and his two boys, Kenneth (8), and James (4) don't mind chopping ice or turning the handle because, as you see above, their reward is first chance at licking the dasher. Bob's daughter, Roberta (5) helps mother with the mixing and cooking.

Homemade ice cream also is a great treat for Bob, who spends his spare time in the hot sun building an addition to his home. Bob learned woodworking and building from his father who was a carpenter and blacksmith at Spickardsville, Mo. Until he started in radio in 1935, Bob spent several years as a carpenter and cabinet maker in Mt. Moriah and Chillicothe, Mo.

So far he's added a basement and two rooms and plans to continue building all summer. By fall the Stotts' will have practically a new home!

BLACKWOODS SET NEW RECORD

The Blackwood Bros. Quartet recently set a new record by singing to more than 11,000 people at the Municipal Auditorium at Kansas City, Mo. on June 11th.

Mr. Harris Goes to Town

Our boy did it again!

At the recent Midwest Democratic Conference held in Des Moines on June 12 and 13, Program Manager Glenn Harris secured a series of interviews that read like a 'Who's Who' of Washington, D. C. It all started one morning when Glenn went to the Des Moines Airport to meet the dignitaries as they deplaned.

As he came out of the plane's cabin, Senator Hubert Humphrey of Minnesota, one of the party's outstanding young liberals recognized Glenn (they belonged to the same social club in Minneapolis) and right there they sang a couple of choruses of "Down by the Ole Mill Stream". This 'broke the ice' and Glenn went on to secure interviews with Sec. of Agriculture Charles Brannan; J. Howard McGrath, Chairman of the Democratic Party and Senator from Rhode Island; Under Sec. of Interior Oscar Chapman and Georgia Neese Clark, recently appointed Treasurer of the United States—the first woman to hold this position. Glenn discovered during his interview with her that Mrs. Clark, who comes from Richland, Kans., runs a bank, a general store, an elevator and several farms. No wonder they chose her for the job!

Glenn also met Vice President Alvin Barkley and Harry Truman's brother who bears a remarkable resemblance to the President.

During his chat with Sec. of Agri. Brannan, Glenn discovered that every presidential suite in every hotel in the U. S. has installed a piano so that President Truman can play his favorite tunes when he comes to town. Hotel managers are praying that the next president of the U. S. doesn't play the pipe organ!



KMTV on Air September 1

KMTV, our new television station in Omaha, will be on the air September 1. As you read these words, work is being completed on our 524 ft. TV tower at 2610 Harney St. Omaha. In the studios (13,450 sq. ft. of floor space) at 2615 Farnam St. the KMTV transmitter, completely assembled, is in place ready to be wired. Incidentally—all equipment needed for operations is on hand and our main studio (24' x 40') is ready for immediate use.

As it stands on its four footings secured thru 18 ft. of solid concrete, our tower acts as a gigantic lightning rod which will protect neighboring buildings and homes from electrical damage in thunderstorms. Each one of these concrete footings will withstand an uplift of 220,000 lbs.

Michael McMullin (at right) expert from the American Broadcasting Company's television station in New York City, recently became assistant chief engineer of KMTV. As chief engineer of KMA and KMTV, Ray Schroeder will supervise both operations. Don Burrichter will be Ray's assistant at KMA in Shenandoah.

What does all this mean to you as a radio listener who is interested in television? KMA will continue to be heard at the same spot on the dial (960 kcs.) bringing you all your favorite entertainers and programs.

KMTV, a completely separate operation (different programs and staff), will be seen and heard on Channel 3 (60-66 Megacycles) on television sets only. Incidentally, the high frequency signal of our television transmitter will overcome bothersome static for televiewers.

According to electronic engineers, TV sets like the one you will have in your home will regularly and consistently receive KMTV within 40 airline miles of Omaha. Of course, this is only a technical estimate and experience indicates the distance may be 50 to 70 miles. However, we will not know exactly until actual field tests are made during August.

Of course, if you live within a reasonable distance of Omaha you will want a TV set. Most radio and appliance dealers

have them on display now. However, if your local dealer has not received his as yet, we would suggest that the next time you visit Omaha you go to the TV distributors there and look at sets.

Manufacturers are making TV sets to fit any budget. Prices range from \$100 for a small screen to several thousand dollars for enormous screens in fancy cabinets. A good serviceable set for a family of 4 or 5 will cost from \$240 to \$350. Incidentally, all TV dealers within 70 miles of Omaha have a map of KMTV coverage and data on our station. Ask to see this when you visit their show-rooms.



