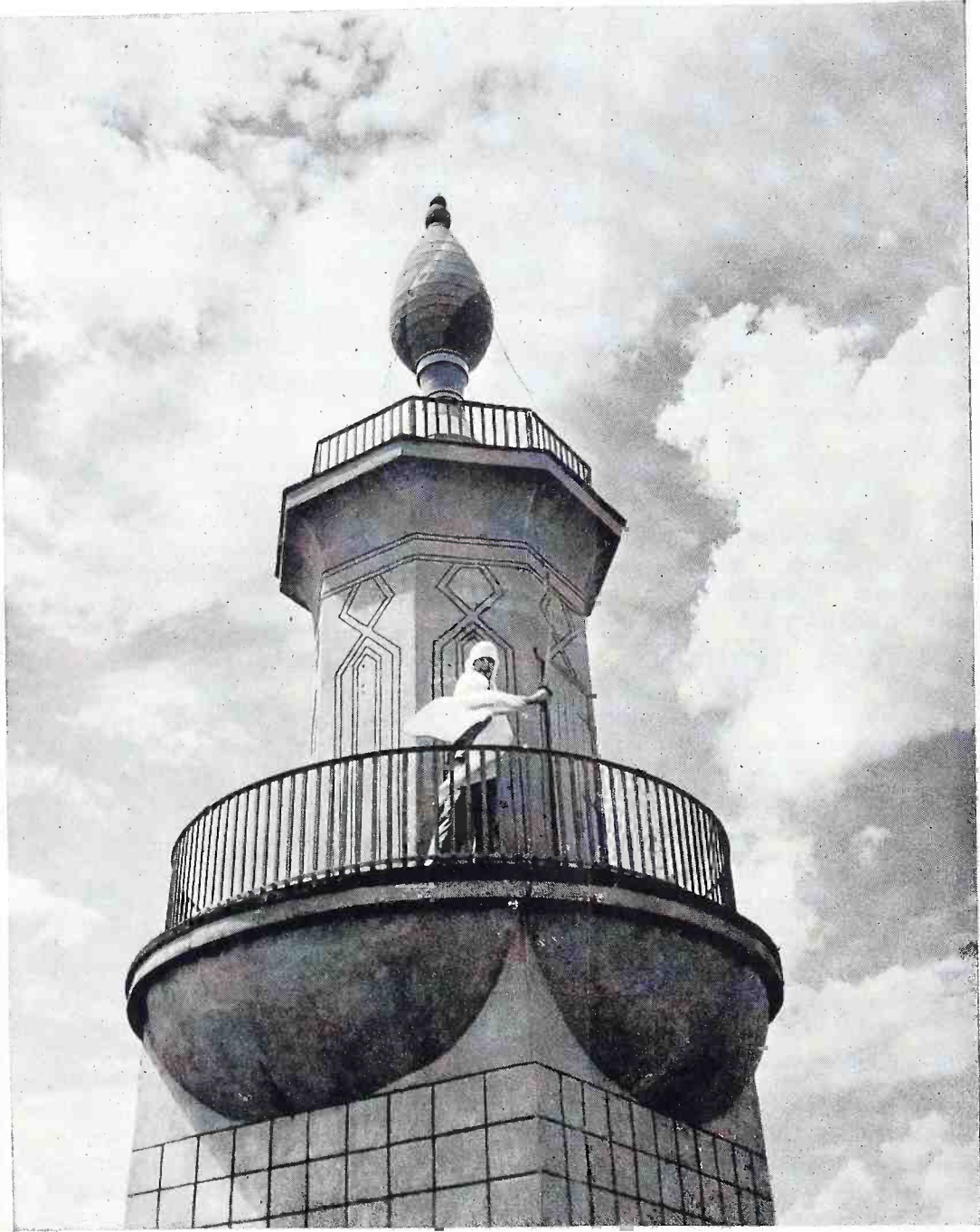


The **KMA GUIDE** 10¢

Vol. 8 AUGUST, 1951 No. 8



The MIDDLE EAST — or The MIDDLE WEST?
(See Page 2)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Centralia, Missouri . . . I am enclosing \$1 for my "eighth" subscription to the GUIDE.

Mrs. Eula Eaton

(It really makes our hearts feel good when we receive renewals, like yours, from our "Charter Members".)

Glenwood, Iowa . . . Here's my dollar for renewal for another wonderful year! I get so much enjoyment out of seeing the pictures of the old and new entertainers, announcers, all the wonderful advice on gardens and flowers, and last but not least the homemakers.

*Mrs. O. V. Buyers,
709 North Linn*

Lakefield, Minnesota . . . Enclosed is two dollars for two more years of the GUIDE! I have every copy from the first one published . . . Wish I had time just to sit down and listen to KMA all day long.

Loren Milbrath

(It's always good to hear from our friends way up in the lake country.)

Perry, Iowa . . . My only complaint is the GUIDE doesn't come often enough!

Margaret Fisher

Brownville, Nebraska . . . The GUIDE is such a good little magazine. Many more years of success to you.

Mrs. Clarence Williams

(— and many more years of enjoyable listening and reading to YOU!)

