

The

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KMA GUIDE

Vol. 7

JUNE, 1950

No. 6

Our



th

Anniversary

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

Vol. 7

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JUNE, 1950

Omaha, Nebraska

How about putting a picture of the new announcer from Kansas in this coming issue.

Mrs. Floyd Gariin

(We can take a hint, see page 13).

Laurel, Nebraska

Yes indeed, I do want to renew my subscription to the KMA GUIDE. I have been a subscriber ever since you first started to print it. I enjoy it very much and as I never get to visit your station that is the only way that I have of knowing you folks.

Mrs. Roy B. Anderson
Rural Route 1

Waukee, Iowa

Enclosed please find a dollar to renew my subscription to the GUIDE. I finally caught a dollar as it flew past. They seem to go by so fast these days. I certainly wouldn't want to give up your magazine now. I have received it since the very first one was put out. I seem to enjoy each new one more than I did the last one. Keep up the good work.

Mrs. Walter J. Noel

(How could we ever let our friends down?)

Pocahontas, Iowa

Enclosed you will find \$1 for a renewal subscription to the GUIDE. We enjoy it from cover to cover. I also share it with a "shut-in" lady, she waits for it as much as I do. It is a welcome visitor at our house.

Mrs. O. Gulbranson

Fonda, Iowa

This dollar was put aside for the GUIDE when I received the first notice for my renewal, but I still have it laying around. I know I must get this off even if I am rather busy, or we won't get the best

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

magazine ever printed. Needless to say, we all look forward to each new issue.

Mrs. Bernice Hunter

Omaha, Nebraska

I'm enclosing \$1 and the reminder card for another year with the GUIDE. I've taken it from the very first issue, and I must say I haven't regretted it once, instead each issue gets BETTER. No matter what you put in the GUIDE, we surely enjoy the magazine and am glad we'll be getting it for another year.

Violet Theisen
714 North 28th Avenue

Hull, Iowa

Enclosed you will find \$1.00 for my renewal of the KMA GUIDE. It is the best radio magazine I have ever read and I have read a good many. I have been a subscriber to the GUIDE since it first came out, 5 years ago. In my opinion, a dollar spent for the GUIDE, is definitely a dollar well spent. To me, the GUIDE is the biggest little radio magazine in Iowa!

Arlene Murphy

(Remember, readers, we appreciate suggestions which will help make the KMA GUIDE a better magazine for YOU, so send us a card or letter telling us what you would like to see in future issues).

Clearmont, Missouri

We wouldn't miss an issue of the GUIDE for double the price. We think it is swell!

Mrs. Villa Leverton

A Chat With Edward May

I would have been thrilled just to see a President of the United States and I would have been very thrilled to have shaken hands with any President of our country. So you can imagine what a big thrill it was for me to see and shake hands with and then introduce President Harry S. Truman to the crowd gathered at Pacific Junction on May 8th.

I got on the President's special train at Creston and rode over to Pacific Junction where the above picture was taken as I introduced President Truman. During the ride I had an opportunity to see some of the Birthday Cakes which had been presented to the President. They were the most elaborate and beautiful I have ever seen. It all was quite an experience for me; one I will never forget.

I was very much impressed, too, with the precautions taken to protect the President. I have no way of knowing for sure but my guess was that there were 15 or 20 Secret Service men on the train and at each stop there were State Police very much in evidence as well as local officers.

I am glad to report everything in my garden and yard is coming along fine. We finally got some sunshine and real growing weather. With the evenings getting longer I have had more time to take care of things and I am pretty proud of the way everything looks.

No one admires a beautiful bouquet any more than I do, but I think the real appreciation of flowers is shared most by folks who grow their own bouquets. You get so much more pride and pleasure from your own flowers than from flowers grown by someone else.

The Early Bird Gardeners are beginning to write about having radishes and lettuce from their gardens and by the time this issue of the GUIDE goes to press I am sure I will be sending out the first



Dollar Bills on peas. It seems most all gardens around here are quite a bit later than last year so, even if you don't think you are very early with your peas, be sure and write me about it anyway. You may win the Dollar Bill for your county.

While it is fresh in my mind and in yours I want to say something about tulips. They have been glorious this spring, for weeks they put on a sensationally beautiful show for everyone. If you didn't have any tulips in your yard, right now is the time to resolve to do something about it. You must remember to plant them this fall.

I am working on our Fall Catalog right now and I can tell you it will bring you color pictures of many of the world's finest varieties of tulips. During the winter months I talked to a number of men from Holland who represent the folks who grow the tulips. Naturally, I was checking up on the varieties we have been listing and looking for new and better tulips for this fall. I was very gratified to have these Dutchmen tell me that nearly all the varieties we have had in the past are still unexcelled for beauty and size of bloom. There will be some new ones, of course, and I want you to remember you must plant them this fall if you want to be thrilled by their beauty next spring. Drop me a card right now and I'll see that you get our new Fall Catalog just as soon as it is off the press.

K M T V News



Every Wednesday evening, 7:30 to 8:00 P. M., Hugh Bader has his "Names You Know in Sports" television program. The show has guests who are prominent in Midwest athletics, and they usually explain the 'fine points' of various types of sports. At the same time, Hugh has the guest tell the viewing audience what athletic events are scheduled, thus, to get in a 'plug' for different organizations.

