

THE

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KMA GUIDE

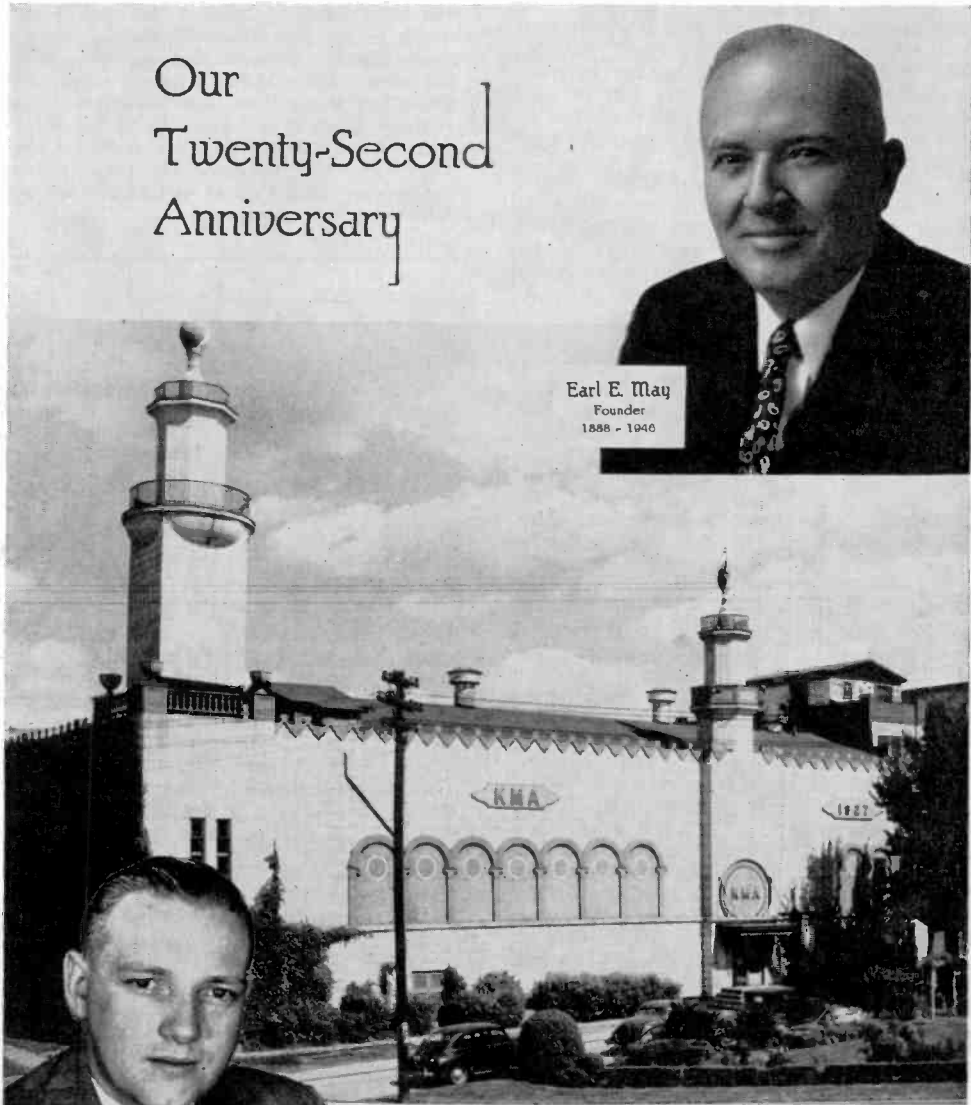
Vol. 4

AUGUST, 1947

No. 8

Our
Twenty-Second
Anniversary

Earl E. May
Founder
1888 - 1946



Edward W. May
President
May Broadcasting Co.

KMA Studio Auditorium

(See Page 3)



The KMA Guide

AUGUST, 1947

Vol. 4

No. 8

Walnut, Iowa

Enclosed is \$1 for a year's subscription to the KMA GUIDE for my mother. She has been in bed for the past 6 weeks and will be bedfast for another 2 or 3 months. We fixed up a "Sunshine Basket" for her, and the KMA GUIDE is my gift to her. I'm wondering if you enclose a card with the first issue, stating that it is a gift and who it is from.

Mrs. Robert Brix

(Yes, Mrs. Brix, a card is sent upon receipt of your order, telling the recipient she'll soon receive the next issue of the GUIDE and that it will come for a whole year as a gift from you. It is a "sunshiny" present, isn't it?)

Warrensburg, Mo.

I'm sending my \$1.00 for the KMA GUIDE and hope my new subscription will start with the one which has a picture of Edith Hansen in her kitchen.

Mrs. Forrest Boone
217 Clark Ave.

(Thanks for your subscription, Mrs. Boone. You'll find it did start with the July issue, and Edith's picture is on P. 5.)

Alma, Kansas

Here's my renewal for another year. I enjoy the whole magazine—but particularly like Doris Murphy's column.

Miss Hulda Schmanke

(Doris sends you a 'specially nice smile for that.)

Wayne, Nebraska

Just a short letter to order the GUIDE for another year . . . I enjoy it a lot. Tell Edith Hansen I enjoyed her program with Lucile this morning. I like the "Combination" visits with the Kitchen-Klatter-ers. It makes both programs more interesting to know those who contact them are such good friends, for friends make life grand.

