

The

KMA GUIDE

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Vol. 5

JULY, 1948

No. 7

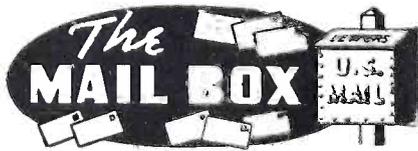


How Time Flies!

Top, left, Mrs. Franz Cherny and Julie; right, Mrs. Ralph Childs and Michael.
Below, left, Mrs. Robert Field and William; right, Mrs. Walt Ely and Janet.

(See back cover)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



Mound City, Missouri

I listened to the very first program that KMA ever presented. I don't remember the date, but I do know that it was 1 A.M. And I still listen every day of the week.

Mrs. O. E. Vandeventer

(Everything that KMA is and can ever hope to be is due to the loyalty of friends like you, Mrs. Vandeventer.)

Grant, Iowa

I have just returned from the KMA tour during which our club was shown the garden plots in Shenandoah. Such beauty is almost unbelievable! I'm killing all my chickens today and tomorrow I'm going to plant flowers!

*Member
Sunshine Garden Club*

(We suppose this might be called justifiable chickencide.)

Albany, Missouri

We have a radio at school and every day we listen to some of your programs.

*Miss Evelyn King
(Teacher)*

(Great thing, this progressive educational system.)

New Market, Iowa

My birthday is coming soon and I thought I'd give myself a birthday present by subscribing to the GUIDE.

Mrs. Murill Thompson

(Happy Birthday to you—from the entire KMA Gang.)

Rulo, Nebraska

Our GUIDE does triple duty as there are three families that read it. I always make it a point to have them returned to me as I have every issue from the very first.

Mrs. Emmett Thompson

(You are a remarkable woman, Mrs. Thompson. Saving every issue for four years—with each GUIDE passing thru the hands of three families!)

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Vol. 5

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JULY, 1948

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor; Jim Moore, production 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. Advertising rates on request.

Novinger, Missouri

Where, O'where is Frank Field?

Mrs. Walter Simmons

(Frank has been on vacation. For a report of his trip to Chicago and Michigan, see page 6.)

Cainsville, Missouri

Since farm life is such a busy life, it is important to keep a balance between living and making a living.

I feel like our trip to Shenandoah helped to balance the scales on the living side. I enjoyed the flowers, also KMA entertainers. Also your lecturing while on our tour over Shenandoah which proved to us why KMA is farm-minded, also fair-minded. While stylists are keeping busy with the "New Look" for men and women, KMA is busying itself with the "New Look" to the future with real farm information and everything new in entertainment.

*Mrs. C. B. Clamands
Route 1*

(Speaking of the "New Look"—yours is a very "well-tailored" letter, Mrs. Clamands. Thank you!)

Blue Earth, Minnesota

Since this is a lazy Sunday afternoon, I thought I would write to you. It's something I've been planning to do for a long time, but just never got around to it.

Miss Elaine Elmore

(Congratulations! Let's hope there are more "lazy Sunday afternoons" in your life.)



A Chat With Edward May

The explanation of the picture above will have to wait until I tell you the newest news about my family.

Annette has a little sister and we have named her Karen Louise. She was born on June 5th. I know you will grin a little at my expense, but I will say it anyway. Karen is really a pretty baby. We are very proud of her and we are glad she has such a good disposition. She sleeps like a little log, so soundly that she has to be awakened for her feeding. (This may start some arguments but I have sometimes wondered if you really ought to wake a tiny baby in the middle of the night for feedings.)

Our other daughter, Annette, is still a little awed by the presence of our new baby and has already suggested that I go back to the hospital and bring home a Shetland pony. I guess it won't be many years until I will have to try to get a pony for Karen and Annette.

There's still another thing which must be crowded in ahead of the picture. We had an exhibit of Hybrid Tea Roses in the American Rose Society's Kansas City

Show last month. There was stiff competition from far and wide but our exhibit was awarded the first prize for the best display of cut roses, grown outdoors by nurserymen. You will find more details about this on another page but we are all so proud that I couldn't resist saying something about it here.

Now for the picture. There I am, right in the middle of the Early Bird Gardener's Club. I have been getting from 200 to 250 letters every day from gardening friends—nearly 7000 of them up to now, and I have read every one of them. I hardly have time to do anything else, but I have enjoyed all the letters so much, you could hardly call it work.

The letters are an inspiration, so friendly and sincere. I am acknowledging all the winners and all the really early ones but, of course, will not have time to write a long letter to everyone.

