



The KMA Guide

Vol. 5

No. 10

OCTOBER, 1948

Lewis, Iowa

This is the third year I have ordered the GUIDE for my husband, and don't want him to miss any of them, because I enjoy them as much as he does.

Mrs. Frank Myers.

(Have you given your secret away, Mrs. Myers?)

Caruthersville, Missouri

Have always enjoyed the GUIDE especially the pictures of the babies. I think that Little Karen May looks like her daddy.

*Lillie De Priest,
205 E. 14th St.*

(Edward May thanks you for the very nice compliment.)

Aurora, Kansas

Pictures, pictures! I'm always looking for more pictures.

*Leona Ming,
Box 26, Rt. 1.*

(Mrs. Ming, this issue is exactly what you have been looking for, isn't it?)

Osceola, Iowa

It's always a race at our home to see who gets to read the GUIDE first.

Mrs. P. W. Gilreath,

(On your mark. Get ready. Go!)

Lewis, Iowa

Sometime ago our club, the Sew and So, visited your studio. I think all the KMA folks are very kind and courteous. Thanks much for a lovely day.

Mrs. H. M. Sothman.

(Come again! The welcome mat is always out.)

(We can't resist telling you folks some of the nice things which people have written about our morning homemaker, Bernice Currier, who is back here at KMA after an absence of 19 years—Editor.)

Orient, Iowa

Welcome back to KMA Bernice, I have often wondered where you were. I enjoyed your programs with Mr. May and I know I will enjoy your homemaker visits.

Mrs. Kenneth Smith.

Carroll, Iowa

I am happy to hear Bernice Currier is back on the air at KMA. I can remember hearing her years ago. Her voice has a very pleasing air about it.

Anna Triggas.

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Ute, Iowa

Here is my welcome to you coming back to KMA and it brings back many pleasant memories when I used to listen to your programs on Sunday with Mrs. May back in the 20's.

Mrs. Howard R. Cameron.

Council Bluffs, Iowa

I listened to you when you came on the air over KMA this September. This is the first time I have ever heard you. I like your voice very much, and feel you are all Adella Shoemaker says you are.

*Mrs. C. J. Brandon,
2702 Ave. B.*

Aurelia, Iowa

Dear Friend:

I call you friend as you already are my friend. I enjoy your visits, and know you must be a lovely person. I look forward to your visit every morning.

Mrs. R. J. Sturgeon.

Blythedale, Missouri

Welcome to KMA as the new homemaker. You have such a friendly voice and I hope sometime to see you in person. I enjoy your visits so much and I am glad to have so many nice visits with KMA's homemakers.

Mrs. Lois Ury.

(To all of you folks who wrote to Bernice welcoming her back to KMA, we say, "Thank you very much.")

Webster City, Iowa

I would like to take this opportunity to thank you for the thousand mile bus trip which I received sometime ago for sending in the winning joke of the week. Thanks again.

Kathryn Draves.

(We know you must have had a wonderful vacation.)

A Chat With Edward May

Hello, folks: That's me peeking from behind that piece of watermelon. And was it good.

I wish that all of you could have been here for our annual watermelon feed which we had several weeks ago.

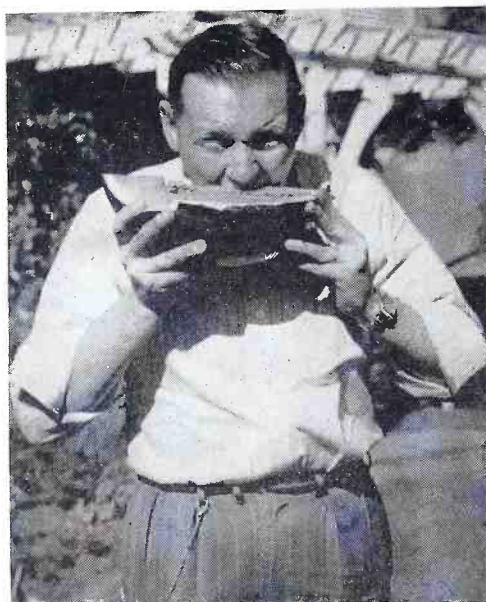
At 3:00 in the afternoon all of us quit work and went out to the garden behind the main building. Several of the boys had trucked in a load of melons that would have made your mouth water. They had been placed in the cooler the night before and were just right for eating.

In addition to our group, we invited anyone around town that we could reach. In all, over two hundred people must have had at least one piece. I don't remember exactly how many I had because I lost count after three.

Everyone had all he wanted and there were still a couple left after we got through.

We didn't pick a champion watermelon eater, but, from what some of the boys said, Announcer Clair Gross must hold the unofficial title. There are varying reports as to the number of pieces he ate—from seven to twelve. I must have been a close second, but I will concede the championship to him this year. However, come next year, Clair, you had better look to your laurels!

