

THE **KMA GUIDE** 10c

Vol. 4

JULY, 1947

No. 7



PICKING PEONIES

(See Story Page 5)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

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Elkhorn, Iowa

For years I have felt that all the KMA staff have been my friends. We listen to KMA every day if we are home, from morning to night, and derive a lot of benefit from listening—whether it is Frank Field (I wonder if he realizes how many people quote "Frank Field") or if it is just for pleasure, relaxation or entertainment. My favorite entertainment program is "Zeke & Harpo". I enjoy your magazine very much, so am enclosing \$1.00, for which please continue my subscription.

Mrs. N. A. Christensen.

Garrison, Iowa

Heard Joan Williams talking about their daughter Jeanne getting married. Couldn't you squeeze in a picture in the next issue of the GUIDE? I read each issue over and over many times and look forward to receiving it every month. Couldn't we have a picture of Bob Stotts and his family soon?

Glennis Selken.

(See P. 4 for "June Bride Jeanne", and there's a dandy picture of Bob on P. 13. The Stotts family is moving now, but we'll get a complete group picture for you soon.)

Portsmouth, Iowa

Received my June issue and decided I'd better send my dollar for another year. Would like to see a picture of Harpo, Elmer and Bob Stotts, with their wives. I also like the "Guess Who" column and have identified them all correctly so far.

Theresa Pitsch, L
Box 12

(See Elmer and Charlotte on the cover of this issue—and there's a swell picture of Bob Stotts on the "Meet Your Neighbor" page. We promise a picture of Mrs. Stotts and Harpo and his "Mrs." in a future issue.)

Central City, Nebraska

Indeed I do want my subscription to the KMA GUIDE renewed. I enjoy every stitch of it every single month, but I do wish they would come a lot more often.

Onilee Garrett

(We wish we could publish them oftener too but paper shortages have even kept us from enlarging the present publication as we would like. Thanks a lot. We hope you'll always be one of our subscribers.)

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; 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.

Dawn, Missouri

I have every copy of the KMA GUIDE and love every one of them; enjoy the pictures and all the news of the KMA folks. Have been listening to Laurence Parker on KMA and as he has been a favorite of mine for a number of years, would like very much to see a picture. His wonderful laugh and swell announcing make him "tops".

Miss Irene Davies.

(Laurence takes a deep bow. Hope you saw his picture in the June issue. We'll have another before long.)

I would like to see another picture of the Hilton Griswold family. The photo of Sept. '46, when Larry Hilton was born, wasn't fair as you couldn't see what the baby looked like.

Janet Louise Barker.

(We agree. See P. 6 of this issue for a swell picture of the Griswold children. We'll try to have another picture of Mother and Dad Griswold soon.)

Alden, Iowa

Enclosed find a check for \$3.00, for a three-year subscription to the KMA GUIDE. I'd certainly not like to miss the friendliest little magazine. It's grand!

Mrs. Kelm L. Evans,
Route 2, Box 151.

(Such people are after our own hearts. Thank you, Mrs. Evans!)

Van Wert, Iowa

I have wondered if it would not be interesting to GUIDE readers if you could publish articles in regard to when, where and under what circumstances, each couple of the KMA Staff first met.

Mrs. E. M. Zook.

(Thank you for your suggestion. We believe it possible and if enough readers express interest, we'll see what can be done.)



A Chat With Edward May

According to Harry Linn, Iowa Sec'y. of Agriculture, the color of the corn is surprisingly good even though we have experienced a wet, backward, growing season. The best estimates in the last week of June are that corn is only about 2 weeks behind in normal growth. But this is not exactly a true picture because the excessive amount of moisture in the soil will cause added delay in getting to the fields. We can expect a short oats crop this year also because of poor growing conditions.

With recent reports of widely spread flood damage and general poor growing conditions, corn prices took a rapid rise late in June. It might well be expected that hog prices will make a comparable rise, according to Linn. Undoubtedly some sows bred for fall pigs will be marketed due to feed shortages. Some farmers are talking of selling grain rather than feeding it to livestock. Those who feed might be in a very good position. The abundant pastures can well be utilized by cattle. With a larger than normal acreage of soybeans this year, farmers might find an abundant source of low-cost protein from soybeans.

The farmer who can market his grain

through livestock is in a reasonably safe position even if the weather fails to mature corn this fall. Hogs can be used to "hog down" corn fields even if we have wet corn. Likewise corn too wet to crib can be shucked out of the field as it is needed, thereby eliminating a crib spoilage problem.

