

THE

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KMA GUIDE

Vol. 3

NOVEMBER, 1946

No. 11



Thanksgiving 1946

THE WALT ELY FAMILY

(Walt — Carolyn — Suzanne — Janet — Erva)

(STORY ON PAGE 4)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

NOVEMBER, 1946

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Cincinnati, Iowa

Thanks for reminding me about my subscription to the KMA GUIDE for I wouldn't want to miss a single issue. It is by far the finest magazine I have ever taken and I get a lot of enjoyment out of it. Enclosed is \$1.00.

Eva H. Cline
209 South East Street

Ute, Iowa

I was one of the first to subscribe for the KMA GUIDE and have spent \$7 for yearly subscriptions and 10¢ issues, for myself and friends. This should show you that I am well pleased with your magazine. My best wishes to each and every one at KMA.

Theresa Jessen

Nishnabotna, Missouri

I am enclosing \$1 for the renewal of the KMA GUIDE in appreciation of the pleasure I have experienced as a reader of this fascinating little magazine the past year.

Mrs. Roxanna D. La Hue

Rock Rapids, Iowa

Enclosed find \$1.00 for one year's subscription to the KMA GUIDE. Thank you for the reminder. I think the whole staff is doing a wonderful job of making up this little magazine.

Evina Ethden
209 South East Street

Hornick, Iowa

Enclosed is my dollar for another year of the KMA GUIDE. I have 3 more issues coming from my last year's subscription but wanted to make sure I wouldn't miss a copy. We think the pictures and stories in the GUIDE are great. Keep them coming!

Mrs. Ben Claus

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editor; Doris Murphy, feature editor; Bill Bailey and Midge Diehl, associate editors. 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.

Tekamah, Nebraska

Enclosed is a dollar for another year's subscription to the KMA GUIDE. We think the magazine is one of the nicest things KMA could do for the radio audience. We certainly enjoy it.

Mrs. Clyde Salzer
Route 2

Council Bluffs, Iowa

I really enjoy your fine magazine, the KMA GUIDE, and am enclosing my dollar for another year's subscription. It seems I know each of you.

Mrs. Betty Clark

Sioux City, Iowa

I learn more and get more news from the KMA GUIDE than any other magazine or paper I read. Enclosed find \$1 for my renewal. I especially enjoyed the picture of the "Stump Us" gang.

Mrs. May Riffle
715 Pacific Street

Leon, Iowa

The recipes and pictures alone are worth the price of the KMA GUIDE. We keep our dial tuned to KMA most of the time as it seems to meet all our program needs. Thank you.

Mrs. Charles Beasley
Box 146.



This is Earl May as he dictated his regular monthly "chats" with you. This month he has asked his son Edward to visit with you in his stead.

A Chat With Eddie May

My father has asked me to bring you his usual message in this issue of the GUIDE. He is in a hospital in Duluth, Minn., recovering from a heart attack and will have to have a complete rest for several weeks.

He had a light attack early in Sept., while vacationing at his cottage in Mercer, Wis., but had recovered sufficiently to spend a few days at home before returning to Duluth for further observation and a routine checkup.

He has a very fine room overlooking Lake Superior, a portion of the harbor and the business section of Duluth. He is getting the best of care at the hands of 3 excellent nurses. Mother, Francis and I were with him for a week or more until we were assured that he was out of danger and making satisfactory progress. Mother has returned to be with him until he can come home.

If dad were at his desk I'm sure he would call attention in this visit to the

many beautiful late-blooming flowers that are producing a riot of color here at Shenandoah at this season of the year. The infinite variety of shades of hardy chrysanthemums are especially beautiful in spite of the fact that we have had several heavy frosts. The hard maple and pin oak trees are masses of yellow, orange, and red. I'm sure you are all enjoying similar scenes wherever you might be throughout the KMA area. I suppose it is especially interesting to me because this is the first fall season I have enjoyed here since I left the United States for foreign service with the State Department in Aug. of 1942.

Dad wanted me to be sure and wish you all a happy Thanksgiving. He will probably eat his turkey in the hospital but hopes to make up for it at Christmas time.

Frank Field and I will carry on visiting with you on the 12:15 period that dad has carried for so many years. We will do our best to keep you up-to-date on things in general, but I'm sure you'll all be as happy as we will when he can again resume his broadcasts and bring you this regular message in the GUIDE.

James Blackwoods



A doorway with hanging ivy on either side and red and white pots of blooming geraniums on the porch bids welcome to visitors at the James Blackwood home at 202 South Ave. Here is James, his charming wife, Miriam, and son Jimmie, age 3, posed in front of their hospitable home. James is the emcee and mgr. of the Blackwood Quartet. Altho he has been in the Midwest a number of years, he still retains his slight Southern accent, having been born in Ackerman, Miss., 27 yrs. ago. He is 5 ft. 6½ inches tall, has dark blond hair and gray eyes. After attending grade and high school in Chester, Miss., he entered the Stamps School of Music at Dallas. In 1936, James, with his 2 brothers Roy and Doyle and nephew R. W., went to the nearest radio station and auditioned for a job, after making a number of personal appearances in their home town. They got the job and have been engaged in the singing of gospel songs ever since. During the war James was employed at a California aircraft company.

