

The **KMA GUIDE** 10c

Vol. 5

JUNE, 1948

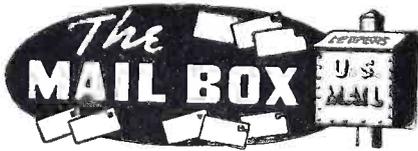
No. 6



ANNETTE AND HER FRIEND "MAC"

(See page 14)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



# The KMA Guide

Vol. 5

No. 6

JUNE, 1948

Booneville, Iowa

We have listened to KMA since 1935—when we got our first radio, but this is the first time that I have written you a letter. However, now I've got to write you because I am so happy. It's unbelievable. I recently saw "Ladies Be Seated" and imagine my surprise when Tom Moore picked me as the very first lady to talk to! I won "stack-em-up" and right now I feel like walking on air.

*Mrs. B. Collins.*

(Hip-hip-hooray for Mrs. Collins! Don't wait 13 years before writing again.)

St. Paul, Nebraska

We're only a small family, having a 5 yr. old son, but we actually scrap when the GUIDE comes to the house.

*Mrs. Glenn Morrison.*

(Don't "scrap" too much. We'd hate to see that family become any smaller.)

Griswold, Iowa

I have each and every issue of the GUIDE ever published and when I loan one of them I explain very fully that I want it returned.

*Harriette Weirich.*

(Mrs. Weirich, there should be a law against people who borrow and fail to return GUIDES).

Chandler, Minn.

I really enjoy the recipes which you give every once in a while.

*Mrs. John Buys.*

(Bless your heart, Mrs. Buys. We have waited two months for a letter like yours so that we would have an excuse to give our favorite recipe for "hush puppies"—the little corn pones which are fast becoming a national institution.

Sift together  $\frac{1}{2}$  c. sifted enriched flour, 2 t. baking powder, 1 T. sugar,  $\frac{1}{2}$  t. salt and  $\frac{1}{2}$  c. enriched white corn meal. Add 1 small onion, finely chopped—this is optional. Add 1 beaten egg and  $\frac{3}{4}$  c. milk to dry ingredients and stir lightly. Drop a teaspoon of batter for each Hush Puppy into hot deep fat (360° F.) frying only a few at a time. Fry until a golden brown. Drain on absorbent paper. This makes 2 dozen "hush puppies".)

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddle, editor; Doris Murphy, feature editor; Jim Moore, production 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. Advertising rates on request.

Fairbury, Nebraska

Would you please put a picture of Merl Douglas and family in the GUIDE?

*Mrs. Katherine Theyl.*

(See page 11.)

Maloy, Iowa

My son gave me a dollar bill for Mother's Day so what better use could I put it to than renew my GUIDE subscription?

*Mrs. Virgil Deardoff.*

(An orchid to you! You're one of the nicest ladies we've ever met—and you must have a swell son.)

Wellman, Iowa

We have had sickness in the family. That is the reason that we have not sent in our renewal sooner.

*Mrs. Willie Walton.*

(We hope that by the time you get this issue, everyone will be well on the road to recovery.)

Brookfield, Missouri

I enjoy seeing pictures of the homes of KMA folks.

*Theodore Bailey,*  
314 North Pine St.

(On page 5 you will find a picture of the home which Bob Stotts is building. When it is completed, we will take another picture.)

Westboro, Missouri

It's really a great thrill to hear Ed May sing.

*Mrs. Ralph Driskell.*

(Bing Crosby, take note.)



## A Chat With Edward May

Last month, during the Iowa Rural School Graduation here at KMA, it was my privilege to give \$25.00 Bonds to the two graduates who received the highest examination marks.

The young lady with the highest marks, the Valedictorian for 1948, was Phyllis Ann Dyer of Humeston. The Salutatorian, who had the next highest marks, was Doris Evelyn Malcom of New Market.

On the left in the picture above you see Doris and on the right is Phyllis. In the background is the Page County Rural Choir which had an important part in the broadcast of the Iowa Rural School Graduation. The choir was directed by Mrs. Ray Fisher and was made up of students from Vandevender, Yorktown, Mt. Zion, Norwich, Oak Grove, and Tarkio No. 8.

There were other important people on the program. Iowa's Governor, Robert Blue; Miss Jessie M. Parker, head of Iowa's Department of Public Instruction, and Mrs. Bea Rayborn, President of the Iowa Rural School Teachers' Association.

We are all very proud of these two young ladies and we are proud, too, of all the other thousands of boys and girls who graduated from rural schools this year.

It marks an important step in their lives and in our lives, too, because in a few years these grade school graduates will be setting the standards for the communities in which they live. Their hearts, their minds, and their morals will become the force to carry on and improve all the things we know to be important to our communities and to our nation.

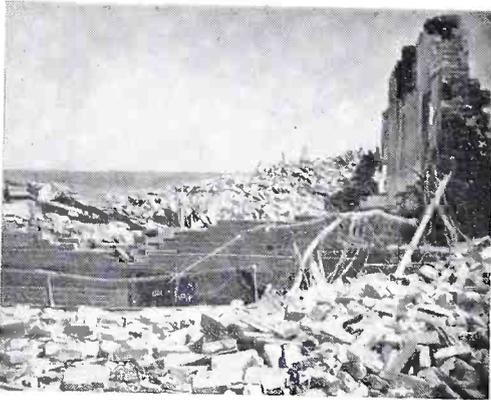
I know lots of these rural young people find inspiration and guidance in 4-H Clubs. The actual experience gained in 4-H Club projects is the laboratory work where boys and girls put into practice the knowledge gained in class rooms. I think it is a wonderful thing for all of them.

Ever since I made a talk to the Fremont County 4-H Clubs at their annual meeting and since I had Johnnie Tyner on my program, I have been paying more and more attention to 4-H Club Work. During the summer I am going to have more of these 4-H Club members on my program.

Teddy Hall of Sidney is going to be on the program with me sometime soon. And Ganelle Richter of Anita said she would be on my program as soon as we can figure out a time convenient for her.

