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KMA GUIDE

Vol. 4

OCTOBER, 1947

No. 10



"The Goblins Will Get You If You Don't Watch Out"

(Story on Page 5)



Manilla, Iowa

I wonder if you could tell me the name of the gentleman standing between Mr. Nielson and Steve Wooden on P. 3, Aug. GUIDE. *Garnie Schnoor.*

(The young man in question is Max Olive, a newcomer to our Continuity Dept. You'll find a picture and story about Max in the July '47 issue of the GUIDE.)

Peru, Nebraska

Our first grandchild is 6 weeks old now and I'm going to make the carriage cover shown in the Sept. KMA GUIDE. Wish I could knit so I could make the sweater set too. *Mrs. Arthur Reeves.*

Blockton, Iowa

I thought I would drop the KMA GUIDE, but find I miss it too much so here's my renewal order.

Mrs. Angie Freemyer.

(We're glad you reconsidered, Mrs. Freemyer. We'd hate to lose you.)

Blue Earth, Minnesota

I'm so glad to be able to get KMA again. I lived in Minneapolis for 5 years and had no way of hearing your station. Enclosed is my order for the GUIDE. Will write again but right now I'm busy getting settled after moving.

*Mrs. Walter J. Reins,
325 E. 8th St.*

(Editor Saddler extends his heartfelt sympathy . . . he knows what MOVING means!)

Albia, Iowa

Finally I'm able to hear KMA now that we have our new battery! Please send me the GUIDE—I need that cooky recipe.

*Mrs. W. J. Steele,
R. R. No. 4.*

(Here 'tis . . . with the recipe you want on P. 14.)

Moulton, Iowa

Let's hear something about Mrs. May and her home, Edward's wife and their home. And it would be interesting to read how each couple met. We enjoy RFD 960 every morning

*Mrs. Floyd Wolver,
R. No. 2*

(You'll find Edward's home pictured on the opposite page and we'll be telling you about Mrs. May and Edward's wife sometime soon.)

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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.

Thayer, Iowa

My hobby is collecting pictures and life stories of radio entertainers. I've certainly acquired a lot from the GUIDE. Best of all, I like the "Meet Your Neighbor" page.

Mrs. Hollis Moore.

(And best of all, we like enthusiastic readers like you! Thanks, Mrs. Moore.)

Carroll, Nebraska

It's bedtime but I want to send a line requesting the KMA GUIDE. I canned 32 pints of peaches and pears today besides my regular duties even tho' the thermometer showed 97° in the shade!

Mrs. Ivor Morris.

(Think how good that fruit will taste when the thermometer reads 10° below!)

Weston, Missouri

Please send the KMA GUIDE for Sept. and Oct. I want to order it later for a year. I'm not able to listen to KMA regularly because I live on a farm and my mother-in-law is bedfast. She's been an invalid for about 5 years and I take care of her, so I am real busy.

*Mrs. Wayne Thompson,
Route 2*

(We hope you find a spare moment to sit down and relax with the GUIDE, and we'll be looking forward to welcoming you as a regular member of our KMA family.)

Clay Center, Kansas

I'm glad Leanna got to take a short vacation, tho' I missed hearing her. I enjoy reading of the entertainers and their families in the GUIDE.

*Mrs. Ray Cowell,
321 W. Court St.*

Corydon, Iowa

Here's \$1 for renewal of the KMA GUIDE. I don't want to miss the column "Frank Comments" by Frank Field.

*Mrs. G. L. Roberts,
R. F. D. No. 3.*



A Chat With Edward May

Last month Frank Field, on one of his picture-taking tours, took the above snapshot of our house. We live $\frac{1}{2}$ mi. south of Shenandoah in Fairview Dist., Grant Twp., on an 18a tract that adjoins Dad's 24a farm.

We moved here a year ago last Febr., and have found the 8 room, white frame house very comfortable. I recently installed a new oil furnace and now have plans for a recreation room and study in the basement.

Our large front and back yards make an ideal place for Annette to play during the nice weather. We have a 2-car garage, 2 grain bins, and a big barn. Until recently our barn housed some of Dad's hogs and Aberdeen Angus, but it is now filled to the rafters with hay.

Early this Fall, Eleanor and I did con-

siderable planting of bulbs and perennials and we expect many beautiful flowers next spring and summer. We set out about 1000 glads, 300 Madonna lilies, 100 dahlias and 600-800 tulip bulbs. The perennial garden, which is located behind the house, has about 25 hybrid tea rose-bushes, some Paul Scarlet Climbers and Rugosa roses, bleeding heart, columbine, delphinium, chrysanthemums, and daisies. Of course I always have a vegetable garden with lettuce, radishes, peas, beans, beets, sweet corn and all the other usual edibles.

