

The

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KMA GUIDE

Vol. 6

AUGUST, 1949

No. 8



MR. AND MRS. DUSTY OWENS (see page 12)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

Vol. 6

No. 8

AUGUST, 1949

Allendale, Missouri

I am a shut-in and keep my GUIDE by my bed so I can refer to all programs.

Mrs. Roy Gibson.

(Here's one program you won't want to miss, Mrs. Gibson. On Aug. 8 during their 1:15 P. M. broadcast the Blackwood Bros. Quartet will dedicate a song to you.)

Jameson, Missouri

I hope that television will not interfere with programs on KMA.

Mrs. Guy Perkins.

(Definitely not, Mrs. Perkins. KMA will continue to bring you all your favorite programs. KMTV, our new television station, will be an entirely separate operation on another wave length.)

Centerville, Iowa

Enclosed find \$1 to continue GUIDE. I would hate to disappoint the 5 or 6 neighbors who read my copy.

Mrs. G. C. Houser

Laporte, Minn.

That finger pointing at you on that renewal postcard just makes you want to cry when you think of missing one of those fine GUIDES.

Mrs. Nina Findley.

(Hold those tears. Here's another issue.)

Omaha, Nebraska.

I have taken the GUIDE since Nov. 1944 and every now and then like to get out the old issues. I particularly enjoy watching the little babies growing up into school children.

Mrs. Kate Mullendore,
820 So 21st St.

Verdon, Nebraska

My neighbors and friends like the GUIDE, too, probably because it is borrowed.

Mrs. John Burget,
Box 135.

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(We've heard of stolen fruit tasting better, but this is the first time we've heard of borrowed GUIDES reading better.)

Beatrice, Nebraska

I just could not do without GUIDE. I would lose out on all the happenings such as those wonderful pictures of Steven (Punkin) Wooden and his two front teeth; R. W. Blackwood and his family; and last, but surely not least, Farmer (Larry) Griswold who is the very picture of his dad. Well, I must stop this foolishness as you will not have time for all of this.

Mrs. Anna Terwilliger.

(We always have time for our readers and listeners—particularly when they're talking this brand of 'foolishness'.)

ADELLA'S CAKE RECIPE

Sorry folks! We misprinted a recipe on the back cover of our last Guide. Here is the correction.

SILVER LAYER CAKE: have eggs, milk & vegetable shortening at room temp.

Into mixing bowl sift 2 c. sifted cake flour, 3½ t. bkg. pwd., 1 t. salt, and 1 1/3 c. sugar. Put in ½ c. vegetable shortening and 2/3 c. milk. Beat vigorously with mixer or spoon for 2 min., scraping bowl several times. Add 4 egg whites, unbeaten, 1/3 c. milk and 1 t. vanilla. Beat 2 more minutes. Batter will be smooth and thin. Pour into 2 deep 8" layer cake pans which have been greased and dusted with flour. Bake in moderate oven 350 deg. for about 30 min. or until done.

A Chat With Edward May

A favorite topic of conversation now is 'beating the heat.' Personally, I think Annette has found the solution. (See picture on this page.) Needless to say, all of us in the background; (r. to l.) my wife, Eleanor; Baby Karen and myself were a little envious of Annette. She was given this green and yellow wading pool early this summer and our backyard has become a popular gathering place for neighborhood kids. They like to spend the afternoon romping in the water and running thru the shower which came with the pool.

Baby Karen, who celebrated her first birthday on June 5th, is already a confirmed water bug. In this picture we managed to get her into a dress, but most of the time she wears either a play suit or a little swimming suit. She really likes to play in the water!

We'll be leaving for our cabin at Mercer, Wisc., the forepart of August and plan to spend some time boating, hiking and fishing. Next month I should have at least one good fish story for you.

For sometime now we've been planning for the day when we could invite all of you to 2615 Farnam St., Omaha, to see KMTV, our new television station, in operation. The time has come. From August 15 thru 20th our doors will be open to the public, and, of course, that includes a very special invitation to YOU! Your kind

letters prove you are tremendously interested in this entertainment field and we want to answer all your questions in person. Will you accept our cordial invitation for a friendly television visit? Be sure to come and bring the whole family. You can pick up free tickets from your local TV set dealer or write me and I'll

see you get enough for your entire party.

Now, this is the first time that Midwesterners have had an opportunity to view all phases of television in operation. You will see real television cameras, walk thru our projection, control and transmitter rooms while actual television shows are being broadcast. At each point along the tour, experts will be posted to tell you everything about each

phase of television and answer all your questions.

Moreover, you will see 26 late model receiving sets actually picking up telecasts. These sets have been on the market less than a month and incorporate all the latest features to ensure you of excellent reception in your own home.

I could go on like this for hours because television is one of my favorite subjects. However, you now have a chance to see for yourself what television is like. Remember that place and time—KMTV studios at 2615 Farnam St., Omaha, 7 P. M. to 10 P. M., August 15 thru August 20.

(Continued on Page 5)



KMTV Is On The Air!

At 7:15 on the evening of Aug. 3rd., Edward May pushed the transmitter button which put KMTV, our new television station in Omaha, (see picture below) on the air for the first time.

