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KMA GUIDE

Vol. 3

JUNE, 1946

No. 6



YOUR GUIDE STAFF

(Story on Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

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Bloomfield, Ia.

My sister gave me the GUIDE for a birthday present, starting with the first issue. She couldn't have given me anything I could get more pleasure from, or anything more enjoyable for the whole family, too, so please accept another dollar for an additional year of my favorite magazine from my favorite station.

Mrs. LaMoyné Smothers

Pleasanton, Iowa

The GUIDE adds so much to the enjoyment of the radio, on which our dial is set to KMA nearly all the time, because it lets us become acquainted with all of you. Thanks for past GUIDES—and please enter my subscription for another year.

Miss Loretta Craig

Henderson, Nebraska

Getting the GUIDE is just like getting a letter from the family. I read it over and over for its real enjoyment. The pictures alone are worth more than the subscription price. I started with the first issue, so please see that my name remains on your list.

Mrs. J. J. Klippenstein

Hopkins, Missouri

We don't hear many programs in the afternoon this busy time, but we do hear the morning ones—particularly Frank Field at 7:15. The "Wooden Axle" sounds like it was right here. Enclosed is \$1 for another year of the GUIDE.

Mrs. C. H. Duffield

Blue Earth, Minnesota

I'm returning your reminder card and \$1 for the GUIDE. We like it, your programs, and the fine pictures of the entertainers. We have the first issue and keep them all on file.

Mrs. Eva Willmert

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

Cicero, Illinois

Yes, here comes that greenback dollar and don't you dare snap the only connection we have with the middlewest. Chicago smoke is too dense, and the wind too loud in its whispering, while the fog knows no ceiling—so by air we are "fenced in". So thanks for letting me know my GUIDE was due to be renewed. Time flies so fast, and with so many things to look after we do sometimes forget. But we DO WANT THE GUIDE.

Mrs. Henry Blacketer

Burr Oak, Kansas

I hope I haven't waited too long to get the GUIDE for another year. It is such a fine magazine that I can't afford to miss it. We at our house are so happy that all the servicemen have returned to KMA—we enjoy hearing them.

Mrs. Ercell Burgess

Mallard, Iowa

I wouldn't want to miss any issues, so please use the enclosed dollar to renew my subscription to the GUIDE right away. I pass my copy on to a shut-in.

Mrs. B. C. Douglas, Sr.

What Cheer, Iowa

We have been having lots of rain the last few days, and the skies have been gloomy—and because I am a shut-in with arthritis, the GUIDE is quite a help to me as I am tuned to 960 a lot of the time. Through the GUIDE I can see what all of you look like. Miss Velta Clemens



A CHAT WITH EARL MAY

I am very happy to have the above picture on my page this month. Those in it represent 4 generations in our family. From left to right, you see E. S. Welch; Edward May, my son; and my wife, Gertrude; little Annette Gertrude, Edward's daughter, is sitting on his lap.

Mr. Welch is Mrs. May's father and is, therefore, the grandfather of Edward and the great-grandfather of little Annette. He is also one of the most famous nurserymen in America. He founded Mount Arbor Nurseries back in 1891 and has guided it to such a successful business growth that it is now one of the foremost wholesale nurseries in the country.

We have already told you about my wife Gertrude (KMA GUIDE, Jan., Apr., '46; Aug., '45), and Edward (KMA GUIDES, Nov., Dec., '44; July, Nov., '45), and little Annette (KMA GUIDE, July '45, Jan., Apr., '46). But this is the first time we've had all 4 generations together in one picture for you. Since you friends are constantly requesting us to print pictures like this, I was sure you'd like to

see this one which was taken on Annette's first birthday recently.

I have just had a very distinguished visitor in to see me. He is Homer Croy, the famous author. Mr. Croy was born in Maryville, Mo., March 11, 1883; he married Mae Belle Savell, a lovely lady, in Feb., 1916. He worked on country newspapers and then metropolitan dailies. His first novel, "Boone Stop", was published in 1918. His book, "They Had To See Paris", became Will Roger's first picture. His novel "Sixteen Hands", was the movie, "I'm From Missouri". His latest book is "Country Cured", which is the story of his own life. He gave me an autographed copy of this, and I'm very proud of it.

Mr. Croy is now doing a factual book on the Middle West which will be published soon by Duell, Sloan, and Pearce, N. Y. In one chapter he will tell the thrilling and interesting story of KMA, which is nationally recognized as the "No. 1 Farm Station". When this book is available, I'll let you know, because I am sure many of you will want to buy a copy.

Chick Martin



Here you see the 4 important members of the HUGH ASPINWALL family: Fluffy, the cat, in the arms of her master, Prod. Mgr. Hugh Aspinwall, known over the air as Chick Martin (Apr. '45 KMA GUIDE, p. 5); Jean Marie, 13; and Marguerite Aspinwall. The other 6 members of this family are the all-black baby kittens belonging to Fluffy, which are just 2 weeks old.

Right now the 3 Aspinwalls are busily engaged in taking care of the garden behind their attractive new home. They have done so well that their Darwin tulips grew to 30" this spring!

As most of you know, Chick sings weekdays at 12:30 p.m., is emcee for both MAINSTREET at 2 p.m. and GOODWILL MINSTRELS at 5:45 p.m., and also announces. In addition he writes scripts for many other programs which are transcribed for stations all over the Midwest and Canada.

