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# KMA GUIDE

Vol. 7

SEPTEMBER, 1950

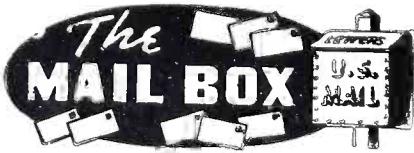
No. 9



"BACK TO SCHOOL"

(See Page 13)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



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Brewster, Minnesota

I want to thank you for sending my GUIDE so quickly. I certainly missed it, although I was disappointed when it was the July issue, as I have never missed a copy since you started. Then to my sheer joy, several days later I received the June issue and was I tickled (as well as the rest of the family). I read it from cover to cover and got a lot of good laughs from its contents. Keep up the good work as I, like all others, can't wait 'till the next copy comes. Oh yes, let's have a picture of Steve Wooden's little boy—Robert Steven, as our boy is about the same age. Incidentally, his name is Steven George—he was named after Steve's boy.

*Mrs. Harold Slocum*

(We thank you for your suggestion Mrs. Slocum, and for the picture you requested turn to page 6).

Ledyard, Iowa

My mother's KMA GUIDE subscription expired with the last issue. She enjoys the complete magazine so much, so here's a dollar for another year. Don't you have any subscribers from our neighborhood? Have never seen any letters from here.

*Lorene Trenary*

(We thought we would surprise you, Lorene, and put your name in the Mailbox).

Linneus, Missouri

Today is my birthday and I received a dollar bill. Very quickly, before I spend it for something else, I'm going to renew the KMA GUIDE. I knew my subscription was expiring but couldn't get hold of a dollar bill long enough to put it in an envelope. Enjoy every issue, so many new and different ideas make an interesting and clever bit of reading! Wishing you all future success at KMA, and keep up the good work.

*Mrs. Carl Twitchell*

(We were very proud of you Mrs.

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

Twitchell, for finally succeeding in getting your renewal subscription in to us. May you have the same luck in years to come).

Jefferson, Iowa

I thought it was about time to renew the GUIDE, so here's my \$1.00. Where-oh-where can we get so much for a \$1.00?

*Mrs. B. E. Wooldridge*

Holliday, Missouri

When I send in my \$1.00 for a renewal, I always send you all a letter but you never print it in the Mailbox—people from Iowa, Nebraska and Australia, not many from my Missouri neighborhood.

*Mrs. Harvey Mitts*

(We would certainly not disappoint you Mrs. Mitts, and we are glad you sent us a letter reminding us of this oversight).

Wilcox, Missouri

I finally 'scratched up' a dollar for my renewal to the KMA GUIDE. It is the best big-little magazine.

*Miss Eileen Huff*

Oakland, Iowa

Enclosed please find \$1.00 for another year's subscription to the KMA GUIDE. I know I should have mailed it sooner, but just couldn't find that loose dollar, but guess better late than never. I don't want to miss a copy of the GUIDE.

*Mrs. Homer Kindhart*

(Mrs. Kindhart, in regard to the last sentence above I am almost certain we'll have to work together, each one of us doing our part, if you are to stay with us. We hope you will be with us for a long time to come—we will do our part).

## A Chat With Edward May



By the time you receive the September GUIDE, Merrill Langfitt and I will be on a train, Alaska bound. We've been routing, scheduling and studying, as we want to make the most of our Friendship Goodwill Cruise to Alaska. About 80 persons from five states will comprise our Alaska Cruise.

We'll make stops in the Pacific Northwest, Canada and Alaska, going by train to Seattle, steamship through the Inside Passage to Alaska, then returning by rail via Canada.

Engineer Don Burrichter will accompany us. We will make recordings at every stop on the tour and Air Express these to KMA. You can join us on our Alaska Cruise, when we broadcast these recordings during the 4:30 P.M. News and Merrill's morning program (6:45-7:00 A. M.).

Merrill and I are pictured above as we study a map of the Pacific Northwest. The poster in the background shows an Eskimo in his Kyak (hunting canoe covered with seal skin).

In the Pacific Northwest we'll visit the "Greatest Mining Camp on Earth" at Butte, Montana; Anaconda Copper Mines; Bonneville Dam; the Carnation Farms; University of Washington Campus. In Canada we'll tour Victoria, British Columbia and Jasper National Park. In Alaska, we'll stop-over in Prince Rupert; Ketchikan; Juneau, where we'll visit the Territorial Museum; Skagway, where we'll take a couple of days to go up the "Trail of 98" to the Klondyke Region; Sitka, the former Russian Capitol.

Railroad Agricultural experts will accompany us to keep us well informed. I believe we'll have many interesting broadcasts for you to listen to.

We will be back home again September 24th, in time for me to do my Fall planting, put my flowers to bed for Winter, and clean up and plow my garden. You should have your Fall plantings all figured out by now and should order everything you need so that it will be on hand in plenty of time.

Here is a suggestion or two about things you will certainly want to remember to do this Fall. If the weather is at all dry, remember to water your flowering shrubs. They will be forming buds for the bloom you will admire next Spring. If you water them this Fall and send them into the Winter good and wet, you'll be rewarded with much more bloom. It is a good idea to give your roses, perennials and evergreens this same care in preparation for Winter.

And, if you are doing any seeding of your lawn, do it without delay. Fall is Nature's seeding time for grasses. The weeks of growth this Fall and early next Spring will have your lawn going good long before any hot, dry weather can punish it.

If you have any special problems, just drop me a line. Remember we are here to serve you and want to do all we can to help you have more beautiful flowers and more fruitful gardens.