I believe folks who work with flowers and have gardens, are the nicest friendliest people in all the world. Maybe they are that way to begin with and just naturally take to gardening. Or maybe it is being close to nature and working with growing things which makes them that way. Whichever it is, they are the salt of the earth.

Warren Nielson Takes a Bride

Warren Nielson, owner of that pleasant, cheerful voice that greets you in the wee hours of the morning, is a married man.

At 8:00 A. M. on June 12 at the St. Mary's Catholic Church, Shenandoah, Warren took Miss Florence Cox of Faragut, Iowa as his bride. Reverend William Coughlin performed the Nuptial Mass.

The bride, who was given in marriage by her father, wore a ballerina length white ninon sheer frock with long full sleeves, a pointed yoke edged with ruffles and a gathered skirt. Her short, white net veil was held in place by a white ruffled straw head-dress. Her wrist corsage was of gardenias.

The wedding ring was made of three rubies set in a gold band baguette shape to match the engagement ring which was composed of one diamond with two rubies on either side.

Engineer and Mrs. Ralph Lund acted as best man and matron of honor respectively. Mrs. Lund wore an aqua street length dress with a pink carnation corsage. John Cox, brother of the bride, was the usher.

Mrs. Martha Nielson, Warren's mother,

wore a dusty rose crepe dress with white accessories and a white carnation corsage. Florence's aunt, Mrs. Charles Cox, was dressed in a gray frock with black accessories and a corsage of talisman roses.

Picture No. 1 was taken from the rear of the church during the actual wedding ceremony. No. 2 shows Reverend Coughlin giving Communion to the couple during the Nuptial Mass. And, of course, No. 3 shows the happy bride and groom as they were leaving the church.

A breakfast for the immediate families and intimate friends was held after the ceremony.

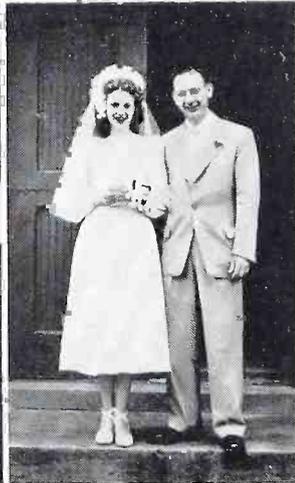
Florence's going-away ensemble was a green and white Bemberg print dress with white linen bolero.

Florence made her entire trousseau without

help. Aside from being a capable seamstress, she also paints, sings, and is a very able cook. This boy Nielson, really knows how to pick them!

After the wedding breakfast, Warren and his new bride left for Spirit Lake, Iowa for a week's honeymoon.

Good luck Mr. and Mrs. Nielson. You deserve the best that life has to offer.



May Seed Wins Rose Award



L. to R. Edward S. Welch, President of Mt. Arbor Nurseries; his daughter, Mrs. Earl May and Glenn Harris, KMA Program Director.

First prize for the best display of cut roses, grown outdoors by nurserymen, was won by the Earl E. May Seed Co. at the American Rose Society show in Kansas City, Mo. on May 28.

The display contained about 6000 roses and was awarded the American Rose Society bronze medal certificate.

In addition to the exhibit, the May Seed Co. contributed thousands of lovely rose petals from the choicest rose varieties to the American Legion of Kansas City. These petals were strewn from four airplanes over the graves of soldiers in military cemeteries on Memorial Day.

Above you see E. S. Welch and Mrs. Earl E. May (holding first prize ribbon) while being interviewed by Glenn Harris in a program broadcast over KMA.

SADDLER CELEBRATES 10TH ANNIVERSARY AT KMA

On June 17 in a very touching ceremony highlighted by the presentation of a coffee tin lid (tin for 10 years), Owen Saddler, station manager and editor of the GUIDE, was congratulated by all of the gang on having completed his 10th year at KMA.

Homemaker Day At KMA

A good time was had by all! Yes siree, everyone had a swell time during last month's Homemaker Day held at the Shenandoah Armory on June 3 in conjunction with General Electric's 1948 Farm and Home Show.

In the picture below l. to r. standing, you see Verona Lambert, G. E. home economist; Clair Gross, announcer; Edith Hansen, and sitting, Leanna Driftmier.

Edith, and Leanna with her daughter, Marjorie, were at the entrance of the armory to welcome every visitor. As far as we were concerned, that was one of the highlights of the show—to see the homemakers greeting their faithful listeners. Matter of fact, everyone enjoyed this so much that a reception committee made up of our homemakers will be a regular feature of every homemaker day.

