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KMA GUIDE

Vol. 4

SEPTEMBER, 1947

No. 9



(See Page 5)



Bedford, Iowa

Hope I'm not too late to get a copy of the lovely pineapple centerpiece and tablecloth pattern offered in the May KMA GUIDE. We keep these GUIDES religiously and when reading material gets low, all I need to do is go to my files and soon find a wealth of interesting and varied reading that bears repeated perusals. I had to hunt reading material this afternoon and this lovely pineapple pattern fairly jumped at me. How I missed sending for it earlier is a mystery, unless I was so busy house-cleaning at the time that other matters crowded it from my mind.

Myrtle M. Barks,

(When we're asked so nicely, how can we refuse? You should have your pineapple pattern by now, Mrs. Barks, and we're sure the finished product will be beautiful.)

Beatrice, Nebr.

Please send me last month's KMA GUIDE. Sorry this is such a short note but I'm pretty busy today . . . just took chocolate cupcakes out of the oven and now I must get to work with my cleaning.

Mrs. Milton Essex,
Route 3

(Mmmm . . . did you say "chocolate"?)

Burlington, Kansas

Congratulations to Mrs. Driftmier on the arrival of her new grandchild . . . and glad to read that Edith Hansen's son could make her a visit.

Mrs. R. L. Barrett,
902 S. 7th St.

(Thank you, Mrs. Barrett. Edith and Leanna appreciate your good wishes.)

Waterloo, Iowa

Please excuse my writing with a brush-pen. Enclosed find \$1 for the KMA GUIDE. I cannot read it, but my husband reads it to me. I will save the copies until I can see again. I have a cataract on both eyes and am in a wheel-chair, but have hopes of both seeing and walking.

Mrs. H. B. Tounshendeaux,
255 Jackson

(We sincerely hope the GUIDE brings you enjoyment . . . and we're sure it won't be long till you're up and around again!)

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SEPTEMBER, 1947

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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.

Ogden, Iowa

Enclosed find \$1.00 to pay for a year's subscription to the KMA GUIDE. Please start my subscription with the issue having the pictures of the Doyle Blackwood and Hilton Griswold families.

Mrs. T. C. Cooper,

(Sorry, Mrs. Cooper, your subscription was received too late for the July issue. We'll try to get another picture of the Blackwood and Griswold families for you soon.)

Weeping Water, Nebr.

Here it is August again and not too long before school will start again. I have three youngsters to pack lunches for so you may be sure all your good cookie and cake recipes are deeply appreciated.

Mrs. Philip Dwinell,

(Wait'll you try "Bobbie's Cookies" in this month's issue . . . the children will love them.)

Omaha, Nebraska

Please find my dollar for another year's enjoyment of your grand little paper. Its coming is like a visit from a favorite friend. Our radio can almost tune in on KMA by itself . . . cause it's there most all the time.

Mrs. Ritchie,

(That's a well-behaved radio. We like it . . . and you.)

Alton, Kansas

I'm enclosing my money for the KMA GUIDE. Today I'm picking beans to can. I have 77 quarts and hope to can about 125.

Mrs. Frank G. Kurtz,

(Good luck to you, Mrs. Kurtz . . . but don't forget to save a few minutes for reading!)

Liscomb, Iowa

I miss my GUIDE for radio programs, so I'm enclosing \$1 for another subscription. It makes me feel better acquainted with KMA.

Mrs. H. E. Frick,

A Chat With Edward May

This month I would like you to meet R. H. Sawyer, Executive Vice-President and General Manager of the May Seed Co. and Secretary of the May Broadcasting Co. We all call him Raymond, not only because we have known him and worked with him for years, but because he is a genuine friend—the very kind of man you enjoy knowing.

Raymond had developed an enviable reputation in business and civic affairs when he became associated with Dad back in Sept. 1, 1938. When he was graduated in June 1920 from the Northwestern School of Commerce, he was immediately offered the post of teaching statistics in his alma mater by Dr. Horace Secrist, one of the most noted men in the field. But he had just recently been married to Marie Gass and preferred to work in his own home town at the Shenandoah National Bank.

As a banker, Raymond was outstanding. He was Secretary of the Page County Bankers Assoc. and Secretary of Group 5 of the Iowa Bankers Assoc. In 1927, he addressed the Iowa Bankers Assoc. in Davenport on "Trend and Method of Figuring Interest". His method has since become standard in most Iowa banks. He was on the Chain Store Tax Committee in 1933, and in 1938 again addressed the Iowa bankers on the subject, "Is There a Forgotten Customer?", which was an able, farsighted argument favoring small loan departments.