Afton, Iowa . . . Enclosed is my dollar for my renewal to the grandest "big, little" magazine in the country — the KMA GUIDE. I have every issue from the first and would surely hate to be without it now.

Mrs. Hollis Moore

THE KMA Guide

Vol. 8

No. 8

AUGUST, 1951

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

Cover Story—

Bert Coons "Plays" Rudolph Valentino

Do you recognize the foreign-looking scene on the cover of this month's GUIDE?

Many KMA GUIDE readers who have visited Shenandoah will recognize the picture as the larger of two Moorish-styled towers on the roof of the KMA Auditorium.

But, who would guess that the Arabian-cloaked figure brandishing a sword over the Iowa countryside is KMA announcer Bert Coons!

Maybe it was the Iowa heat. Maybe Bert had been reading too much about Rudolph Valentino lately. Anyway, we think it makes an interesting picture.

LIVERMORE, IOWA GIRL NAMES KMA DISC SHOW

Miss Phyllis Wilson of Livermore, Iowa won Don Soliday's recent "name-the-program-contest" on KMA by coming through with the catchy title, "Spins and Needles". It was chosen as the best title sent in from hundreds of other title suggestions.

Other winners in the contest were: second place, Wanda Hensley, Farragut, Iowa; third place, Pearl Mercer, Richmond, Missouri; and Mrs. Hazel Atterberry, Davis City, Iowa, fourth place.

"Spins and Needles", Don's popular disc show, is heard every afternoon on KMA from 4:45 to 5:30.

A Chat With Edward May



Something that we have all been proud of out at home lately is the new white fence that has been erected along the gravel road in front of our yard. The fence is 350 feet long and I believe it will really be a beautiful show next year when all the climbing roses planted in front of it come into bloom.

In the picture above, one of the rose bushes is growing directly below where Annette is sitting. This particular bush already had a few blooms on it, as did five others of the nineteen planted, even though they were set out quite late. At the right in the picture you can catch a glimpse of our home.

I'll be taking the family up to Mercer, Wisconsin for a vacation in August and we're all looking forward to doing some fishing, boating, and most of all—resting! This year I hope to teach Annette how to swim, but little Karen is going to have to wait for a few years even though I know she'll want to try, too.

Mercer is located in the northern woods where the weather is cool and refreshing, about 50 miles from Lake Superior. Echo Lodge, where we will be, was started by a group of nurserymen from all over the United States, about 40 years ago. They picked this spot from many beautiful lakes in Wisconsin, Minnesota and Michigan as the place to go to spend their summer va-

cations together.

Be sure and read the special article about the KMA Friendship-Goodwill Tour to Mexico on Page 5 of this issue. And, I want to invite all of you who can possibly go to join in making this wonderful trip with me. I have already seen many of the places that we will visit this September and I can personally assure you that everything has been arranged to give you eighteen of the most enjoyable days you've ever lived.

I was speaking to my mother, Mrs. Earl May, about the Mexican trip this year and she is one of the most enthusiastic Mexican vacation fans you will ever find. As a matter of fact, when I asked her if she liked Mexico, She answered:

"Do I like Mexico? I've been there seven times! That ought to answer your question!"

And, don't worry about whether you are too old or too young to go on the journey, either. Why, last year when we went to Alaska there was an 85-years-young gentleman from Pella, Iowa, who went along and enjoyed himself equally as well as the younger folks:

If you will just drop me your name and address in care of KMA, I'll be very happy to send you a travel folder that will give you all the information about this wonderful Mexican journey!

Oh, How Doc Loves Esther's Cooking -In Their 5-Room Castle on Wheels!



"It needs just a little more salt, Esther!"

VACATIONING McNEILL, PARSONS REPLACED BY MOVIE STARS

Joe E. Brown, one of the great names in show business, will become "acting Toastmaster" of ABC's Don McNeill's "Breakfast Club" during August and the first two weeks of September. Don McNeill is on his summer vacation.

The "Breakfast Club" is heard on KMA every morning, Monday through Friday, from 8 to 9 A. M.

* * *

Several popular movie stars will fill in during August for vacationing Louella Parsons on her regular Sunday night program (8:15 P. M. on KMA and ABC.)

The guest lineup for August:

August 12—Joan Crawford.

August 19—Jane Wyman (Interviews
Robert Mitchum).

August 26—Dorothy Lamour.

"I've got the best little cook in the world!" And, Doc Em-bree of KMA's ever-popular Doc & Esther team looks like he means it in the photo at left as he tastes some of Esther's special brand of stew.

"Once a week I clean out the ice box, but, oh, how Doc loves that stew," exclaimed Esther.

Doc and Esther are shown in the kitchen of their new five-room trailer home that is really a castle on wheels. It has a big ultra-modern kitchen that really gives Esther plenty of opportunity

to take advantage of her favorite pastime—baking!

You'll be hearing quite a bit about Esther's favorite baking recipes on Doc and Esther's new morning show (11:30, each Monday through Friday morning, sponsored by Gooch's Best Flour).

Here's one of Esther's favorite recipes.