At any rate it is too early for undue alarm. From July 1 we have 92 days until Oct. 1. A normal first frost date of Oct. 8-10 allows 100 days from July 1 and a later frost could easily allow ample time for maturing most of our corn crop. First killing frost dates are as follows: 1942, Oct. 19; 1943, Oct. 15; 1944, Oct. 10; 1945, Oct. 9; 1946, Oct. 12. Oct. 9 was the earliest in the last 12 yrs. According to latest reports reaching KMA the situation is much more precarious in Ill., Ind., and Ohio. In some areas in those states as little as 10% of the expected corn acreage had been planted up to June 25. We have reports that buyers from Ohio and Ind. are in Iowa trying to buy hybrid seed corn for next year.

So much for that phase. Keep tuned to our farm broadcasts from 6-8 a. m., 12-1 p. m., and 6:30-7 p.m. every week day. We're doing our mightiest to collect the latest and best information to help you farmers in these uncertain days. When real news breaks, we'll be sure to have it for you.

June Bride Jeanne



Graduating from high school and getting married within 22 days was the experience of Miss Jeanne Williams, daughter of entertainers Zeke and Joan Williams. Jeanne graduated May 22 from the Shenandoah High School and on June 12 was married to Floyd J. Moore of Hickory, S. C. The wedding took place at Hiawatha, Kans. at 11 a.m. The above picture was taken at the time of her graduation.

The groom, a native of Hickory, S. C., spent 4 years in the Navy. At the present time he is employed by the Traveling National Publishing Agency. The newlyweds will make their home in Boston, Mass.

High water interfered with the wedding plans as they had expected to be married in Troy, Kans. When it was learned the water was rising, Mr. and Mrs. Williams drove their daughter to Fairfax, Mo. where she was met by the bridegroom. The road to Troy was blocked so they went to Hiawatha, Kans. They were accompanied by friends of the bridegroom.

In the May '45 p. 11 issue of the KMA GUIDE, you'll see a picture of Jeanne in her drum majorette costume. Jeanne is 17, the bridegroom, 23.

KMA Newcomers

The attractive couple pictured is Mr. and Mrs. Max L. Olive, who came to Shenandoah May 14. He is our new continuity writer and works with your good friend Doris Murphy.

Before he came to KMA Max was employed at a station in Spencer, Ia., where he wrote advertising also, and before that he spent 42 mo. in the Army; 15 of them in the E.T.O. with the 75th Infantry Div. He's a graduate of Ames, Ia. High School, attended Ia. State College 2 yrs. and graduated from the Am. Institute of the Air, a radio school in Mpls., Minn.

Max was born at Nevada, Ia. July 15 1918. He's 5ft. 9, weighs 140, has curly brown hair, twinkling brown eyes, and his soft-spoken, friendly manner has already won him friends at the studios. A younger sister of his is married and lives in Ames, and his younger brother sells advertising in Mpls.

Still a bridegroom, our new addition to the KMA staff was married Sept. 14, 1946, in Mpls. to Gilda Marie Bacon, a native of Ft. Saskatchewan, Alberta, Can. She traveled 2500 mi. to meet her future husband, and the important introduction took place at a party at Ames where both attended college.

Max and Gilda Marie share common hobbies of photography, fishing, and hunting, but these are now secondary to finding a satisfactory place to live.

Welcome to KMA.



Edith In Her Radio Kitchen

Many of you guessed correctly the pretty lady in the middy blouse and with the sweet smile pictured in our "Guess Who" column in the May '47 GUIDE, was Homemaker Edith Hansen. This month we bring you a picture of Edith as she looks today! This picture was taken in her kitchen just as she was taking cherry pie and cloverleaf rolls out of the oven. Don't they look good? Edith is a mighty good cook, and like most mothers, tries to make dishes that are "favorites" of her husband and sons. Her family prefers pies and cookies more than cakes, so she makes more of these. For the past couple of weeks, Edith has been packing lunches for Harold who is working with a construction crew of the telephone company, and she says cookies come in mighty handy in these lunch boxes.

In this picture Edith is wearing an at-



tractive blue-and-white striped house dress. On top of the stove are two pretty pot holders. These pot holders were given her radio friends and you can see she is putting them to good use.

Edith says she never has to make pot holders because you good listeners always keep her supplied. However, she knows many of you do make them for gifts and your own use and she thought it would be nice to give you some new patterns. So in her column on p. 15 you'll find pictured three new patterns, she'll be glad to send you free. To get them, all you have to do is send a self-addressed, stamped envelope.