All in all, we find our home very enjoyable and wish it were possible for each of you to visit us personally. We find the folks of Fairview Dist. ideal neighbors and feel that this will probably be our home for many years.

The Stotts Family



We want you to meet the Stotts family, and in front are Kenneth, 6; Jimmy, 3; and Roberta Mae, 4; with Bob and Viola Mae behind them. The shirt Bob is wearing was made by his wife, as well as the children's clothes. Kenneth is in 1st grade this fall and attended kindergarten last year while the family was in Calif.

The Stottses returned to KMA June 1st (July '47 GUIDE, p. 13) and were lucky to find a house almost right away. Bob now has his own program at 9:45 a.m. Sat. and appears also on "R.F.D. 960", 6-7 a.m., "Country Folks", 11:30-11:45 a.m., and the "Hawkeye Rangers", 1-1:15 p.m. each day.

Bob grew his mustache as an experiment but Viola liked it so well he still has it. Although not wearing any of them in the picture, Bob has 3 10-gal. hats, 2 pr. of fancy boots and 6 cowboy suits, which he uses for personal appearances.

His hobbies are fishing and hunting, and he and Ike Everly (see p. 13) are planning some trips this fall to provide tasty rabbit dinners for their families. He's also adept at painting, carpentering and cabinet-making, and was a machinist during the war. All this makes him very handy around the house, Viola says. But what he likes to do best is to play the guitar and bass, to sing and yodel for you listeners, and to play the songs you request, among which is "Soldier's Last Letter Home" which he wrote himself.

Jeanie, Mack & Peggy

Two members of this happy family group are familiar to you folks: MACK and JEANIE SANDERS, who returned to KMA Sept. 15 from radio jobs in Birmingham and Sylvauga, Ala. The baby is Miss Peggy Jeanne Sanders, who was born July 10 at 6:30 a.m. in the Sylvauga hospital and tipped the scales at 7½ lbs.

Like her petite mother, Peggy is a brunet, but her large blue eyes are her daddy's. She's a healthy 12½ lbs. now, and her parents report she's a good baby—most of the time!

Peggy Jeanne is the 1st grandchild on Mack's side of the family, (he has 3 younger sisters), but the 13th grandchild on Jeanie's side of the family (she has 10 brothers and sisters). Mack's family lives at Montevello, Ala., and on their way back to KMA they stopped at Hiawatha, Kans., Jeanie's home town.

On Sept. 2, Mack and Jeanie celebrated their 2nd wedding anniversary. For the story of their romance, see the Oct. '45 GUIDE; Mack's biography is given in May '45 GUIDE; Jeanie's in Sept. '45 GUIDE.

Twenty-year-old Jeanie sings and plays the bass and guitar on "County Folks" at 11:30 a.m., and the "Hawkeye Rangers" at 1:00 p.m. Mack, who is 24, appears on "R.F.D. 960" from 6:00-7:00 a. m., "Stump Us" at 11:45 a.m., and "Half Past Noon" at 12:30 each day.



Finer Music From Fronek

KMA listeners have undoubtedly noticed the sweeter tones of JERRY FRONEK's accordion melodies heard on the various programs of late, and it's all due to the beautiful new accordion which Jerry now possesses. The accompanying picture hardly does Jerry's new instrument justice and, although we like to kid him about his presence in the photo detracting from the accordion's beauty, we must admit that it takes Jerry's talented fingers to bring the sweet melodies from the otherwise inanimate box.

Jerry tells us that in music, as in all other things, there is no one contributing factor to the result that is desired, but rather many component parts but must be put together and adhered to if one is to reach a successful goal. Music takes ability, study, practice and a good musical instrument, to pro-



duce the melodies the composer desired. Few realize the time and the money that must be invested for a successful musical career. All this explains why Jerry is so tremendously proud of his new accordion. It is one of the finest commercially built instruments of its kind available today. Those of you who are acquainted with accordions may recognize it as a Dallape Maestro, valued at \$1250. The instrument's many combinations enable the artist to obtain many unusual and beautiful effects in not only solo but group and accompaniment

work. Although many accordions are built for their flashy appearance, Jerry's new instrument is constructed for its fidelity of tone and the quality of workmanship put into it is certainly exemplified by the music that comes from it under Jerry's talented musicianship.