Mrs. Aspinwall (Jan. '46 KMA GUIDE, p. 6) is an accomplished interior decorator and used to work with her husband in radio and personnel work. Now, however, she spends most of her time in the

Angel Food Dessert

Because of the many requests for sugarless dessert recipes, Edith Hansen, your morning homemaker, suggests the following recipe as especially delicious and appropriate for summer parties, weddings and other festivities.

Scald 3 c milk. Add $\frac{1}{8}$ t salt. Beat 4 egg yolks, add 1 c white syrup or honey and add to the hot milk. Let come to a boil, and remove from fire. Stir in 3 T plain gelatin which has been dissolved in cold water. Let cool, stirring often. Then fold in 4 stiffly beaten egg whites. Let stand until almost firm, then fold in pt. of cream, which has been beaten stiff and sweetened with honey or syrup, and flavored with 1 t. vanilla or almond flavoring.

Dice a small angel food cake. Place a layer of cake pieces in a buttered 14"x8"x2" pan. Pour a layer of the above custard over the cake bits. Then dot with diced fruit (fresh or canned) and nuts. Repeat layers until all is used. Place in refrigerator for at least 6 hrs. To serve, cut in squares, topping with additional whipped cream and fruit if desired. This recipe makes 16 generous servings.

garden and with Jean Marie, who has just been graduated from Jr. High in Shenandoah.

Blue-eyed Jean with the light brown hair takes after both sides of the family. Like her dad she is musically inclined; plays the piano, the oboe, and has a lovely soprano voice. Like her mother, she's interested in fashions and people, gets very good grades, and likes to travel. Her ambitions reach out in all directions, from attending her father's alma mater, Lawrence College at Appleton, Wis., to chemistry, writing, and radio work. She does well in athletics, especially baseball, tennis, and swimming, and is learning to bowl.

The Aspinwall family is just as friendly as they look in this picture, and their generous hospitality makes their home a gracious and charming social center for their many friends.



Forecast for the Month

Birthdays

- June 2—Gene Morgan (son of Jimmie Morgan, staff artist)
 June 3—Chuck Davis, singer, emcee and announcer
 June 4—Evalyn Saner, Traffic Mgr.
 June 16—Franz Cherny, Engineer

Anniversaries

- June 10—Erva Nell and Eng. Walt Ely
 June 10—Lila and Control Operator Lloyd Latta
 June 15—Betty Jane and Merrill Langfitt, (Farm Service Director)
 June 25—Homemaker Leanna and Mart Driftmier

FLOWER: Rose or Honeysuckle

BIRTHSTONE: Pearl or Moonstone

PEGGY FIELD A BRIDE

When Peggy Field wrote the column for her father Frank this month, (see P.7), we didn't know she was going to be a June bride. But Cupid couldn't keep a secret so we stopped the presses to make sure you would know about the wedding of the youngest Field daughter.

Only 18, she was married Wednesday, June 5th, at 3:30 o'clock, to Ensign James Bellamy, 23, at the home of her parents. Following the wedding, a reception was held at the home of the groom's parents, Dr. and Mrs. J. D. Bellamy. Jim graduated last year from Annapolis, and came home for the wedding, on leave from his studies at the Harvard School of Business Administration.

The couple is spending a few days in New York on a honeymoon, before going to Boston, Mass., where they will make their home.

Jim's mother, Mrs. Gretta Bellamy, will be remembered by many of you KMA listeners, as a member of the entertaining staff as organist, pianist, and soloist.

Fun With Flowers

By LINA FERGUSON

Because the season has been early this year, many of the flowers we depend upon for use at weddings and for other festive occasions in June may be past their prime. Roses have been blooming for sometime now as I write this at the end of May.

We can count on a succession of hybrid tea and polyantha cluster roses. These make charming centerpieces for the bride's table and work up nicely into bouquets for the bridal party. For a pink and white wedding, nothing could be daintier than the buds of the Pinocchio rose surrounded by a lace paper frill. Sweetheart is another variety of baby rose dainty enough to use. Use plenty of foliage and sprays of double gypsophila if you have it at hand. The tiny roses can be tied at intervals into streamers of narrow white ribbon and will make the bouquets look much more elaborate.

For house or church decoration, sprays of rambler roses almost arrange themselves. It's a temptation to crowd them too much, so remember that their effectiveness depends on grace of line rather than mass.

Roses last longest when cut early in the morning or after dark. Use a sharp knife. Scissors sometimes bruise the tissues. Plunge the flowers deep in cool water and let them stand for several hours before arranging.

White and blue delphiniums are favorites for the high accent points in June bouquets. Use white phlox for the massed effect at the base, if white peonies are gone. A few Regal lilies or pale yellow day lilies will lift such an arrangement out of the ordinary.

Pastel bouquet zinnias may be blooming in June this year. In soft pink and yellow they work up beautifully into colonial bouquets for the bridesmaids.

If you are short of flowers, arrange backgrounds of greenery the size you want and use the few flowers you have for accent. Branches of spirea, mock

(Continued on Page 14)

Harold Bell



The new pianist for the Blackwood Quartet really rings the "bell", and here he is shown at the studio grand. It's Harold Bell of Paris, Tex., who is substituting for Hilton Griswold until the latter is fully recovered from the effects of the auto accident (Apr. '46 KMA GUIDE, p. 4).

Harold is a veteran of 3 yrs. in the Army, 2½ of them overseas in the ETO. His ambition is to become a composer and top-notch musician, and to achieve this end he plans to go back to school under the G. I. Bill of Rights and major in music.

