

The

KMA GUIDE

Vol. 9

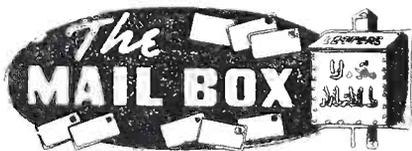
JULY, 1952

No. 7



Douglas and Hare Celebrate the Fourth!

(See Page 13)



Atlantic, Iowa . . . Enclosed is my renewal to the KMA GUIDE. I have every issue from July '48 and refer to them many times. We also enjoy your radio programs. We always try to listen to Merrill Langfitt and enjoy his program very much. (We wish he would run for president).

Mrs. Paul Nicholas

(Don't you think there are enough candidates already?)

* * * * *

Omaha, Nebraska . . . My renewal for the KMA GUIDE is enclosed. My family and I would like to see a picture of Curly Dale and his wife in the July issue.

Mrs. Alvin Peterson

(Upon receipt of your request, our photographer took the picture you see on page 9).

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Des Moines, Iowa . . . I am enclosing my entry to the "Name the Recipe" contest as well as my renewal to the KMA GUIDE. I will be anxious to receive the July issue to see if I am a winner.

Mrs. Bertha Johnson

(For the winner of this contest see page 10).

* * * * *

Churdan, Iowa . . . My renewal for another year is enclosed. I would like to see a picture of Adella Shoemaker and her entire family, including the in-laws, in a future GUIDE.

Dorothy Nesbitt

(Suggestions from our readers always come first, so see page 16).

* * * * *

Dante, South Dakota . . . Here is my dollar for another year of the KMA GUIDE. I just can't miss out on the best little magazine in the country. It is just like meeting new friends every time a new entertainer's picture appears in the GUIDE.

Alberta Ishmael

* * * * *

Newtown, Missouri . . . You will find enclosed the renewal card and one dollar for which please extend my subscription to the KMA GUIDE. I have taken it since 1944 and would be lost without this friendly magazine.

Mrs. S. A. Paxton

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial Chairman; Harold B. Arkoff, editor; Doris Murphy, feature editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for changes of address and be sure to send old as well as new address.

Don McNeill Judges Iowa vs New Jersey Corn Contest

Don McNeill, who's heard on KMA each weekday morning at 8 a.m., finds himself the key man in a corn contest between New Jersey and Iowa.

The contest began when William Simpson, president of the Rutgers University Club of Chicago, appeared on the BREAKFAST CLUB. He presented McNeill with samples of a New Jersey hybrid field corn with the claim that "it exceeds the average corn yield of Iowa."

"Wonder what Iowa will say about this?" McNeill said.

Iowa's reply came promptly from the State College at Ames. It contained samples of a new hybrid Iowa corn with instructions to McNeill — "plant this corn and see for yourself."

That is exactly what McNeill has done. Near his home, he has planted a row of New Jersey corn beside a row of Iowa corn. Both colleges have representatives on the job to watch the experiment.

"Let it be understood," said G. Walter (Bud) Ostrand, treasurer of the Iowa State Alumni Club of Chicago, "that a New Jersey hoe never be permitted to cultivate this Iowa corn."

"Don't expect our New Jersey corn to bear king-size ears," warned Rutgers' Simpson. "New Jersey farmers believe that huge ears look best on elephants. But you can expect efficient-size ears with high production."

And so for the next 100 days, or until the corn matures, "King" McNeill will report regularly to his BREAKFAST CLUB audiences on the only corn show he has judged — not emceed.

His only comment now is "Shucks!"

A Chat With Edward May

We had a very notable celebration in Shenandoah several weeks ago that marked an important milestone for homemaker Edith Hansen. It was "Edith Hansen Day" at KMA and nearly 1200 of Edith's friends were present to honor the 10th anniversary of Edith's broadcasts on KMA.

Today, Edith has regular programs over 54 radio stations all over the United States. Edith still broadcasts each morning on KMA direct from her Shenandoah home at 101 South Center Street. Her programs on other stations are recorded in Shenandoah.

The best part about the "Edith Hansen Story" is in just knowing her for the sincere, genuine individual that she is.

At the KMA celebration for example a special luncheon was originally scheduled for the personalities who were to appear on the afternoon program. However, Edith said that she would have an extra-large breakfast and skip lunch, or catch a quick snack, because she wanted to get a chance to meet and chat with as many of the ladies present as possible, and the noon hour was just as good as any to do it in.

That's one of the reasons why we at KMA are so proud that we "found" Edith Hansen.

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I was in Detroit recently for a seedsmen's convention and had a chance to go through Henry Ford's Greenfield Village. I believe it is one of the most fabulous places in the United States and those of you who haven't visited it should keep it in mind for some future trip.

The village is a little city of its own. It contains many famous homes, workshops, and important places that were moved to Detroit lock, stock, and barrel from all over the world. Besides Henry Ford's birth place, it contains Edison's workshop and the house in which he was born, the courthouse from Illinois where Abe Lincoln tried some of his first cases, the workshop where the Wright Brothers built the first airplane and many others.

Everything seems real with every detail in place. All the famous homes have real lawns with flowers growing in the gardens. Something especially interesting to



Edward May presents Edith Hansen with a gift from KMA during the "Edith Hansen Day" festivities in the KMA Auditorium last month. The gift was a silver tray, engraved "Edith Hansen, 10th Anniversary on KMA, June 1952."

me in the village was a huge clock, about six feet tall, with the face and numbers composed of over 2,000 living plants! How would you like one of these in your garden?

* * * * *

The Early Bird Gardeners Club is getting more members every day. There has been a steady stream of the 5-piece cutlery sets going out to the persons who were the first to report peas, beans, sweet corn and tomatoes from their own gardens. Our maps for peas, beans and tomatoes are filling out fast and the yellow pins for sweet corn are starting to appear. It looks as if everybody has had a good garden this year.

If the weather keeps on as it has there should be some bumper crops coming up this year. For a while in June we had a long, hot dry spell, but then the rains came and seemed to improve everybody's disposition. We'll just have to hope that favorable weather continues.

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Again, I'd like to welcome you to visit us in Shenandoah this summer. Throughout the summer there will be many beautiful fields of flowers in bloom that will leave you with a long-to-be-remembered sight!