Our three major national network affiliations (American Broadcasting Company, Columbia Broadcasting System and DuMont) mean you will find an unequalled variety of top notch entertainment, news, sports and educational programs on KMTV.

Now, how will television affect your life? Experience in other parts of the country indicates that 78% of TV set buyers come from the great middle class—people like you and us.

By the way, you ladies will find that buffet suppers will soon become popular. The TV party, which is fast becoming a national institution, brings the family and friends together for an evening before the set. Each person serves himself and then eats before the TV screen. Moreover, you will find it's an advantage to have living room chairs and furniture which can be readily moved so that guests can easily view the screen.

Of people who have seen television, 70% prefer it to any other type of entertainment. Of course, the reason for this is that TV brings the world's best artists and programs right into the home.

By fall artists such as Jack Benny, Arthur Godfrey, Fred Waring, Bing Crosby, Al Jolson, Eddie Cantor, Burns and Allen, the Goldbergs, and the Lone Ranger will be viewed on KMTV.

(Continued p. 15)

On The KMA Party Line

With **DORIS MURPHY**

Remember the Feb. '49 cover picture of the KMA GUIDE with Cupid shooting an arrow at the heart of accordianist DUSTY OWENS as he smiles at his blond "Valentine" BETTY RUSSELL? Well, apparently one of the arrows hit the right target, because wedding bells will ring July 2nd for DUSTY and BETTY. Their marriage will take place in DUSTY'S home town, Flint, Mich., at the St. John's Catholic Church at 8 A. M. The newlyweds will visit the bride's parents, Mr. & Mrs. M. K. Russell in Fairdealing, Mo., before returning to Shenandoah. In the Aug. GUIDE we will print a wedding picture of our handsome brown-haired accordianist and his attractive blue-eyed bride.

Plenty of excitement prevailed at the studio one night when announcer JONNY DICKSON glanced out of the window and saw smoke pouring from the top of the building. From all appearances the building was on fire. While others turned in the fire alarm, he dashed into the Mayfair Theatre and told the 500 patrons to leave immediately . . . children first, followed by adults. Within 2½ min. the theatre was cleared. Firemen dashed from top to bottom of the building looking for the fire. But luckily . . . there was none. A peculiar atmospheric condition had caused the smoke from a bonfire over a block away, to settle on top of the building, making it appear on fire. As soon as the fire dept. announced everything was all right, the patrons returned to the theatre and everyone was happy.



BETTY JANE RANKIN, the young lady below, as usual has everything under control. On her seventh birthday she received a Shetland pony from her parents, Mr. & Mrs. J. D. RANKIN, JR., and during the last 2 yrs. she has graduated to more frisky and spirited horses such as "Scout" shown in this picture. However, she rides them all like a veteran and has yet to take a serious fall. She is a granddaughter of GERTRUDE and the late EARL MAY.

Newscaster RALPH CHILDS bought new combination screen and storm windows for the upstairs bedrooms. After they were installed, the salesman was giving MRS. CHILDS instructions on how to take them in and out. Noticing how closely 8 yr. old STEVIE had been listening he ended by jokingly saying: "If you don't know how, just ask the young man here... he'll know!" Then

MRS. CHILDS went downstairs for a little while, but upon finding STEVIE was still up in the bedroom she went up to see what he was doing. She soon learned. He had taken the screen out of his window . . . also the one from DAVID and MICHAEL'S room, and was climbing from one room to another on the outside of the house, over a hazardous slanting roof. The salesman was right . . . STEVIE had understood the instructions perfectly!

It's tough luck having to spend your vacation hobbling around with one foot in a cast, but that's exactly what DONNIE, son of homemaker ADELLA SHOEMAKER has been doing. DONNIE had bad luck the first day he started to work for his dad, after arriving home from Simpson College. He was helping unload a heavy refrigerator. It had rained and as he lifted the heavy refrigerator from the truck, his foot slipped in the mud, causing the ice box to fall on his right foot and crush-

ing a bone in the ankle. He was taken to the hospital where he underwent an operation, and within a few days was able to return home. Now, instead of working . . . DONNIE is putting in his vacation with his foot propped up on a foot stool and reading a good book.