Mrs. Edwin P. Caauwe
Route No. 2

Rolla, Missouri

Enclosed find \$1 for another year's subscription. The GUIDE's almost as good as a letter from home.

Mrs. C. N. Burk
R. R. 2

(It is a letter from home, Mrs. Burk. Haven't you ever heard of the "KMA Family"? That's all the station's listeners, the GUIDE readers . . . and us.)

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddle, editor; Doris Murphy, feature editor; Bill Bailey 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.

Lorimor, Iowa

I take the KMA GUIDE and enjoy every page of it. I also like to listen to Leanna Driftmier and Frank Field's programs. Frank doesn't get enough time on the air, though. I think he should have a longer program.

Vernie Lewis

(Frank has a half-hour, just like Leanna, only his is divided into two visits—one at 7:15 a.m. and one at 12:15 p.m.)

Shenandoah, Iowa

I think my subscription expires with the July issue, so enclosed you'll find \$1 for another year. I'm making the Rose Jar from the directions in the June GUIDE. I could not find oil of rose or orange flowers but used oil of geranium and bitter almond. I got a large size white ointment jar with black enameled top. I'll put a decal of a basket of roses on the side of jar and a red rose on the lid.

Mrs. R. E. W.

Fremont, Nebraska

I've just finished a big ironing and am going to rest a minute before starting on the next job. We have combiners today and they'll be here tomorrow, so there isn't much time for resting. I'm going to try Edith Hansen's cake recipe on my combine men this afternoon for lunch. I like to hear her on the radio; also Leanna and Lucile. I usually mend, shell peas, etc., while I listen to them.

Mrs. John Matthews
Route 3

(Thank you, Mrs. Matthews. We're always glad to have newsy letters from our listeners. Please keep them coming.)



A Chat With Edward May

This month marks another milestone in the history of KMA. On Aug. 12, we celebrate our 22nd year of broadcasting. I wonder how many of you heard KMA 22 years ago?

A great many things have happened during the past 22 years. KMA has developed from just another radio station to the greatest farm station in the nation. We sincerely feel that all of you helped KMA grow. You have told us what you like and what you dislike, and as a result we consider you a part of the KMA family.

The other day, I had an occasion to look through some of our old program schedules. How many of you remember the Dixie Girls, Cousin Paul, The Gypsy Trio, The Apple-Sauce Twins and, of course, Country School? These, along with many others, were familiar names back in the early days of KMA. They are a part of our heritage, but we have to look to the future. I personally see a bright future for KMA, and we are confident that you

people will continue to tell us your likes and dislikes in order that we may bring you the things you like.

And it would be sacrilegious for us not to pause here and pay tribute to the one man who was responsible for making our station the great institution it is. You know, of course, I refer to my father, the late Earl May. He gave his life to the building of KMA. His work was his hobby, and his hobby was his work. He enjoyed people and he had the faculty of telling things the way people enjoyed hearing them. His loss is keenly felt by all of us, and we are endeavoring to carry on with the high principles and ideals which he established. He was a natural leader and many of the things he did made radio history, such as regular news broadcasts direct from the news wires, early morning programs, audience participation shows and a host of other accomplishments.

As we embark upon our 23rd year of broadcasting, I want to thank all of you for the neighborly cooperation you have shown us. We have enjoyed serving you and are hopeful our next 22 years will be just as fruitful and enjoyable for you.

Marge Makes Music



She was christened Margaret in Edinburg, Ind., but everyone calls her "Marge", and here she is at the studio organ. You can hear her play each day on the 11:45 a.m. show.

Marge is the wife of Laurence Parker, our new announcer (June '47 GUIDE, p4), and they came to KMA May 5. She is an attractive brunet with green eyes, brown hair and a friendly smile. She's 5'7", weighs 135, dresses very well and is the delight of her friends because of her gay sense of humor. Her favorite clothes are suits. She doesn't like to wear hats but is extremely fond of jewelry, especially earrings. The gold chain bracelet you see on her right wrist is a gift "Larry" gave her 4 years ago, and it has never been taken off.

Marge's family moved to Lincoln, Nebr., when she was 6 mo. old, and that is where she attended high school and the U. of Nebr., where she specialized in music. She has done a good deal of professional stage work, playing the piano and singing. It was at Grand Island, Nebr., appearing in the "Rolfe Sisters" team, that she met her future husband who was a member of the orchestra.

Her hobbies are reading, knitting and bridge. She and "Larry" spend much time with their piano and organ record collection. Be listening for Marge's music on the 11:45 a.m. show. She's tops!

Main Street, U. S. A.

MAIN STREET, U. S. A. . . . It might be the main "drag" of any town or hamlet in these good old United States . . . the thoroughfare where neighbors meet and stop to pass the time of day . . . where the day's popular song and music, and those that live in memory, are whistled and sung . . . where busy folks hurry about their day's duties, only later to stroll leisurely down the street with a friendly smile for all.

Main Street is the heart of America and it is the background of one of KMA's most popular summer-time programs. MAIN STREET, U.S.A., started last summer and returned to the air by popular demand June 19. It will continue at its present 11:45 a.m. time until the middle of Sept.