By the way, these melons were Dixie Hybrids, the finest on the market today. They were served in big tin pans so that none of the seeds would be lost. Whenever a person finished with one piece, he would drop the seeds in a big tank which



you see to the left of the picture on the back page. After the feed the tank was hauled away and the seeds processed and packaged for sale.

We had a lot of fun and are already looking forward to next year's feed.

I want to thank all of you who have sent welcome letters to our new home-makers, Adella Shoemaker and Bernice Currier. It is gratifying to know that you like them so much. I know that it takes a lot of time to sit down and write the kind of thoughtful, sincere letters which you have been sending in. Thank you very much.

Well, the big Harvest Jubilee is over and a good time was had by all. I enjoyed meeting the visitors and wish that we could get together like this more often. As I heard time and time again, this is like the old days.

And that gives me a thought. This spring and summer we have been having many more visitors to the studio than during and shortly after the war.

We have arranged a little tour around town and we want to extend an invitation to everyone of you to come and see us whenever you can.

The studio is always open and we enjoy your visits. Why not plan to come to Shenandoah this month?

The Skaters



The fellow making the flying tackle at that white pole is none other than Mack Sanders, the world's most dangerous man on roller skates. And we're not kidding.

Several minutes previous to the taking of this picture, the poor camera man almost met his ancestors when Mack mistook him for a pole. Mack grabbed him and the camera crashed to the floor. Luckily it wasn't broken and the above picture was taken.

Of course, you recognize Jeanie Sanders, Mack's wife. Every afternoon for the last several weeks, Jeanie has been giving Mack lessons. However, he doesn't seem to be too good a pupil. Instead of relaxing and bending his knees, he tries to skate stiff legged. The result? Well, Mack took so many falls during the first couple of evenings that the owner of the skating rink called him aside and asked Mack how much he would charge to stay at home instead of coming out to skate. The poor proprietor complained that it was poor advertising to have Mack falling all over the place!

Baseball Camp

We have big news for all you sports fans.

Several weeks ago in cooperation with the St. Louis Cardinals, we sponsored a baseball tryout camp. It was held here in Shenandoah, August 23 and 24 and a large number of young baseball hopefuls attended.

In fact, 44 boys from 21 towns in four states came to try out for various positions on the team. There were no admission charges and each boy had an opportunity to show his ability to the St. Louis Cardinal scouts.

Joe Monahan and Jack Sturdy, both major league players, observed the boys and offered valuable suggestions as to how they could improve their game.

Now here is the big news. In the 48 camps which the cardinals have conducted throughout the country, they have signed only 16 players—one player for every three camps. When they came to the KMA camp, for the first time during the year, they signed two players. Imagine that! After having camps in the largest towns in the nation, they came to Shenandoah and contracted for two youthful ballplayers. The happy boys are Jim Pendergraft of Henderson, Iowa, and Keith McGinnis of Tabor, Iowa.

They have signed for a full year and will start playing next spring.

The picture below was taken during a radio interview on the tryout camp. Left to right you see, Kenneth Tigges, Scout Joe Monahan, Announcer Clair Gross, Scout Jack Sturdy, James Williams.



The Stump Us Gang

Help! Help! the battle is on again.

During the summertime everything usually runs along fine around the studio. Everything is quiet and peaceful. Entertainers and announcers smile at each other. Ah, Peace. It is wonderful.

Then "Stump Us" comes back on the air. Crash! Boom! Before you know it, scenes like the one pictured above are happening.

On this particular occasion Announcer Warren Nielson had just completed a program during which he had asked the "Stump Us" Gang to play three numbers which they didn't know. In fairness to the entertainers, we must explain that Warren had been kidding them quite a bit. And as you can see he is getting paid back.

As he said, "Sticks and stones may break my bones—but musical instruments hurt every bit as much".

Several weeks before the "Stump Us" Gang show (11:45 A. M. to noon) started, Warren and his bride, Florence, journeyed to Colo., for a vacation.

For two weeks, they relaxed at a cabin in the Rockies and Warren built up his strength for the coming ordeal—the "Stump Us" Gang. He took long hikes thru the mountains and enjoyed the hearty meals which Florence prepared for him. When he came back to the studio, he looked like a miniature Tarzan. He was bronzed and strong — ready for anything which might happen.

But alas! It was not long until we took this picture. You see, while Warren had been so carefully building up his strength, every member of the "Stump Us" Gang

had been doing likewise.

Ike Everly, the fellow on the left brandishing the guitar, had been moving into his new home. Moving refrigerators, stoves, etc. had put him in fine trim. He was ready and waiting when Warren came back.

Marge Parker, the lady with the firm grip on Warren's necktie, recently returned from a vacation in Western Nebr., where men are men and women can handle the best of them.



Then, of course, there is the famous Elmer Axelbender, the man who swings a mean coronet. When he was younger, Elmer attended a military camp one summer. He was bugler but instead of playing "We can't get them up, we can't get them up in

the morning", he would walk around hitting the sleepers on the bottom of the feet with his bugle. A real tough hombre.

