

The

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# KMA GUIDE

Vol. 7

JULY, 1950

No. 7



## A Picnicking We Will Go!

(See Page 11)

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“THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION”

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## The KMA Guide

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Springfield, South Dakota

Enclosed you will find my \$1 for the GUIDE. I enjoy it very much as I like to collect radio stars pictures and with the GUIDE I have a chance to add on to my collection. Keep up the good work! With the GUIDE I feel that I know all the KMA entertainers. Congratulations on your Sixth Anniversary.

*Miss Alberta Ishmael*

Pawnee City, Nebraska

I did think I wouldn't take the KMA GUIDE any longer but this morning I received the GUIDE again so I made up my mind I would subscribe for another year. I wonder if you have anyone as old as I am taking the GUIDE. I have taken the magazine since 1944 and I am 94 years old, and I still like to read the GUIDE and see the pictures. Enclosed find \$1 to pay for it.

*Mrs. Susan Wittwer*

(We would appreciate some replies on this, as we like to receive letters from our readers. In this way, we are able to publish this magazine for you.)

Guthrie Center, Iowa

I have every issue that has been put out and find them to be very interesting. For one dollar, I don't think one could get so much reading any where else. Hope I am not too late, as I don't want to miss out on a single issue.

*Mrs. Claude Reeves*

Tiffin, Iowa

I want to renew the KMA GUIDE, because I wouldn't miss an issue for anything in the world. It is worth more than \$1 for the pictures and interesting stories about the people of KMA are worth a million.

*Barbara Lee Mathis*

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Beatrice, Nebraska

Dear friends, your letter reminding me of the expiration of my subscription to the GUIDE came this A. M. My goodness no, there is not a thing wrong with the KMA GUIDE. I love it, and have enjoyed every copy from the very first issue six years ago. The only thing was \$1's are hard to get for everything we want, so I thought I could do without the magazine, but I know how I would miss getting a copy each month for I look forward to the news and pictures and enjoy them a lot. So please find enclosed the \$1 for another year.

*Mrs. Arthur Howe*

(We thank you for your most interesting letter Mrs. Howe, and we are certainly glad you are going to be with us for another year.)

Riverton, Iowa

Please send me the KMA GUIDE for another year. I am enclosing a check for \$1.00. It is so nice to have them to look up the people that are on the air. Last week-end we had friends from Kansas that visited your station with us. That night we got out all the old Guides (I have them all on file) and found all the entertainers we had seen that day. I am enjoying the new homemaker very much.

*Pearl Simmerman*

(For you folks who have not heard our homemaker tune in every weekday morning Monday through Friday at 11:30 and hear Evelyn Birkby's program "Down A Country Lane".)

## A Chat With Edward May

Snowed under! . . . and here it is only July 1st. The Early Bird Gardeners have really been swamping me with "good eating" reports. More about that later in my column because, first, I want to make a general report on how things are growing in Shenandoah.

A cold and wet and altogether miserable early Spring made me wonder if I would ever get anything planted and then worry about whether any of it would grow. I could have saved that worry. Everything is probably a little later but everything has done fine.

Our most sensational showing of flowers so far came with the peonies. On Sunday June 11th they estimated over 20 thousand visitors in Shenandoah. There must have been 5 or 6 thousand cars and all of them drove out to see the peonies. And what a sight it was! About 40 acres of peonies, planted on a terraced field, with contrasting bands of solid reds, whites, and pinks running around the slopes. We marked a one-way route through the field and from shortly after noon until 4 o'clock the cars drove bumper to bumper past the peonies.

And the roses. They have grown more vigorously and bloomed more abundantly than for many years. The Paul's Scarlet Climbing Roses here were simply out of this world for brilliant beauty. Shrub plantings have bloomed sensationally too. Golden Forsythia, Red Quince, Tamarix, Hydrangea . . . all of them turned out to be little "flower shows".

Conditions which made them all do so wonderfully were not, however, encouraging for the Annual Flowers. Zinnias, Salvia, Rose Moss, Alyssum and other Annuals just didn't really get to going until the last two weeks in June. They are



coming fast now and will soon put on their usual bountiful lot of bloom.

Now for the salute to Early Bird Gardeners. They have really kept my nose on the grindstone these past weeks. Three and four hundred letters a day, and I read every one of them.

The picture shows the map marking county winners who were the first to eat peas from their gardens. When the picture was taken I had awarded dollar bills to over 200 winners. I have separate maps for green beans, sweet corn, and tomatoes. So between the letters and keeping track of the winners on all four garden crops you can guess that I have my hands full. But, I enjoy it and I'll bet there isn't another person anywhere who hears so much good news as I do.

It is really very wonderful to read about how good your gardens and flowers are doing, how much you enjoy the home-grown goodness you are picking from your gardens. I appreciate your fine letters. It is the next best thing to a real visit with you in person.