However, the 'plugs' are not exactly free. When the guest finishes, Hugh grabs a pair of scissors and cuts their tie in two. This is Hugh's "Clipped Tie Club", which is becoming more popular every week.

A few weeks ago, "Mud" Bruneteau, coach of the Omaha Knights Hockey Team, made an appearance. When Hugh reached for the scissors, "Mud" got there first and gave Hugh a taste of his own medicine. You can see the result in the above picture. In the background is the bulletin board on which Hugh pins the clipped ties. Such a time!

And while we're on the subject of Hugh Bader, we might mention that his eight year old son, Chris, opened Hugh's show several weeks ago. Chris sat in "Dad's" chair, the scene on which the show opens, and gave a smooth commercial. When Hugh walked in, Chris piped up . . . "Chiggers, The Boss", and off he went. The "Boss" then took over.

Batter - Up!

Now that summer is here Gladys Comer, wife of Clarinetist Eddie Comer, can never find her son Donnie when she wants him to run an errand to the corner store. During April she bought him a new baseball uniform and now Donnie spends most of his time playing for the neighborhood ball team.

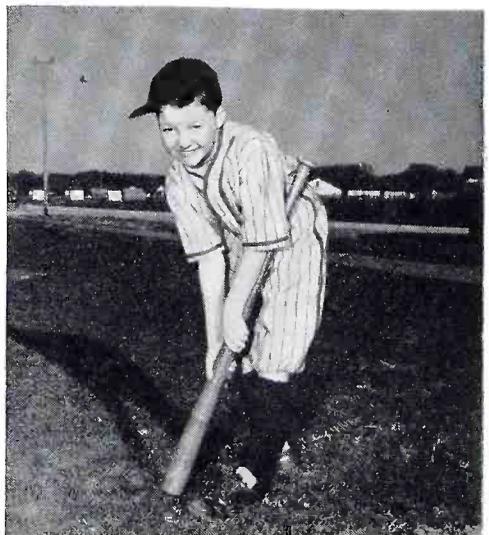
You can't see the letters on the front of the uniform, but Gladys put the name "Shenandoah" in bright red cloth. We took the picture of Donnie as he was knocking mud from his shoes before stepping up to home plate. As you can imagine, he's a regular trooper in following the sports page for results of major league ball games.

Besides baseball, Donnie will be busy with Cub Scouts. There are hikes, woodlore and nature studies and camping as preparation for the day when he will join a Boy Scout troop.

During the evening Donnie helps mother with the dishes and he has the definite task of cleaning his own room every morning before going out to play.

Mother has several sewing projects underway. She plans to make some dresses for Vicki (Donnie's sister) and a jacket for Donnie.

Vicki will enter Junior High School in September. She hopes to get a part-time job this summer so she can earn her own spending money.



Meet Evelyn Birkby!

Below is our new homemaker, Evelyn Birkby. She made her first broadcast on May 15, and is now on the air every morning, Mon. through Fri. with her program entitled "Down A Country Lane" from 11:30 to 11:45 A. M.

Evelyn is a former Youth Activities Director for the Methodist Church. She received her Freshman and Sophomore training at Simpson College, Indianola, Iowa, and received a certificate in Primary Education. Then she taught school for four years at Tripoli, Iowa.

Evelyn then worked for the Grace Methodist Church in Waterloo, Iowa, and for three years was Director of Youth Activities for Chicago Temple, which is the First Methodist Church of Chicago.

During summers she finished her college work at the University of Colorado and Chicago University, where she received her degree in psychology.

She was married on November 3, 1946. At the time, her husband, Bob, was a Boy Scout executive for Southwest Iowa. Later he took agricultural work at Iowa State College in Ames, Iowa, and they moved to their farm (south of Farragut, Iowa) two and one-half years ago.

Bob is mainly a hog and corn farmer. They have Duroc hogs and are building

a milking herd. At present, they have three milking cows and some cattle on feed.

During the latter part of May, Evelyn bought some cockerels. She plans to put half in locker for fryers and broilers and the rest will be used for roasts and stew. So, by September the Birkby's will have a locker full of chickens.

Evelyn has two children, Dulcie Jean, who will be three years old in September, and Robert Corrie, four months old. Dulcie Jean has several pets, two Persian cats and a dog.

Evelyn's hobbies are textile painting, crocheting and embroidering. Besides this, she does most of the children's sewing and is now busy making curtains and slip covers as the Birkby's will soon move to a larger home a mile south of their present home.

Evelyn does enjoy cooking, especially trying new dishes for her family. She has a recipe scrapbook and saves all homemaker's items she can find in magazines, newspapers and cook books.

We're certain you will enjoy listening to Evelyn Birkby. Her hobbies, background and education have given her the experience to make interesting broadcasts, full of household hints.



