

THE

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KMA GUIDE

Vol. 3

OCTOBER, 1946

No. 10



Bing Crosby

(Story on Page 2)

Cover Story

Bing was born May 2, 1904, and has risen to become the highest paid singer in the world. He is a direct reversal of the philosophy that hard work and attention to detail play a part in one's success. Bing is almost the opposite, because he enjoys a reputation for being one of the laziest, most easy-going persons of prominence.

He started as the "bad boy" of Tacoma, Washington, one of seven children of Harry Lowe and Catherine (Crosby) Lowe. Bing's christened name was Harry L. Crosby, a name that the truant officers were frequently taking down for one reason or another.

Besides being an actor, comedian, singer and golfer, he is also an expert swimmer, having once won nine first place and two second place medals. His one boyhood attempt to run away from home to become a baseball player ended in a lumber camp. That terminated when he came home with gashes above both knees, ending his shortstop career.

He and Al Rinker, a college pal, formed a seven-piece band. Bing played drums and traps. This ended when the two of them, in a battered car and walking the last few miles, arrived in Los Angeles to land a job at \$65 a week. Later, Bing joined Paul Whiteman; then returned to California for "Cocoanut Grove" singing.

He married Wilma W. Wyatt (Dixie Lee) of Memphis, Tennessee, a talented young actress who at first was unimpressed with Bing's crooning.

His brother sent recordings to networks in 1931 and Bing immediately "clicked." Leaving a trail of unpaid bills, he went to New York, where his brother formed Bing Crosby Ltd., to protect Bing's earnings. The morning of his network premiere, he lost his voice, but only temporarily. The doctor said he had nodules in his throat—those same nodules which are now insured for a fabulous sum because they are responsible for the particular quality of his voice.

Known as radio's most informal star, his battered felt hat and open collar shirt

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BLACKWOODS TRAVEL

Another trip down South is being planned by the BLACKWOOD QUARTET, religious singers. On Oct. 24 the group will drive to Columbus, Miss., where they will join Frank Stamps in a concert. On the next day they will go to Atlantic, Ga., to participate in an all-night broadcast Oct. 26 from a large auditorium there. This program will be carried over the ABC network. Half a dozen or more outstanding quartets will take part in this program. Monday, Oct. 28 they will go to Dothan, Ala., for the opening of the Houston County Fair. Each year the fair is opened with a big singing convention.

plus ancient slacks and a generous mouthful of gum prove his reputation. He is 5' 9", has light blue eyes and light brown hair, which is getting scanty. His engaging grin is known throughout the world.

Bing's family is a good example of happiness. Gary Evan is the eldest, Philip Lang and Dennis Michael are twins, and Howard Lindsay is the "baby of the family". Bing likes mystery books, particularly those by Dashiell Hammet, who writes many of the fine mysteries you hear on KMA. And as you know, Bing's weakness is horses.

Don't miss Bing's program on Wednesday evening, 9-9:30.



A Chat With Earl May

In our June 1946 issue I told you that Homer Croy, world-famous author, was out to see us and that he was going to tell the story of KMA in a book he was then writing. This book will be published next March and I am sure that many of you will want to read it. Just what its title will be and how much it will cost is not known yet, but I'll give you this information as soon as I can.

His book, "They Had To See Paris" was Will Rogers's first picture and he wrote the scenarios for all Will's movies, I understand. His latest book is, "Country Cured", which is the story of his own life. It makes the most fascinating reading about the early days of this section of the country I've ever seen. You should get a copy and read it, if you can.

In HARPER'S magazine, Sept., 1946, Homer has an article called "The Rainmakers". It's about the days that many of you remember and have lived through; it's well illustrated, too. And he has this to say of us: "Yet still the weather forecast is the most important single topic that comes over the radio. KMA, in Shenan-

doah, Ia., known as the 'Farmers Radio Station', sends out 11 weather broadcasts a day, and the manager of the station told me so vital is its 10:00 p.m. forecast that many farmers remain up for it and pop into bed the moment the broadcast is over. (When you entice a farmer to stay up till ten, you've done all that human ingenuity can accomplish.)

It hardly seems possible today that I once went to town to see a rainmaker save our crops. But I believe it then and so did most people."

If you cannot get a copy of HARPER'S on your newstand, get it from your local library. I am sure you will like this article, as well as the others, very much.

This month we are telling you about many of the new and important programs we are now adding on KMA. I hope you'll keep this issue by your radio set so that you, too, can enjoy our constantly improving broadcasting service. And drop me a line once in awhile, will you? Your letters mean much to us because we must know how you, our friends, are appreciating our daily radio efforts in your behalf.

What's Doing In Studio A

In line with keeping you posted on what has happened, and what is going to happen in Studio "A", we are continuing this page this month as so many of you wrote that you enjoyed it.

Our traveling representative, Farm Service Director Merrill Langfitt, has covered a lot of miles since the September issue went to press. After he finished getting interesting interviews for you at the Iowa State Fair in Des Moines (Sept. Guide, p. 4) he went to Lincoln, Nebr. for the Nebraska State Fair where he interviewed many of the winners, and several notable visitors to the fair. In addition, he covered the Northwest Missouri State Fair, where he obtained 4 fine interviews.