And now, before space runs out, I want to pass on a suggestion from a listener and friend over in Fremont, Nebraska. She writes that as the season progresses she keeps track of the flowers and shrubs in bloom in her neighborhood and makes her planting list for next fall and spring. I think that is the ideal way to make sure you remember the things you will want. Instead of saying, "I wish I had so-and-so in my yard", just make a note of it right then. Your list will be already for you when ordering time comes.

## Merrill's New Fireplace!

For a couple of weeks Merrill Langfitt was busy in the open patio north of his house, placing bricks and stones together, and the result is a new fireplace for the family. His wife, 'Cel', and the children Judy, Bruce and Beverly, all enjoy picnicing outside. Besides this, cooking on the outdoor fireplace means the kitchen doesn't heat-up, and on hot, humid days, 'Cel' really appreciates this.

KMA Assistant Chief Engineer, Don Burrichter, lives next door to the Langfitts and in the background you can see part of the swing the Langfitt and Burrichter children use.

The other day an amusing thing happened. Don Burrichter told how he never operates his amateur radio station while television is on from Omaha because it interferes with the neighbor's receivers. One night Don was watching his television set when Bruce Langfitt phoned and told Don to 'get off the air'. Poor Don wasn't using his radio station, yet Bruce couldn't get his Daddy's TV set to work. Don came over and found that a tube had burned out. Bruce found it so natural to blame all interference on Don that he couldn't imagine anything else going wrong.



## Karen Sue Morris And Her Daddy!



Here's Buddy Morris proudly strolling his daughter, Karen Sue, along the sidewalks of their neighborhood. Karen Sue was 8 months old on July 7th and to celebrate the occasion, Buddy bought her a new streamlined stroller of blue with yellow wheels. Now, every afternoon Buddy and Karen go out for their sun.

Karen Sue hasn't learned to talk but she does make a lot of noise, especially in the early hours of the morning. She's quite a crawler and loves to get her hands on anything within reach. Buddy says she sits up all the time and whenever the telephone rings, she tries to grab the phone cord. Her favorite color is red and she has a toy cat that she squeezes and it says "Susie". Karen Sue also likes ice cream and pudding, so already the Morris' have to think of ways to feed her vegetables.

Besides this, Karen Sue has discovered that dogs are friendly animals and every-time one is in the front yard, she waves at them.

Buddy vouches that her favorite sport is pulling hair and scratching, so Leona keeps Karen's nails trimmed.

In August the Morris family will visit Buddy's parents in Southern Illinois, and we'll have to wait for the report on how Karen Sue gets along with Grandmother and Grandfather.

## Whew!!!

It is hot, and Mack Sanders will certainly vouch for that! Mack is mowing the yard on the hottest day of the year (June 24th) when the Shenandoah temperature was the highest in the state (100 degrees). To make matters worse, the humidity was 'way-up', so you certainly can't blame him for stopping for a glass of ice water, served by his wife, Jeannie.

Mack worked on the yard this particular Saturday because the following Monday the Sanders (including little Peggy Jeanne) left for a two week's vacation-trip to Birmingham, Alabama, where Mack will visit his mother and father. On the way back, they'll drive through Kansas to see Jeanie's mother and father in Hiawatha.

By the way, Mack's father was elected county sheriff last spring and now he and Jeanie can tell Peggy Jeannie, that if she doesn't behave, they'll turn her over to the sheriff (Grandfather).

Have you noticed anything familiar about this yard? It's the former place of Roy and R. W. Blackwood. Mack and Jeannie made arrangements before Roy and R. W. left, and now they have a larger home and a big yard for Peggy Jeanne to play in. The Sander's new home is a two story, white frame building located on a triangular corner, with the yard "shaped like a wedge of cheese".



## Edwin And Patricia Ann At Home!



Above is Bernice Currier (left) and her son and daughter-in-law, Edwin and Patricia Ann Currier. Edwin is a Chemical Engineer and was with the U. S. Rubber Co. at Passaic, New Jersey, and is now working at the Argonne National Laboratory for Atomic Research with the University of Chicago.

Edwin and Patricia Ann spent a five weeks' vacation with Bernice, during which time "Pat" paid a 3 day visit with her parents, Mr. & Mrs. F. J. Foster, in Omaha.

Of course, Edwin had a wonderful time looking up old friends, since he lived in Shenandoah from the time he was 5 years old until he graduated from High School. Bernice reports he did a wonderful job of 'handy-work' around the house, fixing doors, pencil sharpeners, can-openers, electrical appliances and helping her clean the basement.

Patricia Ann is a good seamstress and for a hobby collects recipes from foreign restaurants. She's going to send Bernice copies of some of her collections, so you readers will soon hear some wonderful new recipes on Bernice's program (9:00-9:25 A. M., Mon. thru Fri. and 9:00-9:30 A. M. Sat.)