This month the theme for homemaker day will be Paint—How to Use It, Effectively and Economically. This show will be held in the Mayfair Auditorium. The date hasn't been set as yet so listen for it over the air.

When the time arrives, be sure to come and bring the whole family. Everything is free and we plan to have a "whale of a good time"!



Frank Comments

By FRANK FIELD

The picture on this page will be as much of a surprise to Frank Field as it is to you. On the sly, Leanna Driftmier gave us this picture (taken in Calif.) of Frank (age 13) with his aunt, Jessie Shambaugh, of Clarinda, who was the founder of 4-H Clubs of America. ED.

You regular listeners to KMA, probably noticed that I was gone from May 17-27th. However, I don't suppose you missed me very much because Joe Hunter and Edward May took good care of the radio time while I was gone. Here is the explanation of my absence.

Jennie and I drove up to Holland, Mich. to attend the annual tulip festival, which was held this year from May 19-22nd inclusive. Holland is a city of around 16,000 population on the eastern shore of Lake Michigan about 200 miles up from Chicago. The area was settled in the early days by immigrants from Holland, and the general lay of the land was so like their home country that they named the settlement after their mother land. Naturally they brought tulip bulbs along with them, and were pleasantly surprised that they grew as well here in America as they did back in Holland. The growing of tulips commercially soon developed into an important industry.

More than 90% of the population of the county is of Dutch descent, and each year when the tulips are at their best, they have a four day festival, which is well worth traveling thousands of miles to see.

The local inhabitants wear the old time Dutch costume even down to the wooden shoes. Every morning each storekeeper and his clerks get down on their hands and knees and scrub the sidewalks and

streets with scrub brushes. The necessary water is carried in two buckets suspended from a yoke across the shoulders. Usually the men carry the water and the women folks do the scrubbing. All of this, of course, in authentic Dutch costume.

Each afternoon a long parade is held thru the business section, depicting some highlight in Dutch History.

Every park, school yard, and hospital grounds has its mass planting of tulips, and the individual householders plant rows of tulips down the parking right next to the curb line.



In order to make it easier for visitors to see the best of these plantings, the committee in charge lined out a drive around town, which they called "Tulip Lane". This lane was about 8 miles long, all in bloom at the same time!

But the grandest sight of all was the acres and acres of tulips growing in the nurseries just outside of town. We visited only three of the larger of the tulip farms, but it was a sight that neither of us will forget as long as we live.

At one of the tulip farms I left my car in the parking lot, while Jennie and I were taking colored pictures. I went back to the car to change rolls, and discovered that I had locked both doors of the car and left the keys in the ignition lock. I called the Chevrolet garage and the man came out with a ring containing 65 keys and the 50th one unlocked the door. We were 3 1/2 miles out from town, so he charged me \$3.50 for unlocking the door. It was a cheap lesson.

While we are speaking of tulips, keep in mind that they must be planted in the fall, anytime before the ground freezes. They can be dug, divided and replanted any time after the leaves turn yellow and begin to dry up.

Newcomer



The amiable fellow with the broad smile is Wayne Beavers, our new announcer.

Wayne is a hail and hearty Missourian with a pleasant personality and a ready flow of chatter. He is 6 ft. tall, weighs 180 lbs., has brown eyes and black hair. He is married (wife named Gwen) and has 1 child, Ramona Carol (age 3).

Wayne was born and reared on a farm near Forest City, Mo. From the time that he was knee-high, he dreamed of becoming a radio announcer, but farm chores always filled his time. Then the war came and Wayne entered the army.

While he was stationed at Ft. Leavenworth, Wayne and several of his buddies drove to Kansas City on weekends. While they were riding along, they listened to a Kansas City radio station.

Finally, one Saturday evening they visited the studio to show their appreciation for the program which they enjoyed most. Wayne's sparkling personality did the rest. Before he knew it, he had been offered a job announcing!

By adroit maneuvering, he received permission from the army to take this job—part-time. When the war ended, Wayne secured a full time job and finally came to KMA.

Who said dreams don't come true?

Glenn Harris, Veteran Of 10 Years In Radio

Pictured below you see a perfect example of what 10 years in radio will do to a man. This fellow with his mouth wide open, performing antics with a three cornered piece of wearing apparel is none other than Glenn Harris, teacher on COUNTRY SCHOOL, program manager, etc.