## KMTV One Year Old

KMTV celebrated its first anniversary September 1. Starting last September with a few programs, Lone Ranger, Blind Date, Western Playhouse, Arthur Godfrey, KMTV today is ready for interconnection with eastern network stations (September 30). This means all television network shows will come direct to KMTV on the new coaxial cable.

KMTV's staff has been increased three-fold; studio space doubled; new technical equipment added. It has been truly a hectic year for everyone from top management down to the janitor, but it has been worth it.

Last September, when KMTV first went on the air, there were 1500 television receivers in the entire Omaha area. Today, according to the latest word from the Nebraska-Iowa Electrical Council, there are over 30,000.

Here's the proposed program lineup KMTV (Channel 3) expects to carry after October 1st: Fred Waring, Don McNeill, Super Circus, Paul Whiteman, This Is Show Business, Studio One, Celebrity Time, The Beulah Show, Arthur Godfrey, Lone Ranger, Stop The Music, Holiday Hotel, Man Against Crime, Pulitzer Prize Playhouse, Wrestling, Notre Dame Football, The Ken Murray Show, Art Linkletter, Chance of a Lifetime, Boxing, Omaha Knights Ice Hockey.

As you can tell, KMTV has a lot of new entertainment this year. Besides the network shows, films produced in Hollywood and other centers will be available.

Glenn Harris still has his Penny Auction on Friday nights. Hugh Bader announces our Hockey Games and has his own show, Names You Know in Sports, every Wednesday night.

With its 25 years of broadcasting experience, KMA started KMTV (Television) in Omaha. With one year under its belt, it now appears that KMTV will soon be one of the largest television centers in the United States. The next time you're in Omaha, drop in at KMTV, 2615 Farnam St.

## Busy Evelyn Birkby

We could think of no more appropriate title for this article. No sooner did Evelyn and Bob Birkby move into their new farm home, 7½ miles south of Farragut, Iowa, than Evelyn was canning and pickling. Besides the furniture and fixture arranging, Evelyn still has to keep close track of the children (Dulcie Jean and Bobbie). She also produces her KMA program "Down A Country Lane", 11:30-11:45 A. M., Monday through Friday, and writes a weekly newspaper article of the same title.

The picture shows Evelyn draining pickles. And here's one of her favorite recipes: *BREAD AND BUTTER PICKLES*.

Ingredients: 1 gallon medium-sized cucumbers; 8 small white onions, sliced; 1 green pepper; 1 sweet red pepper; ½ c. coarse salt; Cracked ice; 5 c. sugar; 1½ t. turmeric; ½ t. ground cloves; 2 T. mustard seed; 2 t. celery seed; 5 c. vinegar.

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We'll show you pictures of Evelyn's new house in our next issue of the GUIDE. Watch for them.



## Meet Susie Childs

Here's Susan Elizabeth Childs, daughter of Newseditor Ralph Childs. "Susie" will be three years old September 29th. She has blonde hair and blue eyes.

Susie's favorite pastime is playing in the backyard, where Ralph has a sandbox, tire swing and 'jungle' for the children. She's shown on the wooden jungle, where her older brothers Stevie, David and Michael practice climbing.

Susie's favorite playthings are her dolls and Mother's (Muriel's) old doll buggy. Her favorite dress is red corduroy with a white collar, which was too hot to wear for this picture. In fact, Muriel has to keep the dress hidden, because Susie wants to wear it to Summer parties.

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Susie is particularly fond of dogs and cats. The family dog (Poochy) and cat (Kitty—it never was named) are nearly always with her.

While we're mentioning the Childs' children, we might tell you the three boys have spent part of the summer selling beans from Ralph's garden. They saved their money for the Iowa State Fair, and Ralph took them during his vacation.



## Welcome Harold



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Spending the first 24 of his 25 years in Fort Dodge, Harold recently received his master's degree from the school of journalism, University of Iowa, Iowa City. He was business manager of The Daily Iowan, Iowa City morning newspaper and a member of the staff of Frivol magazine before coming to KMA.

"I first became interested in KMA", Harold relates, "when I was about five years old and started listening to Earl May over the radio. I guess his voice was more familiar to me than President Roosevelt's, quite a radio personality, too."

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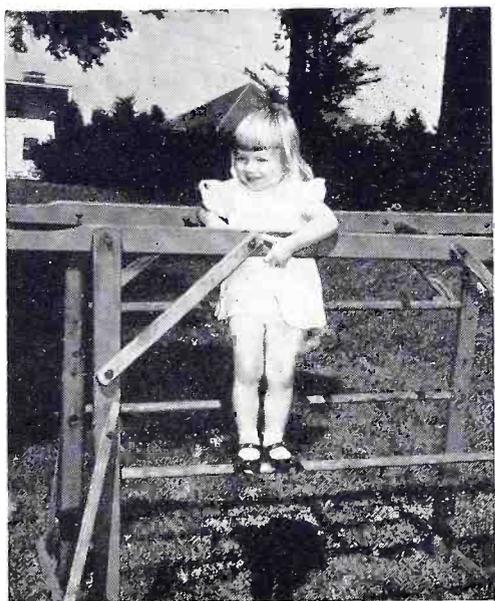
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## On The KMA Party Line

With **DORIS MURPHY**

When CALVIN RANEY of the Earl May Paint Dept., received his notice from Uncle Sam he was to report for a physical examination Sept. 13, plans started changing. Because THAT was the week CALVIN and KMA's beautiful young entertainer MISS DEE PIERSON had planned to be married. Instead of going to the home of the bride's parents in Hiawatha, Kansas, Sept. 13 where they had planned to be married, the young couple quickly changed the date and place of their marriage and were married Aug. 26 at the First Christian Church in Clarinda. Plans for inviting a number of guests was also abandoned and only DEE'S sister and husband, entertainers MACK and JEANIE SANDERS were present. The wedding took place at 4 o'clock. The bride wore an attractive white suit with navy accessories. After a two weeks honeymoon in Colorado Springs, Pikes Peak, Estes Park and Denver, the young couple will return in time for the bride-

groom to report for his physical examination during the week they had previously set for their wedding. DEE, age 19, has been a member of the KMA entertaining staff 9 months. CALVIN, age 22, formerly lived in Hopkins, Mo. All of us here at KMA wish them heartiest congratulations and much happiness.