We think you ought to know that it's a program whose content is made up almost entirely of the suggestions made by you listeners. Its music and song are in answer to your requests and its friendly chatter and "kidding" are the result of the jokes and patter you send in. Scripted by KMA's Production Chief, Hugh Aspinwall, MAIN STREET's cast includes such favorites as Steve Wooden, Jerry Fronek, Eddie Comer, Wayne Van Horn, Marge Parker, Jim Kendrick and Chick Martin.

From time to time, one member or another of the cast is on vacation, and as others step in to take their place for brief periods, it gives the program the flavor of always having a guest artist.

The gang says "thanks" for your cards and letters . . . and they'll be seeing you along MAIN STREET, U. S. A.



Linda Lucky Lassie

The thrills of a lifetime came true for Linda Lee Moss, 8, daughter of Program Manager TERRY MOSS, when she donned Western togs and had her picture taken on Gene Autry's famous horse, "Champion", and then was allowed to ride him. Her two years of practice riding ponies in Shenandoah, St. Louis and Springfield, proved to have been very much worthwhile.

Terry, Beverly and Linda (Mar. '46 GUIDE p. 4), spent their vacation in Calif., this year and stayed 2 days at Gene Autry's ranch in San Fernando Valley before going on to Hollywood. Mrs. Moss is a cousin of Mrs. Autry, so the Mosses have a standing invitation to visit the ranch.

Champion is a 5-gaited brown horse, with chestnut mane and tail and 4 white feet. He's famous as a trick horse and is trained every day in the special roofed



arena behind the ranch house. This famous movie star kneels down for mounting, does the rumba and waltz, marches, walks backward and sideways for arena appearances, has mastered a special kneeling bow with his head touching the ground. When a script calls for it, he walks on 3 feet and holds the right front leg as though it were broken. Linda is shown riding a regulation stock saddle, but enjoyed seeing the 30 different saddles in the tack room, some of them gold or silver-trimmed, and one gold-trimmed saddle with chaps to match.

It's no wonder she was excited to ride Champion, but imagine her pleasure when Gene's manager, Johnny Brusco, gave her a pair of chaps and a neckerchief to wear. Gene himself presented Linda with a holster, complete with cap pistols. And that's why the studio gang have dubbed her KMA's 2-gun cowgirl!"

IT'S FAIR TIME IN THE CORN BELT—By Merrill Langfitt



Hello Neighbors: . . . Going to the Fair this year? Fairs have become an important educational and social activity in our great corn country. Many will be bigger and better this year, due to renewed interest, enlarged programs and activities. Even though most counties will have a fair, we know many of you will not have a chance to attend, so we of KMA are making plans to bring you as much as possible by means of radio.

To me, the Fair means fine livestock and crop exhibits, 4-H Club and F. F. A. activities, horse races, the colorful carnival, gala music and exhilarating activity. Unfortunately, many fairs in the KMA territory will be held the same week this year, so we will have to miss a few, but we'll be doing our best. Already on schedule are the Iowa State Fair, Nebraska State Fair, Northwest Missouri State Fair and many County Fairs to which we have been invited.

This year I will broadcast over ABC and KMA from the Iowa State Fair, during the AMERICAN FARMER show. Don't forget, you have an invitation now to tune in Sat. morning, Aug. 23, at 11:30 a. m. Other broadcasts of interviews from the Fairs will be heard each morning between 6-7 o'clock on "R. F. D. 960". Watch for announcements of special broadcasts. Let's all go to the Fair!

Steve's Handwriting Says

BY M. N. BUNKER

This month we start a new feature for you. Dr. M. N. Bunker, famous handwriting authority, has volunteered to analyze the handwriting of some of your radio favorites and give you a new glimpse into their personalities. If you would like to have your handwriting analyzed briefly like this, we are able this month to make you a special offer. Send us \$1 for a gift subscription for one of your friends or relatives, enclose a self-addressed, stamped envelope, and say, "I want my handwriting analyzed." Dr. Bunker will send you a brief analysis of your handwriting at no cost to you, and we will send the KMA GUIDE to your friend or relative for a whole year, making 12 issues in all. But act promptly please, as this offer is limited.

The best friend that grapho analysis has is the man who says "It can't be done", for if he is fair, his very skepticism compels him to face the truth when his hand-writing reveals it. There is no question about the simple fact that your handwriting shows your mental habits . . . and as you follow your mental habits in your physical actions, it is possible to know whether you choose rich foods or plain, whether you will select brilliant colors for your clothing or will choose something with less fire and eye appeal.

A letter has just come in from Dr. Marcus Bach of the School of Religion, Iowa State University, commenting on the remarkable way in which handwriting has revealed his real personality. I have never met the man, I know nothing about him except from his handwriting . . . but now I know him. Before examining his writing I knew nothing more than the fact that his new book, "They Have Found the Faith", was one of the most striking books on current religions I have seen. The fact that he wrote a book, however, did not reveal his innermost character. It was his handwriting that did that, just as this group of pen-strokes which have been combined into letters reveals these points about Steve Wooden. You may have met him . . . certainly you know his voice. In these points you have an advantage. All I know is from his handwriting, but I know these facts revealed by these few words are the way he thinks . . . they are the truth about KMA's popular vocalist.

