

The

10¢

KMA GUIDE

Vol. 8

JULY, 1951

No. 7



Jimmy's First Circus

(see Page 4)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Wilcox, Missouri . . . 'Zip', I just caught a dollar bill as it flew by, so thought I had better send it in before I miss an issue. I certainly wouldn't miss your grand little magazine for anything.

Helen Eileen Huff

* * *

Omaha, Nebraska . . . Enclosed is a \$2 check for two year's subscription to the KMA GUIDE. One year passes too swiftly, and its hard for me to keep up.

Mrs. Holgar A. Dahlquist
2710 North 78th Street

* * *

York, Nebraska . . . Enclosed you will find my \$1 for which please send me "THE KMA GUIDE" for another year also the free "KMA Homemakers Cook Book" you are sending out with subscriptions.

Nellie M. Conway

(Your Cook Book was sent out to you, Mrs. Conway, and as it is to everyone who sends in their renewal or a new subscription. We've had some terrific comments on this 20 page cook book consisting of 100 favorite recipes compiled by our homemakers.)

* * *

Rockvale, Tennessee . . . I am enclosing my dollar for a renewal subscription to the KMA GUIDE. Although I can't hear KMA, I can keep up with what happens by reading the GUIDE.

J. D. Vaughn, Jr.

* * *

Kiron, Iowa . . . I'm sorry I neglected sending in my renewal. I enjoy the GUIDE very much and I don't want to miss an issue. When I'm through with it, I give it to my mother to read and she enjoys it very much also.

Mrs. Enoch Lundblad

* * *

Newtown, Missouri . . . I think a \$1 for the KMA GUIDE is well spent because you get so much good reading out of every issue.

Mrs. I. A. Paxton

The KMA Guide

Vol. 8

No. 7

JULY, 1951

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; Harold B. Arkoff, 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.

Forecasts For The Month

BIRTHDAYS:

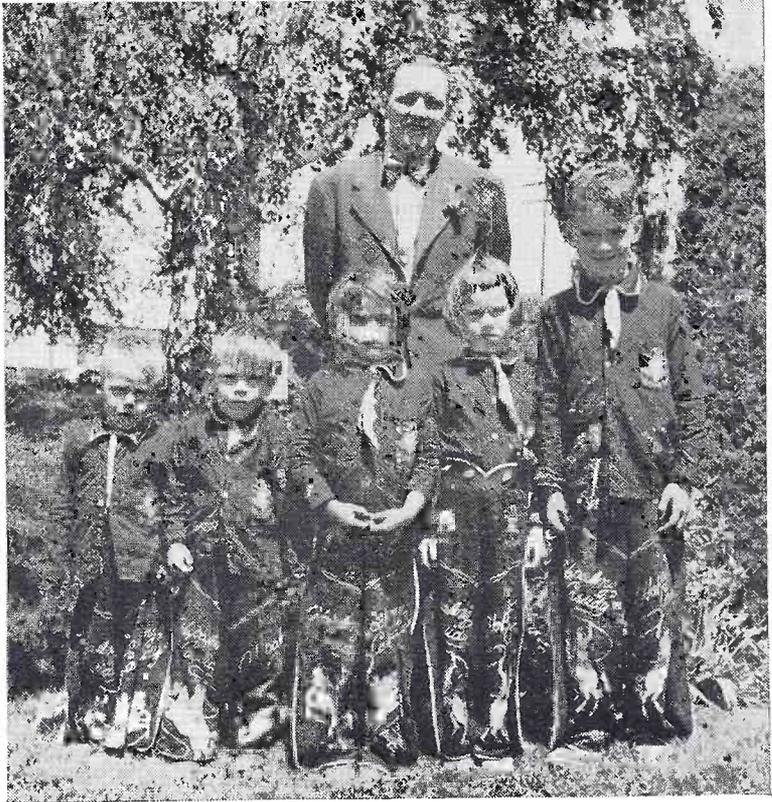
- July 1—Caroline Ely, daughter of transmitter engineer Walter Ely.
- July 3—Paul Pippert, morning announcer.
- July 3—Delores Josephson, wife of control room engineer Jack Josephson.
- July 7—Mickey Cottey, Staff artist.
- July 9—Harold Hansen, son of homemaker Edith Hansen.
- July 19—Phyllis Ann Jennings, daughter of transmitter engineer Roland Jennings.
- July 19—Becky Bowman, staff artist.
- July 21—Helen McCullough, mail clerk.
- July 24—Eddie Burrichter, son of assistant chief engineer Don Burrichter.
- July 28—Edward May, president of KMA and the Earl May Seed Company.
- July 30—J. C. Burdick, son of GUIDE circulation manager Ina Burdick.
- July 31—Evelyn Birkby, homemaker.

BIRTHSTONE: Ruby

FLOWER: Waterlily

Starting July 15, "This Week on The Farm", popular KMA farm service program with Mel Mains, moves to Sundays at 12:45 p. m. It was formerly heard every Saturday.

A Chat With Edward May



It won't take you a second glance to tell who is the favorite cowboy star of these recent visitors to KMA. They are the five De Long children of Murray, Nebraska and here they are posing with me in the show gardens west of our main building.

From left to right, all dressed up in their Hopalong Cassidy outfits, they are Jack, 4, Leonard, 5, Linda Lou, 6, Judy, 7, and Freddie, 9. They are the children of Mr. and Mrs. Frank De Long of Murray who accompanied the children on a tour of the station and the seed house.

