

The

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KMA GUIDE

Vol. 6

JUNE, 1949

No. 6



1944 — 1949 - - - LOOK HOW WE'VE GROWN!

Story on Page 13.

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

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Des Moines, Iowa

I have received every GUIDE from the very first issue published, and I have them all filed in books and refer to them every once in a while. I also send it to my sister in Spencer, Iowa for her birthday.

Edna Royer
1200-46th St.

(This is an excellent suggestion for anyone who is deciding on birthday and anniversary gifts.)

Jameson, Missouri

I might seem a little optimistic to some, but I know your GUIDE'S Fifth Anniversary issue will be the best, and I hope to see you celebrate your 25th.

Mrs. Guy Perkins

(It is people like you, Mrs. Perkins, that made the KMA GUIDE what it is today.)

Jameson, Missouri

I'm enclosing \$1.00 for the renewal of my GUIDE. I don't want to miss a single issue. It is truly a fine magazine, and well worth the price. Everyone at KMA seems like one big, happy family. One of my greatest desires is to visit the studio and meet all those who make it possible for us to enjoy the fine programs.

Marjorie Wynne

(Marjorie nothing would please us more than to have you, along with a group of your friends pay us a visit.)

Omaha, Nebraska

I have taken the GUIDE ever since the first issue, and I can truthfully say every issue has been simply wonderful.

I would like to see the COUNTRY SCHOOL Staff in the GUIDE again with a new picture, that is one show I enjoy so much, and can even remember when the program first started.

Violet Theisen
714 No. 28th Ave.

(Thanks for the suggestion, Violet. See page 5. We encourage any and all suggestions for GUIDE pictures from our readers. Why not send us yours?)

Underwood, Iowa

Thanks for telling me about my subscription running out for GUIDE. You can count on a life subscription from me.

Marilyn Longmeyer

(Life can be wonderful.)

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

Creston, Iowa

I have never seen so much news and reading in a \$1.00 magazine, in all my life. The last issue came on a Monday morning and I sat down and read it from cover to cover before the wash went on the line. I must not forget to mention, that we take a number of magazines and papers, but the KMA GUIDE is tops at our house.

Mrs. Fred J. Weber

We're glad to acknowledge letters from these "pioneers" who have subscribed to the KMA GUIDE since it started in June, 1944.

Mrs. Charles McNay, Rt 1, Humeston, Iowa; Inez Johnson, Stanberry, Mo.; Mrs. Dollie Dunkeson, Rt 1, Eagleville, Mo.; Mrs. Pearl Michaels, Atlanta, Mo.; Belva Woodruff, Rt 4, Bethany, Mo.; Mrs. G. W. Evans, Shelby, Iowa; Mrs. Arnold Schraeder, Rt 2, Woodbine, Iowa; Mrs. Frank Edwards, Rt 2, Sheridan, Mo.; Gertrude Jarnagin, Rt 1, Kellogg, Iowa; Mrs. Wm. J. Miller, Pautlina, Iowa; Mrs. E. A. Orman, Box 85, Hopkins, Mo.; Mrs. Roy A. Hatcher, Mo. Valley, Iowa; Arlene Murphy, Hull, Iowa; Mrs. Wm. Gillespie, Cushing, Nebr.; Pearl Miller, Rt 2, Kirksville, Mo.; Lettia Herring, Highland, Kansas; Mr. and Mrs. P. E. Carmack, Humphreys, Mo.; Mrs. Anders Thomsen, Millard, Nebr.; Mrs. Frank Cone, Shannon City, Iowa; Mrs. Alice Forbes, Unionville, Mo.; Mrs. S. N. Edwards, Rt 2, Bethany, Mo.; Mrs. Ben Berniklan, Rt 2, Valparaiso, Nebr.; Mrs. C. E. Ferris, Rt 2, Mo. Valley Iowa; Mrs. Pearl Semmeman, Rt 1, River-ton, Iowa.

We certainly appreciate the loyal readership which our subscribers have given the GUIDE in the past 5 years and we, the KMA GUIDE Staff, will strive for an even better magazine.

A Chat With Edward May

We are naturally interested in your farm problems and want to do everything possible to help you. We know you farmers each year face heavy losses in income from weeds, insects, and damage by the European corn borer. The best way we can help, is to keep you informed on the most practical methods you can use to control or eliminate these hazards. On radio we can't show you, as yet, how to spray and control these pests. But . . . our Farm Service Department has set up Farm Days for the purpose of inviting you farm folks in to Shenandoah, where we can actually show you with demonstrations and discussions how to do the job effectively on your farm.

Our first such event this year is the KMA Weed and Insect Control Field Day at the Shenandoah Municipal Airport, Wednesday, June 1. Authorities from Iowa State College, who make weed and insect control their life business will be on hand to give the very latest and best methods available. Dr. Harold Gunder-son, extension entomologist, (insect specialist) will discuss corn borer control and in actual field demonstrations show how to apply the spray . . . the kind of material to use . . . and the rates of application.

Prof. E. P. Sylvester, weed specialist, will give the latest information on controlling noxious weeds and will show you how to spray the weed areas on your farm.

Since many of you have your own spraying equipment and will be spraying your own farms this year, Dale Hull, agricultural engineer, will demonstrate how to adjust spray nozzles, and how to move spray equipment over the areas. We feel confident you farm folks who attend our Field Day will go out to your farms and do a better job of controlling weeds and insects, as a result of the excellent information and demonstrations brought to you thru the KMA Farm Service Department and Iowa State College. We are



planning more Farm Days in the future, as we want to help you with current problems throughout the season.