Incidentally, if you know of a 4-H Club member who you think would be interested in being on my program, just send me the name and address. I'll write to them and see if we can't get together.

## Worth, Mo. Revisited



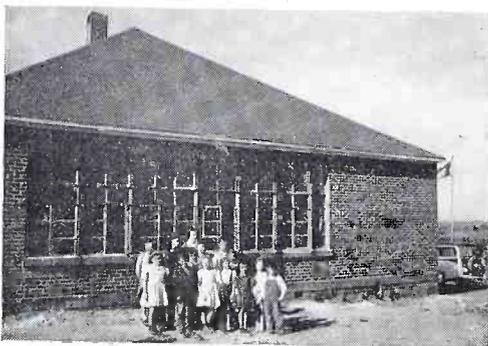
At 2:15 on the afternoon of April 29, 1947, Worth, Missouri was lifted from the pleasant obscurity which small towns enjoy, by a tornado that destroyed practically every building in the village.

Before the dust had settled, the story of the disaster had been flashed over all the national press wires. The eyes of the nation were focused on Worth—for a few hours. Then public attention was attracted elsewhere and the people of Worth were forgotten.

Several weeks ago, a KMA Special Events Group (Ed May, Owen Saddler, Merrill Langfitt, and Ray Schroeder) revisited Worth to see how its citizens had recovered from the tornado. The picture above was taken on the site of the old school building. The picture below shows the new school building.

Worth is being rebuilt thanks to the fortitude of its remaining population who have done the job in the face of almost insurmountable barriers.

Citizens of Worth, we salute you!



## KMA Granted Television Permit

The Federal Communications Commission in Washington, D. C. announced on Thursday, May 13, that the May Broadcasting Company, owners and operators of KMA, had been granted a construction permit to build and operate a television station in Omaha, Nebr.

At present, the Commission is issuing television permits only in metropolitan areas. As Omaha is the city closest to Shenandoah, KMA-TV is being licensed there.

Of course, this does not mean that KMA-TV will be operating within the next few weeks. Months of preparation are going to be needed before the station will begin televising because of the many technical difficulties in this new and interesting business.

Broadcasting towers must be erected and television equipment must be purchased and installed.

As you can see, these jobs are going to take much time.

In the meantime, we will be giving you periodic reports on the progress of this project.

The Federal Communications Commission has allocated the Omaha area only three television permits. To date, two of these three permits have been granted. KMA has received one of the two licenses.

Needless to say, we are very pleased to have been chosen.

Edward May, President of May Broadcasting, reflected our sentiments perfectly in his statement for the press.

"Inasmuch as channels are limited, a television grant is considered a real honor to broadcasters who have well established their qualifications and competence to operate a radio facility."

### MAN IN KITCHEN CAN COOK

Clair Gross, "Man in the Kitchen" heard over KMA 4 P.M. (M thru F) can REALLY cook. He was second cook and baker in Merchant Marine. Instead of baking one pie, he baked quantities of pies, cakes, cookies etc. He even taught his wife how to cook.

## The Garden That "Chick" Is Growing



"Lives there a man with soul so dead,  
Who to himself hath not said—This year  
I'm going to have a garden!"

Earlier this spring, this homey little ditty flitted thru the mind of "Chick" Martin (Hugh Aspinwall) and before he knew it, he had a spade in one hand and a seed catalogue (May's, of course) in the other.

We have heard so much talk of this garden recently that we decided to pay "Chick" a visit. We stopped by Saturday afternoon and the above picture shows you exactly how we found Farmer Martin.

Look at that smile of pride and satisfaction! Did you ever see a happier looking man?

We asked "Chick" if he was in the habit of gardening in his best clothes (see picture) and this was his answer, "Saturdays, I work until 1:30 P. M. and then have to return to the studios at 4. This gives Marge (my wife) and I time to eat and buy the groceries for Sunday, but it doesn't leave much time for gardening. Darned if I'm going to waste any of that precious time changing clothes!"

## The Home That "Bob" Is Building

The very industrious fellow at the bottom of the page is none other than Bob Stotts, "the mile-high yodeling cowboy".

For years Bob and Viola, his wife, have been dreaming of a home on the outskirts of town.

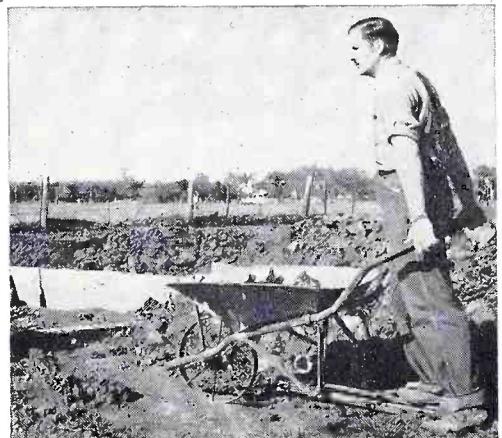
Several weeks ago Bob put in the foundation and right now he is erecting the side walls. Matter of fact, he plans to do all of the work himself between radio broadcasts.

The new home of the Stotts is only two blocks from the studio and Bob trots back and forth many times during the day. If he sounds a little out of breath some time, you will know that he tried to drive one too many nails before leaving for his program.

Viola has planted flowers and a vegetable garden. Come this summer, she plans to can several hundred quarts of vegetables and fruit for Bob and the three children: Kenneth, age 7; Roberta, age 4; and Jimmie, age 3.

Needless to say, the children are very happy to have a place to play. Bob has erected a fence around the lot and the kids have quite a time romping with their pets; Lindy (a kitten), Dixie (a retriever given them by Ike Everly) and Penny (a rat terrier).

We asked Bob why he had chosen a plot with so much open country around it. He answered, "A man needs plenty of room to breath — especially if he is a yodeler".



