

THE

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# KMA GUIDE

Vol. 3

AUGUST, 1946

No. 8



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## Frank And Jennie

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(Story on Page 7)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



## The KMA Guide

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Vol 3.

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Oakland, Ia.

I'm sending a dollar bill for renewal of the Guide, for we are as eager to get each copy as the children are waiting for Santa Claus!

Mr. and Mrs. Arthur Turk.

*(You are very kind in comparing us with Santa, Mrs. Turk, and we'll try harder than ever to please you now!)*

Clearfield, So. Dakota.

I think the Guide is just "super", so my dollar is enclosed to insure my receiving it another year.

Gloria Naele.

*(And we think your letter is pretty "super" too, Miss Naele. We're glad you like our little magazine.)*

Macksburg, Ia.

I hope I have not put off too long, renewing my subscription to the Guide. We both read every line. We certainly hope to visit your studios again this summer.

Mrs. Earl Smith.

*(We hope you can visit us too, Mrs. Smith—and that goes for all of you listeners and Guide readers. Our studio auditorium is open every day, free—so drop in any time and we'll be more than happy to see you.)*

Omaha, Nebr.

You will find enclosed \$1 to pay for another year of the Guide. This is my 3rd year of taking the magazine, and I want to keep it coming. It is by far the greatest little magazine I've seen. I can't think of one thing I don't like about it, so just keep up the good work, mailing the Guides to us and we'll keep on enjoying the many fine and interesting features

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you put into it.

Later on I'm going to subscribe to the Guide for many shut-ins and friends, too far away, yet able to listen to KMA.

Violet Theisen

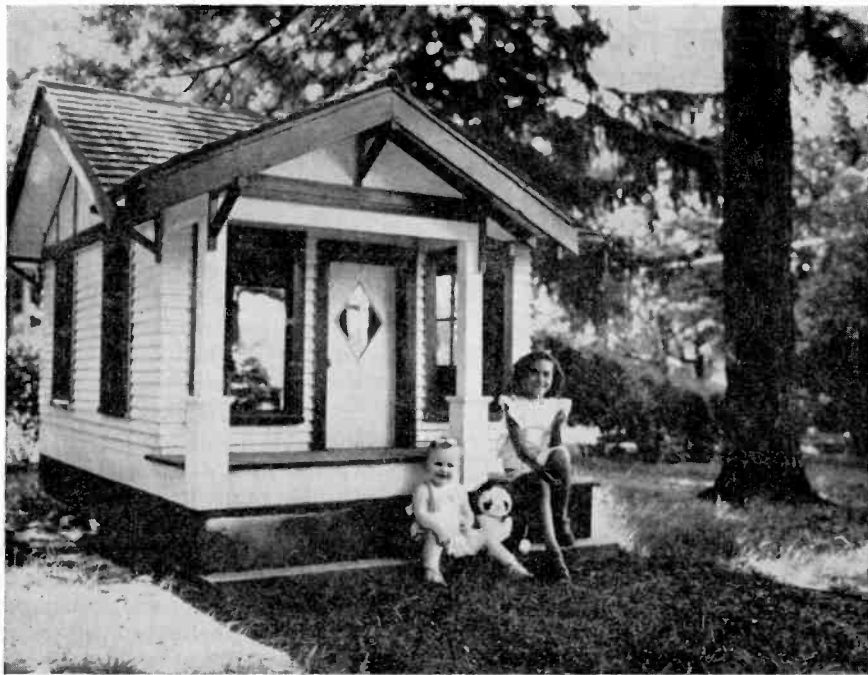
*(Your letter, Miss Theisen, like all the other fine letters we get each month, are more than ample reward for the work we put into each copy of the Guide. We want the Guide to be the magazine of your choice, with the articles and pictures you want in it. Your letters telling what you like, and what you don't like, are our yardstick. Thanks to you for taking time to write!)*

Lincoln, Nebr.

I'm sorry that I've not sent in my dollar to renew my Guide subscription, but it just seems as if I couldn't get it done. You have a lot of fine entertainers at KMA—and we especially enjoy Frank Field every morning at 7:15, because he is like an old friend I've known for years.

Mrs. W. R. Drummond.

*(Thanks, Mrs. Drummond. On the cover this month are Frank and Jennie Field in their garden, and on page 7 is an interesting account of Frank's 20-year record in broadcasting.)*



## A CHAT WITH EARL MAY

There is an old saying, "every house has a history," and that goes even for play-houses such as the one you see above which my two granddaughters, Betty Jane Rankin and Annette Gertrude May, are enjoying very much.

This little house was built twenty-five years ago and is of solid frame construction. It contains one large room with two windows, and a large front porch. Since children always play that they are grownups, my son and daughter, Edward and Frances, enjoyed this playhouse very much with all their little friends. I remember, however, that children are often robust in their play and that we had to replace the windows many times. All children like to play ball and throw things. They also like to climb. So the little house had to be repaired every once in a while.

I remember too that Katherine and Billy Young, their cousins, enjoyed it quite a lot when they were in Shenandoah. Bill has recently become the manager of

a bank in Clearfield, Iowa, and Katherine is now Mrs. Don Smith of Bedford.

Until recently, the playhouse was on the lawn of Wayne Welch for his two sons, Wayne Jr., and Sammy, who are also the grandsons of E. S. Welch (June '46 KMA Guide, p.3).