The picture of the young lady (at right) was the first ever televised over KMTV. This was photographed directly from a receiving set so you Guide readers could see the fine quality pictures you will be receiving from our TV Station as soon as you buy a set for your home.

Mr. R. H. Sawyer, Mrs. Earl E. May, Mr. and Mrs. J. D. Rankin, Howard Peterson, Glenn Harris and Doris Murphy were also at our Omaha studios to take part in the simple ceremony.

No fuss has been made since this is but one more step in bringing you folks first class television. Now, a period of 'test pattern' will follow during which we will make final adjustments on our TV transmitter and give television set dealers a chance to demonstrate and install sets. This pattern will be broadcast from 3 P.M. to 5 P.M. daily, Mon. thru Sat.

Initial reports on our TV signal strength indicate that our coverage area (regular and consistent reception) will be even greater than we had anticipated—probably up to 75 airline miles from Omaha. However, we want to confirm these reports with actual field checks before making any statements which, if given prematurely, might mislead you. By next month we will have complete information on what type of antenna installations will be needed at various dis-



tances from Omaha.

During the week of Aug. 15 when we have our Open House (See p. 3) we will be presenting top-notch programs from 7 P. M. to 10 P. M. We suggest that you make every effort to visit our studios then to see all phases of television in operation. If you can't find time to come to Omaha, at

least stop by your local TV set dealer's show room to see a set in use. He will be open every night that week.

Now, please do not judge KMTV by the test pattern which you will be seeing. Aside from 7:00 to 10:00 P. M. during the week of August 15, this test period will be no indication of what we will have to offer when we begin full-scale programming on Sept. 1.

We are planning a regular telecast schedule from 7:30 P. M. to 9:30 P. M. each night. We are confining our broadcasting to top-flight quality productions. Under no conditions does this mean we are restricted to these two hours. As other good shows become available, we will extend our hours of operation to include them.

These last few weeks have been very gratifying to us. Aside from getting on the air, we have found that we will have a schedule of programs unsurpassed in the Midwest. In addition to popular entertainment features such as the "Lone Ranger", "Jack Benny", "Lopez Speaking", "We The People", "The Goldbergs'", "Suspense", "The Fred Waring Show" and "Arthur Godfrey" we will show the all-time top TV feature Ike Eisenhower's "Crusade
Cont'd on Page 5



KMTV - - Cont'd.

in Europe". By the way, aside from our three top-flight network affiliations, Columbia Broadcasting System, American Broadcasting Co. and DuMont, we are contracting with 65 independent film sources so you folks will have an unequalled variety of television shows. KMTV will telecast comedy-variety shows, dramatic presentations, children playlets including popular puppet shows, news, sports, interview, discussion, quiz, musical, religious and women's programs.

And all this awaits you in your own home at the flip of a few simple controls when you have a TV set. Incidentally, if you're planning to purchase one, we would suggest that you check with your dealer immediately. There is a tremendous demand for the new sets being released now and only a limited number of qualified experts are available to install them. Therefore, unless you place your order soon you may have to wait several months before getting a set in operation.

According to a recent issue of the New York Times, television is the fastest growing industry in the country. For that reason in the months ahead you will hear many startling and sometimes untrue things about it. We will try to keep you informed and try to interpret some of these statements for you. Two subjects under discussion at the moment are color and ultra high frequency television.

From some statements you might be led to think that these two additions would make sets on the market today obsolete. This is absolutely untrue. The set which you purchase this month or next will last you for years. There is extremely little chance that ultra high frequencies will affect Midwest television, as they will be so limited in coverage thus they will serve only the cities in which they are located. According to engineers color television is 5 times more complicated than the black and white TV which you see today. They estimate that at least 5 yrs. will be needed to perfect transmission equipment for color and then probably another 3 or 4 yrs. to make home receivers for color simple enough so they can be operated by the average person.

Even then the set which you buy this month or next will not be obsolete. It will still bring you the finest to be seen on TV screens.

Next month we will answer more of the questions which you are sending in and in the meantime, for latest bulletins on the progress of television in the Midwest, listen to "This Is Television" on KMA at 9:45 P. M. Thursday and 2:15 P. M. Saturday.

FARMER IKE

Of all vegetables in his garden, "Cousin" Ike Everly (3:15-3:30 P. M., Mon. thru Sat.) is most proud of his Kentucky Wonder Beans. Here he's displaying a "6 Footer". Ike planted his beans in May, picked them in July, and now the Everlys are enjoying their favorite vegetable.

Ike and family recently returned from a 2 weeks' vacation. They visited his and Margaret's folks in Kentucky and Ike saw his old Tennessee friends "Lazy Jim" Day and "Mose" Regar.

Ike and "Mose" taught movie star Merle Travis a unique way of playing guitar. It's called 'Thumb-pick-country style' and by using it Travis has had folk-music fans in the aisles.

EDWARD MAY—Continued.

You can get tickets without cost or obligation from your local TV set dealer. In the event he runs out, write me. Make a date to visit us some night during that week, and be sure to bring the family.

