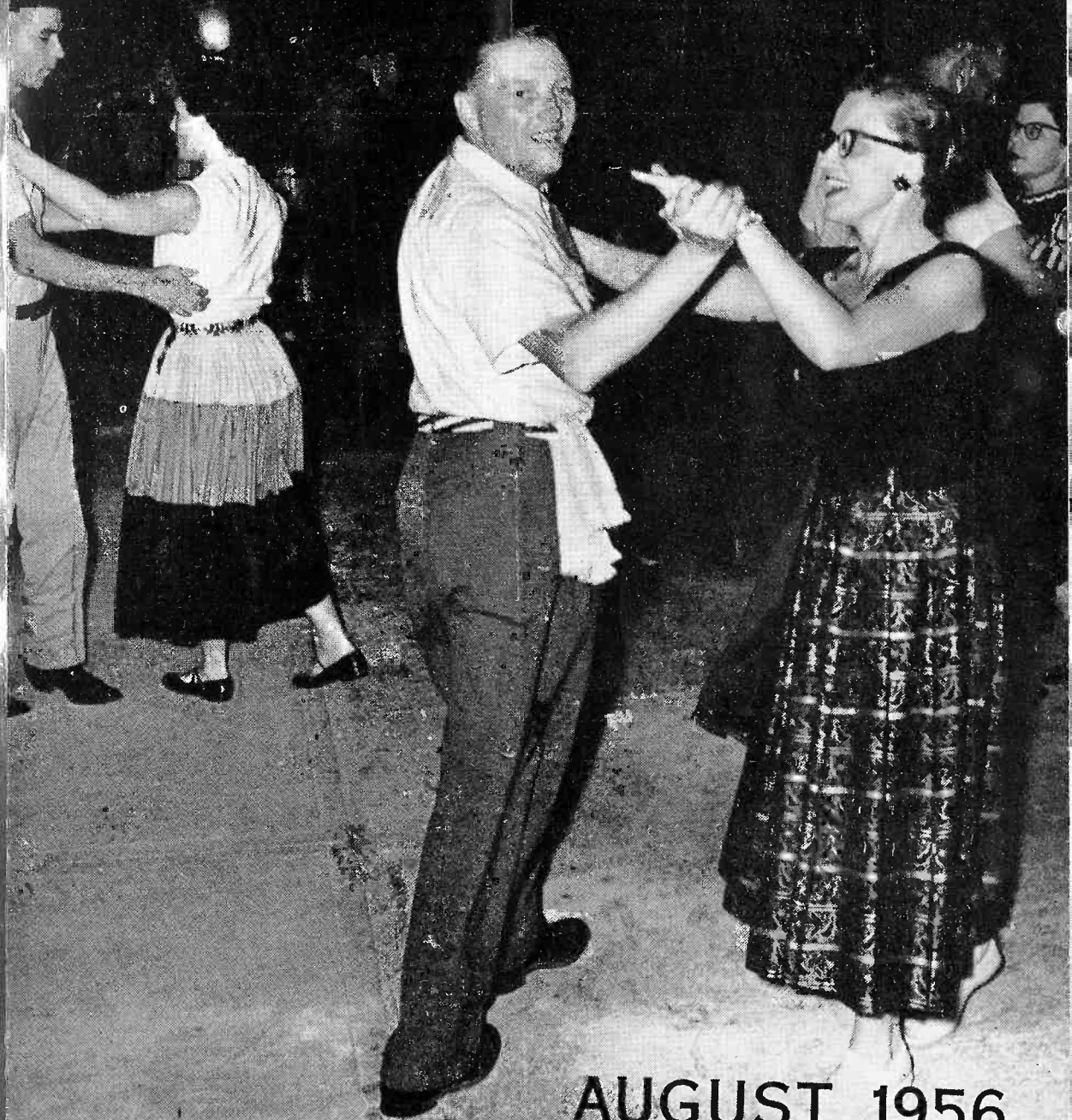


The
KMA GUIDE



AUGUST, 1956

The old-fashioned hoe-down has gone modern, and in a big way. The Shenandoah Pairs and Squares Club, some 140-strong held a dance just south of the studio a recent summer night, and more than 300 on-lookers gathered to view the goings-on.

Ed May, who is a driving force in the local group and the rebirth of square dancing throughout this area, tells a good bit about it in his column on page 5 of this issue of the Guide.

The cover picture shows the president of May Broadcasting Company and his wife Eleanor doing a western-style "round" dance during the big shindig. Other pictures of the dance on page 5 and 8 in this issue.

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; F. S. (Toke) Nelson, editor; Doris Murphy, feature editor, Farrell Turnbull, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two week's notice for changes of address and be sure to send old as well as new address.

SOS SOS

SOS SOS



It's better late than never, we always say at KMA. A year and two months ago, Carolyn Marie Campbell of Tabor, Iowa was visiting her grandmother in Shenandoah. She visited with Uncle Dick Mills in his record studio at KMA. "Come back next year and we'll take a picture," Uncle Dick told her. True to the command, Carolyn came back a year later and said "remember about the picture." So here's a picture of Carolyn getting an autographed record from the popular KMA disc jockey, who has music to appeal to the youngsters and oldsters alike.



Here's a picture of the line of seven chartered busses that brought Hemorocallis visitors to Shenandoah during July for the 10th annual National meeting of the society. The group toured KMA and also the May Seed trial gardens and other nursery fields.

KMA and ABC Covers Both Conventions

You'll get all the news on both of the big political conventions during August, if you keep your dial set right on the 960 spot. KMA will join ABC for every session both from Chicago and from the Cow Palace in San Francisco.

Some of the regular KMA programs will be scheduled at later times because of the conflicts with the convention, and in order to bring KMAland listeners all the news from the conventions — with broadcasts scheduled to start in the mornings, and carrying on thru the afternoon and evening.

The democratic convention starts on August 13, and the Republican convention gets underway at San Francisco starting on August 20.

Depend upon KMA and ABC to bring you every up-to-the-minute happening, though, because they will be staffing the conventions with more than a hundred of the nation's finest news-gathering veterans.

**Renew Your Guide
Subscription NOW!**

August, 1956

We Are Now In Our 32nd Year

On Sunday, August 12th at high noon, Radio KMA starts it's 32nd year of broadcasting, and we are still trying to carry on the tradition which Earl E. May, the station's founder, dedicated when he took the air for the first time.

Mr. May's first words were, "we will dedicate the May Broadcasting Company to serving it's listeners in every way." We strive and try hard to do just that in 1956, but you can help us to do even more.

