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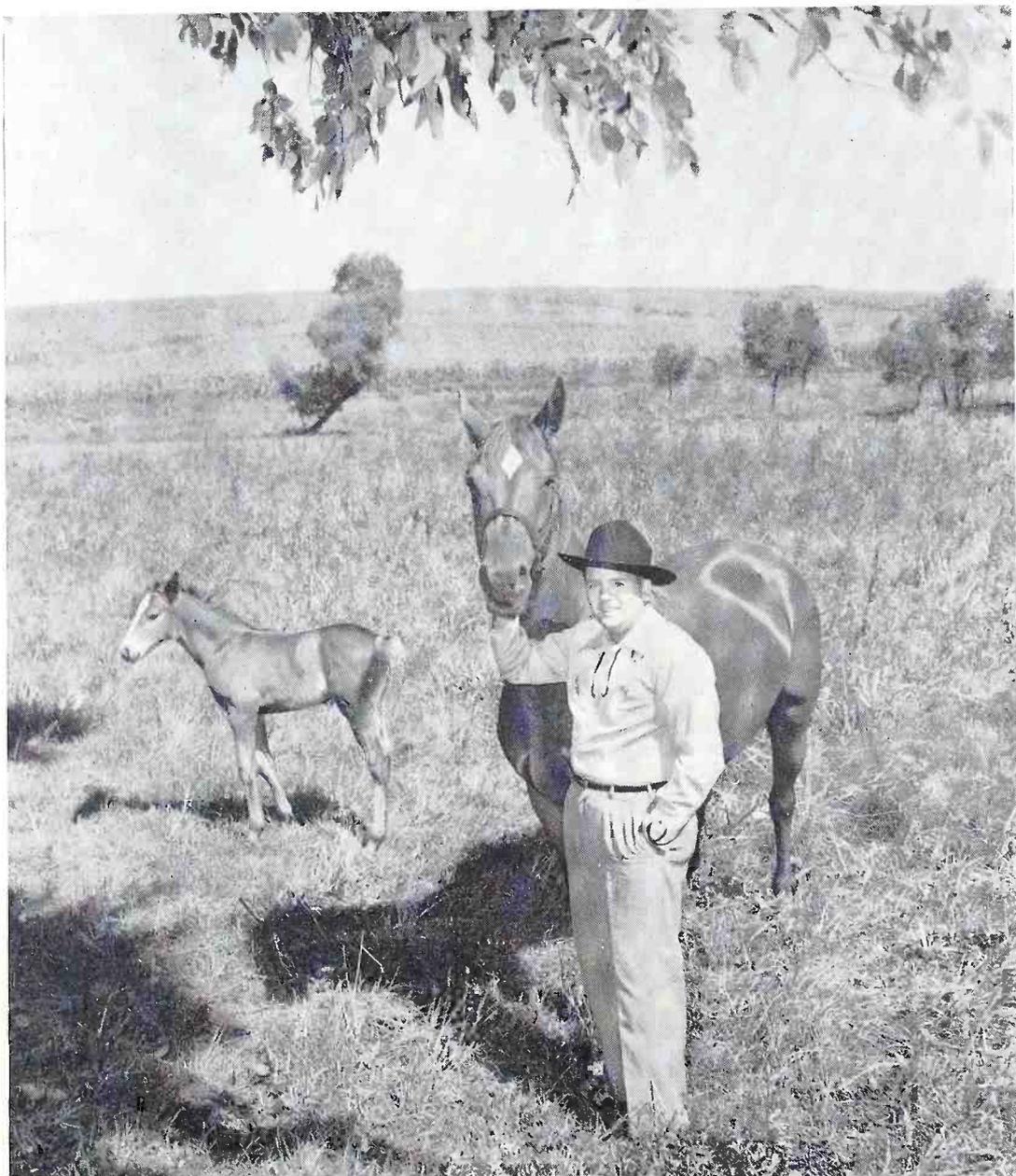
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# KMA GUIDE

Vol. 8

SEPTEMBER, 1951

No. 9



Bob Stotts Shows Off "Diamond" and Young "Gold Flash"

(Story on Page 2)

**"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"**



## The KMA Guide

Vol. 8

No. 9

SEPTEMBER, 1951

Clearmont, Missouri . . . May I offer a tribute to everyone making this fine magazine possible. It is first in entertainment, homemaking and amusing incidents. "Along the Party Line" is in Tennyson's poem "The Brook" . . . may it "Go on Forever". The cover on the August issue is very clever.