And on top of that, Elmer had vacationed in Canada and Alaska where he built up a lot of vim and vigor.

Buddy Morris, the fellow with the big bass over his head, has been storing up a lot of energy eating fried chicken these last few months. He put on ten pounds, and needless to say, he'd be tough competition for anyone.

Then, there is Eddy Comer who is using his clarinet like a baseball bat. Eddy took a trip south to his home and enjoyed that good ole southern hospitality for several weeks.

Now, you can understand that look of despair on Warren's face. But, don't let anyone kid you, he wouldn't give up this fun-packed show for anything.

On The KMA Party Line

With **DORIS MURPHY**

Car trouble took part of the joy out of the vacation trip of MACK & JEANIE SANDERS, who drove to Alabama, and BUDDY MORRIS on his trip to St. Louis. Leaving Shenandoah at 3 p.m. on a Sat., MACK & JEANIE drove all night in order to save time. About 2 A. M. they stopped at a roadside cafe for coffee. When they came out of the restaurant, they were amazed to find someone had run into their car, smashing one whole side. A highway patrolman was summoned, but was unable to find the offender. Upon reaching Alabama MACK had the car repaired, costing him \$89.00. In addition, the aerial broke off the top of the car. BUDDY MORRIS had bad luck too, but not such a costly experience. Enroute to southern Ill. he and his wife stopped to buy a bottle of pop. When they got out of the car, they found they had a flat tire. After repairing the tire, they started again; only to find the fan belt had broken! On top of all this trouble, someone smashed into their back fender while the car was parked, damaging it considerably. Oh the woes of traveling!

Just imagine packing camping supplies, bedding, luggage, food, fishing tackle, painting supplies, ALL in 74 inches of space in the back end of a midget Crosley station wagon, and still being able to find room for two passengers when you got through! That's exactly what announcer WARREN NIELSON and his bride did this summer, and they had a wonderful vacation trip thru Colorado, Wyoming and South Dakota. They even slept in

their car every night on the 2 weeks' trip, except 3. Expertly packed in back of the seat was a gasoline stove, folding table and chairs, gasoline lantern, picnic ice box, food, mattress, three comforters in addition to their luggage. They cooked all their own meals with the exception of 4. The thing they enjoyed most was the leisureness of the vacation. Whenever they found a delightful spot, they would stop, and FLORENCE would paint the scene with her oils and pastels while WARREN fished. The young couple was married June 12, and this was their "second" honeymoon trip.



With the arrival of the first fall days, entertainer STEVE WOODEN starts getting ready for the hunting season ahead. Here you see STEVE all dressed up in his hunting clothes, wool jacket and cap, cleaning his gun and dreaming of the days ahead when he and Trix, the dog, will go hunting together. Peeking around the corner is a stuffed pheasant 29 yrs. old . . . yet still a pleasant reminder of enjoyable

pheasant hunting days in the past. Good luck, STEVE . . . hope you have lots of luck this season! I'll be waiting for some good "tall tales" about your catch.

When making out the list of guests they wanted to invite to their tenth wedding anniversary, Sept. 5th, newscaster RALPH CHILDS and wife headed the list with the names of Clair and Hazel Heyer of Milledgeville, Ill. And here is the reason why! It was at their wedding 17 years ago, that RALPH and Muriel met. Seven years later the CHILDS' were married, with Clair and Hazel as the only witnesses. So when it came time for their 10th wedding anniversary party, they felt it wouldn't be complete without Clair and

Hazel to help them celebrate.

EDWARD MAY felt he had been asked the \$64.00 question, when his 3 yr. old daughter ANNETTE asked why he didn't put cricket balls around the house to kill the crickets. "You put moth balls around to kill the moths, then why don't you put cricket balls around to kill the crickets?" she asked. Maybe she has something there.

Planning for the future, announcer CLAIR GROSS thought he had hit upon an ideal arrangement when he bought a double bunk bed for his two young sons, Stevie, age 2 yrs. and Michael, age 5 mos. It would save space and the kids would enjoy sleeping in a bed of this type! But what CLAIR didn't realize was that Stevie was a little too young to sleep in a bed with-out sides. Consequently the first night in his new bed, is one Stevie will long remember, because he fell out about a dozen times. After the first fall or two, Clair and Randy took the mattress out of the top bed and put it on the floor, so when he rolled out, he would have a soft landing. Even tho' the landing was "easier", Stevie's yell was no softer. After a night of interrupted sleep and baby howling, the Gross' decided a side would have to be put on the bed, until the boys were older. Now Stevie can toss and tumble to his heart's content and still keep IN the bed instead of ON the floor.

We've discovered FRED WARREN, (Elmer Axelbender) is a great lover of flowers! In fact, he is so inspired with the beauty of the hundreds of Heavenly Blue morning glories entwined all over his trailer home that he refused to move until

they are thru blooming. His trailer is located in the yard of the Steve Wooden home. When Steve moved last month, ELMER couldn't bear the thoughts of tearing down all those beautiful vines loaded each day with gay blue flowers. He promised to move later . . . when Jack Frost comes along in the fall and nips his flowers.