Our Early Bird Gardeners Club reports have really been flowing in thick and fast lately. The rain, of course, has set back most gardens several weeks, but even at that we have now had reports on the first peas from most of Iowa, as well as huge portions of Nebraska, Kansas and Missouri.

The last few weeks have started to bring in scattered reports on tomatoes and sweet corn. We've still got a lot of crisp, new one dollar bills that we want to send to the first person from your county, if you live in the KMA area, who has picked peas, beans, sweet corn or tomatoes from your own garden. The first time you pick any of these vegetables from your garden drop me a post-card in care of KMA, Shenandoah, Iowa.

There are still a lot of counties that we haven't heard from, particularly in beans, sweet corn and tomatoes, and you might just as well be the one who gets that one dollar bill!

Requests for our Mexican tour folder have really been rolling in lately and it looks like we're going to have another grand bunch going along with us on that wonderful trip next fall. Be sure and read the interesting story about the trip on page 4 of this issue.

For all the complete details, just drop me a post card with your name and address and we'll send you an illustrated folder that will tell you how you can join in with us on this trip of a lifetime. It's really going to be a wonderful trip!

We had a nice family picnic over on our lawn on the Fourth of July with about 25 adults and the same number of children joining in on the fun. It was a beautiful day and everyone had a marvelous time — that is, except me! The flu bug, or something as bad, hit me towards supper time and I ended up in bed with a fever of 104.

Recent Missouri Basin Governor's Conference Covered "Round the Clock" by KMA



It's a wonder that one of the five Mid-western governors didn't trip over a KMA mike wire someplace—that's how closely KMA covered their recent Shenandoah meeting to discuss common conservation problems of the Missouri Valley states.

KMA newsmen and engineers were on hand for every minute of the three-day meeting and more than one governor and many other government representatives were interviewed over the KMA mike from the temporary studio, set up in the closest vantage point, the ladies powder room!

At left, KMA farm service director Mel Mains interviews Governor William Beard-sley of Iowa, host to the meeting. Also present at the conclave were the governors of Missouri, Nebraska, South Dakota and North Dakota.

To further publicize conservation activities in this region, KMA originated portions of the ABC "American Farmer" program on June 30, and which was broadcast by more than 250 radio stations throughout the United States. The program was narrated by Mains.

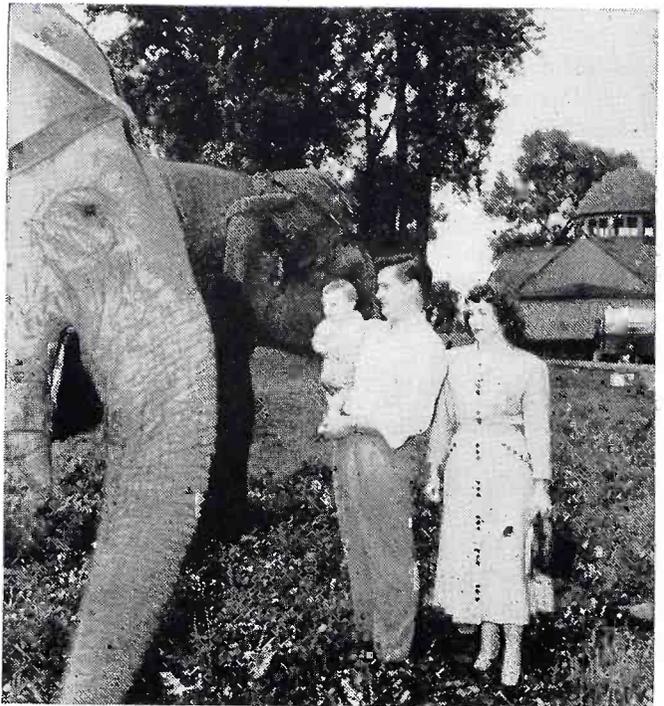
COVER BOY—

JIMMY COTTEY'S FIRST CIRCUS

On the cover of this month's GUIDE is KMA singing star Mickey Cottey's 7½ months old son Jimmy in the arms of one of the Mills Brothers Circus clowns. Jimmy doesn't seem to be able to figure out what all the excitement is about and who the strange looking man holding him is supposed to be.

In the picture at right is Jimmy gazing wild-eyed at the circus elephants while his parents, Mickey and Reva, keep a watchful eye on their son at his first circus.

Jimmy, like any other youngster, looked with awe at all the strange, wonderful sights of the circus, but like any other youngster, fell fast asleep on his father's shoulder on the way home.



18 Enjoyable Days Scheduled for Next September's KMA Mexican Tour

Many KMA listeners have already sent in their reservations to join in with Edward May on this September's Friendship-Goodwill Tour to Old Mexico. The 18-day adventure-packed tour will begin September 4 and return on September 21.

The group will first go to Chicago where they'll go sight-seeing, lunch at the famous Edge-water Beach Hotel on Lake Michigan and see a big league ball game before boarding their special train for San Antonio.

There, deep in the heart of Texas, guides will point out such fascinating spots as the Alamo, old Fort Sam Houston, and the old palaces of the Spanish rulers.

First stop south of the border will be Mexico City itself, where Ed May and his KMA touring party will be guests at the



One of the Aztec Pyramids near Mexico City

capital city's newest hotel, the Del Prado. Next on the schedule is a trip to beautiful Xochimilco and the floating gardens and then return to Mexico City for sight-seeing, a bull fight, and touring at such fascinating places as the flower market, the beautiful cathedrals, the ancient Aztec pyramids, the Palace of Fine Arts, Chapultepec Park and the volcanic peaks of Popocatepetl and Ixtaccihuatl.