Of course most of you heard the interview with Norman Hull of Palmyra, Nebr., the winner of the National Terracing Plowing Contest held in Glen-

wood, Iowa. This year there were about 2,000 cars there—and almost 12,000 persons watched the annual event.

The picture on this page, taken at the Iowa State Fair, is rather interesting, because it shows very plainly the type of home that the early pioneers had. In the display at the fair was this real, 1-room cabin, set up just as it was 100 years ago. Almost all of the items in the room are historical—many are antiques, from the spinning wheel to the old fashioned lamp on the 100 year old table. There was an old high bed such as "grandpa" used to have, and an authentic spinning wheel. Particularly interesting

was the open hearth fireplace, complete with heavy iron cooking utensils, iron pots, hook and chain, where grandmother cooked all her meals.

The display emphasized the fact that for that day, 100 years ago, those items of furniture and cooking equipment were considered modern! Compare this historical cabin with some of the modern, present-day displays where cooking, dish-washing, ironing, and refrigeration are all at our fingertips by means of buttons and electricity!

Just about the time you are reading this, the World Series is being aired on KMA. We don't know who will win, but we are sure that you, and your friends, and all of us will be listening to this highlight of sports broadcasting, carried exclusively by KMA.

And for all of you who enjoy these

sports broadcasts, we've very good news! The U.S. Army recruiting service is sponsoring several major football games this fall. Make a note of these dates: Oct. 5 at 12:45 p.m. the game of Cornell and Army will be aired from West Point; Oct. 12, at 1:45 p.m., you can hear the game between Michigan and Army at Ann Arbor, Mich., on Oct. 19 at 12:45 p.m. the Army-Columbia game will be on KMA; on Oct. 26 at 12:45 Army meets Duke; on Nov. 2 at 12:45 p.m. West Virginia walks into Army territory, and on Nov. 9 at 12:45 p.m. the classic of the season, Notre Dame vs. Army will come to you over your favorite station.



100 yr. old Pioneer Cabin

Where Shall We Plant Our Bulbs?

By LINA FERGUSON

This fall we'll choose from a greater variety of bulbs than ever before because Holland grown bulbs are back, plus those which our American growers have developed.

Small bulbs—Crocuses, scillas and grape hyacinths; Dutch hyacinths, in many different colors; Narcissus, both long and short trumpets; tulip novelties—doubles, parrots and two-tone—all are here to add beauty to our early spring garden picture. How much they add will depend largely on how effectively we plant them.

The small bulbs—crocus, scilla and grape hyacinth produce small flowers which are lost unless they are massed where they can be seen at close range. Put them along walks, or in groups near the front of the border. In rock gardens, or under trees, they will increase until they are beds of bloom instead of a few scattered blobs of color.

If you like a blue and yellow combination, plant yellow pumila Iris, or golden alyssium nearby. Throw a handful of crocus bulbs on the lawn, and dig them in where they fall. You may be rewarded with bits of purple and yellow on a late spring snow, but don't expect bloom a second year if you mow the lawn early.

Narcissus bulbs will multiply if the foliage is allowed to ripen and the soil is enriched occasionally, so plant them in a permanent location where they won't have to be distributed.

Double early tulips make a mass of color near the ground, and can be coaxed into bloom earlier if you plant them on the south side of your house or garage. Parrott tulips are novelties; you'll want them out in front, where you can enjoy them. They may sprawl a little in the garden, but you'll like the graceful curve of their stems and their wide-open faces for cut flower arrangements.

Darwin, Breeder and Cottage tulips are the ones we like to plant in groups of six, eight or twelve in front of evergreens,



Forecasts For The Month

BIRTHDAYS

- Oct. 3—Gladys Comer (wife of Eddie, clarinetist)
 Oct. 11—Dave Leatherland, staff artist
 Oct. 11—Aage Hansen (husband of homemaker Edith Hansen)
 Oct. 16—Lois Jean Peterson (promotion staff)
 Oct. 17—Geraldine Berg (GUIDE mailing staff)
 Oct. 22—Erva Nell Ely (wife of Walt Ely, engineer)
 Oct. 23—R. W. Blackwood (baritone of Blackwood Quartet)
 Oct. 24—Mabel Cherny (wife of Franz Cherny, engineer)
 Oct. 25—Lloyd Latta (control operator)
 Oct. 28—Cecil Blackwood (son of Roy Blackwood, 1st tenor of Quartet)

ANNIVERSARIES

- Oct. 7—Charlotte & Fred ("One Man Band", Elmer Axelbender) Warren
 Oct. 12—Roy and Susie Blackwood
 BIRTHSTONE: Opal or tourmaline.
 FLOWER: Hops, dahlia or calendula.

hedges of barberry and spirea, or other shrub borders.

Dark colors need sunlight to bring out their full beauty. Bold colors, such as red, seem to advance. Soft colors seem to recede, so plant accordingly. If you are planting a curved border, put the bold colors on the points which jut out into the lawn, and the tints and softer shades in the bays, and your border will seem more curved. If you want the opposite effect, reverse the colors.