James met his attractive wife while appearing at a Jackson, Miss., station. She selected him as her favorite singer, and requested a dedication. Later the quartet appeared in her hometown, and her mother entertained the boys at dinner! Friend-



From the Editor

By Owen Saddler

The symbol of Thanksgiving to us this year is the Ely family. You see them on our special front cover this month. From left to right, they are, Walt, one of our top radio engineers; Carolyn, age 9; Suzanne, 6; Janet, 16 months; and Erva Nell.

An awful blow struck this little family on July 23, 1946, when both Carolyn and Suzanne entered the Douglas County hospital, Omaha, with polio. No one will ever know the horrible moments Walt and Erva Nell endured while their 2 daughters were in the isolation ward, where no friends or relative could visit them, and how frantically they cared for their baby daughter, hoping against hope that the dread disease would not strike her, too.

Gradually, however, faith, love, and science, prevailed. Little Janet remained well. Mrs. Hugh Bell (see p. 11) began to bring the hopeful news, for Carolyn and Suzanne started to improve. The nurses were very kind, would read them the nice letters you KMA friends wrote. As they continued to improve under the Kenny treatment, it turned out that both cases were light. Suzanne was released in 5 weeks, and Carolyn in 6.

Shortly after both were home again, Doris Murphy and Frank Field, with his camera, called for a little visit. There they found the Elys at dinner with fried chicken, riced potatoes, gravy, lima beans, spiced apples, and big glasses of milk. It wasn't November 28 yet, but it was certainly a Thanksgiving dinner so far as they were concerned. And Frank took their picture which we are using this month as our Thanksgiving symbol. Certainly few families in the KMA area have so much this year for which to be thankful.

ship developed fast and on May 4, 1939, James and Marian were married. Little blue-eyed, blond-haired Jimmie seems to have inherited his daddy's talent for singing.

Looking Forward

By **MERRILL LANGFITT**

Every day all of us here at KMA get together to talk about ways we can be of more service to you farm folks. Every week I visit many of your communities and make broadcasts from farms, visit with farm families, not only the men but boys and girls and you homemakers also. If you are remodeling your farm home, I want to know about that. If old Betsey has twin calves, I want to know about that, too. Or if John or Mary won a ribbon at the Fair, that also makes a story. I am going to continue to be out in the KMA farm area every week of every month. Do you want to help me? Let me tell you how you can. Write me cards or letters telling me about everything, (and I mean everything) that happens in your neighborhood. If one of your neighbors becomes ill and all of you help pick the corn or do the chores—tell me about it.



Our goal is to keep in close contact with what you are doing. No doubt I have been in your county, even your township, but I didn't stop to see you because I didn't know about you. When some activity is coming up, let me know several weeks in advance so I can put it on the calendar and make plans to attend. For example, I have on my calendar right now such events as God's Acre Festivals, Corn Shows, Fall Harvest Festivals, 4-H Club Events, neighborhood meetings of different kinds, etc.

Every morning from 6:00-7:00 on RFD 960 we talk about you folks—we talk with you in our "on-the-spot" interviews. At that time we give you music, markets, weather, announce your farm meetings, and bring you the latest farm news.

Let me say it again—I want to hear from you. Please write, will you?



Forecasts For The Month

Birthdays

- Nov. 7—Marty Maher (husband of Gayle, Sec'y to your Editor)
- Nov. 7—Charlotte Warren (wife of Fred, staff artist)
- Nov. 8—Editor Owen Saddler
- Nov. 11—Miriam Blackwood (wife of James of the Quartet)
- Nov. 12—Hilton Griswold (pianist for Blackwood Bros. Quartet)
- Nov. 13—Fred Warren (known as Elmer Axelbender, staff artist)
- Nov. 14—Judith Ann Langfitt (daughter of Merrill, Farm Service Director)
- Nov. 16—Lina Ferguson Flower Lady)
- Nov. 16—Steven Childs (son of Ralph Childs, News Editor)
- Nov. 23—Hugh King (husband of Virginia Lee Williams, staff artist)
- Nov. 25—Margaret Everly (wife of Ike Everly, staff artist)
- Nov. 27—Wayne Van Horne (staff artist)
- Nov. 27—Robert Winston Blackwood (son of R. W., of the Quartet)
- Nov. 29—David Childs (son of Ralph Childs, News Editor)
- Nov. 30—Susie Blackwood (wife of Roy Blackwood, of the Quartet)

Anniversaries

- Nov. 15—Frena and Eddie Vaugh (continuity writer)
- BIRTHSTONE: Topaz.
FLOWER: Chrysanthemum.