Edith broadcasts at 9 a.m. every Mon. thru' Sat., from a nook in the corner of

her kitchen. Her desk and "mike" are in front of a window so she can look out and tell you how the weather is every morning. The Hansens love coffee and the pot is usually on.

COVER STORY

Few southwest Iowans need to be reminded of the floral beauty prevalent around Shenandoah when the various nursery trial fields are in full bloom. Our cover picture was "snapped" in one of the larger peony fields located 2 mi. northeast of the city, and to the average layman's eyes, no sight could have been more beautiful than this 40a tract in full bloom the 2nd week in June. Peonies, usually in full bloom by Decoration Day, were about 2 weeks late this year due to the exceptionally wet weather. This year, many of the fields were terraced for soil

conservation and these terraces, literally masses of blooms over the rolling countryside, were truly a sight to behold. Flowers closest to the camera were white, graduating to pinks and deep reds.

The picture shows, L. to R., Entertainer FRED WARREN (Elmer Axelbender); his dog Tootie; his wife, Charlotte; JERRY FRONEK; his daughter, Geraldine, and wife, Dorothy; and IKE EVERLY with his wife, Mildred. You should have heard the "oh's" and "ah's" from the ladies when they were permitted to gather large armloads of these beauties.

Doyle Blackwoods



Presenting the Doyle Blackwoods, who you will remember were at KMA in 1940-41 and who came back to the station in May this year. Mrs. Blackwood, the former Lavez Hawkins, is holding Karen Denise, 1; and Richard Terrell, 3½, is standing in front of his dad.

For the last 5 years Doyle has been the chief announcer at a station in Chattanooga, Tenn., where he earned the nickname of "the mighty mite of the mike". He is 5 ft. 3, weighs 102, has light brown hair, blue eyes, and the charming Blackwood smile.

His career in radio began in 1934 after he studied music at the Stamps-Baxter School of Music and the Chattanooga Conservatory of Music, altho his first appearance over the air waves was in Kosciusko, Miss. He played the guitar and mandolin and sang with a group of high school students.

The couple met when they lived in Jackson, Miss., and a 10-mo. courtship culminated in marriage May 4, 1939, in a double wedding ceremony with his brother James, business mgr. of the Quartet (Nov. '46 GUIDE, p. 4) .

"Kute Kids"

Remember the tiny infant sleeping in his mother's arms in the cover picture of the Sept. '46 GUIDE? Well, here is Larry again, 10 mos. older and 17½ lbs. heavier, chuckling contentedly in the arms of his 4-yr.-old sister, Barbara Ann. They are the children of Marie and Hilton Griswold, pianist and baritone of the Blackwood Bros. Quartet.

Now that the Griswolds have moved to a larger home at 804-9th Av., the kiddies have more room to play, and their favorite pastime is wrestling, with Larry almost a match for his older sister. Barbara Ann is a cute little blonde with gray eyes, and Larry is blonde with blue eyes.

Mrs. Griswold, the former Marie Cox of Farragut, Ia., before her marriage, was employed at KMA as Editor Owen Saddler's sec'y. She and Hilton had their first date in Dec., 1940 and it was love at first sight, for they were wed 3 mos. later, in Mar. 1941, at Farragut.

Hilton's wizardry with the piano is familiar to you KMA listeners. But did you know he is also an ordained minister, an ex-farmer, and was an aircraft worker during the war? He was born in Tex., Nov. 12, 1921, graduated from high school there and after his attendance at the Stamps-Baxter School of Music he entered radio.



Frank Comments

By **FRANK FIELD**

This month's GUIDE will probably be a week or 10 days late in reaching you on account of the disastrous floods which hit this section of the country at repeated intervals during the latter part of June. At the time this is being written, we have had no train service in or out of Shenandoah for many days. Our outgoing mail is being hauled to Omaha by truck once each day, and our incoming letters are being picked up by that truck and brought back to us. Many of you people have lost highway bridges and county road bridges, some of which will not be replaced for many months. The railroads are facing a very similar situation, bridges unsafe for traffic and long stretches of track which will have to be rebuilt before normal operation is resumed. You probably realized this already and we thank you for not complaining when your GUIDE didn't arrive on time.

