

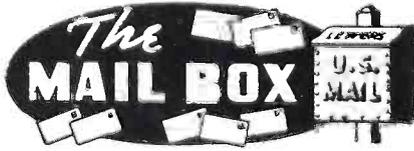
The **KMA GUIDE** 10c

Vol. 5 AUGUST, 1948 No. 8



ADELLA SHOEMAKER
"Our New Homemaker"
See P. 4

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



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Hollywood, California

Hello, everyone at KMA. How is everything back in Shenandoah? We are just fine and having a wonderful time. I was on the Abbott and Costello Kid Show Saturday (July 10). They told me I did fine. You can judge that when you hear the program next Saturday. As you know, it is transcribed one Saturday and broadcast the next.

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Then Saturday night we stayed with Mr. and Mrs. Costello at their guest house. We met their baby, Christy. She is a regular little doll. After breakfast we went to the ocean with Mr. Costello and his two older daughters, Patricia Anne, age 12 and Carole Lou, age 10. We sailed in Mr. Costello's yacht to the Catalina Islands. His boat was beautiful. Everyone did a little fishing, but me. I sat and watched them. Clarence (Mr. Lawrence) caught two fish. We had lunch and dinner on the boat. Mr. Costello's daughters were wonderful little hostesses.

I think we'll be on two shows tomorrow morning, "Breakfast in Hollywood" and "Bride and Groom". We have an appointment in 15 min. so I had better stop and get this in the mail. We are really enjoying this weather. The climate is making us sleepy so we don't have to worry about trying to get to sleep any time night or day. Ha ha.

Your friend,

Mrs. Bessie Lawrence.

(Mrs. Lawrence is the lady from Shenandoah who won \$30,000 in prizes in the Abbott and Costello Kid Show. For complete story see page 6.)

Cainsville, Mo.

Dear Inez Keeton (Secretary, Public Service Dept.)

I want to add my thanks to the rest of the Busy Homemaker Club for you being such a good guide during our recent visit to Shenandoah. If Jim Moore (Mgr. Public Service Dept.) is a better guide than you, I'm from Missouri and will have to be shown.

Mrs. Larason.

("Boo Hoo!" signed Jim Moore)

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Mrs. Noel Culver.

(We can take a hint. See page 7.)

Lake City, Iowa.

Isn't it strange that anyone who enjoys your station and magazine as much as I do, just never finds time to tell you so.

Mrs. Oscar Hensel.

(You've done it now. Thank you!)

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To settle all arguments at our house, we should order 4 GUIDES. Everyone wants to read it at the same time.

Mrs. Gerald Will.

(Who wins?)

Council Bluffs, Iowa

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Mrs. J. A. Hookley.

Rt. 2.

(Fine. We'll have these free Sings every week regardless of weather until fall. When directing your friends tell them McComb Park is on Hi 2 at the southeast edge of Shenandoah.)

A Chat With Edward May

Here's the proof! Remember? I told you Karen Louise was really a pretty baby. Now I am willing to let you be the judge. And the pose isn't an accident, either, because Karen is a little darling for behavior, too. Eats like a little farm hand, sleeps soundly, and already she can manage a smile if you go through enough antics. She was six weeks old when the picture was taken.

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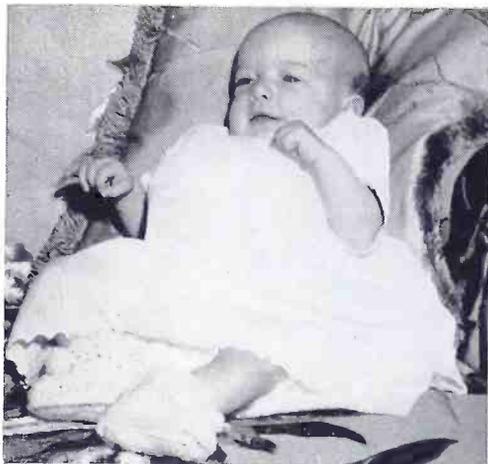
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Eleanor and I sincerely thank all of you who so thoughtfully sent us congratulation cards and letters.

Well, folks, it's my pleasure to introduce Adella Shoemaker, our new homemaker to you. And when I say "pleasure", I mean just that.