I also want to thank you Early Bird Gardeners who wrote me about your gardens. All told—more than 12,000 fine letters and cards came from you gardeners.

I wish all of you could have been first in your county to report, but whether you won a crisp \$1 bill or not—you had the pleasure of eating the finest of vegetables fresh from your own garden.

Everyone who grows his own food certainly cuts down on the cost of living. I think all gardeners deserve a pat on the back for working with the soil and producing the finest foodstuffs available. Now that you have had a chance to evaluate your garden, I wish you would write and tell me what you think it was worth to you and your family.

Next month I will tell you about the north woods, all about my vacation.

On The KMA Party Line

With DORIS MURPHY

After brushing his face generously with shaving cream one morning, Anncr. JIM KENDRICK wondered why it didn't lather. This was unusual—his face usually didn't burn when he shaved. Bewildered, he glanced down at the new tube of shaving cream and new tube of toothpaste lying on the shelf. Then he discovered his mistake. He had picked up the wrong tube, and had lathered his face with toothpaste! Wonder if he'll try shaving with a toothbrush next?

Eating supper in the back yard is a favorite sport of MACK AND JEANIE SANDERS and baby Peggy Jean during the hot weather, and here you see them enjoying their evening meal outdoors.

Mack, in cool white sport shirt, is smiling approval as Jeanie pours a glass of milk for Peggy Jean, seated in her high chair. Under Peggy's arm is one of her favorite dolls. However, her newest plaything is a pretty red tricycle she received on her 2nd birthday, July 10. Like most fond parents, Mack and Jeanie were so anxious for Peggy to get her new "trike" they couldn't wait until the eventful day arrived, so gave it to her a full week ahead of schedule. Peggy is a darling with big brown eyes and light brown curls, and is a favorite with everyone when she comes to the studio with mother and daddy for their afternoon program.

MRS. GERTRUDE MAY had the misfortune to fall when going to church Sunday, July 3, breaking a bone in her left wrist and spraining her right wrist. The accident occurred just after she had parked her car and was hurrying into the service. She was putting her keys in her purse as she walked along, not noticing the uneven sidewalk, when suddenly she slipped and fell. Fortunately it was her left wrist that was broken instead of her right, so she was able to help herself bet-

ter during the weeks her arm was in a sling.

Unbeknown to each other, it happened that Anncr. WAYNE BEAVERS and JIMMIE KENDRICK bought new cars on the same day. They're mighty proud of their machines and enjoying plenty of rides these days.

"We went every place the big cars went" said Anncr. WARREN NIELSON after he and his wife returned from their 5,200 mile vacation trip to the West Coast in their Crosley station wagon. Their pint-sized car stood up fine and didn't give them any trouble. One of the biggest thrills for Warren was when he saw the ocean for the first time. While on their trip, the Nielsons took over 170 pictures,

however, they moved so fast that Florence did not have time to paint any pictures.

Eleven-year-old VICKI COMER, daughter of Clarinetist EDDIE COMER, experienced two "firsts" on her vacation trip to see her grandparents this summer. It was her FIRST train ride—and while there she got her FIRST hair cut. Mother and daddy took her in the car to Kansas City where she boarded the train for Pittsburg, Kans. Two delightful months were spent with Grandma and

Grandpa Bates. Only one little incident marred her visit. It was when she sprained her wrist while skating at the roller rink.

ANNETTE MAY doesn't quite understand the routine of the church services yet and thinks her daddy is the preacher when he speaks from the pulpit. On Children's Day the boys and girls were on the platform ready to speak their pieces and sing their little songs. Annette was among the group. EDWARD, who is Supt. of the Congregational Sunday School, opened the Children's Day exercises with a little talk. Later in the day, after they had returned home, Edward remarked to Annette something about the part she had taken in the children's program. As if to return the compliment, Annette proudly replied, "Yes, and you were the preacher!"

The last two weeks in July were vaca-



tion weeks for the members of the BLACKWOOD QUARTET. After visiting his parents in Mississippi, JAMES and family drove to Florida; R. W. and family went to Gulfport, Miss.; KAT FREEMAN and family to Greenville, S. Carolina, and BILL LYLES and family to Chattanooga, Tenn. DOYLE remained at home to keep the Blackwood programs on the air, send out records, and look after mail. It kept him mighty busy getting up at 4:30 each morning in order to be at the studio by 5:15; back home for breakfast, to the studio for the 7:30 a.m. program, and back again for the 1:15 program.

DONNIE, 12-yr.-old son of entertainer IKE EVERLY, eagerly looked forward to the family's vacation trip to Kentucky. He wanted to go back and see the house where he was born and take a colored picture of it. In fact, he had gone so far as to brag to his fellow playmates about the technicolor picture he would show them upon his return. Then imagine his amazement when they reached Central City, drove to the spot where he was born, and THERE WAS NO HOUSE. Out of the large group of houses formerly owned by a coal mining company, only four remained standing. After the company had ceased operating the mine, the houses were sold and moved away. Poor Donnie—what a disappointment!