Harold will be 25 July 17 and is still single. He's 6 ft. 1, weighs 185, has black wavy hair, vivid blue eyes, and a ready smile. His taste in clothes is good, and he prefers sport outfits. T-bone steak (if he can get it!) with French fries and Worcestershire sauce is his favorite dish. He enjoys sports for recreation, particularly tennis, basketball, football and swimming. His hobby is water color painting. When we asked him what his pet peeve was, he grinned engagingly and replied, "Babies crying in a movie!"

This is Harold's first visit to Iowa. He says the many folks he's met while making appearances with the Quartet, have been most friendly and hospitable, and he thoroughly enjoys himself in our Midwest.

Our Second Birthday

The enormous candles shown in the cover picture count the birthdays of the KMA GUIDE, for this month we are just 2 years old. Back in June, 1944, the very first issue of our friendly magazine was printed. Since that time we've worked hard to bring you just the kind of pictures and stories you want in it, and your sincere and enthusiastic response is gratifying indeed.

To celebrate our 2nd birthday, the members of our staff assembled for an anniversary picture. Shown against the biennial background of GUIDES are, front row, left to right: Homemaker Leanna Driftmier, Editor Owen Saddler; Earl May, the Station President, and Homemaker Edith Hansen. Second row: Midge Diehl, Associate Editor; Flower Lady Lina Ferguson, and Doris Murphy, Feature Editor and author of "On The Party Line".

Third row: Evalyn Saner, who brings your program schedules (see pages 8 and 9) up-to-date each month; Ina Hahn, Geraldine Berg, and Klea Newman, Mail Clerks. Fourth row: Merrill Langfitt, author of the "Looking Forward" column; Gayle Maher, sec'y to your Editor; Bill Bailey who writes "Program Personals"; Ina Burdick, chief of the subscription dept.; and Bob Hillyer, Associate Editor. Frank Field, author of "Tips for Farmers", isn't in the picture, because he's the photographer.

From a small mailing list of of a few thousand subscribers on the 1st month of publication, the readership of the GUIDE has grown to tremendous proportions in just 2 short years. We're mighty grateful to you folks whose patronage has made this unusual record possible, and we will strive to continue to keep the GUIDE the friendly, cheerful magazine you want it to be. It's your letters, with their many welcome suggestions and constructive criticism that make the GUIDE what it is. We're always glad to hear from you, so won't you write soon and tell us what you like best in our magazine and in the daily programs on the air?

Tips for Farmers

By PEGGY FIELD

Yes, I'll admit this picture may be a blow to most of you—and the column may be even a greater shock.—You see, during the spring of the year, dad is rushed a lot. If he isn't chatting with one of you—he's cutting flowers and tagging them for display. It seems as though every minute of his time is already taken. When at home, he's usually working in the garden or doing some odd job for mother. He's very seldom ill.

Evidently he goes on the supposition that busy people have a longer life span. Anyway, I'm writing his page this month.

Dad took this picture of me just before I went to the Prom. I really didn't mean to look so cross—or sober—but I was just getting ready to toss him a smile when he snapped the shutter. This was my last year at school and believe me it flew by. Next year I plan to take up journalism. My brother Johnny will study journalism, too, so I'll probably be left behind as he passes me before I get started.

Many of you call me "Zo" when you come in the store. Perhaps it's because you're used to seeing her work here this spring.

When Zo's husband, Bob, got his discharge from the Navy, she decided it was best that she again become a housewife and mother. And since it's practically traditional for one of "Frank's girls" to tag around with him, I took the job and have been working after school and on Saturdays. You can hardly call it work, though. It's more like visiting all day

long and I really enjoy it.

Since my mother is such a good cook, I suppose you'd naturally expect me to follow in her footsteps, but to be perfectly frank, I cannot cook at all. The other night some of the gang came up and we made waffles. Even though they were heavy and doughy, they tasted rather good. (But we were all sick the next day!) We'll know better next time.

People say I look quite a bit like mother. She usually manages to keep busy all day, yet she finds time to call on people

and play contract bridge occasionally. Auction has "had its day" according to her.

I had to laugh at mother and dad the other evening. Mother bought a new hat and was trying it on to see how dad liked it. He put the paper down, looked at her very sternly over the rims of his glasses, and said, "Jenny for the fifth time, it looks lovely on you". Even though he was irritated, mother took off the hat feeling very happy and dad resumed reading the *Shenandoah Sentinel*.

(No doubt it was Johnny's column that held his interest so intensely.)

Another lady you perhaps have talked to and didn't know, is Mrs. Ethel Baldwin, dad's secretary. She really knows plants and flowers and is always friendly and congenial. About the most wonderful thing she does is make coffee for the gang. I'll bet she makes at least 6 pots a day and we usually drink every bit of it!

I hope I haven't said anything that might embarrass dad or mother. If I have, perhaps dad can get all my mistakes corrected in his column next month!





