

The **KMA GUIDE** 10¢

Vol. 5

September, 1948

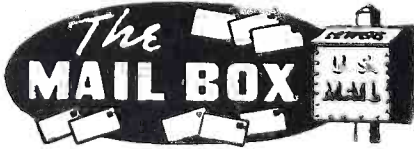
No. 9



BERNICE CURRIER
A Veteran Homemaker Returns.

(See Page 5)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



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SEPTEMBER, 1948

Brock, Nebraska

I would like to have the GUIDE.

We are building a new home and think it will go all right in it.

It is the first magazine I have ever ordered. Have only been married 2 months.

Mrs. Floyd Bohlken.

(A new home, new husband and new GUIDE subscription. Oh, you lucky woman.)

P. S. The GUIDE will blend beautifully with your new furniture.)

Kirkman, Iowa

The KMA GUIDE is like getting a newsy letter once a month from the KMA Gang.

Mrs. Lloyd Blum.

Rockport, Missouri

I would like to see a picture of Steve Wooden's wife and baby in the next issue.

Mrs. W. F. Lee.

(See p. 6).

Syracuse, Nebraska

This subscription is a birthday gift from my children, and they could not have presented me with a finer present.

Mrs. Ethel Barrett.

(Happy Birthday to you!)

Omaha 7, Nebraska

Subscribing to the GUIDE is like belonging to a large family—always something new.

Mrs. W. J. Sullivan,
Rt. 3, Box 12.

(How true!)

Pocahontas, Iowa

I let another lady read my GUIDE. She is a shut-in, and she waits for it as much as I do.

Mrs. O. Gulbranson,
Box 719.

(A verbal orchid to you, Mrs. Gulbranson.)

Ames, Iowa

Just returned home from a couple of month's vacation and found your card telling me my subscription to the KMA GUIDE was running out.

Miss Helen Mathews,
618 Douglas Ave.

(A couple month's vacation! How we envy you.)

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddle, 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.

Bern, Kansas

We are sure glad to see the GUIDE come. Everyone tries to get it first.

Mrs. Gus Sullwold.

(Any casualties?)

(We can't resist!)

Response from the Adella Shoemaker Contest has been so heartening that we can't resist reprinting excerpts from some of the letters which were received.

These letters were picked at random and do not necessarily represent a winner; however, they do show the sincere affection which listeners have for Adella.

We want to thank every person who sent in an entry. The thousands of letters received indicate clearly that Adella is the listeners' choice—Editors.)

"Adella's recipes are 'dollar stretchers' because they are based on simple foods with maximum nutrition"—Mrs. Clark Watkins, Grinnell, Iowa. * * * "We are inspired to pick up the threads of her good example and to weave them into a pattern of life that makes us homemakers, not merely housekeepers"—Josephine Browne, Emmett, Kansas. * * * "Adella, like all the KMA Staff, is one of those down-to-earth personalities and speaks in a way that each and every one can understand"—Mrs. Leon Garst, Watson, Missouri. * * * "Adella's last words each day, 'Happy day to you!' coming over the airwaves issue a challenge to ignore petty peevess that one easily encounters toward the end of a busy day"—Mrs. Clyde Monson, Gowrie, Iowa. * * * "Adella's dependability for answering requests has personally helped me in planning showers and luncheon menus"—Mrs. Merle Smith, Auburn, Nebraska. * * * "Having Adella on KMA is like having a good friend drop in each day to share my problems, help me over the hard spots in grocer bills and household tasks"—Mrs. Chester Reuter, Croydon, Iowa.

A Chat With Edward May

My vacation is over and I enjoyed it so much that I hope all of you had a nice vacation, too.

I didn't really do much of anything for a vacation except NOT go to the office. Karen has been doing so well that we didn't want to risk upsetting her with a trip of any kind.

I did a little of everything around the house and yard: floor waxing, iris planting. I was fairly successful fixing the garage doors, however, no good at all at adjusting the lawn mower. I wouldn't pretend I worked steadily at these odd jobs because I didn't. We drove around more than usual, went through a number of new houses being built in Shenandoah, and visited with our folks and friends.

I also found out that I can get the skins off scalded tomatoes just about as fast as Eleanor can. I am an expert at "shucking" butter beans, and do fairly well on the baby's wash. I fished part of two days and didn't get so much as a "bite."

All in all, I had an easy going, do-as-you-please two weeks. And when it was over I was actually glad to get back into the harness.