You can lead a horse to water, but you can't make him drink. And JONNY DICKSON found out you can ride a horse to a bridge, but you can't make him cross. Jonny, night announcer, decided to put his spare time to good advantage, by helping detassel corn. Crew foremen ride a horse up and down the rows as they check the detasslers, which was Jonny's job. He was sent to the Earl May farm to get a horse and take to the field. It had been over a year since the horse had been ridden and he was "feeling his oats" as they went down the road. Jonny stayed on until they came to a bridge. Then things came to a halt! The horse simply refused to cross. He went round in circles and no persuasion on Jonny's part would entice him to cross. Finally

Jonny had to dismount and LEAD the horse across. The story could have ended there—but who should come along but a fellow employee who reported Jonny's predicament, and since then Jonny has been given plenty of "horse laughs".

Just before the California Vistadome train heading East pulled into Creston, Sunday morning, July 3, Dr. E. J. Gottsch of Shenandoah snapped this picture of Mrs. Gottsch, (left) their son Joe, my son TOM, and myself as we bid bon voyage to our boys leaving on a two-month tour of Europe. The conducted tour, sponsored by the Educational Travel Assoc., Inc., of New York, was composed of 27 students. The group left New York by train July 6 arriving at Quebec the following morning

where they boarded the SS Tabinta, a 9,000 ton ship, for the trip across the Atlantic. Ten days later they landed at Rotterdam. Points of interest will be visited in seven foreign countries, including Holland, Belgium, Switzerland, Italy, France, England, and Scotland. Joe, who is a medical student at the Univ. of Iowa, and Tom, who graduated from Iowa U last year, will land back in the States, Sept. 12. Until then, the Gottsch family and I are eagerly watching for mail

from Europe, to tell us the interesting highlights of their trip.

Wedding bells will be ringing next month for another of KMA's young bachelors. Roger Peters, transmitter engineer who joined KMA in March, will be married Sept. 3 to Miss Virginia Munson of Omaha. The wedding will take place at 8 P. M. at the Covenant church in Omaha, with 150 guests in attendance. The bride, age 22, has been employed as secretary in the office of Dr. Calvin Davis in Omaha. Roger, age 26, spent three years in service with the Combat engineers and since then has been employed as radio engineer in Council Bluffs, until coming to Shenandoah this spring. Next month we will print a picture of the bridal couple.



KMA DAILY PROGRAMS FOR AUGUST 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 ^Walone
 10:45 a.m.—Smile Awhile
 11:00 a.m.—Listen To This
 11:30 a.m.—Mary Jean 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.—Mack Sanders
 1:15 p.m.—Blackwood Brothers
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Add A Line
 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.—Fun House (T. Th.)
 5:30 p.m.—Johnny Lujack (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.—Kate Smith's Music Room
 8:15 p.m.—Henry J. Taylor

8:30 p.m.—Kate Smith's Music Room
 9:00 p.m.—Varieties in Rhythm
 9:15 p.m.—Kate Smith's Music Room
 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
 11:15 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.—Am. Town Meeting
 9:00 p.m.—Rex Maupin Entertains
 9:30 p.m.—Varieties In Rhythm
 10:00 p.m.—Ralph Childs, News
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 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.—Stars In The Night
 8:30 p.m.—To Be Announced
 9:00 p.m.—On Trial
 9:30 p.m.—String Ensemble
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 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.—Counterspy
 8:00 p.m.—The Eye
 8:00 p.m.—First Hundred Years

AMERICAN BROADCASTING COMPANY



9:00 p.m.—Tune Time
 9:15 p.m.—The Three Suns
 9:30 p.m.—We Care
 9:45 p.m.—This Is Television
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 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.—Heinie & His Band
 9:30 p.m.—Enchantment
 10:00 p.m.—Ralph Childs, News
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 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 p.m.—Tune Time
 8:15 p.m.—Sat. Jamboree
 9:00 a.m.—Homemaker's Visit
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Hawkeye Rangers
 10:15 a.m.—Music By Marge
 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.—Hillbilly Hits
 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.—Fantasy In Melody
 5:15 p.m.—Saturday Session
 5:30 p.m.—Harry Wismer
 6:00 p.m.—The Three Suns
 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.—Two Billion Strong
 8:00 p.m.—Tommy Dorsey's Band
 8:30 p.m.—Musical Etchings
 9:00 p.m.—Nat'l Barn Dance
 9:30 p.m.—Sat. At The Shamrock
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 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 a.m.—Southernaires
 10:00 a.m.—To Be Announced
 10:30 a.m.—Hour Of Faith
 11:00 a.m.—Fantasy In McLody
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 p.m.—Blackwood Brothers
 12:30 p.m.—Revival Hour
 1:30 p.m.—Mr. President
 2:00 p.m.—This Week In Review
 2:15 p.m.—This Is Television
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—Chautauqua Symphony
 3:30 p.m.—Opera Album
 4:00 p.m.—The Navy Hour
 4:30 p.m.—Take A Chorus
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:45 p.m.—Music By Bovero
 6:00 p.m.—Proudly We Hail
 6:30 p.m.—National Vespers
 7:00 p.m.—Think Fast
 7:30 p.m.—Sunday With You
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Chance Of A Life Time
 9:00 p.m.—Dance Band
 9:15 p.m.—Ted Malone
 9:30 p.m.—Organ Music
 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

The title of the picture on this page could very well be "John Fishbaugh Feeding the Elephant". That peculiar dark object sticking into the picture from the right side is actually an elephant's trunk and Johnny is in the act of dropping a peanut into its trunk. This picture was taken by Glenn Cray when the circus visited Shenandoah last month. Incidentally, the elephant's name is Shirley.

