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KMA GUIDE

Vol. 4

NOVEMBER, 1947

No. 11



WHO SAID TURKEYS DO NOT LIKE "PERSONAL" ATTENTION?

(Story on Page 6)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

NOVEMBER, 1947

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Trenton, Missouri

I'm enclosing a dollar for a year's subscription to the KMA GUIDE. It's to be a birthday present for my mother-in-law. She listens to KMA and I'm sure she will enjoy the magazine.

Mrs. Dale Campbell,
Route No. 6.

(And give her, too, the best wishes of the KMA Staff for a happy birthday!)

Carleton, Nebraska

Three cheers for "Ted Malone" on the dress subject I do not like the long skirts and do not want to buy new clothing as I have always made a point of buying good quality clothes.

Mrs. Guy Schardt.

(We know Ted would appreciate the opinions of all you ladies on the subject of the longer skirts.)

New Boston, Missouri

I'm glad you put special recipes in the GUIDE, as I miss hearing the two home-makers' programs once in awhile.

Mrs. J. E. Pearce

(After our "preview" of this month's mouth-watering candy recipes, we couldn't wait for the holiday season . . . in fact, we could hardly wait until office closing time . . . to treat ourselves to a big batch of homemade fudge)

Staunton, Illinois

It's a joy to renew for the 3rd time with you folks. It was Zeke Williams who got me to subscribe the first time. I do value your magazine and wouldn't miss it for a hundred dollar bill!

Chaw Mank,
Box 30.

(And to think we offer a whole year's subscription for only ONE dollar. Tsk, tsk!)

Harvard, Nebraska

Here's my renewal for the GUIDE. Right now I'm trying to write this and listen to Leanna and Lucile at the same time. I especially enjoy the Kitchen-Klatter program and Frank Field's visit. Wish I might have a visit with all of you.

Mrs. C. L. Will,
Box 175

(We'd enjoy making a personal call on you too, Mrs. Will, but next best is our monthly visit with you in the KMA GUIDE.)

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Hiawatha, Kansas

I listen to the Blackwood Brothers three times a day and think they are grand. It seems like I know a lot of people around KMA, even tho' they don't know me. I like them all . . . but Jim Kendrick, with his smiling face, best of all.

Margaret Daeschner.

(Jim's smile was even bigger when we reported your compliment and he sends a thank-you.)

Stoutland, Missouri

I especially enjoy all articles and pictures of Jerry Fronek, my favorite KMA entertainer.

Lois Brewster,
Ozark Fisheries.

(Jerry is almost as proud of letters like yours as he is of his new accordion. We hope you saw the fine picture and story on p. 5 of last month's GUIDE.)

Bedford, Iowa

I don't have much time to write, as I have 6 small children, 2 girls and 4 boys. Was glad to read that Ralph and Muriel Childs had a girl. I'll bet they are proud. I'm enclosing a check for the GUIDE.

Mrs. Hildred B. Helm.

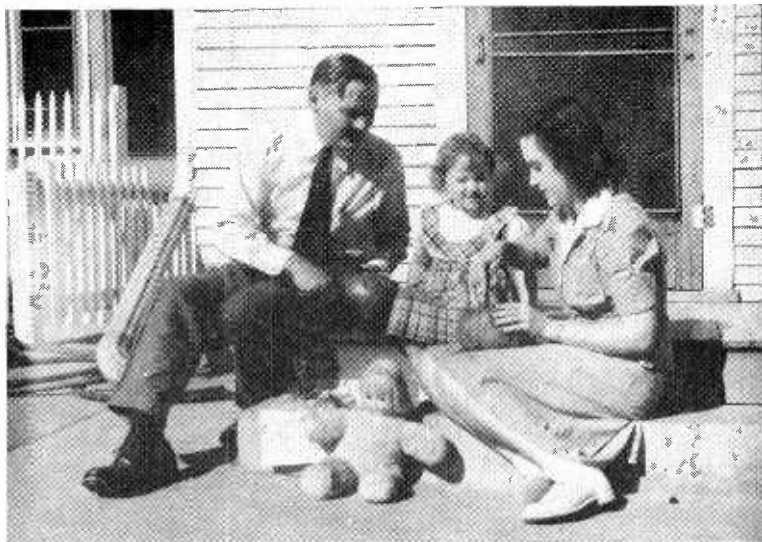
(And what an adorable little girl she is. Be sure to see the family picture on p. 4 this month.)

Bremen, Kansas

Just a note to order the GUIDE. I don't have time for a letter this morning as we have the painters at our house and they'll be here for dinner. They've been working since last Tuesday, and there's still more to be done.

Mrs. Antone Sedlacek.

(With housecleaning and painting in full swing, we doubly appreciate your remembering us. Thanks for your order, Mrs. Sedlacek.)



A Chat With Edward May

I wonder how many of you had "punks" to fix up for your youngsters as you see me doing in the picture above. Annette got a big thrill out of getting in my way when I was making the Jack-O-Lanterns and was almost speechless when we first lit the candles. Of course Eleanor Jean and I had just as much fun as Annette did.