In the picture Annette is standing on a Hybrid Dixie Queen Watermelon. There are several in my garden that we'll be eating before long. Annette thinks because they are getting so big they ought to be ready to eat.

One of the most interesting things waiting for me at my desk was the announcement that Shenandoah is going to have a Harvest Jubilee. It will be held September 23, 24, and 25. There will be free pancakes served in the local Armory, a Carnival will be here, and there's to be a big display of farm implements, with a parade Friday.

We are going to have a Vegetable Show and a Maygold Corn Show here at



the seedhouse in connection with the Shenandoah Harvest Jubilee. We will have a big circus tent across the street from our office building, just like in the Jubilee days years ago.

There will be lots of prizes for the best vegetables entered and a nice prize list for the winners in our Maygold Corn show. So, I hope you will all start looking for choice vegetables and be ready to pick out some select Maygold ears to enter in our show.

If you are interested, just drop me a card and I'll be glad to send you all the details.

We have a beautiful exhibit at the Iowa State Fair and will have it at the Nebraska State Fair, too. It is so pretty that I'm sure you will not want to miss seeing it.

I have never seen phlox more beautiful than they are this year. And, of course, the zinnias and cosmos and petunias just never have stopped their parade of bloom. As soon as the frost gets my bed of petunias, marigolds and asters, I am going to plant some tulips there. My idea is to have something in bloom in that bed all season long. It's right beside the back door.

Space nearly gone again. I'll close by hoping you had an enjoyable vacation and that all your flowers are as beautiful as those we are enjoying.

The Happy Parkers

If ever there was a happily married couple, it is Marge and Larry Parker.

Whenever you find this pair together, you are assured of a "peck of fun". Whether it be at work or play, Marge and Larry always add enjoyment by their mere presence.

As Jerry Fronck has said, "They go together like peaches and cream". No doubt you folks have heard their merry laughter over the air, but to fully enjoy this swell couple you must see them in person.

Why not plan to see them on your next trip to Shenandoah? Marge plays piano on "Stump Us" (11:45 A. M.) and "Half Past Noon" (12:30 P. M.). Larry is in the news-room every weekday morning. Moreover, Marge now has her own program, "Piano Patterns" heard each Saturday morning at 9:30.

One of the reasons the Parkers are such a happy pair is because, for the first time since they entered radio work some 18 years ago, they work at the same time. Marge and Larry have a beautiful three room apartment three blocks from the studio. Marge is cook and Larry is chief dishwasher. They share the house work.

Larry's hobby is collecting pipes. (He has 52 at the present count). Marge's hobby, very understandably, is collecting piano and organ records.

At the time this picture was taken they were discussing these hobbies. Larry had just remarked that he would forgive Marge for buying two new record albums if he could get the Turkish water pipe that he has been wanting for years!



Zeke and Lucy



"Where, oh where can dear Lucy be?"

For five days last month this was the most popular tune around the studios. The reason?

Well, while his daughter and son-in-law were on vacation, Zeke Williams did chores on their farm near here. Everything was going along fine until Lucy, the cow, lost herself in 60 acres of tall corn.

As you folks know, Zeke is an old "cow poke" from Texas so this predicament didn't worry him too much. The first day he did nothing because he thought Lucy would appear when she became uncomfortable from not being milked. Also, he was sure that she would come back to the barn for water. But, it rained all that day and Zeke suddenly realized that Lucy had been "going dry" for a week. The 2nd day he spent 3 hours in the corn field, but no trace of Lucy. Finally on the 3rd day, he borrowed some hounds and turned them loose. After 5 minutes in the hot corn field, the dogs lost all desire to hunt. In desperation, Zeke recruited the entire KMA talent staff on the 4th day, but Lucy had completely disappeared. On the evening of the 5th day, Zeke visited the barn yard and there, fat as a butter ball, stood Lucy.

In the picture above, Zeke is milking Lucy for the first time in 5 days and those specks of white are milk which Zeke aimed at the camera man. What a temper!

Welcome Home, Bernice

The prim, neatly dressed lady being welcomed by Edith Hansen is our home-making staffs' newest addition, Bernice Currier.

However, the word "new" doesn't exactly fit Bernice. Her service with KMA dates back to 1927 when the late Earl E. May convinced her to give up classical violin to play oldtime fiddle. Bernice and Earl had attended the University of Nebraska together and Earl was sure she would make an excellent radio artist. These last 21 years have proved that he was right.