ESTHER'S QUICK YEAST ROLLS

3 cups flour (sifted)
3/4 cup milk
1/2 cup cold water
2 tablespoons sugar
1 beaten egg
1 cake yeast
1 teaspoon salt
2 tablespoons butter

Sift flour into large mixing bowl. Heat milk until bubbles form on sides of pan. Add cold water and cool to luke warm. Add broken yeast cake and stir till dissolved. Add salt, sugar, beaten egg and melted butter. Add to flour and mix well. Cover with damp cloth and let raise in warm place till double in bulk. Turn out on floured board and knead slightly. Form into rolls. Let raise about 20-30 minutes. Bake in hot oven. When done, brush rolls with melted butter.

Still Time to Make Reservations For KMA Trip to Old Mexico

Many Reservations Made by Last Year's Alaskan Tourists

There is still time to make your reservation for the 18-day KMA Friendship-Goodwill Tour to Old Mexico this September, but time is drawing short and all reservations should be made in the next few days.

As proof of the enjoyment and relaxation found on a KMA Tour, many midwesterners who participated in last year's tour to Alaska have made their reservations to join Ed May on the Mexican Tour.

The touring party, which will leave for Mexico on September 4, will again this year be under the guidance of Mr. and Mrs. Frank Swircin, able representatives of the Burlington Railroad. They, together with Ed May, will attend to all the details of the tour, including reservations, times of departure, tips, etc., so all that the KMA tourists will have to do is enjoy themselves.

Mel Mains, KMA Farm Service Director, will also be along on the tour to help with the making of many recorded broadcasts which will be rushed back to KMA for use on the air while the tour is still in progress. Mel will also be on hand, along with Ed May, to answer many questions about the different Mexican agricultural scenes that will be seen along the way.

Ed May invites you to join with him on this tour of Mexico. Just drop him a postcard with your name and address and he'll make sure you get all the details!



Mexican Market Scene

Soflin Sisters Join KMA Talent Staff

Two new musical members of the KMA entertainers' staff are the attractive, talented Soflin Sisters, Betty and Lyn. Their western, hillbilly and hymn presentations are already well-known to many Midwestern radio listeners.

The two sisters have been singing duets "since we were about three", at least that's how Betty puts it. Born in Lincoln, Nebraska, Betty and Lyn were visiting an uncle in Beaver City when they happened to hear about an amateur contest in town. They entered—and won!

That was in 1946. Shortly after, they began making personal appearances and playing guest shows on radio until they participated as contestants on the national network show, "Ted Mack and His Original Amateur Hour". A radio talent scout heard them and they received their first steady job in radio!

Betty and Lyn are heard on their own KMA shows at 7:30 a. m. (Mon. thru Sat.) and at 2:30 p. m. (Mon. thru Fri.) They also appear on "Half Past Noon" and a special Saturday afternoon program.

On The KMA Party Line

With **DORIS MURPHY**

Twenty-four hours, cram packed with anxiety and excitement, were experienced by newscaster RALPH CHILDS, program director WAYNE BEAVERS and engineer WALT ELY during a trip to Kansas to bring a first-hand report of the flood situation to you KMA listeners. They left Shenandoah at 8 p. m., Wednesday, July 11th, reaching Topeka just 30 minutes before the dike broke. After being assured they would be able to leave by other routes, they entered the city, visited Red Cross headquarters for information, then went to bed at 2:30. By 5 a. m. they were up and soon busy on the wires, telephoning back reports to KMA. By mid-morning, news was released that roads leading out of the city in every direction were covered with water. That meant they were stranded for at least four days. The only possible way to get out was by air. Upon contacting the one private airport that was still open, they found they could charter a private plane to bring them back. At 5 p. m. they left their station wagon in Topeka, boarded the plane and started toward Shenandoah, but were grounded at Falls City, Nebraska, when the weather turned unfavorable for flying. Calling the bus station the boys learned a bus was just leaving. Officials held it until they could drive in from the airport. After reaching Nebraska City by bus, they called announcer PAUL PIPPERT to come after them in his car. Just 24 hours from the time they started, they were back home—tired, weary, sorrowed by the sights of the ravaging flood they had seen . . . but thankful for a safe return.

No wonder announcer DON SOLIDAY looks as if he is enjoying himself! Who wouldn't surrounded by a bevy of beautiful girls? Here you see DON pictured with the winners of the Beauty and Talent Contest held in the KMA Auditorium, for the selection of "Miss Southwest Iowa". The contest was sponsored by the Shenandoah Junior Chamber of Commerce July

12 and a number of girls from surrounding towns participated. On the far left is Miss Nancy Norman of Shenandoah who had just been selected first place winner and is wearing the Queen's Crown. Second from the right is Miss Carol Swanson, Clarinda, 2nd place winner; and next to her Miss Lucille Hilger of Hamburg, third place winner. Miss Norman is attending the Univ. of Nebraska where she is majoring in voice; Miss Swanson is a student at Clarinda Junior College, studying piano and Miss Hilger is attending Ia. State Teachers College at Cedar Falls. Miss Virginia Lines of Clarinda, "Miss Iowa of 1950" was present and crowned "Miss Southwest Iowa of 1951". Miss Norman will be a contestant in the state "Miss Iowa" contest in Clear Lake, Aug. 4 and 5.