We have all certainly enjoyed one of the most wonderful Indian summers in many years. Many of us might have asked for a little more moisture but no one could have asked for finer fall weather. For long weeks we could hardly resist the call to tramp out in the woods. We picked wild plums, went searching the country lanes for bittersweet, and even gathered a big basket of wild grapes. We simply seized every opportunity to be out of doors and under the warm sun.

As I write this letter the sumac is putting on a blazing red dress. The hard maples have already turned to varied hues of red and rose. In the timbers an occasional vine flames out around the tree it embraces. This is our most beautiful season in the middlewest and it seems we ought to advertise it to all the world.

Another thing I like about this time of year is that it is the harvest season. Of course, we harvest wheat and oats during the summer, but this is the time of year when the corn is picked and, after all, corn is the main crop in this section of the country. We should feel especially grateful that we are going to harvest a good corn crop in spite of the early summer rains and the late summer drought. This is a great tribute to hybrid corn, and I am proud that our company has had a part in developing and making hybrid corn available to the farmers in the middlewest.

Mother joins me in sending greetings to all of you. I am glad to say she is well and busying herself with her many activities. She has taken a keen interest in a drive for funds to enlarge the hospital in Shenandoah and has made frequent trips to Boone, Ia., where she serves on the board of trustees of the Eastern Star Home. She was recently appointed Worthy Grand Warden of the General Grand Chapter of the Order of Eastern Star for 2 years. In February she plans to go to Guatemala and visit the research center which dad had such a large part in establishing.



KMA Day In Omaha

October 3 was a big day for the hundreds of listeners who jammed the auditorium of the Brandeis Store in Omaha, to see many of the KMA talent staff in person as they broadcast two popular daily programs and presented an extra 45 minutes of special entertainment. The audience saw in actual broadcast "Half-Past Noon" 12:30-12:45, sponsored by Brandeis and the popular "Stump Us" program, 11:45-12:00 n., sponsored by Manchester Biscuit Co.

Beautiful prizes were provided by Brandeis to certain lucky members of the audience. Two ladies who received awards are pictured above with Sta. Mgr. Owen Saddler, (l. to r.) Mrs. Geo. Kruger, Oakland, Ia., and Mrs. A. G. Terrell, 3506 No. 16th St., Omaha. Both women have been customers of the store for at least 50 years, and Mrs. Kruger even purchased the material for her wedding gown there in 1897.

Of special interest to us, too, was the fact that both of these ladies were our guests back in 1927 when the late Earl E. May personally dedicated our beautiful studios and auditorium. We know that many of you who read this were here then, too.

Following the program we all enjoyed a delicious dinner in the Brandeis Cafeteria. Watch for the date when the KMA staff will again appear in Omaha—or maybe your own town.

Meet Susan Elizabeth

This is the first picture to be taken of Muriel and News Editor Ralph Childs' new baby daughter (Oct. '47 GUIDE, p. 6), and we would say the family seems to be most happy about it.

Ralph holds Susan Elizabeth, 1 mo., and she too seems pleased with the arrangement. Michael, 2½, looks up in wonder and total disregard of the cameraman, while Stevie, 7, grins approval and David, 4, is still a little awed by the whole situation. Mrs. Childs, behind the basket, is perhaps the happiest of all, and with good reason . . . she's no longer so outnumbered by the men in the family!

The boys adore their new baby sister and when Dad went to the hospital to bring her home, all three of them accompanied him. They draped themselves over the back seat of the car, trying to get a peek at her and then gave her a loving pat on her little pink cheek.

Already they are proving they can stop sister's crying. One day the three boys left the dinner table before their Mother and Dad had finished eating. They went to the library, where the baby was crying. When their mother went in later, the boys had the baby propped up in bed with pillows, her toys all around her, and were playing records to entertain her. She had stopped crying and was as happy as a lark. Even at the age of two weeks, Susan showed she was delighted with the attention shown her by her three fine brothers.



Hello Glenn!

Meet Glenn Harris, our new Program Manager. He joined our staff Oct. 6 and already we feel as if we've known him for years. His warm personality, instant smile, and ready wit win new friends for him daily.

Glenn is a specialist on programming for farm and rural listeners. He knows what you want and will see you get it when and how you like it. He knows special events broadcasting as few men do in this area. He has conceived and produced variety programs of all types.

He's your new radio neighbor. He wants to meet you personally, if he can. He wants you to tell him what you like, what you don't like, and what your radio set means to you and your family. Look him up next time you're in Shenandoah.

But he isn't going to wait idly for you to visit him. He's going to be all through the KMA area on special programs and maybe he'll be talking with you soon.



We hope you recognize him and give him a cordial handshake. You'll find that he has wavy red hair and brown eyes. He's 6 ft. tall and athletically slender. He says he likes Spanish rice "by the ton", but can eat everything with a healthy appetite. His hobbies are raising German Shepherd dogs, swimming and basketball. He has a collection of about 2,000 records and among them is a real collectors' item, a record made by the Boston Pops Orchestra with a mistake in the middle; he estimates its current value at several hundred dollars. His middle name is Edward and he's single.