My mail these days is heavy with reports from Early Bird Gardeners because I am having the Early Bird Contests again this year. If you are the first one in your county to eat peas from your own garden, then you will receive a prize of a dollar bill from me. Same thing on green beans, sweet corn and tomatoes. I will send a membership card in my Early Bird Gardeners Club to all of you who get those four vegetables from your gardens extra early. But, of course, I won't know about your garden unless you write me so be sure you let me know when you first eat peas, green beans, sweet corn and tomatoes from your garden. You may win some dollar bills. You may get a membership card in my Early Bird Gardener's Club.

All of us like to hear from you folks. Your letters are our inspiration to be of more and better service. Every entertainer is at his best when he has a responsive audience, and, of course, your letters are the response that keeps the KMA Family on its toes. So, write to us often. Tell us what you like about us and also what you don't like . . . because we have learned to take sincere criticism. It is human to like the applause best but I think a certain amount of criticism is good for even the best of us. It stimulates us to greater effort. So send your letters along. They are always welcome.

WELCOME TRAVELER



When Tommy Bartlett ("Welcome Travelers", 11:00-11:30 A. M. Mon. thru Fri) visited KMA, he found "the tables were turned." He was the "Traveler" and KMA the "Welcomer." Glenn Harris, our Program Director, put Tommy before a microphone and asked him several questions about his network program. Tommy took everything in his stride and said he always feels close to KMA because one of his chief assistants is Kermit Slobb, former KMA engineer.

Tommy also "met" KMA through Frank Field who was a "Welcomed Traveler" last summer and here you see Tommy and Frank discussing rose bushes and gardening in the KMA Garden.

Tommy is a bachelor and lives in a Chicago apartment but his folks have their home in Milwaukee. He spends some of his spare time up there working on their lawn and garden. That's why Frank sent him some rose bushes and a hoe. Tommy took a few minutes on his program to personally thank Frank for his gifts.

Program Personals

By JIM MOORE

Here's Don McNeill with Bernie Christianson, the 11-yr. old Chicago boy, who recently became a regular member of "Breakfast Club", (8:00-9:00 A. M., Mon. thru Fri.)

Bernie is the newest addition to the "Breakfast Club" program and he is heard on the 8 to 8:15 portion of the broadcast every Tuesday and Thursday.

This all came about last January when Bernie came to the "Breakfast Club" as a visitor and told Don McNeill he would like to sing a few bars of "Galway Bay" for his grandparents who live in northern Minnesota. He was such a tremendous success that the American Broadcasting Company was swamped with letters, telegrams, and phone calls, from listeners who wanted to know more about him.

Don had Bernie appear for one week in Feb. and then on March 8th, Bernie started as a regular "trouper" and he's now become one of the outstanding child singers of modern times.

Bernie's heard only on the first quarter-hour of the program because he has to go to grade school every day. However,

Besides singing, Bernie is also interested in drums, and is taking instruction from Don McNeill, genial Breakfast Club master of ceremonies.



Recipe Contest

Experts say the family table is the center of the home. Eating is the one thing the whole family does together several times every day and, therefore, is our most important social function.

What fun we have together at the table with our loved ones! Here we share our secrets, our sorrows, our joys, our plans. Nothing is more important to us than this, and nothing, in later life, conjures up such precious, loving memories.

What therefore was more natural for us, your family station, than to select recipes as the subject of our little contest which we ran from April 18 to May 15. It was for you subscribers only, both new and old, and all you had to do was select your favorite recipe and tell us why it was your favorite in 50 words or less.

The response was wonderful. Hundreds upon hundreds of you answered. Those recipes made the judges mouths water, and some of the reasons you gave brought tears to our eyes. We've never had the pleasure of judging such a sincere contest. It proved to us that the families in this area are strong, solid, loving, and durable. We want to congratulate all of you who entered. Our only regrets were that we finally had to narrow the entries down to the 60 which would win the \$600.00 worth of prizes. This took us many long hours of studying, sorting, and selecting. If your name is not among the winners listed below, don't despair. Your entry was so good we were proud of you. Here are the lucky people: First Prize — Round-trip bus tickets for 2 to either Coast and back on the American Burlington Bus Lines: Mrs. Herbert Hansen, 2630 Worthington Ave., Lincoln, Neb. Second Prize — Lawson type Sealy sofa bed valued at \$100 from Carper Furniture Co., Shenandoah, Iowa: Mrs. J. Guy Black, Rt-3, Clarinda, Iowa. Third Prize — A 51-piece set of Wm. Rogers silverware from Helzberg's of Kansas City, Mo.: Mrs. John Hendrickson, Rt-3, Villisca, Iowa. Fourth Prize — A Philco album-length record player and \$25 worth of long-playing records from the Ruby Appliance Co. in Shenandoah and Nebraska City, Neb.: Mrs. Harold W. Kountz, 606½ New York Ave., Creston, Iowa. Fifth Prize — Two 500-mile round-trip tickets on American Burlington Bus Lines: Mrs. Levi Vianery, Rt-3, Concordia, Kans. Sixth Prize — A \$50 certificate for nursery stock from the Earl May Seed Co., Shenandoah, Iowa: Mrs. Dale L. Brown, Rt-3 Box 139, Oaden, Iowa. Seventh Prize — A Simmons Deep Sleep mattress from the Continental Keller Co., Council Bluffs: Mrs. Joseph Grenier, 1620 South 17th, St. Joseph, Mo. Eighth Prize — A beautiful rug from the Hunt Carpet Co., Omaha, Neb.: Mrs. M. M. Green, Albany, Mo. Ninth Prize — Choice of man's or lady's Helzberg's wrist watch: Mrs. G. L. Clark, Rt-1, Crescent, Iowa. Tenth Prize — A \$17.95 GE Automatic



Steam Iron from the Boale and Hazard Hardware, Shenandoah, Iowa: Mrs. Ben Aukland, Clearfield, Iowa. Eleventh Prize — Plastic base finish paint for any room in your home and brushes to apply it from the Paint Dept. of the May Seed Co.: Mrs. J. W. Dawson, Rt-1, Oaden, Iowa.