Grass Root Notes

By **MERRILL LANGFITT**
Farm Service Director

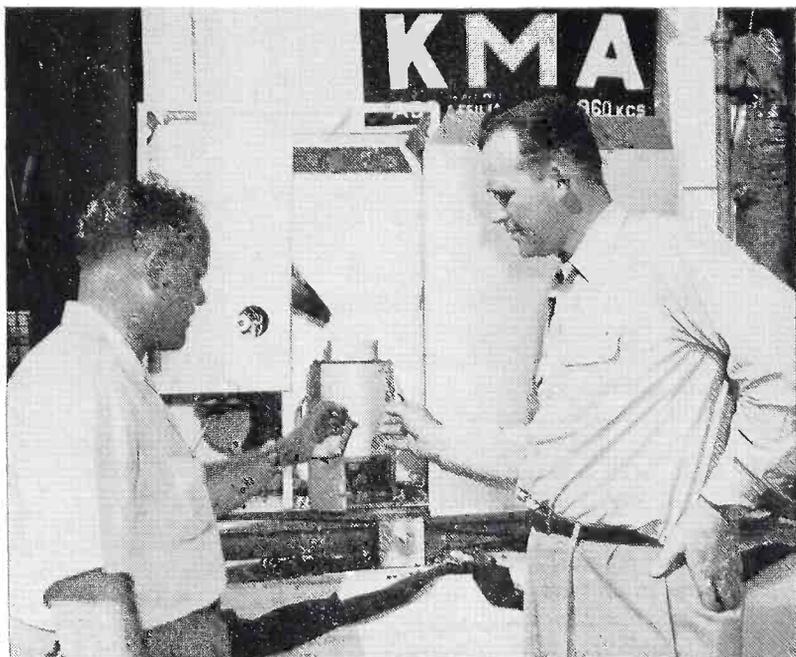
1952 KMA Farm Day Big Success

The 1952 KMA Farm Day, held by KMA in Shenandoah in June, is over and everyone is happy. Even the people who said we were interfering with the work of the Lord are satisfied, because no rain was made during the demonstration.

Actually the rainmakers do not make rain. They only claim to increase the amount of rain under desirable conditions. Of course, the weather bureau

does not even concede that any known method will actually increase the amount of rainfall, so the argument between the weather bureau and the rainmakers continues.

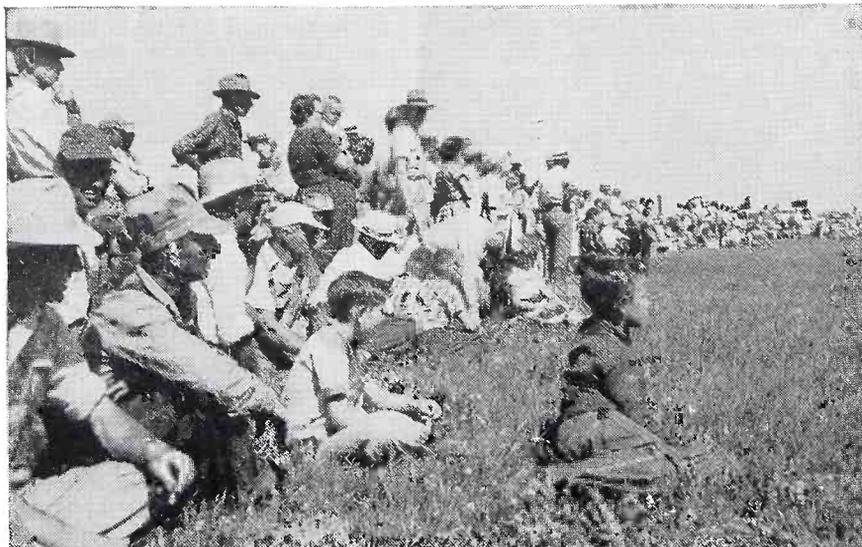
Some people say the day will come when we can turn the rain off and on. Others, including the weather bureau, say that weather is global and that man's ef-



Rainmaker Tom Swearingen (left) shows Merrill how his silver iodide ground generator "rainmaker" works.

forts cannot alter nature's weather pattern. Yet the wheat farmers of the west are convinced that the rainmakers are bringing them more than normal moisture. They believe this to the extent that they are willing to pay for such services.

Right now in the western part of the country one group of people have hired the rainmakers to increase the rainfall for ag-



Bottom of Page Left: Part of the huge crowd of more than 1500 that gathered for KMA Farm Day activities relaxes on the green turf of the Shenandoah Municipal Airport runway as they watch the Washington Rough Riders entertain with special horse acts.

gricultural benefits while another group depending on tourist trade have contracted with a service who claims to be able to keep it from raining. And so the argument continues as it no doubt will for years to come.

During the period of controversy, the weather bureau will still be in the driver's seat as they continue to use their vast scientific instruments and knowledge to forecast what will happen in a specific locality.

At any rate, we had fun with our weather and rainmaking field day and were happy that a large number of you could be our guests here in Shenandoah.

Those of you that were here, had occasion to meet two fine gentlemen. They were Mr. Ed Stapowich of the Omaha Weather Bureau and Mr. Tom Swearingen of the Water Resources Development Corp. of Denver, Colorado.

In this issue of the **GUIDE** you will see a picture of the cloud seeding equipment which feeds silver iodide into the air from the ground.

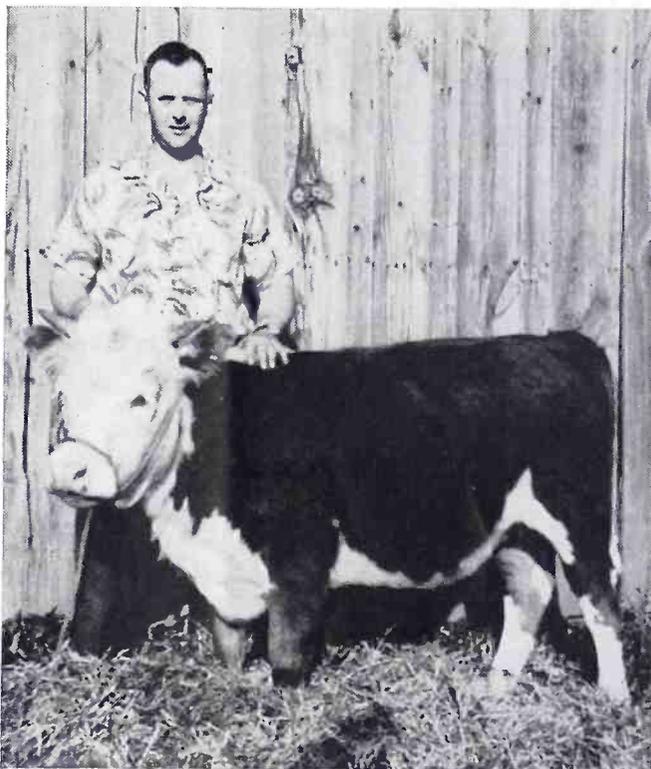
On the subject of pictures, I wouldn't want to miss the opportunity to call attention to the picture of one of my registered Hereford heifers which will be shown at some of the fairs this year. Some electric clippers would have improved her appearance, but that grooming will all be done before show time — and I hope she is carrying more fat by then, too.