JIMMY (Skinny?) MORGAN

Maybe it's been the meat shortage that has given JIMMY MORGAN that trim, new appearance lately. Considering the scarcity of "southern fried pork chops" it's all quite possible but, Jimmy insists it comes from pushing himself back from the table 3 times a day. That boy has will-power. At any rate, Jimmy has faded to a mere shadow of his former self. His weight is down from 220 to only 196 lbs., and we have started to call him "Skinny"...???

The Douglas Family



Introducing the newest KMA family—announcer Merl Douglas, his wife Ruth, and daughter Sharon Lynne, 1½, pictured in a scene familiar to all you family folks. Mother, wearing a bright red-and-white striped dress, holds daughter's hand to keep her from falling, while daddy "stands by," with towel on shoulder and a container of talcum for the next fascinating step in baby's bath.

Merl's pleasant voice announces the evening programs from 7 p.m. until midnight. He came to KMA Oct. 1 after radio experience at several other stations and a job as punch press operator during the war in a plane factory at Burbank, Calif.

He was born in Larrabee, Ia., and attended school there, but he picked a Mo. girl for his wife. It was at a station in Spencer, Ia., in June '43, when he met her, but their romance started out none too amicably because, while she was on vacation, he applied for and got the job she thought was to be hers. The sparks flew, but it must have been love, because a year later, June 16, 1944, they were married.

Merl is 6 ft., weighs 150, has brown hair, blue eyes, and a quiet friendly manner that charms you at once. He enjoys sports, is very fond of steaks and prefers sport clothes. He and his wife say that "Always" is their favorite song, and their common ambition is to own a home.

New Programs

Additional entertainment treats in store for you folks are the following provocative new programs.

CHECKERBOARD JAMBOREE has returned to the air, sponsored by the Ralston-Purina Co., each Sat. (6:45-7:15 p.m.), and changes to (1:30-2:00 p.m.) Nov. 16th, also starting Nov. 16th. (11:45-12:00 noon) SMILIN' ED McCONNELL returns for the Mantle Lamp Co. THE HOUR OF MYSTERY is a spine-chilling favorite that is now on KMA each Sat. evening (5:30-6:00 p.m.) and we know you won't want to miss the adventures of that loveable Irish detective MICHAEL SHAYNE, each Tues. (9:30-10:00 p.m.) presented by the Hastings Mfg. Co. Really different in the way of radio entertainment are the programs of BURL IVES to be heard every Fri. under the sponsorship of Philco. He's on KMA from 7:00-7:15 p.m.

The fascinating story THE AFFAIRS OF ANN SCOTLAND, brought to the air by Raymond Labs, is now to be heard each Wed. (8:00-8:30 p.m.) and you boys and girls don't forget SKY KING, Mon. thru Fri. (5:15-5:30 p.m.) for Derby Foods. They all add up to some mighty good listening.

FLOWERS GALORE

Doris Murphy certainly was a busy woman for 3 or 4 days the first part of Oct. In fact, she did about a century of work in that short space of time. We scarcely saw her around the studio because she was the chairman of the committee responsible for the beautiful flower float sponsored by the May Seed Co. in Shenandoah's recent Centennial Day Parade.

You'll realize just how much labor was involved when you know that 280,000 asters and 4,000 gladiolas were used. The work was all done by hand and, in order to minimize the danger of wilting, the flower could not be placed until about 4 hrs. before parade time. Doris and her cohorts not only decorated the float but planned it. They choose the lovely young ladies who adorned the float and arranged for their dresses and accessories. All-in-all we're mighty proud of Doris!

Tips For Farmers

By FRANK FIELD

You folks have been wanting to see a picture of our house, so here it is, at 1008 Elm St., the 1st house south of Earl May's on the same side of the street. In fact, you can just see a tiny corner of Earl's house at the extreme right edge of the picture, just past the elm tree in the parking. There are 4 of those elms, and they give us nice shade in the mornings. South of the house are 2 big white birch trees with a young sycamore in between.

Look closely behind that white lattice fence and you can tell this picture was

taken about 11 a.m. on a Mon. That fence hooks on the back end of the garage and extends north to tie into the May white lattice fence which divides the 2 properties. The entire fence is covered with climbing roses of different varieties, mostly

Paul's scarlet. The roses you see against the garage are the same. Those 2 large shrubs in the foreground on the bank are the old-fashioned, common purple lilacs. I know they are placed wrong and obstruct the view, but they are so glorious in May when they're covered with blooms that I hate to dig them out, although I've threatened to often.

There's a standard evergreen planting across the front with Virginia junipers for the tall slender ones next to the porch, with Pfitzer junipers between them and also on both sides of the front walk out to the steps. The same type of planting continues on around the north side of the house with Canadian hemlocks for the tall growing ones and Japanese yews for the low growing kind. Then in between these, there are the usual north side,



hardy perennials including bluebells, hardy ferns, funkias, bleeding heart and timber-phlox. The planting along the south side consists mostly of sun-loving perennials such as Oriental poppies, hardy Chrysanthemums and 3 or 4 varieties of lilies. The main rose bed is just east of the garage and just west of the house.