The little house is now on our back lawn just north of the outdoor fireplace which you saw on our July cover. Betty Jane, who is the daughter of my daughter Frances, and Annette, the daughter of my son Edward, like it very much—just as we knew they would. That's why we put it there, so they would come to see us as often as possible!

Incidentally, if you are hearing someone substitute for me on my programs by the time you are reading this, you will know that I am on a brief vacation with my wife, Gertrude. We're going north for a few days to our cabin on Echo Lake near Mercer, Wisconsin. Maybe I'll have some more good stories about fishing with our guide, Steve, to tell you when I get back.

## Arranging Flowers

By LINA FERGUSON



This picture was taken July 8th when I was really having fun with the first "glads" of the season. You can see that only the lower florets are open and that means that as these fade, I'll cut the stems off closer and this arrangement will be usable for several days. Their lasting quality makes gladioli our "number one" cut flower. There is plenty of foliage too, but I was careful to cut from several bulbs; so that enough would be left to develop each bulb properly. A few short blooms will be added to cover the bare spot near the base.

In the copper bowl at the right I have massed bronze cushion chrysanthemums, reddish brown helenium, weigela Bristol Ruby, and Spirea Billardi, all blooming in the garden now. This material I planned to use in other arrangements and you can very plainly see the difference between a handful of flowers carelessly placed in a bowl, and something planned.

These flowers were put in the bowl with no regard for design, scale, balance or harmony, all principles that we observe in a flower arrangement.

In the low yellow container at the left, you see a background of Artemesia Silver King, double coreopsis, a few Shasta daisies and three day lilies near the base for accent. These are held securely by a

pin cushion holder with a small pottery fawn hiding it. The back-ground of artemesia will last indefinitely and accent flowers such as zinnias, marigolds, phlox, snapdragon or chrysanthemums can be changed each day.

Arranging the flowers you grow can give you as much joy as growing them. Just remember how they look in the garden and try to place them as naturally as possible. Use the foliage of the flowers themselves whenever possible and underfill rather than overfill your vase. Each flower will show up better that way.

### JIMMIE VISITS KENTUCKY

JIMMIE MORGAN, on his recent vacation trip to Kentucky had the privilege of running his hands up and down the keys of the piano used by Stephen Foster while composing "My Old Kentucky Home". While visiting the Stephen Foster Home at Bardstown, Ky., Jimmie mentioned that he sings Stephen Foster numbers on the air. The receptionist realized Jimmie was intensely interested in the piano, then granted him permission to play it. The keys are rose colored "Mother of Pearl." He also stayed at the Stephen Foster Hotel while there. A visit with his mother at the old home in Pellyton, Ky. was included in Jimmie's 3 wks. vacation. According to Jimmie, Mother even went fishing with him!

### NEW SINGER

Bill Lyles of Chattanooga, Tenn., is the new bass singer with the BLACKWOOD QUARTET. Bill is 6 ft. 2 and weighs 140 lbs. He is married and the father of two children. Singing on radio is not new to him, having had 8 years experience. He was a former member of the Swanee River boys quartet on CBS for several years. Bill will replace Don Smith who has returned with his wife to San Diego, Calif.

### ELY CHILDREN IMPROVE

Caroline, 9, and Suzanne, 6, daughters of KMA Engineer Walt Ely, who are ill with polio in the Douglas County Hospital in Omaha, are making good progress. The girls, pictured on the Dec. '45 Guide, front cover, are good patients and doing everything possible to co-operate in the treatment.

## Mott 'n Mary



This picture of three good looking principals in the KMA gang was snapped one afternoon as Mott and Mary Johnson were showing their new Chrysler sedan to the rest of the KMA gang. Did we say three?—Well there's Mott, Mary, and their new automobile. Mott and Mary need no introduction to you, as they are old friends of yours. Mott went to work for his father, who owned a radio station in Clay Center, Nebraska after he left the University of Nebraska. That was in 1931. He came to KMA in 1939 and was married June 30, 1940, a few months after his first blind date with Mary.

He served in the army with the Signal Corps for 42 months, much of which was spent in Tidworth, England, and in Paris, France. When he was discharged, he returned to KMA where Mary had been holding down the job of receptionist in the lobby of the Auditorium. When Mott got home, Mary decided it was time she began getting acquainted with her husband, and time she started that delayed housekeeping. So that's her full time job now, making their attractive apartment a comfortable home.

Mott is over 6', has blue eyes that have an impish twinkle, and every minute of his conversation is full of fun. Mary is blonde, brown-eyed and has a radiant personality to match her attractiveness. Both like sports. Mott's favorite food is chicken liver and wild duck, and he enjoys getting on old coveralls, an old hat, and run-down shoes. His pet peeve is one that the Blackwoods and Ray and Ken will agree upon also—night drivers that



## Forecasts For The Month

### Birthdays

- Aug. 4—Ruth Brawner (wife of Announcer Paul Oliver Brawner)
- Aug. 4—James Blackwood (tenor of the Quartet)
- Aug. 6—Glenn O'Day (Control operator)
- Aug. 13—Geneva Parker (daughter of Mail Clerk Ada Parker)
- Aug. 15—Delma Klein (wife of Eng. Glen Klein)
- Aug. 19—David Chas. Lund (son of Eng. Ralph Lund)
- Aug. 19—Carol Klein (daughter of Eng. Glen Klein)
- Aug. 22—Louise Bailey (wife of Bill Bailey, Promotion Mgr.)
- Aug. 22—Marguerite Aspinwall (wife of Production Mgr. Hugh (Chick Martin) Aspinwall)
- Aug. 23—Judith Jean Lund (daughter of Eng. Ralph Lund)
- Aug. 26—Doris Murphy (Feature Editor)
- Aug. 31—Kathleen Wooden (wife of Singer Steve Wooden)

### Anniversaries

- Aug. 3—Margaret and Bob Hillyer (Promotion Dept.)
- Aug. 10—Delma and Eng. Glen Klein
- Aug. 12—Gayle (sec'y) and Marty Maher
- Aug. 13—Mabel and Eng. Franz Cherny
- Aug. 31—Margaret and Ike Everly (entertainer)

BIRTHSTONE: Sardonyx

FLOWER: Poppy

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won't dim their lights.