See the big smile on my face? It's be-

cause I had just been greeted with such a pleasant surprise. As a surprise for me, ADELLA SHOEMAKER, KMA's afternoon homemaker, baked this lovely white cake in honor of my birthday, Aug. 26th. While I was home to lunch, she slipped in the office with it, and left it on my desk. When I arrived the office gang had the candles light-ed, and even the photographer on hand to take pictures of the occasion. You should have heard all of us smack our lips when we tasted the cake! It was perfectly delicious . . . so light and tender. It was a white cake with pale pink frosting covered with



pink coconut and topped with pink candles. ADELLA says it's called a Silver Layer cake, and takes her only 10 min. from the time she starts to mix it up, until she has it ready for the oven. If you would like the recipe for this delicious Silver Layer cake, just drop ADELLA a postcard and she will be glad to send it to you. Write ADELLA, care of KMA, Shenandoah, Ia. I bet it will be your favorite cake too!

You will all be glad to know that JIM KENDRICK is returning to KMA after a few months sojourn in Texas. Listen for Jim's friendly voice on the air soon.

KMA DAILY PROGRAMS FOR OCTOBER, 1948

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:15 a.m.—Blackwood Brothers
 5:45 a.m.—Elmer's Scrapbook
 6:00 a.m.—RFD 960
 7:00 a.m.—Larry Parker, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:25 a.m.—Betty Crocker
 9:45 a.m.—Listening Post (Mon., Wed. & Fri.)
 9:45 a.m.—Bob Stotts (T. & Th.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Ted Malone
 10:45 a.m.—Time Out
 11:00 a.m.—Welcome Travelers
 11:45 a.m.—Stump Us
 11:30 a.m.—Mary Foster
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Gospel Quartet
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Edith Hansen
 2:45 p.m.—Joy Spreaders
 3:00 p.m.—Ike Everly
 3:15 p.m.—Judy and Jean
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Bob Stotts
 4:15 p.m.—Mack and Jeanie
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Challenge of Yukon (M. W. F.)
 5:00 p.m.—Green Hornet (T. Th.)
 5:30 p.m.—Sky King and/or Jack Armstrong

MONDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather

- 7:00 p.m.—Lone Ranger
 7:30 p.m.—Get Rich Quick
 8:00 p.m.—Music and Mr. Blaine
 8:30 p.m.—Stars In The Night
 9:00 p.m.—Varieties In Music
 9:15 p.m.—Earl Godwin
 9:30 p.m.—Roy Rogers
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Sport Highlights
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Blackwood Brothers
 7:30 p.m.—America's Town Meeting
 8:30 p.m.—Tune Time
 8:45 p.m.—Chamber Music
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Varieties In Music
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Sport Highlights
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Varieties In Rhythm
 8:00 p.m.—Meredith Wilson
 8:30 p.m.—You Can Bet Your Life
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Star Theatre
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Sport Highlights
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

AMERICAN BROADCASTING COMPANY



THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Blackwood Brothers
 7:30 p.m.—Personal Autograph
 8:00 p.m.—Child's World
 8:30 p.m.—Candid Microphone
 9:00 p.m.—Great Scenes
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Harrison Wood
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Sport Highlights
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—This Is Your FBI
 8:00 p.m.—Break The Bank
 8:30 p.m.—The Sheriff
 8:55 p.m.—Champion Roll Call
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Sport Highlights
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SATURDAY PROGRAMS

5:15 a.m.—Blackwood Brothers
 5:46 a.m.—Elmer's Scrapbook
 6:00 a.m.—RFD 960
 7:00 a.m.—Larry Parker, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Merrill Langfitt Interview
 8:30 a.m.—Shoppers Special
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Blackwood Brothers
 9:45 a.m.—Smilin' Ed McConnell
 10:00 a.m.—Abbott & Costello
 10:30 a.m.—Tomorrow's Headlines
 10:45 a.m.—Johnny Thompson
 11:00 a.m.—Kiddies Party
 11:30 a.m.—Quarterback Club
 12:00 noon—Larry Parker, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Football Games
 3:00 p.m.—Ike Everely
 3:15 p.m.—Judy and Jean
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Bob Stotts
 4:15 p.m.—Mack Sanders

4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Steve Wooden
 5:00 p.m.—Ernie Felice Quartet
 5:16 p.m.—Brownlee Sisters
 5:30 p.m.—House of Mystery
 6:00 p.m.—Football Caravan
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather
 7:00 p.m.—Johnny Fletcher
 7:30 p.m.—Amazing Mr. Malone
 8:00 p.m.—Gangbusters
 8:30 p.m.—What's My Name?
 9:00 p.m.—KMA Country School
 9:30 p.m.—Hayloft Hoedown
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