Isn't this a cute pair, all dressed up in western outfits? Recognize them? It's PEGGY JEAN, 3 year old daughter of MACK and JEANIE SANDERS and STEVIE, 2 year old son of entertainer STEVE WOODEN. Even though they aren't old enough yet to know much about "ridin' the range", they certainly wear those cowboy outfits with "know-how". PEGGY and STEVIE live only a block apart and play together a great deal. STEVIE can't pronounce her name clearly yet, being a year younger, but he affectionately calls her "Begy". From the way he is showing her how to tie a knot in her lasso, you



would think STEVIE was an old cow-hand. Sorry the picture isn't in color so you can see how cute they looked. . . . PEGGY in her red corduroy skirt, red and white boots, white blouse, and blue straw hat, and STEVIE with his black pin-striped pants, red shirt and hat and brand new two-tone brown cowboy boots. Some day those two may be radio or television stars, as both seem to have musical talent and will be appearing from time to time on their daddy's shows.

Excitement prevailed one noon during RALPH CHILDS' market broadcast when his young son DAVID had an accident while dad was on the air. DAVID and brother MICHAEL were playing on the side walk outside the studio when suddenly DAVID accidentally struck the iron railing, causing the bean shooter he was

playing with, to be pushed up into the roof of his mouth. Hearing the commotion, Ole the janitor, rushed to the aid of the frightened boy, pulling the shooter out of his cut and bleeding mouth. Fortunately, his father was just finishing his broadcast, so he cut it short, and soon had the lad home for first aid. Within a few days DAVID was able to eat regular food, but for awhile he had to stick to a soft diet that would slip down

easily, until his throat healed.

My . . . what a busy bird the old stork is going to be this winter! It's rumored he is hovering over the homes of FIVE KMA families. WHO ? ? ? Well, it's a secret, but you'll find out if you keep in touch with the KMA Party Line.

How does television affect your personal life? Program Manager and Penny Auction Master of Ceremonies GLENN HARRIS can tell you! He found your life isn't your own when you appear before the television cameras. On his vacation recently GLENN decided he would grow a mustache. It seemed like a good idea at the time, since a mustache often adds a note of distinction to a person's appearance. All the time he was gone he let it grow, so by the time he reached home, it had a good start. GLENN was feeling great about the whole thing . . . until he made his first television appearance wearing his new mustache. Soon after the close

d the show the phone started ringing...  
 lters began arriving from KMTV view-  
 es all strenuously objecting to GLENN'S  
 rw mustache. What could he do in the  
 fce of all these protests? He did the  
 same thing you would do. He shaved it  
 d... then the next week GLENN ap-  
 pared before the cameras, clean shaven  
 ad back in the favor of his audience.  
 low... everybody's happy!

Imagine DEE PIERSON'S surprise while  
 singing a song on the 6:15 show one eve-  
 ning, to look over at announcer LEE SUT-  
 TON seated at the desk, just in time to see  
 him fall over backwards in his chair. It  
 wasn't the first time this had happened to  
 LEE... he had taken a tumble a couple  
 of times previously... but THIS time it

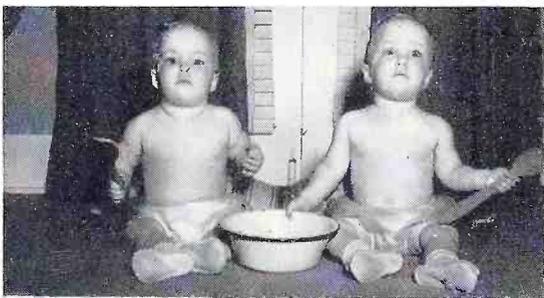
was especially em-  
 arrassing because  
 it was during the  
 week of the Sidney  
 video and there  
 was quite a large  
 number of people  
 in the auditorium.  
 His falls are all  
 caused by him  
 leaning backwards  
 in his chair too far  
 ... then over he  
 goes... with his  
 long legs flying  
 thru the air. It's  
 a bad you listen-  
 ers can't see what  
 is happening in the  
 radio... so you  
 can share in a  
 good laugh, be-  
 cause it tickles the  
 entertainers so they  
 can hardly continue  
 with the show.  
 Wonder how many  
 MORE times LEE  
 will tumble, before he "falls for the idea"  
 is better to keep the legs of his chair on  
 the floor.

Entertainer STEVE WOODEN can cer-  
 tainly sympathize with you mothers NOW.  
 He knows just how you feel when you've  
 finally finished cleaning the house, then  
 in a few minutes find their "pride and  
 joy" has messed it all up again. Because  
 that's what happened to him recently.  
 While KATHLEEN, STEVE'S wife is work-  
 ing at the battery plant in Red Oak,  
 STEVE cares for young STEVEN, age  
 2, and keeps the house straightened up.  
 One day he had just finished cleaning  
 everything thoroughly, and being a little  
 tired had dropped down on the sofa for  
 a short rest. When he got up and walked  
 into the adjoining living room, his spirits

sank. There, all over the chairs, floor,  
 sofa and everything in the room was salt.  
 Young STEVEN had just finished spread-  
 ing the whole box of salt on everything!  
 Fortunately, for STEVE, when his young  
 son did a similar trick with the box of  
 cereal previously, it so happened the box  
 was nearly empty. Otherwise STEVE  
 would have had a similar job on his  
 hands, sweeping up crushed cereal. Now  
 STEVE is wondering what the baby will  
 get into NEXT!