Narrow beds of mixed Darwins at the edge of the lawn satisfy those who haven't time for borders of color combinations.

We have the bulbs this year. Let's plant now to get the most satisfaction from them.



Lou

If you haven't met that genial gentleman, Lou Black, as yet, here he is, just the way he looked when he joined our staff the middle of Aug. Many of you listeners will remember that he was at KMA back in 1943.

Altho Lou hails from Joplin, Mo., his versatility in singing, guitar-playing, announcing, and emceeing have made him popular in other states too—Okla., Tex., Ill., Kans., Ind., Ark., and Ia., and he's been a favorite on the air waves since 1930.

Lou is the kind of person you like the moment you meet him; not just because he's nice-looking, is 5' 11", weighs 190, has brown hair and blue eyes; but more because the friendliness of his personality reaches out to you right away. He's interested in other folks and has a host of friends throughout the country. His pet peeve is the big point that proves his genuineness,—“People who pretend to be something they aren't.”

In the adjoining column you see Lou's pretty wife, Pat, but that's another story.



Pat

And here is Pat Evans (Mrs. Lou Black). She's a very pretty blonde, 5 ft. 6 in., with blue-green eyes, and weighs “just about right”. She was born in Conway, Mo., and has lived in Pittsburgh, Pa., Clinton, Ohio, and Marshfield, Mo. She started in radio the first part of 1946 by taking a dare from her friends. They dared her to ask for an audition—and she got a job! She and Lou were married in Columbus, Kansas, in May 1946.

Pat says that her hobby is reading mysteries—the more gruesome the better. Her greatest ambition is to learn to cook almost everything. Her pet peeve is having to get up early in the morning, and her most embarrassing moment occurred sometime ago when she not only sang the wrong words to a song, but sang the same line twice on a network broadcast! In case Pat should ever make a million dollars, this is what she says she would do with it: “Build a rambling home, with everything in it we want—lots of barn space for Lou's horses, and a special place where I could put all the kittens I wanted, as they are my favorite animal.”

Tips For Farmers

By FRANK FIELD

Yes, there is a brand new picture on my page this month and I believe it is the first time you have seen Johnnie in civilian clothes. This picture was taken about 6:30 the morning he left for Iowa City to take up his studies in Journalism. School did not actually start until Sept. 23 but Johnnie and his friend, Dick Dearmont, left a week early in order to get all the formalities and preliminaries completed in plenty of time. Since the boys went on the bus they took only one small hand-bag apiece and sent their heavy luggage by express.

That luggage is still at the Iowa City Express Office probably, because the barracks in which they are to be quartered is not yet completed, and the place is swarming with carpenters, electricians, plumbers and other workmen throughout the day. However, the place is cleared at night so the boys can at least sleep in their bunks (double-deck bunks at that—ten of them in each barracks!). Johnnie thought last fall that he was through with army life for awhile, but he says about the only difference he can see now is the lack of tough, hard-boiled top Sergeant to enforce rigid discipline.

Right now Jennie and I are alone for the first time in 29 yrs., and it took a week or two for us to get used to it. Last night at supper time Jennie said, "Just think Frank, I cleaned up the front room this morning and tonight it is just exactly like it was—no papers strewn around, no coats or sweaters on the chairs and noth-

ing to pick up. I just can't get used to it." The hardest thing is to get used to cooking for just 2 people, after cooking for 3, 4, and 6, for so long.

We are getting many letters now asking for all kinds of information on storing fruits and vegetables for winter. The Iowa State College at Ames has a very good bulletin which is free for the asking and I think you should each get one. Just write to the Extension Dept., Iowa State College, Ames Ia., and ask them for their bulletin on Winter Storage of Fruits and Vegetables.

Probably the common question right now is how to dig and store sweet potatoes. The important thing is to leave them in the ground until the first frost kills the tops, then you should get out as soon as possible and cut the vines off at the surface of the ground to prevent frozen sap from circulating back down into the sweet potatoes, causing them to spoil in storage. It isn't necessary to dig the sweet potatoes right away as long

as you cut off the tops and carry them out of the patch. In case the ground is quite moist it would be a good idea to leave the sweet potatoes in the ground until it is dry enough for them to come out clean as it is not a good idea to wash them before putting them into storage.

Any that are bruised can be laid to one side for immediate use. The sound sweet potatoes should then be packed in bushel baskets or crates and placed for 2 or 3 weeks in a temperature of from 90 to 95. The excessive heat dries out the surplus moisture and converts quite a high percentage of the starch into sugar, and thereby "cures" them.