On this particular occasion Glenn was emceeing his Penny Auction program—an audience participation show which he created several years ago. Penny Auction has been and will be a part of every Homemaker Day—another good reason for seeing these monthly shows.

Ten years ago this month Glenn opened his mouth for the first time before a microphone and seldom has it been closed since.

While he was still in school, Glenn was chosen with 2 other youngsters for part time jobs announcing on a radio station in Mankato, Minn. At the end of a year he had progressed enough to be offered a permanent position. Since that time, Harris has advanced from one job to another like the hero in a tale by Horatio Alger.

In all fairness we must say part of this success has been secured by having his mouth closed at the right time as well as open at the right time. You're a good boy, Glenn.



KMA DAILY PROGRAM FOR JULY 1948

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—The Sunrisers
 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.—Listening Post (Mon., Wed. & Fri.)
 9:45 a.m.—Hymns You Love (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galen Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Welcome Travelers
 11:30 a.m.—Country Folks
 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.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—To Be Announced
 3:00 p.m.—Mack and Jeanie
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Bob Stotts
 4:00 p.m.—Zeke and Joan
 4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Marge's Song Shop
 5:15 p.m.—Terry and the Pirates
 5:30 p.m.—Sky King and/or Sea Hound

MONDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 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.—Stars In The Night
 8:00 p.m.—Tomorrow's Tops

8:30 p.m.—Treasury Band Show
 9:00 p.m.—Sleepy Valley
 9:15 p.m.—Earl Godwin
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Sport Highlights
 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.—Edw. May, Mkts. & Weather
 7:00 p.m.—Green Hornet
 7:30 p.m.—America's Town Meeting
 8:30 p.m.—Esplanade Concert
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Sleepy Valley
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sport Highlights
 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.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—On Stage America
 8:00 p.m.—Abbott & Costello
 8:30 p.m.—Go For The House
 9:00 p.m.—Star Theatre
 9:30 p.m.—Music By Maupin
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sport Highlights
 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.—Edw. May, Mkts. & Weather
 7:00 p.m.—Front Page



7:30 p.m.—Criminal Case Book
 8:00 p.m.—Child's World
 8:30 p.m.—Candid Microphone
 9:00 p.m.—Boxing Bout
 9:30 p.m.—Am. Sport Page
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Sport Highlights
 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.—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.—Dance Orchestra
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Sport Highlights
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—The Sunrisers
 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
 8:30 a.m.—Shoppers Special
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Hollywood Headlines
 9:45 a.m.—Hymns You Love
 10:00 a.m.—Abbott & Costello
 10:30 a.m.—Piano Patterns
 10:45 a.m.—Rhythmic Strings
 11:00 a.m.—Junior Junction
 11:30 a.m.—American Farmer
 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.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Merl Douglas
 1:45 p.m.—Uncle Zeke
 2:00 p.m.—Mack & Jeanie
 2:15 p.m.—Mayfair Swingtet
 2:30 p.m.—KMA Country School
 3:00 p.m.—Virginia Harding
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Bob Stotts
 4:00 p.m.—Zeke & Joan
 4:30 p.m.—Ralph Childs, News

4:45 p.m.—Sleepy Valley
 5:15 p.m.—Profits of Prayer
 5:30 p.m.—House of Mystery
 6:00 p.m.—Challenge Of The Yukon
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Famous Jury Trials
 7:30 p.m.—Amazing Mr. Malone
 8:00 p.m.—Gangbusters
 8:30 p.m.—What's My Name?
 9:00 p.m.—KMA Country School
 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

6:30 a.m.—Back To God Hour
 7:00 a.m.—News Summary
 7:15 a.m.—Blackwood Brothers
 7:30 a.m.—Back to the Bible
 8:00 a.m.—To Be Announced
 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.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Southernaires
 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.—Variety In Music
 2:15 p.m.—Sam Pettengill
 2:30 p.m.—Newstime
 2:45 p.m.—Musically Yours
 3:00 p.m.—U. S. Marine Band
 3:15 p.m.—Thinking Allowed
 3:30 p.m.—Opera Album
 4:00 p.m.—Personal Autograph
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—This Week In Review
 6:00 p.m.—Sunday Serenade
 6:30 p.m.—Proudly We Hail
 7:00 p.m.—I Love Adventure
 7:30 p.m.—Johnny Fletcher
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Superstition
 9:00 p.m.—Comedy Writers
 9:30 p.m.—Clary's Gazette
 10:00 p.m.—News
 10:15 p.m.—Vera Massey
 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*