Have you ever stopped to think how  
 much you get from your radio? It even  
 helps you keep your clocks set correctly  
 ... and keeps you in touch with the day  
 and date. Yes... if it hadn't of been  
 for radio, GLENN HARRIS would have

gone to Omaha,  
 prepared to do his  
 television show,  
 one day too early.  
 One Wednesday he  
 got up and dressed  
 in his best clothes,  
 packed his travel-  
 ing bag prepar-  
 atory to leaving for  
 the television station  
 a little later in the  
 morning. Just as  
 he reached the top  
 step of the stairs,  
 he heard DON Mc-  
 NEIL of the BREAK-  
 FAST CLUB say:  
 "So long... I'll  
 see you tomorrow  
 ... Thursday"...  
 then he realized he  
 was mixed up in  
 his days. He had  
 thought it was  
 Thursday. Sheepily  
 he went back in his  
 bedroom... un-



packed his grip... put his things away  
 ... and waited another 24 hours before  
 taking off for the city. Yes, I imagine  
 radio has helped out many of us, when  
 we have gotten mixed up some times!

"If I'd known you were comin', I'da  
 baked a cake". Yes, here are the twins  
 ... BEVERLY (right) and BARBARA  
 (left) BARNITZ all set with wooden mixing  
 spoons in their hands and a mixing bowl  
 between them, ready to whip up a cake  
 just for YOU. Compare this picture with  
 the one in the March, '50 GUIDE, p. 7, and  
 see how they've grown. To see them  
 now, so plump and healthy, you wouldn't  
 realize they were so tiny when they ar-  
 rived Oct. 5th, it was necessary to keep  
 them in the hospital incubator several  
 weeks before they could be taken home.

# KMA DAILY PROGRAMS FOR SEPTEMBER 1950

960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Bros.  
5:50 a.m.—News and Weather  
6:00 a.m.—Ike Everly Family  
6:30 a.m.—Sweet Lassy Time  
6:45 a.m.—Fertile Time  
7:00 a.m.—Mel Mains, News  
7:15 a.m.—Frank Field  
7:30 a.m.—Gospel Legion Quartet  
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.—News  
10:00 a.m.—Edith Hansen  
10:30 a.m.—Quick As A Flash  
11:00 a.m.—Luncheon Club  
11:25 a.m.—Carol Douglas  
11:30 a.m.—Down A Country Lane  
11:45 a.m.—Stump Us Gang  
12:00 noon—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.—Eddie Arnold  
1:15 p.m.—Jack Hunt  
1:30 p.m.—Chance Of A Lifetime  
2:00 p.m.—Bride & Groom  
2:25 p.m.—One Man's Opinion  
2:30 p.m.—KMA Party Line  
2:45 p.m.—Bob Stotts  
3:00 p.m.—Mack and Jeanie  
3:15 p.m.—Steve Wooden  
3:30 p.m.—Kitchen Klinik  
4:00 p.m.—Pierson Sisters  
4:15 p.m.—Mack Sanders  
4:30 p.m.—Ralph Childs, News  
4:45 p.m.—Hawkeye Rangers  
5:00 p.m.—Jimmy Wakeley (M.W.F.)  
5:00 p.m.—Modern Romances (T. Th.)  
5:30 p.m.—Space Patrol (M. & F.)  
5:30 p.m.—Superman (T. & TH.)  
5:30 p.m.—Blackhawk (Fri.)  
5:55 p.m.—Falstaffs Fables

### MONDAY NIGHT

6:00 p.m.—Sports Parade  
6:05 p.m.—Supperime Frolik  
6:15 p.m.—Meredith Willson  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Lone Ranger  
7:30 p.m.—Henry J. Taylor

7:45 p.m.—Outdoor-Mid-America  
8:00 p.m.—Treasury Band  
8:30 p.m.—Solo & Soliloquy  
9:00 p.m.—United Or Not  
9:30 p.m.—Martha Lou Harp  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—Naval Reserve Show  
10:30 p.m.—Girl Friend, Lorraine  
11:00 p.m.—Newstime  
11:15 p.m.—Dance Orchestra  
11:55 p.m.—News

### TUESDAY NIGHT

6:00 p.m.—Sports Parade  
6:05 p.m.—Supperime Frolik  
6:20 p.m.—Let's Go Visiting  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Cisco Kid  
7:30 p.m.—Jack Armstrong  
8:00 p.m.—Am. Town Meeting  
8:30 p.m.—Gentlemen Of The Press  
9:00 p.m.—Time For Defense  
9:30 p.m.—Paul Whiteman Presents  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—Marine Story  
10:30 p.m.—Girl Friend, Lorraine  
11:00 p.m.—Newstime  
11:15 p.m.—Hillbilly Jamboree  
11:55 p.m.—News

### WEDNESDAY NIGHT

6:00 p.m.—Sports Parade  
6:05 p.m.—Supperime Frolik  
6:15 p.m.—Meredith Willson  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Lone Ranger  
7:30 p.m.—Walter Kiernan's Cliche Club  
8:00 p.m.—Detour  
8:30 p.m.—Chandu, The Magician  
9:00 p.m.—Lawrence Welk's Orch.  
9:30 p.m.—On Trial  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—Sammy Kayes Orchestra  
10:30 p.m.—Girl Friend, Lorraine  
11:00 p.m.—Newstime  
11:15 p.m.—Dance Orchestra  
11:55 p.m.—News