You may have missed me on the air at 7:15 A. M. during the first two weeks of July and wondered what part of the U. S. or Western Hemisphere we visited on our vacation. Well, we didn't get over 60 miles from home during the entire time. We did go up to Omaha one evening to see a Western League ball game. Aside from that we stayed at home. If anything, we worked harder than usual.

The first week I spent getting the garden under control. During all that wet weather the weeds took the place, and since there is almost an acre of it, it took almost the entire week to get it thoroughly cultivated and all the weeds pulled. The wet weather earlier in the summer drowned quite a large portion of it including almost all the early plantings of green beans, and that area had to be replanted to sweet corn and more green beans. The garden spot is quite low and nearly 10 in. of rain during the month of June was more than it could stand.

We have 8 hills of hybrid cucumbers which were on slightly higher ground and escaped the water damage. We pick them every other night and get about a bucket of dill-size cucumbers each time. I never saw anything like them for producing. An occasional dusting with bug dust has kept the bugs under complete control and there has been enough rain during July to keep them at top production.

We had our first ripe tomatoes for the

4th of July, and the Red Clouds are in full production right now with Rutgers giving us all we need for table use. The Hybrid Clintons are setting on quite heavily and getting quite large, but so far (as of July 25) none of them have ripened.

We had 8 or 10 different varieties of sweet corn planted this year, starting with 4th of July, followed in quick succession with Tenaer Gold and Ioana. All of these are gone now, of course, and we are now working on the Hybrid Golden Bantaam and Number 145. Hybrid Stowells and Hybrid Country Gentlemen are not quite ready yet. Of all the kinds we planted, we like '145' best, especially for canning and freezing. The ears are so large and very high quality.

The second week of my so-called vacation was spent in an entirely different manner . . . helping Bob and Elsie get moved and settled in their new location in the west part of Shenandoah. They had been living for a couple of years on South Elm St., about 2 blocks from us. However, the man who owns the place wanted to live in it himself, and to get a place in which to live, Bob was forced to buy on West Valley. It's a nice 4-room all modern house with a full cement basement. However, having

been rented for 25 or 30 years, it needed considerable remodeling and repair work, including a complete overhauling of the plumbing and installation of new electrical outlets for washing machine, refrigerator, radio, toaster, and vacuum sweeper—all of which were yet unknown when the house was built.

We had a Field Family reunion at Shenandoah July 15 to 20. Seven of my ten brothers and sisters were here and we had a picnic supper in our back yard, July 16th, with 30 people eating fried chicken, potato salad, roasting ears, sliced tomatoes, cucumbers and onions, baked lima beans, and all kinds of beets and cucumber pickles, washed down with iced tea and followed by a good, big slice of watermelon. Johnny and Maxine were missing. His summer school schedule down at Columbia, Missouri is pretty rugged, and they just couldn't make it.



Program Personals

By JIM MOORE



John Nelson (above) has probably kissed more brides than any man in the U. S. Believe it or not, it's part of his job as master of ceremonies for 'Bride and Groom' (1:30 to 2:00 P. M. Mon. thru Fri.). And, in addition he gets a fat salary check each week, a month's vacation each year, free hospitalization and social security when he's 65—and all puckered out. Who said you have to die to go to heaven?

Yes, since 'Bride and Groom' came on the air in 1945, more than 800 happy couples have spoken into a 'B & G' microphone and received a lavish array of household gifts as well as an all-expense paid honeymoon trip.

Johnny Desmond, popular dark-haired baritone formerly with the Glenn Miller Air Force Band, joined the "Breakfast Club" (8:00 to 9:00 P. M. Mon. thru Fri.) on July 25. Taking the place of Jack Owens who is leaving the Club for a television show in New York City, Johnny will cruise thru the audience with his traveling microphone thrilling the ladies with the songs which made him the toast of the European Continent during and following the war. Peculiarly enough, Johnny, who was born and reared in the U. S., had to go overseas to win fame. However, he is now well established in this country . . . if the 'ohs and ahs' heard in the background on the "Breakfast Club" broadcasts are any indication.

Homemaker Visit

By BERNICE CURRIER

It's been such a busy summer that I know many of you are looking forward to the time when canning season is over. However, before you finish with pickles, I hope you will try the "Kansas Special Pickle." Two of our homemakers sent this recipe to me when a listener asked for it. We thank Mrs. Albert Weible and Mrs. Carl A. Peterson of Cherokee, Iowa for supplying this tested and proven recipe.