## A Visit With Frank Field

Well, after waiting all these years, you finally got it—a picture of the Field Family with me in it—ma, pa and the four kids. Seated in the order of their ages: Bob, Zoe, John, and Peg.

Little Johnny Fishbaugh was greatly intrigued by the mechanics of taking pictures and especially by the brilliance of the flash-bulbs. He kept saying, "Let me do it, let me do it." So I set the camera on the tripod and got it all ready for this picture, and then, stepped behind the davenport and had little Johnny press the button. So technically speaking he took this picture.



I have had to take considerable wazzing this past month about the last paragraph on my page in the May issue. Remember how I talked about the long continued dry spell and how hard it was on lawns and gardens? Well, the copy on that page is supposed to be in by the 20th of the month. That copy was written on April 20th and at that time we had received no rain for six weeks, and we were really beginning to suffer. It started raining the very next day, and by the time the GUIDE came out we had 3 or 4 soaking rains, and everything was back to normal.

Now to answer some of the questions which fill my mail basket each day. First, about the tulips.

Yes, I know the tulips bloomed very poorly this year. In fact, lots of the bulbs didn't even send up so much as a single leaf. The accepted theory is that it was all caused by an extremely dry fall, which prevented the bulbs from

making their customary root growth before the ground froze up for winter. Then when the freeze came the ground was so dry that big cracks opened everywhere, allowing the cold to penetrate deeper than usual.

I believe that the best thing to do is to leave the tulips alone until the foliage turns yellow and begins to dry up. At that time the bulbs can be dug and examined. Discard any diseased or decayed bulbs and replant the sound, healthy ones. Nothing whatsoever is gained by keeping them out of the ground until fall. They can be dug and divided and replanted all in one day, as the bulbs will rest just as completely and thoroughly in the ground, as they

will down in the basement.

Another very frequent question is "How late can sweet corn be planted and still come on before freezing weather in the fall?" Of course, the answer would depend entirely on what kind of weather we are going to have through July and August.

If we have a normal summer, with the average amount of rainfall through the hot months, you would be reasonably safe in planting sweet corn in the middle of July. In fact, two years ago I actually raised two crops of sweet corn on the same piece of ground. I planted two rows of Earl May's Fourth of July sweet corn about April 15th. I picked the first ears on July 3rd, and by July 10th it was all ready to go, so we picked it clean and put it in the freeze box. Then I pulled the stalks and replanted with "Fourth of July" right in the same row. I forget the exact date it was ready to use, but it was well ahead of frost. And the second crop was just as nice in every way as the first crop.

## Kitchen Klatter Kinks

By LEANNA DRIFTMIER

Since June is the month for weddings, I am devoting my column to two recipes; one for the bride and the other for the wedding party.

### BRIDE'S CAKE

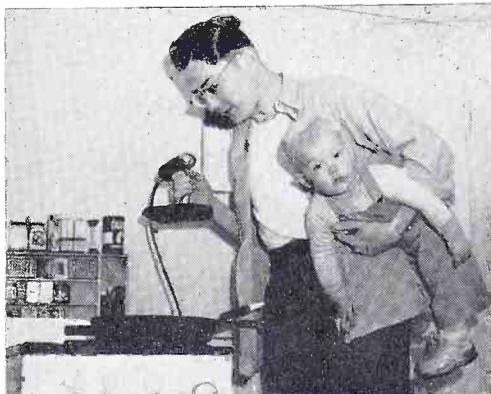
3 c. sugar, 1 c. butter, 6 egg whites, 2 c. milk,  $\frac{1}{4}$  t. salt, 4 t. baking powder, 1 tsp. flavoring extract, and 5 c. cake flour. Beat the butter and sugar until very light and creamy. Add the milk alternately with the flour in which the baking powder has been sifted. Beat thoroughly before adding the baking powder, which has been sifted in 1 cup of the flour, then add the well beaten whites of eggs. Bake about forty minutes in three 9 inch layers. This will make a large cake.

Fruit cake has been used so much for wedding cake that it has come to be the established cake for this purpose. However, when fruit cake is to be used for weddings, a richer variety is generally made, as will be observed from the ingredients listed in the accompanying recipe. Wedding cake is usually cut into small pieces and presented to the guests in dainty white boxes.

### WEDDING CAKE

2 lbs. sultana raisins, 1 lb. dates, chopped, 1 lb. citron, cut into thin strips, 1 lb. figs, chopped, 1 lb. butter, 1 lb. sugar, 8 eggs, 1 lb. flour,  $\frac{1}{2}$  t. soda, 2 t. cinnamon,  $\frac{1}{2}$  t. nutmeg,  $\frac{1}{2}$  tsp. allspice,  $\frac{1}{2}$  t. cloves,  $\frac{1}{2}$  c. grape juice. Prepare the fruits and dredge with  $\frac{1}{3}$  cupful of the flour. Cream the butter, add the sugar gradually, and beat together thoroughly. Separate the eggs, beat the yolks until they are thick and lemon-colored, and add to the sugar and butter. Sift the flour, soda, and spices together, and add to the mixture. Fold in the egg whites beaten stiff, add the grape juice, and fold in the fruits. Bake in the same way as fruit cake.

## The Show Must Go On



Those of you who heard Clair Gross, Man-in-the-Kitchen broadcast from his home on the afternoon of May 6 have probably wondered exactly what was happening in the background. The above picture in which Clair is holding his son, Stevie, age 19 months, will give you some idea.

Two minutes before air time, Randy, Clair's wife, informed him that he was about to become a father—but soon. Before he could call a taxi, Clair received the signal to start his program.

During the broadcast, Stevie supplied plenty of unrehearsed sound effects. Finally Daddy had to pick him up.

Randy was rushed to the hospital as soon as the program ended and later that evening Michael Randolph (7 lb. 3 oz.) was born—while Clair blissfully slept sitting in a chair!