JULY "MOVIETOWN THEATRE" KMA PROGRAMS ANNOUNCED

The July and early August programs on KMA's "Movietown Radio Theatre", sponsored by Anheuser-Busch every Wednesday night at nine o'clock has been announced.

Here is a list of the coming programs and the featured star:

- July 9: "Detour" with Pat O'Brien.
- July 16: "High Polish" starring Jane Russell.
- July 23: "Crystal" with John Howard and Denny Shane.
- July 30: "White Carnation" with Les Mitchel.
- August 6: "Mr. Juggins" starring Ralph Morgan.



Merrill poses with one of his registered Herefords that will be exhibited at beef shows this fall.

NEW KMA SHOW STARS CAL TINNEY, OKLAHOMA PHILOSOPHER

The "Cal Tinney" show, which premiered on KMA and the ABC Network on June 30, stars the popular Oklahoma philosopher of that name. Tinney is featured on the program with his witty remarks on current affairs plus western musical numbers.

The "Cal Tinney" show is heard on KMA from 3 to 3:30 pm, Monday through Friday. The program is sponsored by General Mills.

"SPACE PATROL" MEMBERSHIP KITS NOW AVAILABLE ON KMA

KMA's popular Saturday morning show "Space Patrol" is now offering its large juvenile audience an official Space Patrol Membership Kit plus luminous dome ring.

Details of the offer can be heard on the program, which is heard on KMA each Saturday morning at 9:30 with its tales of the world of the future.

"KOREAN ROUNDUP" IS NEW SHOW

"Koren Roundup" featuring Cpl. Paul Seipp and edited by Pfc. Mel Mains, former KMA newscaster is on KMA every Saturday afternoon at 3:15.

KMA To Broadcast Complete Coverage of Political Conventions

A rap of the gavel over KMA on July 7 and again July 21 will highlight the most important meetings going on in America — the presidential political conventions. KMA listeners will hear the most complete radio coverage in history of these important history-making events.

Over KMA you will listen to all the meetings of the Republican Convention, starting July 7, and of the Democratic Convention starting July 21. The daily broadcasts over KMA and ABC will be aired from Chicago and will be heard throughout the day. They will be heard each day, as long as the conventions are in progress.



John Daly

A staff of over 200 newscasters and technical experts have been gathered to bring you the complete radio coverage of these two exciting conventions. You'll hear on-the-spot broadcasts of convention proceedings direct from the Chicago International Amphitheater.

Gavel-to-Gavel reports direct from Chicago will be made by such well-known newsmen and commentators as John Daly, Drew Pearson, Elmer Davis, Martin Agronsky, Pauline Frederick, Mary Margaret McBride, Paul Harver, George Solskolsky, and Ted Malone, to mention a few.

Daly, celebrated foreign correspondent and radio personality, is "pivot-man" for the newsmen and technical experts.

They and the other members of the convention reporting staff will be working around the clock to keep KMA listeners informed of every late development in the balloting for presidential candidates. All the convention broadcasts over KMA will be sponsored by the Admiral Corporation.

"TIME CAPSULE" TO BE REBROADCAST 100 YEARS FROM NOW

"Time Capsule", the first regularly scheduled radio program specifically designed to be rebroadcast 100 years in the future, made its debut on KMA and the ABC Network, June 22. It is heard each Sunday evening at 5:30.

Each program of "Time Capsule" is recorded on magnetic tape, sealed, and deposited for rebroadcast in the year 2052.

FRANKIE FRISCH REPORTS DAILY BASEBALL RESULTS ON KMA

Frankie Frisch, battle-scarred veteran of many major league wars, is back in the thick of the flag races this summer with his daily commentaries on the baseball results.

The program is presented by the Union Oil Company of California every afternoon, Monday through Friday at 5:55.



Frankie Frisch

Frank Comments

By FRANK FIELD

Maybe this picture will head off some of the questions about whether or not I caught any fish on that fishing trip last month, this is what I caught in two hours of fishing. There are three northern pike, one walleyed pike and the short, fat fish on the left is a two pound crappie.

To go back to the beginning, there were ten of us in all, who went fishing the last week in May, on Sugar Lake in Northern Minnesota, north and west of Duluth. Part of the boys drove up but four of us flew up. We left here Thursday afternoon at 2:00 and were up there at 5:00 that afternoon.

Sugar Lake is so crystal clear that no one fishes there in the daytime, so we did our daytime fishing in another little lake nearby, called Sugar Junior. The fish in the picture were caught in Sugar Junior on a Red and White Lazy Ike, trolling, with about 100 feet of line out.

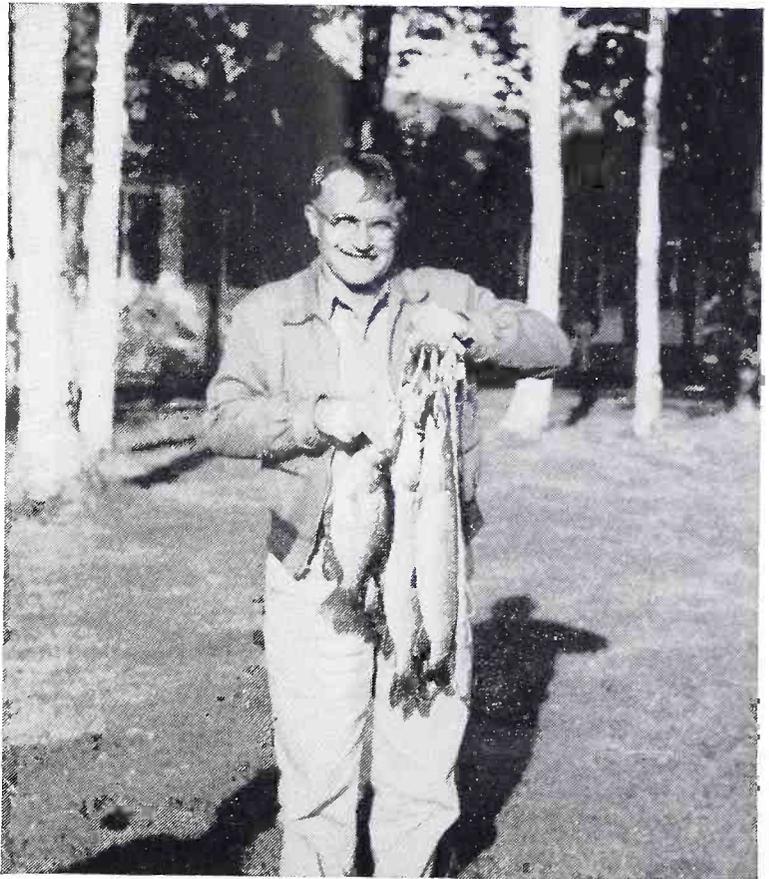
Then in the evenings, we went out on Sugar Lake and still fished, using minnows. In an evening's fishing, each of us would get from one to four nice walleyes weighing around two pounds.