The following were winners of B-B pens, one of the world's largest selling ball-point pen: Mrs. Harry Kaufmann, Anita, Iowa; Mrs. John M. Bruer, 807-No. 41 Av, Omaha 3, Nebr; Mrs. Raymond L. James, Orient, Iowa; Mrs. J. B. Bergastresser, 309 W 1st, Indianola, Iowa; Mrs. Gladys Van Baale, Rt-1, Kellola, Iowa; Mrs. Martin Dulina, 6th Av, Coon Rapids, Iowa; Mrs. Abe Burton, McFall, Mo; Miss Dean Coon, Anita, Iowa; Hattie Jones, 820-4th St., David City, Nebr; Grace E. Wilson, 1710 High St, Lincoln 2, Nebr; Mrs. Guy Grace, Martinsville, Mo; Mrs. Ernest L. Hill, Rt-2, Nodaway, Iowa; Mrs. R. L. Barrett, B-189, Burlington, Kans; Mrs. Marvin Fredrickson, Rt-2, Wakefield, Nebr; Mrs. Eddie Ahrens, Rt-1, Davenport, Nebr; Mrs. Daniel Schulz, Rt-1, Beaver Crossing, Nebr; Mrs. Ernest Will, Sterling, Nebr; Mrs. Drew Bute, Rt-1, Jackson, Minn; Mrs. Kathryn Brazee, Osceola, Nebr; Mrs. C. M. Asher, Worth, Mo; Mrs. T. H. Attebury, Rt-1, Rossville, Kans; Mrs. Carl W. Smith, Mt. Union, Iowa; Mrs. G. L. Hamilton, Blanchard, Iowa; Mrs. L. E. Kampe, 1011 Joy Street, Red Oak, Iowa; Margaret Cochell, Mercer, Mo; Mrs. Lee Hallina, Rt-2, Schaller, Iowa; Mrs. Nelson Finney, Rt-3, Winterset, Iowa; Jack and Jerry Decker, Thayer, Iowa; Miss Marjorie Madison, Rt-1, Thurman, Iowa; Mrs. Charles Arnot, B-219, Scribner, Nebr; Mrs. Earl B. Milnes, B-208, Chariton, Iowa; Mrs. Pearl J. Smith, Rt-1, Oakland, Iowa; Mrs. W. B. Doran, B-103, Sterling, Nebr; Mrs. Eldon Rowe, 603 N. 4th Av. Marshalltown, Iowa; Mrs. Norma Ratliff, Rt-2, Gravity, Iowa; Mrs. Howard Boone, Rt-5, Clarinda, Iowa; Mrs. Harold Pitman, Rt-1, Osceola, Iowa; Mrs. Wm. Brun, Rt-2, Effingham, Kans; Mrs. George Staudt, Dougherty, Iowa; Miss Ardath Nosky, 1928 Ryon St., Lincoln 2, Nebr; Catherine Flanagan, Beattie, Kans; Mrs. W. J. Anderson, Whiting, Iowa; Mrs. May Myers, St. Charles, Iowa; Mrs. Everett Webb, Beverly, Kans; Mrs. Ruel S. Harold, Rt-1, Imogene, Iowa; Mrs. Andrew Clausen, Rt-2, Wahoo, Nebr; Mrs. Edith A. Richards, Rt-3, Osceola, Nebr; Mrs. W. D. Smith, Kennard, Nebr.

On The KMA Party Line

With **DORIS MURPHY**

Everything is hustle and bustle around the studio when the gang prepares to leave on a personal appearance. One day, having a 170 mile drive to Boone, Ia. ahead of them, they were particularly anxious to get started early. So while some entertainers were still on the air, others loaded instruments, music, etc. Reaching Boone around supper time, they unloaded. But . . . to the amazement of everyone, EDDIE COMER'S clarinet was nowhere to be found. In the hurry of leaving, after his 3:15 program, he had forgotten to load it! He rushed to the music store . . . even to a number of homes, frantically trying to borrow a clarinet. The show was delayed 15 minutes, in hopes one could be found. But to no avail! Finally . . . true to tradition that 'the show must go on', the boys proceeded with the entertainment, minus the sweet notes of EDDIE'S clarinet. Too bad you folks in Boone missed seeing EDDIE 'in action', because he really plays a "hot stick!"



Announcer JIMMIE KENDRICK says he hopes the old saying that 'lightning never strikes twice in the same place' holds true, because he never wants to go through again the frightening experience he did recently when lightning struck the duplex in which he lives. JIMMIE was ready for bed. Suddenly lightning struck a wall lamp in the living room, causing a big ball of flame to appear in the room. Fortunately JIMMIE'S mother, who was sitting under this lamp sewing, was not injured. All lights in

the adjoining apartment were burned out too! Luckily nothing caught on fire!

Leave it to the kids to know the answers nowadays! When Sales Manager HOWARD PETERSON'S wife noticed their youngest child, JONNY chewing something, she said: "What are you eating?" "Candy", he replied. With a slight reprimand she said: "You didn't ask mother if you could have any." Turning on all the charm of a 3 yr. old, he answered: "I asked 'my shelf!'"

Nothing pleases children more than picnics in the spring! Here is EDDIE COMER'S Family gathered around the kitchen table packing their lunch in the basket. EDDIE is tucking in the tea towel, DONNIE has a grin on his face from just thinking about those good sandwiches and potato chips, VICKI is happy about it too, and MRS. COMER is proud of the cherry pie she has baked for the occasion. All in all . . . it was a big success.

NOW it can be told! This will even be news to Announcer WARREN NIELSON. It seems that he left his sack of smoking tobacco at the radio station one day recently. This inspired a couple of fun-loving control operators and one announcer to improve the blend of his tobacco by adding a generous portion of pencil sharpener shavings. Next day everyone eagerly watched to see if NIELSON noticed any difference. Apparently not, as he kept right on using tobacco from the same sack. So WARREN . . . if you had a bitey tongue one day and wondered why . . . this is the reason!