SUNDAY PROGRAMS

7:00 a.m.—News Summary
 7:15 a.m.—Blackwood Brothers
 7:30 a.m.—Back To The Bible
 8:00 a.m.—Tone Tapestries
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank and Ernest
 9:30 a.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Southernaires
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Editor At Home
 12:30 p.m.—National Vespers
 1:00 p.m.—Blackwood Brothers
 1:30 p.m.—Mr. President
 2:00 p.m.—U. S. Marine Band
 2:15 p.m.—Sam Pettengill
 2:30 p.m.—Newstime
 2:45 p.m.—Your Country Editor
 3:00 p.m.—Ted Malone
 3:15 p.m.—Johnny Thompson
 3:30 p.m.—Opera Album
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—This Week In Review
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Go For The House
 6:30 p.m.—Curt Massey
 7:00 p.m.—Sunday Serenade
 7:30 p.m.—Proudly We Hail
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Theatre Guild
 9:30 p.m.—Clary's Gazette
 10:00 p.m.—News
 10:15 p.m.—Vera Massey
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

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

Announcers are Funny

Announcers are funny!

On this page we let you in on their professional secrets. Have you ever noticed that most of us perform odd, little actions whenever we're talking? Some time try to watch yourself in a mirror. Chances are you'll discover you have one or more of the habits which you see pictured on this page.

How did we secure these pictures? Well, we just stood around and watched each announcer in action. Surprising enough, it took only a couple of minutes to discover the odd habit of each.

The very pensive fellow in picture No. 1 is the star of that new and different radio show, "Time Out" (10:45-11:00 A. M. Mon. thru Fri.) Chick Martin rests his chin in his hand and spins those heart throbbing yarns that have thrilled listeners for the last twenty years. By the way, ladies, why not take time out for "Time Out". After Chick's fine program you will be refreshed and invigorated.

Picture No. 2, shows Wayne Beavers trying to pull off the lobe of his right ear. Wayne claims that this habit dates back to the days when he was studying to be an announcer. Seems that he was instructed to cup his hand over his right ear so that he could hear himself talking. In

this manner, he was able to correct his enunciation. Nowadays this method of teaching is discredited by some instructors, but Wayne still fingers his right ear.

In picture No. 3, you see Larry Parker, stroking his forehead as he presents his noonday newscast. Larry couldn't remem-

ber doing this until several days later when he caught himself in the act.

Hold your hats! Merl Douglas, the gent in picture No. 4 is right in the middle of a commercial. That blur which you see to the right of the picture is his hand moving up and down. Look at that expression on his face. Seeing is believing. When Merl really gets going, there is no stopping him.

Picture No. 5 shows that veteran news-

editor, Ralph Childs, playing with a wad of paper. Wherever you see Ralph, a wad of paper is not very far away. Before he starts a newscast, he always accumulates a supply of wads for use to accent various points in the broadcast.

In picture No. 6 you see Frank Field with his pencil. He has never gone on the air without a pencil in his hand!

And in the final picture, the gentleman ringing his hands is Clair Gross. There you have all their funny habits!



Kitchen Klinik

By **ADELLA SHOEMAKER**

October has rolled around again, and in a family where there are children, that means Hallowe'en. Your neighborhood will be filled with "ghosts and witches" out for tricks and treats.

I know the best cure for evil spirits—black cat cookies! I will give you the basic soft sugar cookie recipe and tell you how you can easily decorate them. Save this recipe for your Christmas cut-outs. These are ideal to decorate with frostings, and candies because they are not too sweet.

SOFT SUGAR COOKIES

$\frac{1}{2}$ c. butter, $\frac{3}{4}$ c. sugar, 1 t. vanilla, 1 egg, $\frac{1}{2}$ c. sour cream, $2\frac{1}{2}$ c. sifted flour, $1\frac{1}{4}$ t. baking powder, $\frac{1}{4}$ t. soda, and $\frac{1}{4}$ t. salt.

Cream butter, flavoring, and sugar; beat in egg until mixture is fluffy. Add sour cream. Beat in sifted dry ingredients. Chill dough. Roll $\frac{1}{4}$ inch thick. Cut into rounds. Bake at 350° till edges are light brown. Don't over bake.

Place a round flat chocolate covered mint in the center of the cookie. "Glue" it on with a little powdered sugar frosting. Melt a sweet chocolate bar over hot water. Dip a match end or tooth pick in the melted chocolate, and draw a head, ears, eyes, nose, and mouth on a cat.

Next time you read this column, we will be talking about Thanksgiving and Christmas ideas. We will begin plans for the holiday on Kitchen-Klinik very soon. Join me every afternoon at 3:30 so you won't miss out on the fun.

COVER STORY

There's nothing like a picnic to draw a family together. On the front cover, you see the Bob Stotts family enjoying themselves at a picnic spot and are they ever having fun! The children are really going after the watermelon while Mother and Dad beam with pride.