Bernice's first broadcast was from the second floor of the May Seed Building. The present studios were being built at that time and Bernice recalls the crowded conditions under which they worked. That studio on the second floor seated only 25 people and the rest of the crowd would stand in the streets to listen to the programs over loudspeakers. Then,

as now, "Country School" was one of the favorites.

Without a doubt, Bernice Currier is one of the "oldest" radio homemakers in the Midwest—in years of experience. In spirit she is a "youngster" because of her keen sense of humor and ready wit.

One day in the spring of 1928, Earl May was broadcasting a program with Bernice. On the spur of the moment he turned to her and said, "What do you think of the work shirts we are displaying in the front store?"

Despite the unusualness of the question, Bernice had a ready answer. "Per-

sonally, I like them fine. My two boys, Red and Ed, wear them and the shirts are very easy to launder. They wear well and, what is important to a mother, they make the boys look neat and clean." Thus was born the Midwest's first homemaker program.

As time went on, Bernice left her violin for the radio homemaker's art. She finally had her own program—the kind that you will hear each week day morning at 9:00 starting Monday, September 6.

Aside from over twenty years' of radio experience as an entertainer, announcer, homemaker, continuity writer, program director, etc., Bernice has had other experiences even more important to homemaking.

She has had the full responsibility of rearing two boys and two girls. Her accomplishments as a mother equal her success as a radio homemaker. Her older son, Red, manages a radio station. Ed is a

chemist for a big eastern rubber company. Helen the older daughter, is married to a doctor and is the proud mother of 3 children. Margaret is an authoress and married to a Broadway producer.

As she said when she returned home to KMA after these many years elsewhere, "I've reared my family and managed my home during the last 40 years. Now I would like to share my experience with my listeners so that they learn easily what it took me years to find out."

How many of you remember Bernice when she was here at KMA before? Why don't you drop a line and welcome her back?



On The KMA Party Line

With **DORIS MURPHY**

Not much damage was done, but the occupants of the STEVE WOODEN house were terribly frightened at 2 A. M. one night when lightning struck the home during a rainstorm. The bolt came in on the main electric line, burning all fuses in the house, even throwing some out of the fuse box and on to the floor. Two occupants of the adjoining apartment were showered by broken glass when a light globe directly above the bed was shattered by the lightning. After running thru the house, the bolt went out the roof and over to a big tree, peeling the bark as it shot up the side. It was an experience the WOODEN'S don't care to go thru again!

Studio officials NOW know what to do when they need an announcer WAYNE BEAVERS for unexpected work at the studio! Go after him! One Sat. A. M., program mgr. Glenn Harris made arrangements for an audition record to be cut. A telephone call was made to the BEAVERS home. No answer. A secretary was sent to the home . . . but no one heeded her knocks. Everyone gave up, deciding WAYNE wasn't home. The audition was postponed. Along in the afternoon the "long-looked for BEAVERS" walked in the studio. After questioning as to where he was that morning, he replied: "At home in bed." The reason no one could waken him, was because he was asleep with a pillow under his head and one over his head! Is it any wonder he couldn't hear the phone or door knocks?



RALPH CHILDS was so engrossed in the world news situation and in getting it to you listeners, that one night he forgot his own two sons and left them in the picture show. He brought Stevie, 7, and David, 4, to the Mayfair Theatre at 7:30 P. M., intending to take them home after his 10:15 broadcast. But they entirely slipped his mind, and when his newscast was finished, he went home. About 11:15 P. M. the two lads walked into the control room of the studio and said, "We want our daddy." The amazed engineer looked up to

see two sleepy-eyed youngsters who had sat thru two shows. And was RALPH surprised when the operator called and reminded him the the boys were looking for him! He hurriedly drove after them, and soon had them in bed. Oh well, with such important news in the making, it isn't surprising RALPH gets carried away with his work.

Here is a picture of the newest "radio crooner" in the STEVE WOODEN

home. It's Robert Steven, born July 21 at the Hand Hospital in Shenandoah. He is pictured asleep in the arms of his attractive auburn haired mother, while his daddy sits nearby on the arm of the day-enport. The baby has dark blonde hair, blue eyes and weighed 6 lbs. 9 oz. at birth. When I asked if he was good, Mrs. Wooden replied: "Why he is so good, we hardly know we have him except at feeding time." It's a little early to know if he has as good a singing voice as his dad, but I imagine it won't be too many years before there will be a new "father-son" singing team in the making.