STEVE WOODEN

*The quiet brown fox
jumped over the
lazy dog*

He has a warm, friendly nature . . .



quick to show how he feels, and also quick to feel. There are times when he feels blue and disgusted without any reason, and other times when, even though things are going rough, he feels that the world is all right. He is genuinely generous and equally independent . . . the sort of fellow who borrows money from the bank instead of relatives . . . who makes his own decisions, even though he may not be doing the commonly accepted thing. When he arrives at a positive decision or opinion on a subject, it is positive indeed. He likes to learn and as he learns, he analyzes, and is more likely to keep his thoughts to himself than gossip about them . . . or the neighbors. There is not much writing here, but enough to show marked strain of talent possibility outside of his singing.

In the early days, correspondents would frequently ask, "Can you tell from my hand-writing if Aunt Mary lost her diamond ring or was it stolen?" Such questions are fortune-telling questions, and have nothing to do with the mental habits of the writer. Such a writer's pen-strokes might show gullibility . . . that they were easily taken in . . . but nothing about the diamond ring. The man or woman who pretends to tell your future from your writing is kidding you . . . but here is something to think about. Your past experiences do have their influence on your thinking, and such changes do show in your writing.

Frank Comments

By **FRANK FIELD**

Here is the latest Field family picture—or rather, the John D. Field family. If you look closely, you can see the youngest member of the family on Johnnie's lap. Weekdays her name is Lucy, but on Sundays and holidays she answers to the name of Lucinda. What breed? Hmmmm . . . anyway Johnnie and Maxine love her just as much as if she had yards and yards of pedigree.

Johnnie has his quarters fixed up very attractively, as you can see in the picture. Those are sweet peas in the background, climbing up the strings in front of the windows. Immediately in front of the sweet peas are gladiolas, and just behind are dahlias to take over this Fall after the others are gone. At the extreme right, the Zinnias are just beginning to bloom, and in the corner of the yard, are

Polyantha roses. Also, in front of the gladiolas, you can probably make out a row of hybrid tea roses. That big clump right at the corner of the house is mint and right beside it you can see the end of the row of nasturtiums.

The vegetable garden doesn't show in the picture, as it is a good $\frac{1}{4}$ mile distant, but Johnnie has a very good garden and, like all good housewives, Maxine is canning the surplus and hopes by Fall to have enough beans, sweet corn and tomatoes put away to run them this winter. She doesn't have any pressure cooker so the beans and corn get the customary 4-hour bath in boiling water.

It looks now as if Peggy will be home sometime this month for an indefinite stay of anywhere from 6 mo. to a couple

of years. Jim has finally got his sailing orders and leaves the west coast about Aug. 25 for a cruise in Asiatic waters as Supply Officer on a destroyer. When this cruise is over, he will probably be stationed at Bremerton, Wash., and Peggy will undoubtedly join him then. In the meantime, she will be back with us again.

Nothing new to report on the other members of the tribe . . . Zoe is trying to get a low spot in her back yard filled in and brought up to grade so she can get her new iris garden started. In fact, she hopes to get it completed this month, which would mean that most of them will bloom next Spring. Yes, she will probably stick in a few *Hemerocallis* but not too many,

undoubtedly *Hyperion*, probably *Ophir* and possibly *Flava* . . . no reds, no browns, no bicolors. In iris, she goes for the pumillas with a few intermediates and not too many of the tall varieties, principally on account of lack of space. The

average town lot, you know, doesn't leave too much space for flower gardens if you put in a fair-sized house, garage and the necessary walks and driveways (says I gloating over my 80' front x 200' deep!)

Right now, Bob is very busy hybridizing tomatoes, which consists of crossing one strain with another to produce an entirely different variety. It is very tedious work and is done by taking the pollen from the bloom of Variety A and very lightly dusting it on the stigmatic surface of the pistils of the bloom of Variety B before they have opened far enough to pick up any of their own pollen. He hopes to wind up the season with a possible 25 lbs. of seed. Just imagine how many hand-fertilized blossoms it will take to get the job done. Until next month—Frank.



KMA DAILY PROGRAM FOR AUGUST 1947

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Brothers
 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.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—News
 9:45 a.m.—Listening Post (except T. & Th.)
 9:45 a.m.—Song Spinners (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galan Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Welcome Traveler
 11:30 a.m.—Country Folks
 11:45 a.m.—Main Street
 12:00 noon—Larry Parker, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Paul Whiteman Club
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Cornland Lyrics
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Steve Wooden
 4:30 p.m.—News
 4:45 p.m.—Dick Tracy
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—Sky King
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Merl Douglas (T-TH)
 5:45 p.m.—Eddy Duchin (M-W-F)

MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports

7:30 p.m.—Treas. Agent
 8:00 p.m.—The Clock
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—Under Arrest
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dr's Talk It Over
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Green Hornet
 8:00 p.m.—Western Theatre
 8:30 p.m.—Summer Serenade
 9:00 p.m.—Modern Melodies
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Bobby Doyle
 9:30 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Paul Whiteman
 8:00 p.m.—Beulah
 8:30 p.m.—Eddie Albert
 9:00 p.m.—Phil Silvers
 9:30 p.m.—Lights Out
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Town Meeting
 8:30 p.m.—Mr. President
 9:00 p.m.—Hollywood Tour
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Fantasy In Melody
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Heres to Veterans
 7:15 p.m.—Sports
 7:30 p.m.—This Is Your FBI
 8:00 p.m.—Break The Bank
 8:30 p.m.—The Sheriff
 8:55 p.m.—Champion Roll Call
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:30 a.m.—Blackwood Brothers
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Al Pearce Gang
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—News
 9:45 a.m.—Treasury Salute
 10:00 a.m.—Piano Playhouse
 10:30 a.m.—Junior Junction
 11:00 a.m.—Tex Robinson
 11:15 a.m.—Melodies to Remember
 11:30 a.m.—American Farmer
 12:00 noon—Larry Parker, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half-Past Noon
 12:45 p.m.—KMA Market Review
 1:00 p.m.—West Sisters
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Sunset Roundup
 2:00 p.m.—Stars In The Afternoon
 2:30 p.m.—Elmer Axelbender
 2:45 p.m.—Zeke and Harpo
 3:00 p.m.—Ramblin' Cowboys
 3:15 p.m.—Kitchen-Klatter

3:45 p.m.—Cornland Lyrics
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Steve Wooden
 4:30 p.m.—News
 4:45 p.m.—Remodel For Vets
 5:00 p.m.—Jimmy Blair
 5:15 p.m.—The Vagabonds
 5:30 p.m.—House of Mystery
 6:00 p.m.—Harry Wismer Sports
 6:16 p.m.—Betty Russell
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Burl Ives
 7:30 p.m.—Famous Jury Trials
 8:00 p.m.—Gang Busters
 8:30 p.m.—I Deal In Crime
 9:00 p.m.—Musical Etchings
 9:30 p.m.—Hayloft Hoedown
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Blackwood Brothers
 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
 9:30 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—News
 12:15 p.m.—Blackwood Brothers
 12:30 p.m.—Sunday Serenade
 12:55 p.m.—Facts or Fiction
 1:00 p.m.—Hour of Faith
 1:30 p.m.—National Vespers
 2:00 p.m.—Lassie
 2:30 p.m.—Newstime
 2:45 p.m.—Barber Shop Quartet
 3:00 p.m.—Are These Our Children
 3:30 p.m.—Lee Sweetland
 4:00 p.m.—Darts for Dough
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Don Gardiner
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Candid Microphone
 6:30 p.m.—Those Sensational Years
 7:00 p.m.—Sunday Evening Hour
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Jimmy Fidler
 8:45 p.m.—Prelude For Strings
 9:00 p.m.—Hour of Music
 10:00 p.m.—News
 10:15 p.m.—Set to Music
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

On The KMA Party Line

With **DORIS MURPHY**

"I wouldn't have liked my new dog if it had stand-up ears. I only like dogs with long floppy ears," confided 7½-year-old Cathy Peterson to her daddy, HOWARD PETERSON, KMA Sales Mgr. They were driving back from Peru, Nebr., after having bought a little 8-week-old beagle puppy. Cathy, like most little girls her age, had kept her canine preferences a deep dark secret until she actually held the warm, wriggling puppy in her arms. And it was then that "Pete" discovered she had always admired the metal dog on his pipe-holder and that she had fashioned her dream-dog with the long, floppy ears from that little statue placed on the living room end-table. The live puppy was so tame Cathy decided to call him "Tim" because, she says, "That's just what the name sounds like!" Tim is black and white and was purchased from Harry Cowell, a farmer living near Peru. He is the latest addition to the family . . . the day before, Cathy received a present of 2 white drakes from Mrs. Peterson's sister who lives on a farm near Plattsmouth, Nebr. The drakes were promptly christened Donald and Douglas Duck. They have their own private grounds, a small fenced plot in the backyard by the grapevines. Now, when a solicitous friend asks how the Petersons are, they reply gaily, "We have the DDT's . . . Donald, Douglas and Tim!" A picture of Cathy and brother Jon appeared in the Jan. '47 GUIDE, p. 11.

Just as his mother had hoped, Martin Erik Harms, son of Mr. and Mrs. Elmer Harms, made the deadline and arrived in time for his grandmother, Homemaker LEANNA DRIFTMIER to announce his arrival on the KITCHEN-KLATTER program,

July 8th. He arrived at 2 p.m. and at 3:15 p.m., Leanna had the thrill of announcing the news about her new grandson to the thousands of KMA listeners. The baby was given the same first name as his grandfather Driftmier . . . Martin. He weighed 6½ lbs. at the time of his arrival at the Hand Hospital. Mr. and Mrs. Harms returned from Glendale, Calif., a month ago to make their home in Shenandoah, and had just gotten nicely settled in their apartment when the new son arrived. After leaving the hospital, Marjorie and baby spent several days with her parents before going home. Little 4-year-old Juliana Verness was quite excited about the news of her new cousin and, if she has anything to do about it, he will have plenty of playthings.

Her first remark, after looking at the baby was, "Let's give it something to play with!" Right now, "Martin" is more interested in sleeping and eating, but before long will begin to show interest in playthings and will welcome Juliana's suggestion.