Glenn started in radio at his home town, Mankato, Minn., with KYSM. After he had distinguished himself by his program and production work, he went on to KMBC, Kansas City; KDYL, Salt Lake City; and KSTP, Minneapolis. He's the very man we have been looking for, and we know you join us in welcoming him.

LANGFITT REPORTS ON WYOMING HEREFORD SALE

Farm Service Director Merrill Langfitt, with KMA's wire recorder, attended a Hereford cattle sale in Wyoming, Oct. 12, when 2 world records were broken. Hiwan Farms of Evergreen, Colo., paid \$31,000 for an outstanding bull; and the top 10 animals brought an average price of \$20,160 each. The sale was held at the Wyoming Hereford ranch 8 mi. east of Cheyenne. The ranch is managed by Bob Lazear, one of the foremost cattlemen of the world, and WHR breeding is prized and sought for by all Hereford breeders. Merrill, accompanied by Wayne Steven

a local farmer, flew to Cheyenne. People from all over the U. S., Hawaii and Canada were in attendance. Notables there were: Ex-Gov. Sam McKelvie from Nebr., with whom Merrill made a wire recording broadcast; Mr. Boeing of Boeing Aircraft, and many other Hereford cattle breeders.

The Poca Dot farms of Cass, W. Va., paid \$53,000 for a 2-yr.-old Hereford bull. Other sales included average price for top 10 bulls, \$18,735. Top 10 heifers sold for \$7,860, average. The 72 head sold for a total of \$427,225. Hope you heard the wire recordings of this sale broadcast over KMA on the 6:30 a.m. shows.

Zeke's Handwriting Says

By M. N. BUNKER

Have you sent your handwriting for analysis as yet? You can, but you must act at once. Send \$1 for a gift subscription to the GUIDE for one of your friends or relatives. Enclose a self-addressed, stamped envelope and simply say, "I want my handwriting analyzed." You will be sent an analysis such as the one given of Zeke Williams' handwriting below, and we will send the GUIDE as you instruct for a whole year. Do it today.

Fannie Hurst once wrote me that the analysis made of her writing had hit dead-center, but that is nothing to brag about. Erle Stanley Gardner and a great many of the popular authors, motion picture writers, famous preachers, and more business executives than I can count, have done the same thing.

They do this, not because they know or like me personally, but because their every-day writing tells the truth about them. It tells the truth about your friend, "Uncle Zeke" Williams. You notice I speak of him as your friend. He likes people, is generous enough to be friendly without being extravagant, has a good sense of humor and likes to get things done. If you were working with him, he would want you to be on time.

You've heard about folks being independent. Zeke is one of them. Frank, in fact he likes to talk. I've gone over this writing very carefully indeed and there isn't one bit of deceit in his make-up.



His opinions are positive, that is if he wants to vote for a man for office, he votes for him without asking the neighbors. Maybe you would like to know how I know Zeke is independent.

Well, here's the way he tells it. Look at his short d's, not much stem to them, and if the d's are made with loops as Zeke makes them, it shows sensitiveness.

His worry spells do not last long because he's a natural optimist, so even if things are going badly he figures they will come out all right in the end. A lot of executive ability . . . the kind of chap to get things done, with an excellent sense of wit.

ZEKE WILLIAMS

*I'm Glad the sky is Painted Blue
and the earth is Painted green
and such a lot of nice fresh air
all sandwiched in between.*

COVER STORY

Don't let anyone tell you turkeys aren't curious. While photographer Frank Field was trying to snap this cover picture of JEANIE SANDERS, the operation was considerably delayed because the turkeys crowded around the camera to see what made it tick.

You can imagine the gobble-gobble-gobble of the 1,000 fowls on George Teachout's farm, 3½ miles west of Shenan-

doah, was a mite distracting, but it certainly set the Thanksgiving mood and here is petite Jeanie with the turkey she's selected for the Sanders' holiday dinner. Appropriately attired in her blue jeans, plaid shirt and cowboy boots, that sweet smile undoubtedly means Jeanie is already planning for mashed potatoes, cranberry sauce, delicious dressing and all the trimmings for a festive Thanksgiving dinner.

Frank Comments

By FRANK FIELD

Sorry to have to disappoint you, but there just doesn't seem to be any new picture for my page this month. There haven't been any birthday parties, weddings or anything interesting enough or exciting enough to warrant a picture. That is rather odd too, because three of our four children were born in Oct., Peggy, Zoe and Bob. Of course when they were little, we tried to have birthday parties for them, sometimes combining all three into one party, but now the parties are reserved for the grandchildren. Maybe we will have a new picture of Peggy for next month's GUIDE. The last one we ran of her was her wedding picture, as you no doubt recall.

Speaking of Peggy, she is still staying with us as Jim's destroyer is still in Asiatic waters and he has no idea when he will get back to the mainland again.

