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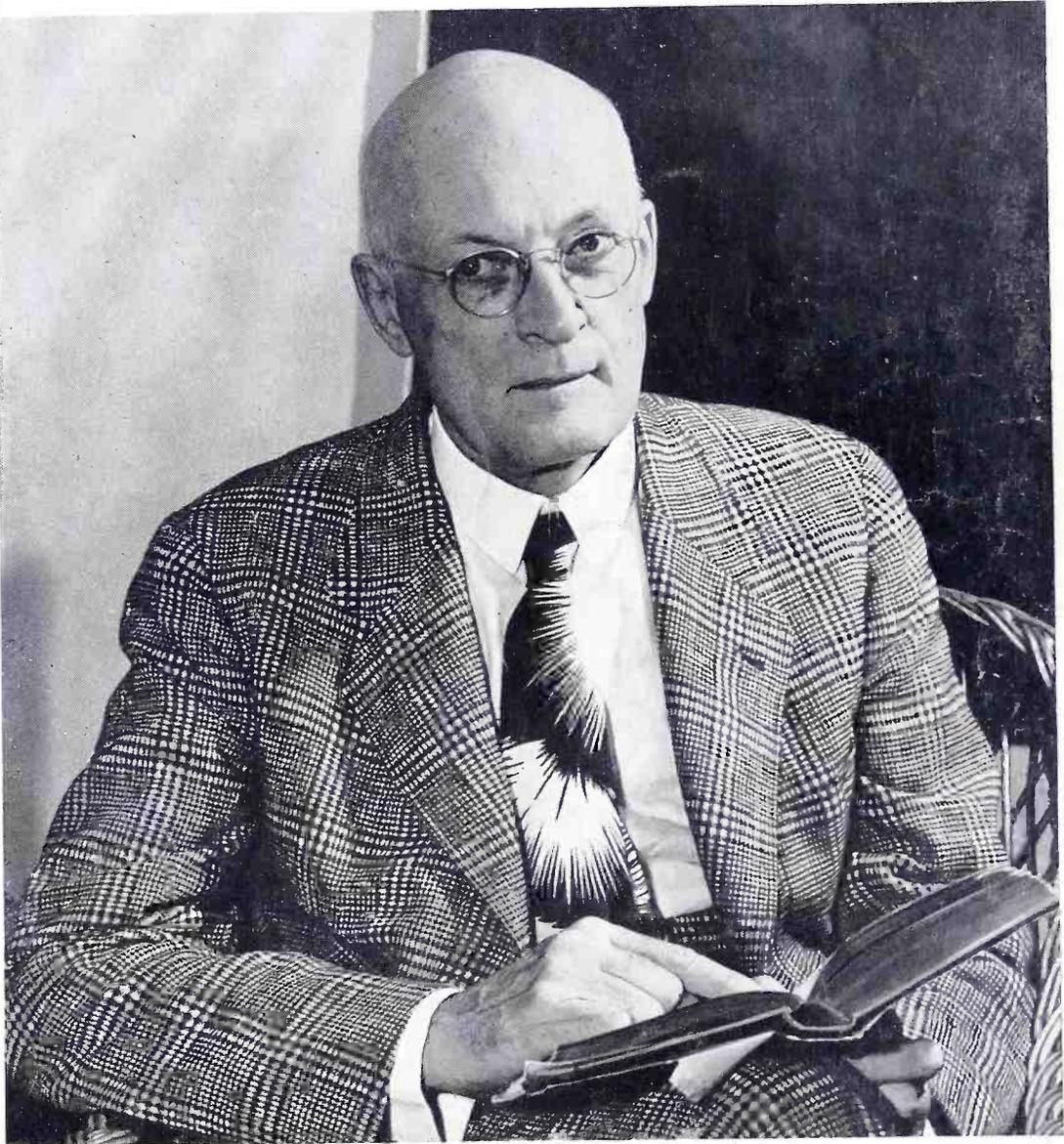
KMA GUIDE

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Vol. 4

JUNE, 1947

No. 6



HOMER CROY

AUTHOR, FRIEND AND NEIGHBOR

(See Story on Page 5)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Algona, Iowa

Every issue of the KMA GUIDE is getting better. Keep up the splendid work. How about having a picture of Harpo Richardson real soon?

Eleanor Steinman,
408 S. Lowe St.

(You'll find Harpo's picture on p. 15 of the Dec. '46 GUIDE and, with the HALF PAST NOON gang on the back cover of the Febr. '47 issue.)

Panama, Nebraska

Enclosed is \$1.00 so that my KMA GUIDE will keep right on coming. I always wonder what will be in the next issue.

Mrs. E. P. Ell.

(Sometimes we wonder too, Mrs. Ell . . . especially when we don't have enough space to answer all our readers' requests . . . but stay with us . . . we're doing our best!)

Allendale, Missouri

I have taken the GUIDE since it was first published . . . and have them all. Would like to see a large picture of Steve and Kathleen Wooden sometime.

Mrs. Emmet Noble.

(On p. 11 of the May '46 issue, you'll find a picture of Steve and Kathleen . . . and there's a portrait of Steve, with an accompanying story, on p. 13 of the Nov. '46 GUIDE. Perhaps we'll be able to get a picture of both of them for you soon.)

Council Bluffs, Iowa

The only fault I can find with the GUIDE is that it should be larger, to hold more pictures. Let's have one soon of Jimmy Kendrick at the mike on his 4:15 program. He's wonderful!

Mrs. Jessie Peckenpaugh.
253 Harrison St.

(We think Jim's a pretty nice fellow, too. You'll find him featured in the "Meet Your Neighbor" column this month, p. 13. Hope you like it.