Too many days are not left until the snow will be flying and the Stotts are taking advantage of these beautiful fall days by spending every minute outside they can.

School Days! Boo Hoo!



There comes a time in every young boy's life when vacation is over. All of a sudden he realizes that the golden hours of summer have vanished and the spectre of school is staring him in the face.

Alas, for most, it is a time of sadness. As an example, let's take the two older Childs' boys, David (left) and Steven (right). It is the Saturday evening before the Monday on which school is scheduled to begin. They have come in the house after a hard afternoon of play and suddenly thoughts of school come to them. As you can see in the picture, they are not exactly happy.

There is a new teacher to meet and learn to like. At a time like this, last year's teacher appears like an angel in their memory despite the fact she paddled their britches several times during the year.

Then there is that horror of horrors having to be "dressed up". Just think. Week after week of putting on school clothes. How terrible can life get?

Finally, think of having to leave that he-man hat (lying on the floor) at home and wear a kid cap. This is sheer tragedy.

As we said, this picture was taken several days before the boys went to school. A few hours before this issue went to press we visited the boys again. Lo and behold, they were completely transformed. Now that the newness of school has worn off, they rather like it. Imagine that!

Frank Comments

By

FRANK FIELD

Just cut this picture out and hang it up over your radio. Then when you hear me talking at 7.15 each week day morning you can see just exactly what I look like when I am broadcasting. If you look closely you can see a pencil in my right hand. If I didn't have that pencil in my hand I couldn't talk on the air. It is just a habit I got into years ago, and I can't break it now. Sometimes I go through the entire 15 min. program without writing down a thing, but then again sometimes I make notes on the letters as I answer them, such as: "send catalog" or possibly "send leaflets".

As a matter of fact, I rather think that Jim Moore is going to devote a page elsewhere in this issue to the peculiar habits of all the announcers. Some of them are rather comical.

There is not very much new or exciting to tell you about the various members of the Field Family this month, as everything is running along just about as usual. Oh, yes, Shannan learned how to crawl last month, and now he just scoots all over the house. He hasn't fallen down the stairs as yet, but we look for it almost any day now.

Little Johnny is in the first grade at school this fall, and has already learned to read fairly well, as long as it is one of his own school books.

Jennie declares up and down that she is absolutely thru with canning and freezing for this year, but the big lima beans are still producing very heavily and I rather think that she will not be able to

resist taking care of another bushel of these sometime next week.

The chili sauce is all made and also the various kinds of relishes. We have all the tomatoes canned that we can possibly use, and at least a years' supply of all kinds of pickles on the basement shelves.

The Dutch Bulbs got in from Holland the 17th of Sept. and all of the back orders for them are being filled and shipped just as rapidly as possible. Of course, there is still plenty of time to make out your order for anything you are needing in the fall bulb line. They do not make any top growth in the fall at

all. It is perfectly all right if you get them in the ground just before freezing weather, so that they will have time to make root systems before the ground freezes solid for the winter.

It is splendid idea to give your tulip bulbs a good thorough soaking after you get them planted. Put on enough water so the soil will be thoroughly soaked down to the bulbs themselves. This will not only stimulate root growth but will also help them go through the winter in much better condition than if they went into the soil dry.

The standard rule for planting bulbs of any kind is to cover the bulbs at least 3 times their greatest diameter. That means that small bulbs such as crocus, grape hyacinth, or scillas should be covered with about 2 inches of dirt. Larger bulbs such as tulips should be planted about 4 or 5 inches deep, and still larger bulbs such as hyacinths and narcissus should go down 7 or 8 inches deep.

Tulips will do better if we put them down 8 to 10 inches so as to get them below the mole runways.



Farming & Politics

By MERRILL LANGFITT

Have you ever shaken hands with the President of the United States?

As the political campaign started to roll I had the opportunity of meeting both presidential candidates and talking to them. Jim Moore, Public Service Mgr., Franz Cherny, Eng., and myself boarded President Truman's train in Des Moines when he recently visited Iowa. Shortly after boarding the train we were sent word that the President wanted to see us in his private car. With such a request at hand we were soon racing thru the five cars on the train which separated us.

We were introduced to Mr. Truman and invited to sit down. To our amazement we were alone with the chief executive for about 15 min. What would you talk about under the same circumstances? Well, we talked about farming—how farm life has changed since he plowed with an Emerson Gang Plow pulled by four mules. We talked about this modern age we live in—about airplanes traveling 6 to 8 miles a min., modern conveniences on the farm which replace the kerosene lamps he read by when he tilled the soil prior to entering the service in World War I. President Truman is a common man and friendly. Miss Margaret Truman is very much like her father. Perhaps you heard our exclusive interview with her in which we talked about her hobbies, her room in the White House and her musical career. We even asked her how it felt to be the daughter of the President of the United States.