Nothing new to report this month on Bob, Elsie and little Bill, except that they had a new furnace put in this fall, as the old one was simply beyond repair and smoked the walls up badly. Bob works here at the Seed House in the Garden Seed Dept., and is running one of the bag filling machines which puts the seed into the packets. The machine, of course, is automatic but needs lots of waiting on. It can fill and seal literally thousands and thousands of packets in a day's time, and far more accurately than could possibly be done by hand. Come to think of it, a picture of that bag-filling machine might be a good idea for this page some month.

Johnny and Maxine are still living in the Veteran's Housing Project at Tarkio, on the campus of the Tarkio College. Johnny is attending school there and Maxine is working in one of the offices. Remember, we ran a picture of their house in the August GUIDE, with Johnny holding "Lucy" in his arms. You certainly wouldn't recognize Lucy as being the same dog now. I insist that one of her immediate



ancestors must have been a Great Dane, but Johnny says it was a German Police dog. She is extremely well-behaved and visits us whenever Johnny and Maxine do.

Zoe has been putting in a lot of hard work on her yard this fall, planting tulips, hyacinths and lilies . . . particularly lilies. Like so many of you folks, she used mostly annuals this year because, after all, they give you more of a run for your money than anything you can plant. It never gets too hot and dry for marigolds, zinnias, petunias and salvia.

Oh yes, the old folks . . . nothing to report except that Jennie got a new permanent last week and finally wound up the season's canning. Johnny brought up a heaping dishpan of fall beans and Jennie canned them for him in the pressure cooker, as they don't have one big enough to can in and now that Maxine is working, she doesn't have time to can them hot water bath.

Lots of you have been asking how that late planting of sweet corn turned out . . . the big patch that I planted along in July (just after the last rain of the season, as it turned out). Well, to tell the truth, it was an absolute and complete failure. There actually was not enough rain after it was planted to even germinate more than half of the seed, and I only had to plow it once to keep it perfectly clean and free from weeds. As a result, the only sweet corn we got to put in the freeze-box this year was 16 boxes from the very first planting of Hybrid Early Gold, and that was only about half a stand on account of freezing off once or twice.

The same thing was true with the lima beans, only more so. We had one big mess to eat off of one of the earlier plantings and not even a single mess off of the big patch planted in June and July. The hot, dry weather blasted the blooms and they just didn't set on. They had plenty of little pods starting when we fall-plowed the entire garden last week, but they had no chance of maturing.

KMA DAILY PROGRAM FOR NOVEMBER 1947

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Carl Hadens
 6:00 a.m.—RFD 960
 7:00 a.m.—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
 9:30 a.m.—Mack & Jeanie
 9:45 a.m.—Listening Post (except T. & Th.)
 9:45 a.m.—Real Moments of Romance
 9:50 a.m.—Jonny Dickson (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galen Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Welcome Traveler
 11:30 a.m.—Country Folks (M.W.F.)
 11:30 a.m.—Wilson Bros. (T. & Th.)
 11:45 a.m.—Stump Us
 12:00 noon—Larry Parker. News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Paul Whiteman Club
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Cornland Lyrics
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Steve Wooden
 4:30 p.m.—News
 4:45 p.m.—Uncle Zeke
 5:00 p.m.—Country Road
 5:15 p.m.—Terry and the Pirates
 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.—Markets & Weather
 7:00 p.m.—Lone Ranger

7:30 p.m.—Opie Cates
 8:00 p.m.—On Stage America
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—Buddy Weed
 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.—Dance Orch.
 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.—Markets & Weather
 7:00 p.m.—Green Hornet
 7:30 p.m.—Americas Town Meeting
 8:30 p.m.—Boston Symphony
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Fiesta Music
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 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.—Markets & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Vox Pop
 8:00 p.m.—Western Theatre
 8:30 p.m.—Jack Paar
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Henry Morgan
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 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.—Markets & Weather
 7:00 p.m.—Candid Mike
 7:30 p.m.—The Clock
 8:00 p.m.—Willie Piper
 8:30 p.m.—Darts For Dough
 9:00 p.m.—Mr. President
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—KMA Showcase
 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.

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & 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.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Carl Hadens
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Tommy Bartlett
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Mack & Jeanie
 9:45 a.m.—Real Moments of Romance
 9:50 a.m.—Jonny Dickson
 10:00 a.m.—Junior Junction
 10:30 a.m.—Say It With Music
 11:00 a.m.—Forward March
 11:15 a.m.—Ed McConnell
 11:30 a.m.—American Farmer
 12:00 noon—Larry Parker, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Virginia Harding
 2:00 p.m.—Stars In Afternoon
 2:30 p.m.—Elmer Axelbender
 2:45 p.m.—Zeke & Harpo
 3:00 p.m.—Rambling Cowboys
 3:15 p.m.—Kitchen-Klatter