Johnnie, on his way



KMA Daily Programs FOR OCTOBER, 1946



960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS—

MONDAY THROUGH FRIDAY

- 5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Church of the Air
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Homemaker's Visit
 8:30 a.m.—Breakfast Club
 9:00 a.m.—My True Story
 9:30 a.m.—Hymns of all Churches
 9:45 a.m.—Listening Post (except Mon.)
 10:00 a.m.—Breakfast in Hollywood
 10:30 a.m.—Home Edition
 10:45 a.m.—Ted Malone (MWF)
 10:45 a.m.—Cliff Edwards (T-TH)
 11:00 a.m.—Glamour Manor
 11:30 a.m.—Country Folks
 11:45 a.m.—"Stump Us"
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Earl May
 12:30 p.m.—Cargill Calling
 12:45 p.m.—KMA Market Reports
 1:00 p.m.—Utah Rangers
 1:15 p.m.—Blackwood Brothers
 1:30 p.m.—Bride and Groom
 2:00 p.m.—Ladies Be Seated
 2:30 p.m.—Meet Me In Manhattan
 3:00 p.m.—John J. Anthony
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Cornbelt Jamboree
 4:00 p.m.—Lina Ferguson
 4:15 p.m.—Jimmie Morgan
 4:30 p.m.—News
 4:45 p.m.—Buck Rogers
 5:00 p.m.—Terry and the Pirates
 5:15 p.m.—Dick Tracy
 5:30 p.m.—Jack Armstrong
 5:45 p.m.—Zeke & Joan

MONDAY NIGHT

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

- 7:15 p.m.—Earl Godwin
 7:30 p.m.—The Fat Man
 8:00 p.m.—I Deal In Crime
 8:30 p.m.—Rumpus Room
 9:00 p.m.—The Shadow
 9:30 p.m.—Those Websters
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—Eliot Lawrence's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Ray Anthony's Band

TUESDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Suppertime Frolic
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Here's To Vets.
 8:00 p.m.—Rex Maupin's Band
 9:00 p.m.—Boston Symphony
 9:30 p.m.—Hoosier Hop
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel
 10:30 p.m.—Sammy Kaye's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Randy Brooks' Band

WEDNESDAY NIGHT

- 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Suppertime Frolic
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Listen To LaGuardia
 7:30 p.m.—Fishing & Hunting
 8:00 p.m.—Take It From There
 8:30 p.m.—Pot O' Gold
 9:00 p.m.—Bing Crosby
 9:30 p.m.—Henry Morgan
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Joe Hasel
 10:30 p.m.—Songs of Good Cheer
 10:45 p.m.—Harry Kogen's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Geo. Towne's Band
 6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Suppertime Frolic

AMERICAN BROADCASTING COMPANY

THURSDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Suppertime Frolic
 7:00 p.m.—Lum 'n Abner
 7:15 p.m.—Why Do You Worry?
 7:30 p.m.—Town Meeting
 9:00 p.m.—Sammy Kaye
 9:30 p.m.—Fantasy In Melody
 9:45 p.m.—Football Prophet
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Geo. Towne's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Henry Brandon's Band

FRIDAY NIGHT

6:00 p.m.—Nishna Valley Neighbors
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Suppertime Frolic
 7:00 p.m.—Sam Spade
 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.—Sports Commentary
 9:00 p.m.—Boxing Bout
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Henry J. Taylor
 10:30 p.m.—High School Scores
 11:00 p.m.—Newstime
 11:30 p.m.—Blue Barron's Band

SATURDAY PROGRAMS

5:30 a.m.—Blackwood Brothers
 5:45 a.m.—Church of the Air
 6:00 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Blackwood Brothers
 7:45 a.m.—News
 8:00 a.m.—Homemaker's Visit
 8:30 a.m.—Wake Up and Smile
 9:00 a.m.—Buddy Weed
 9:30 a.m.—Jimmie Morgan
 10:00 a.m.—Elizabeth Woodward
 10:15 a.m.—Johnny Thompson
 11:00 a.m.—The American Farmer
 11:30 a.m.—Country Folks
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Quarter-Past Noon
 12:45 p.m.—Football Game
 3:15 p.m.—Kitchen-Klatter
 3:45 p.m.—Cornbelt Jamboree
 4:00 p.m.—Lina Ferguson
 4:15 p.m.—Jimmie Morgan
 4:30 p.m.—News
 4:45 p.m.—Remodel For Vets

5:00 p.m.—Jimmy Blair
 5:15 p.m.—Elmer Davis
 5:30 p.m.—Harry Wisner
 5:45 p.m.—Paul Porter
 6:00 p.m.—Western Theatre
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Treasury Salute
 7:00 p.m.—Stump The Authors
 7:30 p.m.—Famous Jury Trials
 8:00 p.m.—Gangbusters
 8:30 p.m.—Sherlock Holmes
 9:00 p.m.—Am. Melodies
 9:30 p.m.—Hayloft Hoedown
 9:45 p.m.—Football Prophet
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Cliff Edwards
 10:30 p.m.—Songs Of Good Cheer
 10:45 p.m.—Sammy Kaye's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Henry Brandon's Band