We can't call LAURENCE PARKER the absent minded professor, but we can call him the absent minded newscaster. MARGE, his wife, had just been working on the early morning program a few weeks, so "LARRY" hadn't become accustomed to the habit of bringing her to the studio with him each morning. On one particular morning he got up . . . still very sleepy . . . dressed; hurried to the station and started to edit news for his 7 A.M. newscast. Shortly, ELMER AXELBENDER walked in the news room inquiring as to the whereabouts of MARGE!

Then it dawned on LARRY what he had done . . . he had come to the studio and forgotten to bring her along. A fellow might be able to smooth it over with his wife, if he forgot to mail her letter or if he forgot to buy the groceries, but HOW could he smooth it over when he forgot to bring HER to the studio!

It's an old saying that good things come in pairs! We like to think so anyway, or is it a coincidence that announcers WAYNE BEAVERS and RAY MERRIOTT started to work at KMA on the same date . . . June 12 . . . only one year apart. WAYNE and RAY are of the same nationality, Cherokee Indian and French . . . and formerly knew each other while employed on radio stations in Kansas.

Next time BUDDY MORRIS goes on vacation he won't lay his fiddle up on the back shelf of the car. That's what he did while driving to Cisne, Ill., to visit his

folks. Reaching home, a party of friends gathered to greet the visitors. Soon they asked Buddy to play the fiddle. Happy to accommodate, he ran out to the car to get his instrument. But . . . to his amazement . . . the fiddle was all apart. The intense rays of the sun shining thru the car window had caused the fiddle to come apart . . . the plastic frog on the bow had melted down and the varnish finish on the front appeared scorched. Fortunately, BUDDY'S pappy, James Morris, is an oldtime fiddler and he set to work repairing the damage. After 2 days he had it back in fine shape and tuned sweet as ever for "Turkey in the Straw" and other oldtime favorites.

Two yr. old PEGGY JEAN, daughter of MACK AND JEANIE SANDERS got along fine on their 3,500 mile vacation trip to Birmingham, Ala., as

long as mother and daddy kept buying her ice cream. She is very fond of this delicacy and about every 100 miles or so she would turn on her personality and say: "I Keam." Soon they'd find a roadside stand and PEGGY JEAN would get her cup of ice cream. She was good as gold, riding along eating her favorite dish!

This handsome fellow (above) tipping the scales at 14 lbs. is RANDALL (RANDY), son of Mr. and Mrs. "CAT" FREEMAN. RANDY who was 3 months old June 14th. He seems to be developing a good bass voice just like dad's, but the thing that bothers Pappa FREEMAN is that RANDY usually "sings" about 6 in the morning right when his dad is sound asleep from an all night trip with the Blackwood Brothers Quartet. But RANDY is so good natured, dad doesn't mind being awakened by his new son trying out his voice.



KMA DAILY PROGRAMS FOR JULY 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.—Hawkeye Rangers
 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.—Mack Sanders
 1:15 p.m.—Blackwood Brothers
 2:00 p.m.—Ladies Be Seated
 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
 5:00 p.m.—Green Hornet (M.F.)
 5:00 p.m.—Challenge of Yukon (Wed.)
 5:00 p.m.—Fun House (T. Th.)
 5:30 p.m.—Johnny Lujack (M.W.F.)
 5:30 p.m.—Sky King (Tu. Th.)

MONDAY NIGHT

6:00 p.m.—Supper-time 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.—Ella Mae Time
 8:15 p.m.—Henry J. Taylor
 8:30 p.m.—Secret Missions

9:00 p.m.—Varieties in Rhythm
 9:15 p.m.—Earl Godwin
 9:30 p.m.—Music Room
 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
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Supper-time 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.—Little Herman
 8:30 p.m.—Am. Town Meeting
 9:30 p.m.—Serenade For Strings
 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.—Supper-time Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Blackwood Brothers
 8:00 p.m.—Stars In The Night
 8:30 p.m.—Can You Top This?
 9:00 p.m.—It's Time For Music
 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
 11:30 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Supper-time 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.—Play It Again
 8:30 p.m.—Fishing and Hunting
 9:00 p.m.—Personal Autograph