KMA Daily Programs

For June, 1946



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:30 a.m.—Blackwood Brothers
 5:40 a.m.—Prayer League
 5:45 a.m.—Church of the Air
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Country Folks
 8:00 a.m.—Morning Headlines
 8:15 a.m.—The Peabody's
 8:30 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Hymns of All Churches
 9:45 a.m.—Policewoman (Mon.)
 9:45 a.m.—(Except Mon.)—Listening Post
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Home Edition
 10:45 a.m.—Ted Malone
 11:00 a.m.—Stump Us
 11:15 a.m.—Frank Field
 11:30 a.m.—Glamour Manor
 12:00 noon—Earl May, News
 12:30 p.m.—Cargill Calling (M.W.F.)
 12:30 p.m.—Half-Past Noon (T.T.)
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Utah Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Mainstreet
 2:15 p.m.—John J. Anthony
 2:30 p.m.—"Ladies Be Seated"
 3:00 p.m.—Jack Berch Show
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Cornbelt Jamboree
 4:00 p.m.—Lina Ferguson
 4:15 p.m.—Jimmie Morgan
 4:45 p.m.—Hop Harrigan
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—News
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Goodwill Minstrels

MONDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Suppertime Frolic
 6:30 p.m.—Ralph Childs, News
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—The O'Neills

- 7:30 p.m.—Forever Tops
 7:55 p.m.—Harry Wismer
 8:00 p.m.—Edward Maher
 8:30 p.m.—Dashiell Hammett
 9:00 p.m.—I Deal In Crime
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Geo. Paxton's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Bobby Burns' Band

TUESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Suppertime Frolic
 6:30 p.m.—Ralph Childs, News
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—The O'Neills
 7:30 p.m.—Drs. Talk It Over
 7:45 p.m.—George Hicks
 7:55 p.m.—Harry Wismer
 8:00 p.m.—Concert Time
 8:30 p.m.—Hoosier Hop
 9:00 p.m.—Ed Sullivan
 9:15 p.m.—Eugenie Baird
 9:30 p.m.—Packham Inn
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Raymond Swing
 10:30 p.m.—Randy Brooks' Band
 11:00 p.m.—Newstime
 11:30 p.m.—Benny Goodman's Band

WEDNESDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
 6:15 p.m.—Suppertime Frolic
 6:30 p.m.—Ralph Childs, News
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—The O'Neills
 7:30 p.m.—Sammy Kaye
 7:55 p.m.—Elmer Davis
 8:00 p.m.—Fishing and Hunting
 8:30 p.m.—Jones & I
 9:00 p.m.—Sports Review
 9:30 p.m.—Fantasy in Melody
 9:45 p.m.—Kay Armen
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Raymond Swing
 10:30 p.m.—Richard Himber's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Bobby Burns' Band

THURSDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Suppertime Frolic
- 6:30 p.m.—Ralph Childs, News
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Earl Godwin
- 7:30 p.m.—Detect & Collect
- 7:55 p.m.—Harry Wismer
- 8:00 p.m.—Fresh Up Show
- 8:30 p.m.—Am. Town Meeting
- 9:30 p.m.—Here's Morgan
- 9:45 p.m.—Fantasy In Melody
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Raymond Swing
- 10:30 p.m.—Geo. Paxton's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Alvino Reye's Band

FRIDAY NIGHT

- 6:00 p.m.—Fulton Lewis, Jr.
- 6:15 p.m.—Suppertime Frolic
- 6:30 p.m.—Ralph Childs, News
- 7:00 p.m.—Alan Young
- 7:30 p.m.—The Sheriff
- 7:55 p.m.—Harry Wismer
- 8:00 p.m.—Boxing Bout
- 9:00 p.m.—Woody Herman
- 9:30 p.m.—This Is Your FBI
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Henry J. Taylor
- 10:30 p.m.—Gene Krupa's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Buddy Morrow's Band

SATURDAY PROGRAMS

- 5:30 a.m.—Blackwood Brothers
- 5:45 a.m.—Church of the Air
- 6:00 a.m.—RFD 960
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Blackwood Brothers
- 7:45 a.m.—Country Folks
- 8:00 a.m.—Morning Headlines
- 8:15 a.m.—West Sisters
- 8:30 a.m.—Wake Up and Smile
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Ray & Ken
- 9:45 a.m.—Jimmie Morgan
- 10:00 a.m.—Chester Bowles
- 10:15 a.m.—Vladimir Brenner
- 10:20 a.m.—Saturday Roundup
- 11:00 a.m.—U. N. O.
- 11:30 a.m.—The American Farmer
- 12:00 p.m.—Earl May, News
- 12:30 p.m.—Half-Past Noon
- 12:45 p.m.—Ike Everly
- 1:00 p.m.—Utah Rangers
- 1:15 p.m.—Blackwood Brothers
- 1:45 p.m.—Voice Of The Army
- 2:00 p.m.—Mainstreet
- 2:15 p.m.—West Sisters
- 2:30 p.m.—Jimmie Morgan

- 3:00 p.m.—Exc. In Science
- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Cornbelt Jamboree
- 4:00 p.m.—Lina Ferguson
- 4:15 p.m.—Jimmie Morgan
- 4:45 p.m.—News
- 5:00 p.m.—Voice of Business
- 5:15 p.m.—Around the World
- 5:30 p.m.—Green Hornet
- 6:00 p.m.—Wake Up, America!
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Treasury Salute
- 7:00 p.m.—Gangbusters
- 7:30 p.m.—Boston Symphony
- 8:30 p.m.—Hayloft Hoedown
- 9:00 p.m.—News
- 9:15 p.m.—Geo. Hicks
- 9:30 p.m.—Buddy Morrow's Band
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Richard Himber's Band
- 10:30 p.m.—Alvino Reye's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Steve Kisley's Band