It is a fact to state that Raymond has done more than any other individual to

build a capable, noteworthy school system in Shenandoah. His unprecedented 3-year presidency of the Board of Education was marked by the establishment of the Junior High School; the acquisition of an athletic field with bleachers; the re-funding of the school bond issue; a re-

markable improvement in teachers and the broadening of extra-curricular activities in music, debate, and athletics.

It is hard for me to give you a brief sketch of a man like Raymond for he is active in church work, civic affairs, and fraternal associations and his achievements are great in all. Equally important, he has an amazing personality. The moment you meet him you

think of him as friend because he inspires your confidence and has the uncanny knack of making difficult problems simple. He has a wonderful sense of humor, too, and is one of the best storytellers I know. Raymond and I work very closely together. We share the same office, in fact, and he's an ideal business associate.

He's 5 ft. 7, weighs about 140, and his hair is beginning to gray prematurely. His sparkling eyes frequently twinkle; his smiles are cheerful and his laughs hearty. He and his charming wife, Marie, have two sons, Tom, 23, John, 19, and one grandson, Steven Thomas, 8 mos. Raymond is a key executive in all our enterprises. We have infinite respect for him and he is working constantly so that all of us may serve you better.



Jonny Dickson



No, this isn't a picture of the successor to Van Johnson—it's our new announcer, JONNY DICKSON, who came back to the station in Aug. He's the same personable chap he was the first time he announced over KMA in 1938

Jonny is 5' 10½, weighs a slim 148, has brown hair, grey eyes and the charm of manner that's projected even on the air waves. His favorite food is chicken and he has a weakness for pin-striped suits. He was born in Washington, Kans., Nov. 15, 1918, attended high school there and later the Ill. Institute of Technology in Chicago. He has 9 brothers and 2 sisters.

Winning 3rd place in an amateur contest at Salina, Kans., in 1936 brought him his first radio job as a masked singer at a station there. But to show he's versatile, he has worked at painting and interior decorating, as a store clerk and as a control operator.

In the winter of 1938 in Shenandoah, he met a pretty blonde named May Fithen, and on Sept. 26, 1939, they were married in Rockport, Mo. Like so many other couples, they were separated by the war, with Jonny serving from Febr. 1943 to Febr. 1946 in the Army, both in the E.T.O. and the Pacific Theater.

Jonny says he's happy to be back at KMA and looks forward to his own singing program later on. Meanwhile, his announcing schedule is afternoons and evenings, and we know that you'll be listening.

Virginia Harding

KMA's newest program service feature brings to the air charming, brown-eyed, brown-haired VIRGINIA HARDING. Many of you already know Virginia personally, for she is Page County's Extension Home Economist and her abilities along this line are certainly not questioned by those with whom she comes in contact.

Her current weekly programs over KMA are heard each Sat. afternoon, 1:30-1:45, and are patterned as a friendly visit bringing the latest featured farm news of interest to the ladies, and news connected with her work among farm women and the various 4-H Club projects.

During the last week in Aug., Miss Harding was present at the Iowa State Fair where she obtained many interesting interviews and sidelights on farm women's activities. A number of broadcasts were made by direct wire from the fair grounds and, on Sat., Aug. 23, she assisted Farm Service Director Merrill Langfitt in presenting the AMERICAN FARMER broadcast for KMA and the entire ABC network. We hope that many of you were able to hear these programs for if you were, we know that you will be looking forward to her friendly visits each Sat. afternoon over this station. Don't forget the time . . . 1:30-1:45 p.m.



The Saddlers Have New Home

According to the old song, "There's No Place Like Home", and when it's like the one pictured below, we think all would agree. This beautiful home is now the residence of your Editor and KMA's General Manager, Owen Saddler and his family. The Saddlers purchased their new home the latter part of June but could not obtain possession until Aug. 1. As they had to give possession of their former house the first part of July, there was a period of about 30 days



when, according to Owen, they felt like "No Place To Lay My Weary Head" was surely their theme song. Elizabeth and the children visited her parents in Tarkio, Mo., while "Papa" Owen shifted around from here to there until finally the bright day arrived.

After looking at the picture, we're sure you'll agree it really was a bright day. The Saddlers' new residence is one of the

finest and most attractive homes in Shenandoah. And they certainly have plenty of living space, as there are 10 rooms on the 1st and 2nd floors, 7 complete rooms in the basement, a full attic, attached garage and a 2-car garage at the rear (We're

trying to talk Owen into throwing a party for the whole staff. Good idea, huh?)

The house proper is of solid brick construction, with tile roof, limestone aprons and sills. The interior woodwork is quarter sawn oak.

All this, of course, is a man's appraisal and one of these days we'll get Elizabeth to tell you of the house's beauty and utility from a woman's viewpoint.