Edwin reported that his favorite dish at home was Bernice's Lemon Chiffon Pie, Cinnamon Rolls, and Strawberry Shortcake. His hobby is collecting stamps, which he has held interest in for at least 10 years.

## On The KMA Party Line

With **DORIS MURPHY**

Did the thief at KMTV in Omaha get frightened away before he had all his loot loaded, or did he get conscience stricken about stealing charity money? No one knows. When they came to work one morning, the cash register containing \$35.00 that had been donated to charity by participants on "The Penny Auction" Friday night, had been carried as far as the door, and there it stood unopened. From all indications he had apparently become alarmed and fled before loading everything he attempted to steal. Two television sets, a brand new typewriter, and two mantel electric clocks that were used as props on a television set, were missing. Since the robbery, the cash register is not locked any more . . . because the money goes to the bank, and a night watchman is on duty to see that it doesn't occur again. I don't think the thief could have enjoyed spending the money that wasn't rightfully his, especially since this money was going to help some poor sick or crippled child at Children's Hospital, get well.

What became of one of my navy blue suede slippers and one black slipper? This is a mystery that is STILL unsolved! Just before leaving to attend the radio convention of women broadcasters in Cleveland, I took one slipper of each pair, to the cobblers to be repaired. I thought I brought them home, but when I got ready to pack my grip, all I could find was one slipper of each pair. Thinking the family would find them while I was gone, I went on East, minus two pairs of pumps. Upon my arrival home, to my surprise, the family announced the slippers were nowhere around. I told the incident on my program, first day after getting back, remarking I hadn't had time to check, but would be trying to find them soon. Within the next day or two, I went to the shoe shop and asked about my lost slippers. You can imagine my surprise when the woman in charge re-

plied: "I've been looking for them already". Upon asking her how she knew I had lost them, she laughed and answered: "I heard you tell about it on the air. And talk about the power of radio! No less than fifteen people have been in here already and asked us if we have Doris Murphy's slippers!" Even with all the good help of my listeners . . . my slippers are still missing! How do you think it would look to be different and wear one blue and one black shoe?

This month we want you to meet the RALPH LUND family. RALPH has been an engineer with KMA a number of years, and although you don't hear him on the air, RALPH is mighty important in helping keep KMA equipment running, and the station on the air. To the left is ANN, who will be 3 in September, next is BETTY, RALPH'S wife, then DAVID, age 8, RALPH and JUDY, age 6. Not long before this picture was taken, the three children had just recovered from the mumps, all three having them within two weeks. There is one important member of the family who was not in the picture . . . the dog "Cam". Cam is a Dalmatian, white with black spots, and he joined the family



when JUDY was a baby. He guards the children carefully and when MRS. LUND wants to know where the children are playing, all she has to do is call the dog, and see what direction he comes from, then she knows where to find the children. RALPH has remodeled the home within the last few years, modernizing the kitchen and building new cabinets, etc., opening up the stairway, adding a new fireplace, papering, painting and the newest addition is a dark room for photography recently built out of a big closet off the toy room. MR. & MRS. LUND did most of the work themselves, and are mighty proud of their newly modernized home. Young DAVID, who was a victim of polio a year ago last Xmas, still returns to the hospital in Omaha for treatment and takes his daily exercise at home. He is getting along nicely and is able to keep right up with the rest of them in his daily play.

A drive of 610 miles didn't stop an-

nouncer JIM KENDRICK from spending Fathers Day with his dad. JIM, his mother and niece Fannie left Shenandoah Saturday A. M., drove to New Canton, Ill., spent Sunday with his father, then back home by Monday noon in time for him to take his noon-day show.

Two white helmets with KMA printed across the front of them, might have been lost forever in the waters of a Minnesota lake near Bemidji, Minn., if they hadn't floated upside down, which kept them from sinking. Both announcer JONNY DICKSON and fishing companion Ed Fleer of Shenandoah had the misfortune to have their hats blow off into the lake the last day of their vacation. But the boys didn't mind spending considerable time fishing them out, as they had already each caught 60 pounds of Wall Eyed pike, Northern Pike, Perch, and Bull Heads, during their week's fishing trip. The boys got up at 3:30 each morning, leaving their wives peacefully sleeping in the cabin, while they headed for the lake. While there, the two families enjoyed many meals of delicious fried fish, then froze the remainder and brought them home. One day was spent driving into Canada for a sight seeing trip.

DAVID, young son of newscaster RALPH CHILDS was wondering why his daddy had to work all the time. His mother explained he had to work to make money. Upon hearing this reason he asked: "Why does he want to make money, for all he does with it, is pay the bills?" Guess that's the question in all our minds!