The big flower garden where I have all of my iris, peonies and named varieties of mums is on the west of the garage. West of that is the vegetable garden and small orchard with 3 strawberry patches in between the young fruit trees and, of course, the annual flower garden for cutting purposes. We never cut any flowers from around the house or forepart of the yard but anything growing back of the lattice fence is especially for cutting. The lot is about 80 ft. wide and early 300 ft. deep which gives us plenty of room to grow just about anything we want to. However, with all the flowers it doesn't

leave a very large vegetable garden so we have a piece of ground 50x100 behind the grove about 1/2 of a mile west of the house. That's where we raise potatoes, sweet corn, green beans, lima beans, and things of that nature.

The house is really a lot bigger than it looks as there are 5 rooms downstairs and 3 upstairs, all quite large. It's a good thing as the family is about back up to normal as far as numbers are concerned. In fact our little family group grew from 2 to 6 in Oct. Peggy's husband was transferred to Pearl Harbor and she will live with us for 2 or 3 months. Bob's house was sold out from under him and he, Elsie, and little Bill are staying with us. That's why I'm glad I had a big garden and our large freeze box is full of vegetables and fruit.



KMA Daily Programs FOR NOVEMBER, 1946



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:30 a.m.—Blackwood Brothers
- 5:45 a.m.—Church of the Air
- 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.—Behind Your Dial
- 9:45 a.m.—Listening Post (except Mon.)
- 10:00 a.m.—Breakfast in Hollywood
- 10:30 a.m.—Home Edition
- 10:45 a.m.—Ted Malone (MWF)
- 10:45 a.m.—Cliff Edwards (T-TH)
- 11:00 a.m.—Glamour Manor
- 11:30 a.m.—Country Folks
- 11:45 a.m.—Stump Us!
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Cargill Calling
- 12:45 p.m.—KMA Market Reports
- 1:00 p.m.—Utah 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.—Rambling Cowboys
- 3:00 p.m.—John J. Anthony
- 3:15 p.m.—Kitchen-Klatter
- 3:45 p.m.—Down A Country Road
- 4:00 p.m.—Lina Ferguson
- 4:15 p.m.—Jimmie Morgan
- 4:30 p.m.—News
- 4:45 p.m.—Buck Rogers
- 5:00 p.m.—Terry and the Pirates
- 5:15 p.m.—Sky King
- 5:30 p.m.—Jack Armstrong
- 5:45 p.m.—Zeke & Joan

MONDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Suppertime Frolic
- 7:00 p.m.—Lum 'n Abner

- 7:15 p.m.—Earl Godwin
- 7:30 p.m.—The Fat Mam
- 8:00 p.m.—Dark Venture
- 8:30 p.m.—Rumpus Room
- 9:00 p.m.—The Shadow
- 9:30 p.m.—Those Websters
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Henry J. Taylor
- 10:30 p.m.—Dr's Talk It Over
- 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.—Suppertime Frolic
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Here's To Vets.
- 7:30 p.m.—The O'Neills
- 8:00 p.m.—Rex Maupin's Band
- 8:30 p.m.—Boston Symphony
- 9:30 p.m.—Michael Shayne
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Joe Hasel
- 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.—Suppertime Frolic
- 7:00 p.m.—Lum 'n Abner
- 7:30 p.m.—Fishing & Hunting
- 8:00 p.m.—Ann Scotland
- 8:30 p.m.—Pot O' Gold
- 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
- 10:30 p.m.—Songs of Good Cheer
- 10:45 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.—Suppertime Frolic
- 7:00 p.m.—Lum 'n Abner
- 7:15 p.m.—Why Do You Worry?
- 7:30 p.m.—Town Meeting
- 8:30 p.m.—Take It From There
- 9:00 p.m.—Sammy Kaye
- 9:30 p.m.—Fantasy In Melody
- 9:45 p.m.—Football Prophet
- 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.

- 4:45 p.m.—Remodel For Vets
- 5:00 p.m.—Jimmy Blair
- 5:15 p.m.—Chittison Trio
- 5:30 p.m.—Hour of Mystery
- 6:00 p.m.—Western Theatre
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Checkerboard Jamboree
- 7:15 p.m.—Treasury Salute
- 7:30 p.m.—I Deal In Crime
- 8:00 p.m.—Gangbusters
- 8:30 p.m.—Sherlock Holmes
- 9:00 p.m.—Am. Melodies
- 9:30 p.m.—Cornbelt Jamboree
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Cliff Edwards
- 10:30 p.m.—Songs Of Good Cheer
- 10:45 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.—Suppertime Frolic
- 7:00 p.m.—Burl Ives
- 7:15 p.m.—Treasury Salute
- 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.—Football Prophet
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