# KMA DAILY PROGRAM FOR JUNE 1948

960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers  
 5:45 a.m.—The Sunrisers  
 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.—Listening Post (Mon., Wed. & Fri.)  
 9:45 a.m.—Hymns You Love (T. & Th.)  
 10:00 a.m.—Breakfast in Hollywood  
 10:30 a.m.—Galen Drake  
 10:45 a.m.—Ted Malone  
 11:00 a.m.—Welcome Travelers  
 11:30 a.m.—Country Folks  
 11:45 a.m.—Stump Us  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Frank Field  
 12:30 p.m.—Half Past Noon  
 12:45 p.m.—KMA Market Reports  
 1:00 p.m.—Hawkeye Rangers  
 1:15 p.m.—Blackwood Brothers  
 1:30 p.m.—Bride and Groom  
 2:00 p.m.—Ladies Be Seated  
 2:30 p.m.—Paul Whiteman Club  
 3:00 p.m.—We Three At 3:00  
 3:15 p.m.—Kitchen-Klatter  
 3:45 p.m.—Bob Stotts  
 4:00 p.m.—Man In The Kitchen  
 4:15 p.m.—Zeke & Joan  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Steve Wooden  
 5:00 p.m.—Mack & Jeanie  
 5:15 p.m.—Terry and the Pirates  
 5:30 p.m.—Sky King and/or Jack Armstrong

### MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 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.—Stars In The Night  
 8:00 p.m.—Tomorrow's Tops  
 8:30 p.m.—Treasury Band Show  
 9:00 p.m.—Sleepy Valley  
 9:15 p.m.—Earl Godwin  
 9:30 p.m.—Those Websters  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Henry J. Taylor  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

### TUESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Green Hornet  
 7:30 p.m.—America's Town Meeting  
 8:30 p.m.—Boston Pops Concert  
 9:30 p.m.—Gabriel Heatter  
 9:45 p.m.—Sleepy Valley  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—KMA Showcase  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

### WEDNESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 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.—On Stage America  
 8:00 p.m.—Abbott & Costello  
 8:30 p.m.—Go For The House  
 9:00 p.m.—Star Theatre  
 9:30 p.m.—To Be Announced  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—KMA Showcase  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

### THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather



7:00 p.m.—Criminal Casebook  
 7:30 p.m.—Henry Morgan  
 8:00 p.m.—To Be Announced  
 8:30 p.m.—Front Page  
 9:00 p.m.—Candid Microphone  
 9:30 p.m.—Gabriel Heatter  
 9:45 p.m.—Sleepy Valley  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Cliff Edwards  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

**FRIDAY NIGHT**

6:00 p.m.—Nishna Valley Neighbors  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—This Is Your FBI  
 8:00 p.m.—Break The Bank  
 8:30 p.m.—The Sheriff  
 8:55 p.m.—Champion Roll Call  
 9:00 p.m.—Boxing Bout  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Henry J. Taylor  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

**SATURDAY PROGRAMS**

5:15 a.m.—Blackwood Brothers  
 5:45 a.m.—The Sunrisers  
 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.—Farm Interview  
 8:30 a.m.—Shoppers Special  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Hollywood Headlines  
 9:45 a.m.—Hymns You Love  
 10:00 a.m.—Abbott & Costello  
 10:30 a.m.—Piano Patterns  
 10:45 a.m.—Rhythmic Strings  
 11:00 a.m.—Junior Junction  
 11:30 a.m.—American Farmer  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Frank Field  
 12:30 p.m.—Half Past Noon  
 12:45 p.m.—KMA Market Reports  
 1:00 p.m.—Hawkeye Rangers  
 1:15 p.m.—Blackwood Brothers  
 1:30 p.m.—Merl Douglas  
 1:45 p.m.—Uncle Zeke  
 2:00 p.m.—Mack & Jeanie  
 2:15 p.m.—Mayfair Swingtet  
 2:30 p.m.—KMA Country School  
 3:00 p.m.—Virginia Harding

3:15 p.m.—Kitchen-Klatter  
 3:45 p.m.—Bob Stotts  
 4:00 p.m.—Zeke & Joan  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Sleepy Valley  
 5:15 p.m.—Bible Messages  
 5:30 p.m.—House of Mystery  
 6:00 p.m.—Challenge Of The Yukon  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Ross Dolan  
 7:30 p.m.—Famous Jury Trials  
 8:00 p.m.—Gangbusters  
 8:30 p.m.—What's My Name?  
 9:00 p.m.—KMA Country School  
 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**

6:30 a.m.—Back To God Hour  
 7:00 a.m.—News Summary  
 7:15 a.m.—Blackwood Brothers  
 7:30 a.m.—Back to the Bible  
 8:00 a.m.—Young People's Church  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Frank and Ernest  
 9:30 a.m.—Revival Hour  
 10:30 a.m.—Voice of Prophecy  
 11:00 a.m.—Southernaires  
 11:30 a.m.—Lutheran Hour  
 12:00 noon—News  
 12:15 p.m.—Editor At Home  
 12:30 p.m.—National Vespers  
 1:00 p.m.—Blackwood Brothers  
 1:30 p.m.—Mr. President  
 2:00 p.m.—Johnny Thompson  
 2:15 p.m.—Sam Pettengill  
 2:30 p.m.—Newstime  
 2:45 p.m.—Musically Yours  
 3:00 p.m.—U. S. Marine Band  
 3:15 p.m.—Thinking Allowed  
 3:30 p.m.—Music By Maupin  
 4:00 p.m.—Superstition  
 4:30 p.m.—Counterspy  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—This Week In Review  
 6:00 p.m.—Sunday Serenade  
 6:30 p.m.—Proudly We Hail  
 7:00 p.m.—I Love Adventure  
 7:30 p.m.—Johnny Fletcher  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Louella Parsons  
 8:30 p.m.—To Be Announced  
 9:30 p.m.—Clary's Gazette  
 10:00 p.m.—News  
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 5:30 p.m.—Sky King and/or Jack Armstrong

### MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 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.—Stars In The Night  
 8:00 p.m.—Tomorrow's Tops  
 8:30 p.m.—Treasury Band Show  
 9:00 p.m.—Sleepy Valley  
 9:15 p.m.—Earl Godwin  
 9:30 p.m.—Those Websters  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Henry J. Taylor  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

### TUESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Green Hornet  
 7:30 p.m.—America's Town Meeting  
 8:30 p.m.—Boston Pops Concert  
 9:30 p.m.—Gabriel Heatter  
 9:45 p.m.—Sleepy Valley  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—KMA Showcase  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

### WEDNESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 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.—On Stage America  
 8:00 p.m.—Abbott & Costello  
 8:30 p.m.—Go For The House  
 9:00 p.m.—Star Theatre  
 9:30 p.m.—To Be Announced  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—KMA Showcase  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

### THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather



7:00 p.m.—Criminal Casebook  
 7:30 p.m.—Henry Morgan  
 8:00 p.m.—To Be Announced  
 8:30 p.m.—Front Page  
 9:00 p.m.—Candid Microphone  
 9:30 p.m.—Gabriel Heatter  
 9:45 p.m.—Sleepy Valley  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Cliff Edwards  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

**FRIDAY NIGHT**

6:00 p.m.—Nishna Valley Neighbors  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—This Is Your FBI  
 8:00 p.m.—Break The Bank  
 8:30 p.m.—The Sheriff  
 8:55 p.m.—Champion Roll Call  
 9:00 p.m.—Boxing Bout  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Henry J. Taylor  
 10:30 p.m.—Sport Highlights  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

**SATURDAY PROGRAMS**

5:15 a.m.—Blackwood Brothers  
 5:45 a.m.—The Sunrisers  
 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.—Farm Interview  
 8:30 a.m.—Shoppers Special  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Hollywood Headlines  
 9:45 a.m.—Hymns You Love  
 10:00 a.m.—Abbott & Costello  
 10:30 a.m.—Piano Patterns  
 10:45 a.m.—Rhythmic Strings  
 11:00 a.m.—Junior Junction  
 11:30 a.m.—American Farmer  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Frank Field  
 12:30 p.m.—Half Past Noon  
 12:45 p.m.—KMA Market Reports  
 1:00 p.m.—Hawkeye Rangers  
 1:15 p.m.—Blackwood Brothers  
 1:30 p.m.—Merl Douglas  
 1:45 p.m.—Uncle Zeke  
 2:00 p.m.—Mack & Jeanie  
 2:15 p.m.—Mayfair Swingtet  
 2:30 p.m.—KMA Country School  
 3:00 p.m.—Virginia Harding

3:15 p.m.—Kitchen-Klatter  
 3:45 p.m.—Bob Stotts  
 4:00 p.m.—Zeke & Joan  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Sleepy Valley  
 5:15 p.m.—Bible Messages  
 5:30 p.m.—House of Mystery  
 6:00 p.m.—Challenge Of The Yukon  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Ross Dolan  
 7:30 p.m.—Famous Jury Trials  
 8:00 p.m.—Gangbusters  
 8:30 p.m.—What's My Name?  
 9:00 p.m.—KMA Country School  
 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**

6:30 a.m.—Back To God Hour  
 7:00 a.m.—News Summary  
 7:15 a.m.—Blackwood Brothers  
 7:30 a.m.—Back to the Bible  
 8:00 a.m.—Young People's Church  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Frank and Ernest  
 9:30 a.m.—Revival Hour  
 10:30 a.m.—Voice of Prophecy  
 11:00 a.m.—Southernaires  
 11:30 a.m.—Lutheran Hour  
 12:00 noon—News  
 12:15 p.m.—Editor At Home  
 12:30 p.m.—National Vespers  
 1:00 p.m.—Blackwood Brothers  
 1:30 p.m.—Mr. President  
 2:00 p.m.—Johnny Thompson  
 2:15 p.m.—Sam Pettengill  
 2:30 p.m.—Newstime  
 2:45 p.m.—Musically Yours  
 3:00 p.m.—U. S. Marine Band  
 3:15 p.m.—Thinking Allowed  
 3:30 p.m.—Music By Maupin  
 4:00 p.m.—Superstition  
 4:30 p.m.—Counterspy  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—This Week In Review  
 6:00 p.m.—Sunday Serenade  
 6:30 p.m.—Proudly We Hail  
 7:00 p.m.—I Love Adventure  
 7:30 p.m.—Johnny Fletcher  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Louella Parsons  
 8:30 p.m.—To Be Announced  
 9:30 p.m.—Clary's Gazette  
 10:00 p.m.—News  
 10:15 p.m.—Vera Massey  
 10:30 p.m.—Dance Orch.  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

## On The KMA Party Line

With **DORIS MURPHY**

When 4 yr. old David Childs walked into the studio recently while his father, Ralph, was broadcasting the news, he apparently decided that "NOW IS THE HOUR" to have a little fun thumpin' the piano keys. So he opened up the piano lid . . . started hitting the keyboard. Soon the sound of a child's piano playing was heard in the background of the newscast. At first, his father tried to ignore it . . . but as the notes peeled forth louder, Ralph finally had to explain to the listeners, his son had made him an unexpected "musical visit." Ralph hopes next time David comes to the studio, he picks a more appropriate time to try out the piano.

Here's a tip folks! Along about the middle of June, if you happen to see a bright, shiny new Crosley station wagon with a KMA sign on it going down the road, it's probably announcer Warren Nielson and his bride, Florence Cox, on their honeymoon. Warren purchased the midget car especially for the big occasion, and has been giving it a few weeks "break-in" before starting their wedding trip.

"I'm always havin' trouble goin' fishin'", explained entertainer Bob Stotts, in telling about his most recent fishing trip. It seems instead of fishin' for fish, most of his time was spent fishin' for his car. In company with a friend, they drove to the Nishna River. Thinking it would be better to drive up close, his buddy suggested they drive up on what appeared to be good, hard ground. Bob followed his suggestion . . . but instead of being hard ground, it proved to be a sand bar. Right away the car started sinking, and the harder they tried to get out, the deeper the car sank, until it was

down to the running board. For two solid hours the boys worked vainly trying to dig out the car. But no luck! At last a farm boy came by . . . saw their predicament and volunteered to go home, get his Jeep and pull them out. He did, and it was two happy boys when they finally got back on solid ground.