### THURSDAY NIGHT

6:00 p.m.—Sports Parade  
6:05 p.m.—Supperime Frolik  
6:20 p.m.—Let's Go Visiting  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Cisco Kid

AMERICAN BROAD

CASTING COMPANY



- 7:30 p.m.—Jack Armstrong
- 8:00 p.m.—Original Amateur Hour
- 8:45 p.m.—Sister Kenny Show
- 9:00 p.m.—Author Meets The Critic
- 9:30 p.m.—Inner Sanctum
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—KMA Showcase
- 10:30 p.m.—Girl Friend, Lorraine
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

**FRIDAY NIGHT**

- 6:00 p.m.—Sports Parade
- 6:05 p.m.—Suppertime Frolik
- 6:15 p.m.—Meredith Willson
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather
- 7:00 p.m.—Lone Ranger
- 7:30 p.m.—This Is Your FBI
- 8:00 p.m.—Ozzie and Harriet
- 8:30 p.m.—The Sheriff
- 9:00 p.m.—Treasury Band
- 9:00 p.m.—Boxing Bout (St. 9/15)
- 9:30 p.m.—Martingue Orchestra
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Stars On Parade
- 10:30 p.m.—Girl Friend, Lorraine
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

**SATURDAY PROGRAMS**

- 5:30 a.m.—Blackwood Bros.
- 5:50 a.m.—News & Weather
- 6:00 a.m.—Ike Everly Family
- 6:30 a.m.—RFD 960
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Gospel Legion Quartet
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Alarm Clock Club
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—Hymn Time
- 9:45 a.m.—Bob Barry Trio
- 10:00 a.m.—Junior Junction
- 10:30 a.m.—Bill Watson Show
- 11:00 a.m.—101 Ranch Boys
- 11:30 a.m.—Am. Farmer
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Half Past Noon
- 12:45 p.m.—KMA Markets
- 1:00 p.m.—Tex Ritter
- 1:15 p.m.—Rhythm Ranch
- 1:30 p.m.—Ike Everly Family
- 1:45 p.m.—Dee Pierson Sings
- 2:00 p.m.—Nishna Valley Boys
- 2:15 p.m.—KMA Cowboys
- 2:30 p.m.—Hillbilly Hits
- 3:00 p.m.—Mack and Jeanie
- 3:15 p.m.—Steve Wooden
- 3:30 p.m.—Kitchen Klinik
- 4:00 p.m.—Pierson Sisters
- 4:15 p.m.—Mack Sanders
- 4:30 p.m.—Ralph Childs, News

- 4:45 p.m.—Hawkeye Rangers
- 5:00 p.m.—Guest Star
- 5:15 p.m.—Cliff Cameron
- 5:30 p.m.—U. S. Navy Band
- 5:45 p.m.—The New Frontier
- 6:00 p.m.—Harry Wismer
- 6:15 p.m.—Here's To Vets
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Homes On The Land
- 7:00 p.m.—Cisco Kid
- 7:30 p.m.—The Fat Man
- 8:00 p.m.—What Makes You Tick?
- 8:30 p.m.—Can You Top This?
- 9:00 p.m.—Sat. At The Shamrock
- 9:30 p.m.—Favorite Songs
- 9:45 p.m.—Let's Be Healthy
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Les Brown Show
- 10:30 p.m.—Girl Friend, Lorraine
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orch.
- 11:55 p.m.—News

**SUNDAY PROGRAMS**

- 7:00 a.m.—News Summary
- 7:15 a.m.—The Freedom Story
- 7:30 a.m.—Gospel Legion Quartet
- 8:00 a.m.—Rev. Gene Phillips
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Bible Truth
- 9:30 a.m.—Negro College Choir
- 10:00 a.m.—Worship Service
- 10:30 a.m.—Hour Of Faith
- 11:00 a.m.—Foreign Reporter
- 11:15 a.m.—Frank & Ernest
- 11:30 a.m.—Piano Playhouse
- 12:00 noon—News
- 12:15 p.m.—Peggy Lee
- 12:30 p.m.—Salute To Reservists
- 1:00 p.m.—This Week Around The World
- 1:30 p.m.—Back To The Bible
- 2:00 p.m.—Sammy Kaye's Serenade
- 2:30 p.m.—Newstime
- 2:45 p.m.—Blackwood Brothers
- 3:00 p.m.—Revival Hour
- 4:00 p.m.—Lutheran Hour
- 4:30 p.m.—Mr. President
- 5:00 p.m.—Drew Pearson
- 5:15 p.m.—Monday Morning Headlines
- 5:30 p.m.—Speaking of Songs
- 6:00 p.m.—Stop The Music
- 7:00 p.m.—Voices That Live
- 7:30 p.m.—Amazing Mr. Malone
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Jergens-Woodbury Journal
- 8:30 p.m.—Crossroads—Ted Malone
- 9:00 p.m.—Proudly We Hail
- 9:30 p.m.—East Side Lutheran Church
- 10:00 p.m.—News
- 10:15 p.m.—Thoughts In Passing
- 10:30 p.m.—Dance Orch.
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

Listings Correct at Time of Publication  
 However, all Programs Are Subject to Change

## Frank Field

By FRANK FIELD

Here is the newest addition to the Field Tribe. He is Johnathon Daniel Field, son of Mr. and Mrs. John D. Field. Born July 28th, in the Hand Hospital in Shenandoah. He was just 2 days old when this picture was taken, and in just this month he has changed a lot already. Notice that heavy head of hair, which is quite unusual in a boy baby. In that respect he certainly takes after his father and his grandfather. Yes, mother and son are getting along nicely, with just a little formula trouble.