- 7:00 a.m.—News
- 7:15 a.m.—Tom Glazer
- 7:30 a.m.—Back to the Bible
- 8:00 a.m.—Young 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.—Pilgrim Hour
- 11:30 a.m.—Lutheran Hour
- 12:00 noon—News
- 12:15 p.m.—Leo Durocher
- 12:30 p.m.—Blackwood Brothers
- 12:55 p.m.—Facts & Fiction
- 1:00 p.m.—Hour of Faith
- 1:30 p.m.—National Vespers
- 2:00 p.m.—Open House
- 2:30 p.m.—Newstime
- 2:45 p.m.—Sam Pettengill
- 3:00 p.m.—Are These Our Children
- 3:30 p.m.—Green Hornet
- 4:00 p.m.—Darts for Dough
- 4:30 p.m.—Counterspy
- 5:00 p.m.—Sunday Evening Party
- 5:30 p.m.—Willie Piper
- 6:00 p.m.—Drew Pearson
- 6:15 p.m.—Don Gardiner
- 6:30 p.m.—Stump The Authors
- 7:00 p.m.—Paul Whiteman
- 7:30 p.m.—The Clock
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Louella Parsons
- 8:30 p.m.—Jimmy Fidler
- 8:45 p.m.—The Policewoman
- 9:00 p.m.—Theatre Guild
- 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.

SATURDAY PROGRAMS

- 5:30 a.m.—Blackwood Brothers
- 5:45 a.m.—Church of the Air
- 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.—News
- 8:00 a.m.—Wake Up and Smile
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Forward March
- 9:45 a.m.—Jimmie Morgan
- 10:00 a.m.—Elizabeth Woodward
- 10:15 a.m.—Johnny Thompson
- 10:30 a.m.—Piano Playhouse
- 11:00 a.m.—Tex Robinson
- 11:15 a.m.—Tell Me Doctor
- 11:30 a.m.—Country Folks
- 11:45 a.m.—Smilin' Ed McConnell
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Half-Past Noon
- 12:45 p.m.—Football Game
- 3:15 p.m.—Kitchen-Klatter
- 4:00 p.m.—Lina Ferguson
- 4:15 p.m.—Jimmie Morgan
- 4:30 p.m.—News

On The KMA Party Line

With **DORIS MURPHY**

Oma West Corder was getting a driving lesson from her husband Bob one evening and altho it was getting dark everything was going fine until Oma came to learning to turn around. She forgot to shift gears, and the motor coughed to silence. Then the starter stuck, and Bob was stumped as to what to do, because it was getting so dark he couldn't see and he didn't have a flashlight. But, necessity is the mother of invention. . . . Oma stood in front of the headlights holding a mirror so it shone back to where Bob was working. They were 7 mi. out in the country and kept hoping someone would come along and give them help. Finally Bob did get the car started and when they reached home it was 11 o'clock. We understand they've traded for a car on which the starter don't stick. Such trouble!

If you were among the thousands of people attending the Shenandoah Centennial Celebration Oct. 1, you probably admired the 7 beautiful girls on the gorgeous flower float of the Earl E. May Seed Co. All looked lovely, but one girl in particular had an extra sparkle in her eye that day. She was Geraldine Berg one of our mail clerks. The reason? It was a fine new diamond engagement ring her sweetheart had given her the night before. The lucky boy is Kenneth Goranson, who lives on a farm near Red Oak, Ia. Their wedding date is still a secret, but my guess is it won't be many months away. If you'd like to see how attractive Geraldine is, look on the cover of the June '46 Guide and you'll find her picture with the GUIDE staff. She's in the third row, 2nd from the right. No wonder she received fan mail after this picture appeared.

Guess it's going to be up to the boys on the early A.M. "RFD 960" program to help EDDIE COMER remember which day

of the week it is. On certain days Eddie is supposed to play "Chicken Reel" as the theme song for a poultry advertiser. On opposite days he plays "Goofus" for a hybrid corn sponsor. However, on one occasion he arrived at the studio still a little sleepy, and to the amazement of the gang, the notes of "Goofus" peeled forth from Eddie's clarinet, just when he should have been playing "Chicken Reel". Now just to even things up, Eddie says he may decide to play "Chicken Reel" for the corn sponsor some morning. Might not be so bad—after all chickens do like corn.

MAE WEST CORDER thought the night had been awfully short, but there was the alarm bell clanging loudly. She crawled out of bed, slipped to the kitchen and made coffee, then returned to the bedroom and dressed. It was so dark and cold she could hardly believe it was 5 o'clock, her regular rising time so she can get to

the studio for the daily 6 a.m. program. Finally, Mae took another peek at the clock, just to make sure. Yep! . . . you guessed it, the alarm had gone off much too soon. . . . it was just 3:30 a.m! Now they have a new alarm clock for Mae just isn't taking any chances on that happening again.

If you see newscaster RALPH CHILDS and sons out flying a kite come spring, don't be surprised, as undoubtedly their love for kites was inspired by Ralph's great-uncle, Capt. Eugene Childs. A veteran of the Civil War, as an adolescent he flew his kite across the Niagara gorge, and this feat permitted engineers to stretch the cable for the suspension bridge from the U.S. to Canada. To swim across the whirlpool or to row a boat across was impossible. Finally it was decided to fly a kite across, and young Childs was asked to undertake it. After several days of endeavor, he succeeded in getting across a large kite with a hemp line attached. It was then easy for the engineers to haul over the cable. Ralph's ancestor was only 18 then and lived on his father's farm near Niagara Falls.