On The KMA Party Line

By DORIS MURPHY

Accordionist JERRY FRONEK didn't wait for Fri., the 13th to have bad luck! It arrived one day early, on the 12th. His trouble started at 1 P. M. near Atlantic while returning from a personal appearance at Menlo, Ia. First the block to his motor stopped up, causing the car to heat. After being towed into the garage for a hurried repair job, JERRY and (BUDDY MORRIS) continued their trip home. Soon the car heated again. . .this time so badly it necessitated adding water to the radiator every 20 miles. By this time JERRY was getting wet and dirty. But he didn't have time to worry about such a trivial matter, as bigger worries loomed up when the temperature gauge broke and a tire blew out. In trying to keep the car in the road as the tire blew out, a hub cap came off and got lost. His next hard luck came when the ampmeter broke while the temperature gauge was being repaired. Well, the boys finally arrived home at 6 A. M. after spending 5 hours driving 60 miles. Then JERRY found he needed an entire new motor! The trip cost him around \$600.00 and he only earned \$15.00. Maybe JERRY should buy a bicycle. . .not so many things to go wrong!

Engineer LLOYD LATTA is taking flying lessons, but apparently there is one thing in the book of instructions, he failed to read carefully. It's how to take off! LLOYD, with his instructor, was in the plane ready for a check ride before he was to take his final examination for a private pilot's license. He took off. . .but not the way his instructor had expected.



His mind must have been on his high altitude maneuvers instead of the correct way to get the plane in the air, for he took off down-wind, which is contrary to all flying rules. Luckily he made it. . . even though it did take nearly all the runway. After the plane was at a safe altitude, his instructor jokingly said: "Do you always take off that way?" NOW. . . the airport gang call him: "Down-Wind Latta."

Imagine 6 yr. old GERALDINE FRONEK'S surprise one day when she opened her bedroom closet door to see her Persian cat, Fluffy, with four new-born kit-

tens comfortably making themselves at home in her blanket box. Fluffy had been missing for a day, but the family did not know she had chosen the nice soft spot in GERALDINE'S closet for the ar-

arrival of her kittens. It made GERALDINE very happy, but not Mother who has been kept busy caring for them, since the event. Now the family of kittens is located elsewhere and as soon as they are old enough to leave their mother, will be given to friends. In this picture you see GERALDINE out in the back yard playing with Cookie, Thumper, Trigger, and Tiger.

When Stevie, 20 mo. old son of announcer CLAIR GROSS first took ill, the doctor thought he might have the measles. As a precautionary measure, he was kept in a dark room. When the measles failed to develop, the doctor decided it must be mumps! So the family patiently waited for his jaws to swell. No swelling appeared. Then the doctor said it might be whooping cough coming on. Each day mother and dad waited for the dreaded coughing to start. But nothing happened. In the meantime Stevie was enjoying 2

weeks of blissful babying, while the family and doctor were guessing what was wrong. Maybe it's Stevie's way of getting extra attention, as he has had to share honors with his new baby brother Michael, since his arrival 5 wks. ago.

While teaching COUNTRY SCHOOL one Sat. P. M., teacher, GLENN HARRIS, was a little surprised when he got the wrong answer to the first joke he asked the kids. He asked the second question. This joke fell flat too. . .because he had again gotten the wrong answer. He couldn't figure out why the lines didn't go together. Then he found out what was the trouble. HE was using the wrong script!

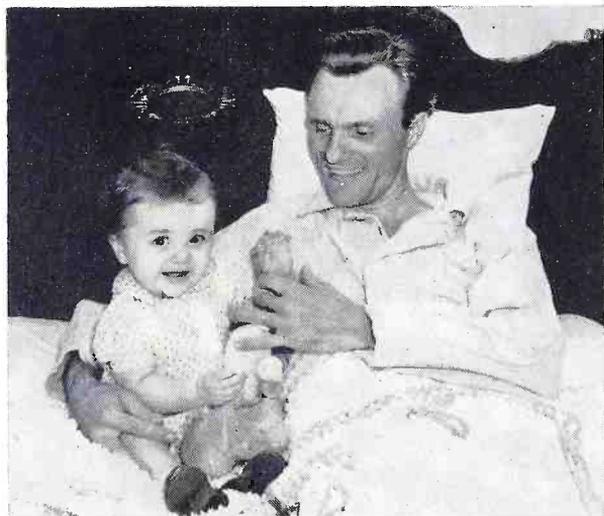
In his hurry to the studio, he had accidentally picked up the script to be used for the night broadcast, instead of afternoon. No wonder the kids didn't know the answers! And to top it all off, when the COUNTRY SCHOOL Gang went to Council Bluffs for their personal appearance that evening, teacher forgot to take along the school bell! Oh well. . .anything can happen on COUNTRY SCHOOL. . .and it all adds up to more fun and laughs.