When MRS. BOB STOTTS serves her husband home-canned string beans next winter, I'm afraid BOB won't be able to enjoy them as much as he should. He



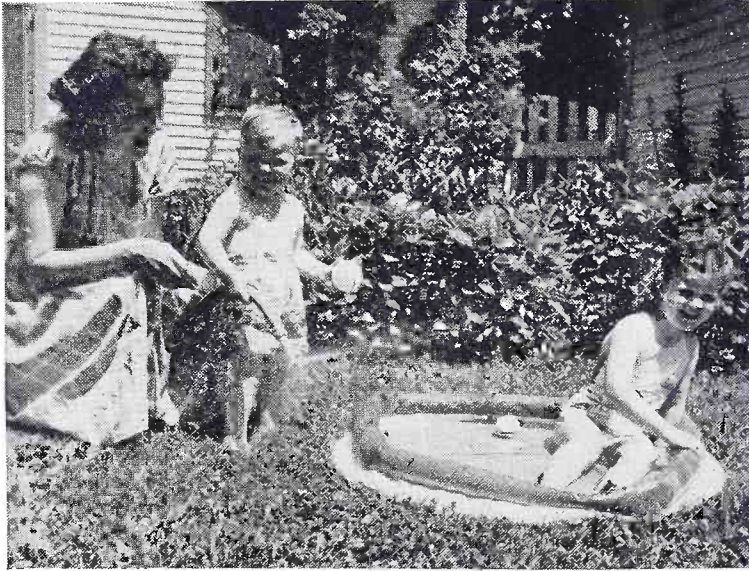
may still remember the painful sunburn he got while picking them. Three hours were spent bending over the vines in his garden, and when he got through, in addition to the two bushels of beans, he had a "bushel and a peck" of sunburned back!

The sudden death of ARTHUR FRAVEL, age 77, father of homemaker EDITH HANSEN, occurred June 23 at Lake City, Ia. Death was due to a cerebral hemorrhage. His wife, three daughters and one son survive. EDITH's mother will continue to make her home with her daughter, Mrs. Bertha Emo at Lake City.

Mothers home cooking! My, how announcer LEE SUTTON enjoyed it, while on vacation back at the old home farm near Springdale, Ark! He ate so much he gained 5 pounds and his dad kiddingly

remarked that LEE better bring more money home with him on his next visit, if he expects to keep on eating the way he did on this trip. And much to LEE's delight, mother served his favorite dish: "Sweet Potato Puddin'!" You would naturally expect a fellow with a southern drawl to love that southern dish. LEE also drove to Oklahoma and Alabama before returning to Iowa.

Could it be vanity or absent mindedness that caused WARREN NIELSON to carry a large wall mirror around with him during working hours? While the radio office was being painted, the mirror had been put on his desk. WARREN picked it up, carried it across the street to the studio, back again to the radio office and was standing talking to the station manager, when it suddenly dawned on him, he had it under his arm! Oh well . . . in all the confusion of painting, anything could happen!



It didn't take entertainer CURLY DALE very long to figure out how to break his old dog from barking his head off at midnight. After losing sleep a few nights, CURLY got up, locked the dog up in his old fishing Ford, and that settled things. From then on . . . the dog hasn't let out a yip!

How on earth could an eye brow pencil disappear so quickly! That is what puzzled entertainer MICKEY COTTEY. He had just used it, while making up for the comic character part of "Lover Boy O'Rielly", for a personal appearance at Hopkins, Mo. But when he looked for it again, to complete his make-up, he couldn't find it. He looked under chairs . . . all over the stage. The gang stalled the show while he continued to search. Finally he borrowed one from BECKY

BOWMAN. After his act was over and he walked off stage . . . he glanced down at the front of his shirt and there . . . as big as you please . . . was his lost eye brow pencil in the front pocket. You can imagine how foolish he felt after having spent 15 minutes looking for it!

Summer time is a happy time for children and here you see homemaker EVELYN BIRKBY'S two children, BOBBY, age 1½, pictured with hose in hand, ready to sprinkle his sister, DULCIE JEAN, age 4, who is having fun splashing in the wading pool. They were spending the day in Shenandoah visiting grandmother, MRS. MAE CORRIE. Like many of you homemakers, EVELYN has been busy on their farm near Farragut, canning, cooking for hired hands, gardening and doing many other extra chores. The family all went to the field and helped BOB the day they put up hay. EVELYN drove the tractor, BOB forked the hay upon the hayrack, and after it was loaded EVELYN and DULCIE laid down, away up high on the load of hay, and looked at the clouds as they rode back to the barn. BOB, a former Boy Scout director is handy at making things, and made his own hay rack, as well as two new hog houses last winter. A stream running thru the field has provided DULCIE with nine tadpoles she keeps in a fish bowl. Listen to EVELYN's interesting visits: "Down the Country Lane" on KMA at 10:30 each Saturday morning.

If you hear the voice of the afternoon homemaker in the morning and vice versa, don't be alarmed! It will be the homemakers substituting for each other, while they are on vacation. ADELLA SHOEMAKER, husband DON and son DONNIE plan a motor trip to Yellowstone Park, Aug. 17 and BERNICE CURRIER will leave Aug. 5 for a week's visit with her son MERRILL CURRIER and family at Cairo, Ill.