The KMA Guide

JUNE, 1947

Vol. 4

No. 6

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor; Bill Bailey and Midge Diehl, associate editors. 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.

Loraine, Illinois

We surely don't want to miss getting the GUIDE. It's always a race at our house to see who reads it first!

Ethel M. Owrey,
R. R. No. 2

(Thanks, Mrs. Owrey. Hope you win the race this time!)

Admire, Kansas

Please renew my subscription for 2 years. I particularly enjoy the "Meet Your Neighbor" column, the pictures and stories of the entertainers.

Miss Doris Boline.

Winston, Missouri

I'd like to see a picture of the new Blackwood group . . . I sometimes feel I almost know all the entertainers from seeing their pictures in the GUIDE.

Mrs. Oscar Smith.

(If we can catch them between personal appearances one of these days, we'll certainly have a picture of the Blackwood Quartet for you very soon.

Cicero, Illinois

'Tis time once more to send \$1.00 for my KMA GUIDE . . . that cheery little paper. It's worth more than a dollar, with its heap of important news.

Mrs. Henry Blacketer.

Batavia, Iowa

I've saved every GUIDE published and wouldn't part with a single copy. I may have to build another room on to the house to store my KMA GUIDES!

Mrs. Rex Wilson.

(Better make it a large room, Mrs. Wilson. 'cause there'll be lots more GUIDES coming.



A Chat With Edward May

Above you see the beautiful bronze plaque which was awarded us by *Variety*, the magazine of show business. As I told you on this page in our April issue, KMA was voted the outstanding farm station of the country by national experts. We are indeed proud of this honor and we will do our best to maintain it.

This is a beautiful time of year. But I just can't help thinking of those long wintry days when I thought spring would never come. But it is all over now and I don't know that I've seen flowers and lawns so beautiful as they are now.

There has been a veritable parade of beautiful flowers and more are coming. The red quince and the pink almond were first of the flowering shrubs to follow the brilliant show of the tulips and narcissus and crocus. Then came the French lilacs and we enjoyed big, fragrant bouquets of them in our show garden. The bridal wreaths were almost solid white with blooms. And now the perennials are showing off.

Flower lovers everywhere have come into their own. It is the beauty we all waited for during those long cold winter months.

We vegetable gardeners are getting some dividends, too. My radishes were perfect. They are getting a little "warm" by now but I'll soon have fresh peas and have already been into the green onions. Now I am anxiously watching the rows of sweet corn and tomatoes in my garden. Those first roasting ears will certainly call for a celebration of some kind.

Perhaps it is those long months of drab winter which make us folks in this part of the country so appreciative of flowers and fresh vegetables from our gardens. In the back of our minds we probably keep remembering when our fields and yards were covered with snow and our trees were bare of foliage.

There are many beautiful sections of our United States, some famous for almost year-around productiveness of flowers and foods. But when all the beauty is counted, when all the bushels of corn are tallied, and when all the poultry and livestock are considered, our great Middlewest is unsurpassed. I am glad I live here—and I know you are, too.

Back Home

By MERRILL LANGFITT



Returning from a trip overseas is a great thrill and our first sight of the Statue of Liberty brought to Don Burrichter and me an added excitement and gratitude. . . gratitude that we are Americans, Here in America, we have just claim to wonderful material and spiritual possessions. . . FREEDOM. . . food abundant. . . ample clothing. . . a home to live in. . . and many ultra-nice conveniences.

I feel sure Europe is jealous of all we have, and hatred grows from envy. I suspect that even some of the people receiving the most help from us would be among the first to turn on us. The Greek people, however, are very appreciative of the help we have given them, and look toward America with respect and hope. Greece loves freedom. . . the first democracy the world has known developed at Athens 3000 years ago.

We tried to find the reason why people and civilizations decay or deteriorate. In my opinion there is one answer. . . destruction of natural resources. When the soil will no longer feed and clothe the people, then civilization begins to deteriorate. It can happen in America. . . in the last 25 years, we have lost more than half of our fertile topsoil. If such waste continues, we may find our civilization on the brink of destruction. Our destiny lies in a conscientious, whole-hearted effort on the part of every American, rural or urban, to guard and protect our great natural wealth. . . the soil.

"Joins KMA Staff"

He's been nicknamed "Park", "Larry" and "Parks", but his parents at Norfolk, Nebr., named him Laurence M. Parker. When we get to know him a little better, we'll find out just what the initial "M" stands for!

He came to KMA as an announcer on May 5 and you've probably heard him give the 7:00 a. m., 7:45 a. m. or 12 noon news, or on the announcing shift from 8:30-10:00 a. m. and 2:00-3:45 p. m.

Laurence was born at Norfolk, graduated from Iowa State College in '27, has been in radio in Nebr., Mo. and Calif., and was married in S. D. at Yankton. His wife's name is Margaret Jane, and they have a great deal in common in their music; she plays the piano and Hammond electric organ, he the guitar, banjo and violin.

Our newcomer is 39, has brown hair, blue eyes, is 5'10, weighs 175. His hobby is collecting good pipes. Watch future GUIDES for a picture of Laurence with his hobby! Like many of us, his pet peeve is a flat tire, but bring on a platterful of T-bone steak and French fries, and his face lights up with genuine culinary appreciation.

Tune in Laurence, and let us know how much you like him. Remember it's your letters that tell us what you want to see in the KMA GUIDE.