Each personality on the station would be pleased to hear from you if you have any suggestions as to how we can be of better service to you and your family. Write to us—often.

KMA Will Carry Special Programs From State Fairs

Both Merrill Langfitt and Jack Gowing, KMA's two ace reporters of the farm front, will be in Des Moines and Lincoln during late August and early September to broadcast special, newsworthy shows from the State Fairs.

It is too early right now to give specific times, but if you'll keep listening to KMA, you'll be informed of the special, top-notch State Fair coverage that is planned.

KMA's Family Album

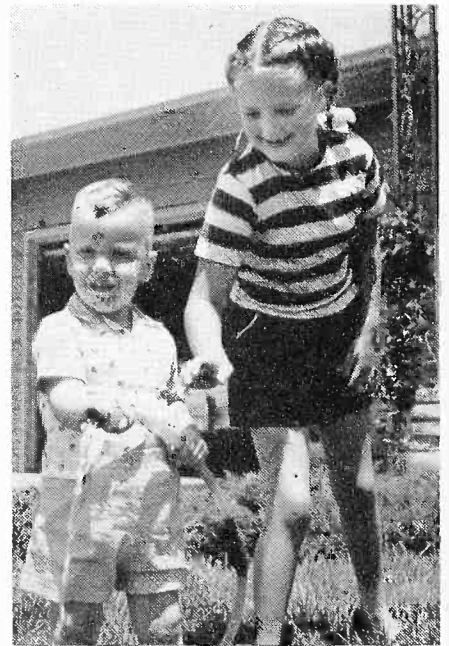


FUN IN SUN FOR THIS TRIO

A new swing set at the home of Disc Jockey Mike Heuer provides lots of healthy fun for Jeff, 2, (left) Sammy Sawyer, and Tommie Heuer, 6. Sammie is the youngest son of Tom Sawyer, Shenandoah florist, and grandson of R. H. Sawyer, vice president of May Broadcasting company.

HANDY LITTLE HELPER IN ACTION

When it comes to taking care of the lawn and garden at the Ed May home, it's a family affair. And though he's the youngest, by no means is little Eddie, just turned two, the least active. His favorite weapon (whoops, we mean tool) is the garden hose, which he loves to squirt, at the grass and elsewhere. That's his sister Karen trying to talk her younger brother out of a drink of water.



MIDWEST FARMER & HELPER AT WORK

It's roundup time at the Jack Gowing ranch just north of Shenandoah. Jack's son Randy took his dad with him to round up the fine looking white hens roaming the barnyard. Jack is associate farm service director and has the Midwest Farmer show at 12:30 to 1 each noon hour, and can also be heard with the earliest market summary of the day at 11:45 each weekday.





A Chat With Edward May

I am reminded that the summer is rapidly passing with only one month before school starts. August is also the time of the Iowa State Fair and most of the County Fairs. We will be attending the Fremont County Fair this year since Annette will be participating in some of the 4-H activities at that particular fair. She has two sewing projects and is extremely happy with the thought that she will be taking an active part in some of the activities.

This is also the month when many people take their vacation. We generally try to spend sometime in Wisconsin but this year we are going to be different and drive west. We intend to visit several of the relatives at Hayes Center, Nebraska and then drive on to Estes Park in Colorado. This will be a new experience to all of us so we are anticipating the trip with a great deal of enthusiasm. We have talked to many people who have been to Colorado before and they have given us many glowing reports of the beautiful scenery and the many things to do.

From all reports there is a great deal to do in Colorado. We have been told you can fish, go hiking, ride horseback, as well as many other things. We also have been told they do a great deal of square dancing where we are going. If this is true, I am sure Eleanor and I will participate as we both enjoy square dancing, which we are doing in the picture shown in this column. This was taken at a street dance here at Shenandoah the evening of July 13. There were about a hundred couples in attendance with several hundred spectators. Many of those watching were overheard to say that the present style of square dancing, referred to as "Western Style", appears more complicated than the so-called "Old Fashioned" Square Dancing done in years past. It is basically the same and you still frequently hear the call, "Ladies to the center

back to the bar, allemande left" plus a few new variations, such as, "box the gnat, box the flea, cross trail, etc." Thousands of people have square danced at one time or another and found it to be a most amusing form of entertainment. Many towns in this area have active square dance clubs and most of these clubs are looking for new members, so, if you would like to learn the Western Style Square Dancing, you might contact a member of your local organization and participate in their activities.

I am happy to report that my mother has now moved into her new home and is very pleased with it. She still isn't completely settled but will be in the very near future. The house is a ranch style one story, and is located in the south part of Shenandoah. She has a beautiful view to the west and can see the bluffs at Sidney which are approximately fifteen miles from Shenandoah. This is the first time mother has ever had the experience of building a new home so it is the fulfillment of a desire which she has had for a good many years. We are very happy for her and know she will be able to enjoy it for a good many years. After she is completely settled in the house perhaps she will be willing for us to take some pictures of the interior for the KMA Guide.



Famous caller Emory Wilson of Kansas City provides toe-tapping rhythm for group.

Frank Comments

By FRANK FIELD

The picture this month shows the Fields presumably relaxing on their patio after a hard days work, but appearances, sometimes, are deceptive. As a matter of fact, the time was between 12 and 1 o'clock as you can see by the shadows under the chairs. We wanted to take it about the middle of the day when the light was at its best. The patio attaches to the house at the southeast corner and squares out the corner made by attaching the garage to the east side of the house. It is 16 feet wide and 18 feet long and the house shades it completely from about the middle of the afternoon on. Our prevailing winds in the summertime are from the south or southeast so it makes a very pleasant place to sit in the evenings. We certainly make good use of it.