ANNETTE, 3 yr. old daughter of MR. & MRS. EDWARD MAY, when asked about her new baby sister said: "Oh, she's real tiny!" She then started measuring off the size with her hands, and from her description the baby's feet were as long as the baby itself. She's like the fellow describing the length of the fish he caught! Karen Louise really was 20 in. long and looks like her daddy.

Entertainer BUDDY MORRIS is busy overhauling his car these days, getting ready for a vacation trip to southern Ill. Aug. 15th.

Do you know what FRED WARREN (ELMER AXELBENDER) does in his spare time? He tunes pianos and is being kept mighty busy.

When MACK SANDERS developed a chronic case of appendicitis lately, the doctor advised him to remain in bed a few days. On this page you see his 11 mo. old daughter PEGGY JEANNE, sitting on the bed helping entertain daddy so the time will pass more quickly. After dieting and taking a good rest, MACK was able to return to work, without under-



going an operation. PEGGY JEANNE is wearing a pretty pink organdy dress embroidered in pink flowers, made for her by a KMA listener. When I inquired as to Peggy's favorite food, her mother immediately replied "ice cream". It

won't be long until this little miss will be past the crawling stage, as she NOW can walk around the bed by holding on, and will soon be walking alone. Her latest prize possession is a new tan and white collie puppy, "Sport", given her by some friends.

Footprints of a number of movie stars in Hollywood can be found in front of Grauman's Chinese Theater. MRS. GERTRUDE MAY decided she would like to have the footprints of her three favorite "stars". That explains the three footprints in the new concrete walk in front of the MAY home. Under each print is a letter. . .B for Betty Jane, A, for Annette and D for Diane. Betty Jane and Diane are daughters of Mr. and Mrs. J. D. Rankin, Jr., and ANNETTE is daughter of MR. & MRS. EDWARD MAY.

What a pleasant surprise MERL DOUGLAS received on his birthday when his wife presented him with a new wrist watch.

Joan And Three Little Jays



The other day Joan Williams had a visit from three little Jays.

No, these were not blue jays, but three little girls from Westside, Ia. all with names starting with "J" just like Joan.

Their parents, Mr. and Mrs. Earl Wiebers, brought the girls to Shenandoah to see their favorite radio entertainers.

Left to right you see Judy, Joan Williams holding Jeanne, and Joan Wiebers. As you no doubt have noticed, Judy and Joan are identical twins.

Little Joan was not named after Joan Williams, but, as she said when interviewed, now she is going to pretend that she was.

BLACKWOODS START SCHOOL

Starting July 26, the Blackwood Brothers will conduct a three week music normal in Shenandoah.

Anyone can enroll. There is no age limit and classes have been arranged for beginners as well as advanced students. These classes include music rudiments, harmony, sight singing, ear training and chorus directing. Private lessons are available in piano and voice

If you are interested in attending this school, write Blackwood Bros. Quartet KMA, Shenandoah, Iowa.

Helpful Hints For Homemakers

By EDITH HANSEN

SHENANDOAH WHITE CAKE

Créam together: $\frac{2}{3}$ c. vegetable shortening or butter, 1 c. sugar, 1 t. each vanilla and almond. Sift together: 3 c. cake flour, $\frac{1}{4}$ t. salt, 3 t. baking powder. Add sifted ingredients alternately with 1c. milk. Beat $\frac{3}{4}$ c. of egg whites, add 1c. sugar and fold into the above. Bake in wax-paper lined pan (no grease) for 30 min. in 350 degree oven.

HONEY ICE CREAM TOPPINGS

4 T. butter, 1 T. cornstarch, 4 T. cocoa, $\frac{1}{2}$ c. honey, $\frac{1}{2}$ c. water, $\frac{1}{4}$ t. salt, 6 marshmallows, 1 t. vanilla. Melt butter, add cornstarch and cocoa. Blend well. Add honey and water. Cook over low heat until thick. Add marshmallows and salt. Cook just long enough to melt marshmallows. Add vanilla.