SUNDAY PROGRAMS

7:00 a.m.—Showers of Blessing
 7:30 a.m.—Back to the Bible
 8:00 a.m.—Young People's Church
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Frank & Ernest
 9:30 a.m.—Revival Hour
 10:30 a.m.—Voice of Prophecy
 11:00 a.m.—Pilgrim Hour
 11:30 a.m.—Lutheran Hour
 12:00 noon—News
 12:15 p.m.—Leo Durocher
 12:30 p.m.—Blackwood Bros.
 12:55 p.m.—Fact & Fiction
 1:00 p.m.—Hour of Faith
 1:30 p.m.—National Vespers
 2:00 p.m.—Open House
 2:30 p.m.—Newstime
 2:45 p.m.—Sam Pettengill
 3:00 p.m.—Are These Our Children
 3:30 p.m.—Right Down Your Alley
 4:00 p.m.—Darts for Dough
 4:30 p.m.—Counterspy
 5:00 p.m.—Sunday Evening Party
 5:30 p.m.—The O'Neils
 6:00 p.m.—Drew Pearson
 6:15 p.m.—Don Gardiner
 6:30 p.m.—Dark Venture
 7:00 p.m.—Forever Tops
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Louella Parsons
 8:30 p.m.—Jimmy Fidler
 8:45 p.m.—The Policewoman
 9:00 p.m.—Theatre Guild
 10:00 p.m.—News of Tomorrow
 10:15 p.m.—Vera Massey
 10:30 p.m.—Harry Cool's Band
 11:00 p.m.—Newstime
 11:30 p.m.—Ray Anthony's Band

On The KMA Party Line

With **DORIS MURPHY**

To welcome Zeke and Joan Williams and family back to KMA, Sept. 8, entertainer Steve Wooden and wife Kathleen planned a chicken dinner. Kathleen knew she couldn't wait until the boys got home to fix her chickens, so she hurried to the Everly home where she was to pick up the fowl. No one was home. After looking them over, she picked out a couple of fine sized roosters, took them home, wrung their necks, and prepared them for supper. Not until Steve and Ike returned from hunting did she find out her mistake. She had cooked Ike's pet rooster . . . his "crowin' rooster" . . . which happened to be the Everly family "alarm clock!"

Poor little Larry Van Horn! Just when he thought he had a good idea worked out to find his seat in the school room, his plan failed. The first week of school, Larry, 7-yr.-old son of entertainer WAYNE VAN HORN, couldn't remember which child he sat in front of or beside. For 2 days he waited until all were seated, then took the only remaining seat in the room. On the 3rd day he got the bright idea of marking his desk with crayolas! So he got out his box of bright-colored crayons and marked it. But the teacher didn't like the idea. For punishment little Larry had to get soap and water and scrub it off. Larry's experience just goes to prove that even the best laid plans oftentimes go awry!

When announcer WARREN NIELSON's mother was called unexpectedly to Yankton, S. D., because of an accident to her brother-in-law, Warren thought it would be easy to cook his own meals. He decided to cook steak, fried potatoes and onions, for dinner one day. All you housewives know you wouldn't cook it all together. But Warren didn't know that! He dumped them all into the skillet at once. What a meal! The potatoes were raw—onions burned to a crisp—and the steak

was medium cooked. It was his first attempt at cooking, so he ate it, but Warren isn't bragging about how GOOD it was. Now he realizes when he eats one of Mother's delicious, well-cooked meals, there is, after all, an art to good cooking!

A penny was all David, 3-yr.-old son of newscaster RALPH CHILDS, needed to give him the idea of running to the neighborhood grocery for an ice cream cone. One piece of money was as good as another, as far as he was concerned. After heaping a cone full of ice cream and handing it to David, the grocer asked for his nickle. David handed him the penny! He allowed David to go happily on his way enjoying his treat. When daddy went to the store and was told the incident, he laughingly paid the difference and put David back on a good credit rating again. Ralph hopes David doesn't attempt to buy a new tricycle, electric train, or some other expensive item with a penny some day!



Curiosity to see what was inside of a quart fruit jar almost cost the life of a little kitten at the home of entertainer DAVE LEATHERLAND recently. The baby kitten was playing around the basement and couldn't resist looking inside a jar. So he squeezed himself in, head-first. He got in all right, but couldn't get out, and to top off his troubles, the jar had water in the bottom. When Dave arrived home his wife told him about the kitten trapped in the fruit jar. He went to its rescue, pulling it out tail first, wringing wet, and nearly dead. Dave held it over the oven to dry it out, then fed it some warm milk with an eye dropper. Soon it began to show signs of life and before long was as lively as the rest of the kittens in the family. It was almost a case of "curiosity killing the kitten."

Friday the 13th might have been unlucky for some folks, but not for Harold Hansen. He felt it was his lucky day as it was on Friday, Sept. 13, when he arrived home from 8 mo. overseas' service with the Marines in China. It brought happiness too, to homemaker EDITH HANSEN and husband, who looked forward

to Harold's return. Enroute home Harold visited his brother Don in the U. S. Naval hospital at Corona, Calif., and reports he's making progress. (During the latter part of Aug., Don also had another visitor he greatly enjoyed—his father, who remained with him 2 weeks.)