SUNDAY POGRAMS

- 7:00 a.m.—Showers of Blessing
- 7:30 a.m.—Back to the Bible
- 8:00 a.m.—Young People's Church
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Frank & Ernest
- 9:20 a.m.—Southernares
- 9:45 a.m.—Newstime
- 10:00 a.m.—Jimmie Morgan
- 10:30 a.m.—Voice of Prophecy
- 11:00 a.m.—Pilgrim Hour
- 11:30 a.m.—Lutheran Hour
- 12:00 noon—Jim Kendrick, News
- 12:15 p.m.—Orson Welles
- 12:30 p.m.—Blackwood Brothers
- 1:00 p.m.—Elmer Davis
- 1:15 p.m.—National Vespers
- 1:45 p.m.—Sam Pettengill
- 2:00 p.m.—Missing Heirs
- 2:30 p.m.—Right Down Your Alley
- 3:00 p.m.—Darts for Dough
- 3:30 p.m.—Counterspy
- 4:00 p.m.—Hall of Fame
- 4:30 p.m.—Sunday Evening Party
- 5:00 p.m.—Drew Pearson
- 5:15 p.m.—Don Gardner, News
- 5:30 p.m.—Quiz Kids
- 6:00 p.m.—Sunday Evening Hour
- 7:00 p.m.—Walter Winchell
- 7:15 p.m.—Louella Parsons
- 7:30 p.m.—LaGuardia For Liberty
- 7:45 p.m.—Jimmie Fidler
- 8:00 p.m.—Hour of Mystery
- 9:00 p.m.—News
- 9:15 p.m.—Vera Massey
- 9:30 p.m.—Warriors of Peace
- 10:00 p.m.—Steve Kisley's Band
- 10:30 p.m.—Ron Perry's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Bobby Burns' Band

On the KMA Party Line

With **DORIS MURPHY**

Two or three minutes before going on the air with the 11 p.m. news, RALPH CHILDS suddenly decided to shave. Plugging his electric razor into a socket in studio "B", Ralph began. Just one side of his face had been nicely de-whiskered when he had to disconnect the razor, sit down and give the news . . . with his semibearded face presenting quite a spectacle. The moment his broadcast ended, the electric razor was again humming and the remaining "stubble" vanished in very short order!

Chief Engineer RAY SCHROEDER observed Mother's Day in the modern manner when he flew his entire family in his Cub Cruiser to Columbus, Nebr. to see his mother Mrs. J. J. Schroeder. By auto the trip would have taken around 4 hours; by plane he did it in only 1 hr. 15 minutes. The children, Patty, 11, and Jimmie, 5, enjoyed the trip equally as much as their daddy and mother. They left Shendoah at 10 a.m., were in Columbus in time for Mother's Day dinner. About 5 p.m. the family again climbed in the plane and returned home safe and sound.

All you fathers and mothers could have sympathized with FRANK FIELD a few days ago. Frank started to drive a fellow worker on an errand. They had gone a block when the car wheezed and stopped. The gas tank was empty, even though Frank had driven only a short distance. So he had to walk back to his garage where he had 5 gals. of gas in a can. Later he learned that his son, Johnny, had used the car the night before on a "date". (Yes, you guessed it, the "date" lives in Clarinda, 20 miles away).

When JIMMIE KENDRICK celebrated his 22nd birthday, April 13, his aunt, Miss Mallie Brown of New Canton, Ill., presented him with a real family heirloom. It was a gold watch which had belonged to his great grandfather. Even tho the watch is close to 100 years old, it still keeps per-

fect time, and Jimmie is very pleased. His father also gave him a brand-new gold watch chain to match.

Wishes came true in a hurry for engineer "WALLY" SCHWENTSER the other night. When working the midnight shift at the control room, Wally became very, very hungry—about 11:45. Just when he was telling night anncr. EDDIE VAUGHN how he could go for a big thick, juicy steak—or most anything—the phone rang. It was engineer GLEN KLEIN phoning from the transmitter inviting Wally to join him and a friend in eating a steak dinner, just as soon as they signed off at midnight! Needless to say, the invitation was accepted in a hurry.

Remember in the May issue I told you about WAYNE VAN HORN, WARREN NIELSON and IKE EVERLY discovering tracks of a large animal which had 3 huge toes? Well, the boys haven't caught that animal yet, but here is what Wayne and Warren did catch recently: a half-grown red fox. When out on one of their hunting trips a couple of weeks ago, they came upon 3 cub foxes slinking along the river bank. Warren took aim and shot one of them. By the time Wayne arrived on the scene, the other 2 had escaped to their lair. But those 2 sly foxes had better stay under cover because the boys are going back after them.

Chicken is the favorite dish of R. W. BLACKWOOD, 2nd tenor of the Blackwood Quartet. At the Glen Lewis home in Hampton, Nebr., R. W. had 8 chicken wings and a "pulley bone" for supper, preceding their evening concert. There was much joking at the table about R. W.'s favorite piece of chicken, and that gave the boys an idea. At the concert, they told the audience about R. W.'s eating the 8 chicken wings, then announced the next song: "I'M WINGING MY WAY BACK HOME." It so happens R. W. sings the lead in this number. It's no wonder it was the hit of the evening!

Two weddings within a little over 6 months is the record of the Driftmier family. On Nov. 18, Margery Driftmier, daughter of homemaker LEANNA and MART DRIFTMIER, was married to Elmer L. Harms, at Glendale, Calif. Now comes

news of another wedding which will occur June 11 when their son, Frederick, will be married to Miss Elizabeth Jane Crandall of Ashaway, R. I. Chaplin Driftmier is a graduate of the Yale Univ. Divinity School. Before entering the Navy he was a staff member of the American College in Assiut, Egypt. During the early part of the war he served in Egypt and Africa as a YMCA secretary. He is now the chaplain of the Radio Materiel School in Washington, D. C.