COVER STORY

October. . . the joyous shouts of "Tricks or treat!" from the boys and girls announce the arrival of Hallowe'en. Someone once said that holidays were originated for the children and, if this is true, certainly the KMA kids take no exception to the rule.

When we decided to use a Hallowe'en picture for our cover this month (and realizing we would have to take the photo a number of weeks in advance), we found the boys and girls already well prepared for their celebration. Witches' costumes, gypsy girls' dancing dresses and mother's best bed sheets were already laid out in anticipation of the coming All Saints Eve. In most cases, Dad hadn't kicked in with the money for the scary false faces that

are so necessary, but when we agreed to provide these, the scene was all set and the resulting picture you will find on the GUIDE cover this month.

Our attractive witch (assuming that witches are supposed to be attractive) is none other than Carolyn Ely, 10 year old daughter of Engineer Walt Ely; our petite gypsy dancer is Cathy Peterson, 8 year old daughter of Sales Mgr. Howard Peterson; ghost No. 1 is Bill Lyles, Jr., 7 year old son of bass singer Bill Lyles of the Blackwood Quartet; ghost No. 2 Ronald Franklin Blackwood, 7 year old son of R. W. Blackwood; and our winking ghost perched high on the ladder is Stevie Childs, 7 year old son of KMA's news editor Ralph Childs.

Chick's Handwriting Says

By M. N. BUNKER

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

Quite a long time ago, one of the great preachers in the South, Richard W. Lewis, D. D., editor of the "Biblical Digest" wrote and published an article in which he discussed the value of handwriting as a perfect reflection of the character of the writers. In that same article he commented on how much you come to know about a person by hearing voices over the telephone or over the radio.

If this is true . . . and there is little doubt about it . . . many of you who read the KMA GUIDE must feel you have a pretty fair acquaintance with Hugh Aspinwall, as you have heard him announce and sing over your favorite station. However it is highly probable there are points in his character that you have not picked up, such as his enduring determination. Once Hugh sets a course of action for himself, he will go through . . . all the way to the completion of the job. He likes variety,



but he will never permit his desire for strange pastures to conflict with the grazing on his current job.

You will have to think rapidly to out-think him, because he grasps ideas quickly and his "yes" means "YES" and his "no" is never weak-kneed or wishy-washy.

If you invite him for dinner, don't forget he has a sweet tooth . . . not necessarily for candy but for good food, well cooked and well flavored. He's warm hearted, has some temper . . . can be sarcastic on occasion. Now and then—just occasionally—there is a flare-back to his childhood self-consciousness. It is not often, however, for Mr. Aspinwall has developed so much ability to make decisions, to carry through, that self-consciousness does not have much of a chance. This growing executive ability naturally offsets the self-consciousness, throttles it because self-consciousness is a weakness that fades before definiteness.

This is something that I would like to pass on to the GUIDE's thousands of readers. The self-conscious person can offset the fear of making a mistake by learning to make decisions and think emphatically.

*"Time goes", you say -
Ah no!
Time stays - we go*

NEWS FLASH

Just as this copy of the KMA GUIDE was going to press, word was received of the arrival of a new member of the KMA family. At approximately 8:20 p.m., Sept. 29, Miss SUSAN ELIZABETH CHILDS arrived at the Hand Hospital in Shenandoah and lustily announced that her proud parents were RALPH and MURIEL CHILDS. Of course you do not need to be told that Ralph is KMA's News Editor and it was his pleasure to be able to announce, on his 10 p.m. NEWS, his new daughter's arrival.

Susan Elizabeth weighed 8 lbs. 1 oz., and is the 4th child in the Childs family. Most GUIDE readers are already acquainted with Stevie, aged 7, David, aged 4, and Michael. 2½, and can perhaps well imagine the consternation in the boys' minds on the announcement that they were to have a baby sister.

Frank Comments

By **FRANK FIELD**

This month we are setting a new precedent. In the more than 3 years that this column has been in existence, it has carried each month a picture of some member of the Field tribe, as you all know. (By now you should be pretty thoroughly acquainted with all of them.) For some reason or other, there were no new pictures of any of the family taken during the last month and I was all set to use the same old picture of me again for Oct., when Bill Bailey said, "Why don't you run a picture of your secretary, Ethel Baldwin? We get lots of letters asking for it and I think people would like to know what she looks like." I couldn't think of any good reason to the contrary and I think Bill was right, so here she is!