MACK and JEANIE SANDERS practice what they preach. (GE Show 4:15 P. M.) Their home is well supplied with elec-

trical appliances. But one appliance was almost too much for MACK. One hot afternoon he turned on the electric fan to cool off year old Peggy Jeanne. Like most babies, Peggy Jeanne immediately started reaching toward the fan. To ward off the possibility of her getting her fingers caught in the fast revolving blade, MACK made a dash for the fan. But in the rush of picking it up, he accidentally caught HIS finger in it. Now . . . HE can't play his guitar, and it's up to JEANNIE to play their accompaniments as long as his finger is bandaged.

MRS. MERRIS

GEE is going to reverse things . . . she will "teach what she has been practicing." For the past 8 mo. she has been acting as secretary to Glenn Harris, and now has accepted a position as commercial teacher in the Farragut High School. She will be replaced by Miss Phyllis Floberg.

Riding a motor scooter with a side car isn't as easy as it looks! Control Operator GLENN O'DAY found this out when he borrowed Clair Gross' scooter to ride home. GLENN got on . . . gave it the gas . . . but instead of going down the street, it shot across the street and headed straight for the radio office. He barely got it stopped in time, to save crashing into the building!

The sudden storms recently have caused many people hurried moments of putting down windows, closing doors, etc. But bachelor GLENN HARRIS, found he ran into complications, when in the middle of the night, he tried to run to his car to close the windows. Being hot . . . he didn't take time to slip on his bedroom slippers or pajama jacket . . . but ran out as he was, only to be confronted by the loud barking of his neighbor's dog.

Fearing the dog barking would waken the neighbors, and he would be caught in the car minus some of his important night clothes, he sat there 15 min. trying to calm down the dog so he could run back in the house. Now GLENN is hoping the dog becomes a fast friend, so he can slip in and out without causing so much commotion.

Thirty-five hundred people were seated in the open at Mustang Field the night of the BLACKWOOD 4 hr. SING. Clouds appeared and finally the wind came up and it started to sprinkle. It looked like it

might rain so hard they would be forced to abandon the field and continue their concert at the Armory. And someone had to rush to the studio and be ready to take the broadcast from there, while the switch-over was being made. JAMES BLACKWOOD and HILTON GRIS-



WOLD jumped in their car, drove pell-mell to the station. Then . . . just as they pulled up in front of the studio . . . the rain STOPPED! Their chase and worry had been all in vain!

The center of attraction in this newest picture of Station Manager OWEN SADDLER'S family is baby "David Rankin" lying in the arms of his mother, Elizabeth. David, named for his great, great grandfather on the maternal side, was born July 26, at Hand Hospital in Shenandoah. Although he was the lightest of the three Saddler children, weighing 7 lbs. 10 oz., he is good and strong. At first, it looked as if his hair had a reddish cast, thus the nickname "Rusty". But they may have to change that, as his hair seems to be lightening up now. Barbara, age 7, is a big help in caring for her new baby brother and Tucky age 4, longs for the day when David can play ball with him.

KMA DAILY PROGRAMS FOR SEPTEMBER 1948

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—The Sunrises
 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.—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.—Gospel Quartet
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Edith Hansen
 2:45 p.m.—Ike Everly's Trio
 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.—Challenge of Yukon (M. W. F.)
 5:00 p.m.—Green Hornet (T. Th.)
 5:30 p.m.—Sky King and/or Jack Armstrong

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.—Jimmy Blaines Place
 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.—Roy Rogers
 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.—Youth Asks The Gov't
 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
 7:30 p.m.—Criminal Casebook



- 8:00 p.m.—Child's World
- 8:30 p.m.—Candid Microphone
- 9:00 p.m.—To Be Announced
- 9:30 p.m.—Gabriel Heatter
- 9:45 p.m.—Varieties in Music
- 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.—Boxing Bout
- 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.—Mornina Headlines
- 8:00 a.m.—Merrill Langfitt Interview
- 8:30 a.m.—Shoppers Special
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Piano Patterns
- 9:45 a.m.—Bob Stotts
- 10:00 a.m.—Abbott & Costello
- 10:30 a.m.—Tomorrow's Headlines
- 10:45 a.m.—Johnny Thompson
- 11:00 a.m.—Kiddies Party
- 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.—Gospel Quartet
- 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.—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 Sanders