In spite of the house's beauty and fine construction, Barbara and "Tucky" are more thrilled over the large backyard which gives them an ideal place to play.

The house is located at the corner of Center and Washington in Shenandoah

COVER STORY

No matter how long you're in radio, you somehow never cease to marvel at the science that makes it possible. This month our cover montage shows KMA's Chief Engineer RAY SCHROEDER as he contemplates the intricacies of one of the station's transmitters' large tubes and muses of the many folks whose voices pass through it before they finally reach your home over the air-waves.

Pictured above Ray's head, you see Farm Service Director MERRILL LANGFITT, conducting one of his special interviews; News Editor RALPH CHILDS preparing the latest newscast of the hour; JERRY FRONEK and his accordion; Homemaker LEANNA DRIFTMIER on one of her KITCHEN-KLATTER broadcasts; Farm Editor FRANK FIELD giving the latest markets and weather; ZEKE AND JOAN broadcasting one of their daily shows; and OMA and MAE . . . the WEST SISTERS . . . simply waiting for time to take the air.

The voices and music of these and many others are daily wafted through the ether waves to you and the millions of other KMA listeners. Our cover picture is a panorama of what you would see if you dropped in for a studio visit almost any afternoon. It takes a lot of trained, able people to bring you the kind of programs you like.

Incidentally the tube which Ray holds is one of two that are the central driving power at KMA'S 5000-watt transmitter. They are valued at approximately \$200.00 each, so you can bet your life that Ray and his competent staff of engineers handle them carefully.

Jim's Handwriting Says

By M. N. BUNKER

This month, Dr. M. N. Bunker continues his analysis of the handwriting of KMA personalities. Remember if you would like to have your handwriting analyzed, you may take advantage of our current special offer. Send \$1.00 for a gift subscription to the GUIDE for one of your friends or relatives, enclose a self-addressed stamped envelope and say, "I want my handwriting analyzed." Dr. Bunker will send you an analysis of your handwriting at no cost to you and we will send the GUIDE as you instruct for a whole year . . . 12 complete issues. Act promptly as the offer is limited.

When Jim Kendrick is disgusted, he is really and truly down. A single word, a bit of praise, or even the sun shining through the clouds on a gloomy day can make him feel that the world is a mighty nice place to live, even though he actually may have more problems than he had when he was blue. This is because Jim is promptly, expressively emotional. It is this foundation that gives him radio appeal, that creates fans for him. It is his heart, not cold judgment, that draws people to him.

He speaks his mind. I've looked through this writing carefully to find a streak of deceit and it simply isn't here. Instead he is frank, liberal minded. He is a fighter so far as his dreams are concerned. He may have a lot of air castles, but if he is really interested in them he will draw on an unsuspected reserve of will power that he will use to make them come true. He wants to know,

Jim Kendrick

*Thus the little minutes
Humble though they be
Make the mighty ages
Of eternity.*



always eager to learn. Talent? Yes, probably unsuspected.

This is what Jim Kendrick's writing says in brief, although it tells much more, just as every handwriting tells a story long or short about the individual writer, the length of the picture depending on the mental habits the writer has formed.

Your own handwriting, for instance, tells the story of you, I have never even heard Jim in his radio work, but I know Jim because his handwriting is a much more accurate picture of him than you may imagine. Hundreds of those for whom I have made analysis have said that their handwriting revealed facts about them that their close friends did not know nor suspect.

This is natural. You write as you think, and the habits you have formed . . . the thinking you have been doing . . . these habits show in your pen-strokes.

No, it is not fortune-telling. Your writing does not show your sex, weight nor if you have red hair. These are physical facts, not mental. Your writing does not show what you are doing now but the work for which you have the greatest natural aptitude, the actual talent that exists, for this is a matter of mind.

FALL SEES PROGRAM CHANGES

The Fall months see changes and shifting of program broadcast schedules which sometimes makes it difficult for the listener to keep track of his favorites. Here are a few notes which we trust will make your listening more pleasurable over KMA.

THEATRE GUILD ON THE AIR has a new niche on Sun. nights beginning Sept. 7. This excellent dramatic program will be aired from 8:30-9:30 p. m. and brings you the best in drama.

The boys and girls will want to note changes in their favorite programs. **SKY KING** and **JACK ARMSTRONG** begin over KMA Sept. 29 and 30, respectively. Sponsorship calls for a half-hour show for each of these fine programs. **JACK ARMSTRONG** starts Sept. 29, 5:30-6 p.m., and on Sept. 30 **SKY KING** will be scheduled at the same hour. Thereafter, these shows alternate with a complete story each day.