Homer Croy and "Corn Country"

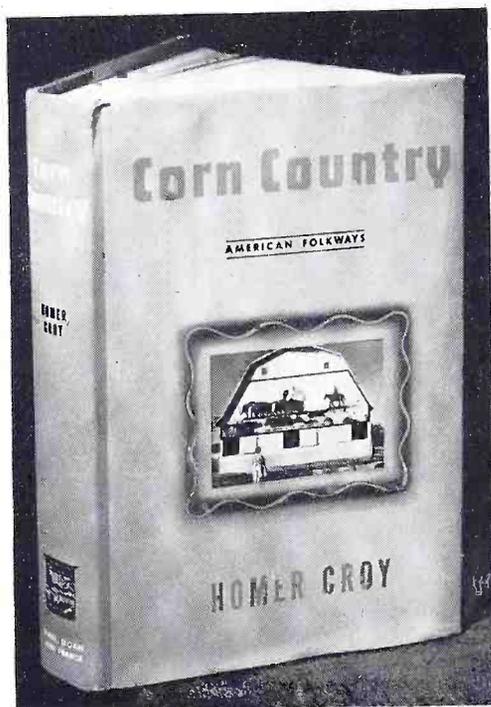
Do you know how some towns get their names? How were 4-H Clubs started? What is the real story of corn? How successful were the rainmakers? What is the "Farmer's Radio Station"?

Even if you're a native of the Corn Belt, chances are you can't answer a lot of questions like these. But even if you could, you'd still find "Corn Country", by Homer Croy, one of the most fascinating books you've ever read.

Homer Croy, as we've told you before (GUIDE June & Oct., 1946, p. 3), is one of America's great authors. He was born on a farm near Maryville, Mo., March 11, 1883, the son of pioneers, Amos J. and Susan Croy. A farmer at heart (his proudest possession is the original Croy farm), he began his writing career by working on country newspapers. He then became the first student in the first journalism school in the world—at the Univ. of Missouri.

He married Mae Belle Savel in Febr., 1915. Their daughter, Carol, is now a lovely young lady. His first novel was "Boone Stop", 1918. His "West of the Water Tower", 1923, brought him international fame. Everyone remembers his book, "They Had To See Paris"; it became Will Rogers' first talking picture. Homer Croy handles humor in the written word just like the great Will did in the spoken word, and they became one of the greatest teams in movie history.

Mr. Croy has written a score of books and hundreds of magazine articles, syndicated stories, and radio programs. No one is so well qualified, by background and ability to write a chronicle of the Corn



Belt. "Corn Country" is a book you will want to own; it describes the land you live in; it tells about the people you know; it recounts the local history you and your family have made.

We're immensely proud of the fact that two of the chapters are about KMA: Chapter 27, "A Visit to a Farmer's Radio Station", and Chapter 28, "Graduation Day".

Here's how he starts telling about us: "I don't believe I have ever caught the heartbeat of the corn states better than I did in Station KMA, in Shenandoah, Iowa. It is

known as the 'Farmer's Radio Station' and it is exactly that." He then tells you all about our station; why it was founded by Earl May, April 12, 1925; how we work to give you what you want and need; why we study every one of your letters; how we bring you the weather and news. In short, he tells you just what KMA means to you and gives you some facts that you never knew before.

If you don't have a book store near you, just send \$3.50 to us. We will see that Homer Croy personally sends you a copy of this beautiful 325-page book. Duell, Sloan and Pearce, Inc., 270 Madison Ave., New York 16, N. Y., are the publishers, and you may send your order direct to them, if you prefer. But whether you order from the publishers or us, please send your order in now. If you do, you will get a cherished "first edition".

KMA Champions



The happy smiles in this picture are caused by two events; (1) They are all members of KMA's championship bowling team and (2) they will receive, from the May Broadcasting Co., 5-in. gold-plated cups with bakelite bases and silver bands engraved with their names and "KMA City Champions, 1946-47".

The story in the May, '46 KMA GUIDE, p. 14, will show you the difference in the personnel of last year's team as compared to this year's. The team was split up last fall in the interests of fairness, because it had so many of the high average bowlers. Only 2 of the old members remained, but the team's spirit was undaunted and guided by the captain, Mrs. Gayle Maher, they came out on top once more.

L. to R., our KMA KIDS are Midge Diehl averaging 151, your Associate Editor; Mrs. Louise Eskew, a beginning bowler this year whose final average of 104 won her a prize for most improvement in the sport; Pansy Lou Bonwell, sec'y at the May Seed Co., with an average of 143; Mrs. Gayle Maher, captain of the team and your Editor's sec'y, whose average is 150; and Mrs. Hazel Blackburn, 1947-48 president of the women's league, and averaging 138.

We're mighty proud of our KMA team for chalking up two consecutive city championships in 1946-47 and 1945-46, and wish them a string of medals and a shelf full of trophies in their bowling careers!

Helping Hand

Quite often, interesting sidelights to the mail response received on various KMA offers make stories that we believe worthwhile passing on to our readers.

Remember the recent sampling campaign conducted by one of our sponsors, wherein an offer was made to send a bottle of hand cream to all writing and requesting it? Well, a letter from Miss Frances Hughes, teacher at the Government Indian School at Macy, Nebr., told us of her program to teach cleanliness and hand care to her students. She asked that she might receive a sample for each one of her charges in order to encourage practice of their lessons. Although the sponsor had asked that only one sample be sent in answer to any single card or letter, due to the uniqueness of this request, the teacher's desire was granted.

We asked Miss Hughes if she could obtain pictures of her pupils for us, which she graciously did. Below, you see these young "First Americans" proudly displaying their gifts. They're a fine looking bunch of youngsters, don't you think? And we're mighty proud to have played a small part in helping them with their homework. We express our appreciation to Miss Hughes and the boys and girls for posing so nicely for this photo.