A few days later Governor Dewey, the Republican nominee for President, visited Iowa. We greeted him and Mrs. Dewey as they arrived in Des Moines. They are a charming couple. Governor Dewey told me about his dairy farm, making grass silage, and operating a New York dairy farm. He told me of building a trench silo because it was so much more economical than spending \$5000.00 for a permanent silo. He said the men on his farm stand up when they do the milking—the cows are on raised platforms in the "milking parlor." What will they think of next?

Paperhanger



Here is a beautiful example of practicing what you preach.

Adella Shoemaker has been preaching the use of ready-to-hang wallpaper for the last month and finally she decided to give it a try herself.

Don, her elder son, left for college last month so she decided to move into his bedroom. Of course, the airplane wallpaper which you can see to the extreme right of the picture didn't seem quite appropriate for Mom and Pop so Adella decided on a flowered pattern. For you ladies, the colors are a pastel shade of yellow on a light gray and green background. Very pretty.

When the cameraman appeared on the scene, Adella was hanging the second roll. While hanging these two rolls, the phone (downstairs) had rung three times and the door bell twice.

However, despite these interruptions Adella finished the room in short order and a fine job it was!

Program Personals

By **JIM MOORE**



Whenever talk turns to truly fine acting, the name of Robert Montgomery is always mentioned sooner or later. When the "Theatre Guild of the Air" comes on the air at 8:30 P. M. each Sunday evening, you are assured of the best talent which the country has to offer performing the genuinely great plays of our time. Don't miss "Theatre Guild". It's tops.

Rat-A-Tat-Tat. That master of machine-gun delivery, Walter Winchell, is electrifying the airways these Sunday evenings at 8 P. M. Always first with the best insight into current events, Walter has built a listenership which is the envy of every artist in the radio industry. If you want the news (many times before it happens) be sure to tune in Winchell.

And for a thrill packed half-hour of wholesome entertainment, it's Roy Rogers and his famous horse, Trigger. Regardless of your age, life will take on zest when you listen to the adventures of the Old West each Monday night at 9:30.

Another listening reminder: "This Is Your FBI". For true, documented stories of the country's top law enforcement organization, listen each Friday at 7:30 P. M.

I'm A Dreamer

I'm a dreamer. Aren't we all?

No, this isn't the song which Ike Everly is singing, but from the look on his face you could well imagine that it might be.

The occasion for this particular song was last month's Homemaker Day, but Ike seems to be completely oblivious of the eleven hundred women who are in the studio. Now this is no mark of disrespect. Ike concentrates so completely on his singing that he gets lost from his surroundings. He goes into a trance and brings out some of the finest folk music in this section of the country.

Ike is one of three artists in the United States who have the ability to play bass and treble simultaneously on a guitar. He learned this many years ago down south and has taught two other men the art. (His teacher has since died.)

Not only can Ike put himself into a mood. Take a look at the young lady in the picture. Did you ever see a deep purple mood like that?



Homemaker Visit

By **BERNICE CURRIER**

This is just a note to say "thank you" for all of your lovely cards and letters. I can't begin to tell you how much I appreciate your friendliness. It had been so many years since I was here at KMA that I was really afraid you would have forgotten me. But bless your hearts, you have given me a warm welcome, and we will all work together for the prosperity and happiness of the homemaker. And while I am thanking you listeners, I want to mention the wonderful welcome that Adella and Edith gave me. They have both made me feel like one of the family and the whole KMA staff has been so generous with its good wishes.

In the Sept. GUIDE my picture was on the front cover and I would like to explain about the china cabinet. It is one of those old fashioned cabinets with curved glass sides and front. My mother painted a great deal of the china when we were living in Denver, Colo., many, many years ago. Some of the glassware is very old but I am not an authority on that.

I truly enjoyed meeting every one of you during the Harvest Jubilee. It's so nice to meet old friends and make new ones. Now this month we have another Homemaker Day planned. Why not make your plans right now to attend? I know that you will have a good time and will also learn many things which will be of great help to you as homemakers.

If you have furniture that has become scratched or marked with small shoes that had no business being there in the first place, take the meat of an English or black walnut, or a hazel nut and rub vigorously with the grain of the wood. It will obliterate the mark and then you can polish right over it and it will be as good as ever.

Keep your cards and letters coming and I will pass along household helps and suggestions to you homemakers. In this way, we will all feel that this is truly a "visit" with one another.



Forecasts For The Month

BIRTHDAYS:

- Oct. 3—Gladys Comer (wife of Staff Artist Eddie Comer)
- Oct. 9—Jeanie Sanders (Staff Artist)
- Oct. 14—Steven Lee Gross (son of announcer Clair Gross)
- Oct. 16—Lavez Blackwood (wife of Doyle Blackwood)
- Oct. 16—Lois Jean Peterson (office girl)
- Oct. 22—Erva Nell Ely, (wife of Eng. Walter Ely)
- Oct. 23—R. W. Blackwood of the Quartet.
- Oct. 25—Lloyd Latta (Control Operator)

ANNIVERSARIES:

- Oct. 7—Charlotte & Fred (Elmer Axelbender) Warren.
- Oct. 8—Margaret and Larry Parker, announcer.