Ethel writes practically all of my letters and has for years, and she is the one who sees to sending out all of the various leaflets on gardening subjects. Luckily, about 90% of my correspondence can be fully answered by simply inserting the various leaflets in the stamped, self-addressed envelope which most of you thoughtfully enclose in your letters when you write in asking questions.

Ethel was born and raised here at Shenandoah and has been directly connected with the seed and nursery business most of the time, ever since she finished school. Incidentally, Ethel and I were classmates from kindergarten up through the grades and high school. Then I went to Ames for a horticultural course, while Ethel took business training in addition to the regular normal at the old Western Normal Col-



lege here in Shenandoah. So you see, she is quite well qualified to act as my secretary.

My face gets a little red when I glance back at the Sept. GUIDE and notice what I said about the soaking rains which would revive the dahlias and gladioli, because it certainly didn't work out as expected. We did get a good soaking rain here at Shenandoah just before the Sept. column was written, and naturally we thought they would continue, but such was not the case. We are far below normal in rainfall for Aug. and Sept., and

the fall flowers have been extremely disappointing. The gladiolus situation was especially disappointing, although the bulbs have made a fair growth and will be perfectly all right for planting next year. They either didn't bloom at all or extremely poorly. The dahlias not only failed completely to bloom, but almost failed to make any growth of leaves and stems. The increase in bulbs will be cut very seriously, both

in number of new bulbs and size of bulbs.

I think this condition is quite general throughout the middle west, but go ahead and dig and store your dahlias in the usual manner, and even if the bulbs are small and few in number, they will not be harmed in the least as far as growth and bloom is concerned for a normal growing season next year. In digging your dahlias, be very careful not to break off any of the tubers, because such tubers are worthless. They simply cannot develop any new growth from the tuber itself. In dividing your dahlias at planting time next Spring, be very careful to leave a small piece of the old stem on the neck of each bulb. You can store them in boxes of moist dirt or sand.

KMA DAILY PROGRAM FOR OCTOBER 1947

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Carl Hadens
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—News
 9:45 a.m.—Listening Post (except T. & Th.)
 9:45 a.m.—Jonny Dickson (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 (M.W.F.)
 11:30 a.m.—Gold Seal (T. & Th.)
 11:45 a.m.—Stump Us
 12:00 noon—Larry Parker, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half Past Noon
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Paul Whiteman Club
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Cornland Lyrics
 4:00 p.m.—Zeke & Joan
 4:15 p.m.—Steve Wooden
 4:30 p.m.—News
 4:45 p.m.—Zeke & Harpo
 5:00 p.m.—Country Road
 5:15 p.m.—Terry and the Pirates
 5:30 p.m.—Sky King and/or Jack
 Armstrong

MONDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lone Ranger

- 7:30 p.m.—Phil Silvers Show
 8:00 p.m.—Candid Mike
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—On Stage America
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

TUESDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Green Hornet
 7:30 p.m.—Americas Town Meeting
 8:30 p.m.—Boston Symphony
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—Fiesta Music
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

WEDNESDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Markets & Weather
 7:00 p.m.—Lone Ranger
 7:30 p.m.—Vox Pop
 8:00 p.m.—Western Theatre
 8:30 p.m.—Jack Paar
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Henry Morgan
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel, Sports
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:30 p.m.—Dance Orch.

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.—Treasury Agent
 7:30 p.m.—The Clock
 8:00 p.m.—Willie Piper
 8:30 p.m.—Darts For Dough
 9:00 p.m.—Mr. President
 9:30 p.m.—Gabriel Heatter
 9:45 p.m.—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.

3:45 p.m.—Cornland Lyrics
 4:00 p.m.—Zeke & Joan
 4:30 p.m.—News
 4:45 p.m.—Gold Seal
 5:00 p.m.—The Vagabonds
 5:15 p.m.—Betty Russell
 5:30 p.m.—House of Mystery
 6:00 p.m.—Sunset Roundup
 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.

FRIDAY NIGHT

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

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Carl Hadens
 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
 2:15 p.m.—Sam Pettengill
 2:30 p.m.—Newstime
 2:45 p.m.—Barber Shop Quartet
 3:00 p.m.—Hour of Faith
 3:30 p.m.—To Be Announced
 4:00 p.m.—Bill Lance
 4:30 p.m.—Counterspy
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Don Gardiner
 5:30 p.m.—Greatest Story Told
 6:00 p.m.—Rex Maupin
 6:30 p.m.—Exploring The Unknown
 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.—Edmund Hockridge
 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.