After spending these enjoyable days in Mexico City the KMA party will take a 3-day motor trip to the tropics and the mountains with stops at the interesting towns of Puebla, Tehuacan, Orizaba, Fortin, Cordoba, Cuernavaca and Taxco. and then a visit to beautiful Acapulco on the Pacific Ocean.

Ed May will be glad to send you a picture-packed folder giving all the complete details on how you can join in on this trip of a lifetime!

A street scene in the fascinating Mexican village of Taxco



On The KMA Party Line

With **DORIS MURPHY**

Fried turtle . . . done to a golden brown and served piping hot, right from the outdoor fireplace! Sound good? Chief Announcer WARREN NIELSON says it is, and he ought to know . . . he's tried it! WARREN was determined to venture into turtle cookery, after his discussion on turtles on his OUTDOOR MID-AMERICA program, Mondays 7:45 p. m., had caused so much interest. Like all good cooks, he wanted to give first hand information, so he caught and dressed a turtle. Since his wife FLORENCE didn't fall in with the idea whole-heartedly, WARREN tried his hand at cooking it, in their outdoor fireplace. When it was done to a turn, WARREN'S wife and mother joined him for an outdoor picnic. Of course, the women had planned to eat other meat . . . but upon WARREN'S insistence they finally consented to taste the turtle. And guess what? They discovered they liked it, and before the meal was over, were eating turtle tenderloin right along with WARREN. That greatly pleased him and now he is more anxious than ever for ideas and hints on cooking wild game and fish. If you have any, write WARREN. He'll appreciate your suggestions.

They might be better behind a microphone or kitchen stove, but homemakers EDITH HANSEN and KAY WILKENS are having fun trying to operate one of the new fork loading trucks at the big Perfex plant in Omaha, during Open House, June 15. EDITH even tried the hydraulic hoist to see how it works, and was thrilled when she found the door of the plant opened when she merely pressed a button on the machine. It was equipped with

automatic radio transmitter! Many toured the new modern Perfex plant covering 70,000 square feet of space and enjoyed seeing the long production lines in operation. Two railroad spurs lead into the factory, with facilities for unloading 8 cars at once. Five truck docks are available for loading out. Present facilities can produce as high as 3,972,400 cases a year. These figures give you an idea of the size of the new factory. KAY, standing beside the truck, had just returned from her honeymoon. Her marriage to Jim Farris of Omaha occurred two weeks previously.

It isn't wedding bells yet for KMA's handsome young farm service director MEL MAINS, but I'm wondering when . . . especially since an attractive young lady, Miss Donna Criswell of Des Moines spent the week-end visiting him. Miss Criswell, secretary with the Equitable Life Ins. Co. of Iowa, may decide MEL'S bachelor days should be ended. Who knows?

The engagement of DONNIE SHOEMAKER, son of MR. and MRS. DON SHOEMAKER, to Miss Margie Moody of Sioux City was recently announced. Miss Moody is the daughter of Mr. and Mrs. L. E. Moody. DONNIE, whose mother is KMA's afternoon homemaker ADELLA SHOEMAKER, is attending summer school at Morningside College in Sioux City, where he is studying for the ministry. He will enter the fall term as a Junior. The young couple plan to marry



in a year.

For ten years, entertainer BECKY BOWMAN and family have been hoping they might have a vacation together. But it never seemed to work out. However, this year, they think they can make it, and are planning a motor trip to California. BECKY, her sister Emily and parents, Mr. and Mrs. J. L. Bowman of Kansas City plan to leave in August for a 2½ weeks trip. They will visit Denver, Salt Lake City, Grand Canyon, Hoover Dam, Bakersfield, Los Angeles and

many points of interest.

Next time announcer LEE SUTTON washes his car, he better pick out a better location than a driveway next to a blooming lilac hedge with bees humming around! Because one bee had a hard time deciding which was the sweeter . . . LEE or the lilacs. LEE, assisted by entertainers LANDON HALE and ERNIE FROST were busy hosing the car, when LEE decided to get inside and wash the windows. All went well, until he heard a buzzing sound and looked around to find a big bumble bee inside the car with him. That gave the boys on the outside an idea! They grabbed the door handles and held the doors shut, while poor LEE frantically scrambled around on the inside trying to keep out of the way of the bee. Finally those long legs of LEE's went into action. He leaped across the front seat . . . into the back and plunged out the door before the boys could stop him. The boys did their best to try and help the bee make it's decision but they later told me, it decided on the lilacs!

To greet his mother upon her return home for a two year's stay in Tokyo, Japan, entertainer MICKEY COTTEY went to Kansas City recently. The trip was made with her two daughters, 19 yr. old Shirley Ann and Thelma, wife of Capt. Frank Thomson, who was stationed in Tokyo with the Medical Administrative Corps. While over there, Shirley

Ann fell in love with an American soldier, Sgt. Thomas Tumilson. When he received orders to return to the states and attend Officers Candidate School at Ft. Riley, Mrs. COTTEY and daughter returned too, and Shirley and Thomas were married upon their arrival in Los Angeles. Mrs. COTTEY enjoyed her stay in Japan, but was mighty happy to get back home.