The dinner and program planned by the Community Club and their wives of Hopkins, Mo. recently could have 'flopped', had it not been for the clever hand-

ling by their woman chairman. When 7:30 arrived and the speaker of the evening, KMA Farm Service Director MERRILL LANGFITT had failed to arrive, she stepped to the phone and called him. Due to his busy schedule, he had completely forgotten the date! "How soon could you get here?" she asked. "As soon as I can dress, go get a screen and projector and drive the 52 miles," he replied. That was good enough for her! Unbeknown to the waiting audience, she cleverly stalled along the meeting, slowing down the serving of the meal and kept things moving until 8:30 when MERRILL arrived. Better one hour late than never! But MERRILL isn't the only one who forgets, because in one week's time, I forgot to go to a club luncheon and station manager OWEN SADDLER forgot a speaking engagement.

You can see by this picture taken at ANNETTE MAY'S fourth birthday party, that the children were thoroughly enjoying it. Instead of the usual round cake, ANNETTE had two adorable birthday cakes in the form of white lambs covered with snowy coconut. Ice cream molds of animals were served. Guests were given favors of plastic guns. To top off the fun, everyone had the thrill of riding ANNETTE'S pony. Reading l. to r. are: ANNETTE MAY, Sandy Jones, BARBARA SADDLER, Mickie Powers, Rawson Stevens, Mickie Jones, DIANE RANKIN, Sarah Jane Schlick, Cookie Tarpinning, TUCKY SADDLER, BETTY JANE RANKIN, and CATHY PETERSON.

With the accidental death of STEVE WOODEN'S sister, Mrs. Lora Mae Short, near Denver May 14, this is the second sister to die suddenly while traveling.

Both deaths occurred within one year. Mrs. Short of San Francisco, was enroute to Kansas City to make her home, when the auto accident occurred. The car was driven by 22 yr. old Clifford Giese, a nephew of STEVE'S, who suffered head and face lacerations. The boy's grandmother Mrs. Mary Giese of Leavenworth, Kans., another occupant of the car suffered skull fractures, back and internal injuries. The car skidded while passing a truck, causing the Giese car to strike the truck. STEVE and wife attended the funeral services in Lexington, Missouri. It was just last May, another sister Mrs. James Moore, age 40, traveling from her home in Phoenix, Ariz. to Lexington for a visit, was taken ill on a train in Kansas and died.



Did you ever try to play the piano with two fingers bandaged up? That was the problem facing MARG PARKER recently. While cooking MARG burned two fingers on a hot skillet. She got along okay doing housework,

but what a time she had keeping the bandaged fingers from between the black keys when she played the piano!

Program Mgr. GLENN HARRIS has learned riding in a convertible isn't always serene . . . it has its 'ups and downs!' While riding one evening, a sudden shower came up. He frantically made an effort to get the top up. To his amazement it wouldn't move. After getting thoroughly drenched, he dashed in under the filling station cover and waited for the rain to stop. Then drove to a garage where he raved about the top not working! Was his 'face red' when the mechanic informed him the reason his top hadn't worked properly, was because HE had put straps on it, to hold it down!

KMA DAILY PROGRAMS FOR JUNE 1949

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Elmer's Scrapbook
 6:00 a.m.—RFD 960
 7:00 a.m.—Larry Parker, 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
 9:25 a.m.—Betty Crocker
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Hawkeye Rangers
 10:15 a.m.—Edith Hansen
 10:30 a.m.—Ted Malone
 10:45 a.m.—Smile Awhile
 11:00 a.m.—Welcome Travelers
 11:30 a.m.—Mary Foster
 11:45 a.m.—Stump Us
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Joy Spreaders
 1:15 p.m.—Blackwood Brothers
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—House Party
 3:00 p.m.—Helzberg's Time
 3:15 p.m.—Ike Everly's Trio
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Bob Stotts
 4:15 p.m.—Mack and Jeanie
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Green Hornet (M.F.)
 5:00 p.m.—Challenge of Yukon (Wed.)
 5:00 p.m.—Straight Arrow (T. Th.)
 5:30 p.m.—Fun House (M.W.F.)
 5:30 p.m.—Sky King (Tu. Th.)

MONDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Railroad Hour

8:00 p.m.—Ella Mae Time
 8:15 p.m.—Henry J. Taylor
 8:30 p.m.—Secret Missions
 9:00 p.m.—Varieties in Rhythm
 9:15 p.m.—Earl Godwin
 9:30 p.m.—On Trial
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—It's The Tops
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts & Weather
 7:00 p.m.—Cisco Kid
 7:30 p.m.—Counterspy
 8:00 p.m.—Little Herman
 8:30 p.m.—Am. Town Meeting
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Varieties in Rhythm
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Blackwood Brothers
 8:00 p.m.—It's Time For Music
 8:30 p.m.—Can You Top This?
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Milton Berle
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather



7:00 p.m.—Cisco Kid
 7:30 p.m.—Courtierspy
 8:00 p.m.—Go For The House
 8:30 p.m.—Fishing and Hunting
 9:00 p.m.—Personal Autograph
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Varieties in Rhythm
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Suppertime Frolick
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—This Is Your FBI
 8:00 p.m.—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.—Voice Of Army
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Elmer's Scrapbook
 6:00 a.m.—RFD 960
 7:00 a.m.—Larry Parker, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Farm Interview
 8:15 a.m.—Sat. Jamboree
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—To Be Announced
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Hawkeye Rangers
 10:15 a.m.—Music By Marge
 10:30 a.m.—The Georgia Crackers
 10:45 a.m.—Smile Awhile
 11:00 a.m.—Hormel Girls Corps
 11:30 a.m.—Jay Stewart
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—Market Reports
 1:00 p.m.—Nishna Valley Boys
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Clarinet Capers
 1:45 p.m.—Dusty Owens
 2:00 p.m.—Mack & Jeanie
 2:15 p.m.—Dusty Owens' Trio
 2:30 p.m.—KMA Country School
 3:00 p.m.—Bob Stotts
 3:15 p.m.—Ike Everly
 3:30 p.m.—Kitchen Klinik