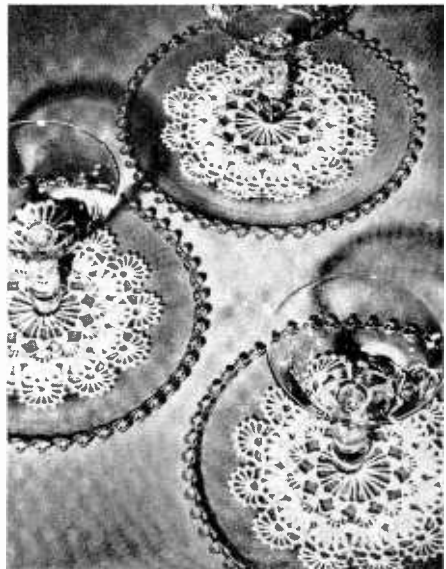
KANSAS SPECIAL PICKLE

25 to 30 cucumbers, 8 large onions, 5 c. sugar, $\frac{1}{2}$ c salt, 2 sweet red peppers, 2 c. vinegar, 1 t. turmeric, $\frac{1}{2}$ t. cloves, 2 T. mustard seed.

Wash and slice cucumbers, chop onion and pepper. Cover with salt and let set 3 hrs. Drain and add rest of ingredients. Then bring to boiling point but do not boil. Put in sterilized jars and seal.

Below you see my August pattern. Small doilies are as useful as larger ones for entertaining. These 6 in. doilies, can be used under sherbets or water glasses or as mats for dishes and vases.

Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for August Leaflet.



Jonny At The Zoo



Jonny, 3 yr. old son of Sales Mgr. Howard Peterson, is drinking plenty of milk these days so he will grow up to be a big zoo-keeper and take care of the lions, elephants, tigers, monkeys and leopards.

After having seen a three and one half hour animal show at the St. Louis Zoo (where this picture was taken) Jonny is convinced that Daddy's job of selling radio and television time is very tame indeed.

FRONT COVER STORY

In a beautiful double ring ceremony in St. John Vianney Church, Flint, Mich., at 9 A. M. Saturday, July 2, Dusty Owens, our handsome accordianist, took a bride.

Lovely, blue-eyed, blonde Betty Russell (see front cover) wore white satin for her gown, Chantilly lace edging the sheer yoke and cascades of the lace formed panels at either side of the skirt to the hemline, which extended into a court train. Lace applied the veil, held by a seed pearl tiara and she carried pale pink orchids on her prayer book. She was given in marriage by her uncle, Hubert Hunter. Maid of honor was Dusty's sister, Patricia, and the best man was Walter Shaffer, Dusty's cousin.

After a reception attended by over 300 guests, the Owens left for a week's honeymoon at a cabin near Poplar Bluff, Arkansas in the Ozark Mountains.

Now that he is back at the studio Dusty's a different man. He's losing that gaunt bachelor look thanks to Betty's cooking and what's more important he's more subdued than formerly.

Jonny Dickson, The Ideal Husband

Working on the evening announcing staff from 6 p.m. to midnight gives Jonny Dickson much leisure time during the day. So here you see Jonny with his apron, vacuum in hand, ready to give their 3-room and bath apartment its regular weekly cleaning. His wife, May, who is an experienced seed analyst, is waving goodbye at the door, as she leaves for work. Every day Jonny makes the beds, does the grocery shopping, prepares the noonday lunch and evening dinner, washes the dishes, and keeps the house tidied up. On Thursdays he gives the house a thorough cleaning. When asked about his cooking, he *admitted* (with some prodding) he could fry chicken very well—in fact, even better than his wife. However, when it comes to the baking, May takes the honors. She prepares the food to be baked, puts it in the oven, and Jonny watches it until it's done.

You can be sure all the women think Jonny is an "ideal husband".

Incidentally, we hope this story doesn't cause a lot of trouble for all you husbands, with your wives insisting how nice it would be if you would follow Jonny's example.

P.S. Jonny just recovered from a 4 day stay in the hospital with a 'Strep Throat'.



4 Generations



Four generations of the Currier-Chambers Family recently met for a good ole fashioned watermelon feed—and from the intent look on everyone's face it must have been good.

Standing in front of our morning home-maker, Bernice Currier (at left) is her 6 yr. old granddaughter, Patricia, who visited Shenandoah last month with her mother, Mrs. J. T. (Helen) Armstrong (center in picture).

Serving the ladies is Mr. G. A. Chambers, Bernice's father. Mr. Chambers who is 84 yrs. young, provided the shade when he planted the 'Ole Apple Tree' 20 years ago.

Helen and Patty who came from Houston, Texas were Bernice's guests for several weeks during which time Patty found many new and interesting things—all strange to a little girl from the treeless Texas prairies. She spent many hours watching wrens build their new home in a box on Bernice's front porch. And 'funny little animals' like squirrels and gophers completely fascinated her. However, one of the biggest thrills was seeing fields of Iowa corn—'taller than an elephant's eye'.

Moreover, the little brown-eyed brunette from Texas really liked Grandma's cooking. In fact, we imagine she enjoyed it almost as much as Grandma did preparing the meals for her.

Buddy and Leona Redecorate!