Here is the wedding picture we promised you of our KMA GUIDE Editor and Promotion Manager. GLENN F. CRAY, JR., who was married May 21 to MISS JANE LORD of Burlington, Iowa. The wedding rites were read by Rev. Calhoun of First Presbyterian Church, of Burlington at the home of the bride's mother, MRS. WALKER LORD. The bride was gowned in a white brocaded taffeta, floor length dress with cap sleeves, and styled with a fitted bodice and full skirt. Her nylon finger tip

veil was held in place with a tiara of braided white horsehair. She carried a bouquet of white carnations, white orchid and lilies of the valley. MISS ELAINE CRAY, sister of the groom, wore a blue and silver changeable taffeta dress, styled identical to the bride's. She wore a pink nylon picture hat with illusion veiling. WINSTON DITTO of Iowa City acted as best man. Three hundred guests attended the reception. The bride and groom took a wedding trip to Boston and New England states. Both are graduates of the University of Iowa. Previous to her marriage, the bride was employed as news editor at KBUR, Burlington.

Now . . . it's out! Singer DEE PIERSON wasn't as interested in paint as we had thought! It's the handsome young man

behind the counter of the Earl May Paint Department that has won DEE's heart. His name is CALVIN RANEY and he hails from Hopkins, Mo., although he has lived in Shenandoah for some time. Ever since May 30th, the diamond engagement ring has been sparkling on DEE's finger, and that's the reason for all those happy smiles on her face these days. Plans are being made for a fall wedding, so we'll be having more news about DEE

and CALVIN for you in the fall. DEE is a sister of MRS. MACK (JEANIE) SANDERS and you often hear DEE and JEANIE as they sing duets. DEE joined KMA 9 months ago, coming from Hiawatha, Kansas.

Accordionist BOB BARRY is looking forward to a visit from his mother MRS. IOTA BARRY of Danville, Ill., soon. It is from his mother, BOB claims he gets his musical ability. She formerly played piano for silent movies . . . later was pianist for a dancing school, and now is playing in a night club. It was while she was piano player in a moving picture theater, she met her husband who was doing a wire act with a stage unit. At one time BOB's father was associated with Ringling Bros. Circus.



# KMA DAILY PROGRAMS FOR JULY 1950

950 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Bros.  
 5:45 a.m.—Bob Stotts  
 6:00 a.m.—RFD 960  
 6:45 a.m.—Fertile Time  
 7:00 a.m.—Larry Parker, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Get-Up Gang  
 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.—John B. Kennedy  
 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.—Carol Douglas  
 11:30 a.m.—Down A Country Lane  
 11:45 a.m.—Stump Us Gang  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Hali Past Noon  
 12:45 p.m.—KMA Market Reports  
 1:00 p.m.—Rythm Ranch  
 1:15 p.m.—Jack Hunt  
 1:30 p.m.—Chance Of A Lifetime  
 2:00 p.m.—Bride & Groom  
 2:25 p.m.—One Man's Opinion  
 2:30 p.m.—KMA Party Line  
 2:45 p.m.—Helzberg Time  
 3:00 p.m.—Mack Sanders  
 3:15 p.m.—Hawkeye Rangers  
 3:30 p.m.—Kitchen Klinik  
 4:00 p.m.—Dee Pierson Sings  
 4:15 p.m.—Mack and Jeanie  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Steve Wooden  
 5:00 p.m.—Fun House  
 5:30 p.m.—Superman (M.W.)  
 5:30 p.m.—Sky King (T. Th.)  
 5:30 p.m.—Green Hornet (Fri.)

### MONDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:15 p.m.—Meredith Willson  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—Henry J. Taylor

7:45 p.m.—Outdoor-Mid-America  
 8:00 p.m.—Melody Rendezvous  
 8:30 p.m.—Solo & Soliloquy  
 9:00 p.m.—United Or Not  
 9:30 p.m.—This Is My Song  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—That The Voters May Know!  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—National Guard Show

### TUESDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:20 p.m.—Let's Go Visiting  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Cisco Kid  
 7:30 p.m.—Counterspy  
 8:00 p.m.—Am. Town Meeting  
 8:30 p.m.—Gentlemen Of The Press  
 9:00 p.m.—Time For Defense  
 9:30 p.m.—Salute To Reservists  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Guest Star  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### WEDNESDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:15 p.m.—Meredith Willson  
 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.—Walter Kiernan's Cliche Club  
 8:00 p.m.—Detour  
 8:30 p.m.—Chandu, The Magician  
 9:00 p.m.—Lawrence Welk's Orch.  
 9:30 p.m.—On Trial  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—That The Voters May Know!  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Tommy Dorsey Show

### THURSDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Suppertime Frolik  
 6:20 p.m.—Let's Go Visiting  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather



7:00 p.m.—Cisco Kid  
 7:30 p.m.—Counterspy  
 8:00 p.m.—Original Amateur Hour  
 8:45 p.m.—Let's Be Healthy  
 9:00 p.m.—Author Meets The Critic  
 9:30 p.m.—Blondie  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—KMA Show Case  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—U. S. Marine Story