Frank Comments

By FRANK FIELD

You wanted a new picture of some of the Field family, so here is one of the youngest grandchild, William Frank Field . . . but naturally, we call him "Bill". He's just 2 years old, but the strongest kid of his age I ever saw. When he comes up to visit us he gets hold of this cart and pushes it all over the yard, no matter whether it's empty or full. In fact, we have to watch him like a hawk to keep him from pushing it up and down the middle of the street.

Nothing much new to report on the rest of the family, except that Bob had quite a bout with the flu last month and had to spend a week out at the hospital, and another week in bed at home. He is feeling okay now, though, and is back at his job up on the 4th floor in the Garden Seed Dept.

Johnnie and Maxine took a little fishing trip down in the Ozarks as soon as his school was out down at Tarkio College, and then started right in with summer school, as he can make up a full semester in that way. He solved the lawn-mowing problem by making arrangements to borrow one of the school's lawn-mowers whenever his yard needed a hair-cut. He claims he is going to beat me on sweet peas this year, as his are in a protected spot south of the house and are already two feet high and showing buds, while mine are only about a foot high.

Peggy's plans are somewhat uncertain and it looks now as if she would not get to come home on a visit this summer. She will stay with Jim as long as he is at Mare Island and, when he puts to sea, she will go back to Pearl Harbor and wait for him.

Bob and Zoe are gradually getting the glaring newness erased from their house by getting it framed with the necessary plantings, using evergreens across the front and shrubs down the side and across the back. The lawn is coming along very nicely in front and around the sides, but there's still considerable grading to do in the back, so that planting will have to wait until Fall.

Jennie and I are both feeling fine and dog-tired every night, as we have to do all our gardening after supper, and dark always comes too soon. Jennie has 45 pts. of

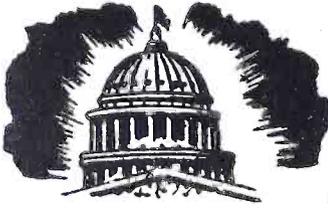
asparagus put away, partly canned and partly frozen. The next big job will be taking care of the strawberries, most of which will go into the freezer but, of course, she will can some for the kids. Before they are out of the way, the peas will be ready and then will come the beans, and . . . before you know it . . . the sweet corn.

In between all of the canning and freezing, we will have to find time somewhere for the necessary spray-

ing and dusting and cultivating of the roses, hardy phlox, delphiniums and all of the other flowers around the house yard, so it doesn't look as if we will have much time to go visiting or take in ball games this summer.

And now, to head off some of your questions, no you must not cut off your tulip tops as long as the leaves are still green. Wait until they turn yellow and start to dry up. Then, they can be removed in perfect safety. The same thing applies to hyacinths and narcissus. The reason for it is that after completing the bloom, the plant has to work for at least another month, storing up plant food and nourishment enough in the bulb to make next year's beautiful bloom. When that's finished, it is ready to go dormant.





KMA Daily Programs FOR JUNE 1947



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Brothers
 6:00 a.m.—RFD 960
 7:00 a.m.—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
 9:30 a.m.—News
 9:45 a.m.—Listening Post (except Mon.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galan Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Kenny Baker Show
 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.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Checkerboard Jamb. (M-W-F)
 2:30 p.m.—Elmer Axelbender. (T. Th.)
 2:45 p.m.—Zeke & Harpo
 3:00 p.m.—Ramblin' Cowboys
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Premium Time
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Cornland Lyrics
 4:30 p.m.—News
 4:45 p.m.—Dick Tracy
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—Sky King
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Merl Douglas

MONDAY NIGHT

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

7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Sherlock Holmes
 8:00 p.m.—Treasury Agent
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—Under Arrest
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Tavior
 10:30 p.m.—Dr's Talk It Over
 11:30 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.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Green Hornet
 8:00 p.m.—Western Theatre
 8:30 p.m.—Rex Maupin
 9:00 p.m.—Modern Melodies
 9:30 p.m.—Hoosier Hop
 9:45 p.m.—Earl Godwin
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:30 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.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Missing Heirs
 8:00 p.m.—Paul Whiteman
 8:30 p.m.—"Beulah"
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Henry Morgan
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:30 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.—Markets & Weather
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Sports
- 7:30 p.m.—Town Meeting
- 8:30 p.m.—Those Sensational Years
- 9:00 p.m.—Security Workshop
- 9:30 p.m.—Fantasy in Melody
- 9:45 p.m.—Earl Godwin
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Cliff Edwards
- 10:30 p.m.—Dance Orch.
- 11:30 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.—Markets & Weather
- 7:00 p.m.—Heres to Veterans
- 7:15 p.m.—Sports
- 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.—Dance Orch.
- 11:30 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

- 5:30 a.m.—Blackwood Brothers
- 6:00 a.m.—RFD 960
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Blackwood Brothers
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Wake Up and Smile
- 8:30 a.m.—Premium Time
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—News
- 9:45 a.m.—Treasury Salute
- 10:00 a.m.—Elizabeth Woodward
- 10:15 a.m.—Buddy Weed Trio
- 10:30 a.m.—Piano Playhouse
- 11:00 a.m.—Tex Robinson
- 11:15 a.m.—Tell Me Doctor
- 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 Review
- 1:00 p.m.—West Sisters
- 1:15 p.m.—Blackwood Brothers
- 1:30 p.m.—Sunset Roundup
- 1:45 p.m.—This Is For You
- 2:00 p.m.—Speaking of Songs
- 2:30 p.m.—Zeke & Harpo
- 3:00 p.m.—Ramblin' Cowboys
- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Jerry Fronek