On The KMA Party Line

With **DORIS MURPHY**

This is our Sixth Anniversary issue! I've come into your home for a little visit "On The KMA Party Line" every month since the GUIDE started in June, 1944. I want you to know how much I've enjoyed telling you the little incidents that have happened in our KMA Family, and I hope you've enjoyed reading them. Thru this column you can share our joys and sorrows . . . have a good laugh with us . . . and we can all be closer friends. Thanks a million for your lovely letters telling me you like to read "On The KMA Party Line". I love hearing from you!

Driving thru water as high as the floor board of their car, was a frightening experience, entertainers **MACK SANDERS** and **BOB BARRY** went thru recently. It happened while returning home from Omaha one stormy night following their appearances on KMTV. A few miles out of Randolph, they noticed water across the road. It was pouring rain, the wind was blowing a terrific gale. The farther they drove, the deeper the water became, until it was as high as the car floorboard. To add to their fright, a huge log came churning thru the flood waters toward their car, barely missing them. Fortunately, their motor kept running, and finally they pulled out of the flooded section of road and succeeded in getting home. It was an experience they'll long remember.

Instead of painting their house the usual white, announcer **JONNY DICKSON** and wife decided upon something different. They selected dusk blue with white shutters and screens. With the blue roof, it makes a very attractive color combination.

Cute 2 yr. old **LANIS LOUISE LATT**A, pictured here between her daddy and mother, eagerly looking at the camera, doesn't appear to have just been into some mischief. But she had! It seems that as soon as photographer **GLENN CRAY** had taken the picture of engineer **LLOYD LATT**A and family, **LLOYD** invited



GLENN to sit down and stay for a little visit. He did. The room seemed a little chilly, so **LLOYD** got up and turned on the oil heater. Soon the odor of something cooking, scented the room. But what could it be? That was what puzzled them. Finally they got a clue, when they heard **LANIS**, in her baby talk, say "apple". They started looking high and low, and soon discovered what had happened. **LANIS** had hidden half an apple down inside the oil burner, and when the burner was lighted and began to get hot, the apple started sizzling and frying. Children pick out funny places to hide things, but this time I think **LANIS** made a wrong guess unless she likes fried apples. The **LATTAS** live within a half block from the studio, which helps **LLOYD** a lot on cold

winter mornings to make it to the studio by 5 A. M. **LLOYD** served with the U. S. Army Air Forces for 4 years. When you hear the announcers talking about "LLOYD in the control booth", now you will know just how he looks!

Now that it's all over . . . entertainer **STEVE WOODEN** can laugh about all the things that happened to him

while putting up a picket fence in his backyard to keep young **STEVEN** at home. But . . . at the time . . . it wasn't funny! **STEVE**, wanting the fence to look nice, asked a friend to borrow his spray paint gun. The friend consented . . . and promised to deliver it at 8 Monday morning and get it all assembled and ready to go. In order to speed up the paint job, **STEVE** put the pickets up on a scaffold where he could paint them all at once. Eight o'clock came . . . no man. Finally at 10:30 he showed up; and got the spray gun ready, when all of a sudden the scaffold fell down, throwing pickets all over the place. Since it was time for **STEVE** to go on the air, he couldn't fix the scaffold until the next day. Tuesday, he got up early, ready to paint; only to find it was raining! Finally, between rains throughout the remainder of the week, he sandwiched in enough time to get the pickets painted. Next came the job of putting up the fence and cleaning the yard. At last it was ready . . . but no sooner had he completed the job, than a terrible wind storm came along, blowing the yard full of sticks and trash again. That meant cleaning the yard a second time.

Finally everything was in "spick and span" shape, and young STEVEN, with a lot of toys was taken out to play in his new, fenced-in backyard. You can imagine his parent's feeling, when STEVEN decided he didn't want to be penned up! Mother made him stay anyway . . . hoping he'd get used to it. Looking out a little later, his mother was alarmed to see her son eating the white paint off the pickets. That capped the climax! NOW . . . daddy is busy again . . . this time putting a chicken wire all around the yard about two inches in front of the picket fence, so STEVE can't get ahold of any more paint. What a jinx that fence has turned out to be.

For the second time, MACK SANDERS

lost the beautiful ring JEANIE gave him for Christmas and luckily, for the second time he has found it. This time it was lost while he was cutting limbs off some trees and stacking and piling them up to burn. Before he realized it, the ring which was a little too large for his finger, had slipped off unnoticed. Quickly he started a search, moving branches and looking on the ground. Finally, one more branch was moved and there thru the brush he could see something shining. It was his ring! After all this trouble, MACK has decided the ring must be cut down in size. Shortly after getting it for Christmas he lost it while burning trash. Next time . . . he might not be lucky enough to find it!

In the May, 1950 issue of the GUIDE, on page 4, we showed you a picture of our new steel guitar player, 21 year old SLIM SEYMOUR. This month . . . we want you to meet his attractive wife, Gladys, age 18, and 10 month old Sharon Ilene, having an early supper with SLIM, before he leaves for a personal appearance trip. SLIM'S wife is a "honey blond" and SHARON seems to have similar coloring. The family has been busy lately, moving into a 3 room apartment. It is nothing new for SLIM to play an instrument, as his family is all musical, and he has been playing ever since he was old enough to hold one. He has a custom built steel guitar with three necks which is out of the ordinary, and gives more variety to his music since each one is tuned differently. SLIM joined our KMA

Staff March 13th. I'm sure when you look at this picture of SLIM's lovely wife and baby daughter, you'll know why he plays sweet music . . . It's because he has such a "nice family to come home to!"