Frank Comments

By FRANK FIELD

My, how time flies. It seems as if it were only a few months ago when we showed you folks the picture of little Johnnie Fishbaugh's 4th birthday, but nevertheless he had another birthday Aug. 1st as usual and here is the picture to prove it. Not only that, but you can also see the youngest grandson, Robert William Field, who answers much more promptly to the name of "Bill". He is the one in the foreground, and reading from l. to r., Johnnie's playmates are Charlie Kolb, Jackie Asbury and Charel Blaine. Little Johnnie, of course, is presiding at the cake, just getting ready to blow out the candles. (Incidentally, it took him 3 puffs to get them all out.) Also, it was pretty hard to hold them all still long enough to take a picture. The

presents had to be opened, admired, exclaimed over and played with before the cake and ice cream were the least bit interesting. So much for the birthday party.

The next bit of news is that our youngest daughter, Peggy, arrived home Sunday, Aug. 24, for a visit of rather indefinite length. Her husband, Ensign Bellamy U.S.N., is Supply Officer on a destroyer and sailed late in Aug. for a cruise in Asiatic waters. It may last 6 mos. and from that up to a year or more, so Peggy packed up her suitcases and headed back to Shenandoah until he gets shore duty again.

All the other members of the Field tribe are well and happy and eating 3 squares a day as usual. Big Johnnie had a major operation the latter part of Aug. in the Hand Hospital here at Shenandoah, but is

recuperating very nicely and hopes to be sufficiently recovered to start the fall term at Tarkio College. During the summer vacation, he has been working as reporter for the Shenandoah Sentinel, where he was working when he joined up with the Air Corps at the start of hostilities.

Now to take care of a few of your commonest questions, as space will allow. The questions most often asked right now are regarding amount of actual damage done to plants by the prolonged heat and drouth during July and Aug. The peonies are probably not hurt in the least because it is perfectly normal for them to die down and go dormant at this season of the year

anyway. Cannas and dahlias (and to a certain extent, gladioli) are showing a lot of heat and drought damage and are either not blooming at all or only very poorly. However the soaking rains (if you got your share of



them) will give the cannas and dahlias a new lease on life and they will throw out a lot of new growth and, if frost holds off long enough, they will give you practically a normal crop of blooms and the bulbs will be perfectly all right for winter storage in the usual manner. With the gladioli, it is different. They just have one chance at blooming and if heat and drouth prevents that, they are done for the year. This does not affect the keeping qualities of the bulbs, nor their blooming qualities for next year. All it does is cut down on the size of the bulbs and there probably will be very few bulblets formed.

There will probably be time enough for the tomatoes to bloom and make a crop for canning along in Oct. unless the vines are completely dried up.

KMA DAILY PROGRAM FOR SEPTEMBER 1947

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Brothers
 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.—News
 9:45 a.m.—Listening Post (except T. & Th.)
 9:45 a.m.—Song Spinners (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Galan Drake
 10:45 a.m.—Ted Malone
 11:00 a.m.—Welcome Traveler
 11:30 a.m.—Country Folks
 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.—West Sisters
 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.—Dick Tracy
 5:00 p.m.—Judy Martin
 5:15 p.m.—Terry and the Pirates
 5:30 p.m.—Sky King and/or Jack
 Armstrong
 5:45 p.m.—Eddy Duchin (M-W-F)

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.—Lum 'n Abner
 7:15 p.m.—Sports

7:30 p.m.—Treas. Agent
 8:00 p.m.—Bill Lance
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—Under Arrest
 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.—Markets & Weather
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Green Hornet
 8:00 p.m.—Western Theatre
 8:30 p.m.—Summer Serenade
 9:00 p.m.—Modern Melodies
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Honeydreamers
 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.—Lum 'n Abner
 7:15 p.m.—Sports
 7:30 p.m.—Paul Whiteman
 8:00 p.m.—Beulah
 8:30 p.m.—Eddie Albert
 9:00 p.m.—Phil Silvers
 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.

AMERICAN BROADCASTING COMPANY

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.—Lum 'n Abner
- 7:15 p.m.—Sports
- 7:30 p.m.—The Clock
- 8:00 p.m.—Willie Piper
- 9:00 p.m.—Orchestra
- 9:30 p.m.—Gabriel Heatter
- 9:45 p.m.—Hoosier Hop
- 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.—Heres to Veterans
- 7:15 p.m.—Sports
- 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