- 4:00 p.m.—Zeke & Joan
- 4:15 p.m.—Cornland Lyrics
- 4:30 p.m.—News
- 4:45 p.m.—Remodel For Vets
- 5:00 p.m.—Jimmy Blair
- 5:15 p.m.—Chittison Trio
- 5:30 p.m.—House of Mystery
- 6:00 p.m.—Harry Wismer
- 6:15 p.m.—Song Spinners
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Markets & Weather
- 7:00 p.m.—Burl Ives
- 7:30 p.m.—Famous Jury Trials
- 8:00 p.m.—Bill Lance
- 8:30 p.m.—Music Library
- 9:00 p.m.—Musical Etchings
- 9:30 p.m.—Hayloft Hoedown
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Cliff Edwards
- 10:30 p.m.—Dance Orch.
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

- 7:00 a.m.—News
- 7:15 a.m.—Johnny Betts
- 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 & Ernest
- 9:30 a.m.—Revival Hour
- 10:30 a.m.—Voice of Prophecy
- 11:00 a.m.—Pilarin Hour
- 11:30 a.m.—Lutheran Hour
- 12:00 noon—News
- 12:15 p.m.—Melodies To Remember
- 12:30 p.m.—Blackwood Brothers
- 12:55 p.m.—Facts & Fiction
- 1:00 p.m.—Hour of Faith
- 1:30 p.m.—National Vespers
- 2:00 p.m.—Lassie
- 2:30 p.m.—Newstime
- 2:45 p.m.—Treasury Salute
- 3:00 p.m.—Are These Our Children
- 3:30 p.m.—Lee Sweetland
- 4:00 p.m.—Darts for Dough
- 4:30 p.m.—Counterspy
- 5:00 p.m.—Drew Pearson
- 5:15 p.m.—Don Gardiner
- 5:30 p.m.—Greatest Story Told
- 6:00 p.m.—Willie Piper
- 6:30 p.m.—The Clock
- 7:00 p.m.—Mysterious Traveller
- 7:30 p.m.—Calif. Melodies
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Louella Parsons
- 8:30 p.m.—Jimmy Fidler
- 8:45 p.m.—The Policewoman
- 9:00 p.m.—Theatre Guild
- 10:00 p.m.—News
- 10:15 p.m.—Set to Music
- 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**

If the whistle of the "Wooden Axle" Sat., May 17, sounded extra long and loud, it was because the engineer, Martin Jentoft of Red Oak, was retiring after 38 years' continuous service, and was giving an extra long pull on the cord as a farewell salute. Waiting for the Burlington train to whistle in has become as much a part of FRANK FIELD's 7:15 a.m. broadcast as the weather and farm information. When Frank hears it coming, he usually stops talking, so you can listen as it whistles at the nearby crossing. Then he gives the time and tells if it is "on time" or "late". The good natured engineer retired on his 65th birthday. He was honored by a birthday party and open house at his home in Red Oak. Mr. Jentoft had 4 sons and one son-in-law in service. One of his sons was killed in action.

According to 6-year-old Stevie Childs, "just talkin'" on the radio isn't work! While attending a children's party recently, someone said to Stevie, "Doesn't your daddy work at the radio station?" Stevie replied, "No . . . once in a while he goes down there and talks!" Now, News Editor RALPH CHILDS wonders if he should get a manual labor job, to prove to Stevie he really IS working.

Not long ago, I told you about Program Manager TERRY MOSS buying a clock that would automatically turn his radio off and on at a designated time. Now he is the proud owner of another new time-piece to assist him in the correct timing of radio programs. It is a new stop wrist watch, with facilities for split-second timing.

Chief engineer RAY SCHROEDER has been limping around on one foot lately, as a result of a hunting accident. It all happened when he shot three red foxes. In the excitement of trying to retrieve them, he jumped a ravine and landed on his foot in such a manner as to crack the cartilage in his right ankle. Because of

the way he has been hobbling around, the boys have nicknamed him "Hop Along" Schroeder.

To make a personal appearance at Lebanon, Kansas, recently, the BLACKWOOD QUARTET drove 500 miles in one night. They arrived back home at 4:30 a.m.

Washing a heavy chenille bedspread in the machine and getting it on the clothesline was a big job for JOAN WILLIAMS. She heaved a sigh of relief when it finally was hung out to dry, but her relief didn't last long! The weight of the bedspread was too much for the wire clothesline. It soon broke in two, striking Joan in the face as it went down. After doctoring a slight cut on her face, Joan (in a bad humor) picked up the dirty spread off the ground and took it back in the house for a second washing. After that incident, Zeke was finally convinced Joan DID need the new rope clothesline she had been wanting, and it was soon forthcoming. It's an ill wind that doesn't blow someone some good!

It was a sad day at the HUGH ASPINWALL home the day Fluffy, the family cat, died. Fluffy had been an important member of the family for 10 years and was loved by all. A picture of the Aspinwalls with Fluffy on her master's lap appeared on p. 4 of the June '46 GUIDE. Even though Fluffy is gone, many of her kittens are the pets of children around Shenandoah.

If you hear a sharp little bark coming from a car parked outside KMA, it belongs to the little brown and white toy fox terrier belonging to FRED WARREN (Elmer Axelbender). Even though Tootie is tiny, weighing only 6 lbs., he stands his ground when anyone comes near the family car and barks vociferously. Tootie sleeps in the living room of their trailer home, in a doll bed beside the stove. He loves to go fishing. Another favorite pastime is chasing soap-bubbles around the room.