There has certainly been a car buying spree among the KMA staff lately. At least ten station employees have traded cars in the past month. It must be the spring weather that has given them the urge to get all set for that vacation coming up!

Entertainer Joan Williams is seldom ill . . . and when she suddenly developed a case of bronchitis, it gave her quite a surprise. In telling about her experience of losing her voice and not being able to sing on the air for several days, she exclaimed: "It was the FIRST time I ever opened my mouth and nothing came out."

Isn't this a cute picture of a little girl in an old-fashioned costume? It's Cathy, 8½ year old daughter of Sales Mgr. Howard Peterson and wife, as she appeared in a school play given by the Brownies of the Third Grade. The play was a feature of the Mother-Daughter Tea held at the close of the school year. Each Brownie presented her mother with a corsage.

What a nice thing to do! Homemaker Leanna Driftmier has a new tree planted in her yard, each time a new grandchild arrives.

A motor trip to Texas is being enjoyed by clarinetist Eddie Comer and family. While there they will visit a brother at Odessa, Tex., and see the Carlsbad Caverns before returning home by way of Oklahoma and Kansas where they will visit relatives.

It was an embarrassed Jonny Dickson that returned home one day to his wife, to ask what she had sent him to town



for! She had given him \$2.00 to get something . . . but when he got to town, he couldn't remember what it was. He wandered in the drug store . . . sat at the counter and had refreshments . . . all the time pondering in his mind what he had come for. He couldn't remember . . . so he sheepishly went home and got up the courage to ask. Mrs. Dickson said he was to pick up her dresses that were being altered at the dressmakers! But how could a feller remember that for three whole blocks! Jonny admits his poor memory has gotten him in plenty of trouble. He recalls the time he left the fish he had bought at the market in his car beside the studio one whole afternoon on an extremely hot day.

Living in a house on a clay mud hillside during spring thaws and rains keeps living from becoming dull, for Program Manager Glen Harris. He never knows what will happen next! One day the basement wall of his next door neighbor's house caved in, causing considerable excitement. A few nights later Glen parked his car in front of the house, leaving it in gear with the brakes on. During the night there was a heavy rain. Next morning, to his amazement, the car had slid down the hill about 15 feet. Glen says he may wake up some morning and find his house down in Mustang Field . . . might even find them running the relays thru his kitchen!

Even though she is 86 years old, Mrs. Emma A. Snodderly of Elmo, Mo., baked a delicious cake and brought it to the KMA Gang when they appeared in her town recently.

Death has taken a mighty toll in Steve Wooden's family during the last two weeks. Mrs. James Moore, age 40, Steve's sister who lives in Phoenix, Ariz., died while enroute to Lexington, Mo., for a

visit. She was stricken by a heart attack and asthma at Wellington, Kans., and died shortly after being removed from the train. Steve's other sister, Mrs. Henry Roscher and husband of Lexington, Mo., left immediately for Wellington to bring back the body for burial. While they were gone, Mrs. Roscher's mother, Mrs. Ida Wood, age 74, was struck in front of her home by an auto and died a few hours later. Steve Wooden attended the double funeral which was held at the funeral home in Lexington on May 16.

The attractive young family pictured on this page is announcer Merl Douglas, wife Ruth and 3 yr. old daughter Sharon Lynne, snapped while on a walk in the park. To help keep Sharon interested while the picture was being taken, daddy was pointing to a nearby squirrel. The family is eagerly looking forward to July when they have the promise of a house to live in. This will be the first time in their 4 yrs. of married life they have lived by themselves in a house. Most

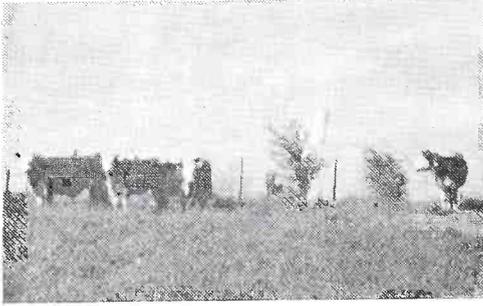


of their married life has been spent in an apartment. Mrs. Douglas is an attractive blonde . . . weighs about 120 lbs. and says her favorite pastime is dancing. Merl is 6 ft. tall . . . loves ham and eggs . . . could eat them 3 times a day . . . and is a great baseball and kittenball fan. Says he used to be a softball pitcher.

We've heard all kinds of excuses for being late to work, but this one tops them all! When Elmer Axelbender (Fred Warren) appeared 15 minutes late for his 6:15 broadcast one morning, he claimed he heard the alarm go off all right, but had reached over, turned it off and had gone back to sleep; because in his subconscious mind he heard it raining and thought he was still a boy back on the farm and wouldn't have to go to work if it rained. You got by with that excuse once Elmer . . . but you can't get away with it EVERY time it rains.

## Grassland Farming

By MERRILL LANGFITT



The above picture shows a group of cattle which are being used in the pasture experimental work at the Page County Soil Conservation Farm midway between Clarinda and Shenandoah.

These cattle were turned on brome grass and alfalfa pastures Friday, May 7 at an average weight of 700 pounds. They were medium-to-good cattle and very well adapted to utilization of grass such as brome and alfalfa.

At the time of this writing these brome-alfalfa pastures are 12 to 14 inches high. In contrast to that, blue grass pastures within a mile (these are comparable to all blue grass pastures in the area) were only about 3 or 4 inches high—unsuitable for intensive grazing.

To give you an idea of the success of these pasture experiments, here are the results from last year's work.

Approximately \$30 worth of corn, hay and protein supplement was saved on each of the steers fed on this pasture instead of on a dry lot.