- 4:30 p.m.—Ralph Childs, News
- 4:45 p.m.—Steve Wooden
- 5:00 p.m.—Ernie Felice Quartet
- 5:15 p.m.—Profits of Prayer
- 5:30 p.m.—House of Mystery
- 6:00 p.m.—Treasury Band Show
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather
- 7:00 p.m.—Johnny Fletcher
- 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
- 9:30 p.m.—Hayloft Hoedown
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Cliff Edwards
- 10:30 p.m.—Dance Orch.
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

- 7:00 a.m.—News Summary
- 7:15 a.m.—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
- 5:30 p.m.—Greatest Story Told
- 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.—Theatre Guild
- 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*

Frank Comments

By
FRANK FIELD

Rather an odd looking picture to head my column this month isn't it? Looks kinda like a picnic table. Well, as a matter of fact, that's exactly what it is. Some of you morning listeners probably heard me tell a couple of weeks ago about the Field Family dinner at our place on a Wed. evening. The Field Tribe has been having a sort of a family reunion at Shenandoah this summer, and as many as could get away to make the trip gathered here in Shenandoah about the middle of August to get acquainted with the various in-laws, new children, and grandchildren. It was the most nearly complete reunion in 18 or 20 years. Most of them have scattered out again and gone to the four corners of the earth by now, but we certainly did get a lot of good visiting done, during the week that the bigger part of them were here.

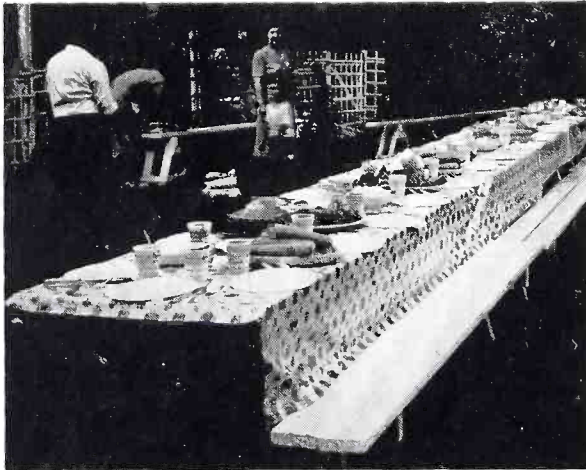
They made their headquarters down at my father's, but we managed to get the entire crew up at our place for supper Wed. night. In fact, this was the only time that they were all together at one time and certainly the only time they sat down together at one table. Counting brothers, sisters, uncles, aunts, nephews, nieces, and cousins, there were just an even 30 of us.

Of course, somebody said, "Oh wouldn't it be nice if we had a picture while we are all together." Well that would be rather an impossible undertaking while they were seated at the table, because the ones on this side of the table would have their backs turned, and they in turn would hide the ones on the other side of the table.

So Dad said, "why not take a picture of just the picnic table," so that's just what I did. It was just beginning to get dark so it didn't make a very plain picture. The girl standing facing the camera is my sister, Hope. The girl leaning over filling ice tea glasses is my sister, Mary. Right behind her in the white shirt is Hope's husband, Leo Pawek.

No Jennie didn't do all the work getting all the supper for the crowd. Our oldest daughter, Zoe, and my sister, Mary shared equally with Jennie from start to finish. We used paper plates which saved tremendously on dish washing. That first platter, as you can easily see, is roasting ears, and there is another just like it about

every 4 ft. clear to the end of the table. Next to it you can see a platter of sliced tomatoes and next to the tomatoes is a dish of potato salad. Just beyond that are the pickled beets and the sliced cucumbers and onions. These were repeated at intervals the whole length of the table.



The girls boiled about 2 bus. of sweet corn and there wasn't very much of it left over either. Outside of the bread butter and meatloaf, practically everything else was growing in the garden the day before. The principle ingredient in the meatloaf was hamburger, which was taken from the freeze box, so the grocery stores didn't make much off of that family supper. It just shows what you can do when you have a good garden. Incidentally, most of the relatives were city folks who do not have gardens, and I could hardly eat anything myself from watching them lay into that hybrid Ioana Sweet Corn. I think they averaged five ears apiece. By the way, don't forget to put hybrid Ioana on your must list when you order your garden seed next year.

Homemaker Day



Another wonderful, fun filled, prize-packed Homemaker Day!