A 2 weeks' visit with the home folks has been enjoyed by Don Hansen recently. Don, son of Homemaker EDITH HANSEN, arrived home from a Veterans' Hospital in Chicago, May 24.

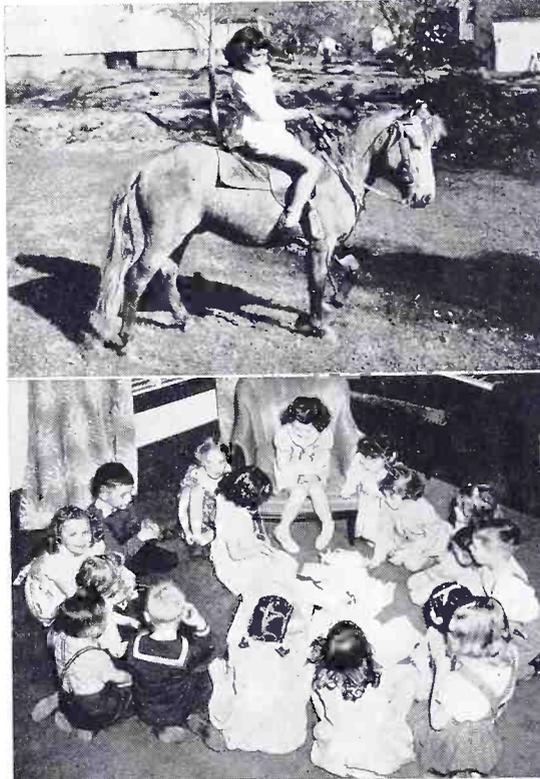
Announcer MERL DOUGLAS is "batching" these days, while his wife and 2-year-old daughter Sharon Lynne are visiting her parents on a farm near Rogersville, Mo.

Wayne Driftmier, son of Homemaker LEANNA AND MART DRIFTMIER, will graduate June 9 from the School of Commerce, University of Iowa. He and his wife plan to make their home in Shenandoah, having recently purchased a place here. Frederick Driftmier, who has been serving as a Navy Chaplain at Bermuda, will be released as soon as someone arrives to replace him. Frederick and wife recently enjoyed a visit from her parents, Mr. and Mrs. Julian T. Crandall of Ashaway, Rhode Island, and Mrs. Driftmier flew back to the States at the time of her mother's return, May 7th.

It's a happy little girl you see pictured here on her new pony. Betty Jane Rankin, daughter of Mr. and Mrs. J. D. Rankin, Jr., had just received the Shetland' pony for her birthday at the time this picture was taken and she was really thrilled. Because of its brownish color, Betty Jane chose the name of "Corky" for her new pony, and all the 20 children invited to her 7th birthday party, May 2nd, were given the fun of riding it. The children gathered at the Rankin home after school at 3:30 p.m., and were so excited over the pony they could hardly take time out to eat their refreshments of ice cream, cake and stick candy. In the lower picture, you see the children gathered around Betty Jane while she opens her birthday

gifts. Betty Jane's daddy bought the pony near Fort Dodge, Ia., and had it brought to Shenandoah in a truck. It will be kept at the May farm at the edge of town, but will be available whenever Betty Jane and her little friends want to ride. She is a granddaughter of Gertrude and the late Earl May.

There is friendly "feudin'" going on between announcer WARREN NIELSON and the WEST SISTERS on the 1 p.m. show. Warren claims the girls are poor cooks... are starving their husbands and are living out of tin cans! The girls say this isn't true... they are not fugitives from the kitchen stove. They really are good cooks! My guess is that Mae and Oma will have to bring some proof of their cooking to the studio, before Warren will really believe they CAN cook! Maybe Warren is kidding



them so he will be the recipient of a nice big cake, or a batch of cookies, one of these days.

It was even news to us! When we printed the TOM BRENEMAN birthday picture on the back cover of the April '47 GUIDE, we didn't know the smiling elderly lady seated beside the birthday cake and watching Tom light the candles was the mother of one of our readers. After seeing a copy of the GUIDE, Mrs. Al Weitzkamp of West Point, Nebr., wrote us, stating it was her mother who appeared in the picture and requesting additional copies. That makes the picture of even MORE interest to all our midwest subscribers.

Program Personals

By **BILL BAILEY**

First of all this month, we want to thank you for your many nice comments on our coverage of the recent tragic tornado that struck the community of Worth, Mo., and to compliment the many of who heeded our request to refrain from visiting the area until opportunity had been given for organizing for the town's recovery. As most of you know, KMA microphones were on the scene less than 3 hours after the tornado struck. The stark desolation prevalent after such a tragedy is hard to explain and much credit is due to the citizens of Worth, and the neighbors of adjoining communities and towns, for the way they accepted their misfortune and went about in the reconstruction and building of a newer and better town. Of course no words can express the sorrow felt in the loss of life.



KMA felt very fortunate in being able to obtain an interview with Mrs. Anna Trump, teacher of the Worth public school, whose clear-headedness and quick action were responsible for the safety of her 15 pupils. The picture you find on our page this month was taken at the time we talked to Mrs. Trump, the day following the storm. Numerous contributions came to KMA for the Red Cross, who were valiantly helping the destitute recover from their loss. On behalf of that organization, the City of Worth and ourselves, we publicly say, "Thank you".

Now for a bit of news on PROGRAM PERSONALS: Did you know that it is estimated that the normal nation-wide audience for the THEATRE GUILD ON THE AIR (KMA Sundays 9-10 p.m.) is about twice the total population of England and Wales in Shakespeare's time? This popu-

lar feature, bringing legitimate drama to the air, is increasing its audience with each broadcast, and your many cards and letters telling of your appreciation are most welcome.