Here's a picture of not only a mother and son, but 2 close comrades—anncr. WARREN NIELSON and his mother. While



Warren works at the studio all day, Mrs. Nielson takes care of their 3-room apartment, sews and cooks. Then often on weekends they go hunting, fishing and camping. The Nielsons arrived here Nov. 3 from Yankton, S. D., where, after the death of her husband, Mrs. Nielson was a practical nurse for 18 yrs. at the State Hospital, and where Warren attended high school and Yankton College. According to Warren, his "Mom" is a very good cook, and he is especially fond of her lemon pie, fried chicken, doughnuts and homemade bread. Mrs. Nielson is attractive; weighs 140 lbs., has brown eyes, gray hair, and a wonderful sense of

humor. She is very fond of music and concerts, and sang alto in the church choir for many years. In the Dec. '45 KMA GUIDE we told you all about Warren, who was born in a sod house in the sand hills of Nebr., 24 yrs. ago. In this picture you see him admiring his new .22 rifle with telescopic sight. He takes it out hunting rabbits and squirrels, but when no quarry is in sight, practices shooting at tin cans.

After being delayed for some time because of the mumps, DOYLE BLACKWOOD, announcer from Chattanooga, Tenn., finally arrived for his visit with the Blackwood Quartet. He is a brother of Roy and James, and will be remembered as former emcee of the group when they were on KMA before the war. While visiting here, he made personal appearances with the Quartet. Over 12,000 people attended the 10 concerts where he appeared. Five were given in Nebr.; the largest crowd was at York where 1,625 people filled the 3rd largest auditorium in the state.

During the 5 weeks that HILTON GRISWOLD, pianist with the Blackwood Quartet, was confined to the Grand Island, Nebr., and Shenandoah hospitals, he was given 181 shots of penicillin. He is getting along fine now, recovering from the injuries suffered in a recent auto accident, and is able to be out. However, it will be several weeks before he will be able to join the Quartet on the road again. The "Get Well" cards and wishes sent to the hospital by you listeners, now number 1,800.

Two KMA families are happy again. They found homes to live in! Due to the housing shortage, Mr. and Mrs. WAYNE VAN HORN and young son have been living in a hotel for 6 months, and Mr. and Mrs. EDDIE COMER and 2 children have been in a hotel 3 months. Now they are enjoying the comforts of a home and the children are thrilled over the freedom of a yard where they can run and play.

Singer STEVE WOODEN is all set for those summer fishing trips now. He is the proud owner of a 1937 model car, and many a warm day you'll see Kathleen

(Continued on Page 13)

Program Personals

By **BILL BAILEY**

It's interesting to note that Bert Lahr, (picture at the left) star of the FRESH-UP SHOW, (Thurs. 8:00 p.m.) started in show business as a \$35 a-week comedian and has risen to be one of the top paid performers. Back in the old days Bert starred in such successful Broadway creations as "Hold Everything", "Flying High" and many others. Most notable of his recent roles have been in such film productions as "The Wizard Of Oz", "Ship Ahoy" and "Du Barry Was A Lady". As far as radio is concerned, Bert's enactment of the dizzy clerk in Sunnysdale's Drug Store during the broadcast of the FRESH-UP SHOW is something that should be on your "Must"

before he entered radio. Lew's antics in Fox Movietone Newsreels have amused millions of moviegoers for a good many years. Now Lew is in radio and listening to his DETECT AND COLLECT program will convince you that he knows of what he speaks when he says, "Monkeys is the kwaziest people".

We recently learned that John Nelson, who emcees BRIDE AND GROOM (Mon. through Fri., 1:30 p.m.) didn't gain all his radio experience in the atmosphere of bouquet-catching bridesmaids and sterling silverware. It seems that years before he took over his present duties he set up a radio "first" by covering an inter-collegiate ski meet from Yosemite National Park. And, what's more, he used skis and snowshoes himself to do it! Such



listening list.

Johnny Olsen, (Center picture) emcee of LADIES BE SEATED (Mon. through Fri., 2:30 p.m.) is one of the hardest working artists in radio today because he came by the habit early in his career. When he was a young fellow on the payroll of a Mitchell, S. D., station, he did all the managing, selling, announcing, singing, entertaining, and continuity. In his "spare time" he took care of the janitor's chores and preached a morning service over the air. And, not wanting to be a loafer, Johnny also directed an orchestra, built a bus, and transported the band to Chicago to make records!

Undoubtedly you know that Lew Lehr, (pictured at the right), star of DETECT AND COLLECT (Thurs. 7:30 p.m.) was a favorite in the entertainment world long

ingenuity and hard work continue on his daily afternoon program.

Did you know that Charlie Magnante, who heads the instrumental trio heard on THE JACK BERCH SHOW (Mon. through Fri., 3:00 p.m.) is not only credited with being the world's finest accordionist but that he has composed several tricky solos for the instrument? His albums of recorded music are highly prized, too. Magnante is said to be the only man who has ever recorded Ravel's "Bolero" as a solo on any instrument.

This is the time of year when Phillips H. Lord, producer of DAVID HARDING, COUNTERSPY (Sun. 3:30 p. m.) and GANGBUSTERS (Sat. 7:00 p.m.) deserts N. Y.'s sweltering canyons of concrete, and oversees his radio activities from a 2,500-acre island off the coast of Maine.

KMA PARTY LINE—Cont'd

and Steve headin' for the fishing streams.