Do you have an antique chest of drawers in the attic or store room you're not using? If so, you might get a good idea

from Chief Announcer WARREN NIELSON and wife, on how to make it into an attractive piece of furniture. Here you see WARREN and FLORENCE refinishing an old-fashioned commode given them by MERRILL LANGFITT, former KMA farm service director. It had been used to put junk in. But upon needing an extra table for the living room, they decided to fix up the chest of drawers. They sanded it down, varnished it, topped it with a piece of old white marble with shelves, that had been left in the attic. To further carry out the antique idea, WARREN wired an old-fashioned water pitcher, making it into a lamp, and FLORENCE made the attractive red shade. By the addition of leaves at the base of the bowl, it took on the appearance of a Planter Lamp. What a pretty antique setting this makes for their home, and all because of their ingenuity and willingness to work.



Could you bend a door key and break it in two? Even grown-ups might think it a tough job, but it was duck-soup for Station Manager OWEN SADDLER's 3 yr. old son DAVID. DAVID certainly proved his strength one day when he twisted and turned the key in the door leading to the porch, and finally broke it right into two pieces. Hope the locksmith made the new key good and strong, or DAVID will get ambitious again some day and make quick work of it.

Mothers have to be versatile to keep ahead of the youngsters! When homemaker EVELYN BIRKBY's 17 month old son BOBBIE locked himself in the outside toilet, EVELYN had to think fast to figure how to open the door. Finally she got the pancake turner, slipped it thru the crack in the door, then lifted up the wooden latch on the inside. EVELYN has many experiences out on the farm with her children, and you'll enjoy hearing her tell about them on her KMA program.

KMA DAILY PROGRAMS FOR JULY, 1951

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:00 a.m.—Hillbilly Jamboree
 5:50 a.m.—News and Weather
 6:00 a.m.—Ozark Mountain Boys
 6:30 a.m.—Farm Family Time
 6:45 a.m.—Bob Stotts
 7:00 a.m.—Mel Mains, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Becky & Blue Sky Boys
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit—Bernice
 Currier
 9:25 a.m.—Edward Arnold
 9:30 a.m.—Betty Crocker
 9:45 a.m.—Modern Romances
 10:00 a.m.—Edith Hansen
 10:30 a.m.—When A Girl Marries
 10:45 a.m.—Lone Journey
 11:00 a.m.—Luncheon Club
 11:15 a.m.—Nishna Valley Neighbors
 11:30 a.m.—Doc & Esther
 11:45 a.m.—Mickey Cottey
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Nooners
 12:45 p.m.—Mel Mains, Markets
 1:00 p.m.—KMA Cowboys
 1:15 p.m.—Bob Stotts
 1:30 p.m.—Ozark Mountain Boys
 1:45 p.m.—Becky & Blue Sky Boys
 2:00 p.m.—David Amity
 2:15 p.m.—Hawkeye Rangers
 2:30 p.m.—Rhythm Ranch
 2:45 p.m.—Hawkeye Hawaiians
 3:00 p.m.—Doc and Esther
 3:15 p.m.—Mickey Cottey
 3:30 p.m.—Kitchen Klinik—Adella Shoe-
 maker
 4:00 p.m.—Andy Parker
 4:15 p.m.—Camp Meeting Time
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Record Roundup
 5:30 p.m.—Fun Factory

MONDAY NIGHT

6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 6:15 p.m.—Doc & Esther
 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.—United Or Not
 8:30 p.m.—Illusion
 9:00 p.m.—Ralph Flannagan's Band
 9:30 p.m.—Man From Homicide
 10:00 p.m.—Ralph Childs, News

10:15 p.m.—Sports Report
 10:30 p.m.—Red Nichols
 10:45 p.m.—Edwin C. Hill
 10:50 p.m.—Dream Harbor
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

TUESDAY NIGHT

6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 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.—KMA Country Boys
 7:30 p.m.—Mr. Mercury
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Iowa Industry
 9:00 p.m.—Blatz Reporter
 9:05 p.m.—Time For Defense
 9:30 p.m.—Fine Arts Quartet
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Stars On Parade
 10:50 p.m.—Dream Harbor
 10:50 p.m.—Dance Orchestra
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

WEDNESDAY NIGHT

6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 6:15 p.m.—Doc & Esther
 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.—The Fat Man
 7:55 p.m.—Les Griffith
 8:00 p.m.—Rogues Gallery
 8:30 p.m.—Mr. President
 9:00 p.m.—Blatz Reporter
 9:05 p.m.—Lawrence Welk's Band
 9:30 p.m.—Treasury Band
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Navy Startime
 10:45 p.m.—Edwin C. Hill
 10:50 p.m.—Dream Harbor
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

THURSDAY NIGHT

6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 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.—KMA Talent Jamboree
 7:30 p.m.—Silver Eagle
 8:00 p.m.—Amateur Hour

AMERICAN BROAD



CASTING COMPANY

- 8:45 p.m.—Adventure Is Your Heritage
- 9:00 p.m.—Blatz Reporter
- 9:05 p.m.—Operation Dixie
- 9:30 p.m.—Treasury Band
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—KMA Showcase
- 10:45 p.m.—Edwin C. Hill
- 10:50 p.m.—Dream Harbor
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

FRIDAY NIGHT

- 6:00 p.m.—Blatz Reporter
- 6:05 p.m.—KMA Sports Parade
- 6:15 p.m.—Doc & Esther
- 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.—Life In Our Hands
- 8:30 p.m.—The Sheriff
- 9:00 p.m.—Blatz Reporter
- 9:05 p.m.—Dance Orchestras
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Dance Orchestra
- 10:45 p.m.—Edwin C. Hill
- 10:50 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