CHOCOLATE MINT SAUCE

1 c. chocolate mints, 2 T. honey, $\frac{1}{2}$ c. heavy cream. Melt chocolate mints in top of double boiler. Add honey and cream. Beat until smooth.

Treat your table to a set of hot plate mats. These sturdy pieces shown below are crocheted of rounds of popcorn stitch closely worked for extra protection. Make them of pearl cotton in white or colors.



Write today. Ask for Direction Leaflet No. 4516. Pattern is free on your request. Please enclose a self-addressed, stamped envelope. Address Edith Hansen, KMA Shenandoah, Iowa.

The Fisherman And His Empty Creel



"Hope springs eternal in the fisherman's breast. He never *is*, but always *will be* blest."

This is the Fisherman's Creed—as far as Steve Wooden is concerned.

For the last three months, he has been planning a fishing vacation. He bought a new rod and reel, purchased all kinds of newfangled lures and even went so far as to subscribe to "Field and Stream". As soon as the snow melted this spring, he started to practice casting in his back yard. The neighbors laughed, but he'd show them—he thought.

Finally the long awaited day came on which the vacation was to begin.

Mrs. Wooden tells us that Steve practically flew their Ford to the happy fishing grounds of southern Illinois. There was determination in his jaw and his eyes gleamed with visions of meal after meal of freshly caught fish.

The first day that the Woodens arrived in Illinois, the sun rose as Steve tripped merrily off to the closest pond. And the sun set as he wandered wearily home—empty handed. For six days it was the same story until Steve finally gave up in despair and returned to Shenandoah. His activities for the last three months are well summed up on the poster in the picture above. No Hits, No Runs, 1 Error—buying his first fishing rod!

Business Is Good!

Below you see Everly-Van Horn Enterprises, one of the country's newest corporations, in operation. This company, is really "going to town".

Left to right, Don and Phil, sons of Ike Everly and Larry, son of Wayne Van Horn are serving a thirsty truck driver. (Total sale—2 glasses, 10c).

Thanks to the dry, hot weather and their mothers (they make the lemonade), the boys have been doing a thriving business. However, there is one dark cloud on the horizon. In order to keep the lemonade at the right temperature for their customers, it is necessary for the boys to taste the lemonade every few minutes. (So they say). In this manner five glasses are consumed for every one sold!

Fortunately, this isn't the only source of revenue for Everly-Van Horn Enterprises.

Several weeks ago, the Van Horns heard the plaintive cry of a kitten from the region of their back porch. After investigating, they found the kitten under the porch in an abandoned well 25 ft. deep. Now Larry is filling in the well for Dad at 45c an hour.

Phil and Don are also making extra money from their morning paper route. Ike and Mrs. Everly are proud of their little merchants, but there is a fly in this ointment, too.

As you folks know, Ike is up every week day morning at five o'clock and come Sunday he is ready for a good long snooze. But, since the boys have extra large papers on Sunday, Ike has to take them around in the car. The boys are doing fine—if Dad will just hold out!





Forecasts For The Month

BIRTHDAYS:

- July 1—Caroline Ely (daughter of Eng. Walter Ely.)
 July 4—Myrtle Van Horn (wife of Wayne Van Horn, artist.)
 July 8—Merrill Langfitt, Farm Service Director.
 July 9—Harold Hansen (son of Home-maker Edith Hansen.)
 July 10—Laurence Parker, announcer.
 July 10—Peggy Jeanne Sanders (daughter of Mack and Jeannie Sanders, artists.)
 July 14—Steve Wooden, staff artist.
 July 15—Max Olive, Continuity writer.
 July 21—Helen McCullough, Mail Clerk.
 July 24—Eddie Burrichter (son of Eng. Don Burrichter.)
 July 27—Karen Denise Blackwood (daughter of Doyle Blackwood.)
 July 30—Joseph Bellamy (son of organist Gretta Bellamy.)
 July 31—Jimmie Blackwood (son of James Blackwood.)

BIRTHSTONE: Ruby.

FLOWER: Waterlily and Sweet Pea.

KMA KWIZ

1. What is the name of the musical program which immediately precedes COUNTRY SCHOOL on Saturday? (Jan. '48, p. 5).
2. What early morning clown brings you the famous "Fiction and Fact" series? (Febr. '48, p. 5).
3. What is the name of the "hot" fiddler who joined the KMA Staff on March 1, one of the coldest days of the year? (Apr. '48, p. 15).
4. What entertainer is building his own home? (June '48, p. 5).