I have known Adella for many years and introducing her is like welcoming an old friend into the family.

Adella is our kind of people. She was born on a farm a few miles from Shenandoah and spent her childhood in the country. When she speaks of cooking for threshers, she knows what she is talking about. Matter of fact, to this day, Adella "cans" hundreds of quarts of fruits, vegetables and meats like most of you folks do. Canning is one of her

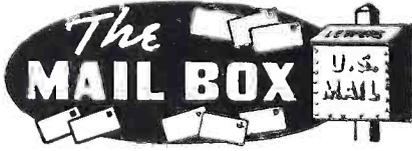


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This brings up something about which I have been meaning to write for some time. Here in the Midwest whenever a person has a problem he knows that he can call on his neighbor for help. Now, I would like to have you look on all of us at KMA as your radio neighbors and when you have a household problem, regardless of how trivial it may seem, be sure to write Adella for help. She is a very friendly person and will welcome every letter. Matter of fact, even if you have no household problems, write her a note to get acquainted.

Space is running out and I wanted to mention two other things for sure. With food prices going up to an all-time high, we gardeners can certainly pat one another on the back. We are not only eating the finest and freshest food but we are making really great savings on our food bills. When our home canning is completed we will go on reaping a harvest of savings all winter long.

The flowers deserve this whole page. They've been out-doing themselves all season long and are still going strong. As one flower gardener wrote, "Flowers are the little nuggets of happiness that add wealth to every one's life."



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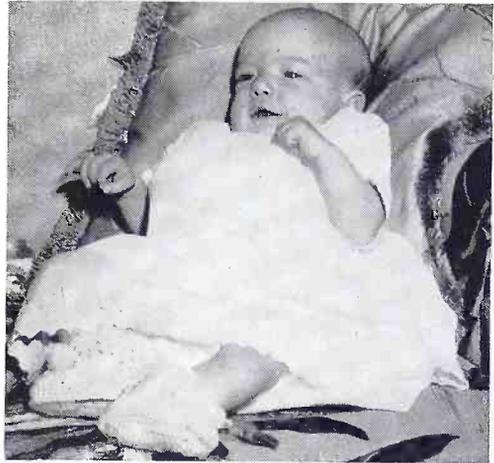
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Your Friend, Adella Shoemaker



If ever there was a worker, it's Adella Shoemaker, our new afternoon homemaker. (We call her "new", but actually she has been a radio homemaker for the last seven years.)

Before she appears on the air at 3:30 each weekday afternoon, Adella has tested every recipe about which she talks. And if the result is not top-notch, the recipe is filed in the wastebasket. Another example of her prodigious capacity for work is the 500 quarts of fruit, vegetables, meat, etc., which she cans every year.

Adella is truly a typical Midwest homemaker. She was born on a farm near here and has spent all of her life in the country and small towns.

Her husband, Don, runs an appliance store in Shenandoah.

They have two sons; Donald, age 17 and George, age 16. Little Don (to distinguish him from Big Don, his father) was graduated from high school this spring and will enter Simpson College at Indianola, Ia., in the fall. Since he was



ten years old, Little Don has planned to be a minister and now his dream is coming true.

At present, George is a youth counselor at Camp Foster, Lake Okoboji. Next fall he will be a junior at Shenandoah High School.

Big Don enjoys kidding Adella, but deep down in his heart he's proud of her. "For seven years my wife has been trying out all of these new recipes on the boys and me. One look at us will convince anyone that she is a very able homemaker."

Aunt Lou And Kitty Mew-Mew



Kiddies, it's here! A show just for you. And you can see as well as hear it.

Every Saturday morning hundreds of children from all the country-side are coming to the Mayfair Auditorum in Shenandoah for a big, free kid show.

The program starts at 10:30 and lasts until noon. From 11:00 to 11:30 the program is broadcast. Just think you might even be on the air! What would all of your friends say about that?

Each week a little girl is picked to be Princess-for-the-Day. She wears a real silvery crown that sparkles whenever she moves her head. And then there is the long velvet robe which trails on the floor, as she walks across the stage. During the program she sits on a big, high throne where everyone can see and admire her. Then a court jester (some little boy in the audience) is chosen to amuse the princess. He wears a big, derby hat and sits at the foot of the throne telling jokes to the princess.