When we poured the concrete we left a space 18 inches wide between the patio and garage so we could plant flowers there. If you look real closely right behind Jennie and right behind me, you can see a couple of climbing roses. They were just planted this spring and have already made two or three feet of new growth and by next year we hope to have that wall behind us covered with climbing roses. The one behind Jennie is a large yellow called King Midas and the one behind me is a beautiful pink called Dr. J. H. Nicholas, which is more or less ever-blooming. In fact this first season it has already had over a dozen blooms on it and there are 5 or 6 buds starting. In between the roses, in order to make a showing this

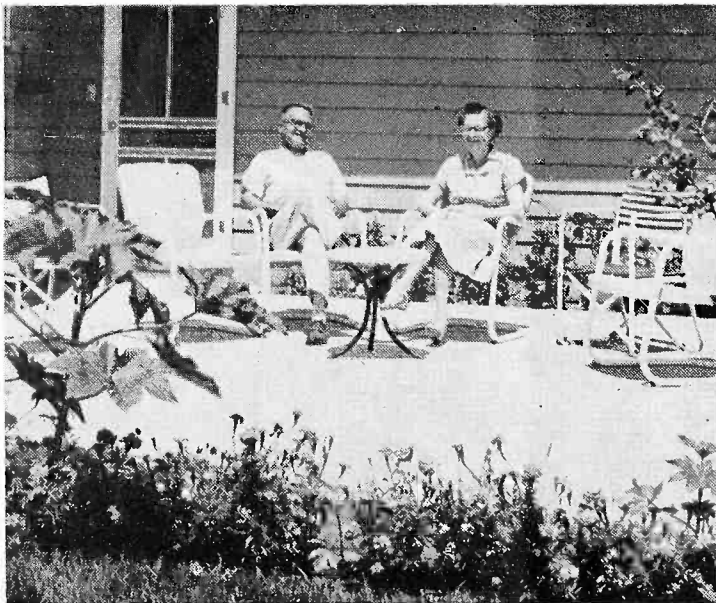
year, we have zinnias planted and they are now in full bloom. These zinnias, by the way, swing around and come down the east side of the patio just out of the picture at the right hand side. Then across the lower foreground between the lawn and the south side of the patio we spaded up a strip about 18 inches wide and planted it to Pot O'Gold marigolds and about every 6 feet I stuck in a castor bean seed, to give us a little semi-privacy on the patio. You can see one of the plants right at the lower left-hand corner, that plant with the large leaf. They are about 4 feet high already and in another month they will be higher than your head and making a solid screen. I have trimmed off the lower leaves so as not to shade the marigolds too much. That odd looking branch in the upper right hand corner of the picture is from a young Ginkgo tree, which Bertha Field gave us this spring. It is getting nicely started and in a few years will give us morning shade on the patio.

As you may have read elsewhere in this issue of the Guide, I have just finished up thirty years in radio. It is true that my father started up his radio station in the early 1920's, but at that time we were living in Council Bluffs and I was working in Omaha for Schollman Bros., and we didn't move back to Shenandoah until the summer of 1926. Of course I had been on radio from time to time previous to that time but it was in August of 1926 that I had my first regular daily program, which as I remember was at 11:00 in the morning. Later it was changed to 10:00 then to 10:30 and for a number of years was at 10:15.

In addition to this morning visit I also acted as master of ceremonies for two evening shows each week on Mondays and Wednesdays. Then on Saturday night Pate Simmons and I had our "Coffee Club" which started at 7:30 and ran until midnight or later, depending on how the long distance calls and telegrams came in. Sometimes we ran until one or two o'clock in the morning. It was strictly a request program with all of the entertainers on hand to play whatever selection the listeners asked for.

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Continued on Page 15



Here's Frank and Jenny relaxing on the patio.

Grass Root Notes

by

MERRILL LANGFITT

Farm Service Director



Fair season is here, first the county fairs then the big shows that follow. "The fair" is a great show case for agriculture, the time when the best of everything we produce is either on display or in competition. Here in the farm department we visit many county fairs. Too often, we have only enough time to stop in and take a quick look, talk to a few people and move on to the next one. Sometimes we will visit three county fairs in one day and then have to skip several that are going on at the same time. There is something about "the fair" that still provides a thrill for a country boy like me. I'm not real sure what it is; whether it's the crowd, the music, the livestock, the horse racing, thrill show or just what. Perhaps it's a combination of all of it. At the state fairs I enjoy the fruit and vegetable displays, the grain competition, the rodeo, all of the commercial exhibits—in fact anything that's new, useful or entertaining catches my eye. Boy you can sure get tired tramping over a large fair grounds though, as most of you know. The thing most fairs need more of is more places to sit down to rest and more places to get a nice cool drink of water. Most fairs could get along without the barkers, the midway shows, the fortune tellers, etc. if people would support the good features available to see. To me, the carnival doesn't add a thing, but to most fair boards it does represent a way to get some extra income. And after all these fairs do have to be supported financially one way or another.

I remember a number of years ago I met Phil Strong, who wrote the book "State Fair", later made into a motion picture. He was quite an interesting personality. I had him on an ABC network broadcast from the Iowa State Fair that year. Phil had a great love for the carnival atmosphere of the State Fair, but likewise a real interest in the livestock, etc. Of course I should mention too, I suppose, that I met Sally Rand one year at the Iowa State Fair — even went to see her show. It was quite humorous to me to see folks sort of sneaking around the corners of the tent entering the show hoping none of their friends would see them. The funny part of it was that maybe the friend was sneaking around another corner just as anxious to avoid detection.

Anyhow the fair is a great institution. I hope we always keep them alive. I never will forget an interesting old gentleman from Bedford whom I was interviewing about 10 years ago. I found out he had attended 46 consecutive Iowa State Fairs. I asked him if any particular fair stood out in his mind. "Yes," he said, "back in 1903 they had the best fair. It rained hard that year. The water poured down into the lowlands like a flood. The women had to roll up their long skirts to wade out to high ground. Yes sir! It was the best calf show they ever had at the Iowa State Fair," he said. Homer Croy liked that one and included it in his book "Corn Country."

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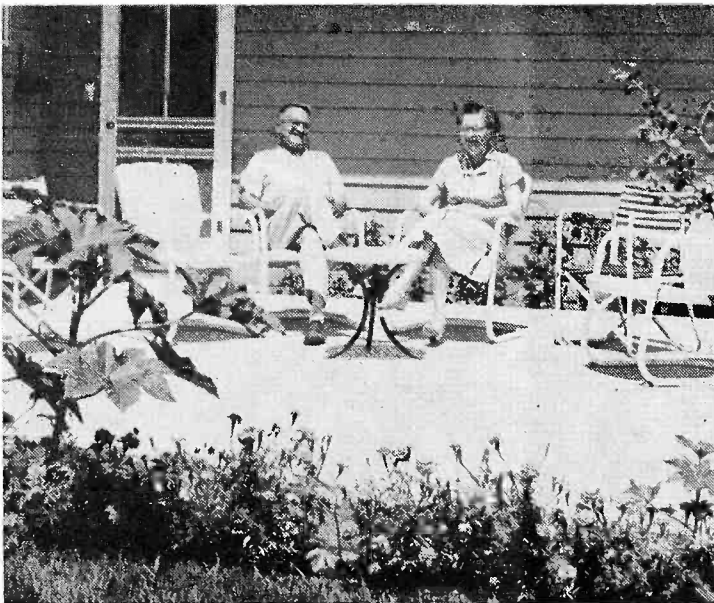
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I'll see you at the fair.