4:00 p.m.—Church In The Wildwood
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—The Honeydreamers
 5:30 p.m.—House of Mystery
 6:00 p.m.—Johnny Thompson
 6:15 p.m.—Sports Parade
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Mkts. & Weather
 7:00 p.m.—Cisco Kid
 7:30 p.m.—Famous Jury Trials
 8:00 p.m.—Quiet Please
 8:30 p.m.—KMA Country School
 9:00 p.m.—Nat'l Barn Dance
 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 Summary
 7:15 a.m.—Bob Stotts
 7:30 a.m.—Back To The Bible
 8:00 a.m.—Rev. Gene Phillips
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank and Ernest
 9:30 p.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Chamber Music
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Editor At Home
 12:30 p.m.—National Vespers
 1:00 p.m.—Blackwood Brothers
 1:30 p.m.—Mr. President
 2:00 p.m.—This Week In Review
 2:15 p.m.—The Honeydreamers
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—Ted Malone
 3:15 p.m.—Dick Todd
 3:30 p.m.—Opera Album
 4:00 p.m.—The Navy Hour
 4:30 p.m.—Curt Massey
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Greatest Story Ever Told
 6:00 p.m.—Proudly We Hail
 6:30 p.m.—Mayor of the Town
 7:00 p.m.—Roy Rogers
 7:30 p.m.—Sunday With You
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Theatre Guild
 9:30 p.m.—Don Wright Chorus
 10:00 p.m.—News
 10:15 p.m.—Thoughts In Passing
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

*Listings Correct at Time of Publication
 However, all Programs Are Subject to Change*

Frank Comments

By

FRANK FIELD

This is truly a family picture this month, as exactly 60% of the boys shown are Fields. The occasion was little Bill's fourth birthday, which was May 7th. He invited in his two cousins and two of the neighbor boys. The boy at the extreme left, scratching his ear, is Stevie Grosse Rhode, who lives across the street from Bill; Bill is the second from the left; then in the center of the picture is Shannon Bellamy, next is Jonny Fishbaugh and at the extreme right is Eddie Perry, who lives around the corner from Bill. The extra table in the foreground of the picture is for the grown-ups who weren't allowed in the picture. Of course, at a kids birthday party there are usually a lot more grown-ups than there are kids. If you'll notice, little Bill has already blown out the candles when I took this picture.



Big Johnny celebrates his birthday the 10th of June, and by that time he will be down at Columbia, Mo., starting his work for his masters degree. He graduated from Tarkio College May 24th with honors and immediately went down to Columbia, to enroll in their School of Journalism. He has to be there ready to start summer school by June 4th. His chief regret in leaving Tarkio was that his roses were in full bloom and he had to go off and leave them. He is going to live in an upstairs apartment in Columbia so his gardening for the next few years will have to be confined to a window box.

Speaking of roses, are you folks dusting your roses regularly to keep the insects and diseases under control? We have a new rose dust this year which is ideal for keeping roses in good condition. It seems to work perfectly against anything that can happen to roses except dry weather. We found out several weeks ago that it was very effective in killing the little green aphid which were working in the new growth. One light application knocked the aphid completely. A few days ago the little green worms put in their appearance on the lower leaves, eating the soft green part out and leaving the hard boney part of the

leaf, making them look like a lace curtain. One light application of bug dust very quickly put a stop to that trouble. Of course, the leaves which had been eaten will not green up again. But you can certainly prevent any further damage.

Then a little later on you will notice some of the lower leaves turning yellow, with darker spots on them. This disease is called leaf spot, and a light dusting with this rose dust will keep that under control. Keep in mind that it doesn't take much of a rain to wash the dust off of the leaves so it is necessary to dust them again after every rain. In case it doesn't rain for several weeks it will be necessary to dust them every ten days to protect the new growth which has come out in the meantime.

This rose dust is something new and is entirely different from the regular bug dust which we have handled. The regular bug dust is very effective against most of the insects and diseases which bother roses, but it doesn't seem to have much effect against aphid or plant lice.

Adella Learns the Coffee Trade

Adella Shoemaker (Kitchen Klinik, 3:30-40:00 p.m. Mon. thru Sat.) went to Omaha the other morning to visit Paxton & Gallagher, the makers of Butter-Nut Coffee! It was one of the most interesting trips of her life, and she met some men who are real experts in tasting and blending coffee. Here's Adella doing an interview with T. J. Prettyman, general manager of the Butternut Coffee Branch, and at right is Gerald Schluter of London, England, who is a coffee buyer. Mr. Schluter does a lot of work in Africa buying African Green Coffee and selling it to England and United States.

He also has a very dangerous hobby of hunting lions with a camera, and he told Adella that he's been scared out of his wits more than once.

If you will look real close, you can see small trays on the table and a glass sitting in front of the trays. Each tray contains different kind of coffee beans that are called a "chop". Coffee is brewed from these "chops" and poured into the glass on the table. Then a group of experts taste a small amount of each coffee and decide which coffees should go together to make the best blend.

Mr. Prettyman told Adella that coffee is grown on "Fincas" (which means ranch) in Central America. In fact, he said there are quite a few Fincas around the experimental farm which Earl May and Iowa State College started several years ago in Guatemala.



VACATION GUIDE

It's summertime and that means "Vacation Time". Here is what some of the KMA Gang are planning to do on their vacations.