Mott is presently charting KMA's programs to see which ones you like best. When he has completed his figures, we'll have a better yardstick to measure the type of things you like to hear.

## Leanna's Home



Here is Leanna, on the front porch of her home, as she would greet you if you came to call. The quiet, dignified home of the Driftmiers at 201 E. Summit here in Shenandoah has a warm, friendly quality, the same as its occupants, and the door is always open to friends of Kitchen-Klatter programs.

The house is a 12-room, 2-story frame house painted white. Upstairs are 4 bedrooms, a sleeping porch and bath. Downstairs they have a spacious living room, a nice large dining room, conveniently arranged kitchen, bath, Leanna's own bedroom, and the office-studio where Leanna works most of the time (the room from which all her programs originate). Immediately to the front of the studio and bedroom, is the library-sunparlor, an addition which was constructed about 6 years ago. On the east side (right side of picture) of the front porch is a ramp which makes it easy to take Leanna's wheelchair up and down.

The furnishings are attractively arranged, and carefully chosen. When one walks in the front door of the Driftmier home, he immediately "feels at home" by the genuineness of Leanna's greeting, and the warmth that is reflected in the rooms themselves.

As this picture was taken in the late afternoon, you can see the interesting reflections of the setting sun as it strikes the porch from the west side. On the porch are two 18-inch green pottery jars, a gift from Lucille and Russell Verness, filled with sanseveria, or "Mothers-

## FRANK'S RECIPE FOR TOMATO CATSUP

1 qt. tomato juice & pulp	1 heaping tsp. celery salt
1 onion, grated	1 tsp. salt
1 cup sugar	1/3 tsp. red pepper
1 cup vinegar	1 tsp. mixed pickling spices

Put the spices and the ground onion in a loosely tied cloth bag so the flavor can boil out into the catsup. Mix all the ingredients together and throw in the bag of spices, and let boil for half an hour. Then cream a heaping tablespoonful of corn starch in a cup of cold water, and slowly stir it into the boiling catsup. Let it boil for two or three minutes longer until it is thickened. Then pour into sterile catsup bottles, and seal with a bottle cap-per using crown caps. If you don't have the bottles, can in pint fruit jars just the same as you would hot fruit or vegetables.

## MRS. FIELD'S RECIPE FOR CHILI SAUCE

4 qts. of chopped tomatoes	1 tsp. black pepper
1 pint chopped cucumbers	1 tsp. cloves
1 pint chopped onion	1 tsp. allspice
4 chopped peppers	1 tsp. cinnamon
1 tsp. paprika	4 tsp. salt
	3 pints vinegar
	4 cups sugar

Boil not more than half an hour, or just long enough to thoroughly cook everything. The finished product should be rather sloppy, almost a liquid. Put into sterile jars and seal while hot.

in-Law Tongue". The outside shrubs and trees have been planted so as to create an atmosphere of balance and beauty, and the lawn and garden are well kept and clean.

As Leanna said just when we left—"It doesn't make any difference if your house is large or small, brown or white—the important thing is whether or not it is a home that all enjoy".

## 20 Years Of Broadcasting

By **FRANK FIELD**

This month completes my first 20 years before the microphone on a regularly scheduled program. Of course, I had been on the air occasionally for short talks and to act as announcer on programs various times over the preceding two or three years. There seemed to be a need for a sort of a service program to help people out with their gardening problems, so the first of August, 1926, I went on the air at 10:00 in the morning with a brand-new type of program. The whole thing was experimental because at that time it was believed people wouldn't listen to anything on the radio except music, and the idea of a 15 minute period with nothing but talking was rather startling, to say the least.



Of course, the logical thing to do was to make the program interesting to as many people as possible. Everyone seemed to be interested more in the weather than anything else, so I started out that morning at 10:00 by telling about the local weather conditions here in Shendoah, and followed that by giving the forecast for the next 24 hours as predicted by the government weather bureau at Creston. The bureau used to send us a new map or chart every morning which gave weather conditions all over the United States with both temperature and barometer readings in the form of wavy lines.

This talk about the weather took 4 or 5 minutes and then for the remainder of the time I just talked about the various gardening and nursery problems which were apt to come up and gave my suggestions as to how to deal with them. I was just nicely started when the telephone rang and some lady here in Shendoah said that the cabbage worms were just ruining her cabbage and wanted to know what she could do to save them.

We didn't know as much about bug dust then as we do now, and we thought it was necessary to use a poison of some kind to kill the chewing insects, so I replied by telling her to take about a cup full of arsenate of lead and mix it thoroughly with 4 cups of ordinary flour, then to cut a piece of burlap about 2 feet square, place the mixture in the center and then pick up the burlap by the four corners and walk slowly down the cabbage row, giving the bag a little shake over each cabbage plant. I explained that the use of the flour served two purposes: first, it stretched the arsenate of lead out and made it go farther, but most important was the fact that the morning dew would moisten the flour and make a sort of paste out of it, then the hot sun would quickly dry this and stick it firmly to the cabbage leaves, so that it would take a pretty good rain to wash it off.