In the picture above Aunt Lou is putting a magic hat on Ronnie White while Patsy Ratliff (to the right) smiles proudly. Each one of these magic hats has a secret compartment in which is hidden a gift.

However, all of this is as nothing when Kitty Mew-Mew, the Magic Kitten appears. But this you will have to see for yourself. Be sure to come next week.

Program Personals

By **JIM MOORE**

Welcome Travelers!

These two words said at the right time won Ronnie Meyers (pictured below) a \$50 Security Bond and a 53 piece set of hand painted, Camellia pattern pottery.

On Thursday, July 8, at 11:10 in the morning, Ronnie was standing in the kitchen of the Meyer home, 5 miles southwest of Clarinda drying dishes and listening to the "Welcome Travelers" program. Suddenly the phone rang and the voice on the other end of the line asked to speak to his mother who was in the back yard repairing a broken window-pane.

"Hurry, hurry, Mother", Ronnie yelled, "It's long distance and I think it's 'Welcome Travelers'". Mrs. Fern Meyers dashed to the phone. Sure enough it was. Mrs. Meyer answered a simple travel question and then received the big news that she and Ronnie had won the arm chair traveler's award.

Two or three people every day win these arm chair awards so if your phone should ring between 11:00 and 11:30 A. M., have "Welcome Traveler" on the tip of your tongue.



A Modern Fairy Tale

Once upon a time there lived in Shenandoah a woman by the name of Bessie Lawrence. Bessie was a good woman. She reared five fine children giving them everything that she could. Matter of fact, some women would probably think that she had sacrificed too much because at the age of 54, Bessie had no home, no furniture and very few clothes. Moreover, her husband, Clarence, was out of work.

But somehow, this did not bother Bessie too much. She might be poor by worldly standards, but she was rich in the products of the soul.

One day as she was sitting by the radio, Bessie heard Lou Costello of radio and movie fame tell of a gigantic \$30,000 contest. To win one had only to complete this phrase, "I want to help fight juvenile delinquency because . . .".

For thirty-five years she had been working with youngsters pointing out the right path to them. Now she would put those 35 years of toil on paper and try to win one of the biggest prizes in the history of radio. Bessie's entry started like this; "I love children. Kindness, patience and affectionate understanding are what all children need most."

After she mailed her entry, Bessie had a few idle day dreams about what she would do with the prizes if she won. The \$5000 mink coat, the airplane, the house trailer, the \$1200 diamond ring, the \$1200 jewel chest, the two \$650 diamond and platinum wrist watches—all of these and many other prizes she would sell so there would be enough money for an acreage on the outskirts of town. The new car would be fine for driving to see the children and grandchildren. But after all

these were only day dreams.

Thousands of people throughout the country had entered this contest and seldom did anyone win who needed the money! Within a few days Bessie forgot about the contest. Then Friday, July 9, a young man called at her door to get a story for the GUIDE. He was preparing an article on people who had entered contests, and wanted to know why she

had written an entry, what she would do with the money, etc. He came back later in the day to take some pictures. Then at 4:30 P. M. he told Bessie that she had won \$100 for submitting the best entry in the KMA area. At 7:15 P. M. Edward May came to the door with a big long sheet of paper.



Mrs. Lawrence's Prince Charmings, Abbott & Costello.

Once he was inside the door he asked Mrs. Lawrence to sit down on the sofa. "If you could have one wish in all the world, what would it be?" he asked.

Mrs. Lawrence thought for a few minutes and replied, "I would like to win the Abbott and Costello Award". Then Ed dropped the bomb shell, "Well, Mrs. Lawrence your wish has come true."

These last few weeks have been a beautiful dream for Bessie Lawrence, Shenandoah's Cinderella woman. She went to Hollywood to meet Abbott and Costello, her prince charmings.

She met such people as Bert Lancaster, Roy Rogers, and Brenda Joyce. She dined at the Brown Derby. She sailed on Lou Costello's yacht. She vacationed at the famous Theel Rancho at Las Vegas, Nevada. But while her head was in the clouds, her feet were still on the ground. "Clarence and I have worked too hard to spend any of this money foolishly".