News-caster RALPH CHILDS' boys now have a fine new sandpile to

play in. Their daddy made it by laying bricks around a walnut tree in the yard of their new home. Although Ralph had never laid a brick in his life, he decided to tackle the job and enjoyed it so much he is now trying to find out how to make an outdoor barbecue pit.

JIMMY KENDRICK's program at 4:15 p.m., featuring the "blues", is becoming so popular that mail merely addressed to "The Boy Who Sings the Blues", or "Main Street Blues", at Shenandoah, Ia., has reached him safely. He is also receiving many requests to sing his own compositions. Jimmy and mother left July 18 on their vacation, going first to New Canton, Ill., to visit relatives, then on south to Tenn., Mo. and surrounding States. I wonder if it's "Southern cooking" or a "Southern cook" Jimmy is looking for on



his vacation.

Chaplain Frederick Driftmier, son of MARTIN and LEANNA DRIFTMIER, has been elected to teach Bible and direct all religious activities in the Punahou School in Honolulu, Hawaii, next year. Frederick and wife plan to visit at home before leaving the States early in Sept. At present, they're visiting Mrs. Driftmier's parents in Ashaway, R. I. The Punahou school, originally started for the purpose of educating the children of missionaries, now accepts other young people and over 1,600 students attend. Over 90% are Caucasian. The school still emphasizes religion.

How'd you like to have a ride in this cute new Crosley car? Even though it's small, it's comfortable riding and cheap to operate. Entertainer MAE WEST CORDER and husband, Ralph, purchased the mid-gest auto in June and took their vacation to the Ozarks in it. After reaching home, they figured their mileage and were amazed to find they had gotten 63 miles to the gallon. The car will go as fast as 70 m.p.h., but the Corders prefer to drive 40-45. It attracts a great deal of attention wherever they go and, when they return to it after leaving it parked, they often find people standing around examining it. Once, Mae and Ralph picked it up and moved it over when it got wedged in too close beside 2 other cars, so a car of this size DOES have advantages! In this picture, Mae is standing in front of the car and her sister, Oma, is at the wheel.

Don Hansen, son of Homemaker EDITH HANSEN, is mighty proud of his new Oldsmobile Club Sedan, provided by the government. The first thing he did was drive it home for a visit. Don was ac-

companied home by a friend, Gerald Fesenmeyer of Shambaugh, Ia., who will soon be getting his new car. Both boys are patients at a Veterans' hospital in Chicago. Don plans to remain home a month.

A group of KMA picnickers, headed for Waubonsie Park for a steak fry, were merrily riding along. Their mouths were watering, just thinking about the big, juicy, thick steaks they were soon going to be eating. In the car were MR. and MRS. J. E. VAN NESS, MR. and MRS. MAX OLIVE, Miss Florence Cox and WARREN NIELSON. They were about 29 miles from home when all at once Mrs. Olive suddenly exclaimed: "Oh, I forgot our steaks!" Sure enough . . . she had wanted to leave the steaks in the ice box until time to go. But in the hurry of getting off, she had forgotten to get them at the last minute. Like good fellows, the others in the group shared their steaks with the Olives, so the picnic wasn't spoiled after all!



HAROLD BELL, pianist with the BLACKWOOD QUARTET last summer, is back again. Harold has just completed a 2 year course at Paris, Tex., Junior College on his music degree. He arrived July 12, and will act as accompanist for the Quartet while HILTON GRISWOLD takes his vacation. A picture of Harold appeared in the June '46 GUIDE, p. 6.

Smiling, kidding LEM HAWKINS recently paid a visit to all his old friends at KMA. Lem is now located with a station in Oklahoma City, Okla.

You dads who pay repair bills on the family car can sympathize with the BLACKWOODS, who recently paid a tire bill of \$434.65. This was their tire bill for just 5 weeks of driving!

Program Personals

By **BILL BAILEY**

Answering your many requests for a photo of **BURL IVES**, popular ballad singer heard on KMA Saturdays 7 p. m., here he is, "as natural as life and twice as big"! Perhaps we shouldn't say that, for Burl recently lost 24 lbs. in 3 weeks. From a crest of 280 lbs., he hopes to get down to a mere 250, which he believes will permit him to ride a smaller horse in his next motion picture. Ives is currently in Hollywood, working on the 20th Century Fox film, "Green Grass in Wyoming". Burl will play a guitar-strumming, ballad-singing ranch hand and will feature many of his ballads that you hear him sing each Saturday evening over the air. The singer has 4 guitars now, although he left his southern Ill. home with a banjo. He bought it from Sears Roebuck for \$7. Burl also left with a

wealth of folksongs and ballads, most of which his tobacco-chewing pipe-smoking Grandma Kate had taught him. He has, perhaps, the largest collection of songs which marked the period on record. Ives has been married for almost 2 years. His wife is the former Helen Payne, who was his radio producer in New York. He and Mrs. Ives are currently in the process of buying a 3-acre ranch in the San Fernando Valley, and his movie and radio work . . . all bringing him in money . . . take him a long way financially from the days when he sang around hobo campfires or traded a few numbers for a square meal.