Want to share my trip with me? Then tune in "On The KMA Party Line" at 2:30 P.M. after my return from the Association of Women Broadcasters seventh annual convention in Cleveland, June 1, 2, and 3. I'll be telling you all about it. A trip to General Electric's Nela Park; trip to Northern Ohio Food Terminal; television shows, luncheon with Justin Miller, President of the National Association of Broadcasters as guest speaker, and a millinery fashion show by the New York Millinery Fashion Bureau, are some of the interesting fea-

tures planned for the delegates. I sincerely appreciate the honor of having recently been elected Tenth District Chairman of the American Women Broadcasters for Iowa, Nebraska and Missouri and will assume the duties of this office following the convention.

While the family of newscaster RALPH CHILDS was standing on



the front porch one evening during a storm, the children tried to determine what made the wind. MICHAEL, age 5, came up with a prize answer! He thought God just leaned against the wind, pushed it and 'whizzled' it! I think from the way the wind has been acting lately, it does seem to be different, so maybe 'whizzled' is the right word for it. SUSIE CHILDS, age 2½, can almost equal her brothers when it comes to cute sayings. She recently had to go to the doctor to have 5 stitches taken in her foot, after it had been cut when she fell against a window and broke the pane. Next day she threw her silver mug on the floor and the handle broke off. By this time she had gained so much confidence in her doctor, she immediately said: "Oh, . . . just take it down and the doctor will fix it up!" The family have been greatly amused since then, to find that no matter if the dog gets hurt, a dish gets broken, or any thing gets out of order, SUSIE suggests they take it to the doctor. He will have to go some to live up to the reputation SUSIE has given him!

KMA DAILY PROGRAMS FOR JUNE 1950

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Bros.
 5:45 a.m.—Bob Stotts
 6:00 a.m.—RFD 960
 6:45 a.m.—Fertilime Time
 7:00 a.m.—Larry Parker, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Get-Up Gang
 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.—Victor H. Lindlahr
 10:00 a.m.—Edith Hansen
 10:30 a.m.—Quick As A Flash
 11:00 a.m.—Ladies Be Seated
 11:25 a.m.—Carol Douglas
 11:30 a.m.—Down A Country Road
 11:45 a.m.—Stump Us
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Hali Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Music Makers
 1:15 p.m.—Ranch Hands
 1:30 p.m.—Hannibal Cobb
 2:00 p.m.—Bride & Groom
 2:25 p.m.—One Man's Opinion
 2:30 p.m.—KMA Party Line
 2:45 p.m.—Helzberg Time
 3:00 p.m.—Mack Sanders
 3:15 p.m.—Hawkeye Rangers
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Dee Pierson Sings
 4:15 p.m.—Mack and Jeanie
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Fun House
 5:30 p.m.—Superman (M.W.)
 5:30 p.m.—Sky King (T. Th.)
 5:30 p.m.—Green Hornet (Fri.)

MONDAY NIGHT

6:00 p.m.—Sports Parade
 6:05 p.m.—Suppertime Frolik
 6:15 p.m.—Meredith Willson
 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.—Henry J. Taylor
 7:45 p.m.—U. S Marine Corps.
 8:00 p.m.—Melody Rendezvous
 8:30 p.m.—Solo & Soliloquy
 9:00 p.m.—Ted Malone
 9:30 p.m.—Strictly From Dixie
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—National Guard Show
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Sports Parade
 6:05 p.m.—Suppertime Frolik
 6:20 p.m.—Let's Go Visiting
 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
 8:30 p.m.—Gentlemen Of The Press
 9:00 p.m.—Time For Defense
 9:30 p.m.—Rex Maupin Entertains
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

WEDNESDAY NIGHT

6:00 p.m.—Sports Parade
 6:05 p.m.—Suppertime Frolik
 6:15 p.m.—Meredith Willson
 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.—Walter Kiernan
 8:00 p.m.—Detour
 8:30 p.m.—Buzz Adlam's Playroom
 9:00 p.m.—Lawrence Welk's Orch.
 9:30 p.m.—On Trial
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

THURSDAY NIGHT

6:00 p.m.—Sports Parade
 6:05 p.m.—Suppertime Frolik
 6:20 p.m.—Let's Go Visiting