Of course, that is "old stuff" to you folks now, but in those days it was a new idea and it really worked.

Well, the program was certainly a success and before the first experimental week was up the questions were coming in thick and fast. The following week it was necessary to extend the program to a half hour in order to take care of all the questions. Sponsors were practically unknown in those days and it was hard for the radio stations to fill up all of their time anyway, so that seemed the logical thing to do.

The general style of radio broadcasting may have changed a number of times in 20 years, but in comparing my present day programs with those first ones 20 years ago, the similarity is amazing. I still open by talking about the weather and then continue by reading questions from listeners and giving my idea of the best solution. Of course, the time has been changed often. At one time it was

(Continued on Page 14)



# KMA Daily Programs FOR AUGUST, 1946



960 ON YOUR DIAL

## DAILY DAYTIME PROGRAMS-

### MONDAY THROUGH FRIDAY

- 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.—The Peabodys
- 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.—Treasury Salute (Monday)
- 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 (MWF)
- 10:45 a.m.—Ray & Ken (T-TH)
- 11:00 a.m.—Glamour Manor
- 11:30 a.m.—Frank Field
- 11:45 a.m.—Good Old Summertime (MWF)
- 11:45 a.m.—Hawkeye Rangers (T.T.)
- 12:00 noon—Earl May, News
- 12:30 p.m.—Cargill Calling (M.W.F.)
- 12:30 p.m.—Half-Past Noon (T.T.&S.)
- 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.—Feature Time
- 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.—Ed Sullivan

- 7:30 p.m.—Forever Tops
- 7:55 p.m.—Harry Wismer
- 8:00 p.m.—Question For America
- 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.—Eliot Lawrence's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Ray Anthony's 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.—Bella Spewack
- 7:55 p.m.—Harry Wismer
- 8:00 p.m.—Concert Time
- 8:30 p.m.—Hoosier Hop
- 9:00 p.m.—Ted Malone
- 9:15 p.m.—Brown Dots
- 9:30 p.m.—Rex Maupin's Band
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Elmer Davis
- 10:30 p.m.—Tommy Tucker's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dick Jergen'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.—Listen To LaGuardia
- 7:30 p.m.—Frankie Carle's Band
- 7:55 p.m.—Harry Wismer
- 8:00 p.m.—Fishing and Hunting
- 8:30 p.m.—Missing Heirs
- 9:00 p.m.—Sports Review
- 9:30 p.m.—Fantasy in Melody
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Raymond Swing
- 10:30 p.m.—Songs of Good Cheer
- 10:45 p.m.—Art Mooney's Band
- 11:00 p.m.—Newstime
- 11:30 p.m.—Harry Cool's Band

AMERICAN BROADCASTING COMPANY



**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.—The O'Neills  
 7:30 p.m.—Detect & Collect  
 7:55 p.m.—Harry Wismer  
 8:00 p.m.—Harry Koen's Band  
 8:30 p.m.—Am. Town Meeting  
 9:30 p.m.—Fantasy in Melody  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Raymond Swing  
 10:30 p.m.—Geo. Towne's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Henry Brandon'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.—Break The Bank  
 7:30 p.m.—The Sheriff  
 7:55 p.m.—Harry Wismer  
 8:00 p.m.—Boxing Bout  
 9:00 p.m.—Adv. of Sam Spade  
 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.—Harry Cool's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Blue Barron'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.—Jimmie Morgan  
 10:00 a.m.—Paul Porter  
 10:15 a.m.—Glaucio D'attili  
 10:30 a.m.—Johnny Thompson  
 11:00 a.m.—To Live In Peace  
 11:30 a.m.—The American Farmer  
 12:00 noon—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.—Jerry Fronck  
 2:30 p.m.—Wake Up, America!

3:00 p.m.—Excursions 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.—Labor U.S.A.  
 5:00 p.m.—Voice of Business  
 5:15 p.m.—It's Your Business  
 5:30 p.m.—Green Hornet  
 6:00 p.m.—Dark Venture  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Treasury Salute  
 7:00 p.m.—Gangbusters  
 7:30 p.m.—Berkshire Concerts  
 8:30 p.m.—Hayloft Hoedown  
 9:00 p.m.—News of Tomorrow  
 9:15 p.m.—Geo. Hicks  
 9:30 p.m.—Buddy Morrow's Orchestra  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Gay Claridge's Band  
 10:30 p.m.—Songs Of Good Cheer  
 10:45 p.m.—Tommy Tucker's Band  
 11:00 p.m.—Newstime  
 11:30 p.m.—Henry Brandon's Band