No, I didn't happen to take this picture for a wonder. It was taken by his father, John Field. Remember I told you last spring that as soon as Johnny graduated from the Journalism School down at Columbia, Missouri, he would probably go back to work at the Evening Sentinel, here in Shenandoah. He graduated on a Saturday and the following Monday he went to work at the Sentinel. Among other duties he has gradually taken over the job of staff photographer. I suppose he will average 10 or 15 shots a day for the paper and is getting to be a regular professional.

Johnny wasn't able to get a house when he moved back to Shenandoah, so they have taken a nice 3-room apartment for the winter, but they are making plans already on a place next spring where they can have a big vegetable garden and also plant a lot of roses. Particularly Peace and Crimson Glory.

Peg and Jim and Shannon are living in Omaha now, as Jim was transferred up there the first of June. They have a nice 4 room apartment in Benson, right across

the street from a school building. So, for this summer at least, Shannon has had the whole school yard in which to play. I don't know just how he is going to work it when school starts. He happens to be visiting us over the week-end, as I am writing this, and if we can't get away to take him home any sooner Peg and Jim are coming down after him Labor Day.

There is nothing new to report about any of the rest of the family as everything is going along just about as usual. Little Johnny is in the process of having his front teeth straightened this summer, and has to make a trip to Omaha every two weeks to have the braces tightened up a bit. But, he doesn't seem to mind it in the least.



Bob and Elsie and little Bill are getting along just about as usual, but Elsie's father is still in the hospital. He had the misfortune to break his hip in three places along in June and isn't able to walk any yet. However, he has hopes of getting out early in September.

Jenny has been canning and freezing and pickling and preserving pretty steadily this summer and has everything under control now except the tomatoes. We only have about half enough tomatoes canned yet and then there are the chili sauce, catsup and tomato juice to be made. Incidentally, if any of you folks would like her recipes for the last three items, we have them typed on one sheet, together with her recipe for bread and butter pickles. If you would like to have a copy just send a self-addressed stamped envelope and ask for it.

I said in the previous paragraph that everything was under control but that is only partly true. We are still picking Fordhook Lima Beans about twice a week.

# Program Personals

By GLENN CRAY

Under the watchful eye of Ted Mack, master of ceremonies of Thursday night's "The Original Amateur Hour", a group of young hopefuls (pictured below) are warming up before their ABC Network audition. The quintet, "The Calypso Kings", is composed of five boys—Niles Rogers, Tommy Lee, Charles Britt, Donald Wilson and Frederick Danes—all students in the Benjamin Franklin High School, New York City.

The big names this program has launched is an endless list including Paul Winchell, Frank Sinatra and Robert Merrill, star of the "Met".

Presented by Major Bowes' staff, "The Original Amateur Hour" is on KMA Thursday evenings 8:00 to 8:45 P. M.

Everybody's happy, winner or loser, on "Johnny Olsen's Luncheon Club", broadcast from ABC and heard on KMA Monday through Friday, 11:00 to 11:25 A. M. Pictured at left above, Mrs. P. F. McGann, Elizabeth, N. J., is happy because she won a coffee pot identifying the word, "Squeeze", on the coffee pot quiz of the audience participation program. Johnny Olsen (center above) is always happy. Mrs. Lean Ford, New Orleans, Louisiana, is happy because she too received a coffee pot, although she failed in the quiz.

Johnny's Luncheon Club is FOR LADIES ONLY. It requires several hours of daily preparation in addition to studio and air time. Johnny and his wife Penny also do a half-hour daily television show.



They have a Park Avenue penthouse and a weekend home in Connecticut. Yet, Johnny Olsen is extremely modest about his radio and television success. As he puts it: "Penny and I have come up the hard way too long to put on the big shot act now. We're the next door neighbors from Windom, Minn., and Wisconsin Rapids."

The ABC Network titles the picture below, 'photogenic passport'. It's the Don McNeill family. They presented this passport photograph to border control officials when they visited eight European countries during Don's six week's vacation. In the back row, left to right, it's Tom, 15; Don, Jr., 14. Seated, Don; Bob, 9 and Kay McNeill.



## Kitchen Klinik

By **ADELLA SHOEMAKER**

### ORANGE NUT BREAD

1 medium sized orange, 1 c. sliced dates, 2 T. melted shortening or salad oil, 1 t. vanilla, 1 egg, 2 c. flour, 1 c. sugar, 1 t. baking powder,  $\frac{1}{2}$  t. soda,  $\frac{1}{2}$  t. salt,  $\frac{1}{2}$  c. chopped almonds. Grate the peel from orange (just the orange colored peel, not the white bitter part) and set aside. Squeeze the juice into a measuring cup, and fill to the 1-cup line with boiling water. Pour over the dates. Add melted shortening, vanilla, and slightly beaten egg. Sift flour, measure, and sift again with sugar, baking powder, soda and salt; stir into orange mixture. Add blanched, chopped almonds, and pour into a wax paper lined 5" x 9" loaf pan. Bake in moderate oven (350°) for 1 hour. Slices better if made the day before.