The big question now is what to do with those bottom acres after the flood waters go down and the ground gets dry enough to work again. First, let's take a look at the records and see how many days of growing season we can normally expect. We find that our 1st killing frost in southwest Iowa over the last 20 years has averaged about Oct. 15th. Last year, we had an early frost coming the last of Sept. The law of averages would give us a late Fall this year, with frost holding off possibly until the 1st of Nov., so let's take a chance and figure that we will have good growing weather until at least the last of Oct.

All right now, how soon can you get in to that flooded land? If you can get in by July 15th, you still have better than a 50-50 chance on getting a mature crop of any of the standard varieties of corn by Nov. 1st, or in other words, 115 days. Supposing that the freeze comes on the average date, Oct. 15th, you would still have

90-100 days, and I honestly believe it would be better to have a crop of soft corn than to let those flooded acres stand idle this year. There is a world of good feed in soft corn and you will have all winter in which to feed it up.

For the flooded-out vegetable garden, you have no problem to work out at all, as there are so many of the staple items which can be planted with perfect safety clear up into Aug. For instance, any of the standard varieties of hybrid sweet corn will be ready to use in 75-80 days after planting. Bush beans are ready to pick in even less time than that. Of course, it is too late to replant tomatoes from seed, and I doubt very much if you could get plants anywhere this late in the season. Cucumbers will do extremely well planted as late as the middle of July. Radishes, lettuce and spinach wouldn't turn out well planted in mid-summer. The time to plant those three is early in Aug., so that they can mature

after cool weather comes in Sept.

You could even make a crop of cabbage for winter storage by planting the seed of the standard earlier varieties, such as Golden Acre and Marion Market, any time up to the middle of July. So you see, when you take your pencil and do a little figuring, the picture isn't nearly so dark as it at first seemed.

Nothing new to report about the various members of the Field family, except that Peggy and Jim have left the Mare Island Navy Yard at San Francisco and will be at San Diego for the next month. Jim's ship is supposed to start on a cruise in Far Eastern waters about the 1st of Aug. and Peggy doesn't know yet just what she will do. I think she will probably end up by coming back to Shenandoah while Jim is at sea.

Johnnie and Maxine are still at Tarkio in the G.I. Housing Project there. I took a picture of their house the last time we were there and may run it on this page next month.

So long and good luck.





KMA Daily Program For July 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.—Welcome Traveler
 11:30 a.m.—Country Folks
 11:45 a.m.—Main Street
 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.—Paul Whiteman Club
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Down A Country Road
 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 (T-TH)
 5:45 p.m.—Discoveries by Duchin (M-W-F)

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.—Treas. Agent
 8:00 p.m.—The Clock
 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. Taylor
 10:30 p.m.—Dr's Talk It Over
 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.—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.—Patterns In Melody
 9:00 p.m.—Modern Melodies
 9:30 p.m.—Gabriel Heater
 9:45 p.m.—Bobby Doyle
 9:30 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 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.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Paul Whiteman
 8:00 p.m.—Beulah
 8:30 p.m.—Eddie Albert
 9:00 p.m.—Phil Silvers
 9:30 p.m.—Lights Out
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

AMERICAN BROADCASTING COMPANY

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.—Mr. President
 9:00 p.m.—Hollywood Tour
 9:30 p.m.—Gabriel Heater
 9:45 p.m.—Bobby Doyle
 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.

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.
 11:00 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 p.m.—Al Pearce Gang
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—News
 9:45 a.m.—Treasury Salute
 10:00 a.m.—Tune Time
 10:15 a.m.—String Time
 10:30 a.m.—Piano Playhouse
 11:00 a.m.—Tex Robinson
 11:15 a.m.—Melodies to Remember
 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
 2:00 p.m.—Stars In The Afternoon
 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.—The Vagabonds
 5:30 p.m.—House of Mystery
 6:00 p.m.—Harry Wismer Sports
 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.—Pilgrim Hour
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Raymond Swing
 12:30 p.m.—Blackwood Brothers
 12:55 p.m.—Facts or 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.—Johnny Thompson
 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.—Those Sensational Years
 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.—Hour of Music
 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.

Along The KMA Party Line

With **DORIS MURPHY**

One never knows what will happen with 3 mischevious young boys in the family! Newscaster RALPH CHILDS is learning this fast. When Ralph drove his car to the studio the other day, passersby on the sidewalk had to smile. There, dangling from the back bumper were kids' play suits and an old light socket. The children's overall suits had been put in the car to be taken to the cleaners. But before Ralph had time to take them, Michael, 2½, crawled in the car to play. It was then that the playthings and suits were hung on the back bumper unbeknown to his dad. Now Ralph takes a quick look around the car before he starts out to drive to see that the kids have not adorned it with any "extra accessories."