A Visit With Elmer Axelbender



How does Elmer Axelbender look without his patched swallow-tail coat, gun-boat shoes, straw hat and funny specks? During the last few months this question has been asked so often we thought we'd better sneak out to his home some afternoon and find out. The picture above is the result.

In every day life Elmer is Fred Warren, the rather mild and dignified gentleman you see enjoying a coke on the sofa with his wife, Charlotte.

When we arrived at his home which is a beautiful three room aluminum trailer, Elmer was in the yard playing with his movie camera. Photography is his hobby and for the last few months he has been making movies complete with titles.

Remember the contest between Ike and Elmer as to who was the prettier? Well, the day that Elmer paid his bet by carrying Ike down main street in a wheelbarrow, Charlotte was taking moving pictures. These were the movies that he was working on when we arrived.

By the way, we almost forgot "Tootie", the toy terrier that is obviously the center of attraction in the picture. "Tootie" is seven years old and rules the Axelbender household with an iron hand. As Elmer said, "If 'Tootie' leads a dog's life—bow-wow!"

Mary Foster Woman About Town

"In everyone's life is at least one story which, if it is told right, will hold the interest of the multitude."

Mary Foster, genial woman about the countryside, has proven this statement day after day by presenting an interesting series of interviews with people from all walks of life. One interview may be with a housewife who has a talent for raising roses. The next possibly is with a hotel manager who can recount breathtaking tales of celebrities who have visited his hotel. The third may be with a ditch digger who has developed an unusual philosophy of life. But regardless of where she goes and whom she interviews, Mary Foster always gets the best that is in the story.

This talent she has acquired by being able to place herself in the other person's position. As she has said, "Sympathy is the key to all hearts".

In the picture below Mary is interviewing Father Edmund C. Walsh, the new manager of Boy's Town. As you can see, she picks relaxing surroundings so that the person whom she is interviewing can feel completely at ease. Matter of fact, on many occasions she takes recording equipment right to the home of the person to be interviewed.

If you are interested in your fellow man and woman, don't fail to hear Mary Foster's new program at 11:30 each morning Monday thru Friday over KMA.



KMA DAILY PROGRAMS FOR AUGUST 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.—Bob Stotts (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Ted Malone
 10:45 a.m.—Kiernan's Korner
 11:00 a.m.—Welcome Travelers
 11:30 a.m.—Mary Foster
 11:45 a.m.—Country Folks
 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.—Gospel Quartet
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Second Honeymoon
 3:00 p.m.—Jerry Fronek
 3:15 p.m.—Zeke and Joan
 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.—Marge's Song Shop
 5:15 p.m.—Fun House
 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.—Get Rich Quick
 8:00 p.m.—Tomorrow's Tops

8:30 p.m.—Stars In The Night
 9:00 p.m.—Varieties In Music
 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.—Chamber Music Hour
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Varieties In Music
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 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.—On Trial
 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

AMERICAN BROADCASTING COMPANY



7:30 p.m.—Criminal Casebook
 8:00 p.m.—Child's World
 8:30 p.m.—Candid Microphone
 9:00 p.m.—Boxing Bout
 9:30 p.m.—G. Heatter
 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.

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 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 Band Jamboree
 10:00 p.m.—Ralph Childs, News
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 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.—Musical Etchings
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 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.—Tone Tapestries
 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.—U. S. Marine Band
 2:15 p.m.—Sam Pettengill
 2:30 p.m.—Newstime
 2:45 p.m.—Musically Yours
 3:00 p.m.—Thinking Allowed
 3:15 p.m.—Johnny Thompson
 3:30 p.m.—Opera Album
 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.—Personal Autograph
 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.

On The KMA Party Line

With **DORIS MURPHY**

The weather was cold and damp when ann: Warren Nielson and bride reached the Spirit Lake cottage of Mr. & Mrs. F. A. Paine of Dunbar, Nebr., who had offered it to them for a week's honeymoon. To keep comfortable, they built a fire in the stove. Each day they kept looking for warmer weather, but the chilly, rainy weather continued. On the fifth day after their arrival, WARREN and Florence were busy putting the boat in the garage attached to the cabin, when all of a sudden WARREN smelled smoke. He rushed to the door . . . threw it open . . . and was startled to see the wall and curtain back of the overheated stove, blazing. Grabbing a bucket of water he threw it in the flaming building, then ran to the lake for more water. Soon he had the fire out, but not until the flames had caused considerable damage. After cleaning up the charred remains, the honeymooners decided they should start back home, and plan for a less exciting second honeymoon later.