AMERICAN BROADCASTING COMPANY



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.—Blondie
 8:30 p.m.—Jan Garber's Orch.
 8:45 p.m.—Robert Montgomery
 9:00 p.m.—Author Meets The Critic
 9:30 p.m.—Salute To Reservists
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—U. S. Marine Story
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Sports Parade
 6:05 p.m.—Suppertime Frolik
 6:15 p.m.—Meredith Willson
 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.—Ozzie and Harriet
 8:30 p.m.—The Sheriff
 9:00 p.m.—Dance Orchestra
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Voice Of The Army
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:30 a.m.—Blackwood Bros.
 5:45 a.m.—Bob Stotts
 6:00 a.m.—RFD 960
 7:00 a.m.—Larry Parker, News
 7:15 a.m.—Frank Field
 5:30 a.m.—Get-Up Gang
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Alarm Clock Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Hawkeye Hawaiians
 9:45 a.m.—Hymn Time
 10:00 a.m.—Junior Junction
 10:30 a.m.—At Home With Music
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 1:00 p.m.—Music Makers
 1:15 p.m.—Bob Barry's Trio
 1:30 p.m.—Clarinet Capers
 1:45 p.m.—Dee Pierson Sings
 2:00 p.m.—Nishna Valley Boys
 2:15 p.m.—Ike Everly
 2:30 p.m.—Hillbilly Hits
 3:00 p.m.—Mack Sanders
 3:15 p.m.—Hawkeye Rangers
 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.—Albert Warner, News
 5:15 p.m.—Cliff Cameron
 5:30 p.m.—Adventure Of Babe Ruth
 5:45 p.m.—Music of America
 6:00 p.m.—Harry Wismer
 6:15 p.m.—Here's To Vets
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Homes On The Land
 7:00 p.m.—Cisco Kid
 7:30 p.m.—The Fat Man
 8:00 p.m.—Rayburn & Finch
 9:00 p.m.—Sleepy Hollow Show
 9:30 p.m.—Sat. At The Shamrock
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Tommy Dorsey's Band
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

SUNDAY PROGRAMS

7:00 a.m.—News Summary
 7:15 a.m.—Organ Moods
 7:30 a.m.—Music From Hollywood
 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.—Bible Truth
 9:30 a.m.—Negro College Choir
 10:00 a.m.—Worship Service
 10:30 a.m.—Hour Of Faith
 11:00 a.m.—Foreign Reporter
 11:15 a.m.—Frank & Ernest
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 p.m.—Naval Reserve
 12:45 p.m.—Lest We Forget
 1:00 p.m.—Constant Invader
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Blackwood Bros.
 2:30 p.m.—Newstime
 2:45 p.m.—Freedom Story
 3:00 p.m.—Revival Hour (6/18)
 4:00 p.m.—Lutheran Hour (6/18)
 4:30 p.m.—Think Fast
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Music With The Hormel Girls
 6:00 p.m.—Stop The Music
 7:00 p.m.—Voices That Live
 7:30 p.m.—Amazing Mr. Malone
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Chance Of A Lifetime
 9:00 p.m.—Proudly We Hail
 9:30 p.m.—Sammy Kaye's Serenade
 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

Yes, this is a picture of my garden taken on May 10th, one month later than the picture which ran in the May GUIDE. It is hard to believe that that much time elapsed between the two pictures. Ordinarily, we would get a lot more growth than that in two weeks time or less, but we only had two or three days of good growing weather in the entire month.

Starting in at the extreme lower-right-hand corner is a row of yellow sweet Spanish onions, then four rows of the new multifold peas. Then the next row is Pontiac potatoes, only up about two-inches high, although they have been planted nearly six weeks. The row, with the two stakes showing, is a row of onion



plants . . . starting out with white Bermuda, then between the two stakes is white sweet keeper and the rest of the row is yellow Sweet Spanish.

Just beyond the row of onion plants is a row of Logan beans, which are just just peaking through the ground, then next is a row of Hybrid 4th of July sweet corn, which is up about two-inches. Next is a row of the new hybrid onion sets, which are supposed to be very fine and I am trying them out in my own garden, to see whether they are something you should have another year, or not. Then the next 40 to 50 feet really is bare ground with nothing planted in it. Over to the west side, completely out of this picture, are four rows of hybrid sweet corn, planted in short blocks, so as to get better pollination. The first block is Hybrid 4th of July, the second is Tendergold and the third, of course, is Iochief. Successive plantings of Iochief will work eastward

across the garden about ten days apart.

Probably you are wondering why two of the rows of peas have two stakes in them so close together. The front stake in each case says multifold peas, then the one behind it tells the kind of tomato plants in the row. I always double up on the ground, by following an early crop with a later one. When the peas were coming through the ground, I set tomato plants in the second row and the fourth row. The rows are 30 inches apart so that means that the two tomato rows are 5 feet apart. The tomato plants are set 6 feet apart and staggered.

The peas will be picked and gone long before the tomato plants begin to spread out. The pea vines will be placed around the tomato plants as mulching material. There will not be enough pea vines to anywhere near cover the ground, so I will

have to haul in a jag of straw to make a mulch about 6 inches deep. This mulch will not only help hold the moisture but it will keep the ground cool over the tomato roots. The first tomato plant row starts out with four plants of Red Cloud, then four Orange Jubilee, then four Rutger's than four Pondarosa. The second row is all hybrid. The first half is Hybrid Clinton and the last half of the row is Hybrid Best All.

You see me in the picture in the act of uncovering a tomato plant which got mudded under, after we had had a 4 inch rain, and the leaves of the peas are pretty badly chewed up. Luckily the tomato plants were not hurt as they are set deep enough, so that only about two or three inches of the tomato extends above the top of the ground. They went through that 75 mile an hour windstorm without any damage at all, because they were set down so deep in the ground.