**SUNDAY PROGRAMS**

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 p.m.—Sunday School Lesson  
 9:15 p.m.—Frank & Ernest  
 9:30 a.m.—Revival Hour  
 10:30 a.m.—Voice of Prophecy  
 11:00 a.m.—Pilgrim Hour  
 11:30 a.m.—Lutheran Hour  
 12:00 noon—Jim Kendrick, News  
 12:15 p.m.—Your Infantile Paralysis  
 12:30 p.m.—Blackwood Brothers  
 1:00 p.m.—Newstime  
 1:15 p.m.—National Vespers  
 1:45 p.m.—Sam Pettengill  
 2:00 p.m.—Stump the Authors  
 2:30 p.m.—Right Down Your Alley  
 3:00 p.m.—Darts for Dough  
 3:30 p.m.—Counterspy  
 4:00 p.m.—Sunday Evening Party  
 4:30 p.m.—Eugenie Baird  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Don Gardner, News  
 5:30 p.m.—Quiz Kids  
 6:00 p.m.—Festival of Am. Music  
 7:00 p.m.—Jergen's Journal  
 7:15 p.m.—Louella Parsons  
 7:30 p.m.—Jimmie Fidler  
 7:45 p.m.—The Policewoman  
 8:00 p.m.—Hour of Mystery  
 9:00 p.m.—Western Theatre  
 9:30 p.m.—Warriors of Peace  
 10:00 p.m.—Gay Claridge's Band  
 10:30 p.m.—Harry Cool's Band  
 11:00 p.m.—Newstime  
 1:30 p.m.—Ray Anthony's Band

## On The KMA Party Line

With **DORIS MURPHY**

Does it make you dizzy to get on a stepladder to replace a burned out light globe? Then how would you feel at the top of KMA's three radio towers high in the air, replacing 18 light bulbs? Those red lights you see on the towers are there for a purpose: to protect aircraft from flying into them at night. Once a year it is necessary for someone to go to the top of each tower, removing the old bulbs and inserting new ones. Two of them extend 245 feet, and the main one is 488 feet high. There are six lights on each tower; of which two are 500 watt beacon lights at the extreme top that blink 40 times per minute. This annual job was performed recently when a Shenandoah electrician climbed cautiously to the top of each tower without a safety belt and completed the job in about four hours. Darkness was approaching as he ascended and this speck of humanity, high atop the towers, gave passing motorists quite a thrill.

Until a short time ago, EARL MAY has been broadcasting his programs from his office. Recently, however he has been coming back to the studios for his noon day program. As you probably know, Dixie, Mr. May's black cocker spaniel, is always on hand when he broadcasts, so naturally when he changed his place of broadcasting, the dog went along too. Not being accustomed to another announcer on Mr. May's program, Dixie resented having Jimmie Kendrick breaking in with an announcement. The minute Jimmie started talking, Dixie began growling at him. It was so amusing that Mr. May had a hearty laugh about it, and told the listeners on the air what was happening. Mr. May commented that Jimmie was a stranger to Dixie, which probably accounted for her impoliteness. But Dixie and Jimmie are good friends

now!

Here's some good advice to fishermen from singer STEVE WOODEN. Never leave fishing equipment where there are children or pets. Recently Steve had an experience which proves it is a bad practice. Returning from a fishing trip, he stopped in Red Oak to visit friends a few minutes, putting his rod and reel, complete with fish hooks, in the corner of the kitchen. Along came the family kitten and started playfully pawing at the fish hook. Before anyone had noticed, the kitty had caught the hook in its mouth and was desperately trying to release itself. It was necessary for Steve and two of the boys to use a knife to cut the hook from the wailing kitty's mouth before it could be released.

Bobbie, 8 yr. old son of Control Operator GLENN O'DAY, was painfully injured a few days ago while playing tag with some of his pals. He accidentally ran into a small tree which had been cut down, running a sharp twig, the size of a lead pencil into his right leg. The twig penetrated into the flesh almost two inches, and was removed by a neighbor. Bobbie was later taken to the doctor who administered a tetanus shot to prevent lock jaw.



It isn't very often you see any of the KMA staff "joy riding" at 6:30 on Sunday morning. However a few Sundays ago, Eng. GLEN KLEIN appeared to be doing just that. Glen had gone out to the transmitter at that early hour to put the station on the air, only to discover he had left the keys to the building at home. After making a few "double trips" to work, maybe Glen will remember that he needs keys to get in after he gets there!

In the July, '46 Guide, p. 10, we told you about Linda Lee Moss, daughter of program manager TERRY MOSS and her new bicycle. Now this much-prized possession has unfortunately resulted in Linda's suffering a broken arm. While out for a bike ride July 9th, she went off the pavement to avoid an oncoming car. In

so doing she accidentally rode into a ditch; the bike upset and Linda was thrown to the ground with a terrific impact. As she fell, two bones in her arm were fractured. She is getting along fine now carrying her arm in a sling. As soon as she is able to ride again, Daddy has promised to get a bike too, and they will take rides together until Linda becomes more accustomed to handling her bike and more familiar with traffic rules.

It may be another case of "like father like son", because Jimmie, 10-yr.-old-son of announcer EDDIE VAUGHN is now taking lessons on a saxophone. He's using his dad's old "sax" which has been stored in the attic for several years. Jimmie found it recently, and now seems determined to master it. His dad was formerly a musician and entertainer and it may be that Jimmie has inherited his musical talent.

The distinction of being one of five religious quartets to participate in a coast-to-coast radio broadcast was the honor bestowed upon the BLACKWOOD QUARTET recently. They took part in a 30 minute network program, which preceded an all-night broadcast from the sportatorium at Dallas, Texas, on Sat., June 29th. The occasion was the close of the three weeks Normal held annually by the Stamps Quartet School of Music. Each year on the final day, an all-night broadcast with hundreds of singers from all parts of the United States participate in the event. This year, a chorus of 1,200 voices gathered in the auditorium to sing before an audience of 9,000 people, with another 4,000 on the outside who were unable to get in. In addition to appearing on the network program, the quartet was heard on a local Dallas station several times throughout the all-night broadcast. Although the "sing-fest" lasted until 6 a.m.,

a crowd of nearly 6,000 people remained until the end of the broadcast.