On the KMA PARTY LINE

By DORIS MURPHY

Folks love to square dance! This was proven the night of July 13th, when 100 couples participated in the outdoor square dance by the "Pairs 'n Squares" dance club of Shenandoah. Pictured here you see Edward May, President of the Club, and wife Eleanor Jean, stepping it off to the lovely square dance music. Dancing took place on the Lowell Avenue block south of the May Seed Company, and was not only enjoyed by the dancers, but also by several hundred spectators. Emory Wilson of Kansas City was the caller. Many of the older folks who used to dance years ago, found that the old familiar "Do-sa-do" has been replaced with Patter calls, and Singing Calls in the new Western style square dancing that is popular today. Everyone seemed to thoroughly enjoy the evening and no doubt a repeat performance will be held sometime in the near future.



Here's a picture of Ed and Eleanor during the street square dance. Note the towel (for sweating on hot night) Ed has in his belt.

You can imagine how much Bill Kirk, of KMA, enjoyed a visit from his brother Dale of San Luis Obispo, California recently because both are in the same business. . . radio. Dale is a radio salesman with KATY radio station and Bill an engineer with KMA. It was the first time the brothers had seen each other in two years, and they had plenty to talk about.

The MERRILL LANGFITTS and LEO LINDAMOODS found out it takes a lot of flashlights for them to fish in Missouri. While on a weekend fishing trip to Carl Hayden's resort at Bull Shoals in the Ozarks, 60 miles south of Springfield, they lost three flashlights within two minutes. Yep, they set a record for losing flashlights fastern' anyone else! They had just set their trot lines in the water, tied them to a tree or bank, and put hooks all along the lines. Just as they finished, it started to pour down rain. Quickly they dashed for shelter. Upon reaching the cabin, some one asked where the new flashlight was, that they had purchased for this special occasion, knowing they needed a good strong light to see by while setting their lines at night. Returning to the dock, they found the brand new big flashlight had rolled off into the lake. To top it off. . . within a couple of minutes, the cardboard box containing the fish they had just caught, their other two flashlights, hunter's knife and stringer, lost the bottom out of it and all it's contents went into the lake. Strangely enough, just as one of the flash lights fell, the switch flipped on and there at the bottom of the lake they could see the lighted flashlight burning merrily. Finally, with the aid of a net the one flashlight was retrieved. . . but the other two are still at the bottom of the 20 foot lake. But the 10-pound catfish they caught made up for all their troubles.

Who is fooling who? That's what Pgm. Mgr. Warren Nielson is wondering! For some time, Warren has been having fun with his 2½ year old daughter Holly, pretending to pull off her nose, by putting his thumb between his fingers. One day Holly begged him to "pull off her nose". Not feeling like it just then, he said: "Oh no Holly not just now." But that didn't stop Holly. Quickly she took a hold of his hand and put the fingers in place for the "nose

pulling." To his amazement, Warren discovered she had "wised up." And all this time he thought he was fooling Holly!

Announcer Mike Heuer has been teaching his wife Betty how to drive a car. Naturally, Betty hears "Don't do this, do this," etc. while receiving instructions. But one night, to his embarrassment, Mike demonstrated what NO driver should ever do. He locked his car keys in the car with all the windows rolled up tight! To make matters worse, he didn't even have a spare key, as it had been lost for several months. So, while Betty stood smugly by, Mike called a locksmith. After patiently working at the lock, the locksmith finally got the doors unlocked. You can bet after that experience, the locksmith had no trouble in selling Mike a second set of keys. And now Mike looks twice in his pocket to see if he has the keys, before locking the door. Yes, Mrs. Heuer, that is lesson No. 1 on WHAT NOT TO DO while learning to drive a car.

Bernice Currier was very pleased last month when her son Ed and family of Elmhurst, Ill., came for a two days visit, before moving East. Ed, a chemical engineer, has been employed by the Argonne National Laboratory, but is now joining American Car Foundry, Inc. of Washington, D. C. manufacturers of nuclear reactors for atom power plants. This is the first step in the commercial application and development of atomic energy for peaceful uses, and was made possible thru the Atomic Energy Act, "Atoms for Peace" passed by Congress in 1954. He will be project engineer in charge of fuel elements for the reactors. On Bernice's page you'll see a picture of the family taken the day they were here. Ed is holding Joyce Elaine, age 22 months his wife Patty is holding Mary Pat, 4 mos. old and 3½ yr. old Carol is standing in front of her Grandmother. Bernice got so excited over their coming she forgot the bowl of bread dough she had slipped into the oven to keep out of the draft while it was raising. It was the dough she had planned to make into rolls. She took out the bowl of cinnamon roll dough, then lighted the oven. The oven got too hot, before she remembered her bowl of bread dough. Consequently, Ed didn't get any of Mother's home made rolls as a "Welcome Home" treat.

It was just "one of those days!" Everyone has 'em! Days when it seems like everything goes wrong. That's the way Florence Falk felt the day it rained so hard, twenty four of her chickens drowned in the down-pour. . . a considerable loss. Then a filling came out of one of her teeth and she had to go to the dentist. While enroute to the studio to meet radio visitors, she got a run in her silk stocking. That meant buying new hose. By the end of the day, Florence felt like "she had had it!"

When the Warren Nielson family went to Grand Lake, Colorado, on a fishing trip it was 2½ year old Holly's first vacation. She didn't know exactly what to expect. Every morning of the first two days, Holly would say: "We better drive home now!" The first night out when they put her bed up at the foot of their bed, little Holly gave a quizzical look around and said: "Where's Holly's room?" But she soon got used to traveling and when tired, would crawl up on the mattress in the back of their station wagon and go to sleep.

A wonderful big recreation room for the children is being built on the Ralph Child's home. The room, 22 by 28 feet is being added to the east side of the house, giving it a very attractive appearance and much needed extra space. The front porch is also changed, redesigning the home. With the addition of a fresh coat of paint, the house will have a "new look."



Something new, the rec room at elft, has been added at the Ralph Childs homestead, and a vacation chore is painting it.

A LETTER FROM BERNICE CURRIER

Dear Homemakers:

As I write this letter it is very hot and humid with a forecast of more of the same, so we might as well forget the weather.