This should prove to the farmers of Midwest that we can raise more grass and legumes and that we can utilize those acres of pasture with livestock.

Labor costs are minimized in using grass for feeding cattle; the soil increase in fertility and erosion losses are cut. At the same time good financial returns result from a grassland system of farming.

The secret to grassland farming is to raise better grasses and legumes. This means planting the best seeds, in the proper mixtures, preparing good seed beds, and following recommended management practices.

## Helpful Hints For Homemakers

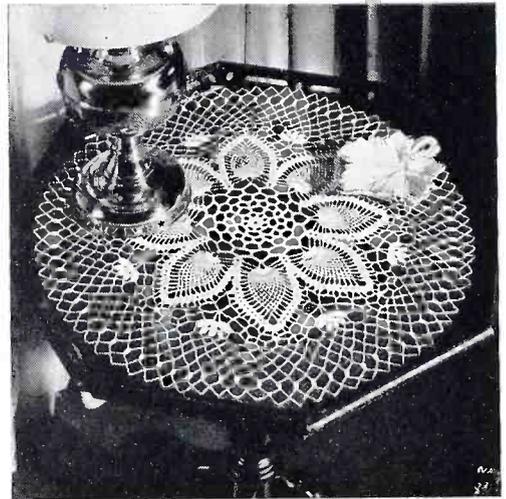
By EDITH HANSEN

Cherries will be ripening this month. Here is a recipe for those of you that like cherry jam.

### BRAZIL NUT CHERRY JAM

4 c. fresh or canned sour pie cherries,  $\frac{1}{4}$  c. water or juice from can, 7 c. sugar, 1 c. sliced Brazil nuts, and 1 bottle fruit pectin. Pit cherries, if fresh, place in large kettle and add water or juice. Stir until mixture boils. Cover and simmer 15 min. Add sugar and mix well. Stir over high flame until mixture boils rapidly. Add Brazil nuts and boil hard for 3 min, stirring constantly. Remove from fire. Stir in fruit pectin. Let cool for 3 min. Skim, stir well, put into hot jelly glasses and cover with paraffine.

In answer to many requests, I am offering another pattern picture of which is shown below. It is a centerpiece (22 in. in diameter) with a new variation of the pineapple design, America's favorite crochet pattern. I suggest that you use mercerized cotton.



Write today. Ask for Direction Leaflet No. 7808. Pattern is free on your request. Please enclose a self-addressed, stamped envelope. Address Edith Hansen, KMA, Shenandoah, Iowa.

## Program Personals

By JIM MOORE

McNeill for President!

Don McNeill, genial host of the Breakfast Club (ABC-KMA 8:00 A. M. - 9:00 A. M.), was nominated for president by the air born "Fourth Party" in Philadelphia on May 13. This party, which was concocted by the Breakfast Club gang several months ago, has developed into a national laugh riot. People in practically every hamlet in the country have written expressing their views on this party which promises the voters "a belly laugh every 37 seconds."

The program on which "Honest Don" was nominated was televised — the first time for a political convention.

Folks, we would like to have you meet Garry Moore, new host on "Breakfast in Hollywood."

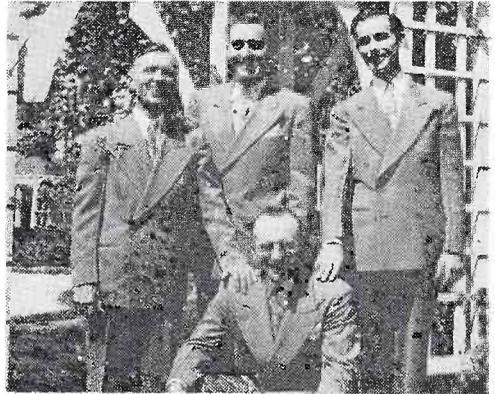


Garry "the man with a head of hair that looks like a weed patch," brings to "Breakfast in Hollywood" (KMA-10:00-10:30 A. M. Mon. thru Fri.) a wealth of experience in radio work.

Since he started to broadcast ten years ago, Garry has been emcee on "Club Matinee," "straight" man for Jimmy Durante on his radio show and master of ceremonies on "Take It or Leave It."

Garry is very humble when he speaks of his new job, "I am not foolish enough to think that I am replacing Tom Brene-man. He was far too great a showman for that. I am merely carrying on the program, giving it the best in me."

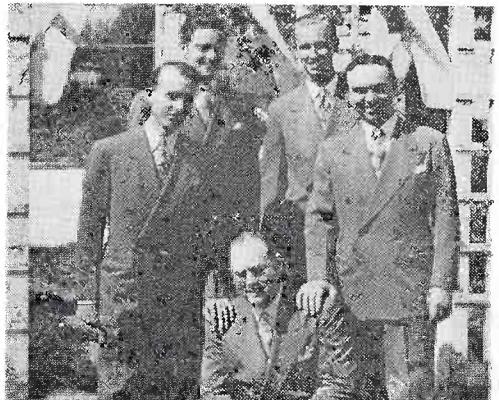
## Blackwood Brothers Quartet



Something new has been added to the Blackwood Brothers Quartet Group. Enough new members have been added to create two quartets to serve the KMA area. Until now, the boys have been unable to supply half the demand for their programs.

As you know—Doyle and James sing the same part and alternate as spokesman. Now Doyle will be spokesman for the group pictured above and James for the group shown below.

There will be minor changes in the old quartet. Calvin Newton will sing first tenor instead of Roy. Roy will be with Doyle and the new group, "The Blackwood Gospel Quartet." Singing baritone will be Jonny Dickson, popular KMA entertainer. Warren Holmes from California will sing bass, with Billy Gewin of Texas at the piano.



## The Supreme Serenaders

"I'll tell you folks it's Heaven to be riding down the trail-----".

This theme introduces one of the most restful quarter hours in radio—Bob Stotts and the Supreme Serenaders. Monday thru Friday at 3:45 in the afternoon, this choice group of western talent presents songs and stories for your listening pleasure.