Do you believe finding a penny brings you good luck? Announcer WARREN NIELSON and entertainer WAYNE VAN HORN are about convinced it had something to do with their getting the car started the other day. Warren and Van had gone fishing. It was muddy, so they had to leave the car in a corn field and walk to the river. When they returned and stepped on the starter, the car refused to go. After many attempts, they disgustedly sat down on the running board and wondered what to do. About 30 min. later, Nielson noticed something shining on the ground.

He picked it up, and beamingly discovered it was a penny. Van said: "That's a good luck penny. Hurry, get in and let's see if the car won't start now!" They did, and sure enough, it started after the first try!

Yes, you've guessed it. One peek at this picture and you know it's JERRY FRONEK, practicing on his piano accor-



dian at home, while his wife Dorothy watches their 4-yr.-old daughter Geraldine playing with her toys. Blue-eyed, blond Geraldine is a darling, and like all little girls, wanted to have her playthings in the picture with her. So photographer Frank Field waited patiently while Geraldine carried these from the back porch to the living room: her doll house, teddy bear, dolls, doll buggy, and finally, her black and white Persian kitty, "Cookie", to share the spotlight with her. Then she was happy and sat down on the white rug with "Cookie" in her arms, and gave Frank a sweet smile for all you folks. Geraldine loves to come to the studio with daddy and occasionally sings on programs. Jerry was born in Czechoslovakia and has had 14 yrs. of music. He broke

(Continued on Page 15)

## Program Personals

By **BILL BAILEY**

Know that fellow pictured in the center of our page this month? Well sir, that genial gentleman is none other than Eddie Dunn. He's the summertime emcee of that very popular feature **GLAMOUR MANOR** (KMA Monday-thru-Friday at 11:30 a. m.). This is Eddie's second year in pinch-hitting while Cliff Arquette vacations and he does a swell job of it too. A radio veteran of 20 years, he started as a singer but the years have seen him holding just about every job on the air that one could think of. He hails from the state of Texas, is married and the father of two dandy children — Eddie Jr. 12; and daughter Jamie Jo, 9 years old. Oh' yes, his favorite hobby is photography.

Did you know that Dave Newell, one of the experts heard on the **FISHING** and **HUNTING CLUB of the AIR** (each Wednesday night, 8:00 p. m. over KMA), is probably the only man in radio who ever made his living as a professional lion hunter. And they weren't social lions either. At one time in the earlier years of his adventurous career, Newell was on the payroll of the U. S. Biological Survey, assigned to the job of reducing the mountain lion population of the Apache Indian Reservation in Arizona.

Marvin Miller, the Coronet Storyteller, who is heard with **GIL MARTYN'S** newscasts on KMA, Monday-thru-Friday at 10:30 a. m. is the man who successfully adapted to radio the short-short story technique developed by modern magazines. Each morning, taking scarcely longer than a

hefty commercial announcement he spins a yarn that is a marvel of condensation and clarity. Much of Miller's success is credited not only to the compact organization for his material and its choice for intrinsic interest, but also to his skill in shifting his delivery to impersonate different characters. He has no less than 52 character voices at his command.

It's interesting to note that Jack McElroy, announcer for the **BRIDE and GROOM** show, (KMA at 1:30 p.m., Monday-thru-Friday) is planning soon to open up his own flying school. Jack tips the scales at a mere 265 pounds but that makes little difference when it comes to his yen to fly. He already has a pilot's license, 3,000 flight hours and an instructor's rating in the aviation field and now he's engaged in training for his commercial flying license and has only two months to go. Atta' boy Jack.



Dashiell Hammett who writes those rough and tumble legal adventures being dramatized "**THE ADVENTURES of SAM SPADE**" (heard over KMA each Friday night at 9:00) used to be a Pinkerton operative in San Francisco. If the truth were known many of **SAM SPADE'S** adventures are reminiscent of Mr. Hammett's own experiences in those days now gone by. It's easily understandable why **SAM** is one of the author's favorite character creations.

Norris "Tuffy" Goff who portrays **ABNER of LUM 'N ABNER** (heard over KMA, Mondays-thru-Thursdays at 7:00 p.m.) has resumed his usual summer occupation of life guard at his swimming pool in Encino.

(Continued on Page 15)

## Vacation

By **LEANNA DRIFTMIER**

The old saying that the best part of a vacation is getting back home has again held true in my experience, for although we had a wonderful week at Spirit Lake, there was a real thrill experienced when we saw the tall radio tower of KMA rising above the distant horizon.

Yes, after an interlude of four years, we were able to get away from home for a short vacation. In years past we have had one of our own daughters with us, but this year I borrowed Mary Ellen, the high school girl next door, to be our guest on the trip. It was a real vacation for I did not even have to record the radio talks to be used in my absence. Our two daughters, Lucile and Dorothy, broadcast the Kitchen-Klatter programs for the week and it was really fun to listen to their talks on our car radio.

Each year that I have visited the lakes of northern Iowa, my radio friends have gathered for a picnic at Gilbert Park in Spirit Lake, Iowa. They came from Minn., So. Dakota, Nebr., and Iowa, and we really had a wonderful visit. Mary Ellen kept a guest book this year and tried to have everyone present write in it their name and the town from which they came. There were two hundred and forty names in the book and sixty-nine towns represented. A bus load of over fifty friends drove from Hampton, Iowa, a distance of about 150 miles. Needless to say, we had a marvelous picnic dinner. Kitchen-Klatter cooks are the world's best, if one could judge by the variety and flavor of the food.