- 5:30 a.m.—Blackwood Brothers
- 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.—Al Pearce Gang
- 9:00 a.m.—Homemaker's Visit
- 9:30 a.m.—News
- 9:45 a.m.—Bob Stotts
- 10:00 a.m.—Piano Playhouse
- 10:30 a.m.—Junior Junction
- 11:00 a.m.—Tex Robinson
- 11:15 a.m.—Melodies to Remember
- 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 Review
- 1:00 p.m.—West Sisters
- 1:15 p.m.—Blackwood Brothers
- 1:30 p.m.—Virginia Harding
- 2:00 p.m.—Stars In The Afternoon
- 2:30 p.m.—Steve Wooden
- 2:45 p.m.—Zeke and Harpo

- 3:00 p.m.—Ramblin' 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.—Remodel For Vets
- 5:00 p.m.—The Vagabonds
- 5:15 p.m.—Betty Russell
- 5:30 p.m.—House of Mystery
- 6:00 p.m.—Harry Wismer, Sports
- 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.—I Deal In Crime
- 9:00 p.m.—Musical Etchings
- 9:30 p.m.—Hayloft Hoedown
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Cliff Edwards
- 10:30 p.m.—Dance Orch.
- 11:00 p.m.—Newstime
- 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

- 7:00 a.m.—News
- 7:15 a.m.—Blackwood Brothers
- 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.—Raymond Swing
- 12:30 p.m.—Sunday Serenade
- 12:55 p.m.—Facts or Fiction
- 1:00 p.m.—Blackwood Brothers
- 1:30 p.m.—National Vespers
- 2:00 p.m.—Lassie
- 2:30 p.m.—Newstime
- 2:45 p.m.—Barber Shop Quartet
- 3:00 p.m.—Hour of Faith
- 3:30 p.m.—Rex Maupin
- 4:00 p.m.—Darts for Dough
- 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.—Candid Microphone
- 6:30 p.m.—Those Sensational Years
- 7:00 p.m.—Sunday Evening Hour
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Louella Parsons
- 8:30 p.m.—Theatre Guild
- 9:30 p.m.—Dance Orchestra
- 10:00 p.m.—News
- 10:15 p.m.—Set to Music
- 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**

Children seem to know the best time to get money from Dad. And Stevie Childs, 6-year-old son of Newscaster RALPH CHILDS, is no exception. He picked a time to go through Dad's pockets, right while he was on the air giving a newscast. Naturally Dad couldn't object at a time like that! It happened one day when Ralph had brought Stevie to town to get a haircut. After a visit to the barber shop, Stevie came to the studio to wait while his father gave the 6:30 p.m. news. While Dad was in the midst of his newscast, Stevie entered the studio, walked over to where his Dad was seated and started searching his pockets. Finally he came up with 2 cents. Proudly holding the 2 pennies so Announcer MERL DOUGLAS could see them, he exclaimed, "Peanuts!" When Ralph completed his newscast, he found his young son happily working the peanut vending machine at the fountain. Ralph thinks the younger generation is pretty smart . . . they've learned to "attack" a fellow while he's helpless!

Was his face red! And it wasn't because Announcer MERL DOUGLAS felt the heat so much . . . it was because he made a mistake while on the air, and gave the temperature reading in Shenandoah as 202 instead of 102! It was a hot Sunday afternoon and Merl had recorded the temperature on the weather chart at 1:30 p.m. as 102. At 2:30 p.m., he meant to write down 102 . . . the same temperature as an hour earlier . . . but he got confused and wrote the temperature as 202, giving it on the air just as he had written it down on the chart. He didn't know of his mistake until the control operator came to the studio and corrected

him. Hope none of you listeners fainted from the heat when you heard him announce the 202 degree temperature!

You folks remember Whittier's poem about the "Barefoot boy with cheek of tan", but since hearing what happened to entertainer BOB STOTTS on a fishing trip, we do believe truth is stranger than fiction. While out fishing, one of Bob's shoe soles got wet and came off. Bob found it annoying, walking with his foot on the ground, but didn't worry much about it until he got back to his car and found he had a flat tire. That meant he must walk a mile to a nearby farm house to borrow a car wrench. Bob started down the road . . . trying to walk with the sole off his shoe. Going wasn't easy!



Soon he got disgusted . . . gave both his shoes a big kick . . . and continued his journey barefooted. To top off his bad luck, when he got back he found the wrench he had borrowed wouldn't fit the lugs on his car, so was useless. That meant another trip. After much trouble, Bob finally reached home at 11 p.m. . . . minus his shoes . . . minus his good disposition. He

is firmly convinced now that "troubles never come singly."

The first peek into the oven made entertainer OMA WEST CORDER think she must have done something wrong in making her cake. It was flat! She was relieved later, however, when she found the cake had raised beautifully. Her husband Bob is fond of white cake, and that was the kind she had baked. After taking it from the oven, she prepared a tasty white frosting and it looked "fit for a king". Just before time for Bob to get home from work, she offered a piece of the cake to a neighbor sitting on the porch visiting with her. The neighbor was delighted. But when the cake was cut, both Oma and the neighbor were puzzled . . . instead of being white, the cake looked a sort of burnt sugar color.