When it's time to re-paint and wall-paper his house, Violinist Buddy Morris doesn't 'fiddle around'.

During recent weeks Buddy and Leona (pictured below) have been preparing their home for a little visitor. No doubt, that accounts for much of Buddy's enthusiasm. He has been working so hard he has actually lost 5 pounds. Originally, he hired a man to do the wallpapering; however, when he saw how easily it was done, he decided he could do the rest of the house himself. We saw the job and believe us, you would think it was an expert's work.

Leona mixes the paints for Buddy and has sewn new curtains for the windows.

As you can see, Buddy is painting the front door. Just a few minutes after he finished, that glowing smile on his face faded. 'Lucky', the Morris' fox terrier jumped on the door and Buddy had to retouch it.

However, he isn't complaining. For months now he and Leona have been training Lucky to high-jump, sit up, fetch, play dead and do other tricks. A few paw marks are a small price to pay for a show dog.



ROY BLACKWOOD AND FAMILY



Roy Blackwood and wife, Susie J., were ready to leave for Texas, La., and Miss., when this picture was taken. To complete the family, Mrs. Blackwood holds a portrait of their son, Cecil Stamps (12) who has been attending the Stamp's Quartet School of Music in Dallas, Texas. Roy, Susie and the Blackwood Brothers Quartet drove to Dallas for graduation exercises. This is an annual event highlighted by an all-night, religious music broadcast, which this year featured the Blackwood Brothers and the school's 600 students. Cecil, who's completing his first year of training, is following in his father's footsteps (Roy and all the Blackwood Brothers have been graduated from this internationally known school of religious music).

After the all-night broadcast, Roy, Susie and Cecil planned to motor through Texas and La. to visit Roy's parents in Ackerman, Miss. Roy recalls that it was here he received his first training in business which was to aid him when he became manager of the quartet. As a boy, he collected crickets and sold them at 25¢ a hundred for fish bait. Roy says his first catch was under 400, however, a fisherman gave him \$1 and he bought his first pair of overalls with the money.

STUDIO FACE-LIFTING

Our auditorium and studios will be closed to the public until Sept. 1 so workmen can remodel the building. Why not plan to visit us right after Sept. 1 to see how pretty KMA looks?

BACK COVER - - Cont'd.

'Step right up and see'—. The words were hardly out of the barker's mouth before the KMA Kids (children of entertainers) were on the circus grounds eager for whatever might come. And things happened fast. Stevie, 8 yr. old son of newscaster Ralph Childs, mounted a wild pony and within seconds was flying thru the air with the greatest of ease. Fortunately nothing was hurt but his pride.

Then the kids paused for a few moments to feed the elephants (see back cover) and look at the monkeys. A little boy had been bitten by a vicious old baboon several days before so the KMA kids decided not to get too close to the cage. Then they watched a keeper feeding the lions, leopards, panthers and jaguars. And finally came the big thrill—seeing Lash La Rue, the famous movie cowboy perform in the 'Big Top'. After he was thru with his performances, Lash came out in back of the tent and gave the kids personal instructions in handling his big whips, the very ones which he has used in several western movies. Several kids even had a chance to look over Lash's guns one of which he used in earnest a couple of days later. This happened at North Platte, Nebr. when a ruffian interrupted a performance by announcing that "he was going to kill everybody in the place." Very calmly Sharpshooter La Rue picked up a 22 caliber rifle and dropped the terrorist in his tracks with two well placed shots.

Boy, oh boy, did the KMA Kids have an afternoon! It's still the favorite topic of conversation around the studio.

Mary Jean Foster

Mary Jean Foster (11:30-11:45 A. M. Mon. thru Fri.) is shown below interviewing Gustaf Floden, Swedish chef.

Miss Foster, who visited Europe early this spring with 30 Midwestern women, is now back on the 'home beat', in this particular case, getting some mouth-watering Swedish recipes for you ladies.



Kitchen Klinik

By **ADELLA SHOEMAKER**
FRESH APRICOT JAM WITH
APRICOT NUTS

Cut the apricots into halves. Do not remove the skin. Use 1 lb. sugar for each lb. of apricots. Add a little water to moisten sugar. Bring to boiling point, then boil very slowly for 2 hrs., skimming off the foam as it forms. Save all the stones and crack them open by hitting them on the edge with a hammer. Remove nut from stone. Blanch the nuts by placing them in a small bowl and filling bowl with boiling water. Skins will remove easily. Place nuts in the jam during the last 15 min. of boiling, not earlier or you will skim them out with the foam. Stir every little while to prevent jam sticking. You'll find it the most delicious jam you ever tasted. The apricot nut gives a marvelous, illusive flavor that can only be obtained by using it.

PEACH PICKLES

Make a thick syrup of 4c. sugar to 1½ c. water and ½ c. vinegar. Put peaches in hot syrup. Use 2 t. of whole cloves to each recipe for syrup. Cook enough peaches for 1 qt. jar in this syrup. Stick 1 whole clove in each peach as you put it in the jar. Put peaches in jar, add one stick of cinnamon, pour syrup over peaches. Seal. These do not turn dark.