The correct answer to each question gives you 25%. If you received 100%, you well deserve to be an intellectual companion of Albert Einstein; 75% (Very Good); 50% (Passed by the skin of your teeth); 25% (You Failed. 'Tis a sad world.

Kitchen Klatter Kinks

By LEANNA DRIFTMIER

Real summer weather is here and with it the desire for simplified house work, easy to get meals, picnics and summer trips. I hope your wishes are gratified along all these lines and they can be, with a little planning on your part and cooperation from the family.

To simplify the housework, put away all the "nicknacks" that adorn the piano, mantel or plate rails. Fold up and lay away sheer curtains. One needs the circulation of air through the house and these catch dust and require frequent washings. If you can, make a comfortable living room of your porch by making use of some old chairs and couches. Your good rugs and upholstered chairs will not become soiled and require cleaning often.

To make preparation of meals easy, plan them a week or at least a few days in advance. Get up early and do the baking before it gets warm. Gather and prepare vegetables and place them in the refrigerator. If chickens are to be dressed, get that done or make a meat loaf and have it in the pan ready for the oven. Fix a table in a shady corner of the yard and eat your evening meal there, if that is practical.

If it is not possible to take a long trip, plan several short ones. Take the family to see places of interest within driving distance. Bring them to Shenandoah for a day. Jim Moore, our genial host, will be glad to show you the flower gardens and homes of your favorite entertainers. They are never too busy to stop and chat with their friends.

Yes, to do these things requires the cooperation of the entire family and when it comes to leaving home for a few days, the good neighbors must help too. You can return their kindness by looking after their chores while they take a trip.

For correct answers turn page up side down.

1. Mayfair Swinglet
2. Sam Cowling
3. Buddy Morris
4. Bob Stotts

Program Personals

By JIM MOORE

Here Comes the Bride!

This familiar theme heard at 1:30 P. M. (Mon. thru Fri.) means that another bride and groom have been showered with several thousand dollars in gifts.

If your day has been sad and dreary, listen to "Bride and Groom". Your life will acquire new meaning from the reflected happiness of each newly married couple.

On June 28 "Ladies Be Seated" (2:00-2:30 P. M. Mon.-Fri.) celebrated its 5th birthday with a program changed much from the original show in 1943. As one lady listener said, "They call the show, "Ladies Be Seated", but who can remain seated when M. C. Tom Moore is performing all those antics?"



Above you see Ted Malone, popular story teller, (10:45-11:00 A. M.) with our own Glenn Harris.

During recent weeks Ted has been conducting a vacation contest. The person that writes the best 100 word entry telling why he would like a vacation in Michigan—gets that vacation on Mackinac Island all expenses paid.

By the way, I imagine you have been wondering why Ted and Glenn are holding up their right hands in such a solemn manner. Well, Ted is swearing Glenn into the B. A. I. C. Club, a famous world wide fraternity which Malone started for radio men. B. A. I. C.? It means, "Brother Am I Confused"!

Langfitt Marries

On June 5 in a quiet family ceremony at Gallatin, Mo., Merrill Langfitt, farm service director, married Cecilia Grant of Boone, Ia. Merrill's brother and sister-in-law, Mr. and Mrs. Earl Langfitt of Bethany, Mo. acted as best man and matron of honor.

The bride, "Cel" (pronounced Ceal), is a beautiful brunette with blue eyes that literally sparkle with good fun. Next month you will see what we mean because we will have a picture of Merrill and his bride. The happy couple were oblivious to everything but each other (we readily forgive them) and failed to have pictures taken.

Cel is a registered nurse and at one time attended Mrs. "Ike" Eisenhower.

After the marriage ceremony, Merrill and Cel, drove to the May summer home at Mercer, Wis. For ten days they honeymooned in the woods and Cel gave Merrill a few fishing lessons. (She caught twice as many as he did!)

THE CLOCK WATCHER

Juliana is "clock watcher" for her mother, Lucile, and grandmother, Leanna Driftmier. 5 to 10 minutes before every broadcast, she turns on the radio, watches the clock and starts counting off the seconds to "air time". And she has never failed to have them at the microphone at the right time!



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Three Years Ago



Three years have elapsed between the pictures on the front and back covers of this issue. On this page you see the mothers and babies as they appeared in July, 1945 and on the front page the same

mothers and children as pictured today. These 2 pictures present a remarkable phenomenon. In 3 years the children have grown like little weeds and the mothers haven't aged at all. Remarkable indeed!