Now, just a word about **JIM AMECHE**, popular announcer on **WELCOME, TRAVELERS** (KMA 11 a.m. Mon. thru Fri.) Did you know that a title for a Jim Ameche biography might well read, "Jack Arm-

strong—14 Years Later"? It's a fact! You see, Jim originated the role of **Jack Armstrong** in 1933. At that time, the juvenile serial was regarded as a reckless experiment in radio dramatic fare. It was also Jim's first radio job. He had just graduated from Kenosha (Wis.) High School, where he had won both the Wis. Oratorical and Debating Contests. Big brother Don had already carved his niche in radio

and when he heard of the auditions for the new program, he suggested to Jim that he try for the role. Jim says that the greatest thrill of his radio career came a few days after he auditioned and had just about decided someone else had been given the part. So sure was he of this, that he had enrolled in an Engineering College and forgot about the possibilities of a radio career. A phone call from Chicago brought about a quick change of mind and for the next 6 years, Jim Ameche was **Jack Armstrong**.

The current **JACK ARMSTRONG** series is heard on KMA, 5:30-5:45 p.m. Mon. thru Fri.

It's interesting to note that radio's only canine star, **LASSIE** (KMA Sundays 2 p. m.), has become one of the show world's most famous "female impersonators". Yes, Lassie is in reality a male. The celebrated dog was not always a stand-out in the canine world. For the first 3 years of his life, he was just an ordinary pooch bearing the name of "Pal". Born in north Hollywood, Calif., on June 8, Lassie was the runt of the litter, while 4 pedigreed and perfect brothers and sisters appeared destined for a life of blue ribbons. As strange as it may seem, Lassie was obtained by Rudd Weatherwax, famous dog trainer in settlement for a bill amounting to just \$10.



Meet Your Neighbor!



Announcer WARREN NIELSON has been your good neighbor at KMA for almost two years now, and this is just the way he looks at the microphone when he gives the 9:30 a.m. newscast each weekday and the 12:00-1:30 p.m. announcing schedule. We imagine, however, he looks just a little sleepy when he gets up at 4:30 a.m. every morning to report to the studio by 5:15 a.m., to begin the broadcast day and bring you the latest weather and news on R.F.D. 960, from 6:00 to 7:00 a.m. each weekday.

The picture shown on this page was taken as a birthday present for his moth-

er. (See June '46 GUIDE, p.11). You may notice he's gained some weight . . . ten pounds to be exact . . . since the first picture of him we printed in the GUIDE (Dec. '45, p. 5). Warren says it's going to bed early that does it and following that "Early to bed, early to rise" adage.

"I'm healthy, anyway," he retorts.

Warren and his mother left Shenandoah Aug. 3 for a two-week fishing trip at Spirit Lake, Ia. When they come back, we should have some good fish-y stories to bring you. We're waiting to hear Warren tell about the one's that got away.



Forecasts For The Month

BIRTHDAYS:

- Aug. 2—Retta Van Ness (wife of KMA merchandizing Mgr.)
 Aug. 4—James Blackwood of the Quartet.
 Aug. 6—Glen O'Day, Control Operator.
 Aug. 6—Joan Williams, Staff Artist.
 Aug. 13—Geneva Parker (daughter of Mail Clerk Ada Parker).
 Aug. 15—Delma Klein (wife of Engineer Glen Klein).
 Aug. 19—Carol Klein (daughter of Eng. Glen Klein).
 Aug. 19—David Lund (son of Engineer Ralph Lund).
 Aug. 22—Louise Bailey (wife of Bill Bailey, Promotion Mgr. & Assoc. Editor).
 Aug. 22—Marguerite Aspinwall (wife of Production Mgr. Hugh Aspinwall—"Chick Martin").
 Aug. 22—Doyle Blackwood of the Quartet.
 Aug. 23—Judith Lund (daughter of Eng. Ralph Lund).
 Aug. 26—Doris Murphy, Continuity Director and GUIDE Feature Editor.
 Aug. 31—Kathleen Wooden (wife of Singer Steve Wooden).

ANNIVERSARIES:

- Aug. 10—Delma and Engineer Glen Klein.
 Aug. 12—Gayle (sec'y to your Editor) and Marty Maher.
 Aug. 17—Singer Virginia Lee Williams and Hugh King.
 Aug. 31—Margaret & Staff Artist Ike Everly.

PROGRAM NOTES

Effective Aug. 17th the BLACKWOODS will be heard both at 7:15 A.M. and 12:15 noon on Sundays; Starting Aug. 4th the LISTENING POST changes days of broadcast. It will be heard on Mon., Wed., & Fri., at 9:45 A.M. Effective Aug. 17th GANGBUSTERS moves to new time, Saturdays 8-8:30 P.M. Note these changes and you won't miss your favorites.

Helpful Hints for Homemakers

By EDITH HANSEN

I know lots of you are going to be putting up piccalilli relish this month, so may I suggest this unusual recipe sent to us by a radio friend at Duncombe, Ia.:

1 pk. green tomatoes; 12 red peppers; 12 green peppers; 1 qt. small onions.