Why does mud seem always to tempt freshly bathed children? This is something Mrs. Ralph Childs would appreciate an answer to. David, age 4, and Michael, age 3, had just been given baths and cleaned up, with the reprimand to stay that way until daddy got home from work. Later Mrs. Childs stepped to the door to see what they were doing. There, in front of the house, were the two boys busily making mud pies, with more mud on themselves than in the pies. When asked why they didn't stay clean until daddy got home, David replied: "Well, he didn't get

home soon enough!"

Singing seems to be a natural talent, in the BOB STOTT'S family. Imogene Lynn, who sang several numbers in the recent movie, "Mother Wore Tights", is a second cousin of BOB'S. Imogene has also appeared with Artie Shaw's band and has sung with the "Merry-Macks."

The first few days after arriving home from the hospital, KAREN LOUISE, baby daughter of MR. & MRS. EDWARD MAY, was fussy. ANNETTE, age 3, becoming a little weary from hearing her baby sister crying, finally remarked: "If the baby is gonna cry all the time, take it back to the hospital and get another one!"



When do the BLACK WOODS sleep? This picture gives you some idea! They sleep in the car enroute to and from their destination. Pictured in silhouette at wheel of car is JAMES BLACKWOOD. Beside him is BILL LYLES. In back seat from l. to r.

are: R. W. BLACKWOOD, HILTON GRISWOLD, and CALVIN NEWTON. They usually arrive in the town where they are to appear at 6 P.M.; eat supper; get ready for program. After the entertainment, they start home, arriving anywhere from 1 to 4 a. m., depending upon the distance. Then, they're up at 7, on air at 7:30, spend remainder of morning caring for correspondence, car, and taking a "cat nap". Following the 1:15 P. M. broadcast, they cut a transcription for the following 5:15 A.M. then head out for the town where they are to appear that night. Not much time for sleep . . . but the boys are used to it and enjoy it. The BLACKWOODS opened their three weeks music normal in Shenandoah, July 26, and on the closing night, Aug. 14, will hold an all-night sing at Mustang Field. Many fine quartets will participate in this thrilling musical event.

Ordinarily MERLE DOUGLAS doesn't object to rain but when it rained 9 out of 14 days of his vacation, he was a little provoked. MERLE, wife and daughter, Sharon, spent their vacation visiting Mrs. Douglas' folks on a farm near Rogersville, Mo.

While on a weekend trip to Yankton, S. D., MACK and JEANIE SANDERS and baby Peggy Jeanne, spent the night at a hotel. Mother and Dad decided Peggy could sleep between them . . . but apparently Peggy found it too crowded, because they soon found her sound asleep at the foot of the bed. Not wanting to disturb her, they let her continue sleeping there. About 2 A. M. they heard a thud on the floor . . . followed by a cry. Peggy had fallen out of bed! Even though it frightened her, she cried only about 30 seconds, then fell asleep again.

Cars pick such inopportune times and places to get stalled! Engineer RAY SCHROEDER found this out, much to his disgust, when his car stalled in front of the seed house, right at the noon-day rush. With the help of boys from the control booth, the car was soon repaired, and RAY reached home . . . late for lunch.

Here is our first picture of Farm Service Director MERRILL LANGFITT and bride, Cecilia Grant of Boone, Ia., who were married June 5. (See July '48 GUIDE p. 15) This month Cel and MERRILL are busy getting located in their new six room house on Pierson Drive. MERRILL says he's sure glad Glenn Harris, Program Manager, lives on one side and engineer Don Burrichter, on the other. They can take care of his yard! But the boys have other ideas! What Cel doesn't realize yet, is that she will be a widow

about half the time, as MERRILL will be on the road a good deal, getting interviews and interesting information for his early morning RFD 960 programs. But I imagine she will be mighty busy herself, as she is a registered nurse and plans to continue in her profession.