Ken Griffin, who portrays the role of Vic Hardy on the JACK ARMSTRONG program (KMA Mon. thru Fri. 5:30 p.m.), is truly a man of many trades. Ken has worked in 37 different radio stations as engineer, announcer and actor; he was a barker at the Chicago World's Fair in '34; is a skilled yachtsman (he won the Mackinac Island races in '37); and is

currently considered one of the leading interior designers in Chicago. He has designed and installed most of the furnishings in his home. Most of the furniture was made from scrap metal. He has portrayed more than 300 different roles in radio since 1934. Yes, Ken's quite a fellow!

In order that the ladies won't feel slighted, here's a personal note on a woman of many talents. Paramount Studios are filming the life of Peggy Lee, chanteuse on BING CROSBY's program (KMA Wed. 9-9:30 p.m.). They have good reason, too. She has sung with both Will Osborne and Benny Goodman's orchestras; is married to guitar virtuoso Dave Barbour; is mother of a baby girl; records for Capitol Records and is composer of such smash hits as "It's A Good Day" and "I Don't Know Enough About You".

It is interesting to know that there are at least 10 different actors employed each week on the broadcast of FAMOUS JURY TRIALS (KMA 7:30 p.m. Sat.). With such a variety of voices, the program producers feel that it is possible to give better emphasis to the different characters in the script. Did you know that all such scripts are prepared either by experienced lawyers or law students?

Meet Your Neighbors!



Jim Kendrick really earns the title of good neighbor, for he's been announcing and singing on KMA for you folks for 3 years . . . ever since April 21, '44. We've had a good many stories and pictures of Jim in our KMA GUIDE (July '46, p. 6; Mar. '45, back page; July '45, p. 4; Nov. '44, p. 5) but we know you are always glad to see a fine new picture like the one above.

That ring on his second finger is his 1943 class ring, when he was salutatorian at the high school at New Canton, Ill. Jim took speech courses preparatory to entering radio as an announcer, and he also had a good deal of experience as a cowboy musical entertainer before coming to KMA. In fact, his 1st radio job was at the age of 9, when he was hired to entertain for a large department store on a

station in Quincy, Ill.

He is 23, unmarried and has an older brother who is a successful farmer at New Canton. Jim hopes someday to achieve his ambition of his own ABC network variety show, but 'til then he's happy announcing for you folks from 11:30-2 p.m. and 4:15-12 midnight and singing and playing for you on his "Cornland Lyrics" program, 4:15-4:30 p.m. each weekday.

To answer the queries as to whether he plays his own guitar, just look at that handsome Gibson he's holding. Jim plays old time and hillbilly songs, but is also fond of modern swing music. During his time off the air, he follows avidly the progress of the Nat'l League in baseball, just like the rest of you other good neighbors on our wave length.



Forecasts For The Month

Birthdays

- June 4—Evalyn Saner, Traffic Dept.
 June 7—Merl Douglas, Anncr. & Singer
 June 16—Franz Cherny, Engineer
 June 21—Mrs. Martha Nielson (mother of
 Anncr. Warren Nielson)
 June 21—Traffic Mgr. Mott Johnson
 BIRTHSTONE: Pearl or moonstone.
 FLOWER: Rose or honeysuckle.

Anniversaries

- June 7—Joyce and R. W. (tenor of the
 Quartet) Blackwood
 June 10—Lila and Lloyd Latta, Engineer
 June 10—Erva Nell and Walt Ely, Engineer
 June 16—Ruth and Anncr, Merl Douglas
 June 21—Ruth and Bill Lyles (bass singer
 of the Blackwood Quartet)
 June 25—Homemaker Beanna and Mart
 Driftmier
 June 30—Mary and Traffic Mgr. Mott John-
 son

QUESTIONS & ANSWERS

Answering

MRS. MAUDE SUPLEE: Burl Ives' broad-
 cast time has been changed to 7 p.m.
 Sat. ELSIE VAN AERNAM: A program of
 organ music can be heard on KMA Mon.
 thru Fri. at 3:45 p.m. MISS BERNICE WAR-
 FIELD: Phillips Lord, creator of radio's
 Seth Parker, no longer takes active parts
 in radio broadcasting. He is now a pro-
 ducer. "Gangbusters" (KMA 8 p.m. Sat.)
 is a Lord production. SHIRLEY HOLBEN:
 Jack Kelly is Program Mgr. of a Eau
 Claire, Wis. station. Ish Irwin is in Okla-
 homa City. MRS. DICK SVENSON: The
 last we heard, Boots Faye was in Calif.
 She's married now, you know, but we un-
 derstand is continuing radio work and,
 from all reports, doing quite well. Sorry,
 we do not know the answers to your other
 questions. MISS MAUDE WILSON: Minor
 Clites is in St. Joseph, Mo., at the present
 time.

Helpful Hints for Homemakers

By EDITH HANSEN

This month, I want to tell you how to
 make a rose jar. It's a lovely task and
 one that brings pleasure for years. Gather
 petals early in a.m.; spread in airy place
 for dew to evaporate. Now put them in
 a jar . . . covered glas, stone or porcelain.
 Sprinkle each 1/2" layer of petals lightly
 with salt. Add petals each a.m. until you
 have desired amount. et stand for 10 days,
 stiring each a.m Mix 1/4 oz. mace; 1/2 oz.
 each allspice & cloves, coarsely ground;
 1/4 T grated nutmeg; 1/2 oz. stick cinnamon
 broken into bits; 1 oz. powdered orris
 root & 1/4 lb. dried lavender flowers. Mix
 in bowl. Fill rose jar with alternate lay-
 ers of petals and spice mix. A few drops
 of essential oils . . . rose, bitter almond,
 geranium, orange flowers . . . should be
 dropped into each layer. When jar is
 completed, pour 1 oz. of your favorite toilet
 water over them. Do not stir....Mixture re-
 tains its fragrance for years. If jar is open-
 ed for 1/2 hr., it will fill the room with deli-
 cate fragrance. Do make one . . . you'll
 treasure it for years.