During one of the recent downpours of rain, EDWARD MAY found the half-mile of newly-worked road leading from his home to town impassable. He called a neighbor to ask a ride but found he, too, was marooned. At last Edward decided there was only one way to get to his office that morning—that was to walk. He put on a topcoat, then a raincoat, galoshes, cap, and trudged through the mud and rain across the field to the adjoining May farm where he called into town for someone to drive out for him. Upon reaching the office he found his trousers were soaked up to the knees. He couldn't go all through the day that way, so before starting to work, Edward had to go to town and buy a new pair. With so many rains lately, it might be a good idea for him to keep a "spare" pair of trousers at the office.

MAE WEST CORDER'S stove must have looked like a "gusher" the morning she forgot to put the lid on the percolator. By

the time she had discovered her mistake, the coffee pot was almost dry and the coffee had perked out all over the stove. It was 5 a. m. and Mae had left the coffee to perk while she went to the bedroom to dress for the studio.

EDITH HANSEN, KMA's morning homemaker, learned the "hard way" how to operate her new electric mixer, a Mother's Day gift from her son Harold. Late one afternoon she decided to use it for the first time to make cookies. Her sugar, shortening, and eggs were under the electric mixer creaming when she decided to whip some egg whites to top a pie she was making. Not knowing you should stop the beater before exchanging the bowls, she attempted to slip out the bowl

of cookie dough and put the egg whites to beating. But what a surprise she had! As she did this, the beater whirled around, throwing cookie dough on the wall, ceiling, curtains, her dress, and a blob even hit her smack on the glasses. It took her by such surprise that she just stood there and let it fly. Edith says she guesses she just isn't used to these new-fangled

electrical contrivances!

You've all heard the old saying: "Man's best friend is his dog." Entertainer ZEKE WILLIAMS believes this saying and is so convinced that he couldn't resist the temptation to accept a second dog when it was offered to him recently by a farmer living near New Market. Now Zeke has TWO dogs—TWO faithful friends. The newest one looks like a ball of white fluff. It is a white collie puppy named "Tiny".

Children sometimes have a little trouble adjusting themselves to new surroundings. This was true of 3½-yr.-old David Childs after the family had moved into their new home last month. The first couple of days his parents were confronted several times with David suggesting, "Let's go home!"



There's no place like home and little David had decided their old home was good enough for him.

Riding his beautiful sorrel gelding "Diamond" is a favorite hobby of Editor OWEN SADDLER. Here you see him with his 3-yr.-old son "Tucky", just as they were ready to take a canter around the track near the stables at the Shenandoah Fairgrounds. Diamond is a five-gaited horse whose name comes from the perfect white diamond-shaped spot on his nose. He has been a "member" of the Saddler family for about a year and his nice easy trot makes him a favorite with the children. Mrs. Saddler (Dec. '45 GUIDE, p. 6), who is an accomplished rider, enjoys a livelier gait. Both senior Saddlers get a great deal of use from the running martingale the office gang gave our station manager and editor for his birthday last Nov. The family is enjoying many nice rides on Diamond this summer and feel it is a wonderful way to get exercise.

Wouldn't you get a thrill spending your summer vacation with the famous Gene Autry of movie fame at his ranch in the San Fernando Valley near Hollywood? Most everyone would, and that's exactly what Pgm. Mgr. TERRY MOSS and family had the pleasure of doing. Mrs. Moss is a cousin of the well-known singing cowboy movie star and as soon as Gene heard the Mosses were planning a trip to the West Coast, he immediately extended them a cordial invitation to spend their vacation at his ranch. Gene is especially fond of his cousin Beverly, because it was with Beverly's father, Jimmy Long, that he started his singing career. It was when Jimmy and Gene were both working as telegraph operators for the railroad that

they started singing together as a pastime. Their singing soon attracted attention and before long they left railroading and secured a position on station WLS in Chicago; also making records for Victor and Decca. Later Jimmy returned to work as a railroad dispatcher and Gene went to Hollywood to try for the movies. Since then the name of Gene Autry and his horse "Champion" have been known by every youngster and grownup all over the world. Mr. and Mrs. Moss and daughter Linda Lee left Shenandoah June 7, going through Dallas, Carlsbad Cavern, El

Paso and Phoenix, enroute and returning via Grand Canyon, Boulder Dam, and Pikes Peak.