Our Sixth Anniversary

Six years ago this month, the first issue of the KMA GUIDE came off the press. That was in June of 1944, when all of us were looking forward to the end of World War II (Ralph Childs wrote: "How KMA Will Cover The Invasion", remember??).

Since then we've witnessed hundreds of changes here in the Midwest. To keep abreast of the times, we now have a television station in Omaha (KMTV); our staffs have been expanded to bring more radio service; the GUIDE has been busier than ever informing you of all the new staff members, station activities and to report the family lives of your radio entertainers.

On the front cover you see pictures of the people who are the regular contributors to your magazine: Edward May, President of KMA; Owen Saddler, KMA General Manager and Editorial Chairman of the GUIDE; Doris Murphy, Feature Editor and KMA Women's Program Director; Frank Field, our expert weather forecaster; Bernice Currier and Adella Shoemaker, KMA Homemakers.

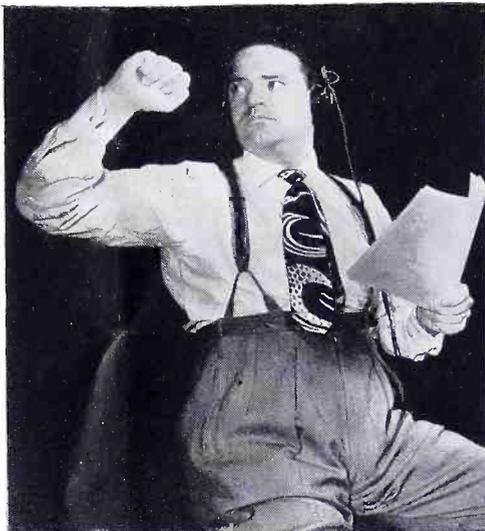
Of course, there are other contributors. Ralph Childs (our newseditor) has been writing a few articles during recent months, and current with the baseball season. Jim Kendrick has started his "Sports Parade" column. Editor Glenn Cray was so busy arranging his wedding that he forgot to get a picture for the anniversary issue, but you'll see he and his bride in the July issue.

In the future the GUIDE will have several interesting events to report. In August we celebrate our 25th Anniversary since the first KMA broadcast was August 12, 1925. This fall we'll have on-the-scene pictures and stories of the Friendship-Goodwill Cruise to Alaska in which Edward May and Merrill Langfitt will act as leaders in a vacation and educational trip to America's "49th State".

Since this is your magazine, we want you to meet the people who work for you. They would like to hear from you so they will know what pictures and stories to print. So drop them a letter or card as often as you can!

Program Personals

By GLENN CRAY



The preparation of each week's script for "This Is Your F. B. I.", (KMA - 7:30 P. M. Friday nights), entails a constant trade of ideas between members of the Federal Bureau of Investigation in Washington and Jerry Devine (above) the program's writer and producer.

The broadcast is aired with the full cooperation of the F. B. I., with the object of pointing out the futility of crime and showing how citizens should and can cooperate with the F. B. I. and local law enforcement officers.

J. Edgar Hoover, its director, emphasized the F. B. I.'s cooperation in a recent statement: "This Is Your F. B. I." is the only network radio program depicting the activities of the Federal Bureau of Investigation which is based on the official records . . . and which is produced with its cooperation and approval".

Mon. morning's mail brings a thick package of material to Devine's desk. Each week a complete summary of an F. B. I. file case is sent from Washington. By Tues., Devine, who has had 26 years' experience in show business, has checked for dramatic interest. After the original outline is approved Jerry writes the complete script and the F. B. I. checks it in every detail. Then the program is ready for casting and "read-through" rehearsals before the final rehearsal on Fridays.

Kitchen Klinik

By **ADELLA SHOEMAKER**

FROZEN STRAWBERRY SALAD

16 marshmallows, 2 T. strawberry juice, 1 c. crushed strawberries, 1-3 oz. pkg. cream cheese, $\frac{1}{2}$ c. crushed, drained pineapple, $\frac{1}{2}$ c. mayonnaise, 1 c. whipping cream. Dissolve marshmallows in top of double boiler in strawberry juice. Cool. Then add the fruit. Mash cheese with fork and blend until creamy. Combine with mayonnaise and cream which has been whipped. Blend two mixtures and pour into refrigerator tray. Freeze until firm. Serve in squares on lettuce leaf, garnish with additional mayonnaise.

STRAWBERRY PIE DE LUXE

1, 3-oz. pkg. cream cheese, use cream or top milk to soften cheese, 1, 9-in. baked pastry shell, 4 c. strawberries, 3 T. cornstarch, $\frac{2}{3}$ c. sugar, 1 c. whipping cream. Soften cheese with a little cream or top milk, then spread on bottom of pastry shell. Place 2 c. of the berries on top of cheese. Mash the remaining 2 c. of berries and heat in a small saucepan; thicken with cornstarch blended with sugar. Cook until clear, about 5 min. Pour over berries in pastry shell. Chill well, and before serving, decorate top with whipped cream.