You women that haven't seen at least one of these affairs are missing a real treat.

Matter of fact, at our Homemaker Day in August (Wallpaper and Paint), we had quite a few men visitors. When questioned as to why he had come, one fellow answered "all month long my wife has been talking of the good time that she had at one of your homemaker days so I thought I'd come along just to see what they're all about. When asked if he had a good time, he answered, "Swell time! But don't print my name. If any of the fellows up our way knew that I'd come, they'd kid the life out of me. By the way, I'm going to be back next month. Have the back door open so that I can sneak in without anyone seeing me!"

Well, mister, no one has to come in the back door for a homemaker day. Everything is free including entertainment by the talent staff, and Glenn Harris' famous Penny Auction which you see in action in the picture above. Glenn is talking while Wayne Beavers holds the "mike" for the lady contestant.

This month's Homemaker Day on September 23 features Fall Cooking.

Bring the whole family for an afternoon that you will remember for many a moon.

Kitchen Klinik

By **ADELLA SHOEMAKER**

I want to thank each one of you for making me feel at home on KMA. Your letters, recipes, and household hints have all been appreciated so much. Write as often as you can!

Would you like the recipe for the casserole dish you see in our family picture on page 14. It's our favorite one-dish meal. We serve tossed salad, and Vienna bread with it.

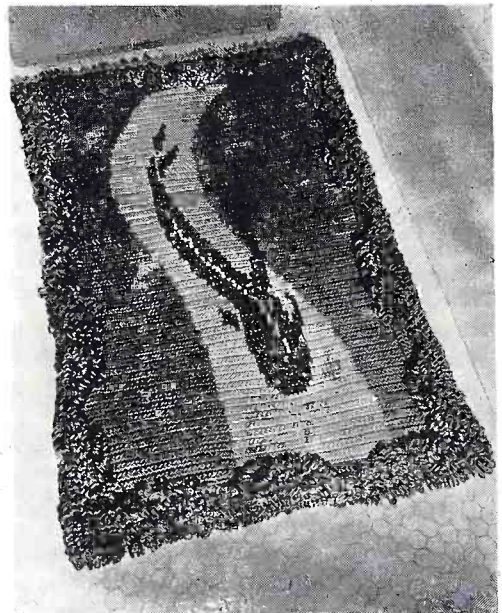
JOHN MASETTI

1 lb. sausage, 1 onion, chopped, 1 c. tomato juice, 1 t. salt, 1 c. diced cheese, 1 eight ounce package fine cut noodles.

Fry onion until light brown. Add sausage, and fry until it crumbles. Stir it constantly. Cook noodles ten minutes in salted water. Drain. Mix together with sausage, cheese, and tomato juice. Bake in greased casserole in slow oven forty min.

Now I must tell you about the bathroom rug shown below. It's washable and measures 26" by 28". The color is light and dark green.

This pattern is completely free. Just write for Direction Leaflet No. 5107 Please enclose a self-addressed stamped envelope, address, Adella Shoemaker, KMA, Shenandoah, Iowa.



Blackwoods School of Music



Pictured above is the graduating class of the Blackwoods' first school of music held in the Methodist Church in Shenandoah from July 26 thru August 14.

To list the name of every student shown in the picture would be an impossibility so we will content ourselves with pointing out the instructors who are shown in the first row. From left to right you see Faylon Geist, Roy Blackwood, Doyle Blackwood, Billy Gewin, Jonny Dickson, Warren Holmes, R. W. Blackwood, James Blackwood and Hilton Griswold. Other instructors not shown included Louise Meyer (Aunt Lou on the Kiddy Show 11:00-11:30 Sat. A. M.), Bill Lyle and Calvin Newton.

159 students attended the school which presented classes in Gospel singing, music rudiments, counterpoint, harmony, piano and organ instruction.

Very impressive graduation exercises were held in Mustang Field on Saturday, August 14. More than four thousand people from 6 states braved intermittent sprinkles of rain to hear 17 musical groups perform. The quartet shown above composed of (l. to r.) Arlene Anderson, La



Vonne Lindberg, Verna Erickson and Joan Roker is of the type which the school built.

Next year an even more extensive school has been planned. Why not start planning to attend right now?

Helpful Hints For Homemakers

By **EDITH HANSEN**

Well, folks there is good news this month! As you have seen and heard by this time we have another fine homemaker added to our staff making us the most outstanding homemaking radio station in the Middlewest, if we may be permitted to brag a little.