### FRIDAY NIGHT

6:00 p.m.—Sports Parade  
 6:05 p.m.—Supper Time Frolik  
 6:15 p.m.—Meredith Willson  
 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.—The Thin Man  
 8:30 p.m.—The Sheriff  
 9:00 p.m.—Orrin Tucker's Orchestra  
 9:30 p.m.—Les Brown's Orch.  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—That The Voters May Know!  
 10:30 p.m.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Voice Of The Army

### SATURDAY PROGRAMS

5:30 a.m.—Blackwood Bros.  
 5:45 a.m.—Bob Stotts  
 6:00 a.m.—RFD 960  
 7:00 a.m.—Larry Parker, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Get-Up Gang  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—The Thin Man  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Hawkeye Hawaiians  
 9:45 a.m.—Hymn Time  
 10:00 a.m.—Junior Junction  
 10:30 a.m.—At Home With Music  
 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.—Bob Barry's Trio  
 1:15 p.m.—Bob Stotts  
 1:30 p.m.—Clarinet Capers  
 1:45 p.m.—Dee Pierson Sings  
 2:00 p.m.—Nishna Valley Boys  
 2:15 p.m.—Ike Everly  
 2:30 p.m.—Hillbilly Hits  
 3:00 p.m.—Mack Sanders  
 3:15 p.m.—Hawkeye Rangers  
 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.—Cliff Cameron  
 5:30 p.m.—Adventures Of Babe Ruth  
 5:45 p.m.—For The Living  
 6:00 p.m.—Harry Wismer  
 6:15 p.m.—Here's To Vets  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Homes On The Land  
 7:00 p.m.—Cisco Kid  
 7:30 p.m.—The Fat Man  
 8:00 p.m.—Rayburn & Finch  
 9:00 p.m.—Sleepy Hollow Show  
 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.—Girl Friend, Lorraine  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### SUNDAY PROGRAMS

7:00 a.m.—News Summary  
 7:15 a.m.—Lest We Forget  
 7:30 a.m.—Gospel Legion Quartet  
 8:00 a.m.—Rev. Gene Phillips  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—Negro College Choir  
 10:00 a.m.—Worship Service  
 10:30 a.m.—Hour Of Faith  
 11:00 a.m.—Foreign Reporter  
 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.—Peggy Lee  
 12:45 p.m.—Constant Invader  
 1:00 p.m.—This Week Around The World  
 1:30 p.m.—Back To The Bible  
 2:00 p.m.—Music With The Hormel Girls  
 2:30 p.m.—Newstime  
 2:45 p.m.—Freedom Story  
 3:00 p.m.—Revival Hour  
 4:00 p.m.—Lutheran Hour  
 4:30 p.m.—Mr. President  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Monday Morning Headlines  
 5:30 p.m.—Blackwood Bros.  
 6:00 p.m.—Stop The Music  
 7:00 p.m.—Voices That Live  
 7:30 p.m.—Amazing Mr. Malone  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Jergens-Woodbury Journal  
 8:30 p.m.—Crossroads—Ted Malone  
 9:00 p.m.—Proudly We Hail  
 9:30 p.m.—Sammy Kaye's Serenade  
 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**

The picture this month was taken from a different angle from that of the two preceding months. In other words you are looking Northeast across the garden this time, where as the April picture and the May picture were both taken looking Northwest. For that reason you cannot see the peas and tomatoes at all, unless you look very closely. I am standing between my two gambling rows which I mentioned previously. (The row of Logan

Right behind me is a row of White using for several weeks, as they have got to the point where the largest of them are as big as a tennis ball. Then just back of that is my row of Pontiac potatoes, which are now waist high and all through blooming. We have been using some of them to cook with new peas but they are pretty small yet. The peas are right beyond the potatoes, four and a half rows of Multifold, as I told you last month. We started picking them for table use about the 20th of June and they will all be in the freeze box and the vines pulled up



beans and the row of Hybrid 4th of July sweet corn which I planted on April 24th, just on the bare chance that we might be able to miss any further killing frost). As it happened it wasn't any gamble at all as we did not have any killing frost after the beans came up.

This picture was taken on the 10th day of June and the beans had just started to show a few blossoms. The sweet corn at that time hadn't shown any signs of making tassels. However, as I write this on June 22nd the bean vines are full of little beans about an inch long, and the sweet corn is about waist high and all tasseled out. It begins to look as if I might possibly be able to get a mess of roasting ears for the 4th of July.

Sweet Keeper Onions which we have been and used as mulch for the tomato vines by the time you are reading this.