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
 11:00 a.m.—Johnny Thompson
 11:15 a.m.—Ed McConnell
 11:30 a.m.—American Farmer
 12:00 noon—Larry Parker, News
 12:15 p.m.—Frank Field
 12:30 p.m.—Half-Past Noon
 12:45 p.m.—KMA Market Review
 1:00 p.m.—Hawkeye Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Virginia Harding
 2:00 p.m.—Football Game
 3:15 p.m.—Kitchen-Klatter

On The KMA Party Line

With **DORIS MURPHY**

Arriving home from school to find he had missed the excitement of seeing the Fire Dept. extinguish a blaze in back of their home, 6 yr. old Stevie Childs exclaimed in disappointment, "Why didn't you wait 'til I got home!" Stevie seemed to think his dad, newscaster RALPH CHILDS, could have had the fire at a more appropriate time. Truthfully, his dad was as much surprised as anyone that he even had a fire. He was burning trash when the wind blew a spark into the dry grass. The flames spread fast, igniting a brush pile and threatening a neighbor's garage. Fearing it was getting out of control, Ralph then called the Fire Dept. Unfortunately, the fire wouldn't wait for Stevie's return from school.

"She has big dark blue eyes, auburn hair and a snub nose just like mine", is the way MRS. RALPH LUND describes her new baby daughter. Ann Alice weighed 5 lbs., 10 oz., and was born at Hand Hospital, Shenandoah, Sept. 3. Ralph, one of KMA'S able engineers, had the job of breaking the news to their 2 other children, Judith, 3, and David, 5. Judy was thrilled and wanted to see the new baby right away, but David was shy. In fact, he's still so reluctant to say her name that he speaks of her as "little baby sister", even in his prayers.

Would you like to see a picture of 10 cute pups? Then watch next month's issue. Entertainer IKE EVERLY'S red Springer hunting dog "Dixie" is the proud mother. Ike's 2 little boys, Donnie, 10, and Phillip, 8, are getting so attached to the puppies it'll be hard to let them go when the time comes to hunt new homes for them.

Hugh King, husband of VIRGINIA LEE



WILLIAMS, was confined to the hospital for a week recently suffering from an infected blister on his hand. He's recovering nicely now.

Happy days are here again for 2 KMA families . . . entertainers EDDIE COMER and WAYNE VAN HORN. Both have finally found homes. The Van Horns waited 5 years, the Comers 1½ years.

A hard sneeze by announcer WARREN NIELSON, while giving the 9:30 a. m. NEWS one morning, brought a dozen hay-fever remedies from fellow sufferers. Warren certainly appreciated the suggestions sent in by mail and says it again proved to him KMA has a lot of mighty fine listeners.

If some day you see a silver and red 2-passenger Cessna plane drop down into your pasture to land, it might be Farm Service Director MERRILL LANGFITT and Chief Engineer RAY SCHROEDER of KMA. One day recently, they visited the Cass Co. Fair at Atlantic, Page Co. Fair at Clarinda and Plowing Contest at Bethany, Mo., making interesting wire recordings at each place for use on the air. An-

other day they covered events at the Boone Co. 4-H Achievement Show in Boone, Ia.; the Adams Co. 4-H Fair at Corning, Ia., and at noon Merrill talked before a group at Mt. Ayr, Ia. Ray pilots his plane and handles the recording equipment, while Merrill takes care of the interviews. With this fine team, KMA is able to bring you on-the-spot news direct from places of interest.

Rhea Beth Bailey, 2-year-old daughter of Promotion Mgr. BILL BAILEY, couldn't read the instructions "Eat Like Candy" advertised on a package of Tums, but the little white "candy" tasted good so she ate the whole package! Instead of an AID to digestion, Rhea Beth found out *that* many Tums were an invitation to INDigestion.

Do you recognize your "Party Line Edi-

tor" in the picture on this page? Yes, I'm on the left and with me are 2 friends, Mrs. Ruth Patty and Mrs. Klea Hyde of Shenandoah, who accompanied me on a 3 weeks' vacation trip in Aug. We joined a conducted tour, visiting Calif., the Pacific Northwest and the Canadian Rockies. It was a wonderful trip and one we'll long remember. This picture was taken in front of the Empress Hotel, Victoria, B. C. A little boy at the hotel, eager to pick up some change, offered to take it. He turned out to be a pretty good photographer. We spent 1 week in Los Angeles visiting relatives and the other 2 weeks were spent traveling. Among the places we visited were Grand Canyon, San Diego, Tijuana, Mex., San Francisco, Portland, Seattle, Victoria and Vancouver, B.C., Lake Louise, Banff, Minneapolis and Kansas City.