During the afternoon, we had a short program. Mart, my husband, told something of our operations in radio and publishing, and Mrs. Clare Mohler, Sac City, Iowa, gave a humorous reading. In commemoration of the Iowa Centennial we sang the "Iowa Corn Song."

We were thrilled by the fine condition of the crops as we drove across Iowa.—crops to help feed our hungry world.

## Canning Recipes

By **EDITH HANSEN**

Here is a delicious jam recipe that is unusual and different. Although it is called Chili it is really a spread for bread.

### TOMATO FRUIT CHILI

6 large peaches	30 med. sized ripe
6 large pears	tomatoes
2 med. sized onions	3 cups sugar
3 large green	1 quart vinegar
peppers	1½ T. allspice
2 small buds garlic	1 T. salt

Peel peaches, pears, onions and tomatoes and chop them. Seed the green peppers and chop. Mince the garlic. Combine all in large preserving kettle. Cook slowly about 2 hours or until thick, stirring to prevent sticking or burning. Pour at once in sterilized jars and seal. This will make about 8 pints.

### CANNED CORN

Cut corn from cob after silking. Put in a kettle and make following solution to cover:

1 qt. boiling water	1 T. salt
	2 T. sugar

Heat to boiling point and boil several minutes. Fill pint jars to ¾ inch of top. For pressure cooker process 60 minutes at 10 lbs. pressure, at 240 degrees, or water bath 3 hours.

### TOMATO BUTTER

20 lbs. ripe tomatoes	Juice of 4 lemons
8 lbs. sugar	4 lbs. apples.
	1 T. powdered ginger

Peel and core apples and skin tomatoes. Cook in porcelain pan over moderate heat 1 hour. Stir occasionally. Then add sugar and lemon juice and ginger. Cook until clear and thick. Pour into glasses. Seal with parafin.

### TOMATO SOUP

14 qts. quartered	14 stems celery
tomatoes	14 stems parsley
14 stems bay	7 medium onions
leaves	11 whole cloves

Cook ingredients. Sieve. Return to stove and bring to boil. Add 1 pound melted butter. Add the following:

14 T. flour	8 T. salt
16 T. sugar	1 cup cream

Mix well and bring to a good boil. Seal at once.

## Newcomers

Have you ever heard of a flugel-horn, a contra-bassoon, or a zither? We have too—but it was a long time ago. So it was no wonder we were surprised when Dave Leatherland, KMA's newest addition on the entertainment staff, came down to the studio one day with a five-string bass viol. Of course all the boys in the studio kidded Dave about his "off-breed" bull fiddle, but Dave maintains that it is a rare instrument—and there aren't many fellows who can play one. You will probably agree that he really puts out fine music after hearing the deep "boom" of the bull fiddle on the 11:00 a.m. program, the Utah Rangers at 12:55 p.m., Mainstreet at 2:00 p.m., and the Goodwill Minstrels at 5:45 p.m.



Another of the things that make Dave and his bass fiddle unique is that he uses a bow to produce the sounds, rather than the "plunk" method so widespread in dance bands.

Dave is 5'7", blonde with blue eyes. He came to KMA June 17 and immediately joined right in, having fun with the rest of the gang, and having fun making music for your entertainment. He was born in Atchison, Kansas, and has lived in Indianapolis, Ind., and Cleveland, Ohio. His first broadcast was on a Veterans of Foreign Wars broadcast in 1928. Since that time he has played for barn dances and stage productions in the midwest region. He married Doris Ferguson at Belton, Mo., in 1941. He says his favorite hobbies are fishing and hunting, aside from eating fried chicken! So it was not surprising when we learned that his greatest weakness is food!

His meeting with Doris was interesting. When he was on a program in Kansas City, Doris and a girl friend came to see

## 20 YRS.—FRANK FIELD—Cont'd.

as early as 8:15 in the morning and has been stationary for the past four years at the present 11:15. Now it is at a new time, 11:30, so be sure to make a note of this—11:30. In addition to Shenandoah, the program has been on radio stations at York and Norfolk in Nebraska, and at Mitchell and Sioux Falls in South Dakota, and the wave lengths have varied from one end of the dial to the other, so it is surprising that over 20 years of time, on 6 different radio stations, the program itself has changed so little.

And now just a word or two about that picture on the front cover. We had quite a discussion about what kind of picture would be most interesting to you. The general opinion seemed to be that since I am always talking about my garden and what Jennie and I do with the things out of the garden, you folks would like to see a picture of us actually at work there. This picture was taken in the small home garden just west of our house. One evening after supper as I was laying by my Sweet Spanish onions, Jennie was preparing to make some potato salad and had just pulled up two of the White Sweet Keepers and is holding them up for you to see their size and shape. Just behind us you can see a row of Sioux Tomatoes, and behind that a row of Sweet Peppers, and then a row of Rutgers Tomatoes. Just this side of the onions you can see a row of Marigolds and Zinnias just coming into bloom, and also a few of my Sodus Purple Raspberry plants which were just set this spring. In the lower left hand corner you can probably make out part of a row of Senator Dunlap Strawberries, planted the first of April. They are running nicely and making lots of new plants.

Well that covers my first 20 years of broadcasting. I wonder what the next 20 will be like!

the broadcast. Doris asked Dave to play a number for her girl friend—but Dave replied "I'd rather play one for you". He left Kansas City a few days later; then after a short tour, Dave returned, started dating Doris—and two months later they walked down the aisle July 31, 1941.