### BEST OF ALL COOKIES

1 c. vegetable shortening, 1 c. white sugar, 1 c. brown sugar. Cream together, then add 2 eggs, and 1 t. vanilla and beat until smooth. Add 2 c. sifted flour sifted with 1 t. soda,  $\frac{1}{2}$  t. baking powder, and  $\frac{1}{2}$  t. salt. Mix well. Then add 2 c. quick oatmeal, 2 c. crisp rice cereal, 1 c. coconut, cut up. This dough will be quite crumbly. Mold with hands into balls the size of a walnut. Place on greased cookie sheet and press down slightly with spatula. Bake about 15 min. in moderate oven.

### "HOT DOG" RELISH

1 dozen green peppers, 1 dozen medium size onions, 1 dozen green tomatoes, medium size. Grind in food chopper. Salt down with 1 c. salt. Let stand 4 hours. Drain. Rinse with water until salt taste is gone. Put 4 c. vinegar, 1 c. sugar, 1 t. dry mustard, 1 t. allspice,  $\frac{1}{4}$  t. red pepper in a saucepan. When boiling add the vegetables. Boil for 10 minutes, and seal at once in sterilized jars. Makes about 7 pts. Note: be sure to use red pepper, not cayenne. The cayenne is too strong. The bell peppers are best kind for this relish.

## Homemaker Visit

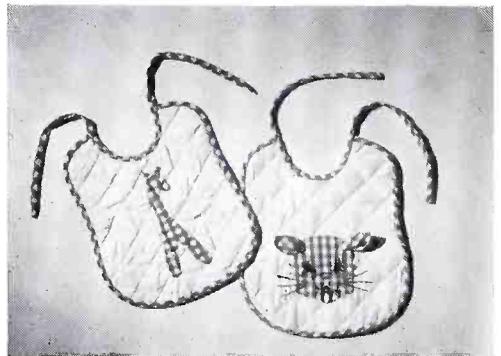
By **BERNICE CURRIER**

For use in putting up school lunches, this CANNED SANDWICH SPREAD is almost invaluable.

### CANNED SANDWICH SPREAD

1 qt. finely chopped sweet pickles measured after chopping, 3 red sweet peppers or canned pimento chopped fine, 3 green sweet peppers chopped fine, 1 c. vinegar. Cover peppers with vinegar and cook 10 min. Drain. In double boiler prepare the following—3 T. flour,  $\frac{1}{8}$  t. cayenne pepper, 1 t. ground mustard,  $\frac{3}{4}$  c. vinegar from sweet pickles, 1 t. salt, 1 c. cream, 3 well beaten eggs, 4 T. sugar. Thoroughly mix flour and other dry ingredients. Add vinegar and mix to smooth paste. Cook in double boiler till thickened. Pour cream in gradually stirring constantly. Pour hot mixture over beaten eggs and mix well. Return to double boiler and cook 3 min. Add pickles and peppers and let come to boiling point. Pour into sterilized jars, put on cap screwing down firmly. Process in hot water bath 10 min.

Looking for a quick-to-make gift for a friend's junior edition? If you want it to be as cute as a baby, practical and inexpensive, these gingham-trimmed bibs fill all specifications. Make them of padded, quilted cotton, bind them with bias strips of gay gingham and applique them with a slim giraffe and be-whiskered kitten head in matching gingham. Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for Leaflet No. E-2587.



## Back To School

Ever wonder what a college student takes to school with him? Well, if Georgie Shoemaker is an example, the average college boy should have enough loot with him to stock a small department store.

On the front cover, Georgie and his mother, Adella ("Kitchen Klinik" 3:30 to 4:00 P. M. Monday through Saturday) are making a trial run just to make sure Georgie won't need a bigger car when he drives away with full equipment to start his school year at Tarkio College.

Just take a look at the list of supplies and equipment that Georgie's taking with him: blankets, bedspread, boots, tennis racket, electric heater, popcorn popper, desk lamp, fishing tackle, three grips, electric fan, books, tuba, pillows, tennis shoes, typewriter, wastebasket, book rack, clock, suits and enough other stuff to probably fill the whole dormitory.

Adella's older son Donnie will also be returning to college this fall. Transferring from Simpson to Morningside College in Sioux City to continue studying for the ministry.

Adella tried to keep Georgie from taking quite so much equipment with him saying "he won't need a third of it!"

But Georgie, not to be outdone by his older brother told her, "Donnie took more than this!"

Georgie will be attending Tarkio College on a scholarship he received from that school this summer. He's interested in both dramatics and music, but hasn't exactly made his mind up as to what to study in college.

Georgie has been working as a fry cook in a local restaurant this summer, but doesn't think he'll study home economics in school.

Adella knows she's going to miss both the boys when they leave for school, but "Tarkio is only 23 miles away", she explained, "so Georgie, at least, will be able to come home quite frequently".

## Sports Parade

By JIM KENDRICK

The major league baseball season is drawing to a close and sports fans are awaiting the 1950 World Series.

As we close the books on the baseball season let's review some of the records and comments that have been made this year on our National game.

It isn't the ball, it's the pitching which is responsible for the many football-like scores of this year's baseball games. So says Earl Whitehill, former star Major League southpaw pitcher. "Today's pitchers are a bunch of aimers," says Whitehill. "Control, control, that's all they've been taught. When they get behind the batter, they come in with a fast one, and you know what happens next."