Warren Nielson just bought a new car and he and his wife Florence plan to take a motor trip through Washington and Oregon leaving June 18. Warren has a complete camping outfit and the Nielson's will camp out and really "rough it" for a few days.

Mack and Jeanie Sanders are going to Alabama on the 5th of June, to spend a week with Mack's folks. Then the Sanders Family will head back to KMA via Nashville, Tenn. where they will visit some radio friends. Yes! Little Peggy Jean is going too.

Ike Everly, his wife Margaret, and the two boys, Phillip and Donald, are leaving on the 26th of June to spend a couple of weeks in Kentucky visiting Ike's folks. Ike says he's "going to rest and really enjoy himself. Might even wet a hook or two."

Dusty Owens is also leaving on June 26th. He is going to spend some time in Flint, Michigan visiting his parents and a brother and sister. After a week at home, Dusty is heading for Nashville, Tenn. to see some radio friends.

Bob Stotts is staying home when vacation time comes. Bob is adding some rooms to his house and he plans to get a lot of building done. He is also going to catch up on his fishing which he hasn't had much time to do.

Glenn Harris has arranged a plane trip to Florida. He and a friend may leave the last week of June for a couple of weeks of sunshine and deep sea fishing. Glenn is waiting word on these plans.

Buddy Morris left on the 29th of May to spend two weeks in St. Louis visiting his wife's folks. They also plan a short trip to Flora, Ill. to see Buddy's parents and motor along the countryside.

Burrichter Calling London



Above is Don Burrichter, assistant to our chief engineer, at his amateur radio station which he built in the basement of his home.

Don made his set from old radio receivers and army surplus material, and spends several nights a week talking with other amateur operators. In fact, he has talked with people in England, France, Russia, Argentina, Cuba, Czechoslovakia and Japan.

The other day his children, Eddie, 7; Carol Ann, age 4; and Connie Marie, 2; chatted with some English children whose parents have a set like Don's.

Whenever he contacts an amateur who speaks a language he can't understand, Don uses the International Morse Code. In talking to Russians, he never mentions politics, because if he did, the Moscow Government would force the Russian amateur off the air.

Don receives "recognition cards" from amateurs in every hemisphere and mounts them into the frame you see above the radio set. After he talks with an amateur overseas, he sends him a "recognition card" with his name, address, station call letters and the time he talked with him. You can see one of these cards on top of the radio set.

Besides "just visiting" on the air, Don also calls fellow amateurs in Missouri and Iowa for weather reports.

Doyle Blackwood and Family

When Doyle Blackwood returns from a long road-trip with the Blackwood Bros. Quartet (5:15-5:30 A. M.; 7:30-7:45 A. M.; 1:15-1:30 P. M. Mon. thru Sat.) he's usually ready to relax and take it easy. However, no sooner does he touch the front door than Terry, age 5½, and Karen, 3, immediately want to go riding in the family car. So Doyle takes a "postman's vacation" as he and the family go for a short drive around town or through the countryside.

Below you see Doyle ready to start on one of these family auto trips. His wife, Lavez, is in the front seat and Terry and Karen are waving at you from the back. Besides the trips around town, they like to take the long drive down to Mississippi and visit Grandpa Blackwood's farm. Not only do they like the motor trip, but Terry wants to ride "Daisy", Grandpa Blackwood's black and white pony. Doyle and family usually take this trip to Mississippi about twice a year.

Doyle made his start in radio back in 1934 while he was still in high school, singing with a group of students on a station in Kosiusko, Miss. He's studied at several music schools, including the Chattanooga Conservatory of Music.



OUR HAPPY BIRTHDAY

Five years ago this month the first issue of the KMA GUIDE was published. It was launched into a bewildered world with fears and hopes. Did you listeners really mean it when you said you'd like to have such a magazine? Could we make it interesting, entertaining, and informative for you? Since publication costs were terrific, would you consider it worth the nominal subscription charge when you compared it with all the professional magazines in your home?

These were big questions, as you know, but you answered each with a thunderous "YES". After you saw and read our first issue, here are some of the comments you listeners made:

"It's just like a letter from home, because I look upon all of you at KMA as part of my own family."

"It is almost as good as television, because now I know what all my KMA favorites look like."

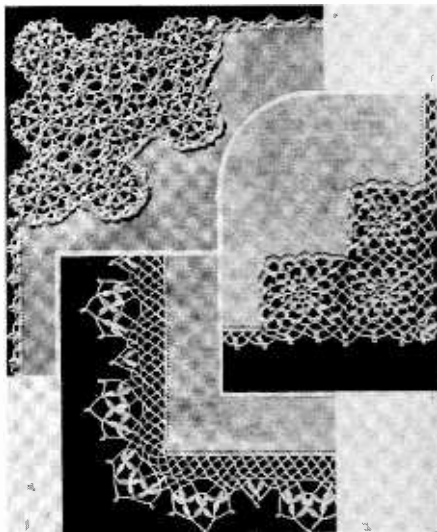
"It is the biggest dollar value on the market today. In fact I wouldn't take \$10 for my first copy of your wonderful magazine."

And so it went. Our subscriptions soon grew out of the hundreds into many thousands, and our regular readers now reside in almost every state and in several foreign countries. The KMA GUIDE is the most successful radio magazine of its kind in the world, and our sincere thanks to you for helping us make it so. We consider you on our editorial staff, because we print your letters and give you the very features you request. Nowhere else can you get the pictures and life stories we give you, and we consider it our high privilege to be of such service to you.

As symbols of our growth, our front cover shows the daughters of Edward May. Baby Karen is not a year old yet, while sister Annette is almost 5. We think they make a wonderful KMA GUIDE birthday picture, don't you?

Homemaker Visit

By BERNICE CURRIER



This is the time of year when a tangy salad appeals more than anything else. It is especially good for you who are trying to diet and lose weight.