WEDDING PUNCH

Boil 2 quarts sugar and 1 quart water, Make tea infusion with 5 T. tea and 2 quarts boiling water, when syrup and tea are cool, add: 1 qt. lemon juice, 1 qt. orange juice, 1 qt. grape juice, 1 can pineapple juice, 1 qt. crushed pineapple, 1 qt. bottle gingerale, $\frac{2}{2}$ gal. ice water. This makes 60 large glasses. Will easily serve 100 guests, punch cup servings.

COCONUT MACAROONS (Like You Buy)

3 egg whites, beaten, 1 c. sugar, $\frac{2}{2}$ t. flour, 1 t. baking powder, pinch salt. Combine and cook in double-boiler until sticks to sides of pan. Remove from fire and add 1 t. vanilla and $\frac{2}{2}$ c. shredded coconut. The longer the better for the coconut. Drop by teaspoon on greased cookie sheet 20 to 30 cookies and bake about 20 minutes, or until done in very slow oven.

Homemaker Visit

By **BERNICE CURRIER**

STUFFED TOMATO SALAD

4 tomatoes, 2 c. diced cooked chicken, $\frac{1}{2}$ c. chopped celery, 1 hard boiled egg, $\frac{1}{2}$ t. salt, mayonnaise, 1 finely chopped green pepper. Dip tomatoes in boiling water, peel and chill. Remove stem. Cut piece for cover from stem end. Scoop out pulp, season inside lightly with salt and pepper and invert to drain. Chill. Mix the diced chicken, chopped celery, chopped white of hard boiled egg and salt to taste, with enough mayonnaise to moisten. Chill. When ready to serve, fill tomato shells with the chicken salad, replace the tomato top. Sprinkle tops with sieved egg yolk and very finely chopped green pepper. Place on a bed of shredded lettuce and serve with mayonnaise. Serve this with hot breads, a dessert and coffee for a salad luncheon. Serves 4.

Below you see the pattern which I have to offer this month. If you'd like a change from the usual white or ecru doily, this is the pattern for you. Light green is used for the lovely center of clusters and mesh. A ring of roses worked in shaded yellows and cream and interspersed with green leaves encircles the center. Finished size of the doily is 15 inches, a good size for your small tables. Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for Leaflet No. 51-3.



News Reporting

By RALPH CHILDS

Some people think that everything we read on KMA we have to write ourselves. This is not true. We see very little need to change the wording in what the reporters from Wash., N. Y., Chicago, Des Moines and others on the teletypewriters send us. And we certainly cannot change the words of President Truman, Secretary of State Acheson, Senator Wherry of Nebraska, Senator Hickenlooper of Iowa, and the many other speeches that we report across the country.

Sometimes we do use a pencil to change the wording in stories to make them more understanding to the people of Iowa, Nebr., Mo., and Kansas.

We use a little more than one-tenth of the news that comes in on the news-wire on our news broadcasts. But at least four-fifths of what comes in goes into the wastebasket. The editing comes in determining what to throw away.

We are continually editing the stories that come in on the teletypewriters, evaluating them for news importance, and interest for you folks in Midwest.

The picture below shows me wallpapering my home. So far, I've managed to do two bedrooms and our bathroom and I hope to have this chore completed by the time you read this column.



Meet Lee Sutton!



Our new announcer is Lee Sutton, a native of Springdale, Arkansas. Lee has black hair, brown eyes and is 6' 3" tall. He comes to us from Pittsburg, Kansas.

Lee is a bachelor and a Navy veteran. He says his greatest weakness is over-eating when he "gets a chance at a home cooked meal". His favorite food is ham-hocks and beans and his favorite color is green. Lee says his pet peeve is trying to talk on the air with a headcold.

We asked Lee what his most embarrassing moment was. Here's his reply: "I was working at a station in Ft. Smith, Arkansas. For some time we had known we were to have the President of the University of Arkansas in our studio to broadcast an important speech. I had the enviable honor of introducing him. I rehearsed the introduction and was sure I had it letter-perfect. Then the time came for the speech. I went through the lengthy introduction without a mistake, then said 'and now here's the President of the United States'. I felt about 2 inches high".

Lee has three sisters and his father is a farmer in Arkansas. Lee enjoys his work and we're certain he likes living in Shenandoah.

Alaska Ahoy

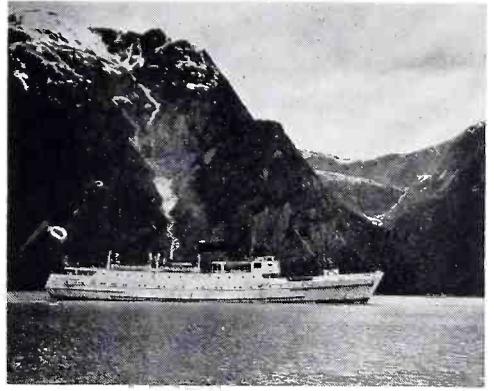
Merrill Langfitt and Edward May, will lead 106 Midwest farmers to Alaska, "America's 49th State", on an 18-day land and sea cruise which is planned as a vacation and education for anyone who wishes to join.