Engineer GLEN O'DAY is efficient, but when it comes to instructing his mother-in-law, by telephone, on how to put out a fire, and at the same time operating a control board, he's decided that's more than any one man can do. It happened this way: His mother-in-law excitedly phoned, "What'll I do? The wiring in the attic is on fire!" At the same moment, the announcer on duty frantically signaled for his microphone to be turned on. Amid all the confusion, Glen turned control knobs with one hand, held the phone with the other and told his mother-in-law to unscrew the fuse until he could get home and fix the wiring. He hopes the next time his mother-in-law has a fire, it will be at a more opportune time.

Announcer LAURENCE PARKER took a lot of kidding when he came to work with a blood-shot eye, caused by an infection.

The gang all accused him of getting hit by his wife, Marge, KMA's staff pianist.

Little Peggy Jeanne Sanders (see p. 4) is only 3 mos. old and too young to have decided what she wants to be when she grows up, but if her mother's plan works out, baby Peggy will some day sing and play guitar duets with her mother, JEANIE SANDERS. A new radio team is in the making!

Everybody loves to "kid" announcer JIM KENDRICK . . . he's so good-natured and always has a "come-back". One day the gang decided they'd been overdoing it, so when Jim came to work that day no one talked to him . . . no one kidded him. He couldn't understand what had happened. He looked so down-hearted, even the waitresses at the fountain noticed something was wrong. Finally the gang broke down and told Jim he'd been "framed"! You should have seen the big grin break out on his face and the clouds roll away! Soon he was back in the old groove, taking a lot of kidding and liking it!

Again, KMA is proud to receive mention in a recent book. Two chapters in Homer Croy's "Corn Country" (June '47 GUIDE, p. 5) were devoted to interesting sidelights about KMA. Now, "News On The Air" by Paul White carries information about KMA's news set-up, praises the fine newscasting of RALPH CHILDS and quotes from his article on technique and methods of news editing from wire services. Author Paul White was CBS News and Special Events Director 1930-1946, and has been engaged in writing this book in the past year. He is one of the best-known personages in news in the radio industry and his book is authoritative.

Program Personals

By **BILL BAILEY**

Throughout the width and breadth of America, the 2 talented young folks pictured on our page this month are becoming known as WILLIE and MARTHA PIPER. That's because they play the lead roles in that very popular series, TALES OF WILLIE PIPER (KMA Thurs. 8-8:30 p.m.). Their real names are Billie Redfield and Elaine Rost. We told you something of Billie's acting abilities in last month's issue of the GUIDE and promise you a review of Elaine's radio career right soon. In the meantime, we hope this picture will answer your request to see what Willie and Martha really look like.

Did you know that Bill Fein, who portrays the role of TERRY, on the program TERRY AND THE PI-RATES (KMA Mon. thru Fri. 5:15 p.m.) took part in 2 outstanding stage plays . . . "Twelfth Night" and "State of The Union" . . . before he had reached his 20th birthday? Bill proudly boasts (with one eye earnestly cocked in the direction of the legitimate stage) that in the former he carried a spear and that, by the time he was assigned to the 2nd vehicle, he had been elevated to the role of bellhop. In addition to his dramatic pursuits, he has at one time or another been staff announcer with the U. of Iowa radio station, starred in a score of 1-act plays, performed on almost every radio station and network represented in Chicago, acted in television, appeared in educational films, served for 12 mos. in the Navy and spent a good deal of time constructing model airplanes; all of which might not seem

phenomenal to anyone unaware of the lad's age. He just passed his 20th birthday last July. Bill is 5' 11" tall, has brown eyes, and his hair, in contrast to that of the blonde comic-strip character he portrays, is coal-black. He likes to swim, enjoys tennis and his favorite foods are steaks and salads. Oh yes, you boys and girls, Bill consumes milk by the quarts.