Oma had made a mistake . . . but what? After taking one taste, the neighbor knew what was the matter. Oma had used SODA instead of baking powder!

Singer STEVE WOODEN will be delighted to give you the correct time now. The reason is because he has a brand new 21-jewel Gruen Wristwatch that his wife gave him for his birthday, July 14. The watch has a beautiful gold flexible wrist band.

It has been 5 years since the EDDIE COMER family has had a car. That's why the purchasing of one recently gave them such a thrill. They took their vacation in it . . . driving to Okla. It has already gone 3,000 miles and no trouble yet, Eddie reports.

We've had many requests for a new picture of the BLACKWOOD BROS. QUARTET so here it is on my page this month. It's a blow-up of a snapshot taken one sunny afternoon in front of the studios. Of course you'll recognize, from l. to r., Bill Lyles; Harold Bell; R. W., James and Doyle Blackwood. We all hope you'll like it.



Maybe it was because it was early in the morning . . . maybe because the girls are forgetful . . . but whatever the reason, entertainer WAYNE VAN HORN had to come to the rescue of MAE and OMA WEST CORDER in a restaurant recently and pay their bill, when they discovered they had forgotten their purses. It was 5:30 a.m. En route to the studio for their early morning program, the girls stopped at a downtown cafe for a cup of coffee. Fortunately a fellow entertainer happened to stop at the same restaurant for breakfast. When the girls got ready to pay their bill, they were embarrassed to find both of them had left their money at home.

'Van' paid the bill . . . but he is still kidding the girls about it!

"Think of it! With \$600 worth of timepieces around the house, STILL we miss a program!" . . . That was the comment made by ZEKE WILLIAMS after he and JOAN had arrived at the studio 5 min. late for their 4 o'clock show. Both Zeke and Joan have accurate wristwatches, and at home there is an electric clock and an alarm clock . . . yet even with all these timepieces, they were late. After "cooling down", Zeke explained the electric clock had stopped when the electricity went off for a few minutes, and they had failed to re-set it. That meant the electric clock was off . . . resulting in their being late to the studio. Better luck next time!

Presenting the Queen with

a wristwatch at the annual Church Festival in his hometown of New Canton, Ill., was the honor given announcer JIM KENDRICK while on vacation last month. Other highlights of Jim's vacation were a visit to St. Louis where he saw the Cardinals play, and a trip to Nashville, Tenn. And guess what he brought home with him! A kitten! A red-haired one he calls "Katy".

Entertainer HARPO RICHARDSON and his wife spent their vacation in Irving, Ky., visiting his parents, Mr. and Mrs. H. C. Richardson.

Accidents will happen . . . but it always makes you provoked when it happens to YOU. That's the way engineer WALLY SCHWENTSER felt when a truck ran into his brand new shiny black Frazier car. The side and 2 doors of the car were badly dented.

Tune in "By the Bend of the River" at 11:15 each night on KMA.

Program Personals

By **BILL BAILEY**

Since you're probably one of the millions of radio fans listening to the PAUL WHITEMAN CLUB (KMA 2:30-3-15 p.m. Mon. thru Fri.), we know you will be interested in the picture appearing on our page this month. These are the men who go to make the program radio's top "platter" broadcast . . . the writers, technicians and talent who have made the Club a real afternoon attraction.

In the photo with "Pops", you meet from l. to r., George Wiest, the producer, Harry Wightman, who has charge of the record library; Bernie Dougal, who writes the script; and Doug Browning, who is the show's announcer. Now



you'll know how everyone looks when you're tuned and ready for a pleasant 45 min. of the tops in music each week-day afternoon.

Did you know that BILLY REDFIELD, who makes the nation chuckle at the problems of a grocery clerk in the broadcast of TALES OF WILLIE PIPER (KMA Thurs. 8 p. m.) is a veteran of 11 years' experience on Broadway and in radio, and yet he is only 20 years old? Billy served a long apprenticeship in radio which started when he was 9 and appearing on Madge Tucker's "Coast-To-Coast On A Bus". He later graduated to such top radio programs as "The Aldrich Family", "The Kate Smith Show" and "The March of Time". Last season on Broadway Billy played the lead in George Abbott's musical comedy, "Barefoot Boy With Cheek" and 10 Broadway roles preceded this one, including parts in "Our Town", "Junior Miss" and "Snafu". We'll have a

picture of Billy for you right soon because we know you're going to like him a great deal.