Most children like flowers, but Vicki Comer, 8-yr.-old daughter of clarinetist EDDIE COMER, seems to have a special fondness for them. On Mother's Day and other special occasions, her mother receives a corsage to wear. As soon as Mother is through with it, Vicki eagerly awaits it so she can wear it to school. She enjoys sharing her flowers with others, too, and in the summer when the Comers have flowers in their garden, Vicki delights in picking bouquets for her neighborhood friends.

Kenneth, Roberta, and Jimmie, the 3 children of singer BOB STOTTS, are mighty happy with their new pets, a couple of milk goats. The family live in the country and were surprised the other day to see the 2 goats wander into their yard. The owner has generously given them to the children, who not only enjoy playing with them, but also enjoy the fine goat milk. Entertainer Bob is happy over the arrangement, too, as the goats help keep the lawn down and eat the weeds.

It has been 6 yrs. since LEANNA DRIFTMIER, KMA's afternoon homemaker, has spent a vacation away from home. So this year, the family decided she should have a trip. On June 23rd Leanna and her husband, Mart, accompanied by a little neighbor girl, Mary Ellen Alexander, will leave for Templar Park, Spirit Lake, Ia., where they will remain a week. Leanna's two daughters, Lucille Verness who lives nearby, and Dorothy Johnson of Lucas, Ia., have assured Mother they will carry on her program as usual while she is gone. Dorothy also plans to remain in the home and look after things, so Mother can relax, and feel that everything is being taken care of. As you listeners know, Lucille and Dorothy always find many interesting things to talk about, and have good suggestions for you homemakers, so be sure to listen in. If the weather is favorable on June 27, Leanna plans to hold a Kitchen-Klatter picnic at Gilbert Park, Spirit Lake, starting at 1 p.m. Plan to get together with Leanna and her many Kitchen-Klatter friends on this date.

Wedding Menu

By LEANNA DRIFTMIER

Many of you have asked about breakfasts and luncheons to be given newly married couples, so I thought these suggestions might be of help to you.

The wedding breakfast and luncheon are practically the same, except for the hour at which they are served. The breakfast is served when the wedding takes place before noon, the luncheon if soon after. Each follows the ceremony, whether at the church or in the home.

If there are only to be a few people invited, seat them at one large table, the bride and groom together and other members of the bridal party next to them, then the guests.

The menu may be simple or elaborate, but right now it is in good taste to entertain simply, because people in other lands are in need of food to keep them alive.

The bride's table should have a beautiful centerpiece and the bride's cake, together with a silver knife, should be placed before her. She cuts the first piece. There is generally a wedding cake which has been cut in small enough pieces that all guests may have one. These are wrapped daintily and placed on a tray on a side table.

Some prefer to serve a buffet luncheon after the wedding. When there is a large number of guests, this is a practical way to serve them. Dishes, silverware and food are placed on the table, and guests serve themselves. It is a good idea to have several girls to assist. Appoint someone to see that the bride and groom and the groom's father and mother receive special attention.

BREAKFAST MENU

Fruit Cocktail

Creamed chicken in pastry cases

New peas

Rolls	Jam	Butter
Ice Cream		Bride's Cake

Coffee

For more recipes and valuable hints, watch future issues of the GUIDE.

A Rag Rug

By EDITH HANSEN

Some time ago, in discussing ways of making money at home, I read on the air a letter from Mrs. Donnie Minor of Huntsville, Mo., in which she told of the beautiful homemade rag rugs she was making. Her letter created so much interest that she was immediately swamped with requests for the information. Nearly a thousand requests have been received, so in order to make it available to everyone, we are glad to print the instructions for you. Mrs. Minor has made 218 rugs, even though she is a very busy woman, having a husband and 2 daughters, age 8 and 16 to care for. She makes an average of 3 rugs a week, some in stripes, some in solid colors, and others "hit and miss". Here are the materials and instructions for making these rag rugs as suggested by Mrs. Minor.

MATERIAL

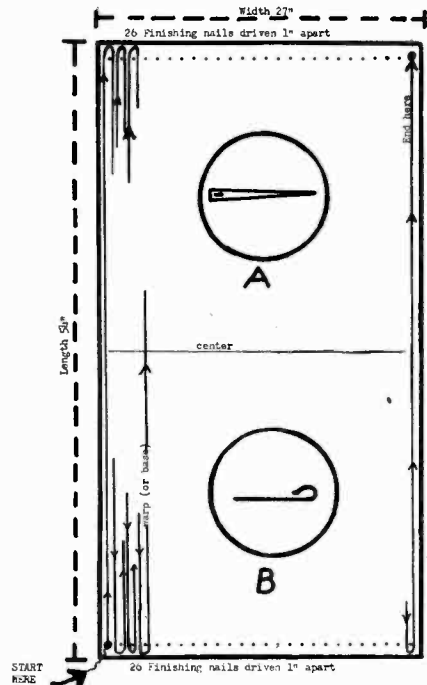
2 pieces 54-inch hardwood; 2 pieces 27-inch hardwood; 52 finishing nails (either 6 or 8 penny nails); 1 lb. or more of base material, 1-inch or more wide; 1 spool carpet warp (3 yds. for each tassel doubled until about 8 in. long); 1 hardwood needle made of hickory or walnut—28 in. long, 1-in. wide, 1/2-in. thick, with an eye 1-in. long to carry the cloth. Needle should be made so it will taper down to a point. (See drawing A). 1 hook, 6-in. long, made from No. 9 wire is used for finishing and making tassels. (See drawing B). Both the hook and hardwood needle will have to be made at home. The needle should be planed and sanded until perfectly smooth.