AMERICAN BROADCASTING COMPANY



9:30 p.m.—We Care
 9:45 p.m.—This is Television
 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.—Bernie Green
 9:30 p.m.—Treasury Band
 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 p.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.—Tune Time
 8:15 a.m.—Sat. Jamboree
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Helen Hall
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Hawkeye Rangers
 10:15 a.m.—Music By Marge
 10:30 a.m.—The Georgia Crackers
 10:45 a.m.—Smile Awhile
 11:00 a.m.—Hormel Girls Corps
 11:30 a.m.—Jay Stewart
 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.—Nishna Valley Boys
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Clarinet Capers
 1:45 p.m.—Dusty Owens
 2:00 p.m.—Mack & Jeanie
 2:15 p.m.—Dusty Owens' Trio
 2:30 p.m.—KMA Country School
 3:00 p.m.—Bob Stotts
 3:15 p.m.—Ike Everly
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Church In The Woldwood
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden

5:00 p.m.—The Honeydreamers
 5:15 p.m.—Saturday Session
 5:30 p.m.—House of Mystery
 6:00 p.m.—To Be Announced
 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.—Two Billion Strong
 8:00 p.m.—Dance Band
 8:30 p.m.—Dance aBnd
 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.—Southernaires
 10:00 a.m.—Western Serenade
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Chamber Music
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Blackwood Brothers
 12:30 p.m.—Revival Hour
 1:30 p.m.—Mr. President
 2:00 p.m.—This Week In Review
 2:15 p.m.—This is Television
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—To Be Announced
 3:30 p.m.—Opera Album
 4:00 p.m.—The Navy Hour
 4:30 p.m.—Take A Chorus
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Nick Carter
 5:45 p.m.—The Honeydreamers
 6:00 p.m.—Proudly We Hail
 6:30 p.m.—Mayor of The Town
 7:00 p.m.—Roy Rogers
 7:30 p.m.—Sunday With You
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Go For The House
 9:00 p.m.—Dance Band
 9:15 p.m.—Ted Malone
 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

It's not my fault there isn't a new picture of the Field Family on this page. I had one all picked out about four weeks ahead of time, and right at the last minute Jim Moore came along and broke the news. He said the picture I had planned using on this page was such a good one and had so much human interest they had decided to use it for the front cover this month. Of course, by that time it was too late to take another picture.

Now turn back the pages and look at the front cover again. That picture was taken down at Tarkio, Mo. about five minutes after the graduation exercises were completed. Notice how proud Maxine looks. Of course, she has a right to look that way, because she helped materially in getting Johnny through college. Part of the time she worked as secretary in one of the offices at the college and this year she has been secretary in a downtown insurance office.

In fact, Maxine already has a good job down at Columbia, Mo. acting as secretary and receptionist in the office of the Bursar. Johnny has a much stiffer schedule down at Columbia than he carried at Tarkio, which doesn't leave much spare time for outside work.

Little Bill, Bob and Elsie's son, was knocked down and had his face badly chewed by a vicious dog recently. The doctor took the stitches out a few days ago and said the scar would probably go away in time. Then a few days later Bob's landlord notified him that he would have to find another place to live as he,

the landlord, was planning to move into the house again. Bob finally had to buy a little house in order to get a place to live. It's completely modern and has a nice garden spot in the back yard.

Zoe and her husband took a vacation, traveling thru the east in the middle of June. The high-point of the trip was Zoe's appearance on Don McNeill's "Breakfast Club" on Wednesday, June 15th. Maybe you heard her. She's the one, you may remember, who said she and her husband

came to Chicago so he could get his mustache trimmed by a Chicago barber.

Peg, Jim and Little Shannon are getting along just fine.

Jennie and I have both been working hard this summer, and apparently it's good for me. I've lost the 10 lbs. of excess weight which I picked up last summer.

We're right in the midst of picking green beans and expect to can our usual 150 quarts before cold weather comes.

We still have quite a few boxes of peas from last year so we didn't freeze as many as usual this year. However, to balance that Jennie put in more strawberries than we have ever had before. We only put in 80 boxes of lima beans last year and that isn't nearly enough, so we have planted about twice as many this year, and hope to put about 150 quarts of them in the freeze box before cold weather comes. The first year we put them all in pints. This year they will all be in quarts.

We follow the Iowa State College leaflets to the letter on both freezing and canning and find their directions absolutely dependable in every way.