If YOU have ever had a clothesline full of fresh, clean clothes drop to the ground, you know just how Mrs. JERRY FRONEK felt when it happened to her. The weight of the clothes made the line sag and Jerry was called to the yard to tighten it. He did! But he tightened it too much and the clothesline snapped, letting the wet clothes fall in the dirt. (The boys at the studio accused Jerry of being afraid to go home for lunch. Perhaps he wanted to give her plenty of time to cool down!)

All the world loves a lover . . . and all the world loves to see wedding pictures. That's why I knew you would be interested in seeing this fine picture of Wayne Driftmier and his bride, Miss Abigail Morrison of Onawa, Ia. The wedding took place at 4 P.M., Friday, Aug. 9, at the home of Leanna and Mart Driftmier with only members of the immediate family and close friends in attendance. Preceding the ceremony, "Because" was sung by Mrs. Elmer Harms accompanied by Mrs. Russell Verness, sisters of the bridegroom. After a 5 weeks' honeymoon at a summer home of the bride's uncle in Wisconsin, the couple returned to Iowa City, where they resumed their work at the University. The bride will take post-graduate work, having graduated in the spring. The groom is a senior in the

College of Commerce.

"Poochie", the much-loved dog of Editor OWEN SADDLER's children, never got to see his picture! The very day his picture appeared on p. 13 of the Sept. '46 GUIDE, he was accidentally killed by a grocery truck in front of the Saddler home. It was a sad day when neighboring children gathered 'round, and a little funeral service was held in his memory, with a white cross to mark his grave in the back yard.

Both daughters of engineer WALT ELY have recovered sufficiently from polio to be able to return home. Suzanne, 6, was confined to the Douglas County hospital in Omaha for 5 wks., and Carolyn, 9, for 6 wks. From all indications they will make a complete recovery. One is now able to attend school a short time each day, and it is hoped the other will soon be able to go. The Ely family wish to



thank all of you who so kindly remembered the girls with cards, letters, and gifts. No polio patients were allowed to send out mail, which prevented the girls from answering you personally with a note of thanks. Since the mail went direct to the hospital, Mr. and Mrs. Ely were unable also to keep a check of the names, but want you to know they appreciate the wonderful way in which you helped the girls pass the long hours.

FRED WARREN, better known as "Elmer Axelbender", enjoys fishing, but doesn't like to eat his catches. After a fishing trip by Fred and wife, Jerry Fronek finds the catch out in his back yard! All he has to do is clean them and enjoy another fish fry—courtesy of the Warrens!

Program Personals

By **BILL BAILEY**

This fall KMA will bring its listeners some of the newest and brightest attractions of radio. New and back-from-vacation broadcasts promise to fill your loudspeakers with the best in fun, music, drama of every type, and information. All this means that in the months to come we'll have many interesting stories about the personalities featured to pass along to you through this column. However, with this month's issue we would like to tell you of some of the stellar attractions you'll be hearing by simply keeping your dial turned to 960. It must be remembered that there are many more than space will allow us to list here, but these are a few that should certainly be on one's "must" listening calendar.

VARIETY: Bing Crosby, America's most beloved entertainer, will bring his program of pleasant casual songs and bright banter with many famed guests to KMA beginning Wednesday, Oct. 16 at 9:00 p.m. (A more complete story about "the master crooner" and his new show is to be found elsewhere in this issue—don't miss it). **COMEDY:** Sharp-witted, satirical Henry Morgan, has been heard by New York audiences for several years, on the Henry Morgan Show. It's heard on Wednesdays at 9:30 p.m. Nothing about his broadcasts is predictable except that they're riotously funny. **DRAMA:** The Theatre Guild On The Air, has returned to the air for its full series

and may be heard at the same time as last year—Sundays at 9:00 p.m. As in the theatre, the Guild brings to radio the best in contemporary drama played by the most skilled and famous actors and actresses of our time.

MYSTERY: Sherlock Holmes, popular series featuring the exploits of the master detective of all time, will be heard on KMA starting Sat., Oct., 12 at 8:30 p.m. **LISTENER PARTICIPATIONS:** Pot O' Gold, a program that has been absent from the airwaves for several years, will be heard on KMA this fall. It started Wednesday

Oct. 2 and will be heard regularly from 8:30 to 9:00 p.m., on that day. Pot O'Gold brings a rainbow to one family every week and plenty of laughs and music for the audience which doesn't share in the cash. The program features Harry Slater's orchestra, Jimmy Carroll and Vera Holly, singers, and comedian Peter Donald. **NEWS:** In addition to KMA's already long list of news reporting periods, this fall will see added to



"THE SHERIFF" receives advice from Cousin Cassie (Olyn Landick)—Fri. 8:30 P. M.

our schedule, Monday Morning Headlines. This outstanding feature, with Don Gardiner reporting, is heard every Sunday evening, 6:15 to 6:30. Starting Oct. 6 at 12:55 p.m., will be Fact and Fiction. Although not strictly a news broadcast, it will be a lively and provocative five minutes that offers dramatic proof of apparently incredible historical facts. **CHILDREN'S PROGRAMS:** Sky King is a quarter-hour show for the boys and girls. This feature introduces a new childhood hero, Schuyler King, the central character who gives the

(Continued on Page 14)

Feather Quilt

By EDITH HANSEN

With the arrival of colder weather, many of you housewives will want to make a feather quilt. Here are instructions to help you.