None of us caught any really large fish, nothing over three pounds and a half and practically all of them weighed between two and three pounds, just a nice size for eating and plenty big enough to give you a good tussle in landing them, as everyone was using very light tackle, mostly 6 pound test nylon.

We didn't work at it too hard though, usually a couple of hours in the morning, a couple of hours in the afternoon and a couple of hours in the evening. The rest of the time we just layed around loafed and rested up. We packed up Sunday morning and left there about 9:00 getting home about 12:00. Of

course, I missed all of the Peony Day excitement but they must have had a tremendous crowd Sunday. I am strictly an amateur at this fishing business and that was actually the first time I had ever fished with modern equipment. All of my fishing was done when I was a kid with a willow pole and a cotton line and bobber and the catch was usually bullheads about 6 or 7 inches long.

On June 13th three of us braved the Friday the 13th jinx, and flew out to Boulder, Colorado to inspect the Iris fields. We are featuring mountain grown Iris, and I wanted to get some actual photographs to use in our next year's Iris catalog. It took us three hours and a half going out. Coming back we made it in just three hours. After spending the most of the day inspecting the Iris we took a short turn around Longs Peak and up over Estes Park. Coming back across Nebraska that afternoon the temperatures on the ground were well over 100 degrees, but up where we were it was a nice comfortable 58 degrees. They had been having three days of extremely hot weather at Boulder, and the Iris was not at its best.



On the KMA PARTY LINE

With **DORIS MURPHY**

You've seen embarrassing, funny situations happen to people in movies, but entertainer **CURLY DALE** had it happen to him in real life. **CURLY** had gone to Colby, Kansas, with a group of KMA entertainers for a personal appearance. While there the boys dropped in at the radio station for a chat with friends. They were seated in the manager's office smoking and visiting, when **CURLY** leaned over to flick ashes from his cigarette into an ash tray on the manager's desk. But . . . he leaned too far forward! Quick as a flash . . . his chair slipped and **CURLY** fell flat on the highly polished floor. It was one of life's most embarrassing moments for **CURLY**!

Remembering the old tradition of the theatre that "The Show Must Go On" regardless of what happens, **DOC EMBREE**

wondered what he was going to do, the night he arrived in Galt, Mo., for a personal appearance, and suffering from a strained back. The long 165 mile drive hadn't helped it any either. Finally he inquired if there was a doctor in the audience. Within a few minutes a woman osteopath was back stage giving **DOC** a treatment, using the floor as a substitute for a table. His back responded to the treatment, enabling him to go on with the show. Just to make sure he was comfortable for his return trip home, she gave him a second treatment after the entertainment. **DOC** was mighty grateful for the relief, and appreciated the kindness extended him by the woman osteopath.

Here is the picture of the June bridal couple, **MR. & MRS. DONALD SHOE-MAKER, JR.**, dashing from the Rustin Avenue Methodist Church in Sioux City,

following their marriage at 4:30 p.m. Sunday, June 1st. The beautiful wedding was attended by 250 guests. A color scheme of lavender, yellow and green was carried out by the bride, the former **MISS MARGIE MOODY**, in the attendant's gowns and church decorations. You probably heard **DON**'s mother, KMA's afternoon homemaker **ADELLA**, telling you about the wedding on her program at 3:30 each afternoon. **BERNICE CURRIER** and I were happy to be included among the 20 guests from Shenandoah. **DON** will resume his studies at Morningside College this fall. And will enter Moody Bible Institute in Chicago the first of the year. He is studying for the ministry.



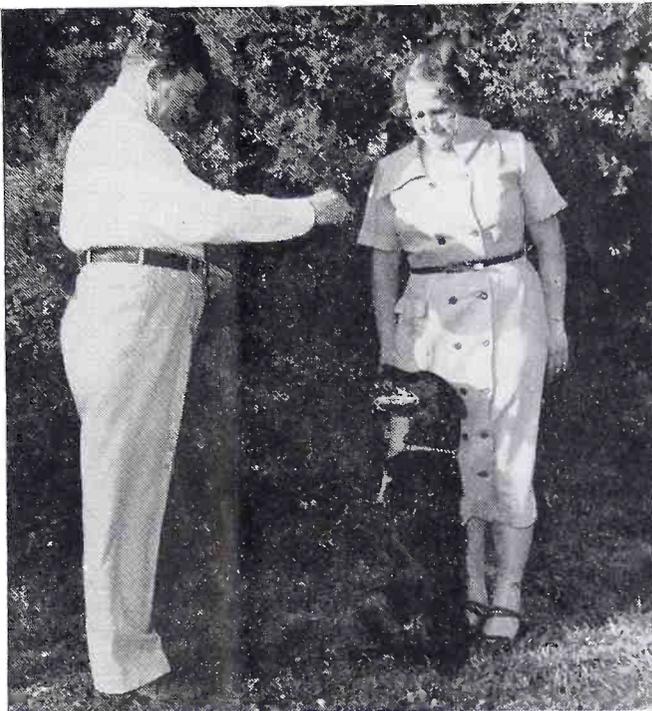
The Don Shoemaker, Jr.s. leave the church after their recent wedding.

BETTY & LYN's dad let the cat out of the bag! The girls had planned to keep it

a secret they were radio entertainers, when they met the "Sons of the Pioneers" in Des Moines recently where they were appearing with a rodeo. But dad, being so proud of his musical daughters, couldn't resist telling the boys that BETTY & LYN were entertainers on KMA and had been fans of theirs for years. In fact, some of the favorite numbers they use on the air, are those of the "Sons of the Pioneers." It was a real thrill for BETTY & LYN, and their parents, MR. & MRS. CARL SOFLIN of Lincoln, and niece 6 yr. old SHIRLEY SOFLIN, to meet this famed musical group. In remembrance of the occasion they had their picture taken with them.

It was a close shave for announcer BILL HARE's car the night a big main branch of a tree fell during a terrible wind storm and landed within a foot of his car. BILL was so sound asleep he didn't hear the crash, and you can imagine his surprise next morning when he discovered his car in the driveway, nearly covered with branches and the large trunk and limbs had barely missed it by a few inches. Guess BILL must live right!