"We've decided to become really accomplished riders" . . . that's the way KMA's 2 bachelor announcers, JIM KENDRICK and WARREN NIELSON, expressed themselves when telling of their newest hobby, horseback riding. They report that they don't exactly fall off, but there's always that argument between rider and horse as to who is on top. (P.S. Both boys are taking their meals standing up these days.)

Wearing the orchid sent her by Tom Breneman and seated beside the radio where she heard the "Good Neighbor" salute given her on the "Breakfast in Hollywood" program Oct. 9th, is MRS. HUGH BELL of Shenandoah. It was an exciting day with congratulations pouring in by phone and wire, and callers continually ringing the doorbell. In addition to the beautiful cream-colored Arm-Roy orchid sent air express from Hollywood, Mrs. Bell received bouquets from her husband, the Shenandoah Chamber of Commerce, and the Shenandoah Floral Co. The letter telling of Mrs. Bell's fine volunteer work in the polio ward of an Omaha Hospital was sent in by a neighbor, MRS. WALT ELY, pictured on the front cover with her children and husband, Walt, who is an engineer at KMA. During the past 3 yrs. Mrs. Bell has devoted one day a week helping give packs in the Kenny treatment. Although she is a busy woman, working as a seamstress, she has paid her own traveling expenses to Omaha and back and received no pay for her 1,300 hrs. of outstanding service. Her pay comes, she says, when some little boy or girl reaches up, clasps her around the neck, and says "Mrs. Bell, I want to kiss you goodnight." We are all proud of Mrs. Bell and her fine work and I'm sure you'll agree she is deserving



of the honor recently conferred upon her.

That dog is man's best friend has been proved again, and IKE EVERLY is the man who says so. Yet his spaniel retriever, Dixie, came near to getting Ike in trouble with one of his best friends. Here's how: it seems that singer STEVE WOODEN is unable to drink coffee without cream, and develops a serious headache without his morning "Java". So he instructed the milkman to leave a half-pint of cream at his doorstep each a.m. The milkman followed his instructions, but when Steve went out to get it, the cream was gone!

This happened for several mornings, and he was getting rather hot under the collar, wondering who was taking it. Finally by accident he found out. The Ike Everlys live only a half-block down the street, and they mentioned during a conversation how embarrassed they had been the last couple of days when their dog came home with a bottle of cream every morning. So the mystery

was solved, and both the Woodens and the Everlys had a hearty laugh when they found Dixie had been retrieving the cream from his masters best friend.

The BLACKWOODS are really kidding James about losing his hat. He left his new topper at a Grafton, Neb., restaurant while enroute for a Harvard concert. When they arrived in Harvard at 7:15 he discovered his error, frantically made the round trip of 60 miles, and returned in time for the opening number. A few weeks later he left the same hat at an Omaha church. He retrieved it again only to have it fall off in the back of the car on a long trip from Minnesota—and one of the boys slept on it. Even though it's still new, the hat has been cleaned and blocked several times. That's a topper for you!

Program Personals

By **BILL BAILEY**

Who's the droll deadpan pictured in the center of our page? Why, . . . don't you know? That's HENRY MORGAN (Weds. 9:30-10:00 p.m.). You see him about to give his famous cigaret taste test: ("Simply take a package of Morgan cigarets and pour the tobacco into a bowl. Now, taste it . . .") No one knows exactly how Henry Morgan got that way. "I was born at an early age," says he, of mixed parents male and female." That was 31 yrs. ago. Sometime after becoming a radio page boy, he changed his name from Henry Lerner von Ost to just plain Henry Morgan. Before he joined the Army Air Forces in 1943, his nightly radio jabber had drawn millions of Eastern listeners. Morgan writes his own scripts (aided by one gag writer) and speaks most of the lines on his show. Altho he has recently sprouted out with a brand new sponsor he still thinks of himself as unemployed. "Radio is my hobby", says Henry, "I don't have a vocation." He also adds, "I'm intelligent but misguided. If I had any real talent, I'd go straight." Maybe so, Henry . . . maybe so . . .

Benjamin Franklin's advice on "early to bed and early to rise" seldom has paid off so handsomely as in the case of DON McNEILL, toastmaster of the BREAKFAST CLUB (Mon. thru Fri., 8:00-9:00 a.m.). After more than 13 years of enforced observance of Poor Richards maxim, McNeill is reasonably healthy comfortably wealthy and very wise in the ways of radio. Despite such wonderful results Don is still



HENRY MORGAN

an unreconstructed slug-a-bed, and if the Breakfast Club did not require him to be awake by eight sharp, he'd enjoy sleeping until noon. Of his matinal habits he ruefully says: "Each morning when I get up I go out and shake the trees around the house. If I can't sleep neither can those darn sparrows."