We've received numerous questions regarding TOM MOORE, who recently took over as the exuberant emcee of LADIES BE SEATED (KMA Mon. thru Fri. 2-2:30 p.m.). Tom got an early start in the entertainment world which was quite natural since both his parents earned their living on the stage. He tells us that he has earned his living in show business since he was 3 years old and, to Uncle



Sam. that means 32 years of income tax payments. During the early years, Tom lived as colorful a life as a plaid shirt. He toured the country in straight drama, traveled as vocalist for several bands, appeared in minstrel shows, took parts in melodramas on a Mississippi Show Boat, did time on the famous Keith-Orpheum Circuit and even had a part of a medicine show which went from small town to small town. He graduated to radio in '39 when he got a job at Tuscola, Ill., which called for a combination announcer-singer-writer-janitor. It was from Tuscola to Chicago and it's been radio ever since. Tom says, "Deciding to get into radio was the luckiest decision I ever made." Moore began his life Aug. 18, 1912; he regards Mattoon, Ill. as his home town. He is married and has 1 son, Tom, Jr. 8½ yrs. old.

Meet Your Neighbor!



Our definition of a "good neighbor" is one who likes to help other people, and that's why we've chosen your good friend **IKE EVERLY** for this page this month.

One of Ike's oldest friends is Ky.-born Merle Travis, who is making good in Hollywood in Monogram pictures and on Capitol records. Merle himself gives credit to Ike and a 3rd friend, Mose Regar, because it was these two who taught him the old Southern style of guitar-playing which is the base of his success. This is the style Ike uses himself on "R.F.D. 960", 6-7 a.m.; "Country Folks", 11:30-11:45 a.m.; and "Hawkeye Rangers", 1-1:15 p.m.

Ike and sons, Donnie, who will be 11 in Febr., and Phillip, who will be 9 in Jan.,

spend lots of time lately in the doghouse but not because Mrs. Ike is mad at them. Their hunting dog Dixie has 10 pups, and naturally this canine family needs lots of looking after.

Ike, who is 5'9", weighs 145, has brown hair, hazel eyes, says his ambition is to retire to a nice farm to raise dogs and chickens and indulge in his favorite sport of hunting. But before that the family wants their "Everly Show" on the air, with Ike, Donnie, Phillip and Margaret singing and mom and dad playing bass and guitar.

In next month's issue we'll have a picture of the "babies", but for stories of the Everlys, see Nov. '46 GUIDE, p. 16.



Forecasts For The Month

BIRTHDAYS:

- Oct. 3—Gladys Comer (wife of Eddie Comer, staff artist)
 Oct. 11—Aage Hansen (husband of Edith Hansen, morning homemaker)
 Oct. 16—Lois Jean Peterson (continuity staff)
 Oct. 16—Lavez Blackwood (wife of Doyle Blackwood of the Quartet)
 Oct. 21—Terrell Blackwood (son of Doyle Blackwood)
 Oct. 22—Erva Nell Ely (wife of Walt Ely, engineer)
 Oct. 23—R. W. Blackwood of the Quartet
 Oct. 24—Mabel Cherny (wife of Franz Cherny, engineer)
 Oct. 25—Control operator Lloyd Latta
 Oct. 27—J. W. Lyles, Jr. (son of bass singer Bill Lyles of the Quartet)
 Oct. 28—Cecil Blackwood (son of Roy of the Quartet)

ANNIVERSARIES:

- Oct. 7—Charlotte & Fred (Elmer Axelbender) Warren, staff artist
 Oct. 8—Margaret & Anncr. Laurence Parker
 Oct. 12—Susie and Roy Blackwood, (1st tenor of the Quartet)

BIRTHSTONE: Opal or Tourmaline.

FLOWER: Hops, Dahlia or Calendula.

PROGRAM TIME CHANGES

Effective Oct. 2, DARTS FOR DOUGH moves from its long established Sun. afternoon period of broadcast to a new day and time. This popular radio musical game will, after this date, be heard over KMA on Thurs. at 8 p.m.

One of the children's favorite programs, GREEN HORNET, has moved its broadcast time up one half hour. In the future, this program will be heard at 7 p.m. Tues. in place of 7:30.

The ALL-STAR WESTERN THEATRE has now changed broadcast day, moving from its 8 p.m. Tues. spot to Wed, evening at the same time.

Helpful Hints For Homemakers

By EDITH HANSEN

This recipe for Chocolate Bon Bon Cookies has been voted our best for 1947. With the holidays just ahead, you'll want to bake these often

$\frac{1}{2}$ c. shortening creamed with 1 c. brown sugar. Add 1 egg well-beaten. Sift and measure 2 c. flour, add $\frac{1}{4}$ t. salt and re-sift; add to creamed mixture alternately with $\frac{1}{2}$ c. sour milk containing $\frac{1}{4}$ t. soda. Add 2 1-oz. squares of melted chocolate and $\frac{1}{2}$ c. nutmeats. Drop by teaspoons on lightly greased cooky sheet; bake about 8 min. in 375° oven. For icing: Combine 1 well-beaten egg with 1 $\frac{3}{4}$ c. pwd. sugar, 1 T. cream, 1 oz. melted chocolate. 1 t. flavoring.