Larry's Downfall

Like most men, Larry Parker, morning newscaster, says his wife, Marge, never can bake a cake "as good as Mother's". Because Sunday, July 10th, is his birthday, he's been telling her about the wonderful cakes he enjoyed at home. Marge, who incidentally, is our pianist and organist, finally tired of this old routine and marched Larry into the kitchen where she put him to work baking a cake.

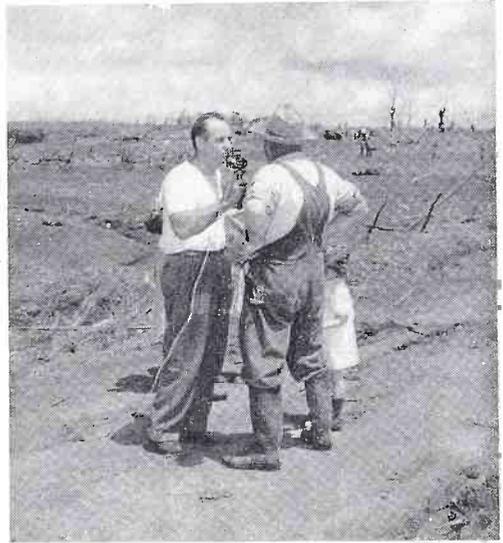
Below you see Marge reading the recipe book and Larry, dressed in his own apron, trying to follow instructions. (Larry's sister sent the apron to Marge with a note explaining that Larry always avoided kitchen work at home and wishing her good luck in this venture).

Marge enjoyed this turn-about in the Parker home, and relished Larry's confusion as he tried for the first time to mix the ingredients. No doubt, in the future he'll remain silent about the "wonderful cooking at home" and appreciate the work and meal-planning which Marge does for him.

Moreover, Marge will have a chance to disprove Larry's beliefs when they take a two weeks' vacation starting on Larry's birthday. After a week at Lake Okoboji, they will visit Larry's folks in Norfolk, Nebraska. This will be a "seeing and believing" test for Larry, and we bet he'll find Marge's cooking "just as good as Mother's". However, it would be just like a man not to admit it!



Four Tornadoes Strike Three State Area



The night of June 1st brought heart-break and tragedy to many folks who live near Shenandoah. About 6:30 P. M. a twin funnel tornado struck several farms east of Essex, Iowa, and other twisters hit near Tarkio, Mo.; Sidney, Iowa, and Nebr. City, Nebr.

To help people whose homes were destroyed 18 men from May Seed cleaned up wreckage, salvaged crops and rescued livestock trapped in the debris.

Concurrently, the KMA news department was giving on-the-scene reports, not only to regular listeners, but also the nation thru Associated and United Press. Ralph Childs, our newseditor, spent the night of June 1 at Tarkio while Ann-cr. Wayne Beavers covered the Essex vicinity. On Thursday Ralph traveled throughout the area, making interviews and wire-recordings so listeners would know that friends and relatives were safe. He did such a complete job of reporting these tornadoes that the Weather Bureau used his descriptions and photographs for their official records.

Above you see Ralph interviewing Carl Hanson, a farmer near Essex. In the background is the remains of a seven room house, large barn and outbuildings.

Homemaker Visit

By **BERNICE CURRIER**

With the hot weather comes many requests for salads and gelatine desserts. Creamy potato salad is a favorite with us.

POTATO SALAD

Cook in skins 6 potatoes. Cool, peel, and cube. Slice and add 3 hard cooked eggs, 1 medium size onion, 2 dill pickles, 6 or 8 radishes. Mix in $1\frac{1}{2}$ c. fresh cooked peas, 1 t. salt, 1 t. celery seed, $\frac{1}{4}$ t. pepper, and 1 pint mayonnaise. Cover and chill for 24 hrs. to blend. Garnish with tomato wedges. This will serve 8 or 10.

And if you are having Frankfurters, broil them in an old fashioned corn popper. It saves wear and tear on your hands and face in getting too near the fire.

JELLIED APPLES

1 envelope gelatine, $\frac{1}{2}$ c. cold water, 6 apples, $1\frac{1}{2}$ c. sugar, juice of 1 lemon, $\frac{1}{2}$ c. raisins, and $\frac{1}{2}$ c. nuts. Soak gelatine in cold water. Peel and core the apples and rub the cut side of the lemon over them. Place in sauce pan with sugar and water and cook till tender. Do not spoil the shape of the apples. Drain and place apples in wet mold, add enough hot water to syrup to make three cups, and in this dissolve the gelatine, add lemon juice and when it starts to thicken, add raisins and nuts, stirring well thru gelatine. Then pour this over apples. Serve with a marshmallow sauce with whipped cream.