John Larkin, who plays the adventurous hero of the 25th Century "BUCK ROGERS", (Mon. thru Fri., 4:45 p.m.) couldn't make up his mind whether to tackle East Coast or West Coast radio when he was discharged from the Army last March. A flip of a coin made the decision for him and he brought his family to New York where he won the coveted part in the BUCK ROGERS series.

John is a 6 ft., dark haired fellow and was born in Oakland, Calif. He studied in San Francisco and Kansas City where his earliest goal was the operatic stage. However, a singing-acting part in a musical show turned him to the dramatic stage. He

spent several years traveling with stock companies but an early taste of radio work during a summer proved potent enough to make him give up the theater. He tried his luck in Chicago and was heard on such shows as "Road of Life", "Backstage Wife", and "First Nighter". The Army stepped in for three years but, since his return, he is appearing on "Joyce Jordan", "Perry Mason", and "Buck Rogers".

Larkin is married to actress-writer Gennella Gibbs, whom he met in Chicago. They have a 3-year-old daughter, Kathleen.

BING CROSBY (Weds. 9:00 p.m.) is more popular than ever.

Meet Your Neighbor!



STEVE WOODEN

Meet Your Neighbor, is being revived as a regular monthly feature by popular request. Each month you'll find a large portrait of a KMA personality and the inside story of his or her life. Just who will be thus honored is entirely up to you. We invite you to write us your choice and the one for whom we receive the most requests will be featured in the next issue. But please write us today if you want your choice to appear next month.

Meet Steve Wooden! Superfluous, . . . you say? That's quite possible, for in the 2½ years Steve has been at KMA we know of no other fellow who has made more friends or who so richly deserves them. That's the reason you find him on our Page of Honor this month. There's no question about it, Steeve Wooden is a lot of folk's favorite entertainer.

Steve is a Missourian by birth. He was born July 14, 1911 near Neosha, Mo. He attended school at Hardin, Mo., and with his 8 brothers and sisters learned how to run his fathers farm. His early years

were the normal ones for a farm youth and the great outdoors enabled him to grow to a healthy, handsome man. He lacks just ¼ of an inch in being an even 6 foot tall. He has blond hair, hazel eyes and a calm, confident manner that makes a person like him instantly.

Steve's entry into radio was not to be until quite a number of years after his early experience as a farmer, . . . and then more or less by accident. He'd always liked music, . . . had played a guitar ever since he could remember and spent many

(Continued on page 15)

Helpful Hints for Homemakers

THANKSGIVING PARTY

By **LEANNA DRIFTMIER**

When invitations are needed for a Thanksgiving party, one can write them on a piece of paper shaped like a turkey or a Pilgrim's hat, or stationary may be used, with pictures of bright-colored vegetables pasted on the page.

DECORATIONS: I think one is most interested in table decorations and among the cleverest I have seen was a centerpiece made by constructing a wigwam of dried corn tassels with small Indian dolls arranged around it.

Beautiful bouquets may be made from bunches of bright red peppers from the garden, bittersweet, or colored autumn leaves. Of course a bouquet of chrysanthemums is always in good taste as is a platter of fruit and vegetables. One year I took down my charm string from the kitchen wall and arranged it in a wooden bowl. The brightly-colored gourds, gold and silvered pine cones, and red ears of popcorn really looked very attractive.

TABLE FAVORS: A very clever little turkey can be made from a brown chocolate bon-bon. The little brown krinkle cup makes the fan-like tail. The head and neck are made from bits of brown paper. The legs and feet are pipe stem cleaners painted brown. Turkeys may also be made for the children from popcorn balls. The head and fan-shaped tail are made from brown paper. These don't need legs. Just set them on a paper doily. Cover the popcorn ball with sweet chocolate.

PUFF BALL DOUGHNUTS

You housewives who like doughnuts will certainly want to try this recipe:

2 eggs	1 T. melted shortening
1/2 t. salt	1 C. milk
1 t. vanilla	1/2 C. sugar
3 C. flour	3 t. baking powder
1/3 t. nutmeg	

Mix all together and drop by spoonful in hot lard. These must fry quite slowly in order to get done inside. Don't have the lard too hot. It is best to try one and if it comes right back up, then the lard is hot enough.

HOLIDAY TREATS

By **EDITH HANSEN**

With the holiday season at hand, try these recipes to add a bit of cheer to family meals and special parties:

PEAR SPREAD

1 gal. pared pears	3 oranges
1 qt. cranberries	sugar

Put all through food chopper including orange peel. Take equal amounts of sugar and pulp. Measure by cupsfuls and cook for 1 hr. Seal in jars. May also be cooked in oven.

PEANUT BRITTLE

1 C. molasses	1 C. peanuts
1/3 C. melted butter (or margarine)	

Cook molasses and butter until well blended. Stir in peanuts and boil until the mixture becomes brittle when tested in cold water. Pour into shallow, well buttered pan and cut into squares. This scorches easily, so keep the cooking flame low.