Car trouble . . . a telephone call late at night . . . help arriving . . . one hour's sleep . . . announcer opening radio station after a troubled all night trip! This might sound like the brief outline for a story for the movies . . . but instead, it is the true story of what happened to five KMA entertainers on a personal appearance to Liberty, Mo. LEE SUTTON, MICKEY COTTEY, HERMAN HOUSH, COY MARTIN and BOB STOTTS were enroute home at 12:45 P. M. when LEE's car developed trouble. Unable to get service on the road, LEE called a service station in Shenandoah. They were not equipped to send help, so LEE phoned Program Director WAYNE BEAVERS. Sleepily WAYNE got out of bed . . . dressed and drove 5 miles south of Maryville, Mo., to pick up the five stranded entertainers, their instruments and music. It was nearly 5 o'clock in the morning when they arrived back in Shenandoah. Unfortunately LEE was scheduled to open the radio station that morning, which gave him only a little over an hour's sleep.



Curly Dale, Duke, and Hazel

And HERMAN was to start his vacation trip. To top it off . . . LEE had to make another trip to Maryville next day, to get his car repaired and home. Doesn't that sound like material for an exciting scenario for the movies?

Since "Duke", the black Labrador Retriever is such a favorite member of the family, we couldn't take a picture of CURLY DALE and his wife, HAZEL, without including the dog. "Duke" is about 6 months old and CURLY has trained him to sit up, as well as to retrieve. CURLY is looking forward to the fall hunting season when "Duke" will go along and bring back the ducks, pheasants and other birds. He is such a smart dog, CURLY is finding it easy to get him to answer his commands. When I asked if HAZEL liked "Duke", he answered: "She loves him!", so I guess "Duke" has found a good home.

Remember last year when you listeners helped name the new colt of BOB STOTT's golden sorrel mare, Diamond? You chose the name "Gold Flash" and it was very appropriate and pretty. Now . . . next month . . . "Diamond" is expecting another colt. Wonder if BOB is going to need your help in naming the new arrival! He might . . . so better be thinking up a good name!

FBI Cooperates With KMA's "This Is Your FBI" Program

As one means of informing the public, the Federal Bureau of Investigation cooperates in presenting "This Is Your FBI" each Friday at 7:30 pm over KMA and the ABC Radio Network. Through this official program, the FBI explains how the organization carries on its work of protecting the lives and properties of the American people.

J. Edgar Hoover, its director, emphasized the FBI's cooperation in a recent statement.

"This Is Your FBI is the only network radio program depicting the activities of the Federal Bureau of Investigation which is based on the official records of the FBI and which is produced with its cooperation and approval."

Jerry Devine is director-producer of the program. He submits all scripts to the Bureau for approval to make sure that all facts are always authentic.

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Jerry Devine (left) producer-director of "This is Your FBI" checks over details for one of the programs with J. Edgar Hoover, director of the Federal Bureau of Investigation.

ST. JOSEPH, MISSOURI WOMAN WINS "NAME THE RECIPE" CONTEST

The winner of the KMA GUIDE's "Name The Recipe Contest" is Mrs. J. G. Grenier, 1620 South 17th, St. Joseph, Missouri.

The judges selected her suggested name, "Gay Chunked Gold N' Fluff", as the best from hundreds that were submitted in the contest. Mrs. Grenier has been sent a check for \$10.

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Pattern For The Month—

DOLLS OF THE AMERICAS

The newest attraction in the needlework field is the costume doll dressed in crocheted finery. These three dolls of the Americas are examples of the delightful collector's items you can make with your crochet hook. The Gypsy Girl has a red swirling skirt banded in yellow, green and blue. Miss Rio is gaily attired in a carioca blouse of flamingo and black over a chartreuse skirt. Miss West Indies wears a checked red and white skirt, white apron and blouse and red and blue accessories.

You can be among the first to receive this free pattern. Send a self-addressed stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. S-225.

The KMA GUIDE presents a new pattern each month as a special service to our readers. Readers are also invited to write in for patterns that have appeared in recent issues of this magazine.





HOMEMAKER'S GUIDE

Kitchen Klinik

By **ADELLA SHOEMAKER**

GINGER ALE — MELON MOLD

- 1 package lemon or lime flavored gelatin
- 1/2 cup boiling water
- 1 1/2 cups ginger ale
- 1 tablespoon lemon juice
- Dash of salt
- 2 cups melon balls (cantaloupe, honeydew, or watermelon)

Dissolve gelatin in boiling water; add ginger ale, lemon juice, and salt; chill. When mixture is slightly thickened, fold in melon balls. Turn into individual molds or in one large mold and chill until firm. Unmold on lettuce, garnish with mint, and serve with salad dressing. Serves 6.

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BAKED MACARONI AND CHEESE

- 1 1/3 cups uncooked macaroni
- 2 cups milk scalded
- 1 cup soft bread crumbs
- 4 tablespoons butter
- 1 egg, well beaten
- 3/4 teaspoon chopped onion
- 1 1/2 teaspoon salt
- 3/4 cup grated cheese
- 1/4 cup finely chopped green pepper

Cook macaroni. Mix it with all the rest of the ingredients. Place in a buttered baking dish. Put a little piece of folded newspaper under the casserole and place it in a pan of water in the oven. Bake in a moderate 350° oven until set — about 20 minutes.

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POPPY-SEED COOKIES

- 4 eggs
 - 1 cup sugar
 - 1/2 cup salad oil
 - 1 tablespoon lemon juice
 - Grated rind of 1 lemon
 - 1 teaspoon vanilla
 - 1/4 cup poppy seed
 - 2 cups sifted flour with
 - 1 1/2 teaspoons baking powder
 - 1/2 teaspoon salt
 - 2 1/2 cups flour
- Beat eggs until thick. Gradually beat

in sugar, salad oil, lemon juice, rind of lemon, and vanilla. Add poppy seed. Sift flour (2 cups) with baking powder, and salt. Stir. Add remaining flour. Keep covered. Handle only small bit at a time. Roll thin. Bake at 350° for 8 minutes.

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FRIED GREEN BEANS

- 3 slices bacon
- 1 tablespoon sugar
- 1 tablespoon flour
- 1 quart canned or freshly cooked string beans
- Salt
- Pepper

Cut the bacon in small pieces and fry. When it is brown, add the sugar, flour, green beans, and enough water in which beans were cooked to make a sauce. Season with salt and pepper.