Anncr. MERL DOUGLAS has been suffering an infection in his arm caused by an ingrown hair. It is now much improved.

JAMES BLACKWOOD and family spent their two weeks' vacation in and around Jackson, Miss.

visiting their parents. Enroute to Miss., they drove through the Ozarks.

Don Hansen got along fine during his recent visit home and hopes to return and spend the month of July. He is the son of HOMEMAKER EDITH and AAGE HANSEN.

Floods and downpouring rains caused much grief and extra driving the night the BLACKWOOD QUARTET drove 225 mi. to give a concert at Red Cloud, Nebr. Ten to 15 in. of rain fell in some of the territory, washing out bridges and covering the pavement with water. After much detouring, the boys, sleepy and tired, arrived back in Shenandoah at 7 a.m. and made their 7:30 a.m. broadcast as usual. No matter how hard a trip the Blackwoods have had the night before, the boys live up to the old adage that the "show must go on".



Program Personals

By **BILL BAILEY**

Some may question that the picture seen below is exactly proper for our PROGRAM PERSONALS page. However, we contend (as anyone can plainly see) the PROGRAM was eating watermelon and we can guarantee it was strictly PERSONAL (every man for himself). The impromptu "snap" was taken of a group of the KMA gang, the middle part of June. A truck-load of melons had arrived in Shenandoah from Texas and the results can be plainly seen as Gayle Maher, your Editor's sec'y, Max Olive of Continuity, Madlyn Griffith and Inez Keeton of the Mail Dept., News Editor Ralph Childs, Farm Service Director Merrill Langfitt, Anncr. Jimmy Kendrick, Monica Martin of Traffic, Lois Jean Peterson of Continuity, Ina Burdick, KMA GUIDE, Midge

Diehl, sec'y Sales Dept., Doris Murphy, Continuity Editor, Evalyn Saner of Traffic, and Mott Johnson, Traffic Director, "go to town" in the best "pickaninny" style. Needless to say, work was adjourned and seeds flew with all abandon. Wish you could have been with us.

Now, some personal notes on your favorite program personalities: Did you know that Don McNeill, toastmaster of the BREAKFAST CLUB (KMA 8-9 a.m. Mon. thru Fri.), estimates that he has spent more than 7,230 hours at the microphone since entering radio in Oct. 1928? This is equivalent to 301 days, or enough to put calluses on anyone's tonsils.

Recently during a rehearsal of the LUM 'N ABNER show (KMA 7 p.m. Mon. thru Thurs.), Chet Lauck, who portrays Lum and Grandpappy Spears, made the error of reading one of Lum's lines in the

voice of Grandpappy. Abner, who is played by Norris Goff, looked up quietly and requested, "Will one of you please keep quiet?"

July 4th has a special meaning all its own to Johnny Olsen of LADIES BE SEATED (KMA 2 p.m. Mon. thru Fri.), and his wife, Penny. It was on this date that the two met each other. Johnny was directing an orchestra at a dance pavilion at Stevens Point, Wis. Johnny noticed the pretty 18 year old, and asked if he might play a request for her. "Let Me Call You Sweetheart", was her prophetic reply.

Did you know that JIMMY FIDLER, ace Hollywood reporter, (KMA 8:30 p.m. Sun.), was recently scooped on the announcement of his own wedding? The first public announcement was made by WALTER WINCHELL (KMA 8 p.m. Sun.), who reported the fact that Jimmy had married Adeline Cox Mc-

Knight of Detroit, Mich. The couple will honeymoon in the Pacific Northwest in August, when Fidler takes a month's rest from his broadcasting duties.

It is interesting to note that Lassie, the famous dog star of the new series, LASSIE, (KMA 2 p.m. Sun.), has a stand-in for her motion picture work. It's Lassie's own son who performs this exacting task for his mother.

Did you know that PAUL WHITEMAN, ABC' Director of Music, this month approached a new milestone in his career of 27 triumphant years? On June 30th, the PAUL WHITEMAN CLUB (KMA 2:30-3:15 p.m. Mon. thru Fri.) had its beginning. This program brings 45 min. of recordings selected by Whiteman, and interspersed with interviews with celebrities and anecdotes about the recording artists, with whom he has been associated. Take our word for it . . . it's swell.



Meet Your Neighbor!