You folks who live on a farm, would have gotten a big kick out of seeing ZEKE WILLIAMS milking a cow, during the week his daughter Virginia Lee and husband Hugh King were on vacation in Texas

visiting her sister Jean and family. ZEKE and Joan looked after the chores, driving 6 miles east of town, to take care of the dog, chickens and cow. ZEKE said it had been 20 years since he had ever tried to milk, and you can imagine what a time he had! The milk squirted right up in his face once, and his hands got so sore, he could hardly strum his guitar. Yes . . . ZEKE found out one loses

practice in milking after 20 years.

It's a son for Mr. & Mrs. STEVE WOODEN! Robert Steven arrived July 21, at Hand Hospital, tipping the scales at 6 lbs. 9 oz. Dad says he looks just like Kathleen. From now on, STEVE will get plenty of exercise for his voice, singing lullabys to his son.

It didn't take Gwen, wife of KMA's new announcer WAYNE BEAVERS, long to get a job after she moved to Shenandoah. In less than a month she had signed a contract to teach in the Shenandoah High School. Mrs. Beavers will teach speech, American Literature and be in charge of dramatics. She received her Masters degree from Fort Hayes, Kansas, State College. Although she has been out of the profession since 1940, Mrs. Beavers is anxious to return to the teaching field.



Frank Comments

By
FRANK FIELD

Yes, I am still making good on my promise to give you a new picture each month of some member of the Field Family. This is the youngest grandson, Shannon Bellamy, taken the day he was 4 mos. old. He is just a little over 5 mos. old now. Although he can't crawl yet, he gets to where he wants to go by rolling over and over. I think by another month he will be crawling all over the place. He is absolutely the best baby I have ever seen. He never cries and only fusses when he is hungry or uncomfortable. It just isn't natural for a baby to be that good. None of our own children were. In fact the only way you can tell there is a baby around the place is to look at the daily washing on the line. He is certainly normal in that respect.

Jennie is in the midst of her summer canning and freezing and from the way she is starting out, I don't believe we will go hungry. We have about enough to see us through the winter. The tomatoes are coming along fast enough for table use. It will be at least another month before she starts making catsup, chili sauce, and canning tomatoes.

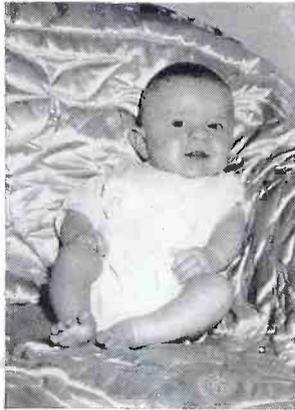
The sweet corn is coming along in small plantings. Just about right to put 15 or 20 boxes of corn in the freeze box every week. Looks like we would have about 150 boxes of corn in the freeze box by the time the last planting is in and taken care of.

The lima beans have been rather disappointing. We have 6 rows of them each 100 feet long. If we get some good soaking rains I think they will start setting on better. So far, the blooms have blasted and fallen off without making pods.

There are lots of things to do during the month of August. For instance, if you haven't planted your turnips yet, right now would be a splendid time to do it.

Anytime from July 25th 'til August 10th is considered about right.

You might try a fall planting of peas this year especially if you live in a locality where you have plenty of moisture through July. If you plant your peas in the forepart of August they will make a nice crop the last of Sept. and will be just about as good as your early spring planting was. You could also plant spinach and lettuce now. And don't forget that if you want some lovely pansies blooming next April and May, the seeds should be planted about the middle of August. Scatter the seed thinly in mellow well-prepared soil covering the seeds not more than $\frac{1}{4}$ ". Then put some old gunny sacks down over the row and saturate the soil pretty thoroughly with water and leave the sacks on for a mulch to keep the soil from drying out rapidly in case you have some scorching hot days.



If you have Oriental Poppies or Madonna Lilies which need transplanting August is the time to do it while they are completely dormant. If your crop of Oriental Poppies is more than 2 years old it most certainly should be dug, divided, and replanted at this time. In fact, they can not be moved any other time of year except during August while they are completely dormant. The same thing holds true with the Madonna Lilies. They need dividing and transplanting every second year for best results. The bulbs should be planted very shallow. In fact, never over an inch of dirt over the bulb itself. I usually plant mine with the top of the bulb sticking through the soil. They like a sunny well drained location.