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CORN PUDDING

- 1 cup whole kernel corn
- 1 cup milk
- 1 egg
- 1/4 cup ketchup
- 1 tablespoon sugar
- 1/2 teaspoon salt
- 1/2 teaspoon mustard
- 2 tablespoons flour
- 2 tablespoons butter

Mix flour with small quantity of milk until smooth. Then add all other ingredients. Bake at 350° for 1 hour.

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CORN RELISH

- Cut corn from 18 large ears. Chop or grind 1 head of cabbage. Add:
- 6 green peppers
 - 3 red peppers
 - 6 large onions chopped or ground
 - 1/4 cup salt
 - 3/4 cup prepared mustard
 - 4 cups sugar
 - 2 quarts vinegar
- Stir all together and cook 20 min. After it comes to the boiling point, add 2 tablespoons celery seed, and seal while hot in sterilized jars.



Homemaker Visit

By **BERNICE CURRIER**

SPICED STUFFED PEACHES

- 10 medium sized peaches
- 6 tablespoons chopped Bermuda onions
- 2 teaspoons cinnamon
- 5 cups sugar
- 1 1/2 cups water
- 1 cup white vinegar
- 12 whole cloves

Pour boiling water over peaches and let stand a few minutes, then peel, and remove pits through the stem end, leaving peaches whole. Combine the onions and cinnamon and stuff peaches with this. Bring to a boil, the sugar, water, vinegar and cloves, add the peaches and cook till tender. Pack peaches in sterilized jars, fill jars with syrup to within 1/2 inch of top and seal. This makes 2 quarts.

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CREAM CHEESE POTATO SALAD

- 4 cups sliced cooked potatoes
- 1 1/2 tablespoons grated onion
- 1 teaspoon salt
- 2 tablespoons cider vinegar
- 3 oz. Philadelphia cream cheese
- 1/3 cup mayonnaise
- 1 tablespoon chopped parsley

Cook potatoes in skins and cool well, then peel and slice. Add onion, salt, vinegar and mix lightly. Cover and let stand 1/2 hour. Cream the cheese and mayonnaise together and add it with the parsley to the potatoes and toss lightly. Garnish with sliced hard boiled eggs and wedges of tomato. Chill before serving. Serves 6.

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BLACKBERRY COBBLER

- 2 cups blackberries
- 1/2 cup sugar
- 1/4 teaspoon nutmeg
- 3/4 cup orange juice
- 1 1/2 tablespoons grated orange rind

Start oven at 425°. Put blackberries in baking dish and sprinkle with sugar, nutmeg, 1/4 cup of orange juice and 1/2 the orange rind. Make a biscuit dough using 2 tablespoons butter or margarine for the shortening and using remaining orange juice and rind. Roll out on floured board

and mold it to fit top of pan. Place it over the berries and make a few gashes in it to let steam escape. Bake 20 to 25 minutes. Serve hot with cream. Serves 4.

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MUSTARD PICKLES

- 2 quarts tiny cucumbers
- 2 quarts small onions
- 2 quarts cut green beans
- 2 quarts green tomatoes chopped
- 2 heads cauliflower broken up
- 1 oz. turmeric
- 1 1/2 cups brown sugar
- 2 tablespoons celery seed
- 6 sweet peppers chopped
- 2 tablespoons mustard seed
- 1/2 tablespoon whole cloves
- 1 tablespoon allspice
- 2/3 cup dry mustard
- 1/2 cup flour
- Pure cider vinegar

Wash and prepare vegetables. Sprinkle with salt and let stand 24 hours. Drain off liquid and put vegetables in a kettle. Add turmeric, brown sugar, spices and peppers and enough vinegar to cover. Boil 15 minutes after it comes to a boil. Mix a smooth paste with the flour and a little water and add. Boil 5 minutes more. Pack into hot sterilized jars and seal.

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FROZEN FRUIT SALAD

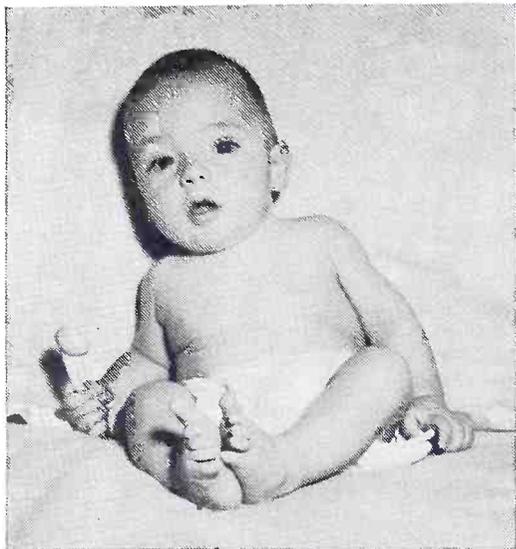
Make **FRUIT SALAD DRESSING** first as follows: Mix 1 tablespoon flour and 2 tablespoons sugar, add 1/2 cup strained honey and cook in double boiler 10 minutes. Then add juice of 2 lemons and 2 beaten egg yolks and cook 5 minutes, stirring constantly. Remove from fire and cool. Then add 1/2 cup cream whipped. Now combine 2/3 cup of this dressing with 1 can fruit cocktail drained, and 2/3 cup heavy cream whipped. Pour into freezing tray and freeze. Freezing will take several hours. Serve in squares.

* * * * *

APPLE SAUCE SPREAD

Mix coarsely shredded sharp cheddar cheese with apple sauce using about half as much cheese as you do sauce. Spread this on nice fresh Oatmeal Bread, Rye Bread without butter or whatever bread is your favorite. It is delicious.

KMA Fan, Small Size In Changeable Carton!



Mike Martin

"Don't bother me, I'm listening to my dad on the radio!"

This might well be the comment of young Michael Lewis Martin to the photographer.

Young Mike is the husky son of KMA entertainer Coy Martin and his attractive wife, Irene. Coy is KMA's electric steel guitarist.

Rumor has it that papa Coy already has ordered a crib sized steel guitar but Mike isn't talking about it — yet!

* * * * *

"Oopsie Daisie!"

It's Bill Hare

The bigger they come the harder they fall.

Announcer Bill Hare is getting ready for a "big letdown" at the Shenandoah swimming pool in the photo at right. Bill is pictured doing what he calls the 'full belly-buster with variations'. Bill likes to spend many of his off hour periods at the local pool and reports that the life-guards have now quit keeping an eagle-eye peeled for him.