The boys on this program have been planning a good ole western show for months, and now they've got it. Needless to say, each one of them is giving his best, because this is the kind of program that entertainers as well as listeners like.

Bob Stotts, star of the Serenaders, had an amusing incident happen to him the other day. After the program a man in the studio audience approached Bob and wanted to know where he parked his horse during the broadcast. This gent, who is a ranch owner in western Nebraska, was certain that Stotts must have ridden a horse to the studio to sing those cowboy ballads so convincingly! Funny thing is, this is almost true. Bob is a veteran bronco buster and before he



came to KMA, he played musical solos on rodeo circuits throughout the West.

Incidentally, each Thursday the boys have a guest on the program. So far Ed May, Steve Wooden, Merl Douglas, and Ike Everly have appeared with the Serenaders. If you can think of someone whom

you would like to hear on the program, drop the boys a postcard. Each week they count the cards, and the entertainer that receives the most votes is the guest.

When the picture on this page was

taken, the mother of Mack Sanders, bass player on the Serenaders, was very ill and he had rushed to her bedside. In his absence Zeke Williams took over on the bass and Buddy Morris played fiddle.

Now Mack is back, (his mother is much better) and next month we will have a picture of him for his many fans. Zeke has returned to his violin playing.

This gives you listeners an idea of how the boys help each other when trouble comes along. Just one big, happy family working together to bring you the best programs possible.

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### COVER STORY

This month's cover picture was taken in Ed May's back yard. Annette, his daughter, recently acquired a new playmate, "Mac". He is a big, gentle collie with lots of vim and vigor. Matter of fact, it was quite a job to get him to remain quiet long enough to take a picture.

Ed has fenced in the entire back yard so Annette and "Mac" have plenty of room to play. Annette's favorite outdoor pastime is swinging. While she glides

back and forth, "Mac" prances about acting like an overgrown pup. It's a show well worth seeing.

By the way, the little jacket which Annette is wearing is one of her most prized possessions. It is hand woven from fabrics all colors of the rainbow. Grandma (Mrs. Gertrude May) brought it back from Guatemala several months ago and Annette has worn it practically every day since then!



## Forecasts For The Month

### BIRTHDAYS:

- June 2—Clair Gross, Announcer.
- June 4—Evalyn Saner, Traffic Manager.
- June 7—Merl Douglas, Announcer.
- June 15—Franz Cherny, Engineer.
- June 21—Martha Nielson (Mother of Announcer Warren Nielson.)
- June 29—Ann Gee, Secretary.

### ANNIVERSARIES:

- June 7—Joyce and R. W. Blackwood.
- June 10—Erva and Engineer Walter Ely.
- June 10—Lila and Engineer Lloyd Latta.
- June 16—Ruth and Announcer Merl Douglas.
- June 21—Ruth and Bill Lyles of the Blackwood Quartet.
- June 25—Homemaker Leanna and Mart Driftmier.

BIRTHSTONE: Pearl.

FLOWER: Honeysuckle.

## GUIDE CELEBRATES FOURTH BIRTHDAY

This month, the KMA GUIDE is four years old.

Looking back to that first issue, June 1944, we note that many of the original contributors are still pounding out an article each month.

Edith Hansen, who was bidding everyone a fond farewell then, has returned and her HELPFUL HINTS FOR HOME-MAKERS is now a favorite with GUIDE readers.

Leanna Driftmier is still writing "KITCHEN-KLATTER KINKS". Frank Field is still making FRANK COMMENTS and Doris Murphy is still busy on the KMA PARTY LINE.

On the back page of that first issue was a paragraph that said, "You're the Boss. This magazine is for you. Write us telling what you would like to see in the GUIDE".

After four years this is still true. We are always very pleased to receive your letters. Write today.

## KMA Kwiz

Starting this month, questions asked will be from issues of the GUIDE published during the last six months. So be sure to save every magazine.

1. What entertainer plays a homemade steel guitar which he built during the war? (Dec. '47 p. 13.)
2. What early morning announcer presented his bride-to-be with a diamond engagement ring for a Christmas present? (Jan. '48 p. 10.)
3. What popular program returned to the air during the last days of 1947 after an absence of 4 yrs? (Febr. '48.)
4. Two members of the KMA staff took a trip to Guatemala to report on corn research. Who were they? (March '48, p. 4.)
5. Which afternoon entertainers became grandparents twice in one month? (May '48, p. 13.)

The correct answer to each of the above questions gives you 20%. If you received 100%, you're a brain trust: 80% (your mother raised no fool); 60% (passing mark); 40% or lower (What size dunce cap do you wear?)

For correct answers turn the page.

1. Wayne Van Horn.
2. Warren Nielson.
3. COUNTRY SCHOOL.
4. Merrill Long.
5. Zeke and Joann Williams.

## THE DRIFTMIERS ENTERTAIN



One day last month Leanna Driftmier gave a coffee party for the women of the Griswold (Ia.) Garden Club.

To the left of the picture, you can see Lucile Verness, Leanna's daughter, pouring water.

And, of course, we must not fail to point out little Juliana (on the right side) helping her grandmother serve the coffee.

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## At Your Service



"Off we go into the blue horizon—covering another story for KMA."

Merrill Langfitt, Farm Service Director (left) and Ray Schroeder, Chief Engineer, prepare to take off on one of their frequent flights.

In the background you can see the home of the KMA transmitter. The 18 acres in the transmitter grounds form a perfect little airport for Ray's Cessna airplane.

That little box which Ray is holding is a wire recorder. This enables him to

pick up a broadcast anywhere he may want to go.

Within several minutes after a news event breaks, the boys are in the air speeding to the scene at 95 miles an hour.

Ray Schroeder has had hundreds of hours in the air and is an excellent "short runway" pilot. This means that he has plenty of ability getting in and out of small fields. Don't be too surprised if the boys pick your back pasture to land in some day!