SORGHUM COOKIES

Cream 1/2 C. shortening and 1 C. sorghum. Add 1 egg beaten. Sift and add alternately the following with milk:

1 1/2 C. sifted flour (or more)	
1/2 t. salt	2 t. cinnamon
1/2 t. soda	1/4 C. milk
1 1/2 C. oats	1/2 C. nuts
1 C. raisins	

Add oats, raisins, and nuts. Mix well, drop by spoon on greased cookie sheet. Bake 375-440°.

SIMPLE DIVINITY

1 3/4 C. white corn syrup	
	1 1/2 t. vanilla
	3 egg whites

Cook syrup over direct heat to 255° or until a little dropped in cold water makes a very firm ball. Beat egg whites stiff but not dry. Pour hot syrup mixture slowly into egg whites, beating constantly while pouring. Continue to beat until candy will not stick to finger when surface is gently touched. Stir in vanilla and spread in a slightly buttered pan. Cut in squares when cold. This is not like an all-sugar divinity but makes a very satisfactory substitute, especially if you have a candy thermometer which helps insure success.



What's Worrying You?

Here the entire KMA staff will try to answer your many and varied questions. When we don't know the answers, we'll do our best to get them for you. Can we help you?

Kan. City, Kan.

With Christmas coming up, and everything so expensive in the stores, I'd like to find a way to make some pretty but inexpensive presents this year. Do you have any patterns to help me out?

Mrs. Elwood Peterson

(Shown below are gift aprons sturdy enough for regular kitchen use and pretty enough for company. Strips of bright plaid, cut on the bias, and with pale yellow at the top. The style at the bottom is made of simple turquoise cotton with fresh white edging of eyelet embroidery. We hope these suggestions solve your problem, Mrs. Peterson.)



For free instructions on how to make these aprons, just write the Editor, KMA Guide, Shenandoah, Ia., enclose a stamped, self-addressed envelope and ask for the offer. You'll receive the patterns by return mail - FREE.

Mrs. E. H. B.:-

(Ray and Ken are now at Siloam Springs, Arkansas.)

Mrs. L. E. McCleary:-

(Bob Stottis is located at 2515 E. Artesia Blvd., Long Beach, Calif. Jim and Bob Raines are in Harrisonburg, Va. as are "Little Joe" and Virginia. Their last baby was born in W. Virginia.)

Mrs. Dorothy Johnson:-

(Jessie Young lives in Lincoln, Nebr.)

Marjorie Sorensen:-

Virginia Lee's husband, Hugh King is in Yokohama, Japan with the Air Corps. He hopes to be released next July.)

Mrs. Nora Quinley:-

(Zeke and Joan can be heard at 5:45 p.m. and from 6:00-6:30 p.m. Mon. thru Fri.)

Margaret Saul:-

(Sorry, we do not know where Tim George is located.)

Mrs. J. E. Hoffman:-

(Yes, Jean Williams is in Shenandoah with her parents Zeke & Joan, and is a Senior in High School.)

MISS J. A. S.:-

(Lem Hawkins is at KOMA, Okla. City, and Kenneth and Louise Driver are at WKY, Okla. City. Harold and Louise Daniels are at the same station.)

MEET YOUR NEIGHBOR—Cont'd.

hours singing as entertainment for himself and his friends. It was back in 1931 that he was ask to "fill in" for a regular radio entertainer while that person was on vacation. When the "regular" returned "Singing Steve" had earned for himself a steady job in the hearts of the listeners and at the station. Since then Steve has worked on numerous radio stations in Mo., Kan., Ill., and Texas. He came to KMA on May 22, 1944 bringing with him to Shenandoah his new bride, Miss Kathleen Colman of Kansas City, Mo. Kathleen and Steve had been married just a month previous on April 15th. Since then they have made their home here among us and their host of friends both on the air and off substantiate our claim that "they're real people". We're hoping they stay with us for a good long time. Don't you?

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A-Hunting We Will Go

Here's the Ike Everly family all dolled up in "duds" designed to ward off the nip in the air these autumn days and strolling down a country road. They're on one of their frequent hunting jaunts. The Everlys are real outdoor folks and just about as swell people as you'd meet anyplace. Most of you know them already but, just in case; - that's Ike on the right, then Mrs. Everly (or Margaret, as she'd prefer), Donnie, 9-years-old, and Phillip, aged 7.

This hunting business is nothing new for these people. Ike says he hunted a lot when he was a kid and he's been at it ever since. Margaret isn't one of those wives who just goes along and carries a gun either. She always hunted

with her 4 brothers and can certainly hold up her end of the bargain when it comes to killing game. The family came home with 9 squirrels just the other day and the way we got the story 5 of them were Margaret's. Donnie is a fairly good shot, (Ike says he takes after his mother) but, Phil hasn't quite "got his eye" as yet. It won't be long though until he'll be giving them all something to shoot at as he is the most enthusiastic of the group.

Oh yes, the Everlys have a hunting dog, . . . you've heard of her before. Sorry, . . . but Dixie couldn't go along on this trip. You see she's expecting an addition to her family. Maybe by the next time the GUIDE comes off the press Dixie will have a hunting scene all her own to show you.