SUMMER SALAD

2 pkgs lime gelatine, 3 $\frac{3}{4}$ c. hot water, 2 T. vinegar, 2 t. grated onion, 1 t. salt, dash pepper, $\frac{1}{2}$ c. sliced scored cucumber, 1 c. cottage cheese, $\frac{1}{4}$ c. finely diced green pepper, $\frac{1}{4}$ c. finely diced carrot, $\frac{1}{4}$ c. finely diced cucumber.

Dissolve gelatine in hot water, add vinegar, grated onion, salt, and pepper. Turn 1 c. of mixture into loaf pan and chill until slightly thickened. Arrange cucumber slices in mixture. Chill until firm. Chill remaining gelatine mixture until slightly thickened. To $1\frac{1}{2}$ c. add cottage cheese and diced vegetables. Turn onto firm gelatine and chill until firm. Then pour remaining $1\frac{1}{4}$ c. gelatine over the top. Chill until firm. Slice and serve on crisp lettuce with mayonaisse. Makes 8 to 10 servings.

Above you see the pattern for this month. Take three hemstitched linen handkerchiefs and trim lavishly with hand-crocheted lace.

This is yours for the asking; just send a self-addressed stamped envelope to Bernice Currier, Radio Station KMA, Shenandoah, Iowa. Ask for June Leaflet.

Kitchen Klinik

By **ADELLA SHOEMAKER**

COMFORT FROSTING

This makes enough for 2 or 3 cakes, depending on how thick you like it. If the directions are followed carefully it is never a failure and is very delicious.

2½ c. sugar, ½ c. corn syrup, 1/2 c. boiling water, 2 egg whites.

Boil sugar, syrup, and water together about 1 min. In the meantime beat the egg whites until dry. (This icing should be made in a container that holds at least 3 quarts.) After the syrup has boiled 1 min. add 1 T. of it to egg whites and beat well. Continue until 5 T. have been added. Cook remainder of the syrup to the soft ball stage (this takes only a short time) and then add all but approximately ½ c. slowly to the egg whites (the ½ c. need not be measured). Beat well while you cook the remaining ½ c. to hard ball stage, then add it. Beat the whole mixture till quite stiff and it will stand alone. Add 1 t. vanilla.

If you're working on several cakes, stir once in awhile so a crust won't form on top. This may be stored in quart jars and will keep 4 to 6 weeks. When putting the stored icing on a cake a few drops of hot water may be added to make it smooth and soft enough to spread. This icing does not crumble.

DECORATION FROSTING

This makes a large amount, and will keep for a long time in your refrigerator. Use this in your Chef's Pastry Decorator Set to make the decorations on cakes which have been frosted with Comfort Frosting or your own favorite boiled icing. Beat till all the lumps are out:

1 c. vegetable shortening, ½ c. butter, ½ t. salt, 1 T. vanilla, ¼ c. water, 9 c. sifted powdered sugar. Then add ½ c. more butter and beat. Have shortening and butter at room temperature.

GOOD POWDERED SUGAR FROSTING

Bring to a boil: 3 T. brown sugar, 3 T. butter, 3 T. cream. Remove and add a scant 1½ c. sifted powdered sugar. Beat till smooth.

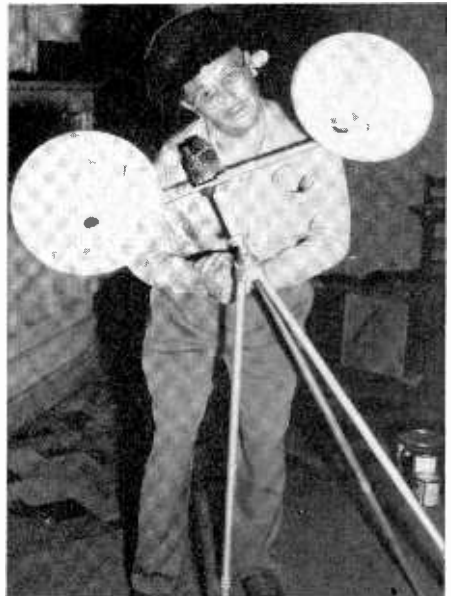
Elmer The Movie Wizard!

There's some strange "Goings-On" in our studios at night. In fact, the night watchman says he can't figure out what it is. However, if you look real close, you'll figure it out in no time at all.

Sure enough! It's Elmer Axelbender up to some of his old tricks. This time Elmer is trying to make movies, and here he's looking his subject over, before he does the first "run" of a new Axelbender Production. Can you figure out what's wrong with Elmer's setup?

Well, first of all, Elmer, you don't put flash bulbs in your ears. In the second place — oh what's the use, Elmer always does things his own way anyhow!

Elmer says he's only practicing so he can take some real motion-pictures of his wife Charlotte, and some KMA friends. He spends several hours a week working on his movies, and seriously, he has already turned out a movie that is far better than those made by the average amateur..



A Perfect Match



Summertime means Bill Lyles, bass singer Blackwood Brothers Quartet, and his wife, Ruth Elaine, will spend several hours every week at the tennis courts. Actually, Ruth Elaine is more eager to play tennis than Bill, but being a good husband, Bill always obliges and plays a set or two whenever he finds time.

The reason Bill doesn't like to play tennis with Ruth is that she wins most of the games.

Here is Bill and Ruth at the tennis courts shaking hands just before their first set of the season. We'll root for Bill because he's the underdog and Ruth is one of the best lady tennis players in this part of the country.

It wouldn't be at all surprising if Bill's two boys, Billy Jr., age 7, and Gary, age 2, grow up to be real tennis players and singers.

This month Ruth and Bill will celebrate their 9th wedding anniversary. Maybe Ruth can treat Bill to an extra special lemon pie, which is his greatest weakness. With a couple of good sized pieces of that superb pie under his belt, Bill probably wouldn't mind Ruth winning all of the games.