In the next column is a picture of the frame used for making the rug, showing where to place the finishing nails and manner of applying the base material.

Keep edges straight and smooth. Keep strips pressed down over the base so the base will not show. You can use any material of any color for the base so long as it is strong material. You cannot finish the rug with the needle. Slip the rug to the edge of the nails and use the hook

to finish. Take from the frame and tack all ends, then put tassels on.

To save time and labor, sew all base and rags on the sewing machine. To make them stronger, join them diagonally,



rather than straight across. The base should be in one continuous strip—very tight. When putting it in the frame, keep to the left of the nail with the base material. You will have 2 extra ends to make extra loops for tassels. Start at the lower right hand corner with the rug filler or strips, weaving in and out and back and forth with the 28-in. needle. Do not pull the strips through too tight or the rug will draw in at the center and you will be unable to keep the edges straight and smooth.

Fun With Flowers—Continued

orange, flowering quince, viburnum and barberry will make flowers stand out and will frame their beauty. These can be arranged well in advance and will lessen last minute work. Make decorating the fun it should be by planning ahead and by allowing yourself plenty of time to execute those plans.

PROMOTION

By **BILL BAILEY**

Do you remember that old saying, "If you build a better mousetrap the world will beat a path to your door"? That's true . . . but, only providing that the world knows of your accomplishment. Now, let's take Promotion in Radio, and let's say that you're a man who has a product, invention, or service that it is your business to sell. Quite naturally, you must advertise—how else would the world know? BUT, will the world, just as naturally, know of your advertising. That's where promotion fits into the picture. It's a co-operative effort to acquaint the world with your efforts, and thus assure a genuine over-all success.

In radio, it is promotion's job to work hand-in-hand with every other department . . . to extend its influence in all ways possible toward the public in order to create goodwill . . . to make the listener conscious of all the effort being put forth to entertain, interest, and please him . . . in other words, to gain favorable general interest in all the station's activities. To be more specific, here at KMA, the Promotion Dept., consists of Bob Hill- yer, Lois Jean Peterson, and myself, and I can assure you our tasks are just as varied as they are numerous. First, we make every effort to publicize KMA's programs, its talent, and personalities . . . the people who go to make up the finished air show that reaches you there in your own home. This is accomplished by pictures and stories made available through the printed page, such as the newspapers, the GUIDE, and by public display. Promotion also has the job of making sure that you know of the splendid offers made by our program spon-

sors. If such offers are to be made available through your local merchants, we help the merchant co-operate by giving you an easy opportunity to take advantage of them. Then through all this, the Promotion Dept. is constantly making surveys in order to determine the acceptance and approval given the features released over the station. You see, the results of these surveys must be constantly at the fingertips of our program and commercial depts., and must be periodically reported to our program sponsors, for whatever opinion you and I as individuals may have, radio and its conduct is molded by PUBLIC OPINION.

No doubt, you have noticed the attractive radio displays of pictures and printed matter in windows of stores, lobbies of public buildings, and in magazines and other publications. These displays are designed to acquaint you more intimately with some air favorite, or if you

are only a casual radio listener, perhaps to gain your interest in some particular radio show and to increase your desire to listen to the program on the air.

There is one other side of promotion's job and that is the job of selling ourselves (KMA, we mean) to our prospective customers. Promotion's job is to have available all the facts and to make them available to our prospective advertisers. We must consider every angle of what advertisers want to know about our facilities, and then consolidate those facts in a neat package that is easily understood and appreciated, and to see that it reaches any who are interested.

If anything our department does makes your listening more pleasurable, we'll consider our effort worth while.



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SANBORN IOWA



RURAL SCHOOL GRADUATION

This is the picture of nearly all the people who participated in the 7th Annual Rural School Graduation Program which originated in the studios of KMA and was broadcast over 12 Iowa stations on May 18.

Each year since 1939 when the program was first conceived, this service to the rural schools has become even greater. Since many schools have but a few graduates, it is difficult for them to have a suitable graduation exercise with well-known speakers. By using KMA's professionally produced program, the graduated classes of every rural school in the state have exercises that are tailor-made for them. This year we had some exceptional speakers, including Robert Blue, Gov. of Iowa, Jessie M. Parker, State Supt. of Schools, and Cecil Stephens, Vice-Pres. of Iowa County Superintendents Association.

Here you see, left to right, standing back row, Paul McDonald, 11; JoAnn An-

derson, 10; Delores Brix, 13; and Ruth Troll, 12, all of Walnut, Ia., who sang the musical numbers on the program. Seated, on the left front row are Miss Agnes Nash, Pres. of Rural Section, Ia., St. Teachers Ass'n; and Miss Helen Johnson, instructor of the singing group. At the mike are State Valedictorian Richard Hart, 12, Villisca, Ia.; Earl May, who presented the 2 winners with a \$25 bond; and State Salutatorian Lois Taylor, 13, Indianola, Ia.

Standing at the back, right, is Mr. H. J. Hart, Richard's father. Seated at right, 2nd row: Mrs. Wm. Taylor, mother of State Salutatorian; Miss Geraldine Frist, Lois's teacher; and Mrs. H. J. Hart, Richard's mother. Seated at right, front row, are Marian Anderson, 11, Walnut, Ia.; Jean Anderson, 10, Walnut, Ia.; and Nancy Troll, 10, Walnut, Ia., also in the singing group. On the floor is Ronnie Hart, age 5, the State Valedictorian's little brother.

THE

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Kings Of The Outdoor Kitchen

STORY ON PAGE 2

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"