For 2 months, I've been promising my
 recipe for Cottage Cake, now here it is!

COTTAGE CAKE

Beat 1/2 c shortening, 1 c dark corn
 syrup and 2 well-beaten eggs together un-
 til smooth. Sift together 3 times the fol-
 lowing: 2 c flour; 1/2 t soda; 1/2 t salt; 1
 t baking powder and 1 pkg. butterscotch
 pudding mix. Add to first mixture alter-
 nately with 2/3 c sour milk; add 1 t va-
 nilla; beat well. Line 2 8" cake pans
 with waxed paper, grease & flour. Pour
 in batter and bake in a 350° oven 30 min.

Frosting and filling: Mix in a double
 boiler 1 egg white; 1/2 c corn syrup; 3 T
 brown sugar; 1/4 t cream of tarter. Place
 over boiling water and beat 7 min. or until
 it stands up in peaks. Add maple or
 vanilla flavoring and spread between
 layers, adding 1/2 c chopped walnuts for
 filling between layers. Cover top with
 plain frosting and use walnut halves to
 decorate.

Kitchen Klatter Kinks

By **LEANNA DRIFTMIER**

With chickens well started, weeds in the garden under control and housecleaning done, I hope you will find time to take a few trips this summer. Everyone needs to get away from the daily routine, even if it is just for a day or two. You probably feel you can't leave home for a very long vacation, but I feel sure that within 50 or 100 miles there are places you would enjoy visiting.

When we go on a trip, we always start as early in the morning as we can, for it is so refreshing to travel before the heat of the day becomes oppressive. Then too, there are fewer cars on the road and there is less danger of accidents.

With the uncertainty of finding a place to buy your dinner at the time you want to eat, it is a good idea to pack a substantial lunch in the picnic basket. There are always plenty of delightful spots from which to select a place to eat it. It might be a good idea to take a jug of water with you, for sometimes finding drinking water is a problem. Of course, you will want a supply of hot coffee in that picnic basket, too.

If you should plan a trip to Shenandoah, you will find a beautiful park on highway No. 2, on the southwest edge of town. This is McCombs Park. There are swings and teeter-totters for the children, and even a little merry-go-round. Fireplaces are well supplied with dry wood and there are many picnic tables. Try to visit Shenandoah, there will be many interesting things to see.

On June 26th, at 1 p.m., there will be a Kitchen-Klatter picnic at Gilbert Park, Spirit Lake. We will hope it does not rain on that day. We will enjoy meeting old friends and new friends at that time. Make it a day of recreation for the whole family. This park is on the shore of the lake, so the men can fish while we visit.

Write to me when you have time. Please send your best summertime recipes. I'll be looking for your letters. Sincerely,
Leanna.

Guess Who?



Identifying this month's "Guess Who" may prove rather difficult for some of you. However, it shouldn't, for pictured above you find one of KMA's best known personalities. His daily radio visits into thousands of homes throughout the corn belt area have been a "must" on listening calendars for over 20 years.

One of his most conspicuous physical characteristics has always been a mop of unruly hair (of course you observe it was well taken care of in this picture) . . . and friends of his youth tell us that, in those days, his nickname was "Burr-head".

It's been said that this gentleman has as many friends as any radio personality in the middle west and we certainly don't doubt the compliment paid him. The confidence placed in his advice, and the enjoyment received from his informal and interesting visits, are things of which he is very proud. Elsewhere in this issue, you may read the column he conducts for you each month.

Well . . . can you guess who? Here's a final tip: He's married and has four children . . . 2 boys and 2 girls. They're married, too, and he's mighty proud of his grandchildren. We'll give you the answer next month.

Last month's "Guess Who" was Edith Hansen, KMA'S homemaker.

Tom Thumb Publishing Co.
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1947's Rural School Radio Graduation Exercises were held in the KMA Studio Auditorium, Saturday, May 17. The program is the climax of the year's "FORWARD MARCH" series presented by KMA, in cooperation with the State Dept. of Public Instruction.

Established in 1939 by the late Earl E. May, as a means of correlating the graduation programs of Iowa's one-room rural schools and providing these students with graduation programs paralleling those provided for town and city 8th grade graduates, the exercises this year were, for the first time since the war, presented before a live audience. Featuring addresses by the Hon. Robert D. Blue, Gov. of the State of Iowa, Miss Jessie M. Parker, State Supt. of Public Instruction, Miss Ivah Green,

Supervisor of Rural Education, Mr. J. Clare Robinson, Pres. County Superintendents' Ass'n., and Mrs. Lula Stockton, Pres. Rural Teachers' Ass'n., the program was transcribed and broadcast over 11 Iowa stations, Sat., May 24.

Miss Judith Chase of Chariton was announced as Iowa's Rural School Salutatorian and Miss Beverly Labertew of Indianola was chosen this year's Valedictorian. The above picture shows these young ladies receiving awards of United States Government Savings Bonds from Edward May, President of the May Broadcasting Company.

The GUIDE offers its congratulations to these outstanding students, and to all of Iowa's rural eighth grade graduates.