Forecasts for the Month

BIRTHDAYS:

- July 1—Caroline Ely, daughter of Walter Ely, transmitter engineer.
- July 3—Paul Pippert, newscaster.
- July 3—Delores Josephson, wife of Jack Josephson control room engineer.
- July 8—Merrill Langfitt, farm service director.
- July 19—Phyllis Ann Jennings, daughter of Roland Jennings, engineer.
- July 21—Helen McCullough, mail clerk.
- July 24—Eddie Burrichter, son of Donald Burrichter, assistant chief engineer.
- July 28—Edward May, president of KMA and the May Seed Company.
- July 30—J. C. Burdick, son of Ina Burdick, KMA GUIDE circulation manager.

COVER STORY

The picture on the front cover this month shows the Fourth of July getting off to a big bang around KMA. Merle Douglas, with that fiendish look on his face is trying to blow Bill Hare back to Broken Bow, Nebraska, Bill's home town. Bill and Merle are actually good friends and if the firecracker was real both of them would probably be spending the Fourth flying — without wings!

KMA DAILY PROGRAMS FOR JULY, 1952

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:00 a.m.—Hillbilly Jamboree
 6:00 a.m.—News & Weather, Pippert
 6:15 a.m.—Bob Stotts
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Paul Pippert, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Betty & Lyn
 7:45 a.m.—Morning Headlines—Pippert

8:00 a.m.

DON McNEILL'S "BREAKFAST CLUB"

A full hour of
fun and music!



9:00 a.m.—Bernice Currier
 9:25 a.m.—Whispering Streets
 9:45 a.m.—News
 10:00 a.m.—Edith Hansen
 10:30 a.m.—Break The Bank
 11:00 a.m.—Jack Berch
 11:15 a.m.—Melody Club
 11:30 a.m.—Doc & Esther
 11:45 a.m.—KMA Cowboys

12:00 p.m.

RALPH CHILDS

and the news
Listen also at
6:30 and 10 p.m. daily



12:15 p.m.—Edward May
 12:30 p.m.—Half Past Nooners
 12:45 p.m.—Market Reports, Childs
 1:00 p.m.—Polka Time
 1:15 p.m.—Camp Meeting Time
 1:30 p.m.—It Happens Everyday
 1:35 p.m.—Nishna Valley Neighbors
 1:45 p.m.—Bob Stotts
 2:00 p.m.—The Midwesterners
 2:30 p.m.—Tennessee Ernie
 3:00 p.m.—Cal Tinney
 3:30 p.m.—Adella Shoemaker
 4:10 p.m.—Merl Douglas Show
 4:30 p.m.—P. Pippert, News
 4:45 p.m.—Mickey Cottey
 5:00 p.m.—Bar Nothin Ranch
 5:30 p.m.—Fun Factory
 5:55 p.m.—Baseball Roundup
 6:00 p.m.—Sports Parade—Douglas

6:15 p.m.—Mickey Cottey (M.W.F.)
 6:20 p.m.—Let's Go Visiting (T.Th.)
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

7:00 p.m.—Lone Ranger
 7:30 p.m.—Your Land And Mine
 7:45 p.m.—Outdoor Mid-America
 8:00 p.m.—Paul Whiteman's Teen Club
 9:00 p.m.—Chicago Signature
 9:30 p.m.—Stars For Defense
 9:45 p.m.—Elmer Davis
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Time For Defense
 11:00 p.m.—Newstime — Bank
 11:15 p.m.—Music In The Night

TUESDAY NIGHT

7:00 p.m.—Silver Eagle
 7:30 p.m.—Escape With Me
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Radio On The Record
 9:00 p.m.—Jimmy Dorsey
 9:15 p.m.—Dream Harbor
 9:30 p.m.—Guest Star
 9:45 p.m.—Elmer Davis
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Mayor Of The Town
 11:00 p.m.—Newstime — Bank
 11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger
 7:30 p.m.—Valentino
 8:00 p.m.—Mr. President
 8:30 p.m.—Cross Fire
 9:00 p.m.—Movietown Theatre
 9:30 p.m.—Heres To Vets
 9:45 p.m.—Elmer Davis
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Postmark USA
 11:00 p.m.—Newstime — Bank
 11:15 p.m.—Music In The Night

THURSDAY NIGHT

7:00 p.m.—Silver Eagle
 7:30 p.m.—Defense Attorney
 8:00 p.m.—Amateur Hour
 8:45 p.m.—I Covered The Story
 9:00 p.m.—Mr. Broadway
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Elmer Davis
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Dance Orchestra
 11:00 p.m.—Newstime — Bank
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

- 7:00 p.m.—Lone Ranger
- 7:30 p.m.—This Is Your FBI
- 8:00 p.m.—Newstand Theatre
- 8:30 p.m.—Summer Cruise
- 9:00 p.m.—The Top Guy
- 9:30 p.m.—Jelly Elliott
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Proudly We Hail
- 11:00 p.m.—Newstime — Bank
- 11:15 p.m.—Music In The Night

SATURDAY PROGRAMS

- 5:00 a.m.—Hillbilly Jamboree
- 6:00 a.m.—News & Weather—Childs
- 6:15 a.m.—Bob Stotts
- 6:30 a.m.—Merrill Langfitt
- 7:00 a.m.—Ralph Childs, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Betty & Lyn
- 7:45 a.m.—Morning Headlines—Childs
- 8:00 a.m.—Saturday Shopper
- 9:00 a.m.—Bernice Currier
- 9:30 a.m.—Space Patrol
- 10:00 a.m.—Forest Stories
- 10:30 a.m.—Pvt. Eddie Fisher
- 11:00 a.m.—101 Ranch Boys
- 11:30 a.m.—Am. Farmer
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Half Past Nooners
- 12:45 p.m.—This Week On The Farm
- 1:00 p.m.—Polka Time
- 1:15 p.m.—Camp Meeting Time
- 1:30 p.m.—Nishna Valley Neighbors
- 1:45 p.m.—Bob Stotts
- 2:00 p.m.—The Midwesterners
- 2:30 p.m.—Lone Pine Mountaineers
- 3:00 p.m.—Hank Thompson
- 3:15 p.m.—Korean Roundup

3:30 p.m.

ADELLA SHOEMAKER

Every day at 3:30 p.m.
Monday thru Sat.