Bernice Currier will be taking over my 9:00 A. M. broadcast starting Sept. 6 and I will be moving to 2:30 in the afternoon. I know that you will like Bernice and I know that I am going to like my new time. Be sure to tune me in—2:30 each weekday afternoon.

RIPE CUCUMBER CRYSTAL PICKLES

Cut ripe cucumbers in half lengthwise, after peeling, remove seeds. Cover with the following: to each quart of water, add 1 t. of coarse salt, 2 t. powdered alum. Bring slowly to the boiling point, cucumbers and liquid, then let them stand on back of range 2 hours. They must not cook, simmer or boil, just keep them warm. Then at end of 2 hours, pour off water and cover again with ice water or very cold water to chill. Let stand a few minutes while you measure out as follows: 1 pt. vinegar and 4 cups sugar (2 lbs.). Boil for 5 min. together. Put in a cloth bag 2 T. whole Cloves, 2 T. whole cinnamon. Add the cucumbers after vinegar solution has boiled five min. Cook 10 min., don't boil, just simmer slowly. Put all in a stone crock, each day scald syrup and pour over pickles for 3 days. Seal in jars on 4th day.

LAST OF GARDEN RELISH

Chop fine: 2 c. green tomatoes, 2 c. cucumbers, 2 c. green peppers, 2 c. onions. Mix $\frac{1}{2}$ c. salt and 1 quart water and pour over vegetables—let stand overnight—drain. Add 3 c. sugar, 3 T. mustard seed and 3 c. vinegar—cook—when almost done—add 2 c. diced cooked carrots, 1 bunch diced cooked celery, 1 can or 2 c. cooked lima beans and 1 can or 2 c. cooked kidney beans, drain—let come to boil—seal.

Fancy Fiddler



When Buddy Morris takes his fiddle in his hand, you are never sure just exactly what is going to happen. He may put it between his knees; he may hold the bow in his teeth; he may put it over his shoulder (as in the picture above) or—but it is futile to name all the positions from which Buddy can play that fiddle. In all, he has 16 different ways. But regardless of how he plays it, the result is always the same—good music.

Buddy started playing when he was 7 years old. His whole family, Mother and Dad and 13 children, are musically inclined and they formed an oldtime band that traveled around the country. For that reason Buddy didn't have much time to make friends. However, he surely became fast friends with his fiddle. As one listener wrote, "Buddy sounds like he's in love with that fiddle. If I was his wife, I think that I would be a little jealous!"

His most prized possession is a German-made violin with a handcarved lion's head at the top of the neck. Some of his army buddies gave it to him while stationed in Germany.

The Shoemakers



As promised, here is the Shoemaker Family caught just as they were about to start the evening meal. Serving Adella is her son, George, who recently returned from Camp Foster, Lake Okoboji where he was a youth counselor. The gentleman with the big smile at the head of the table is Big Don and then, of course, we must not forget Little Don. Evidently "Little" Don was named a number of years ago because he has surely outgrown his name now. He is only a couple of inches short of reaching Big Don's 6 ft. 1 in.

These last few days have been very happy ones for the Shoemakers. Little Don who has been studying for the ministry preached his first sermon on August 21st at College Springs, Ia. For weeks this had been the big event in the family's life. However, Mother and Dad couldn't quite make up their minds whether to attend Don's first sermon or not. They were afraid their presence might make Don nervous so they left the decision up to him. He, on the other hand, thought that they might be nervous and a little ashamed if he were to make a mistake, so he suggested that they go to their regular church services. Don did fine by all reports, but this does illustrate a remarkable point. Each member of the Shoemaker family is more conscious of the other's feelings than his own!

Program Personals

By JIM MOORE

Our farm service department scores again!

For the third time in 5 months, Merrill Langfitt, our Farm Service Director, was chosen to originate a nationwide broadcast for the American Broadcasting Company.

This time it was a program from the Iowa State Fair Grounds at Des Moines, Ia., Aug. 28.

Merrill picked a typical farm family from this section of the country and asked each member what the state fair meant to him. Needless to say, the answers made a very interesting broadcast. Matter of fact, they went beyond that. These answers from people just like you folks that are reading this column clearly showed that state fairs are the climax of the farmer's year. They give him an opportunity to exhibit the work which he has been doing all year. And just as important, they give him a chance to have a great deal of good, ole fashioned fun.