BIRTHSTONE: Opal (Tourmaline)

FLOWER: Dahlias.

KMA Kwiz

1. What entertainer is an expert piano tuner? (Jan. '48).
2. Members of what popular early morning show (8:00-9:00 A. M.) were interviewed by Glenn Harris in January? (Febr. '48).
3. What newscaster sent his three sons to the barber-shop at the same time? (Apr. '48).
4. Two KMA personalities celebrated their tenth Anniversary in radio in July. Who are they? (July '48).
5. What homemaker did we welcome back to our staff after an absence of 19 years? (Sept. '48).

Each correct answer brings you twenty percent.

If you chalked up 100%, go to the head of the class. If you received 80% take a bow. 60% tain't so good, but it's passing; 50% or less tsk, tsk.

Glenn Harris. 5. Bernice Currier.
3. Ralph Childs. 4. Owen Saddle and

1. Elmer Axelbender. 2. Breakfast Club.

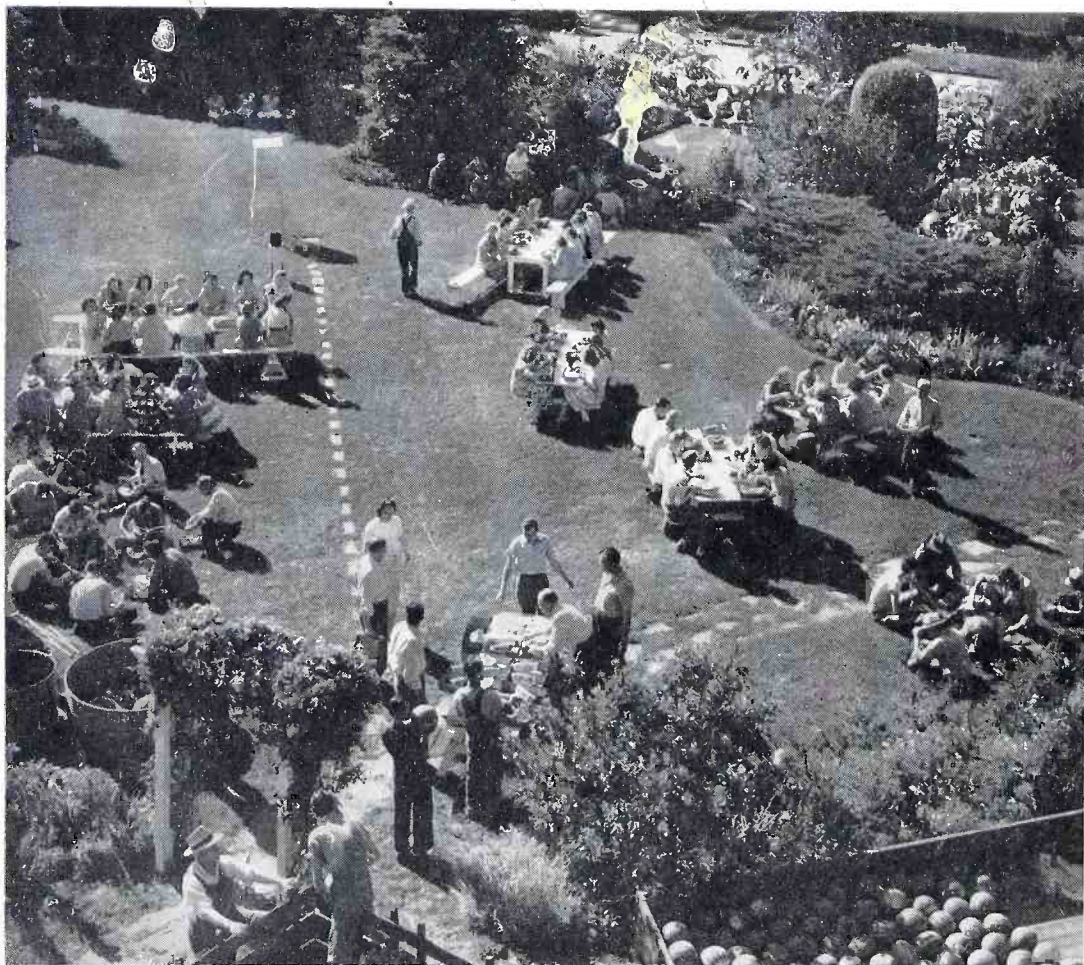
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Watermelons Galore



This picture, taken from the roof of the May building, gives you a fine panoramic view of the Annual Watermelon Feed which is fast becoming a tradition for the employees of May Seed and KMA. This makes the second year that the entire

gang has gathered in the garden for a stupendous feed.

Frank Field took this picture during the activities. Look at those melons still left in the trailer!