- 4:05 p.m.—Merl Douglas Show
- 4:30 p.m.—Ralph Childs, News
- 4:45 p.m.—Mickey Cottey
- 5:00 p.m.—Bar Nothing Ranch
- 5:30 p.m.—Symphony Concert
- 6:00 p.m.—Sports Parade—Douglas
- 6:15 p.m.—Una Mae Carlisle

- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Dinner Music
- 7:00 p.m.—Dancing Party
- 9:00 p.m.—Sat. At The Shamrock
- 9:30 p.m.—Band Concert
- 10:00 p.m.—Merl Douglas, News
- 10:15 p.m.—Women On Uniform
- 10:30 p.m.—Dance Band
- 11:00 p.m.—Newstime — Douglas
- 11:15 p.m.—Music In The Night

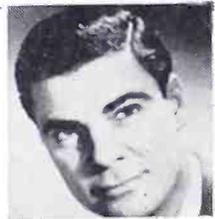
SUNDAY PROGRAMS

- 7:00 a.m.—News
- 7:15 a.m.—Favorite Hymns
- 7:30 p.m.—Worship Service
- 8:00 a.m.—Rev. Gene Phillips
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Bible Truth
- 9:30 a.m.—Lutheran Gospel Hour
- 10:00 a.m.—News — Bank
- 10:15 a.m.—Morning Song
- 10:30 a.m.—Milton Cross Opera Album
- 11:00 a.m.—Coast Guard On Parade
- 11:30 a.m.—Piano Playhouse
- 12:00 noon—Gail Bank, News
- 12:15 p.m.—U. N. Story
- 12:30 p.m.—Frank Devol Presents
- 1:00 p.m.—Fine Arts Quartet
- 1:30 p.m.—Back To The Bible
- 2:00 p.m.—Newstime — Pippert
- 2:15 p.m.—Highways To Safety
- 2:30 p.m.—Hour Of Decision
- 3:00 p.m.—Revival Hour
- 4:00 p.m.—Chautauqua Symphony
- 5:00 p.m.—Geo. E. Sokolsky
- 5:15 p.m.—Monday Morning Headlines
- 5:30 p.m.—Time Capsule

6:00 p.m.

"STOP THE MUSIC"

with Bert Parks
A Fortune in Prizes!



- 7:00 p.m.—Here Comes The Band
- 7:30 p.m.—Sophisticated Rhythm
- 8:00 p.m.—Drew Pearson
- 8:15 p.m.—Masquerade
- 8:45 p.m.—The Three Sons
- 9:00 p.m.—Let's Be Healthy
- 9:15 p.m.—Gloria Parker
- 9:30 p.m.—Bill Tusher
- 9:45 p.m.—Vacationland U.S.A.
- 10:00 p.m.—News
- 10:15 p.m.—Thoughts In Passing
- 10:30 p.m.—This Week Around World
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

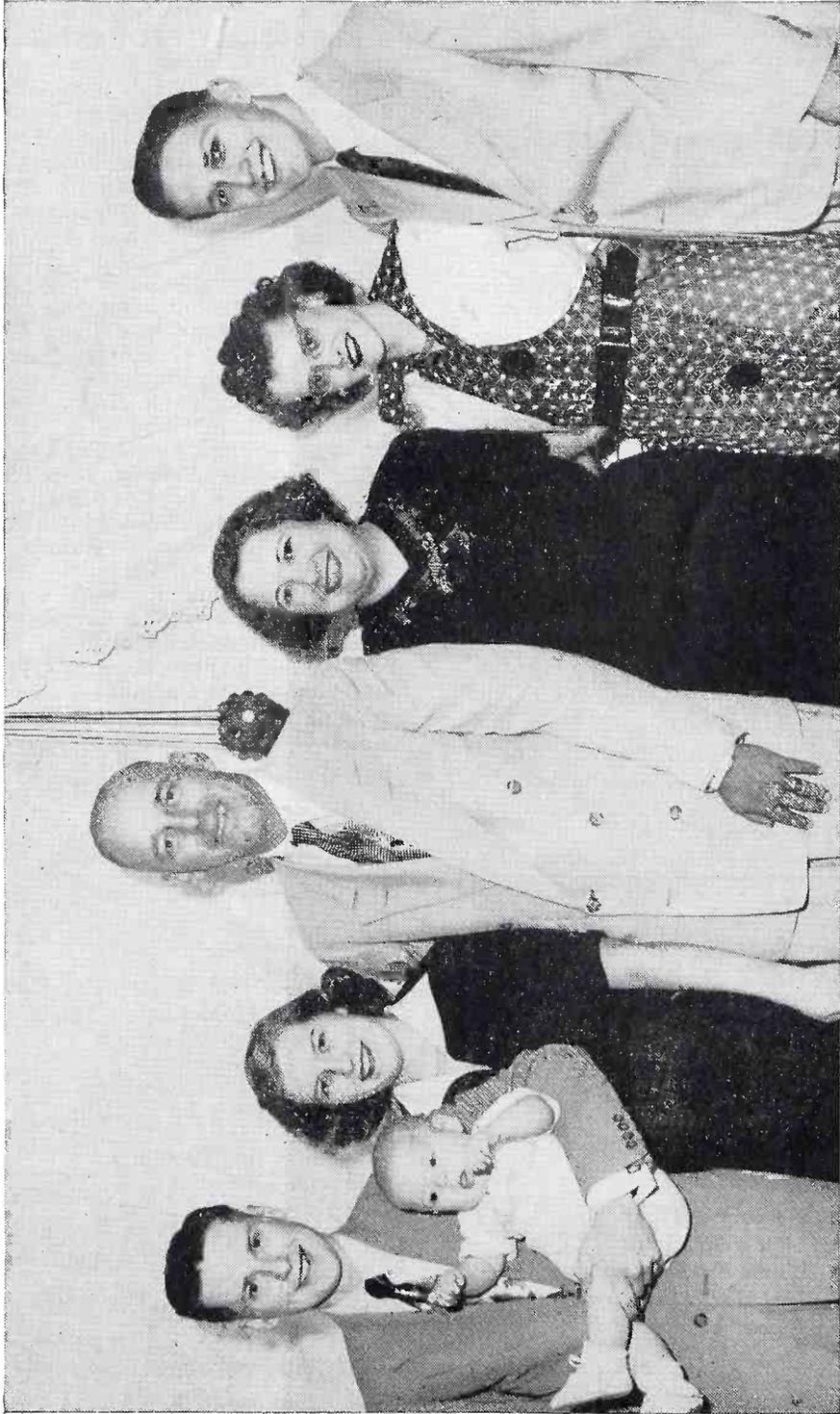
Listings Correct at Time of Publication
However, all Programs Are Subject to Change

One Woman's Family -- The Shoemakers Pose For THE KMA GUIDE Photographer

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It wasn't easy to get them all together at one time for a photo, but here they are — KMA's afternoon homemaker Adella Shoemaker, her husband Don, and their growing family.
 Left to Right: George Shoemaker holding his son Gregory George; George's wife, Joan; Don, Sr.; Adella; Margie Shoemaker, wife of Don, Jr.; and Don, Jr. For a story about the recent wedding of the Don Shoemaker, Jr.s., see Doris Murphy's column "On The KMA Party Line."