KMA-ABC audiences will be looking forward to the new JACK PAAR SHOW which starts Wed. Oct. 1 (KMA 8:30 p.m.), so here is just a word about Jack and the half-hour of satirical comedy which he has in store for you. Maybe he needs no introduction, for he is the ex-G. I. who has been convulsing Jack Benny audiences while Benny was on vacation this summer. Paar began his career as a comedian by satirizing courageously the Army brass in a series called "Fungus Vau-deville", where he was a G. I. for 25 months in the Pacific. Before entering the war, Jack had been in radio as an announcer in Cleveland and Buffalo, but the

applause and laughter of his fellow soldiers (a tough audience to sell) convinced him that his field was comedy. His feeling for comedy and uncanny timing have won the praise of amateur and professional critics from coast to coast, so we know you'll be looking forward to this new series over KMA and ABC.

Did you know that EVERETT SLOANE, who is heard regularly in lead roles on THE LISTENING POST (KMA 9:45 a. m. Mon. Wed. Fri.), enjoys at least 2 distinctions that verge upon the unique? He achieved stardom as a radio dramatic actor with only trifling assists from Broadway and Hollywood and he did it without even hiring a personal press agent. Besides THE LISTENING POST assignment, he in addition profitably fills freelance engagements involving at least half a dozen more network appearances each week. He has spent 18 years in radio and on the stage.

Meet Your Neighbors



That sweet clarinet music you hear on KMA is EDDIE COMER's (May '46 GUIDE, p. 6) and the happy family in this picture is also his: Vicki Ellen, 9; Donnie, 5; and Gladys. The Comers have been at KMA for 1½ yrs. and before that Eddie played his clarinet and saxophone at a Colfeysville, Kans., station. Eddie is quiet and serious-minded . . . until he starts playing, and then he puts his heart and all his energy into it. He's been musically inclined since he was 6, and in high school he had his own swing band. He likes all sports and is a devoted father.

Gladys is dark-eyed, dark-haired and attractive. She's a fine wife and mother, a deft housekeeper and holds down a job as a receptionist in a local doctor's office.

She's from Pittsburg, Kansas, has 3 sisters and 3 brothers.

Vicki Ellen (Feb. '7 GUIDE cover) is ready to enter the 4th grade this month. She likes school and wants to be a dancer when she grows up. To this end, she takes tap, ballet and acrobatic dancing lessons.

Donnie (May '47 GUIDE cover) enters kindergarten shortly. His ambition is to be a railroad man, but he also likes to sing and appeared on the air for the first time when he was only 3. To date he has sung on 4 different stations.

To hear Eddie Comer play his newly perfected yodel on the clarinet, tune in "RFD 960", "COUNTRY FOLKS", "STUMP US" and "HALF PAST NOON".



Forecasts For The Month

BIRTHDAYS:

- Sept. 3—Mildred O'Day (wife of Control Operator Glenn O'Day)
 Sept. 5—Robert F. Blackwood (son of D. W. Blackwood of the Quartet)
 Sept. 7—Virginia Parker (daughter of Ada Parker, Mail Clerk)
 Sept. 9—Weldon Parker (son of Ada Parker, Mail Clerk)
 Sept. 13—Eddie Comer, Staff Artist.
 Sept. 14—Bess Cagley, Office Supervisor, May Seed Co.
 Sept. 14—Mrs. Fannie Kendrick (mother of Anncr. Jim Kendrick)
 Sept. 24—Geraldine Marie Fronek (daughter of Staff Artist Jerry Fronek)
 Sept. 27—Betty Lund (wife of Eng. Ralph Lund)
 Sept. 27—Mary Johnson (wife of Traffic Mgr. Mott Johnson)

ANNIVERSARIES:

- Sept. 5—Muriel and News Editor Ralph Childs.
 Sept. 6—Mildred and Control Operator Glenn O'Day.
 Sept. 14—Gilda Marie and Continuity writer Max Olive.
 Sept. 26—May and Anncr. Jonny Dickson.
 Sept. 26—Louise and Promotion Mgr. Bill Bailey.

BIRTHSTONE: Sapphire.

FLOWER: Morning glory or aster.

Contests & Offers

Homemaker Edith Hansen is currently announcing a simple letter-writing contest wherein you housewives have the opportunity of winning a beautiful 21-jewel Bulova wristwatch. 3 watches are given away each week for the 3 best letters received. Listen to Edith's broadcast for complete details.

Also starting Sept. 21, Johnny Olsen and Aunt Jemima will announce a new jingle contest with 2,054 valuable awards, valued at \$60,189.00. Remember to listen and plan as many entries as you desire.

Helpful Hints For Homemakers

By EDITH HANSEN

My neighbor's boy, Bob, is a typical boy who likes cookies and here is his favorite. These will be nice for school lunches and for mother's afternoon parties, too.