Twelve gay colored balloons hanging to the high ceiling of the KMA Auditorium probably meant heartaches for 12 kiddies. It seems they got their free balloons at the opening of a new grocery nearby, then came to visit KMA. Soon the cords slipped out of their hands and up went the gas-filled balloons, out of reach. As long as the gas lasted, the ceiling had a festive appearance.

KMA DAILY PROGRAMS FOR AUGUST, 1951

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

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

MONDAY NIGHT

- 6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 6:15 p.m.—Mickey Cottey
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Henry J. Taylor
 7:45 p.m.—Outdoor Mid-America
 8:00 p.m.—United Or Not
 8:30 p.m.—Ghost Stories
 9:00 p.m.—Blatz Reporter
 9:05 p.m.—Art Waner's Band
 9:30 p.m.—Man From Homicide
 10:00 p.m.—Ralph Childs, News

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

TUESDAY NIGHT

- 6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 6:20 p.m.—Let's Go Visiting
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—KMA Country Boys
 7:30 p.m.—Mr. Mercury
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Know Your Iowa Industry
 9:00 p.m.—Blatz Reporter
 9:05 p.m.—Time For Defense
 9:30 p.m.—Fine Arts Quartet
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Stars On Parade
 10:45 p.m.—Edwin C. Hill
 10:50 p.m.—Dream Harbor
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

WEDNESDAY NIGHT

- 6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 6:15 p.m.—Mickey Cottey
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—The Fat Man
 7:55 p.m.—Les Griffith
 8:00 p.m.—Rogues Gallery
 8:30 p.m.—Mr. President
 9:00 p.m.—Blatz Reporter
 9:05 p.m.—Lawrence Welk's Band
 9:30 p.m.—Operation Preparation
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Serenade In Blue
 10:45 p.m.—Edwin C. Hill
 10:50 p.m.—Dream Harbor
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

THURSDAY NIGHT

- 6:00 p.m.—Blatz Reporter
 6:05 p.m.—KMA Sports Parade
 6:20 p.m.—Let's Go Visiting
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—KMA Talent Jamboree
 7:30 p.m.—Silver Eagle
 8:00 p.m.—Amateur Hour

AMERICAN BROAD

CASTING COMPANY



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

FRIDAY NIGHT

6:00 p.m.—Blatz Reporter
 6:15 p.m.—Mickey Cottey
 6:15 p.m.—Doc & Esther
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—This Is Your FBI
 8:00 p.m.—Life In Your Hands
 8:30 p.m.—The Sheriff
 9:00 p.m.—Blatz Reporter
 9:05 p.m.—Dance Orchestras
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Dance Orchestra
 10:45 p.m.—Edwin C. Hill
 10:50 p.m.—Dance Orchestra
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

SATURDAY PROGRAMS

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

3:15 p.m.—Mickey Cottey
 3:30 p.m.—Kitchen Klinik—Adella Shoe-
 maker
 4:00 p.m.—Camp Meeting Time
 4:30 p.m.—Mel Mains, News
 4:45 p.m.—Spins & Needles
 5:30 p.m.—Concert of American Jazz
 6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Guest Star
 6:30 p.m.—Mel Mains, News
 6:45 p.m.—Here's To Vets
 7:00 p.m.—Dancing Party
 9:00 p.m.—Sat. At The Shamrock
 9:30 p.m.—Dixieland Jamboree
 9:45 p.m.—The New Yorkers
 10:00 p.m.—News
 10:15 p.m.—Dance Orchestra
 10:30 p.m.—Dance Orchestra
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

SUNDAY PROGRAMS

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

Frank Comments

By FRANK FIELD

Yes, the picture this month shows Bob's boy, Bill, his dog Pal, and the new dog house. Bill had been at me for several weeks to take a picture of the new dog house as both he and Pal are extremely proud of it. Bill's Grandfather Anderson and a neighbor up the street, Mr. Wade, made it in their spare time out of some half inch boards, salvaged from some old packing cases, so all they had to buy was the hardware and the paint. Bob fussed a little bit about the paint that it cost a \$1.60 and he doubted if the dog was worth that much. Probably not to anyone but Bill. He thinks the dog is worth a million dollars at the very least. When anyone asks him what kind of dog it is, he says "brown." A close examination would reveal the characteristics of at least fifteen different kinds of dog, none of them predominating.

We get to see Shannon almost every day as Jim and Peg have moved back to Shenandoah, as I told you last month. Shannon puts in his afternoons down at the swimming pool with his cousin little John. Johnnie swims like a fish and Peg is quite sure that Shannon will be able to swim before the season is over.

Peg, Maxine and Zoe are taking turns about taking the offsprings to the swimming pool afternoons. That gives the other two time to get caught up on their house work and do a little canning. Danny loves the water just as much as

Johnnie and Shannon do and there is a bare possibility that he might learn to swim before he learns to walk. He hasn't really walked yet although he does take one or two steps occasionally from chair to chair.

Maxine has been doing quite a little canning this summer. She has about 50 quarts of beans canned and is about ready to call it quits on beans. The sweet corn will be ready in a few days and part of that she plans to freeze and part to can with the pressure cooker.