First, make an inner quilt of some feather tight ticking, using 9 or 10 yards for one quilt. Sew the top and lining together on 3 sides, the head, the foot, and one side, leaving the other side open. Then, lay on a flat surface and pin at intervals so that the top or lining cannot slip out of place. Stitch across the quilt at intervals of 6 to 8 inches, forming long pockets the width of the quilt, open at one end. Working in a closed room, weigh out 3 or 3 1/2 lbs. of feathers for each quilt. Weigh the feathers for each pocket so that your quilt will be of uniform thickness when finished. Fill a small square of the pocket and stitch across to make a square or fill the pocket evenly and quilt into squares and close the open end of each pocket as you fill it. When all are filled, stitch the side on the machine. When the whole inner quilt is finished, make an outside cover of any material you wish, slip in the inner quilt, and tack at the corners and along the sides in enough places to hold it firmly in place, thus the cover can then be removed and laundered whenever necessary.

LUNCH BOX COOKIES

1/4 C. shortening 5 T. honey
 1 egg 2 t. bkg. pwd.
 1/4 c. sifted flour 1/2 t. salt
 1 t. vanilla
 1 pkg. Choc. pudding powder

Beat shortening, honey and egg together until well combined. Sift pudding powder, flour, bkg. pwd., and salt together. Fold into first mixture with the vanilla. Shape a teaspoonful of dough into small ball and place on ungreased cookie sheet. Press flat with a fork dipped in cold water. If desired, sprinkle top with nut mixture before baking. Nut mixture: 1/8 c. finely chopped nut meats, 1 t. sugar, 1/8 t. cinnamon. Bake in moderate oven for 15 minutes.

A Safe and Sane Hallowe'en

By LEANNA DRIFTMIER

Many neighborhoods or communities plan parties for the young people on the night of Oct. 31 and in this way do away with the pranks that have been becoming all too numerous and dangerous.

Whether the party be given in a church, a club house, or a private home, there must be a spooky atmosphere. If one uses electric lights, cover them with blue paper. Then there are the traditional decorations, corn stalks, autumn leaves, Jack O'Lanterns, orange and black streamers, skeletons, witches and black cats. Suspend toy spiders from the doorways. Dress someone in a black costume and on it paint a skeleton in phosphorous paint. Turn out the lights and the effect is gruesome. If possible, have some real, live black cats in the room. No guest must let the cat cross his path during the evening!

No party of this kind is a success without a witch who will tell fortunes. There are many ways in which this can be done and there is generally some one in every town who can really do it nicely.

What shall you serve? Let me suggest a cup of spicy hot cider and a doughnut, or a sandwich and cup of coffee. If there is an open fire, pop corn and roast chestnuts.

Another bit of food popular with our young people is called "Angel on Horseback." From the name you could never guess of what it consists. Wrap a piece of cheese in a strip of bacon and fasten it with a toothpick. These are fastened on the end of a stick and toasted over the fireplace or over a bonfire outdoors. They are really good when eaten with buns.

Although I mentioned especially the safety of sponsored entertainment on Hallowe'en, let's not forget that it pays to regard rules of safety all through the year.

Now that our children are back in school, we should all be extra careful about driving. Near every school is a stop sign to allow children to cross the road or street in safety.

Edith's Home



The Hansen Home

This picture of homemaker Edith Hansen's home will give you an idea of just where her program is coming from when you listen to her broadcast each weekday morning from 8 to 8:30. It is located at the corner of Sheridan avenue and Center street in Shenandoah, facing West. The house is made of stucco; has 5 rooms and a bath, including 2 bedrooms. There is a full basement. All the walls, with the exception of the kitchen, are made of rough plaster and painted shades of cream color. It has hardwood floors and is the ideal size home for a small family. At the South end of the spacious living room is an attractive fireplace.

Mr. and Mrs. Hansen were fortunate to be able to rent this nice home about a year ago, and feel they are comfortably located until times are more settled and they can build or buy their own home.

At the back of the house, just off the kitchen, is a little breakfast nook, and it is from this corner of the kitchen that Edith broadcasts. Her microphone is on her desk directly in front of a window where she can look out and tell you how the weather is in Shenandoah each morning.

Don't you think it's a "cozy" looking home? Drop in and see Edith when you are in town.

NOTE: Edith's program is now at a NEW TIME 8:00-8:30 a.m.

PROGRAM PERSONALS—Cont'd

program its name. King is a returned naval officer who leaves his Western ranch on occasions to correct injustices in any part of the world. Sky King starts on KMA Oct. 28 and will be heard Mondays thru Fridays, 5:15 to 5:30 p.m.