The two rows at the extreme left side of the picture are part of my patch of Fordhook lima beans. They were planted on the 8th of May and were later thinned out to 18 inches apart in the row. They are beginning to bloom a little now and I think we will be able to get our 100 boxes for the freeze box without any trouble. The row of onions between the row of sweet corn and the lima beans is something brand new which you may or may not read about in next year's catalog. It all depends on how they "pan" out. It is a hybrid onion which is grown from sets rather than plants.

## Front Cover

One hot June afternoon we heard Ike Everly mention he was taking his family on a picnic, so our photographer tagged along (probably for a good excuse to get out of the office) and here on the front cover you see (l. to r.) Margaret, Don, Phil and Ike spreading a picnic table at McComb Park, south of Shenandoah.

They're under a large maple tree, with the men ready to have 'cokes' while Margaret prepares the food. If you look close you'll notice Don (with the sun helmet) has already snatched a cookie. But, don't stare at the picture too long or Ike's bright sport shirt is apt to blind you.

With a nice breeze, shade and cool picnic lunch, the Everlys certainly have the system for 'beating the heat'.

## Cecil Blackwood

Below is Cecil Stamps Blackwood, son of Roy Blackwood of the Blackwood Brothers Quartet. Cecil just finished his year at the Stamps School of Music in Dallas, Texas, and has now joined his mother and father on a trip throughout the west. In fact, all the Quartet families (R. W. Doyle, James, Bill Lyles and Alden Toney) are on an extensive trip, making some appearances and sight-seeing as they go. Their first engagement is in Denver, and they'll be in Los Angeles, San Francisco and San Diego through the month of August.



## Program Personals

By GLENN CRAY



Have you always wanted a mink coat, a trip to Hawaii, a set of sterling silver, four weeks to Waikiki, a flight to South America or a prize dog? Whatever you desire, you can try for it on radio's most fabulous program, "Chance Of A Lifetime", heard five times a week Monday thru Friday from 1:30 to 2:00 P. M.

John Reed King, pictured above, is emcee of this great audience participation program and his is the job of helping people and firing questions at them. I'm certain you'll enjoy listening every weekday.

The "Original Amateur Hour" is now on KMA every Thursday evening 8:00 to 8:45 P. M. During this program's fifteen years on the air, more than three-quarters of a million persons have applied for auditions to the unique show. Presented by Major Bowes' staff, with Ted Mack as Master of Ceremonies, "The Original Amateur Hour" serves as a stepping stone for talented amateurs to find their place in the sun. The big names this program has launched is an endless list including Paul Winchell, Frank Sinatra, Robert Merrill, and dozens of other stage, screen, radio and television stars.

## Kitchen Klinik

By ADELLA SHOEMAKER

### SODA CRACKER PIE

(This is the most popular dessert I have ever given on the air).

Beat 3 egg whites stiff, gradually beat in 1 c. sugar. Add 14 soda crackers rolled very fine,  $\frac{1}{4}$  t. baking powder, and  $\frac{1}{2}$  c. pecans broken. Flavor with 1 t. vanilla. Fill a buttered pie plate with this mixture. Bake for 30 min. in a 325° oven. Cool. Top with a thinly sliced layer of peaches. Fresh or well drained canned peaches may be used. Blanket with a layer of sweetened whipped cream (it will take 1c.) and store in refrigerator for several hours or overnight. Be sure the cream is stiffly whipped. The pie is much improved by storing, so don't be afraid to follow these directions.

### CRYSTAL PICKLES

Wash 25 dill size cucumbers and put in brine made with 1 quart coarse salt and 1 gallon water. Use stone jar or enamel kettle. Cover with a plate and weight down. (I use a 2 quart jar half filled with water) so all cukes are below the brine. Cover with clean cloth. Skim daily if necessary. Leave for two weeks. Drain and wash. Cut in slices about  $\frac{1}{2}$ " thick. Cover with cold water and 2 T. powdered alum. Soak 24 hours. Drain and wash. Make a syrup of 1 qt. vinegar, 2 quarts sugar, 2 sticks cinnamon, 1 t. ground mace, 1 t. whole cloves. Put the spices in a bag. Bring to a boil and pour over the pickles. Repeat for four days. This means drain pickling syrup, repeat to boiling and again pour over pickles. This syrup covers about a gallon of chunks. Good size cucumbers may be used, but be sure large seeds are not formed. The cucumbers must not be older than 24 hours, or they will not make crisp pickles. You may add fresh cucumbers to the brine from time to time, but allow two weeks for the last added. These may be allowed to remain in the brine for a long time, but need more soaking to remove the salt.

Put the pickles in jars when process is completed.