The "Friendship-Goodwill Cruise" will leave Shenandoah on September 6, and includes stops at Helena and Butte, Montana, where we'll inspect gold mining and dredging and tour the "Greatest Mining Camp On Earth". At Portland, Oregon, we'll inspect Bonneville Dam, fish hatcheries and model farms. In Seattle our tour is through the city's famous harbor and we'll pause for lunch on the University of Washington campus.

Then we embark on modern steamship to Alaska, going by way of the Inside Passage. This Alaska Cruise includes stops at Victoria, B. C. (the most "English City" in Canada) Prince Rupert, Ketchikan, Juneau (the American Capitol), Skagway, Sitka (the former Russian Capitol) and Kingcome Point.

The Inland Passage was chosen for its outstanding beauty, which was praised by Will Rogers as "the most scenic in the world". On the return trip, we'll visit Jasper National Park and then proceed to Shenandoah via Winnipeg, Canada and Minneapolis, Minnesota.

Railroad agricultural experts will accompany us all the way, to answer questions and call attention to particular points of interest. We've reserved Pullman accommodations (roomettes, compartments and drawing rooms) and a modern steamship, the S. S. Chilcotin, will take



us through the Inland Passage, which is calm and scenic.

Some of the other points of interest on our cruise to Alaska, will be tours through the Crown-Zellerback Paper Company at Portland, Oregon; luncheon at the Empress Hotel in Victoria, B. C.; visits to the Territorial Museum in Juneau, Alaska; a 33 hour stop-over at Skagway, where a sidetrip by railroad up the "Trail of '93" to Lake Bennett will take us to the Klondyke region.

If any of you are interested in joining the cruise, simply drop a letter or post-card to either Merrill Langfitt or Edward May, c/o KMA, Shenandoah, Iowa, and they will send you a booklet explaining the complete costs of the trip, a detailed itinerary and all other necessary information.

This trip is planned for convenience and comfort. There will be valet and porter service all the way, and the price of your ticket includes all transportation, meals, bus fares ('leave your pocketbooks at home').

By going together we've managed to reserve the best in railroad and steamship accommodations, yet at a price below what any individual could manage. So, if you're thinking about a real vacation (one that will be an education too!) why not join us on this cruise to Alaska? With a group of people of like interests and from the same general area, we'll all have a grand time 'just being ourselves'.

The two pictures on this page show Juneau, Alaska's capitol, and the S. S. Chilcotin, the modern steamship arranged for the KMA Friendship-Goodwill Cruise.



The Sports Parade

By JIM KENDRICK

Sports fans, this month our 'special' celebrity is ABC sportscaster Harry Wismer who is heard every Saturday at 6:00 p. m., with a complete roundup of sports highlights.

Recently, Wismer was selected the nation's best football announcer by the "Sporting News". He broadcast, during the regular grid season, "The Football Game of the Week", as well as the post-season Sugar Bowl and the National Professional Football Championship games.

As ABC's director of sports, Wismer announces tennis matches, track meets, baseball games, and other sporting events on ABC and KMA. Listeners to these broadcasts acclaim his ability to report the events impartially.

By the way, remember that every Friday night at 9:00 you can hear a blow-by-blow description of the best boxing show of the week over KMA. Every show is packed with thrills and spills from the opening bell on "Cavalcade of Sports".

The St. Louis Browns still haven't learned their psychology lesson. Their psychologist, Dr. David Tracy, says the team still needs classes in mass hypnosis. Dr. Tracy says the big crowd at the double header in Cleveland recently was one of the reason his boys lost both games. They were crowd-conscious. They were big-name conscious, too, he says. The names of Bob Feller and Lou Boudreau were too much for them.



Warren and Florence Nielson's Garden



Several of you GUIDE readers have asked for a picture of Warren and Florence Nielson. Well, here they are setting tomato plants in their garden, which is out on the farm of Florence's aunt and uncle, Mr. and Mrs. Charles Cox, near Farragut, Iowa.

This is the first year that Warren and Florence have had their garden in the country. They have tomatoes, potatoes, corn, beans, lettuce, carrots, radishes and onions in about a half-acre plot.

Later this summer Florence hopes to can a lot of vegetables as well as have a locker full of frozen foods for the winter months.

As you can tell, the garden has been a major task for Warren, since he's only able to get out in the country about one or two days every week.

Right after this picture was taken, the photographer had quite a time leaving the farm. The Cox's have a 30 year old gander who has the run of the place and certainly knows it. For some reason he decided he didn't like the looks of the camera and chased our man all the way back to his car. When he reported this, it made us wonder if this gander isn't about the oldest goose in the Midwest. So we're asking if you know of anyone who has a goose older than 29 years?

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Congratulations, Doris



Doris Murphy, our continuity director and Feature Editor of the *GUIDE*, was recently elected Chairman of District 10 (Iowa, Nebraska, Missouri) of the Association of Women Broadcasters. As Chairman of these three states, Doris plans meetings and directs action toward improving the standards of women's programs.

This is one of the highest honors

a woman can receive in the broadcasting industry. As you can imagine, all of us at KMA are quite proud of her. The bouquet of roses on her desk was sent to Doris by Raymond Sawyer, Secretary-Treasure of our Broadcasting Company, in appreciation for the wonderful work Doris has done at KMA.

Once again, we say—Congratulations, Doris!