SATURDAY PROGRAMS

- 5:00 a.m.—Hillbilly Jamboree
- 5:50 a.m.—News and Weather
- 6:00 a.m.—Ozark Mountain Boys
- 6:30 a.m.—Farm Family Time
- 6:45 a.m.—Bob Stotts
- 7:00 a.m.—Mel Mains, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Becky & Blue Sky Boys
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Helzberg Hoedown
- 9:00 a.m.—Homemaker's Visit—Bernice Currier
- 9:30 a.m.—No School Today
- 10:00 a.m.—Junior Junction
- 10:30 a.m.—Down A Country Lane—Evelyn Birkby
- 11:00 a.m.—101 Ranch Boys
- 11:30 a.m.—Am. Farmer
- 12:00 noon—Mel Mains, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Half Past Nooners
- 12:45 p.m.—Mel Mains, Markets
- 1:00 p.m.—KMA Cowboys
- 1:15 p.m.—Bob Stotts
- 1:30 p.m.—Ozark Mountain Boys
- 1:45 p.m.—Becky & Blue Sky Boys
- 2:00 p.m.—Nishna Valley Neighbors
- 2:15 p.m.—Polka Party
- 2:30 p.m.—KMA Hillbilly Hits
- 3:00 p.m.—Doc and Esther
- 3:15 p.m.—Mickey Cottey

- 3:30 p.m.—Kitchen Klinik—Adella Shoemaker
- 4:00 p.m.—Andy Parker
- 4:15 p.m.—Camp Meeting Time
- 4:30 p.m.—Mel Mains, News
- 4:45 p.m.—Record Roundup
- 5:30 p.m.—American Jazz
- 6:00 p.m.—KMA Sports Parade
- 6:15 p.m.—Guest Star
- 6:30 p.m.—Mel Mains, News
- 6:45 p.m.—Here's To Vets
- 7:00 p.m.—Dancing Party
- 9:00 p.m.—Sat. At The Shamrock
- 9:30 p.m.—Dixieland Jamboree
- 9:45 p.m.—Club Can-Do
- 10:00 p.m.—News
- 10:15 p.m.—Dance Orchestra
- 10:30 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

SUNDAY PROGRAMS

- 7:00 a.m.—News
- 7:15 a.m.—Favorite Hymns
- 7:30 a.m.—Helzberg Hoedown
- 8:00 a.m.—Rev. Gene Phillips
- 8:30 p.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Bible Truth
- 9:30 a.m.—News
- 9:45 a.m.—Morning Song
- 10:00 a.m.—Worship Service
- 10:30 a.m.—Milton Cross
- 11:00 a.m.—Serenade In Blue
- 11:30 a.m.—Piano Playhouse
- 12:00 noon—U. N. Story
- 12:15 p.m.—Jelly Elliott
- 12:30 p.m.—Ralph Childs, News
- 12:45 p.m.—This Week On The Farm
- 1:00 p.m.—Songs In The Air
- 1:30 p.m.—Back To The Bible
- 2:00 p.m.—Newstime
- 2:15 p.m.—Blackwood Brothers
- 2:30 p.m.—Hour Of Decision
- 3:00 p.m.—Revival Hour
- 4:00 p.m.—Concert Of Europe
- 4:30 p.m.—San Francisco Sketchbook
- 5:00 p.m.—Drew Pearson
- 5:15 p.m.—Monday Morning Headlines
- 5:30 p.m.—Ted Mack
- 6:00 p.m.—Stop The Music
- 7:00 p.m.—Buzz Adam's Playroom
- 7:30 p.m.—Q. E. D.
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Jergens-Woodbury Journal
- 8:30 p.m.—Salute To Reservists
- 9:00 p.m.—Let's Be Healthy
- 9:15 p.m.—Gloria Parker
- 9:30 p.m.—Proudly We Hail
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Thoughts In Passing
- 10:30 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

Listings Correct at Time of Publication
 However, all Programs Are Subject to Change

Frank Comments

By FRANK FIELD

The picture this month shows me admiring the Paul's Scarlet Roses growing on the east side of Merrill Swanson's garage in Shenandoah. This is not a very graceful pose, but that particular stance was necessary in order not to step on a very husky young Dahlia plant just behind the little trellis.

The climbing roses were more beautiful this year than they have ever been as far back as I can remember. The Paul's Scarlets were particularly beautiful and there isn't any question but what there will be a tremendous increase in climbing rose planting next spring.

There may be a few roses available for fall planting and there probably will be some Paul's Scarlets among them, but honestly the best time to plant climbing roses, and in fact roses of all kinds, is early in the spring. The earlier the better.

Insect pests and diseases have been quite

a problem on rose bushes this year. The main thing to watch for now for the rest of the season, is a fungus disease called 'leaf spot'. The first symptom is dark colored spots on the lower leaves which gradually turn yellow and drop off leaving a perfectly bare stalk with a little tuft of leaves at the top. This 'leaf spot' disease can be controlled easily by dusting at least once every ten days with rose dust.

The first big burst of bloom is about over now on the hybrid teas, and they

have already started new shoots for the second crop of blooms which will come along in about four or five weeks. Right now is a splendid time to give them a shot of fertilizer to help make that next crop of blooms. Half a cup full of fertilizer worked into the soil around each bush would be a big help.