Below you see my July pattern. As crisp as a summer salad, this Irish lace doily is a refreshing bit of elegance for your buffet table.

And it's yours for the asking; just send a self-addressed stamped envelope to Bernice Currier, Radio Station KMA, Shandoah, Iowa. Ask for July Leaflet.



Kitchen Klinik

By **ADELLA SHOEMAKER**

Here's a way to fix chicken for that Fourth of July picnic. It will stay piping hot if you will wrap it in aluminum foil. Moreover, it doesn't have to be watched, once it's in the oven.

Have a fryer cut into serving size pieces. Allow two or three pieces to a serving. Lightly brown unfloured chicken in butter or other shortening. Remove and arrange on squares of foil. In the drippings fry one medium size chopped onion until golden. Spoon onion over chicken. Sprinkle with salt, pepper, and paprika. Put 2 T. condensed mushroom soup and 1 T. light cream over each serving. Bring the edges of the foil together up over the chicken and double fold to make a tight seal. Double fold outer edges also so that a tight square bag or packet is formed.

Place on a cooky sheet and bake in a hot oven 425° for one hour, or use a 300° oven for 2½ hrs. Do not unwrap pieces, but serve foil wrapped. Light meat bundles can be marked with colored toothpicks, if desired.

A perfect complement for this chicken is potato salad, radishes and green onions, creamed peas and cinnamon rolls.

If the day is very hot, you'll want lots of ice cold lemonade. Here's a good lemonade syrup to keep on hand so you can make lemonade at a moment's notice. Dissolve 4 c. sugar in 2 c. boiling water. When cool, add $1\frac{1}{2}$ c. lemon juice. Pour in fruit jars and seal. When needed, dilute with cold water to suit taste. This syrup is so heavy it will keep a long time.

Here is a nice cool sherbert for your refrigerator or hand freezer.

LEMON SHERBERT

Mix juice of 3 lemons and $1\frac{1}{2}$ c. sugar together. Add 1 qt. whole milk very slowly—almost drop by drop at first. Stir constantly. Freeze until firm, remove to a bowl, break up with spoon, then beat hard with rotary beater until very smooth. Beat in 1 c. cream which has been whipped. Return to tray and freeze a short while longer, but do not allow it to freeze too firm as it is better slightly soft.

Welcome, Ray



Here's Ray Merriott, our new announcer, whom you've already heard on the air. Ray joined our staff June 11th, coming from St. Joseph, Mo., where he was an announcer and emcee. He's married and has two daughters, Loretta Jeanne (9), and Joyce Irene (5). He and his wife, Frances, were school day chums.

Ray has brown hair and eyes and his favorite recreation is sports of all kinds. In fact, when he attended University of Florida, he was a member of the varsity swimming team.

Household Hints

Boiling water should be poured at once over fruit stains. Stretch spot over bowl and pour from a height.

Carbon tetrachloride is the chemical name for a liquid which removes grease spots. It is cheaper than most commercial spot removers.

Here's a way to remove mildew even on colored clothes, also rayons. Mix together: $\frac{1}{2}$ c. bleach, $\frac{1}{2}$ c. vinegar and 2 qt. water. Dip mildewed clothes in this solution.

Jelly test: Dip a large spoon into the boiling syrup and lift it so the syrup runs off the side. When the syrup stops running off the spoon in a steady stream and instead separated into two distinct lines of drops which "sheet" together, the jelly is done.