Our pattern offer this month is for the beautiful crocheted afghan you'll find pictured below. This particular style is easy to make for the motifs or squares are all done separately and then sewn or crocheted together. The afghan measures 53 x79 inches.



Write for this pattern today. Ask for Leaflet No. 5210 Address Edith Hansen, KMA, Shenandoah, Ia. Be sure to enclose self-addressed, stamped envelope.

Kitchen Klatter Kinks

By LEANNA DRIFTMIER

I want to answer a few questions on table etiquette that are often found in my mail. Space is limited, but if you feel this information is helpful, I'll continue the questions and answers next month.

1. Where are the knives and forks placed on the table? *Ans:* Forks are placed at the left of the plate; knives & spoons at the right. Silver is used in the order placed; begin at outside and work toward the plate.

2. When do you place the napkin on your lap? *Ans:* As soon as you are seated. On leaving the table, place the napkin beside your plate. Do not fold it.

3. How does one know when to use a fork or when to use a spoon? *Ans:* A good rule to follow is never to use a spoon if a fork will serve the purpose.

4. May drinks like tea or coffee be sipped from a spoon? *Ans:* No! The spoon is only to be used for stirring.

5. Should liquids be sipped from the side or the end of the spoon? *Ans:* All ways from the side and dip from the outside toward the center of the dish.

6. What should one do if he drops his napkin or a piece of silver? *Ans:* Never pick it up.. Ask for another.

7. Where does one put her pocketbook or gloves during a meal? *Ans:* If the lady is eating in a restaurant, place them on the lap or on an empty chair; never on the table.

8. Is it good taste to eat everything on your plate, or should you leave some for "manners"? *Ans:* Some say to leave some, others that it is a compliment to the hostess to eat everything on your plate. I, myself, prefer to leave a little food.

9. Is it correct to smoke during a meal? *Ans:* Authorities say it is correct in a public dining room, but in a private home never smoke without hostess's permission.

10. When eating grapefruit, is it all right to pick it up in your hand and squeeze the last bit of juice into your spoon? *Ans:* No, never!

Guess Who?



What is it they say about proximity? Well . . . never mind, we'll just mention the word for in this case "proximity" should be very helpful in assisting you in identifying this month's "Guess Who".

Although the charming lady pictured above started in radio in March, '26, this photo was taken long before that date. In fact it was an early Spring day 38 years ago that the photographer clicked the lens on his camera and recorded for us this memory picture. However during the past 21 years, we venture to say this lady's voice has been much more familiar to thousands of radio listeners than her personal appearance. Daily visits into the homes of you folks throughout the KMA 5-state area have made her not only a well-known radio personality but a personal friend of countless farm women.

Many photographs of her and of other members of her family have appeared in past issues of the GUIDE, so we feel sure that you are nearly as well acquainted with her husband, 4 sons, 3 daughters and numerous grandchildren as you are with the lady herself. Can you identify this month's "Guess Who?"

Last month's "Guess Who" pictured **GRETTA BELLAMY**, KMA's Staff Organist, and "Cousin Paul" Crutchfield.

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“KMA Reports On Iowa Plowing Contest”

Keeping to tradition, KMA microphones were present at the recent Plowing Contest & Soil Conservation Field Day held near Centerville, Ia. Farm Service Director Merrill Langfitt and Engr. Ray Schroeder flew to this event and many of you, we are sure, heard the interesting interviews and broadcasts that resulted.

The above montage of pictures was snapped during KMA's visit to Centerville. (1) Langfitt rides the plow and Schroeder operates KMA's mobile equipment, as Kenneth Elgin, farmer from Mystic, Ia.,

demonstrates ditch plowing. (2) Merrill interviews Art Streepy, Appanoose Co. farmer who has been carrying on a soil conservation program for the past 15 years southwest of Centerville. (3) Chief Engineer Ray Schroeder adjusts wire recording equipment while making pickup of special interviews during the day. (4) Merrill Langfitt interviews Kenneth Elgin.

Such Field Days are being held all over the middle west, and KMA microphones will be present whenever possible to bring you interesting facts and sidelights.