Jennie has her canning pretty well under control. We are right in the midst of the sweet corn all of which goes into the freeze box. It is keeping us extremely busy keeping up with the Burpee hybrid cucumbers. They grow almost over night and about one more batch of dill pickles will be all that we will need.

I hardly know what to think about the lima beans. If frost holds off till the usual time they will make it all right. They are starting to bloom very heavily and if they do anything at all we will be



able to put 50 or 60 boxes in the freezer.

You radio listeners know all about the fall garden which we planted on July 16. It is coming along beautifully and with normal weather conditions it should produce even better than the spring garden did. How many of you people are experimenting this year with fall gardens?

The weather is almost ideal for gardening now and it looks like it will remain this way for quite a while. Too much rain sometimes, but it seems like everything turns out all right in the end.

HOMEMAKER'S GUIDE

Kitchen Klinik

By **ADELLA SHOEMAKER**

FROSTED MELON MOLD

This is one of the prettiest salads I've ever made. Bring it to the table on a pretty platter and slice it before your guests. The cream cheese and the fruit gelatin go so well with the cantaloupe that it's as good to eat as it is to see.

- 1 cantaloupe
- 1 box orange flavored gelatin
- Peaches
- English walnuts
- Philadelphia cream cheese
- A little top milk

Peel the cantaloupe as you would an apple. Cut a slice from the end, and remove seeds with a spoon. Turn upside down to drain. Pour 2 cups boiling water over gelatin. Let cool until slightly thickened. (This is important for the fruit should not float). Then add chopped ripe or canned peaches, and broken nut meats. Put cantaloupe in a bowl to hold it erect, and fill with gelatin mixture. Replace top with toothpicks and store in refrigerator until firm. Cut a small slice off end so cantaloupe will stand erect, and frost with Philadelphia cream cheese which has been blended with enough top milk to spread easily. If the cantaloupe is large it may take 2 three-ounce packages of cheese. Serve on lettuce.

* * *

COCONUT BROWN SUGAR COOKIES

- 2 cups brown sugar firmly packed
- 1 cup butter (part vegetable shortening may be used)
- 2 eggs
- 3-3/4 cups sifted all purpose flour
- 2 teaspoons cream of tartar
- 2 teaspoons soda
- 1 cup coconut

1/2 teaspoon lemon flavoring
1 teaspoon vanilla flavoring
Cream brown sugar and butter. Drop in eggs and beat. Sift dry ingredients together and add. Add coconut and flavorings. Mix. Form in small balls and lay on greased cookie sheet. Do not flatten. They will spread out and crack as they bake. Bake in a moderately hot oven, 375° for about 10 min., or until a golden brown. These cookies are very attractive looking, and are deliciously chewy.

* * *

DILL PICKLES

- 3 quarts water
- 1 quart vinegar
- 1 cup salt
- Garlic
- Cucumber
- Dill (head and stalk)

Heat water, vinegar and salt. Put washed large, firm cucumbers in a jar. Put in a bud of garlic and 1 head of dill and about 1-1/2 foot of dill stalk. Cover with the hot solution. This amount will cover about 9 quart of cucumbers. They taste very much like "boughten" dill pickles.

* * *

ELDERBERRY JELLY

- 3 cups fresh elderberry juice
- 7-1/2 cups sugar
- 1/2 cup lemon juice
- 1 bottle pectin

It takes about four pounds of fully ripened berries to make the juice. To prepare it, remove larger stems from the berries, place in kettle and crush. Heat gently until juice starts to flow, cover and simmer 15 minutes. Drain through jelly bag. Mix sugar and juice and bring to a boil. As soon as it boils, add pectin, stirring all the while. Bring to rolling boil and boil hard for 1/2 minute. Remove from fire and skim and pour into jelly glasses. Cover with paraffin.

Homemaker Visit

By **BERNICE CURRIER**

COFFEE FROZEN PUDDING

- 3 eggs separated
- 3/4 cup sugar
- 2 teaspoons instant coffee
- 1 cup hot milk
- 1 cup light cream
- 1 envelope unflavored gelatin
- 1/2 cup cold water
- 1/8 teaspoon salt
- 1 teaspoon vanilla
- 1/3 cup chopped golden raisins

Beat egg yolks till thick and lemon colored. Add sugar gradually while beating. Dissolve instant coffee in hot milk and add the cream. Combine with yolks and sugar and cook over hot water, stirring constantly, till thick. Soften gelatin in cold water; dissolve in hot coffee mixture. Beat egg whites until stiff; add salt and flavoring; fold in raisins. Freeze until firm. Serves 8 to 10.

* * *

GARDEN SALAD BOWL

- 1/2 pound raw spinach
- 1 small head lettuce
- 1 large cucumber
- 1 bunch radishes
- 1/2 green pepper
- 2 or 3 stalks celery

Dressing Ingredients

- 1/2 cup salad oil
- 2 tablespoons lemon juice
- 2 tablespoons mayonnaise
- 2 tablespoons chili sauce
- 1 tablespoon powdered sugar
- 1/2 teaspoon paprika
- 1/2 teaspoon worcestershire sauce
- 1/4 teaspoon dry mustard
- Dash of tabasco sauce
- 3/4 teaspoon salt
- 1 clove garlic
- 1 hard cooked egg chopped

Prepare vegetables and dressing several hours in advance of serving. Wash

spinach well, dry, and chill. Wash head of lettuce in cold water, dry and chill. Wash and chill other vegetables. Combine all ingredients for dressing and chill. At serving time, peel and slice cucumber, slice redishes, cut green pepper in slivers, celery is diced. Tear spinach and lettuce in bite-size pieces. Remove garlic from dressing, stir dressing well and pour over vegetables in large bowl and then toss lightly. Serve at once. Makes 8 large servings.