Program Personals

By JIM MOORE

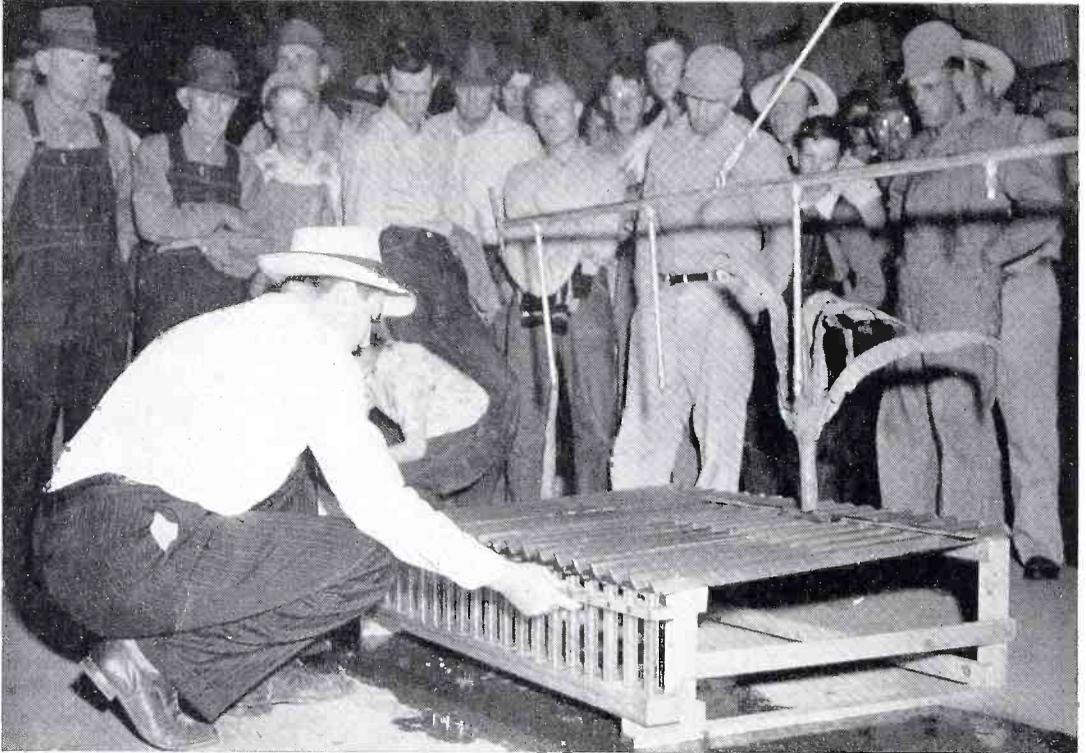
Sooner or later every radio personality makes a slip of the tongue. However, seldom does it lead to a near riot as in the case of Gordon MacRae, star of the "Railroad Hour" (7:30-8:00 P. M. Mon.). The script read "Come to Poppa, Baby". However, Gordon couldn't get the words out. "Come to Baby, Poppa. No I mean 'Poppa, Come to Baby, Oh, I don't know what I mean!'. Then for several minutes nothing could be heard but loud laughter, not only from the audience, but also the "Railroad Hour" cast.

All of which proves that everyone has a good time on this fine program which brings you the world's best musical comedies and operettas. Each week Gordon invites a guest star who is always the artist best fitted for that week's play. Don't miss the "Railroad Hour" (7:30-8:00 P. M. Mon.) for superb summer listening.

"Counterspy" (7:30-8:00 P. M. Tues. and Thurs.) the show with a 'mission', does more than entertain. During recent months this program has fought for racial tolerance, better pay for teachers and also for more nurses. By tackling real, instead of fictional problems, "Counterspy" packs a dramatic wallop that keeps your ear at that loud speaker every second.



June 1 Farm Day



Our June 1 Farm Day started at noon and ended at 5:00 P. M. Rain was still falling at the Shenandoah Airport at 9:30 A. M. and at 10:05 A. M. a car bringing supplies became stuck on the road approaching the airport. However, thanks to young men from the Shenandoah Chapter of the Future Farmers of America, the road was passable by noon. They took two of their jeeps; rigged up a road drag and by the time the crowd arrived, had the road in such good shape that none of the more than 1000 cars became stuck. Incidentally, rain started falling as the last cars left the airport and an hour and 30 min. later tornadoes passed on both sides of Shenandoah (see p. 11, col. 2).

Farm magazine and newspaper editors as well as agricultural extension workers who were present were deeply impressed with the wealth of information given on saving crops from weed and insect damage. As one of them said after the program "There was many a farmer who saved \$2,000 or \$3,000 by coming to your Farm Day." If you haven't been attending these events, which are a regular feature of our Six-Year-Farm Plan, it will pay you to be present for the next one.



One of the highlights of the program was an aerial circus staged by airforce jet planes from the Nebr. Natl. Guard. Of course, the KMA talent staff entertained the crowd between talks, and Adella Shoemaker and Bernice Currier, our homemakers, (above) were on hand to greet the wives. Both of them had a wonderful time talking to their listeners—and, as always, learned many things from you ladies which will make their programs even more interesting. All of us here at KMA are looking forward to meeting you again at our next Farm Day which will be held in the early fall.