Now for all of you folks that have never tried fall gardening, I've got big news. You are missing a real thrill if you don't put a few seeds in the ground these next few months. There's a lot of satisfaction in a fall garden.

The More We Get Together - - -



"The more we get together, the happier we'll be." This is the theme song of the KMA Sing held every Sunday eve at 8:15 in McComb Park on Hi. 2 at S. E., edge of Shenandoah. Yes sir, neighbors from four states are meeting in the park and joining in the big, free song fest. Everyone wears his old clothes and brings a blanket to sit

on the grass which Frank Field sprayed to kill chiggers.

Jonny Dickson and Chick Martin are the masters of ceremony and Clair Gross runs the projector which places the words of the songs on a big screen.

Bring the family and join the fun next Sunday—and every Sunday until frost.

KMA Kwiz

1. Who made a resolution in January to present a picture of his family in every issue of the GUIDE? (Jan. '48, p. 7) 2. Who is the teacher in the COUNTRY SCHOOL? (Febr. '48, p. 9) 3. What famous group traveled 16,000 miles in 6 states during a 2 month period to sing to 24,340 people? (March, '48, p. 7) 4. What announcer "signs on" each week day morning at 5:15 A. M.? (April '48, p. 10) 5. Who started the Early Gardener Club for the first people who eat fresh vegetables out of their garden? (May '48 p. 3)

The correct answer to each of the above questions gives you 20%. If you received 100%, you're a whiz-z-z: 80% (you're sharp as a tack): 60% (not so sharp, but you passed): 40% or less (tsk, tsk.)

For correct answers turn the page.

ward May.
wood Brothers, 4. Warren Nielson, 5. Ed-
1. Frank Field, 2. Glenn Harris, 3. Black-



Forecasts For The Month

BIRTHDAYS:

Aug. 3—Mack Sanders, staff artist.
Aug. 4—James Blackwood.
Aug. 6—Joan Williams, Staff artist.
Aug. 8—Doyle Blackwood.
Aug. 26—Doris Murphy, author of "Party Line" and Feature Editor.

ANNIVERSARIES:

Aug. 9—Gwen and Wayne Beavers, announcer.
Aug. 10—Viola and Bob Stotts, staff artist.
Aug. 31—Margaret and Ike Everly, staff artist.

BIRTHSTONE: Sardonyx.

FLOWER: Pody and Gladiolus.

KMA Presents 6 Year Farm Program

By **MERRILL LANGFITT**

For the past several months all of us here at KMA have been studying ways and means that we, as the No. 1 Farm Station in the No. 1 Farm Market can more adequately serve our farm audience. During the past three years we have been visiting farms in the KMA area, which includes basically six states. We have visited agricultural colleges and in two cases have gone outside of the territorial boundaries of the United States. All of our travels have been for the purpose of bringing new information to you folks. When we talk to farmers, we are searching new methods in agriculture. Some farmer may be doing a good feeding job, or saving labor in the operation of his farm. Perhaps, a farmer is applying mechanization to his farming operation to increase its efficiency. It may be eliminating disease from the livestock program, or it may be a soil conservation story, which includes good crop rotation, good soil conservation and in turn increases production of crops raised on the land, thereby building for permanent agriculture.

In the case of our trips to Europe and Central America we were interested in bringing to you folks of our radio audience a first hand report on how conditions are in the countries which we hear about in the news but have very few first hand reports from. We hope all of these things have been interesting and helpful to you as farmers in producing more from your land, thereby, returning more dollars to your pocket. All of this has been well and good. However, we now find ourselves on the threshold where we want to go even farther in bringing to you farm folks the latest agricultural research and all agricultural information which will directly benefit you on that farm you are operating.

Therefore, we feel that it is our responsibility to visit those places and those people for you and through the radio tell you what they are doing. That doesn't

mean that we will try to tell you folks how to farm your own 160 acres or whatever it might be. It simply means that we want to tell you all the things going on in such a way that it will benefit you. In the wide area which KMA serves, we have, of course, a variety of farm conditions. The things that will be helpful to Iowa farmers, perhaps, would be of little value to Nebraska farmers in many cases. The same thing might be said with reference to things helpful for the beef producer or the hog producer and being of little value to the dairyman.