* * *

LEMON MAYONNAISE

- 1 egg
- 1/4 cup fresh lemon juice
- 1 teaspoon mustard
- 1 teaspoon salt
- 1 tablespoon sugar
- Dash of pepper
- Dash of paprika

Combine all ingredients and beat in slowly 1 pint salad oil. Beat till thick. Makes about 2-1/2 cups mayonnaise.

* * *

CORNED BEEF HASH PUFFS

- 2 eggs separated
- 1 one-pound can corned beef hash
- 1/2 teaspoon salt
- 1/8 teaspoon pepper
- 4 tomato slices
- Dash salt and pepper
- 4 teaspoons pickle relish
- Minced Parsley

Heat broiler for 10 min. Beat yolks until stiff. Beat whites until stiff. Mash the hash, add yolks, salt, pepper. Mix well. Fold in whites. Drop by tablespoon onto greased cookie sheet, making 4 large patties. Broil till brown. Sprinkle tomato slices with salt and pepper lightly, top with relish, put on top of patties and broil about 5 min. Serve hot.

This is one of the grandest ways I've ever found to serve canned corned beef hash. It'll lose that "canned flavor" and I think your family will like it!

Only One Like It!

Coy Gets A New Guitar

The distinction of being the first in the world to own a special type of 3-necked electric guitar goes to KMA musician Coy Martin!

As a matter of fact, Coy designed the guitar himself and asked a musical instrument manufacturer, Paul Bigsby of Downey, California, to construct it for him. Special features of Coy's new guitar,



which he is playing in the photo above, include being able to change the tone of the strings by simply stepping on the specially constructed foot pedals. Then, too, it has eight strings on each of two of its "necks", but two extra strings, or a total of ten, on the other.

The guitar weighs 80 pounds so we doubt if you will ever see one being strummed by some horse-riding cow poke in the movies!

OPERATION PREPARATION

KMA is currently producing and presenting a new series of public service programs featuring reports on Civil Defense and its progress in Iowa.

Entitled "Operation Preparation", the programs point out that Civil Defense is everybody's business. They may be heard over KMA on Wednesday evenings at 9:30 p. m.



LEE BOWMAN—stars as Lawyer Jonathan Kegg in the new courtroom thriller, "A LIFE IN YOUR HANDS", Friday nights at 8 P. M. on KMA and ABC. The program is written by Earle Stanley Gardner, world famed writer of mysteries and creator of Perry Mason.

Forecasts For The Month

BIRTHDAYS:

- Aug. 3—Benny Kling, son of control room engineer Norman Kling.
- Aug. 20—Harold Arkoff, KMA GUIDE Editor.
- Aug. 22—Howard Peterson, general sales manager
- Aug. 23—Judith Lund, daughter of engineer Ralph Lund.
- Aug. 26—Doris Murphy, Continuity Director and KMA GUIDE feature editor.

ANNIVERSARIES:

- Aug. 9—Gwen and Wayne Beavers, program director.
- Aug. 10—Viola and Bob Stotts, staff artist.
- Aug. 12—Gayle and Marty Maher. Gayle is secretary to general manager Owen Saddler.



KMA TO BROADCAST DIRECT FROM SIDNEY, IOWA RODEO

A full-hour program, direct from Sidney, Iowa, "The Rodeo Town", will be broadcast by KMA on the first day of Iowa's 28th Annual Championship Rodeo.

The program, "Sidney Rodeo Roundup", will be heard on Tuesday, August 14, from 1 to 2 p. m. Mel Mains and Wayne Beavers will describe the opening day ceremonies and interview sponsoring officials of the event and some of the rodeo stars themselves.

Outdoor entertainment each day of the rodeo this year will feature KMA musical entertainers in person. They will present a show preceding each of the rodeo performances.

* * * * *

PATTERN FOR THE MONTH

Plain and patterned chintzes are combined attractively in these colorful potholders. Use up any of your sturdy cotton scraps to make the potholders for last minute gifts, bazaar money-makers or just to brighten your own kitchen.

To receive this pattern, send a self-addressed, stamped envelope to: THE KMA GUIDE, c/o KMA, Shenandoah, Iowa. Ask for leaflet No. E-2107.