## Homemaker Visit

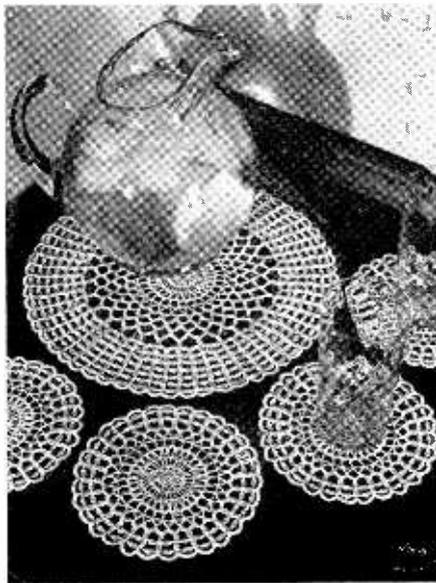
By BERNICE CURRIER

### VEGETABLE SALAD WITH HOT BACON DRESSING

Break 1 head lettuce in bite size pieces, combine with 1 c. raw spinach shredded,  $1\frac{1}{2}$  c. raw sliced cauliflower, and  $\frac{2}{3}$  c. raw shredded carrots. Cook 4 strips bacon til crisp, take out of pan and save. In the bacon drippings stir in 2 T. flour, then stir in  $1\frac{1}{2}$  c. warm water. Add 1 T. sugar, 1 t. salt, few grains pepper and  $\frac{1}{4}$  t. dry mustard. Bring to a boil and remove from heat. Add 1 T. vinegar and the crumbled bacon and  $\frac{1}{4}$  c. minced onion. Pour, while hot, over vegetables in salad bowl. Toss lightly and serve immediately. 6 servings.

Below you see the pattern which I have to offer this month. Iced drinks play havoc with your table tops unless they are protected. As a pleasing change from coasters use a set of mats underneath your beverage set. These mats are crocheted of white cotton (a variety of pastels makes a pretty set, too) and measure 11 and  $5\frac{1}{2}$ " across. The cluster stitch borders form a trellis-like design.

Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for Leaflet No. 7715.



## News Reporting

By RALPH CHILDS

One of the major jobs the news editor in any newsroom faces is that of analyzing and recognizing his audience.

For instance, the KMA territory consists mostly of small towns and farms. The KMA newscast, as a consequence, will be made up different from the newscast on a city station designed for a metropolitan audience.

Newscasts on all radio stations will, of course, include the news of general interest—that is the international news and the national news. News of United Nations doings, Congressional activity, national strikes, and so forth make up a part of any newscast.

Obviously, however, what Congress does concerning a farm program and reports by the Agriculture Department are of more interest to the KMA audience than they would be to a strictly city audience. This news should be of interest not only to the farmer; but also to the small town merchant who depends upon the farmer for a great deal of his business.

The old rule of thumb for writing news stories is contained in the six questions: Who? What? Why? Where? How? and When?

KMA, with its widespread audience covering more than four states, is interested primarily in the *BIG "WHO"*. International and national personalities alone interest a general audience. Local personalities do not mean much as a rule to persons living two or three hundred miles away. And often-times even relatively dominant personalities in one state are almost unknown in the neighboring state.

This has led us at KMA to concentrate more on the "WHAT" of a story when it concerns local news. And this is why KMA can tell so much about the weather. It is a story of general local interest. It does not involve little known local personalities. It is a major "WHAT" story.

And when the big story breaks, the KMA newsroom is prepared with United Press and Associated Press to present the complete picture.

## Sports Parade

By JIM KENDRICK



This month our sports guest is Commander G. L. Warin of the Shenandoah American Legion Post 88. Commander Warin, in cooperation with the national headquarters of the American Legion and station KMA, gave his complete approval to a new series of programs boosting the American Legion Junior Baseball program. Every Friday night at 8:55 you will hear such major league baseball stars as Joe DiMaggio, "Pee Wee" Reese and many others in special interviews on behalf of American Legion Junior Baseball.

Another new sports program that we believe you will find interesting is Outdoor-Mid-America. Each Monday evening at 7:45 we will present the latest news of interest to hunters and fishermen.

This program is being conducted for those of you who enjoy the thrill of catching your favorite fish or tracking down some particular fowl or animal at one of the many Mid-America hunting grounds.

In order that we may bring you a complete report on Mid-America hunting and fishing we are cooperating with the Conservation Commissions of Iowa, Missouri, Nebraska, Kansas, Minnesota and South Dakota. Also each week we plan to present special guests.

So remember to tune in each Monday night at 7:45 and listen to Outdoor-Mid-America.

## Memories

By **BOB BARRY**

On June 8th, 1944 at a Replacement Depot on New Caledonia (South Pacific) I met Johnny Lee Caron, who is now a comedian and Master of Ceremonies in Detroit. He was in charge of a talent show that was staged once a week by the Red Cross, and through conversation that led to mutual friendship, we formed a seven man unit that was assigned to Temporary Duty for entertainment purposes.