Bobbie's Cookies

Sift together 3½ c. flour, 2 t. soda and 2 t. cream of tartar. Mix 1 c. lard or shortening, 2, c. brown sugar, 2 eggs, the flour, soda and cream of tartar, 1 t. vanilla, 1 t. lemon, 2 t. ginger if desired. Mix above ingredients in order given. Take small bits of dough, roll and pat down in hands. Put a fork criss-cross on top and bake..

Let's not forget the toddler set either. My pattern offer this month, as the picture below shows, is what the well-dressed baby will wear this Fall . . . a knitted cap and sweater set and a coverlet of soft crocheted wool. The sweater, made in cardigan style, has an all-over eyelet pattern and ribbed yoke. A turned-back cuff on the matching bonnet frames the baby's face. The warm carriage cover is crocheted in a puffy novelty stitch and edged round in shell stitch. What baby wouldn't be proud of an outfit like this?

Pattern free on request. Ask for Leaflet No. 324. Enclose self-addressed, stamped envelope. Address Edith Hansen, KMA, Shenandoah, Iowa. Write today.



Kitchen Klatter Kinks

By **LEANNA DRIFTMIER**

Are you tired of cooking? I can answer that question, for who isn't after trying to tempt the family appetites during these hot, hot months just past. One is even bored with the thoughts of spoons, flour and bowls.

If this is true of you, you need to try new foods. There is romance in cooking, if one has time to think of it in that light. When you prepare Chop Suey, think of distant China. As the family eats it, discuss the customs and ancient history of this interesting country. (You may need to read up on the subject to refresh it in your memory. I'm sure I would.)

Make an occasion of Father's birthday, Dick's first day at school or your wedding anniversary. Prepare a good dinner . . . one that is different. Use the best china and silver service. Make it an event long to be remembered. As I look back over the years, my happiest thoughts center around a long dinner table and eight expectant faces turned toward the kitchen as a good dinner is brought to the table.

It is by doing these things that we, as mothers, can place the links in the chain that holds a family together. There seems to be a growing tendency, if one can afford it, to "eat out" on these special days. I agree that it is pleasant for the family to have an occasional meal away from home but let the milestones, such as birthdays and special anniversaries, be celebrated in our own family dining room. Make it a gay meal. Serve it without haste. Linger over the dessert. Make it a dinner to be remembered.

"The family is like a book,
The children are the leaves,
The parents are the covers, that
Protective beauty give.
Love is the golden clasp
That bindeth up the trust.
Oh, break it not, lest all the lives
Shall scatter and be lost."

Until next month I'll have to say Good-bye, please "be listening".

Guess Who?



We're sort of doubling up on you this month, for instead of one "GUESS WHO", as you can plainly see, there are TWO. But it shouldn't be difficult to guess at least one and if you're a KMA listener of long standing, identifying both will be as easy as falling off a log.

The lady pictured at the piano is still an important part of many KMA programs and although the gentleman with her has not been at KMA for a number of years, his immense popularity back when this picture was taken should make him known to many of you. The photo was snapped along about the time "School Days" was one of the most popular features on the air.

The lady is not fooling anyone by being seated at the piano. She is perhaps one of the most talented pianists and organists in this part of the country. She used to sing, too . . . still does sometimes.

The gentleman is no longer in radio but is now a very successful lawyer in Atlanta, Ga. There is many a time the gang here at KMA wishes he were back on the staff.

Do any of these things give you folks a clue as to their identity? Let's see who will be the first to identify both correctly.

Last month's "GUESS WHO" was RALPH CHILDS, KMA's News Editor.

Tom Thumb Publishing Co
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September Sees "Stump Us" Start



Puzzled? Don't let it bother you . . . just take a gander at the furrowed brows of the folks pictured above. It's all by way of letting you know that a favorite program of yours returned to KMA Sept. 1. It's the STUMP US gang and Program Director Terry Moss demanding the utmost from his charges, as he calls on them to play the tunes you name. Perhaps, like Schnozzle Durante, the STUMP US gang has "a million of 'em" but sometimes it's that millionth-and-first one that stumps them.

STUMP US is back on the air again this fall at the same old time, 11:45-12 noon Mon. thru Fri., and it's the same identical

show that you folks found so popular last year. The gang is looking forward to some mighty stiff sticklers when you folks start sending in your requests and they are only hoping that they won't slip too badly and have to give away too many of those valuable prizes. The 1st big prize to be given away this year is a 32-piece set of hand-painted china, and it's all yours for submitting the name of a tune that the boys can't play.

Listen to STUMP US for complete details. We know you'll want to get in on the prizes and fun. Don't forget to be listening.