More power to fairs regardless of the state in which they may be!

Hi, Ho, Silver

At 7:00 P. M. (Mon., Wed. and Fri.) this call makes kids' eyes light up from coast to coast—just like the two young fellows sitting with their pal, the Lone Ranger. What shooting irons!



Town Vs. Country

By MERRILL LANGFITT

I can surely sympathize with you folks who live on dirt roads. Our house is in a new addition recently constructed in Shenandoah and right now the roads haven't been completed. Consequently, we have plain old dirt and clay for a road bed. Early in August it rained 4 consecutive days so you can imagine the mess we have had. I can go down hill from the house to the studios for my early morning broadcast, but coming back is a different matter. The way I solve the problem is to get as close to the house as possible, then get my "mud hooks" on and wade the rest of the way. So you see, life in town isn't always as pleasant as some folks think. Matter of fact, having been raised on a good Iowa farm, I appreciate the pleasant experiences of farm life.

Farm life is easier than it was in mother's day. My mother used to cook on the range, burning cobs, wood or coal. The wood box always created a mess on the floor. Today she turns a little knob on her nice white stove and in a few minutes the meal is ready to serve.

I was the speaker recently at a Farm Bureau picnic. I couldn't help noticing the nice frozen salads the rural homemakers spread on the picnic table. Five years ago we didn't see such things because we didn't have the electricity for refrigeration. I think the traditional fried chicken even gets a little better each year. Grandma was a good cook, but I'll be the first to admit that you modern homemakers put her to shame when it comes to preparing nice looking, tasty dishes.

You rural homemakers have a knack of sending the men away from the table well "stuffed". Perhaps the old adage "necessity is the mother of invention" is the clue. Your men work hard in the field all day—they come in hungry—and you must feed them—that's all there is to it.

Now I wonder how I got started on the subject of food. Maybe my 208 lbs. is the answer!

KMA Kwiz

1. What popular entertaining duo missed their baby's first words because they were on a personal appearance? (Apr. 48, p. 10). 2. His wife was initiated into the sorority of radio wives in a beauty parlor? (May 48 p. 4). 3. He is not only our production manager, but also a gardener supreme (June 48, p. 5). 4. Friday, the 13th, was his unlucky day. It cost him \$600. (July 48, p. 10) 5. He is a photographer fan with a dog named "Tootie". (Aug. 48, p. 7).

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

For correct answers turn the page.

1. Mack and Jeanie Sanders. 2. Warren Nielson. 3. Chick Martin. 4. Jerry Fronek. 5. Elmer Axelbender.



Forecasts For The Month

BIRTHDAYS:

- Sept. 5—Ronald F. Blackwood (son of R. W. Blackwood of the Quartet)
- Sept. 7—J. E. Van Ness (Mdse. Mgr.)
- Sept. 13—Eddie Comer (Staff Artist)
- Sept. 24—Geraldine Fronek (daughter of Staff Artist Jerry Fronek)
- Sept. 26—Susan Childs (daughter of News Editor Ralph Childs)
- Sept. 27—Betty Lund (wife of Eng. Ralph)

ANNIVERSARIES:

- Sept. 5—Muriel and Ralph Childs (News Editor)
- Sept. 6—Mildred and Glenn O'Day (Eng.)
- Sept. 8—Mack & Jeanie Sanders (Artists)
- Sept. 14—Gilda Marie and Max Olive (Continuity Writer)
- Sept. 26—May and Jonny Dickson (Blackwood Bros. Quartet)

BIRTHSTONE: Sapphire.

FLOWER: Morning Glory and Aster.

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Hail, Hail - The Gang's All Here!



Yes sir! The KMA Gang really turned out for our Big Field Day on Weed and Insect Controls held at the Shenandoah Airport, July 28. Over 2,000 farmers enjoyed the noon day program which the entertainers presented from the open air stage.

Despite the heat the boys and girls put on a real show. From l. to r. you see Glenn Harris holding his bonnet in the breeze; little Jeanie Sanders in the background by the piano; Zeke Williams with

his violin tucked under his arm; Joan Williams; Steve Wooden; Buddy Morris almost hidden by Steve; Eddie Comer with his clarinet; Mack Sanders complete with bow tie and bass fiddle and in the background, Ike Everly.

Recently the entertainers have been taking part in many fairs and fall festivals. Be sure to see them when they come to your section of the country and, if you are planning an event in your community, drop them a letter.