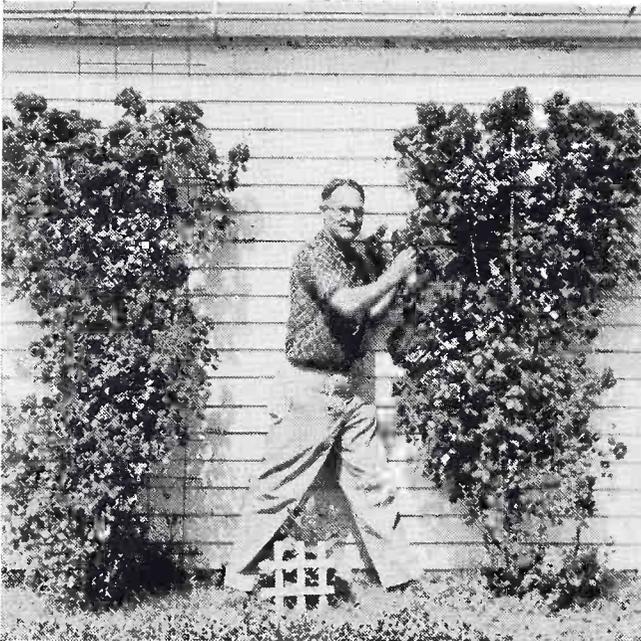
Peg and Jim have moved back to Shenandoah and are now living just six blocks from us. Jim was transferred back to Shenandoah and luckily was able to sell his house in Ralston, and find a place here in Shenandoah, where housing is extremely tight. Peg and Shannon have been staying at our house for the past few weeks as their new home here was not available until July 1. During that same

period Jim decided to have an operation which had been becoming increasingly necessary for more than a year. He was off duty a couple of weeks and seems to be rapidly getting back to normal. However he still takes things pretty easy and is careful about lifting anything heavier than his shoes.

Everything is running along

just about as usual for the other members of the tribe. Maxine seems to be losing a little weight this summer from running after Dannie to keep him out of things. So far he hasn't walked alone yet, but he can crawl fast enough to make up for it.

We had a minor Field Family reunion in Shenandoah this year so that I got to see a few of my sisters who live at distant points. We are so widely scattered now that I doubt very much if we ever all get together at one time again.





HOMEMAKER'S GUIDE

Kitchen Klinik

By **ADELLA SHOEMAKER**

PIQUANT CANTALOUPE BALLS

2 cantaloupes

Juice of 3 oranges

Juice of 3 lemons

1 cup sugar

1-1/2 tablespoons prepared mustard

Scoop cantaloupe into small balls. Combine orange juice, lemon juice, sugar, and mustard. Stir thoroughly so mustard is well mixed; pour over cantaloupe balls. More or less mustard may be used. Chill at least 12 hours. This has a very exciting flavor. You would never guess mustard is an ingredient.

* * * *

PEACH PICKLES

4 cups sugar

1-1/2 cups water

1/2 cup vinegar

2 teaspoons whole cloves

1 stick of cinnamon

Enough peaches to fill a quart jar

Make a thick syrup of the sugar, water and vinegar. Cook peaches in the hot syrup. Put peaches in a sterilized jar. Stick a clove or two in each peach. Add the rest of the cloves and cinnamon. Cover with the syrup. Seal. These peaches will not turn dark.

* * * *

LOWELL INN DRESSING

Put in jar and shake:

1/2 cup vinegar

1/2 cup fine catsup

1 cup salad oil

1/4 cup sugar

1 tablespoon salt

If you like onion and garlic, add a small onion, grated, and a small clove of garlic crushed along with 1 teaspoon salad herbs. Let stand in glass container several days in ice box before using.

CHEESE-FROSTED BISCUITS

You will not need to serve any additional butter with these. The "Frosting" is absorbed during baking, and the result is a rich and delectable hot bread.

2 cups sifted all purpose flour

3 teaspoons baking powder

1/2 teaspoon salt

1/4 cup shortening

2/3 to 3/4 cup milk

1/4 pound soft, nippy cheese, shredded or chopped

1/2 cup butter or margarine

Mix and sift dry ingredients; cut in shortening until well mixed; with a fork quickly stir in enough milk to make a soft but not sticky dough. Turn dough out onto a lightly floured board and knead with 16 to 18 strokes. Roll dough about 1/3" thick and cut into rounds with a floured 1-1/2" biscuit cutter. Place the rounds close together in a greased baking dish. A two quart casserole does nicely. You have to have a large pan or it runs over in oven. Put cheese and butter in top part of double boiler and melt slowly over hot water; blend well and pour mixture over biscuits. Bake in a hot oven 450° about 15 minutes. Serve hot. These are also good reheated.

* * * *

PEANUT BARS

Here is a recipe you must have in your file of unusual cooky recipes. It is different and delicious.

1 pound peanuts

2 tablespoons flour

2 whole eggs

1 cup sugar

1/2 teaspoon vanilla

Grind 1 pound peanuts. Sprinkle flour over them and stir and mix well. Beat whole eggs. Add sugar, and vanilla. Add peanut mixture to egg mixture. Spread rather thinly on cooky sheet. Bake 375° about 15 minutes. While warm cut in bars.