UNCOOKED CABBAGE RELISH

One medium-size head of cabbage ground or chopped very fine, 6 good sized carrots, 2 green and 2 red peppers, and 6 onions all ground through the food chopper. Mix together with ¼ c. salt. Let stand 2 hrs. Drain and mix vegetables with 3 c. vinegar, 3 c. sugar, ½ t. celery seed, and ½ t. mustard seed. Seal cold.

SWEET MUSTARD PICKLES

BRING TO ROLLING BOIL 3 c. vinegar, 3 c. water, ½ box mustard seed. ADD drained cucumbers, which have been SOAKED OVERNIGHT IN SALT WATER. (Quarter or half large cukes). Heat cukes through, pack jar half full, ADD 1 c. sugar to each qt. filling jar with heated cukes. (A little juice may be used to wash sugar down in the jar so it will be easier to pack). Fill jar with vinegar mixture and seal. Chill before serving.



Forecasts For Month

BIRTHDAYS:

- Aug. 3—Mack Sanders, Staff Artist.
Aug. 4—James Blackwood, second tenor Blackwood Brothers Quartet.
Aug. 8—Larry Griswold, son of Hilton Griswold pianist for Blackwood Brothers Quartet.
Aug. 21—Joyce Irene Merriott, daughter of Ray Merriott, announcer.
Aug. 22—Doyle Blackwood, Second Tenor Blackwood Brothers Quartet.
Aug. 26—Doris Murphy, author of "Party Line" and feature editor.
Aug. 31—Kathleen Wooden, wife of staff artist, Steve Wooden.

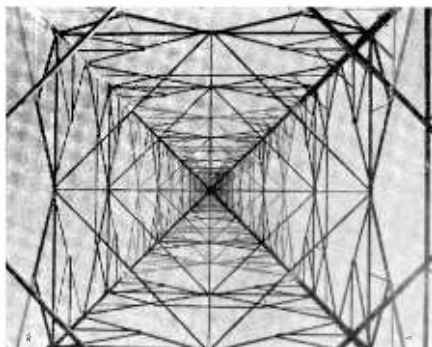
ANNIVERSARIES:

- Aug. 10—Viola May and Bob Stotts, Staff Artist.
Aug. 31—Margaret and Ike Everly, staff artist.

BIRTHSTONE: Sardonyx.

FLOWER: Gladiolus.

What Is It?



Let's have some fun! The first person who writes us a letter telling what this picture is, will receive a FREE one year's subscription or renewal to the GUIDE. Hurry. Get your letter in the mail today. The winner will be announced in next month's issue—along with the correct answer.

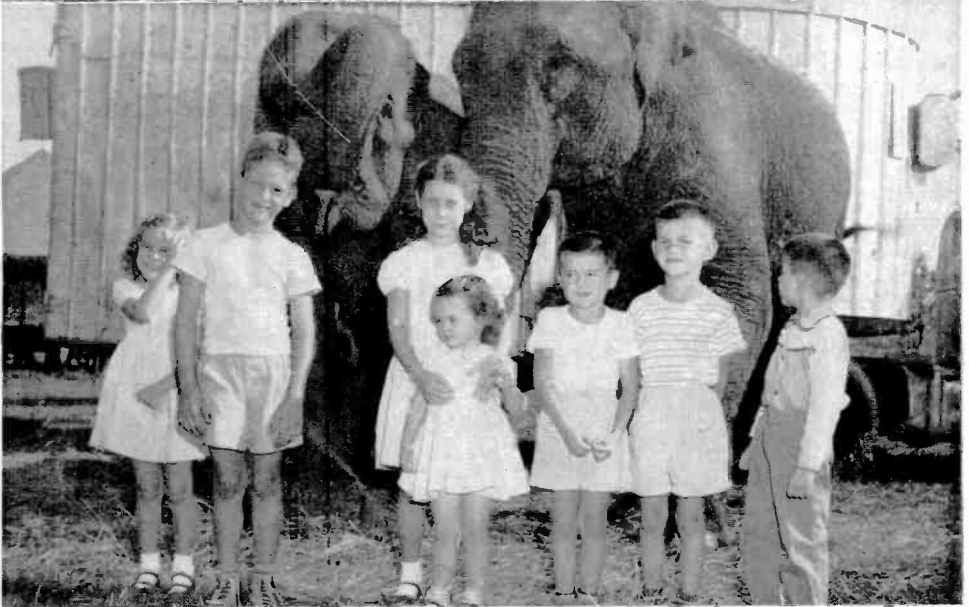
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A DAY AT THE CIRCUS



(l. to r. top picture) Ray Freeman's friend, Ray Freeman, Michael Childs, Lash La Rue, "Tucky" Saddler, Kenneth Stotts, Jimmy Stotts, Johnny Fishbaugh, Charles Kolb, and Steven Childs.

(l. to r. bottom picture) Joyce Irene Merriott, Ray Freeman, Loret a Jeanne Merriott, Ramona Bevers, Charles Kolb, Johnny Fishbaugh, and "Tucky" Saddler. (Story—Page 14).