3:45 p.m.—Cornland Lyrics
 4:00 p.m.—Zeke & Joan
 4:30 p.m.—News
 4:45 p.m.—Proudly We Hail
 5:00 p.m.—The Vagabonds
 5:15 p.m.—Betty Russell
 5:30 p.m.—House of Mystery
 6:00 p.m.—Modern Music
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Burl Ives
 7:30 p.m.—Famous Jury Trials
 8:00 p.m.—Gangbusters
 8:30 p.m.—Ross Dolan
 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

6:45 a.m.—News
 7:00 a.m.—Carl Hadens
 7:15 a.m.—Blackwood Brothers
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Youna People's Church
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank & Ernest
 9:30 a.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Pilarim Hour
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Raymond Swing
 12:30 p.m.—Sunday Serenade
 12:55 p.m.—Fact or Fiction
 1:00 p.m.—Blackwood Brothers
 1:30 p.m.—National Vespers
 2:00 p.m.—Lassie
 2:15 p.m.—Sam Pettengill
 2:30 p.m.—Newstime
 2:45 p.m.—Barber Shop Quartet
 3:00 p.m.—Hour of Faith
 3:30 p.m.—Patti Page
 4:00 p.m.—Bill Lance
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Don Gardiner
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Childs World
 6:30 p.m.—Exploring The Unknown
 7:00 p.m.—Lee Sweetland
 7:30 p.m.—Are These Our Children
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Theatre Guild
 9:30 p.m.—Latin Am. Serenade
 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**

While trying to fix the transmission of his car recently, STEVE WOODEN had an accident which came near causing him the loss of an eye. A jack handle slipped off and flew up in the air, striking him in the corner of the right eye, barely missing the eyeball by a fraction of an inch. Steve says, as a mechanic he is a total flop. From now on, he's leaving the mechanical work to someone who knows how. He'll stick to his guitar and singing . . . it's safer!

No doubt many a sleepy-eyed mother has had to get up at 3 a.m. to give the baby a bottle, but I don't imagine too many mothers have had to boil bottles and make formula at that time in the morning. However that is what JEANIE SANDERS had to do recently. Three-month-old Peggy had been skipping her 2 a.m. feeding for a month. Naturally her mother fixed just enough bottles for the day, but when she awakened unexpectedly in the middle of the night, it took a bottle of warm milk to put her back to sleep. That meant the supply of formula for the 6 a.m. feeding was gone, so at 3 a.m., little 20 year old mother Jeanie had to scurry around the kitchen, boil bottles and make formula. If Jeanie sounded a little tired while singing on the air the next day, you know the reason why.

"Katy", announcer JIM KENDRICK's 4 mo. old kitten, has definite ideas about the kind of ice cream she likes. She will NOT eat lemon . . . but just let Jim give her cherry, raspberry or butterscotch ice cream and she'll lick the dish clean! Singer STEVE WOODEN hopes his kittens don't get such "high-falutin'" ideas. Steve's cat, "Kissy Puttin", recently presented the Woodens with a family of 7

kittens, and Steve figures it's going to be pretty expensive if his 8 cats acquire a taste for such a delicacy as ice cream.

Announcer WARREN NIELSON finds rolling out of bed at 4:30 a.m., and putting the station on the air at 5:15. doesn't give him much time for breakfast. So he hit upon the idea of bringing a lunch to the studio. All was well . . . until the gang found it out. Then they kidded him! Finally one day, he gave them a sample of the good things he had in his sack. Since then, they're all standing around drooling and hoping he'll divide. One taste of those delicious homemade doughnuts, cookies and cakes, has convinced them his "Mom" is a swell cook, and they don't blame Warren for bringing along her pastry to eat while he drinks his morning coffee.



News items sometimes get mixed up and cause embarrassing moments to the newscaster. And that's what happened to JONNY DICKSON lately. Jonny gave a news story about Gov. Blue and Harry Linn, Iowa Sec'y of Agriculture, going on a hunting trip out west. Two weeks later, the same news item appear-

ed in Jonny's prepared newscast. To this day, Jonny is stumped as to how it got mixed in with the news 2 weeks later. After reading the item, Jonny realized there was a mix-up and attempted to smooth over the mistake by explaining that the Governor and Mr. Linn had already returned from their trip and the Governor had bagged a prize deer. Needless to say . . . Jonny's face was red!

Due to the housing shortage, two KMA families are living in trailers. MR. and MRS. FRED WARREN (Elmer Axelbender) have a beautifully appointed trailer they have been making their home for several years. They recently moved from a parking space back of the JERRY FRONEK home to the yard in the rear of the STEVE WOODEN home. To provide housing for his family, BOB STOTTS recently pur-

chased a big trailer with a porch, and intends to build on an extra room before winter sets in.

A cute little white kitten wandered from door to door in the studio looking for a new master. It finally received a hearty welcome in CHICK MARTIN's office, so proceeded to make itself at home. Chick liked the little fellow, but didn't figure an office was an appropriate place to raise a kitten. When the janitress, Mrs. Moore, arrived to dust, Chick persuaded her to take the kitten home. Chick figures that was his "good deed" for the day.