Blackwoods Revisit KMA

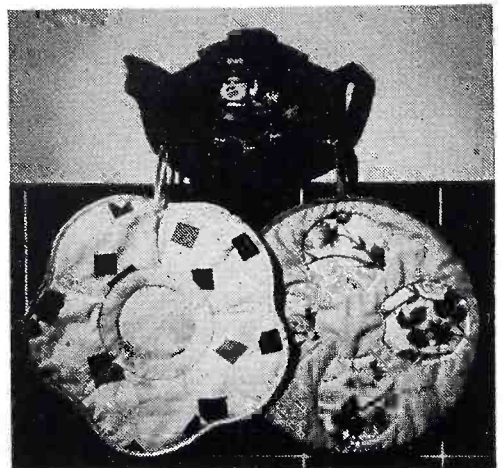
Guest stars recently on Lee Sutton's popular afternoon show, "Camp Meeting Time" were the top gospel quartet, The Blackwood Brothers, KMA discoveries who are now making a name for themselves with personal appearances and radio shows throughout the nation. The Blackwoods also presented a special concert of gospel songs in the Shenandoah armory.

Shown in the picture at left grouped around the KMA studio piano are Don Husky, the Blackwood's first tenor, James Blackwood second tenor and manager; Lee Sutton, R. W. Blackwood, baritone; and bass Bill Lyles. Jack Marshall is pianist for the group.

Lee Sutton's "Camp Meeting Time", heard on KMA each afternoon from 4:05 to 4:30, Monday through Saturday, regularly features the top gospel and hymn groups of the country. A frequent special feature on the program is the KMA Camp Meeting Quartet with Ed May singing bass; Mel Mains, baritone; Paul Pippert, first tenor; and Lee Sutton singing lead and second tenor.

The Blackwood Brothers Quartet are also heard each Sunday on KMA at 2:15 p. m.

* * * * *



The Busy Life of Curly Dale - Pilot, Fisherman, Boatsman, Hunter

Curly Heads New Iowa Boating Club

Hobbies? KMA entertainer Curly Dale has so many interesting outdoor hobbies that he actively works at that we might call him a sportsman's sportsman.

For in between his KMA radio programs you might find Curly out at the airport getting ready to take off on a leisurely flight over the countryside. Or, he might be decked out in hip boots and rod and



reel and trying his luck at fishing.

Come fall, Curly likes nothing better than a hunting trip through the fields and woods. But, Curly's real interest right now, during the summer months, is boating in his slick little craft "Hazeliner", in which Curly is seen speeding over the waves in the photo at the bottom of the page.

For Curly is not only an avid boatsman, but was one of the organizers, and is now the first president, of Shenandoah's first boating club, which now claims 35 members.

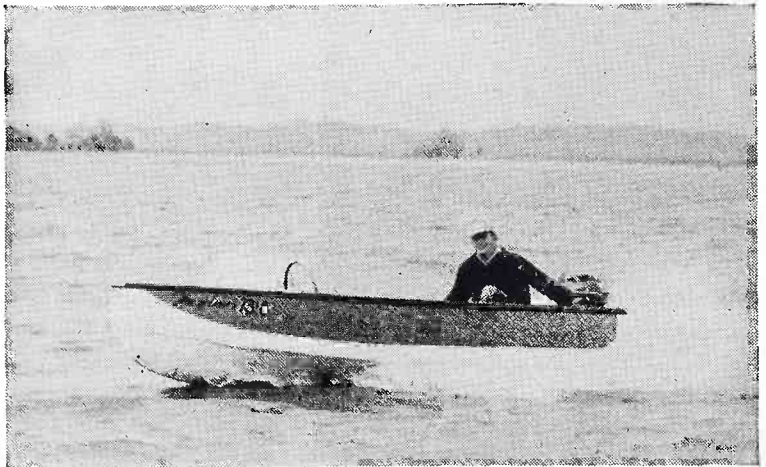
"It took me about three months to build the "Hazeliner", Curly said. "One thing I'll never forget about it is that it contains 1400 brass screws!"

"I built it in my garage and, of course, everybody was making cracks about how I'd never get it out through the doors. Well, one night, just before it was done, I tried it and had about two inches of clearance altogether!"

Curly's wife, Hazel, for whom the boat is named, didn't particularly like having the boat named after her at first. She wanted to call it "Little Toot", after a boat she saw in a movie cartoon!

Born in Coffey, Missouri, Curly is as versatile in his radio talent as he is in his hobbies. Besides the guitar that he is strumming in the photo above, Curly also entertains on the banjo, mandolin and bass fiddle as well as with his well-known voice.

He is heard, Monday through Friday, on KMA with "The KMA Cowboys" at 11:15 a. m. and "The Nishna Valley Neighbors" at 2:45. Curly is also featured as one of the "Ozark Mt. Boys" at 1:30 on KMA, Mon. through Sat.



Return postage guaranteed.

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

Tom Thumb Publishing Co.
Shenandoah, Iowa

MISS MARIE ADELUNG
EAST GRANT
SHENANDOAH IOWA

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

WEDDING BELLS RING OUT FOR FARM SERVICE MAN MEL MAINS!



Home in Shenandoah after a short wedding trip to Minnesota are Mr. and Mrs. Mel Mains, who were married July 21st in Des Moines.

Marriage is really going to have its ups and down for KMA Farm Service Director Mel and his wife. Why? Well, Mel is a towering six feet, four-inches tall while his new bride, Donna, measures just one-half inch over five feet!

Donna (born in Gladbrook, Iowa) and Mel met in Des Moines where Donna was working for an insurance company, and Mel was making a broadcast for KMA. I guess he didn't know then he would soon be getting a "new sponsor".