Our candidate for Good Neighbor honors this month is your old friend Bob Stotts who came back to KMA June 1. While other entertainers are taking their vacations, Bob will substitute on their programs. This means irregular hours of working - no wonder we call Bob a "good neighbor"! Later on Bob will have his own program, so watch for it.

In the picture you can see Bob's typical Western outfit. The boots he wears are handmade and cost about \$60.00 a pair. Bob has really earned the right to wear such togs, for he's a veteran bronc buster and has played musical solos on the rodeo circuits.

After his appearances on the air, Bob often indulges in his hobby of carpentering and cabinet-making. He's also accomplished as a machinist and used this talent during the war to help make parts for B-29's.

Mrs. Bob is the former Viola Mae deWitt of Chillicothe, Mo., whose time is pretty well occupied supervising the three Stotts children -- Kenneth Robert, 6, Roberta Mae 4, and James Esley, 3.

You'll remember when Bob came to KMA back in 1945. Since then he's been at Long Beach, Calif., but says he's been a little lonesome for the Middle West, and of course we're happy to welcome all the Stotts to our KMA family. For another story read the article on page 5 of the Oct. '45 GUIDE.

And don't forget to tune in for Bob's sprightly programs of singing and the special Stotts yodel, accompanied by bass fiddle and guitar. Bob says his ambition is to stay in radio for many years to come and maybe to do a little recording also. That meets with our approval, Bob, and we hope you'll be at KMA for a long time.

Guess Who?



Our No. 4 in this series of pictures has been No. 1 in the hearts of many listeners to KMA for some years now. She is 5 ft. 4, has black hair, hazel eyes, and a tremendous amount of energy which is always spent for the good of the station.

Current pictures of this pretty lass have appeared in the *GUIDE*, but this one, taken in 1920, announced her approaching marriage to a handsome young eligible of Shenandoah. Their son is now 20 and is spending this summer in the west.

Back in 1929 she started at KMA as a Sunday night newscaster, but she's also done announcing, copy writing, had her own programs on the air, and operated the studio controls. Old-timers will remember her as the schoolteacher on the "Dad Hatch's Boarding House" program, her appearances with Jerry Smith, the yodeling cowboy, and her own "oyster" program on which she gave recipes for cooking oysters.

She loves to travel, is active in community affairs, has done newspaper reporting, was born in Thurman, Ia., and moved to Shenandoah at the age of 6 with her parents, 3 brothers and 2 sisters.

If you're still stumped, add these clues: she's fond of jewelry, likes to wear pancake makeup, is well known for her sunny disposition and famous smile.

Last month's "Guess Who" was Frank Field, KMA's Farm Editor.

Kitchen Klatter Kinks

From **LEANNA DRIFTMIER**

This world is a pretty good sort of a world
Taking it all together;
In spite of the grief and sorrow we meet,

In spite of the gloomy weather.
There are friends to love and hopes to cheer,

And plenty of compensation
For every ache, for those who make
The best of the situation.

—Anon.

As I write this letter, the rain is pounding on the windows and the rumble of thunder is heard in the distance. Because of the unsettled weather, we decided not to take our annual vacation trip to Spirit Lake, Ia. It was a real disappointment to me not to be able to carry out our plans for the Kitchen-Klatter picnic, and I hope the weather will be more favorable next year. That is of minor importance when I think of the damage these rains have caused to the farms and homes of so many throughout the Middle West.

We can at least be thankful we have not had to water our flowers. Our rose garden has been beautiful. We planted one of the new "Peace" rosebushes last year and the blooms are at least 5 in. across, cream-colored, etched in pink.

I know that many of you are making plans or are already busy with your fruit-canning, so here are a few words of friendly advice: Use firm, ripe fruit; place a large kettle on the stove with $\frac{1}{2}$ qt. water and 1 c sugar for each cup of fruit to be canned. Allow to boil 5 min. Prepare fruit not removing stones; add to boiling syrup, allow to come to boil, and boil 1 min. for berries, 2 min. for other fruits. Divide fruit equally into jars, pour juice over to overflowing and quickly cover with lids and seal. Reheat any leftover juice exactly as before and re-use. Fruits may be seeded but a few stones should be left in as it adds flavor.