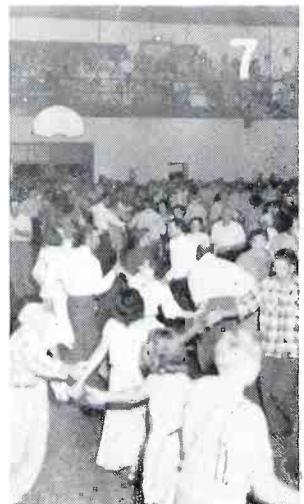
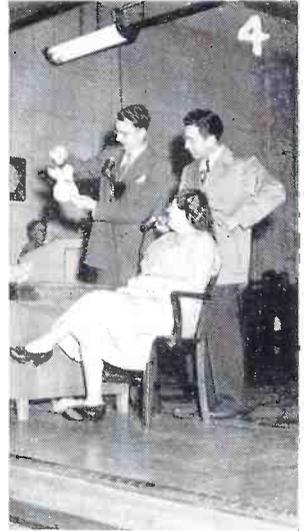
Shortstop Eddie Miller of the St. Louis Cardinals became the third National Leaguer to have played in 1,500 games when he took part in the nightcap of the Cardinals' double-header with the Phils on August 6th. Only Phil Cavaretta of the Cubs and Bob Elliott of the Braves, both still active, have played in more games than Miller.

Phil Rizzuto, New York Yankee Shortstop, has passed the 1,000 mark in hits for his career. Rizzuto reached the grand figure on August 6th when he slammed out a triple, double and two singles against the Detroit Tigers.

In the National League, Jim Russell of the Brooklyn Dodgers appeared in the 1,000th game of his Major League career when he served as pinch-hitter in the seventh inning against Cincinnati, August 4 and 5. Records show that Russell broke into the circuit with Pittsburgh in 1942. He also played with Boston.

The St. Louis Cardinals in 11 seasons through last year, played better baseball on the road than most other clubs do at home. During this period, the Cards won 479 of 843 road games for a .590 percentage. Over the same period, during which they won 4 pennants, they were doing well at home too. They won 561 of 855 games.

# 25th ANNIVERSARY





We had a wonderful time during the KMA 25th Anniversary, August 12. People from 7 states attended the day-long celebration, which started in the morning with Jonny Dickson's "Hymn Time" and ended with a square dance and ABC Network Broadcast during the evening.

Of course, something has to go wrong during a big celebration. With us, it rained and we had to move the street-square-dance into the armory. Other than that, our programs functioned perfectly. Letters poured in from all around, telling how people enjoyed hearing again some of the 'old timers', and mentioning how they have appreciated 25 years of KMA broadcasting services.

On the opposite page are pictures of some of the highlights of the Anniversary. (1) Edward May and his mother, Mrs. Earl May, with a special Anniversary cake, at the banquet held in honor of our visiting friends. (2) Left to Right, Mrs. Earl May; Ormah (Carnean) Salmon; Mable Sullivan; Edward May; and Cy Rapp. Ormah was our first program director, Mable was Earl May's secretary, and Cy was station manager until 1945. (3) The large crowd in the KMA Auditorium during the afternoon of the Anniversary. (4) Glenn Harris' Penny Auction was a tremendous success. Glenn (left) and Jonny Dickson are shown performing some of their antics during the hour-long-show that 'brought down the house' on many occasions. (5) KMA Country School was re-enacted. Toward the end of the program, William Cunningham of College Springs, Iowa, walked onto the stage and announced he used to sing over KMA. Wayne Beavers pushed him to the microphone. It was a pleasant surprise to all of us. But poor Wayne, he was moving so fast he dropped his script. This picture caught him as he was trying to catch the pages, extreme right by the flower stand. (6) Saturday night Ed May called the turns during the 'first quarter' of the network broadcast of our square dance. (7) The crowd, going "Almond-Left", during the square dance.

## Forecasts For The Month



### BIRTHDAYS:

- Sept. 4—Dulcie Jean Birkby, daughter of Evelyn Birkby morning homemaker.
- Sept. 10—Bob O'Day, son of Glenn O'Day manager Earl May Seed Store in Shenandoah.
- Sept. 13—Eddie Comer, staff artist.
- Sept. 14—Mrs. Earl E. May.
- Sept. 14—Bess Cagley, office supervisor.
- Sept. 16—Don Shoemaker, Sr., husband of Adella Shoemaker, afternoon homemaker.
- Sept. 27—Betty Lund, wife of Ralph Lund engineer.

### ANNIVERSARIES:

- Sept. 5—Muriel and Ralph Childs news-editor.
- Sept. 6—Mildred and Glenn O'Day, manager Earl May Seed Store in Shenandoah.
- Sept. 8—Mack and Jeanie Sanders, staff artists.
- Sept. 14—Max and Gilda Olive, continuity writer.
- Sept. 26—Jonny and May Dickson, announcer.

BIRTHSTONE: Sapphire.

FLOWER: Morning Glory.

## State Fair Time

Again a lot of us are talking about the 'State Fair'. As we go to press, Ralph Childs is in Des Moines for the Iowa State Fair. He's accompanied by his three sons, Stevie, David and Michael.

Engineer Ralph Lund and Wayne Beavers are making on-the-spot-broadcasts from the Earl May booth at the Iowa State Fair. Did you see them?

Engineer Walter Ely and family spent one day in Lincoln at the Nebraska State Fair.

State Fair, Alaska Cruise, 25th Anniversary, there's been a lot happening at KMA this month.

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Roberta Stotts, daughter of entertainer Bob Stotts, is shown preparing for school, which started September 5th. One of the requirements is a new dress, and here Roberta is looking over the selection in a Shenandoah store.

Blonde hair, blue-eyed Roberta will enter second grade this fall, studying reading, writing, spelling and citizenship. She

is 7 years old.

Roberta made excellent grades last spring and is quite anxious for school to start. As we go to press, she is visiting her Grandmother (Bob's Mother) in Omaha.

Her two brothers, Kenneth and Jimmy, will also be in school. Kenneth is a third grader and Jimmy starts to Kindergarten.