Here's the picture I promised you of entertainer IKE EVERLY's dog "Dixie", with her 10 new puppies, and Ike's 2 boys Donnie and Phillip. It's the cutest, liveliest bunch you ever saw. "Dixie" is a Springer hunting dog, and 3 of her puppies are rust-colored the same as their mother, while the other 7 are rust and white spotted. The boys have lots of fun loading "Dixie" and the 10 pups in their red coaster wagon and taking them for a ride. It's hard to tell who enjoys it most . . . the boys or the dogs! Excitement prevailed one day when it was discovered one puppy had disappeared. The entire family searched the neighborhood, but couldn't find the little fellow. Finally someone went to the basement and found the pup sound asleep on the floor. He had fallen in through the open basement window. In addition to Dixie and the 10 pups the Everlys also have one of Dixie's pups from her first litter, so you can rest assured there is plenty of activity in the Everly yard when 12 dogs begin to play.

The fellows around the studio seem to be vying with each other lately to see who can wear the loudest necktie. Pro-

gram Director GLENN HARRIS appeared in one featuring bright-colored flowers; CHICK MARTIN's tie carried out the season's color scheme in gay autumn leaves, but Chick says his best number is one that looks as if an egg has just burst! It's lots of fun watching every day to see who is wearing the brightest necktie.

BILL BAILEY, promotion manager and associate editor of the KMA GUIDE, has been ill the past month with an infection in the forefinger of his right hand. The trouble started with a felon, and developed into a bad case of infection and abscess of the bone. During his 10-day stay in the Hand Hospital, he was given over 80 shots of penicillin to combat the infection. He's feeling much better now and glad to be back on the job.



A beautiful fall wedding of interest took place Sept. 4, when Miss Dorothy Wolford, daughter of MR. & MRS. CARL WOLFORD (Febr. '47 GUIDE, p. 4), became the bride of Richard Walter of Shenandoah. The wedding ceremony was read at 4 o'clock at the Congregational Church. Dorothy, 22, graduated in the Spring of '46 from Iowa State, majoring in Home Economics and Institutional Management. The young couple are making their home on a farm 3 mi. south of Shenandoah. Dorothy's father is Sec'y. of the May Seed Co. Her mother is a sister of our late president, Earl E. May.

While you are reading the story on p. 13 about JOAN WILLIAMS, maybe you are wondering where her 2 daughters are living. Jeanne is traveling with her husband salesman, Floyd Moore, while Virginia Lee and husband, Hugh King, are living with her parents on E. Grant.

Program Personals

By **BILL BAILEY**

The folks in the picture below are having the time of their lives at the watermelon feed put on recently by the May Seed Co., for its employees and workers at the station. At 11 o'clock one morning everyone gathered in the Earl E. May Gardens behind the studios where 85 ripe watermelons were sliced and handed out on trays to willing hands.

Not only did we have all the mouth-watering melons we could possibly eat, but we served as "threshers" for the Hybrid Dixie Queen watermelon seeds. Every seed was saved by emptying them from the food trays to the huge water

tank you see in the center of the picture. The seeds will be used for next year's crop, and if it's as good as this year's, we'll be counting the days until we receive the invitation for a 1948 watermelon party!

ABC's WELCOME TRAVELER show (KMA 11 a.m. Mon. thru Fri.) is broadcast from the College Inn of the Hotel Sherman, Chicago, the oldest night club in the country, and prior to each morning's broadcast, a light breakfast is served free to members of the audience. Emcee TOMMY BARTLETT recently came up with a few interesting figures, such as 30,000 persons had witnessed the show in the 12 weeks preceding the Sept. 19th broadcast. 90% of these people were outside the State of Ill.; they drank 240,000 cups of coffee, using 30 qts. of cream and 60 lbs. of sugar, consumed 28,800 doughnuts and helped their daily vitamin intake by drinking 20,400 glasses of tomato

juice. Bartlett, during these 12 weeks, was host after the broadcasts to people from every State in the Union, from Canada, Mex., Hawaii, Brazil, Argentina, Alaska, Peru, Egypt, Ireland, England, Palestine, Scotland, France, Germany, Italy, Holland, Belgium, China, Japan, Phillipine Islands, Australia and New Zealand.

Those die-hard critics who kept their tongues in their cheeks and said BING CROSBY's show on wax (KMA 9 p.m.

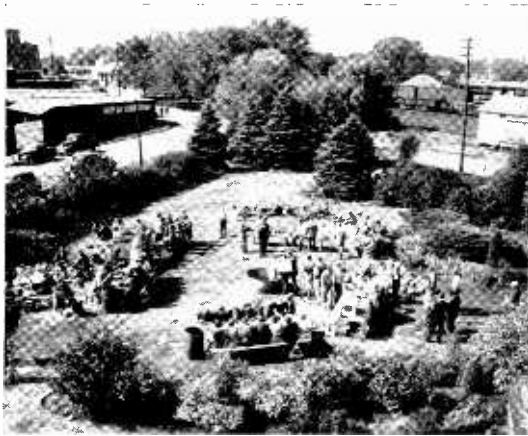
Wed.) would not meet the acid test of public acceptance, must now be about the color of green giant peas with envy. For Bing came up with the opening show, to start the 2nd 8 months on wax, with what everyone has said was one of his best shows, "live" or on wax.