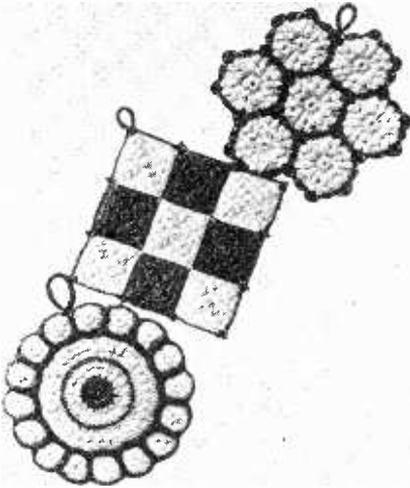
I hope you have a lot of good luck with your canning this year.

Helpful Hints for Homemakers

By EDITH HANSEN

Hello, neighbors: - With the cherry trees heavily laden with fruit this year, I know many of you will want to can for the winter months ahead. Here's my favorite recipe for cherry jam: Seed cherries and put through food grinder, saving the juice. Measure 1-2/3 c. cherries and juice into pan. Add 4 1/2 T powdered pectin to the cherries and place over hot fire. Stir and bring to hard boil. Add 2 c. sugar, bring to full rolling boil and cook for 1 min. Stir constantly. This jam is delicious and I know your family will love it.

Pictured below are patterns for 3 beautiful potholders. Would you like to have them? The hexagon-shaped holder is made of white popcorn stitch. The checkerboard and round styles are crocheted in puff stitch for equally thick, hand-protecting surfaces. Suggested colors are red and white but any color scheme may be used.



Write today; ask for direction leaflet No. 3210. These patterns are free on your request. Please enclose a self-addressed, stamped envelope. Address Edith Hansen, KMA, Shenandoah, Iowa.



Forecasts For The Month

BIRTHDAYS:

- July 1—Caroline Ely (daughter of Eng. Walt Ely)
 July 4—Myrtle Van Horn (wife of Wayne, Staff Artist)
 July 8—Merrill Langfitt, Farm Service Director.
 July 9—Harold Hansen (son of Homemaker Edith Hansen)
 July 10—Lawrence Parker, Anncr.
 July 14—Steve Wooden, Staff Artist.
 July 15—Max Olive, Continuity Writer.
 July 19—Midge Diehl, Associate Editor.
 July 24—Eddie Burrichter (son of Eng. Don Burrichter)
 July 30—J. C. Burdick (son of Mail Clerk Ina Burdick)
 July 31—Jimmie Blackwood (son of James of the Quartet)

BIRTHSTONE: Ruby.

FLOWER: Waterlily or Larkspur.

QUESTIONS & ANSWERS

Answering

EDITH KIMBERLY: Elmer Axellbender's real name is Fred Warren. MRS. J. L. QUEEN: You're right! Laurence Parker was formerly with KFEQ in St. Joseph. EMMA LEE WITTLER: "Cat" Freeman has been forced to give up singing due to throat trouble. He is no longer with the Blackwoods. MYRTLE FOWLER: Neither Anncr. Jimmy Kendrick nor Anncr. Warren Nielson is married. Sorry . . . it must have been two other people. BERNICE and DORIS OTTENS: Your inquiry regarding Bob Stotts should be answered by the picture and story on P. 13. MRS. BERTHA ALT, JR.: The last we heard, Joy and Jeri Marshall were at KTFI, Twin Falls, Idaho. We believe, however, that they left there this summer. MISS VIVIAN ALLEN: Roy and Ken are at KFEQ, St. Joseph, Mo. We're sorry but we have no information at present on Lula Belle and Scotty. BESSIE KOPASKA: Dick Autry is not related to Gene Autry.

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On Land Or Sea - - It's KMA!



"The show must go on!" This tried and true tradition of the entertainment world was certainly upheld during the recent high waters in southwestern Iowa.

Flood waters of the Nishnabotna completely isolated the KMA transmitter the weekend of June 14th but, as our listeners know, KMA did not lose a single minute of broadcasting time. In fact the station remained on the air additional hours, keeping the public informed of flood conditions throughout the area. Engineer FRANZ CHERNY and his family, who live in the apartment on the upper floor of the transmitter building, were marooned, and reporting for their various operating shifts

by boat, was a new experience for Chief RAY SCHROEDER and his staff.

Several of KMA's technical staff served tours of duty in Uncle Sam's Navy during the recent war, so high-tide proved no serious handicap for them. The above picture of Engineer RALPH LUND, rowing merrily across the bounding main to the "U.S.S. KMA", shows what we mean.

The waters receded shortly after this picture was taken but, as this copy of the GUIDE goes to press, the boys can't help wondering how soon they may again be calling "Ship Ahoy! Radio Operator "So-and-So" reporting aboard!"