This has been such a happy summer for me because I have seen all ten of my grandchildren, my sons, one daughter and the two son's wives whom I love. Helen was here from Houston, Texas with her five wonderful children and the time was all too short. They are now in Yellowstone Park. Helen spent the first thirteen years of her life in Bozeman, Montana and had never been farther in the Park than one of the big hotels for a Sunday dinner. It will be an experience the children will never forget. The geysers, the mud pools, Thunder Mountain, the bears that act tame but are far from it, and above all they will be in pure mountain air the like of which is nowhere else.

I visited in Cairo, Illinois with Red, Janet and their two daughters. Karen Sue planned to visit me this summer but a letter from Red says that she is up to her ears in the swimming pool (a hidden joke there.) She has successfully completed her Jr. Life Saving course and is now teaching a group of beginners every afternoon and is going to start golf lessons this week. So I imagine she is busy enough to want to stay there. She is an outdoor girl and even resents it when someone else mows the lawn. Imagine that. They have a new puppy at their house, a cross between a cocker and springer spaniel. Black and white and they



Here's a picture of Bernice's son Edwin and his wife and three daughters, who visited recently enroute to Washington, D. C.

say he is cute as can be. Wonder what Janet thinks about it.

Red says they have the big annual Queen Contest promotion on in full swing at the radio station so he has no time to breath. I hope he doesn't forget his vitamins! ! !

Ed and Pat with their three adorable girls were here last week. I wish they could have stayed longer. Such an interesting family and so many things to endear each one to my heart. Carol is a thinker and sober-sides. The two go together of course. She decided she wanted to go to the Childrens Zoo which is near their home in Elmhurst, Illinois and nothing got her mind side-tracked. She is so sweet with the other two, and she is only three and one-half. She calls Joyce "the medium sister." Carol is "big sister" and Mary Pat is "little sister." "Medium sister," Joyce, decided to go exploring Tuesday morning. She got clear around to the other side of the block before Ed caught up with her. Ed is on his way to Washington today. Pat will stay in Elmhurst until Ed finds a place to live which they think will be in Silver Springs, Md. That is where Florence's Aunt Hazel lives. Ed said he would call her.

And that brings us to the remainder of my family which I did not see this summer. Margaret and Al Boylen. The last letter from Margaret said that her book would probably be in publication in July so I am anxiously waiting word about it. She also mentioned buying some new clothes and that makes me think of the new Fall styles this year. Have you noticed them? And for some of you—does it ring a bell in your memory of the styles of 1916 to 1919? There are the tunics over slim, tight skirts, and also there are some hobble skirts being shown. They were the peg tops very full around the hips, draped down to the ankles and drawn in so the step was shortened to about six inches. With styles like that, the day of casual entertaining will be over. Nobody on earth could even act human in them. I know—I tried.

And in new styles have you noticed the new coffee tables this year? They are really something to see. One I saw was placed at right angles to the wall with one end tight against the wall. There were comfortable chairs on either side. One very long one was lined up along the wall on one side of the room. Another one was rectangular, long and low with a shell-like surface top. The material in the top is Kappa-Shell which looks real pearly. It is sold by the square foot and is easy to apply. It is liquid resistant as coffee table tops should be and which mine isn't. Wouldn't it be fun to be a millionaire? Another beautiful table was made from a giant brass tray

Continued on Page 15

Homemaker's Guide

HOMEMAKER'S VISIT

By **BERNICE CURRIER**

A very cool dessert for the hot dog days of August. It will remind you of the "Forgotten Dessert".

LEMON ANGEL TORTE

- A—4 egg whites
¾ c. sugar
¼ t. salt
¼ t. cream of tartar
1 c. heavy cream whipped
1 recipe LEMON FILLING

Preheat oven to 475°. Place A in mixing bowl, beat at high speed until very stiff peaks are formed (about 15 minutes). Spread in well buttered 9 inch pie pan. Place in pre-heated oven, shut the door, turn off the heat and leave 5 hours or overnight and DO NOT OPEN OVEN DOOR. Next day cover this torte with ½ the whipped cream, then the LEMON FILLING. Top with remaining cream. Chill 5 hours. Makes 8 servings.

LEMON FILLING

- A—4 egg yolks
B—½ c. sugar
dash salt
1 T. grated lemon peel
3 T. lemon juice

Beat A in top of double boiler till thick and lemon colored. Gradually beat in B. Cook over simmering water, stirring constantly until thick (5 minutes). Cool.

* * * * *

A salad that goes well with jellied chicken or veal, hot rolls and a light dessert.

PARTY SALAD

- sliced pineapple
sliced tomatoes
Mixture of —
½ c. diced green pepper
½ c. diced celery
½ c. diced American cheese
½ c. finely cut pecans
mayonnaise to moisten
paprika

On a lettuce leaf place a slice of pineapple, top this with a slice of tomato, then put 2 T. of the "Mixture" on each, sprinkling with the paprika. This is delicious.

* * * * *

A hearty salad for main dish with cold sliced meat, rolls and a dessert.

- 4 c. diced cooked potatoes
1½ T. grated onion
1 t. salt
2 T. cider vinegar
3 ounce package cream cheese
⅓ c. mayonnaise
1 T. chopped parsley
Garnish—slices or wedges of hard cooked eggs and wedges of tomato.

Add the onion, salt and vinegar to the potato and mix lightly. Cover and let stand ½ hour. Cream the cheese and mayonnaise together and beat well and add it with the parsley to the potatoes. Toss lightly. Add the garnish and serve.

* * * * *

FROZEN CHICKEN SALAD

- A—1 c. cooked diced chicken
½ c. diced celery
½ t. salt
½ c. sliced stuffed olives
1 c. salad dressing
¼ c. minced green pepper
1 c. cottage cheese sieved

- B—½ c. cream whipped
6 or 8 tomatoes
cole slaw

Combine A lightly by tossing. Fold in B. Pack in freezing tray oiled. Freeze till firm. Unmold on lettuce leaves. Border with tomatoes stuffed with cole slaw. To serve, cut in thick slices or squares and serve a stuffed tomato on each plate. Serves 6 to 8. According to the number of tomatoes used.

* * * * *

ICE WATER PICKLES

Soak cucumbers in ice water, or put in a pan of water and set in refrigerator overnight. In the morning, drain, cut in quarters lengthwise and pack in sterilized jars and fill spaces with celery slivers and onion slices. Pack them in. Bring to boil 1 quart pure cider vinegar, 1 c. sugar and ½ c. salt (use pure clean dairy salt). Pour over pickles and seal.