So, to one who

had the courage of his convictions plus a tremendous wealth of natural and pleasing ability, we say, "Good work, Bing, and we will be listening as many Wednesday nights as possible!"

VOX POP (KMA 7:30 p.m. Wed., will soon start its 16th year on the air. It originates in a different locality each week and introduces average people to the microphone. "Vox Pop" is an abbreviation of the Latin phrase "vox populi", meaning "the voice of the people". The show is based on the theory that the average man has a much more interesting story to tell than any celebrity. As many as 150 different people are interviewed before 5 or 6 on the program are selected.

If you follow the LONE RANGER (KMA 7 p.m. Mon. Wed. Fri.), you'll appreciate this information about this thrilling character. In real life he is Brace Beemer, and he does have a real, live horse named "Silver" on his estate at Oxford, Mich. Hi-yo, everybody!



Meet Your Neighbor!



Of the many Williams' pictures in the GUIDE, we've never had one of Joan alone, and here's how she looked the day we interviewed her, in a gray crepe blouse she made herself and a green suit, her favorite attire. For personal appearance, she dresses up in one of her 4 fancy embroidered costumes.

Joan is 5'5", has auburn hair, hazel eyes. She began her musical career by singing soprano in glee clubs and church choirs. Joan's first job, at 16, was clerking, and besides her 11 years of singing with husband Zeke, she's familiar with drug store and cosmetic fields. Her ambition is to retire some day "and then relax!"

Most of you know of Joan's salt-and-pepper collection with items from all over the U.S. as well as Mex., Eng., and Aus., but did you know she has 4 older sisters? Two live in Tex., one in La., one in Kans.

Joan does her own housework, cooking, washing and ironing plus radio and personal appearances. She likes to do fancy work after the darning and plain sewing are done, and in her "spare" time practices songs for you.

You can hear Zeke and Joan on their daily 4-4:15 program and Sat. 4-4:30, plus "Nishna Valley Neighbors", 6-6:30 daily. See Joan's family pictured on p. 4 of Jan. '47; the Goodwill Trio p. 15 of Oct. '46.



Forecasts For The Month

BIRTHDAYS:

- Nov. 4—Roberta Stotts (daughter of Bob Stotts, staff artist)
 Nov. 7—Marty Maher (husband of Gayle, sec'y to your Editor)
 Nov. 8—Editor Owen Saddler
 Nov. 10—James Stotts (son of Bob Stotts)
 Nov. 11—Miriam Blackwood (wife of James of the Quartet)
 Nov. 12—Hilton Griswold, pianist of the Quartet
 Nov. 13—Fred Warren, known as Elmer Axelbender, staff artist
 Nov. 14—Judith Ann Langfitt (daughter of Merrill, Farm Service Director)
 Nov. 15—Jonny Dickson, announcer & singer
 Nov. 16—Steven Childs (son of News Editor Ralph Childs)
 Nov. 19—Viola Stotts (wife of Bob Stotts)
 Nov. 23—Hugh King (husband of Virginia Lee, staff artist)
 Nov. 25—Margaret Everly (wife of Ike, staff artist)
 Nov. 27—Wayne Van Horn, staff artist
 Nov. 27—Robert W. Blackwood (son of R. W. of the Quartet)
 Nov. 29—David Childs (son of News Editor Ralph Childs)
 Nov. 30—Susie Blackwood (wife of Roy of the Quartet)

BIRTHSTONE: Topaz

FLOWER: Chrysanthemum

FRIENDSHIP FOOD TRAIN

The Friendship Food Train is now making its nationwide tour. It is "your" and "our" expression of concern for the plight of the people of Europe and affords a material way of doing something about it. The train will make 5 stops in Iowa. Listen to KMA for complete details on how you may do your part in this great humanitarian effort of America's common people.

Helpful Hints For Homemakers

By EDITH HANSEN

With Thanksgiving and Christmas so close and with sugar more plentiful than at any time since the war, you'll be going all out to make this holiday season one of the happiest. Be sure to have plenty of bonbons and candy on hand, and to help you in this, a listener from Orient, Ia., has sent in the following recipes for fudge and divinity. The fudge recipe came from her high school cookbook; she has used it for 15 years and wouldn't trade it for any other.

For the fudge, mix 2 c. white sugar; pinch of salt. 1 c. water; 1 T. corn syrup or $\frac{1}{8}$ t. cream of tartar; and $1\frac{1}{2}$ sq. chocolate, chipped, in a deep pan. Boil to soft ball stage. Remove from heat, add 1 T. butter, 1 t. vanilla and cool. Beat until creamy and add nutmeats.

To make divinity, mix 2 c. white sugar; $\frac{1}{2}$ c. dark syrup; $\frac{1}{2}$ c. water. Boil until a ball that is rather hard in cold water forms when you tap it against the cup. Beat 2 egg whites until stiff. Add cooked syrup slowly, beating constantly. Drop by spoonfuls.