Johnny worked me into comedy routines and for several months we played shows around New Caledonia bases. Later we were assigned to Island Command, Nue-mea, New Caledonia. A new show was formed and our first unit was called "Johnny Caron's Caledonia Caravan". Next in line was a big production called "Valentine Vanities". This show had a cast of 75 which included two bands, Red Cross girls, WACS, Army, Navy and Marine personnel. I especially remember one night that was really hectic with this show. We were sent several miles out to sea to do a show on an aircraft carrier. After arriving, it started to pour rain, so we performed the show with one musical instrument—the accordion. I had a big pancho raincoat over me, and the ac-

cordian and I had a dripping good time.

After 850 shows we were assigned to the Philippine Islands. In no time at all we formed a 12 man unit and toured through what are now historical battle areas such as Cubic Bay, Zig Zag Pass, Corregidor, and Bataan. We, of course, met every kind of condition imaginable . . . on one occasion a guard was shot by a Jap sniper and during another presentation a Jap plane came upon us from out of nowhere and dropped a bomb on a nearby building. Nobody was injured and after about a half hour of the jitters, the show went on in a shaking-good tempo.

On November 8, 1945 I received a cablegram announcing the death of my father. I was granted an emergency furlough and flown home. Of course, this ended our entertainment group as the end of the war meant all the men would soon be 'back in the states'.

I thought you would like to see a picture of our group. I'm in the back row, second from the left, and Johnny Caron is the first person to my right. This was the group that gave me a real start in show business and while I don't relish the prospects of another war, I still have many fond memories of a swell group of guys in the South Pacific, and wouldn't take a million dollars for the fun we had together.



## Adella's Brother Visits Shenandoah!



Pictured above is (l. to r.) Gladys and Floyd Mitchell, Adella Shoemaker, and her two sons, George and Don, Jr. Floyd Mitchell, Adella's brother, is now from Burlington, Iowa and was in Shenandoah for the Iowa-Des Moines Methodist Ministers Conference of early June. Neither of the Mitchells are strangers to Shenandoah, as Gladys was a school teacher here before her marriage to Floyd; and the Mitchells were born and raised on a farm just a few miles southwest of Shenandoah.

Both of the boys are busy this summer. George won a Tarkio College scholarship in dramatics, and is working as a cook in a local restaurant until September. Don, Jr. will return to his Ministerial studies this fall (probably at Simpson College in Indianola) and in the meantime is acting as substitute minister for Harlow Doliber at the Yorktown and Norwich, Iowa Methodist churches.

We might add that Don, Jr. has been giving considerable thought and work in preparing his sermons, in fact, Adella reports he usually starts Monday evening in writing his material and is fully prepared by Sunday morning.

## Forecasts For The Month



### BIRTHDAYS:

- July 1—Caroline Ely, daughter of Walter Ely Engineer.
- July 3—Delores Josephson, wife of Jack Josephson Control Room Operator.
- July 8—Merrill Langfitt, Farm Commentator.
- July 9—Harold Hansen, son of Edith Hansen, Homemaker.
- July 10—Larry Parker, Newscaster.
- July 10—Peggy Jeanne Sanders, daughter of Mack and Jeanie Sanders Staff Artists.
- July 14—Steve Wooden, Staff Artist.
- July 15—Max Olive, Continuity Writer.
- July 21—Helen McCullough, Mail Clerk.
- July 24—Eddie Burrichter, son of Don Burrichter Assistant Chief Engineer.
- July 27—Karen Denise Blackwood, daughter of Doyle Blackwood of the Quartet.
- July 28—Edward May, President of the May Broadcasting Company and May Seed Company.
- July 30—J. C. Burdick, son of Ina Burdick KMA GUIDE Circulation Manager.
- July 31—Jimmy Blackwood, son of James Blackwood of the Quartet.

BIRTHSTONE: Ruby

FLOWER: Waterlily

### ALASKA AHOY!

Already we're over half-way filled on reservations for the KMA Friendship Goodwill Cruise To Alaska. As you probably noticed in the last issue of the GUIDE, our cruise starts Sept. 6th. It is by pullman and modern steamship through some of the scenic wonders of the Pacific Northwest. If you want a real vacation, and an education too, why not join us? But hurry, because we're running out of space.

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## Someone's Looking At You!



Here's Evelyn Birkby ("Down A Country Lane", 11:30-11:45 A. M., Monday through Saturday) and her two children, Bobbie, who was six months old on June 7, and Dulcie Jean, who will be 3 years old this September.

Evelyn's husband, Bob, was busy with the planting when this picture was taken, so we'll have to wait until next month for you to meet him.

Evelyn and her children are on the

davenport with Bobbie quite entranced by the flashing of the camera's bulb. The rag doll at Evelyn's left is one of his favorite toys and keeps him company while he's playing on the porch or in his play-pen.

By the way, Evelyn has announced a new contest for you GUIDE readers and KMA listeners, so don't miss her program and you'll hear full details on how you can win some wonderful prizes.