Home On Wheels



As you read these words, Anncr. Warren Neilson and his wife, Florence, are probably purring along some west coast highway in their new traveling home.

Shortly before they were married last year, Warren purchased a pint-size auto and on their vacation-honeymoon they practically lived on wheels. They liked it so much they are 'doing it up in style' this year.

They have purchased a new Crosley station wagon and have built a full-length bed into it.

In addition they have a gasoline stove and lantern, a picnic-size ice box and all the other paraphernalia needed for 'roughing it'.

The picture (above) taken as they were packing the car shows you the planning needed to get all these items in.

Warren and Florence plan to go thru Denver, Salt Lake City, California, to Oregon. Then they will come home thru Yellowstone Park. Some trip, eh?

By the way, Florence is taking her easel and paints along so she can 'do' landscapes along the way. Whenever she sees a likely scene, they plan to stop so she can paint it. If there's a stream nearby, you can be sure that Fisherman Warren will have a hook in it. If not, he will be taking color photos.

Next month we'll report who did the better job—Florence with her painting brush or Warren with his camera. We're betting on Florence!



Forecasts For The Month

BIRTHDAYS:

- July 1—Caroline Ely, daughter of Eng. Walt Ely.
- July 8—Merrill Langfitt, farm commentator.
- July 9—Harold Hansen, son of homemaker Edith Hansen.
- July 10—Peggy Jeanne, daughter of staff artists Mack and Jeanie Sanders.
- July 14—Steve Wooden, staff artist.
- July 15—Max Olive, Continuity writer.
- July 21—Helen McCullough, Manager Mail Department.
- July 24—Eddie Burrichter, son of Eng. Don Burrichter.
- July 27—Karen Denise, daughter of Doyle Blackwood of the Quartet.
- July 30—J. C. Burdick, son of GUIDE Circulation Manager Ina Burdick.
- July 31—Jimmy Blackwood, son of James Blackwood of the Quartet.

BIRTHSTONE: Ruby.

FLOWER: Waterlily and Sweet Peas.

TELEVISION (cont'd.)

Easterners have found that it is far cheaper to own a television set than to go outside the home for entertainment. For all you folks who live on a budget, you can buy your set on an easy-payment plan saving money each week which would be spent on entertainment outside the home.

Incidentally, a TV set in your home will really win you friends. Recently a group of poor children in New York City boarded a subway train enmasse and traveled to the suburbs. Here they looked around until they found a home with a television antenna above it. Then they knocked on this stranger's door and asked to see 'Howdy Doody', a TV show which was scheduled to go on the air in a couple of minutes. Such is the power of television! If you have further questions please send them to TELEVISION QUIZ, KMA, SHENANDOAH, IOWA. We're presenting two TV 'question and answer' programs each week on KMA—at 9:45-10:00 P. M. Thurs.; and at 2:15-2:30 P. M. Sundays.

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CARL ADELUNG
RT 2
AMHERST NEBRASKA

Happy Birthday, Glenn!



When Program Manager Glenn Harris arrived at his office the morning of May 24th, his birthday, he found a beautiful white, triple-layer, Maypole cake complete with frosting, candles and streamers. Adella Shoemaker, our afternoon homemaker (3:30-4:00 P. M. Mon. thru Sat.) had spent the entire evening before baking it.

Of course, most of the KMA Gang were on hand to greet Glenn and above you see him ready to cut the cake as (l. to r.) Wayne Beavers, Dusty Owens, Jim Kendrick, Steve Wooden, Mack and Jeanie Sanders and Ike Everly eagerly await

their piece.

Adella is to be congratulated for baking such a wonderful cake. We shall expect Glenn to do the same for her on her birthday December 24!

P. S. For you ladies, here's the recipe for that delicious cake: Into a mixing bowl sift 2 c. sifted flour, $1\frac{1}{2}$ t. bakg. pwd., 1 t. veg. shortening, and $\frac{2}{3}$ c. milk. Beat vigorously for 2 min. Then add 4 egg whites, unbeaten, $\frac{1}{3}$ c. milk and 1 t. vanilla flavoring. Beat 2 more min. Pour into 2 deep 8" layer cake pans. Bake in moderate oven 350° for about 30 min.