Leo Durocher, the Brooklyn Dodgers manager, will inaugurate a weekly quarter-hour series on Sunday, Oct. 13. Program time is 12:15 to 12:30 p.m. Durocher will answer queries from sport fans all over the country, not only on baseball, but on all phases of sports activities. AUDIENCE PARTICIPATION: Take It From There is another new program feature that you'll find on KMA's fall schedule. It's heard each Wednesday evening 8:00 to 8:30, and it brings to the microphone jolly, rotund Mike Roy as the show's emcee. You'll find Take It From There replete with prizes and surprises, zany audience stunts, both on stage and in the streets near the studio. All-in-all it's a half hour that's filled with hearty laughter not only for those taking part but for the listener as well.

Other radio shows that are either new to the KMA schedule or are to be heard at new times, include: *Meet Me In Manhattan*, Mondays thru Fridays, 2:30 to 3:00 p.m.; *Smilin' Ed McConnell*, Saturdays, 11:45 to 12:00 a.m. (starts Oct. 5); *The Fat Man*, Monday, 7:30 to 8:00 p.m. (new time); *This Is Your FBI*, Fridays, 7:30 to 8:00 p.m. (new time); *Famous Jury Trials*, Saturdays, 7:30 to 8:00 p.m. (new time); *I Deal In Crime*, Mondays, 8:00 to 8:30 p.m.; *Gangbusters*, Saturdays, 8:00 to 8:30 p.m. (new time); *Rumpus Room*, Mondays, 8:30 to 9:00 p.m. (new program); *Policewoman*, Sundays, 8:45 to 9:00 p.m. (new time); *All Star Western Theatre*, Saturdays, 6:00 to 6:30 p.m. (new time and day); *Stump the Authors*, Sats. 6:30 to 7:00 p.m. (new time and day); *Ladies Be Seated*, Mondays thru' Fridays, 2:00 to 2:30 p.m. (new time); *Buck Rogers*, Mondays thru' Fridays, 4:45 to 5:00 p.m. (new program), and as we said before, there are many more.



WELCOME BACK!

Here's a family that many of you will recognize, and we're happy to welcome them back to KMA. Yes, you've guessed it; this is the Williams family—Virginia Lee, Zeke and Joan. This nice looking, musical family was part of our staff back in 1944 (July '44 KMA GUIDE, p. 7) and their return to KMA makes us very happy.

Zeke is nearly 6 feet and weighs 160 pounds. His deep set, dark eyes and black, shiny hair reflect his genuine, friendly character. He entered radio in 1926. Zeke says that his hobby of collecting pipes is causing a lot of trouble. He has so many now that it is difficult to find space for them.

Ever since he played for a square dance at the ripe age of 13, he has enjoyed making music for the pleasure of others. He quite often is in costume and you many listeners are most welcome to come into the KMA Auditorium and see this musical family as they actually produce their entertaining programs.

Joan is 5 ft. 5, with beautiful auburn-

brown hair and humorous gray eyes. Between her collection of salt and pepper shakers and her husband's pipe collection, they are indeed having space problems. She has been in radio since 1936. There is no need to tell you listeners about her very fine voice, because you have heard it on the STUMP US program at 11:45 a.m., CARGILL CALLING 12:30 p.m., UATH RANGERS 1:00 p.m., and ZEKE & JOAN 5:45 p.m. She will probably get along particularly well with Jimmy Kendrick, as both of them name their favorite food as fried chicken. Her favorite song is "The Bells of St. Mary's" and perhaps she will sing it for you if you request it.

Virginia Lee is working in an office in Shenandoah but is so attached to music that she simply can't stay away from the studio. Quite often, you'll hear the entire family singing and playing hymns and ballads with your favorite harmony. We know that you, as well as we, are happy to see this family back again, and you may look forward to many pleasant programs from them.

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MRS CHARLES KRAUSS

SANBORN IOWA



Music and Fun, while you eat!

Suppertime Frolic

To look at this picture, you might think the folks in it are hungry, since they have lunch buckets and baskets, and that's exactly what they are, for this group presents your sparkling evening musical show—SUPPERTIME FROLIC, every Mon. thru Fri., at 6:45 p.m. While you folks eat supper, it's their job to entertain you!

L. to R., back row: Fred Warren (Sept. '46 GUIDE, p. 14) holds a shiny pail in one hand, but to show his heart is in the program, a trumpet in the other; Pat Evans, our new feminine singer (see p. 6) with a fancy wicker lunchbasket; your old friend Zeke Williams holds a frying pan, ready to fry sizzling bacon, if he had the bacon; Wayne Van Horn stands behind his electric steel guitar with a thermos bottle from his lunch kit; next Chick Mar-

tin, the emcee, looks as tho he'll spill his lunch if he doesn't hold the basket straighter; and Dave Leatherland plays no favorites, for one hand is on his 5-string bass and the other around the thermos bottle.

Front row, accordianist Jerry Fronek holds tightly to the basket containing his evening snack, while Steve Wooden hangs on to his guitar and grins in culinary anticipation.

If you haven't tuned in this merry gang as yet, do so right away, and let us know how you like it, with Chick Martin as master of ceremonies, lovely vocalist Pat Evans, and the Maygold Trio composed of Steve, Fred and Zeke, plus a fine musical background from the others of the KMA staff.