* * * * *

CANNED SWEET GREEN PEPPERS

Wash, cut peppers in halves and clean out seeds and membrane. Pack in clean jars. Make syrup of the proportion—1 c. pure cider vinegar, ½ c. sugar. Bring to boil, pour over peppers and seal. These are delicious for salads, eating as pickles or in sandwiches.

"THE FARMER'S WIFE"

By FLORENCE FALK

Greetings From The Farm Kitchen ! ! ! !

Recipes this month are from our very fine listeners. Try them and you'll be enthusiastic, too.

SPICED OATMEAL COOKIES

- 1 c. fat
- 2 c. brown sugar
- 2 eggs
- 3 t. allspice
- 2 c. quick oatmeal (uncooked)
- $\frac{3}{4}$ t. salt
- 1 t. soda
- 1 c. sour milk
- 2 c. Gooch's whole wheat flour
- 1 c. raisins
- 1 c. nutmeats

Cream fat and sugar. Beat eggs, combine with milk. Mix the flour with the soda, salt and spices. Add oatmeal, raisins and nuts. Add liquid and dry ingredients alternately to the creamed mixture. Drop on greased sheet and bake 15 minutes in a moderate oven 375°.

Mrs. Lawrence Johnson
Route No. 2
Osage City, Kansas.

* * * *

PECAN PIE

- 3 whole eggs
- $\frac{2}{3}$ c. sugar
- $\frac{1}{3}$ t. salt
- $\frac{1}{8}$ c. melted butter
- 1 c. dark corn syrup
- $\frac{1}{2}$ t. vanilla
- $\frac{1}{4}$ t. maple flavoring
- 1 c. pecan halves

Beat the 3 whole eggs and then beat all the rest of the ingredients in together except the pecan halves which you place on top of the pie. Bake in 375° oven for about 50 minutes.

* * * *

UNCOOKED RHUBARB RELISH

- 1 pound rhubarb
- 1 orange
- 2 c. sugar
- red vegetable coloring

Cut rhubarb and orange into $\frac{1}{4}$ inch slices. Force through a food chopper using medium knife, add sugar and mix thoroughly. Stir in a few drops of coloring. Place in a covered container and store in refrigerator. (Both above sent by Ann Peterson, Box 706, Omaha, Nebraska.)

* * * *

LEMON PUDDING

Cream together:

- 2 T. butter
- 1 c. sugar

Add the following in order:

- 2 T. flour
- pinch salt
- 3 egg yolks
- $1\frac{1}{2}$ c. milk
- 1 lemon rind and juice

Add 3 egg whites, beaten until stiff. Pour into custard cups and set in pan of water, bake in 325° oven until set. Takes the place of cake and custard, too.

Mrs. Alvin Hoppock
Farragut, Iowa

* * * *

BEEF CABBAGE RELISH

- 10 beets, cooked and peeled
- 1 c. onions
- 2 c. cabbage
- 1 c. red sweet pepper
- 1 stalk celery
- $2\frac{1}{4}$ c. vinegar
- 2 T. salt
- $\frac{1}{2}$ c. sugar
- 1 c. cauliflower
- 3 T. mustard seed
- 1 T. celery seed

Chop or grind all the vegetables and other ingredients. Heat to boiling, cook slowly, stirring frequently until vegetables are tender. Put in jars and seal.

Mrs. Ralph E. Specht
Route No. 1
Clarkson, Nebraska.

CORRECTION

In the July Guide, $\frac{1}{4}$ t. baking soda was omitted in the recipe for Oatmeal Orange Cookies.

U. S. Presidential Convention In 1984

by John Daly

(ABC Vice President in Charge of News, Special Events, Sports & Public Affairs)

In this business of covering political conventions, it's just one headache after another. I can remember 40 years ago in 1944, during the last war, when television was little more than a gleam in General Sarnoff's eye, the American Army found the Germans had developed an electronic tape for recording sound.

People in the radio communications business started thinking then, "What if we could make this carry not only sound but pictures. Then all our headaches would be gone." Well, it was a great invention for those days. But things never turn out as you think they are going to.

Now here it is springtime 1984—10:30 SUT (Solar Universe Time)—and it's April, the fourth month under the new 13-month Calendar, which the United Nations has finally approved over the protests of the calendar manufacturers' lobby.

My particular headache this fine spring day is getting up data for the ABC Cost Accounting Department for the 1984 political conventions which begin Juvember 1.

The conventions are scheduled to be held in Texas this year by mutual agreement of the Democrats and Republicans. After 32 years, and in which seven straight conventions were held as far apart as the politics could put them (to the consternation of us broadcast people), the conventions are going to go off smoothly in **one** location (we hope). The deciding factor was that Texas is the first state in the Union to become completely air-conditioned, artificially. The 52nd state, Byrdland, gets its air-cooling fresh off the South Pole.

Of course, the imported Texas cool-air will benefit only the hired demonstrators and their families. These are the only people who will attend the conventions and occupy the rooms formerly held for delegates and friends.

Four years ago, you will remember, the 1980 conventions were the first which the delegates attended by remote control. It turned out to be somewhat confused and unsatisfactory—mainly because the gregar-

ious politicians insisted on jamming into central studios in the state capitals instead of staying home and balloting in peace. Now with separate two-ways (audio and video) available for private caucusing, the debate and balloting is expected to go along normally.

This will mark a real television 'first.' Equipment was ready in 1976 but the conventions never got on the air at all that year, except locally in Philadelphia. That was the year some bright-eyed ad man pointed out that 1976 was the bicentennial of the Signing of the Declaration of Independence. Naturally, both parties dashed for Independence Hall and not only that, they both insisted on starting on July the Fourth, when else! The split-screen technique took care of both parties from a picture standpoint. . .but no amount of engineering know-how could solve the problem of the oratory. There's talk again this year of trying to cut down on those speeches.

This will be the 13th set of conventions I have covered, all of them since F. D. Roosevelt and Landon were nominated in 1936, and I can't remember one when they weren't talking about some way to shorten the speeches.

Four years ago it was the problem of getting a good signal down to Byrdland in the middle of the Antarctic winter. Now it's a question of trying to rig up a two-way with Spaceland, Mars. The costs are going to be, as the saying goes, astronomical. But a bigger headache is timing. Mars will be in favorable opposition, that is, relatively near the earth this summer—within 38 million miles. That means it will take almost three and a half minutes for the picture and sound to get to "Dizzyland," and the same for the answers from Spaceland delegation to come back. And when you get into those roll-calls, oh, brother!