Homemaker Visit

By **BERNICE CURRIER**

SALMON ASPIC TOMATO

Heat together and strain:

- 2 cups tomato juice
- 2 slices onion
- 2 bay leaves
- 2 stalks celery, cut up
- 1/4 teaspoon peppercorns

Soften 2 envelopes plain gelatin in 4 tablespoons cold water. Add 1-1/2 cup hot beef broth or consomme and 2 tablespoons lemon juice, salt and pepper, then add tomato mixture. Stir until gelatin dissolves, chill till thick and syrupy, then fold in 2 cups salmon chunks. Pour into 9" x 12" pan. Chill till firm. Cut and serve with the following:

SOUR CREAM HORSE RADISH DRESSING

Beat till smooth:

- 1 cup sour cream

Blend in 1 tablespoon horseradish and 1/4 teaspoon salt. Serve with potato salad and bran prune muffins.

* * * *

HONEY MOON CAKE

- A—1/2 cup shortening

- 1/2 cup sugar

- B—1 beaten egg

- C—1-1/2 cup sifted flour

- 2-1/2 teaspoons baking powder
- pinch salt

- D—1/2 cup milk

- 1/2 teaspoon vanilla

Cream A till fluffy, add B and beat well. Alternately add C and D. Pour into square pan 9"x9"x2" greased and floured. Bake 15 to 20 min. in 375° oven. Pour this topping over cake either before or after baking 3 minutes.

TOPPING

- 3 tablespoons melted butter

- 3 tablespoons white sugar

- 1 tablespoon brown sugar

- 1/2 teaspoon cinnamon

- 1/2 teaspoon allspice

Mix above ingredients together.

Try this cake the next time you have company or when it's your turn to entertain the club. The cake is easy to bake and you are sure to get a lot of compliments from the delicious topping.

* * * *

VIENNA BREAD WITH GARLIC BUTTER

- A—1 package yeast

- 1-1/2 cup lukewarm water

- 2 tablespoons sugar

- B—2-1/2 cups sifted flour

- C—1-1/2 cups milk scalded and cooled to lukewarm

- 5 teaspoons salt

- 1 tablespoon sugar

- 2 tablespoons shortening

- D—about 6-1/2 cups flour

Combine A and let set 5 min. Put B in a bowl, add A and beat till smooth. Let rise till light, covered. Combine C, add to yeast mixture, then add D a cup at a time. Put on floured board and knead till smooth and elastic. Put in greased bowl, cover, let rise to double. Put out on board, knead a few times, put back in bowl, let rise to almost double. Put on board, divide into 3 parts, flatten each part to about 1/2" thick. Fold dough into half and stretch slightly lengthwise. Fold the ends to the center overlapping slightly. Then roll up as jelly roll pressing last edge down firmly. Gently lengthen this roll with hands, tapering it toward each end. Place the loaf with seam underneath on a baking sheet or shallow pan which has been sprinkled with fine corn meal. Cover with cloth, let rise to a little less than double, brush with water and slash diagonally across top with razor blade. Bake 45 to 50 min. in 375° oven. Brush loaves with water at end of 30 min. baking time, and again shortly before taking from oven. This makes 3 crisp crusted loaves.



Lucky Friday The 13th!

**DISC SHOW'S
CONTEST WINNER
TO BE ANNOUNCED**

Friday the Thirteenth is going to be a very lucky day for some KMA fan of Don Soliday's new disc show, for on that day the winner of the "name-the-program" contest will be announced. To him or her will go an RCA 45 rpm phonograph attachment and an album of Ralph Flanagan melodies.

The entries have been rolling in by the basket full and by the time the contest closed July 7, the judges had several days deliberation ahead of them in order to pick the name that will be given to Don's new record show. The disc program is heard each afternoon on KMA from 4:45-5:30 P. M.

The winner of the contest will be named on the July 13 show, and on that program also, the 2nd, 3rd and 4th place winners, who each receive a year's subscription to the KMA GUIDE, will be announced.

Don Soliday is pictured at the top of the page in front of the KMA mike during one of his platter shows. His program is rising quickly in popularity because it brings the listener strictly music (and interesting comments behind the label) instead of ancient puns, slapstick and other detractions that are shunned like the plague by those who really appreciate good popular music.

Don prefers instrumental music because it "shows true music, unadulterated by lyrics that often ruin what otherwise might be good instrumental music.

"On the other hand," he continues, "If the lyrics make the song, then what you are enjoying is not music but poetry."

However, he varies his programs with both instrumental numbers and vocals, always sticking very closely to what's tops in the nation. His own favorite band is



Woody Herman. Favorite female vocalists are Sarah Vaughn, Rosemary Clooney and Billie Holiday, while the male warblers at the top of his list are Perry Como and Billy Eckstine.

Omaha Lad, 14, Draws "Mickey Cottey Comics"

Fourteen-year-old Dick Sutphen of 2868 Vane St., Omaha, is really a Mickey Cottey fan.

He recently sent the KMA singer a hand drawn comic book that featured Mickey as the hero in a crime-busting, highly original plot. Dick filled nine pages with action drawings and dialogue of near professional calibre.

How's that for being a Mickey Cottey fan?

STILL TIME TO GET A KMA COOK BOOK

There's still time to get your renewal, new or gift subscription in to The KMA GUIDE and get your copy of the new KMA Homemakers' Cook Book at no extra cost. Just send \$1 for each year's subscription that you order, and you'll receive your free copy of the 20-page recipe-packed cook book!

And the Rain Came Tumblin' Down - - Right Outside the KMA Studios!