Forecasts For The Month

BIRTHDAYS:

- June 4—Evalyn Saner, Traffic Department Manager.
 June 11—Raymond Freeman, son of secretary Elizabeth Freeman.
 June 19—Wayne Beavers, announcer.
 June 21—Martha Nielson, mother of announcer Warren Nielson.
 June 29—Ralph Childs, KMA Newseditor.

ANNIVERSARIES:

- June 5—Cecilia and Merrill Langfitt, KMA Farm Service Director.
 June 7—Joyce Elaine and R. W. Blackwood, baritone Blackwood Brothers Quartet.
 June 10—Erva Nell and Walter Ely, Transmitter Engineer.
 June 10—Lila Lee and Lloyd Lata, Control Operator.
 June 12—Florence and Warren Nielson, announcer.
 June 21—Ruth and Bill Lyles, bass singer for Blackwood Brothers Quartet.

BIRTHSTONE: Pearl.

FLOWER: Honeysuckle Rose.

Household Hints

How to singe a chicken if you have an electric stove: Put a T. of rubbing alcohol in a small lid and light with a match. It does not smoke the chicken. Cover the lid to put out the fire.

Cut out the printed names and addresses from envelopes that come in the mail to you or your husband. When you hear a radio offer you want, write the request above your name, and send it in.

Make washable shoulder pads out of a rubber sponge cut to the desired shape and thickness. These pads dry quickly and do not become lumpy. Cover and sew in place.

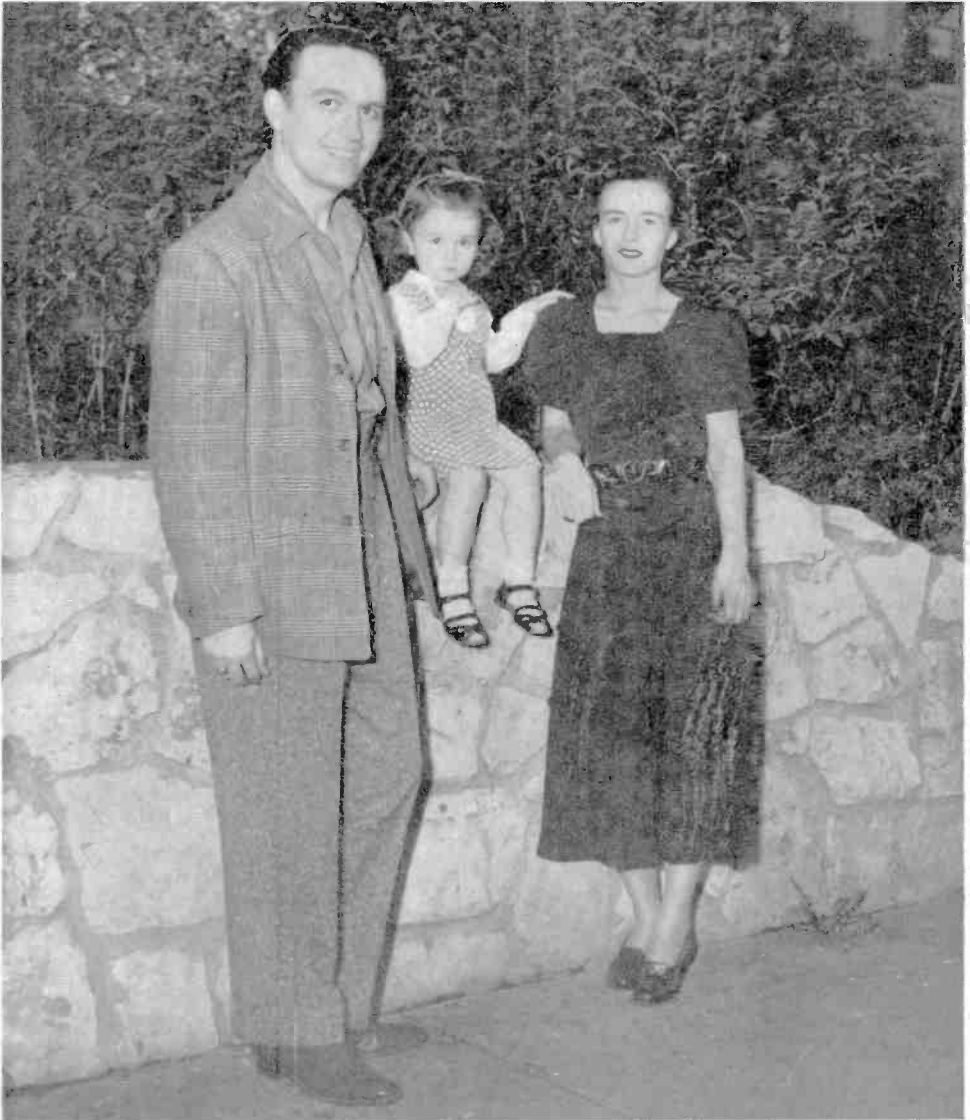
To remove iron rust, boil the stained place in a solution containing 4 t. cream of tartar to one pint of water. Rinse thoroughly.

POSTMASTER: If addressee has moved and forwarding order is on file, send Form 3547, postage for which is guaranteed. If undelivered for any other reason, return to sender.
Return postage guaranteed.
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"WHILE STROLLING THROUGH THE PARK - - -"



Wayne Beavers, announcer and Teacher of the KMA COUNTRY SCHOOL, his wife, Gwen and daughter, Ramona Carol, age 3, like to go for long walks. Gwen is dramatic coach at the high school and now that school is out, she has more time to spend with her family.

Here is the Beavers Family resting by a stone wall near Forest Park. By the way, Wayne has a birthday June 19th, and on August 9 he and Gwen will celebrate their 7th wedding anniversary. So summertime is "Anniversary and Birthday Time" for the Beavers Family.