So—with all the changes and improvements—there will always be headaches in covering political conventions. One other thing you can be sure of: you have to have good reporters on the scene—but, shucks, we've known that ever since way back in 1956.

KMA Daily Programs For August, 1956

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:00 a.m.—Town & Country Hour
- 6:00 a.m.—News & Weather
- 6:15 a.m.—Western Star Time
- 6:30 a.m.—Merrill Langfitt
- 7:00 a.m.—Dean Naven, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Markets
- 7:35 a.m.—Merl Douglas
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Breakfast Club
- 9:00 a.m.—Bernice Currier
- 9:30 a.m.—When A Girl Marries
- 9:45 a.m.—Whispering Streets
- 10:00 a.m.—Kitchen Club
- 10:15 a.m.—Housewives Serenade
- 10:30 a.m.—Florence Falk
- 11:00 a.m.—Back To The Bible
- 11:30 a.m.—Tennessee Ernie
- 11:45 a.m.—Morning Markets
- 12:00 noon—Dean Naven, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Markets
- 12:45 p.m.—Dick Mills' Show
- 1:00 p.m.—Bill Stern
- 5:50 p.m.—Farm Bulletin Board
- 6:00 p.m.—Dinner With The Stars
- 6:15 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

- 7:00 p.m.—Club 960
- 7:30 p.m.—Voice of Firestone
- 8:00 p.m.—Club 960
- 9:35 p.m.—Mysterytime
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

TUESDAY NIGHT

- 7:00 p.m.—Club 960
- 9:35 p.m.—Mysterytime
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

- 7:00 p.m.—Club 960
- 8:00 p.m.—Boxing Boutts
- 9:00 p.m.—Club 960
- 9:35 p.m.—Mysterytime
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

- 7:00 p.m.—Club 960
- 9:35 p.m.—Mysterytime
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

FRIDAY NIGHT

- 7:00 p.m.—Club 960
- 9:35 p.m.—Mysterytime
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

- 5:00 a.m.—Town & Country Hour
- 6:00 a.m.—News & Weather
- 6:15 a.m.—Western Star Time
- 6:30 a.m.—Merrill Langfitt
- 7:00 a.m.—Dean Naven, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Merl Douglas
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Saturday Shopper
- 9:00 a.m.—Bernice Currier
- 9:30 a.m.—Kiddie Korner

- 10:30 a.m.—Florence Falk
- 11:00 a.m.—Back To The Bible
- 11:30 a.m.—Electrical Reporter
- 11:45 a.m.—Practical Land Use
- 12:00 noon—Dean Naven, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Jack Gowling
- 12:45 p.m.—Market Review
- 1:00 p.m.—Sat. Matinee
- 6:00 p.m.—At Ease
- 6:30 p.m.—News
- 6:45 p.m.—Here's To Veterans
- 7:00 p.m.—Vincent Lopez Band
- 7:30 p.m.—Mysterytime
- 8:00 p.m.—Nat'l. Juke Box
- 8:30 p.m.—Best Bands In The Land
- 9:00 p.m.—Lawrence Welk's Army Show
- 9:30 p.m.—Rhythm On Parade
- 10:00 p.m.—News
- 10:15 p.m.—Guest Star
- 10:30 p.m.—Proudly We Hail
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:55 p.m.—News

**KANSAS CITY BASEBALL SCHEDULE
AUGUST 1956**

- | | | |
|----|---------------------|-------|
| 1 | Baltimore | 7:45 |
| 2 | Baltimore | 1:15 |
| 3 | Washington | 7:45 |
| 4 | Washington | 7:45 |
| 5 | Washington | 1:15 |
| 6 | OPEN | |
| 7 | Chicago (2 games) | 1:00 |
| 8 | Detroit | 12:45 |
| 9 | Detroit | 12:45 |
| 10 | Cleveland | 7:45 |
| 11 | Cleveland | 7:45 |
| 12 | Cleveland | 1:15 |
| 13 | OPEN | |
| 14 | Chicago | 7:45 |
| 15 | Chicago | 1:15 |
| 16 | Chicago | 7:00 |
| 17 | Cleveland | 7:00 |
| 18 | Cleveland | 1:00 |
| 19 | Cleveland (2 games) | 11:15 |
| 20 | OPEN | |
| 21 | Baltimore | 7:00 |
| 22 | Baltimore | 7:00 |
| 23 | Washington | 7:00 |
| 24 | Washington | 7:00 |
| 25 | Washington | 1:00 |
| 26 | Boston (2 games) | 11:15 |
| 27 | OPEN | |
| 28 | OPEN | |
| 29 | OPEN | |
| 30 | OPEN | |
| 31 | Detroit | 7:00 |

Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.

Frank Comments

Continued from Page 6

all of that with only 500 watts power.

In 1931 we moved to Norfolk and for the next three years I had four hours of programs a day on a station there. From there I was transferred to Mitchell, S. D. and was on the radio station there for a year and then for a year in Sioux Falls, S. D. with 4 hours a day on a station. Then late in 1936 we transferred back to Shenandoah again. In April of 1940 I came over to KMA and brought my 10:15 morning visit right along with me. After a few years it moved to 7:15 in the morning where it has been ever since. In the late summer of 1949 the May Broadcasting Co. opened up television station KMTV in Omaha and my present television program "Over the Garden Fence" started in September of that year as a half hour program once a week at various times depending on what was available in the afternoon but mostly between 2 and 4 o'clock.

Then a few years ago "Over the Garden Fence" changed to a 15-minute program on Monday, Wednesday and Friday each week at various times according to what was available, but mostly between 12:15 and 1:30. At the present and for this summer at least, it will be at 11:45 but late in the summer when the networks go back on standard time again it will switch back to 12:30 for the winter.

Styles in radio and television entertainment have changed considerably from year to year, trying desperately to find out what the public likes or dislikes, but I long ago settled on one formula which seems to stand the test of time. It is simply this in three words — answer their questions. No matter what the question is, answer it in simple language that they can understand. If you don't know the correct answer look it up, or find out from someone who does know, but above all be very careful to give them accurate information. If you don't know or can't find out tell them so frankly. Don't guess, you might guess wrong, and 9 times out of 10 some of the listeners will send you the correct information. But once in a while you do make mistakes and give a wrong answer. Boy, then does the mail roll in! ! They really let you know about it.