Grind all with fine blade of food chopper, let stand ½ hr. then drain thoroughly. Cook, uncovered for 30 min., in 2 qts. vinegar. Drain again. (Discard liquid.) Cover with 1 qt. vinegar, 7 c. sugar, ½ c. salt, 1 c. mustard seed. 3 T. celery seed, 1 t. cinnamon, 1 t. allspice. Simmer for 3 min., uncovered, and seal in pint jars. Yield 12 pints.

Thanks for your many requests for my pattern last month. Here's another that I think you'll want. It's for a pretty scarf called "Festive Fancy". The 12-point motif measures about 3" across; it's crocheted from size 30, mercerized crochet cotton. Pretty, isn't it? Would you like to have this pattern?



Write today; ask for Direction Leaflet No. 4505. Pattern is free on your request. Please enclose a self-addressed, stamped envelope. Address Edith Hansen, KMA, Shenandoah, Iowa.

Kitchen Klatter Kinks

By **LEANNA DRIFTMIER**

"Pickling time is now at hand,
Cucumber reigns as king,
Jars and lids like armies stand
While vinegar does a fling."

I always think of August as the pickling month and this year we will all enjoy having sugar to use in our recipes, for there is no substitute that can take its place. Be careful in your enthusiasm not to use too much sugar, however, for that will cause the cucumbers to shrivel.

There are several pointers to keep in mind when you start filling your jars with pickles. Use only fresh vegetables. If possible, pick them in the morning and get right to work on them. Be careful about the vinegar you use. If it is too strong, the pickles will turn white or they may be soft. Too much salt will make them tough and shriveled, for salt tends to draw the juices from the cucumbers.

My favorite of all the pickles are "Bread and Butter Pickles". This is the recipe:

Slice very thin 1 gal. firm cucumbers, 2 seeded green peppers and 8 small white onions. Place these in cold water to which has been added $\frac{1}{2}$ c. of salt. Let stand for 3 hours and drain. Now make a syrup of 5 c. sugar and 5 c. vinegar, $\frac{1}{2}$ t. tumeric, $\frac{1}{2}$ t. ground cloves, 2 t. mustard seed and 1 t. celery seed. Add the vegetables, let them scald but not boil. Place in sterilized jars and seal.

My husband places dill pickles first on his list. This recipe fills 4 quart jars.

Place in each jar 1 clove of garlic, 6 peppercorn, 1 clove and a flower of dill. Scrub well and dry $\frac{1}{2}$ peck of 3" cucumbers. Pack them closely in the jar. Bring to the boiling point 2 qts. vinegar, 1 qt. water and 1 c. coarse barrel salt. Fill the jars with this mixture, seal and set away to ripen.

I'm sure if you follow these recipes closely, you'll have good luck with your pickling this year. From time to time during my broadcasts, I'll be passing on helpful hints that I receive from my readers and listeners.

Guess Who?



Does the face in the above picture look familiar? In spite of the fact that this photo was taken in 1925, we here at KMA would know those features anywhere. Of course if it were a voice that you listeners were trying to identify, it would be a lot easier, for the voice of the personality whose picture is featured above has been a familiar one over KMA since 1939, that he started in radio and as he is a native of Iowa, it's quite possible that throughout all these years listeners in the Corn Belt have been well acquainted with this pleasing radio personality.

Born in Waterloo, June 29, 1908, he is a graduate of Iowa State Teachers College with a B. A. degree, and received his Masters degree from Iowa U. He is married, the father of 3 sons aged 6, 3 and 2.

His favorite hobbies are gardening, reading and hunting; his favorite foods beefsteak, baked beans and chili, and his favorite radio personality Raymond Gram Swing. If you like to keep abreast of things as well as he does, it won't be difficult for you to "GUESS WHO". However you'll have to wait till next month to find out if you're right.

Last month's "GUESS WHO" was Doris Murphy, the GUIDE's feature editor, and KMA Continuity Director.

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Elmer Spends A Day At The Pool



"The ole swimming hole" may be a thing of the past but ELMER AXELBENDER, being a gentleman of the old school, (Did we say "old school"? After looking at the pictures above, perhaps we'd better change our mind.) is not one to be denied his summertime pleasures. We are not aware of Elmer's aquatic abilities until our photographer, Frank Field, caught him spending a day at the pool quite recently. He cuts a dashing figure in his 1890 beach attire, don't you think? We can also assure you that his sea-side manner is entirely proper and fitting for a gentleman of his standing.

You can take Frank's word for it, it is no easy task following Elmer around when he's on such a swimming excursion, especially when you have to lug along a camera, but undoubtedly the above pictures will give adequate proof that

Elmer is no mean hand when it comes to swimming. (Did we say "swimming"?)

Picture No. 1 shows Elmer on the diving board. (Did you ever see such grace?)

2. Exhibition from the bank. (It's a good way to attract the attention of the opposite sex.) 3. More of the same. (If he doesn't slide home on this one, you can take our word for it, he's going to be "all wet".) 4. The approach. 5. SUCCESS! (Knowing Elmer as we do, there was never a doubt in our mind.) 6. We added this one just to prove that it's not always advisable to believe in signs.

In gaining Elmer's permission to use these snapshots, we had to promise to announce that he was open for swimming instruction throughout the remainder of the summer. Just think, girls, the THRILL of being able to brag that you were taught to swim by ELMER AXELBENDER.