To help us serve you better we have set up a six year farm plan. The KMA six year farm program is as follows:

1948 will be devoted to pest and disease control. A Field Day known as the KMA Weed and Insect control Field Day, which was held Wednesday, July 28th, was the first of such events to be held in connection with the six year farm program. 1949 will be devoted to land use. By that we mean all phases of land management; 1950 will be devoted to

live-stock improvement; 1951 to mechanized farming; 1952 to farm stead and farm life improvement, and 1953 to human and animal nutrition. We feel that these six phases ranging in years 1948 through 1953 will give us an opportunity to attack the problems in agriculture today on a practical basis.

We have set our goals. Now we must attain them.

Our main purpose is to first help you increase farm production. The second goal is to eliminate farm income losses. Such losses as occur from insects of different kinds, diseases of crops of different kinds, diseases of crops and animals, and losses in soil fertility, etc.

The activities of our farm service department are designed specially for you, the farm family. We do, therefore, feel a great responsibility in serving you with the best possible type of farm broadcasting.



Kitchen Klinik

By **ADELLA SHOEMAKER**



Hello, Everybody!

I am very happy to meet all of you and know that as time goes along, we are going to become steadfast friends.

You know, I have been working for 7 years with only one thought in mind—to be able to talk to you over KMA. Now that I am here, I'm going to work very, very hard to justify the confidence which you have placed in me.

Now I must tell you about the lacy chair protector which you see above. The pineapple pattern is a favorite among crocheters who like to crochet for their homes. It has a lacy quality yet protects the surfaces it covers. Here the design is used in a wide chair back set that safeguards a large section of the chair. A picot edge trims the scalloped side of each piece and accentuates the bottom edge.

This pattern is completely free. Just write for Direction Leaflet No. 4603. Please enclose a self-addressed stamped envelope. Address Adella Shoemaker, KMA Shenandoah, Iowa.

Well, folks, I have really enjoyed this brief chat with you. When you come to Shenandoah be sure to come out to my home for a visit. You are always welcome.

Helpful Hints For Homemakers

By **EDITH HANSEN**

Here is a recipe which I have found very helpful in tempting lagging summer appetites.

BURNT SUGAR CAKE

Burn- $\frac{1}{2}$ c. sugar in a small pan until liquidized. Then add $\frac{1}{4}$ c. of boiling water, stirring well. Set aside to cool, cream $1\frac{1}{2}$ c. white sugar and $\frac{1}{2}$ c. butter. Then add 3 egg yolks, 1 c. cold water, 2 c. sifted flour and beat 5 min. Next, add the egg whites, well beaten, and $\frac{1}{2}$ c. flour to which has been added 2 t. baking powder, 1 t. vanilla and the burnt sugar. Bake in moderate oven. ICING: Make the icing in the pan in which the sugar was burned, using 1 c. sugar, $\frac{1}{2}$ c. cream, 2 T. butter. Cook until it forms a soft ball in water. Remove from fire, beat until it begins to thicken. Flavor with vanilla and spread on the cake.

Langfitt Heard Over A. B. C.

Merrill Langfitt, our Farm Service Director, spoke over the entire American Broadcasting Company Network on June 26th from the American Seed Trade Convention at French Lick, Ind.

Pictured below are (l. to r.) C. C. Hoyt, Executive V. P. International Harvester, Robert B. White Agricultural Director A. B. C., Walter Miers (back to camera) Farmer McLean Co., Ill., J. R. Holbert, Past President American Seed Trade Association, and Merrill Langfitt, KMA Farm Service Director.



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\$30,000 Smile



Take a good look at a \$30,000 smile. The above picture was taken just a few seconds after Edward May had notified Mrs. Bessie Lawrence of Shenandoah that she was the winner of the Abbot and Costello Kid Show Award. This award

included 17 prizes totaling \$30,000.

For a second or two after Edward gave her the good news, Mrs. Lawrence sat speechless, but little by little a smile spread over her face until — bingo! the big, happy grin you see above.