Well I have rambled along here about long enough. Just thinking out loud about old times. Zo's appendectomy back-fired on her and she had to go back to the hospital again for some minor surgery but she is back home again now coming along just fine. Peg's boys got over the measles in good shape and at last report Chris had a severe case of poison ivy and Jimmie D. had

If You Hurry, You

May Still Be Able

To Get KMA Cookbook

We still have a small number of Meal-in-a-Dish recipe books left, and we will fill your orders as long as the supply holds out.

The choice 124 recipes were chosen from more than 3,000 which were sent to Homemakers Bernice Currier and Florence Falk by homemakers from seven midwest states.

You can obtain a copy of the book by renewing a present KMA Guide subscription for one year; by sending a dollar for a new subscription for one year; or by ordering a gift subscription for a friend or relative.

We have less than 500 books on hand as we go to press—and that number is being whittled down daily, so if you are interested—act at once—send your dollar today to KMA Guide, and tell us if its a renewal, a new subscription, or a gift to be sent for a year to a friend. We will also send a suitable card, announcing your gift.

A Letter From Bernice

Continued from Page 10

with up-turned edges. It was fastened to luggage rack legs. Very inexpensive.

Elizabeth, my sister, is feeling much better physically but is very lonesome. She had decided to sell the cottage on East Rosebud Lake but now has decided to keep it. I am so very glad she will keep it. It is like a bit of heaven there.

I love hearing from you, keep the letters coming. And be listening every Monday thru Saturday at 9:00 over KMA.

Until then — —

Bless your Hearts, Goodbye
Bernice.

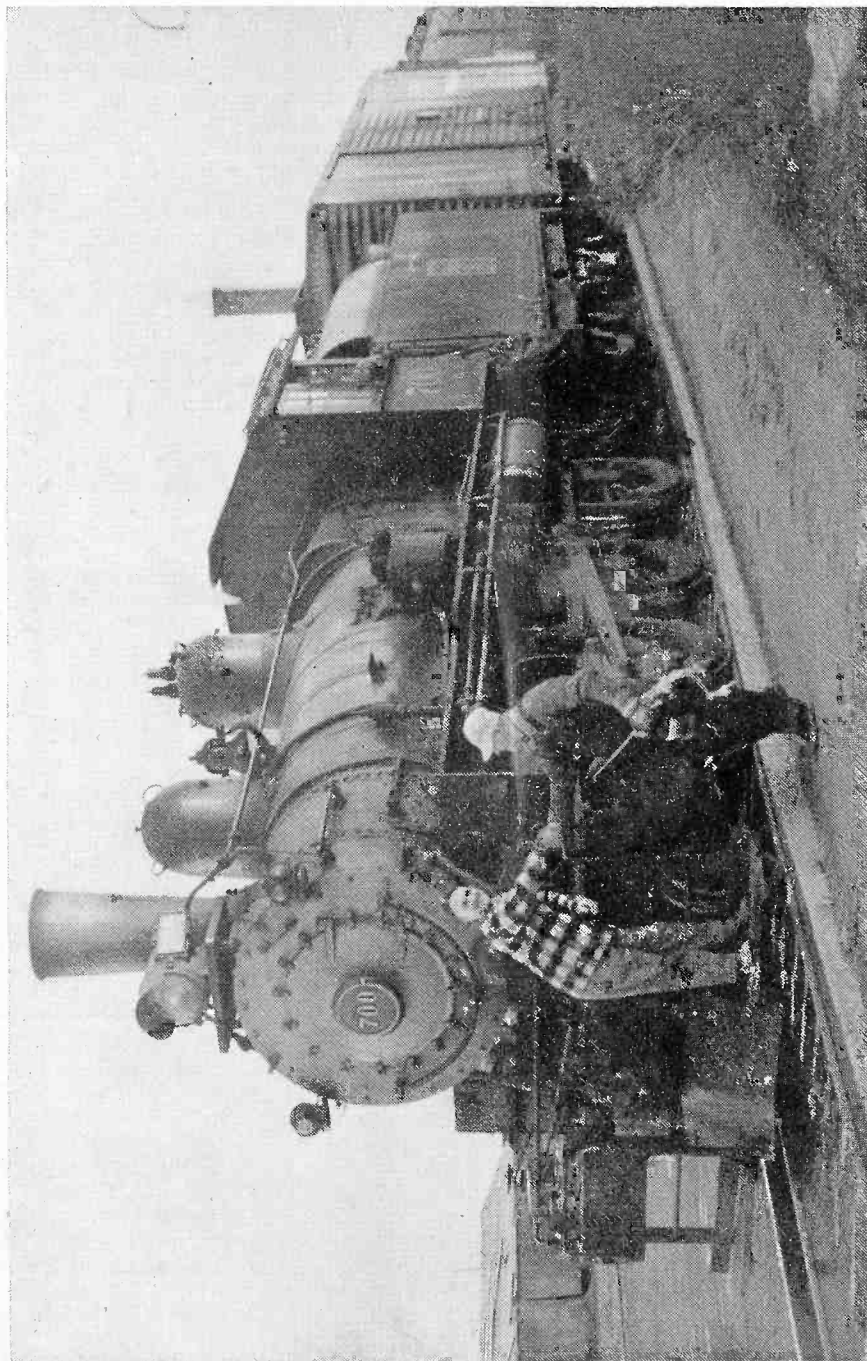
been dog-bitten but nothing serious. John and Maxine and their two just got back from a week's fishing trip up in Minnesota but I haven't got to talk with them yet so don't know what kind of luck they had. Jennie and I haven't decided what we will do on our vacation but it looks now as if we would stay home and work on the yard. At this time of the year with all the rain we've had the past month you can't turn your back on it and if we went away for as much as a week it would take us the rest of the summer to get it back under control.

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The days of the Wooden Axel were relived on Wednesday, August 1st as Ed May and the KMA staff pulled off a complete surprise on Frank Field, as Frank started his 31st year in radio—a milestone that hasn't been equaled by many in Midwest radio. To break into Frank's show, Ed had the engineers play a recording of the old Wooden Axel giving a "highball" serenade, which the train used to do on Frank's early morning (7:15 to 7:30) show before being replaced by a modern deisel. Frank dubbed the train the Wooden Axle, and finally, in 1947, the engineers stopped and made him an honorary engineer of the "Axle". In addition to needing him a bit, the KMA staff also presented Frank with other surprises—his wife Jenny was on hand; a big birthday cake; and also an electric soldering iron—and even a rain gage, which was supplied by his son-in-law's bank.