Ralph Childs Becomes "Lightning Bug"

If you should happen to see KMA Newsman Ralph Childs, clad in pajamas at 4 a. m. some July morning, come running out of his house and gaze quizzically at the heavens, you'll be relieved to know that it's only part of a U. S. Air Force experiment. It seems that the Air Weather Service of the Air Force is conducting a series of experiments during a thunderstorm detecting program and they want Ralph to help them out by checking every half hour, night and day, to find out if he saw lightning or heard thunder.

Ralph is trying to get the night watchman to help him out during the wee hours, but if you happen to hear Ralph yawning on one of his KMA newscasts you'll know what happened!

"HAWKEYE HAWAIIANS" IS NEW KMA SHOW

Real Hawaiian melodies are now heard every day on KMA at 2:45 p. m. Featuring Coy Martin, Mickey Cottey and Becky Bowman, you'll be able to shut your eyes and dream about waving palms and sandy beaches as the "Hawkeye Hawaiians" weave authentic south sea tunes over the air waves.

The flood waters in the picture at left appear as if they could have come from the muddy Missouri or the rampaging Mississippi, but this photo was actually taken just recently in Shenandoah RIGHT OUTSIDE THE KMA STUDIOS (which can be seen on the extreme left).

It seems that the newly installed city sewer system just couldn't stand the buckets of rain that poured on Shenandoah. The rain, coupled with hail that clipped leaves of the trees to clog up the sewer outlets, started getting deeper and deeper until some of the KMA staff were wondering if the only dry place left in town would be the tops of the transmitter towers!

One of the victims of the flash flood was Doc Embree, whose automobile was parked right where this picture was taken. Doc dashed out of the studios and splashed through to his car, and with water up to the seats, drove it to higher ground. To this day he can't figure out what kept the battery dry.

You're right, it's been a wet Spring!

MANY GROUPS VISITING KMA

Warm weather has brought many visiting groups to the KMA studios and to tour the May nursery operations in recent weeks.

Forty ladies from Wahoo and Ceresco, Nebraska were recent guests of KMA. Other towns represented by clubs and other large groups in recent weeks were Adair, Anita, Harlan, Lake City, Villisca, Mount Ayr, all in Iowa, and Skidmore, Oregon, Trenton and Mound City, Missouri.

Meet New News- man Bert Coons

Newest member of the KMA news and announcing staff is good looking, good natured Bert Coons. Born and raised near Carson, Iowa, Bert is now heard every night on the Eleven O'clock news and serves as emcee on many other KMA shows.

A product of the radio department at the University of Iowa, Bert has done ex-



tensive radio work on WSUI, the University's educational station.

In the photo above, Bert is checking the latest developments in the world's news on the Associated Press news machine. Bert has even more than a newsman's interest in the troubled spots of the world, for being young, single and in good health he can someday soon expect a letter beginning: "Greetings! You have been selected by your friends and neighbors. . . ."

But war or not, Bert is profoundly interested in his broadcasting career. After all, he might turn out to be the best "walkie-talkie" operator in the Infantry!

NEW JELLY ELLIOTT SERIES

A new series of "Jelly Elliott and the Three Knotheads" programs has begun on KMA at 12:15 p. m. each Sunday.

Curly Dale Joins KMA Talent Staff

A newcomer to KMA last week was Curly Dale, popular Midwestern entertainer, whose guitar, banjo, mandolin, bass fiddle and singing voice will be heard several times each day by KMA listeners.

Curly teams with Ernie Frost on the "Ozark Mountain Boys" show at 6-6:30 a. m. and 1:30-1:45 p. m. daily. Curly will also appear on the "Nishna Valley Neighbors" and the "KMA Cowboys".

PATTERN FOR THE MONTH

Summertime is the perfect time for doing small pieces of needlework, little cotton crochet novelties that you can use for bazaar money-makers or impromptu gifts. Here's a cheery assortment of knick-knacks for entertaining: a gaily striped knitted tea cozy topped with crocheted petunias, a set of coaster cups with petaled edges, wee nut cups on matching saucers and flower-shaped coasters in lovely colors.

To receive this pattern, send a self-addressed, stamped envelope to: THE KMA GUIDE c/o KMA, Shenandoah, Iowa, and ask for leaflet No. 53-9.



Return postage guaranteed.

POSTMASTER. If addressee has moved and forwarding order is on file, send form 3547, postage for which is guaranteed. If undelivered for any other reason, return to sender.

Tom Thumb Publishing Co.
Shenandoah, Iowa

Sec. 34.66
P. L. & R.
U. S. Postage
Paid
Permit No. 1
Shenandoah, Ia.

MISS MARIE ADELUNG
108 EAST GRANT
SHENANDOAH IOWA

"Schatze" and Friends



Newcomers to KMA are the Tony Koelkers and their walking-weinie dachshund, Schatze. (The Koelkers also have a son Mike, 12, who was away visiting grandmother while the Koelkers were moving into their new Shenandoah home.)

Tony assumed his new duties as assistant manager of KMA on June 1, after lengthy service with the American Broadcasting Company in Chicago, where he and his attractive wife, Pat, formerly made their home. An Iowan by birth (Dyers-

ville) and a graduate of Iowa State College, Tony brings many years of varied radio experience to KMA.

Speaking about backgrounds, Schatze can trace her lineage back to Gesundheit II, (you kind of sneeze it). In case your German is just a little rusty, Schatze means sweetheart, and outside of some minor adjustments like getting used to walking over high curbing, "Sweetheart" seems to like life in Shenandoah.