**ON THE KMA PARTY LINE—Cont'd.**

into radio 6 yrs. ago by filling in for an accordian player who was sick, and has been in radio ever since. He can be heard on KMA playing with a group at 11 a.m., 12:30 p.m., 2 p.m., and at 3:45 p.m.

In the June '46 issue of the KMA GUIDE (p. 11) I told you about the second wedding in the Driftmier family within 6 months. Now just 2 months later, comes news of the third wedding! On August 9, Wayne, son of homemaker LEANNA DRIFTMIER and husband Mart, will be married to Miss Abigail Florence Morrison, daughter of the late Mr. and Mrs. Henry L. Morrison of Onawa, Ia., and a graduate of the U. of Iowa. They intended originally to have the marriage performed in Onawa, but because of the recent death of the bride's father, the wedding ceremony will be read at 4 p.m. at the home of Mr. and Mrs. Driftmier. Only immediate members of both families will be present. Wayne is now attending the U. of Iowa. During the war he served as a finance officer for over 3 yrs. in the Pacific Theater and was released from the Army in Dec. 1945. The 2 previous marriages in the family within the past 8 mos. were the marriage of the Driftmier daughter, Margery, last Nov. and the wedding of the son Frederick on June 11.

When News Editor RALPH CHILDS was enroute to Ames recently to attend the Iowa Radio News Editors meeting, he stopped in Des Moines to put his 5½-yr.-old son Stevie on a bus to visit his grandfather, F. W. Childs of Waterloo. Stevie was mighty proud he was able to travel alone. But when he alighted from the bus things didn't work out according to plans . . . grandfather missed seeing him get off! Being alone in a big bus depot at such a young age might have frightened some children, but not Stevie. Instead of crying he went to the desk and showed the employees his card which gave them the information needed in helping locate grandfather. Soon granddad heard his name being called and reported to the desk, amazed to find Stevie standing there as brave as a veteran traveler, waiting for him.

**PROGRAM PERSONALS—Cont'd.**

Now that vacation time is here, Tuffy's two youngsters, 8-year-old Gretchen and 13-year-old Gary have issued blanket invitations to all their neighborhood pals to come over for a swim. So far Tuff's made only one rescue when their mongrel pup, Rascal, lost his balance, fell in the pool, and had to be hauled out.

Fourteen-year-old Joan Alt, who portrays daughter Harriet in "THE PEABODYS" (KMA, Monday-thru-Friday, 8:15 a.m.) is a good example of an average juvenile radio star. She's pretty and a bobby soxer. She doesn't like school any better than the next fellow and is always eagerly awaiting anything that's exciting and good clean fun. She is really an all-American girl. Recently Joan had a trip to the Barnes Brothers Circus and found that one thing her radio work had done for her was to give her a chance to go "backstage". She met many of the performers and made such good friends with the midget clowns and the elephant trainer that she had her picture taken with them for her memory book. Trixie, the elephant, obligingly sat down while Joan stood on her knee and was raised high in the air. Back on the air, Joan confessed that, exciting as circus life seemed, she thought radio was more in her line.

Did you know that Bill Slater, emcee of "RIGHT DOWN YOUR ALLEY" (heard over KMA each Sunday at 2:30 p.m.) is the same veteran sportcaster you use to hear covering the nation's top sporting events? Bill returned to civilian life in 1944 after two and a half years of service as a lieutenant colonel on the Army's General Staff Corps. He started in radio back in 1930 doing play-by-play accounts on midwest football games. But before that he had taught school, and did educational administration for 18 years after getting his graduate degree at Columbia University. In radio he covered the first Roosevelt inaugural, was emcee of the Dunninger Show and now on his return to the air, is emcee or moderator of several top programs including "RIGHT DOWN YOUR ALLEY".

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## Quintuplet Calves

This picture was taken when Merrill Langfitt, KMA Farm Service Director, made the trip to Fairbury, Nebraska, to learn all about the only quintuplet calves on record—five living, healthy calves—all with the same mother, born on the same day.

The calves were born November 20, 1945 on the Leo Schmoldt farm northeast of Fairbury, Nebr., between mid-afternoon and night. According to Dr. Smith, who was soon called to the scene, it was an exciting day for all concerned, and he and Mrs. Smith and the Schmoldts were up all night long, making sure that the rare calves would live to be healthy cattle. All five calves were hand fed, of course. One heifer was six pounds lighter than her four brothers, but is now nearly the same size.

The calves were christened the Big Five—France, China, Russia, England and the United States. France is a lady—the only one of the lot, and she wears red very well. The other red calf is England.

The United States is a whiteface, as is Russia, and the spotted one is China.

The town of Fairbury has erected the fine "Town House" for the calves, and it is quite a showplace. Visitors can see the calves thru glass windows. Merrill says it is quite a sight to see them romp in the "sun room"—all dressed up in their new red halters and soft white blankets, along the sides of which are their respective names in large red letters.

The sire, a grade Hereford, white-face, and the dam, a grade Polled-Shorthorn cow, seemed quite unperturbed about it all, Merrill says!

But it was a lot of fun getting the interview and seeing the history-making quint, Merrill reports—but then he enjoys just as much going out to your towns, and your farms to get interviews and visit with you folks. It's all in a day's work for Merrill, who says the most important of the three words, Farm Service Director, is "SERVICE".