A listener from Fontanelle, Ia., says the following fudge recipe is enough for a large family and is adequate for her family of 6 children: 3 c. sugar; $1\frac{1}{2}$ c. milk and cream; 6 T. cocoa; pinch of salt; 2 T. Corn syrup; mix together and boil slowly at low temperature until a soft ball forms in cold water. Let cool. Add 1 t. vanilla. Beat to fudge consistency. Add nutmeats if desired.

From the same listener comes a Mexican caramel recipe: Boil 2 c. sugar and 2 c. corn syrup in large kettle, stirring constantly until a firm ball forms in cold water. Add 2 c. sweet cream so slowly mixture continues to boil. Add 2 T. butter, pinch of salt, stirring continually. When it tests a hard ball in cold water, add 2 t. vanilla. Turn into large, flat, well-buttered pan or cooky sheet.

These recipes are truly delicious and will be real treats for the family.

Kitchen Klatter Kinks

By **LEANNA DRIFTMIER**

"These I have had, and I am grateful,
Lord.

Friends to break bread with me at our
own board,

Fire to warm both me and those I love;
Music and books; a whole life's chance to
prove.

That Thy intent was more than drink and
food.

That life holds less of ill, by far, than good.
I have had lessons hard to learn, and I
Have had my share of fruitless asking
'why?'

But more than all yes, over and above
I have been blest by God's immeasurable
love."

Whatever our beliefs, however slender
the threads of our faith, we come to
Thanksgiving with a desire to raise our
songs of gratitude for our many blessings.
We are thankful for a chance to work and
strive with the same high courage and
gallant spirit with which our forefathers
kept the first Thanksgiving.

A beautiful centerpiece can be made
for your Thanksgiving table by filling a
wooden bowl with red and green peppers.
Another appropriate one is a hollowed-
out pumpkin filled with polished fruit.
One year I took my "Charm String" down
from the kitchen wall and laid it on a
polished brass tray in the center of the
table.

If you want something unusual, make a
wigwam of dried corn tassels in the cen-
ter of the table and place small Indian
and Colonial dolls around. This would
please the children. Another attractive
centerpiece is made by loading a small
toy wheelbarrow with vegetables and
perching a little turkey on top. Beautiful
arrangements of autumn leaves and bit-
tersweet or fall flowers, with yellow can-
dles on each side, are always in good
taste.

Don't forget place cards when you plan
this festive dinner. May it be a blessed
day for you and yours.

Guess Who?



This picture was taken just before this
slim, serious youngster of 9 left for the
studio to start his 1st radio job. Every
Sat. his songs and guitar-playing adver-
tised children's clothing and cowboy out-
fits for a local dept. store. His 1st cow-
boy costume, a white Stetson, pearl hand-
led guns, cowboy boots and chaps, was
given him by the advertiser.

His favorite girl (he's unmarried) is his
mother, who tells us he could sing a tune
before he could talk and that he weighed
but 14 lb. 2 oz. when he was a yr. old.
Now 6'1", he weighs 142, has light brown
hair, grey-blue eyes, and a hobby of col-
lecting unusual lapel pins. He's 23.

His pleasing voice is surely familiar to
you folks, for he's been at KMA for 3½ yrs.
He was born in Ia. but the family moved
to Ill. when he was 8 mo. old. He re-
ceived declam honors in high school and
after graduation the sponsor of his 1st
radio job offered him another. He work-
ed a yr. and was so successful we in-
veigled him into coming back to Ia. for
radio work at KMA.

He's perfected a new yodel, likes to read
murder mysteries, has quite a sense of
humor.

KMA's Homemaker Leanna Driftmier was
last month's "Guess Who."

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Blackwoods Lead Busy Life



It's a busy life the Blackwoods lead. They're on the air by 7:30 a.m., regardless of the late hour they may have returned the night before from a personal appearance. They have a noon broadcast, a 5:15 a.m. program to transcribe daily, bookings to look after, cars to keep in repair, personal appearances and, in addition, all have fine families with whom they spend as much time as possible. But the boys are always good-natured and look forward to any opportunity of saying "Hello" to you radio listeners in person. On Sept. 30, they attended a sales meeting of their sponsor, the Staley Milling

Co., in Mercer, Mo., and made personal appearances. In the morning they sang to 1st and 2nd grade pupils, (picture No. 1). At noon (picture No. 2) they sang to a capacity crowd in the Methodist Church. In picture No. 3 you see the Blackwoods with Staley dealers attending the meeting, in picture No. 4 the Blackwoods and Staley executives, (l. to r.) Roy & James Blackwood; Sam Moore, Dist. Staley Salesman; John & Dale Alley, Staley dealers in Mercer; Maurice Johnson, Vice-Pres. Staley Mill. Co., of Kansas City; Hilton Griswold, pianist; L. T. Johnson of Alley Grain Co., Mercer, Mo., and Doyle Blackwood.