*Mrs. Viola Leverton*

(When we receive letters such as this we always find greater enjoyment in printing the KMA GUIDE.)

Osceola, Iowa . . . Enclosed find \$2.00 for two years subscription to the KMA GUIDE.

*Grace McWilliams*

Melrose, Iowa . . . I enjoy the GUIDE very much as I am a shut-in and listen to KMA a lot and enjoy all of your programs.

*Lacy E. Patrick*

Lamberton, Minnesota . . . Although we can't hear KMA all the time, we still enjoy reading the GUIDE. Our family gets many a hearty laugh from Doris Murphy's "On The KMA Party Line" column.

*Mrs. Edna Bossenecker*

Ledyard, Iowa . . . When we get through reading our GUIDE, we let my two sisters read it, so guess we get our dollar's worth!

*Lorene Trenary*

(In these times, you have to get your moneys worth from every investment.)

Sharpsburg, Iowa . . . Yes, here is my \$1.00 for the GUIDE. We must have that to hear about the good entertainers you have there at the station. We enjoy hearing Frank Field . . . wonder if there is anyone who doesn't?

*Mrs. Carl Leaverton*

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

### Cover Picture—

## Listeners Name New Colt "Gold Flash"

When Bob Stotts asked the listeners of one of his morning programs to suggest a name for his new colt a few weeks ago, never did he realize that he would be swamped with hundreds of names. Bob finally chose the name Gold Flash for the little fellow, who was sired by Golden Boy, out of Diamond. The name seems quite appropriate because he is almost the color of a freshly minted penny, and he "flashed" around the pasture for almost a half hour before he could be quieted down for the photo that you see on the cover.

Gold Flash is Diamond's first colt and was born late in July. Diamond was a little wary about having her offspring's picture taken so Bob kept a firm grip on her while the shutter was being snapped. From the cover picture, it isn't hard to determine how Diamond got her name for a perfectly shaped Diamond is quite apparent between her eyes.

Gold Flash has already worked his way into the hearts of Bob's three oldest children, Kenny, 10, Roberta, 8, and six-year old Jimmy. Little Judith, five months old, so far has made no comments.

Yodeling Bob Stotts, one of KMA's favorite radio stars, is heard every day on KMA at 6:45 a. m. and at 1:15 p. m.



## A Chat With Edward May

Off to Mexico! By the time you read this forty-one other Midwesterners and myself will be south of the border on the first leg of a wonderful 18-day KMA Friendship-Goodwill Tour to Mexico.

With us on the trip this year are folks from Iowa, Nebraska, Missouri, Illinois and even one lady all the way from Washington, D. C. Soon such strange sounding names as Xochimilco, Guadalupe, Puebla, Tehuacan, Orizaba, Fortin, and Cuernavaca will be delightful realities to all of the tour's participants.

Be sure you keep listening to the regular broadcasting periods of Mel Mains and myself on KMA because we are going to bring you, via tape recordings which will be airmailed back to the United States, interesting interviews and descriptions of our adventures.

We'll be returning home again on September 22. Also, be sure that you read all about the trip in the October issue of the KMA GUIDE. We're going to print for you, also, in the October issue some of the many photographs we're

going to be taking in Mexico.

While I'm in Mexico with the tour party things will be hopping back at the seed company. In the photo above I was spending my last day in Shenandoah before leaving for Mexico hoeing. Speaking about gardens, it is tulip planting time again and you ought to see the beautiful selection of imported Holland bulbs that we have this year. Acknowledged by experts to be superior to domestic varieties, our tulips will be ready for shipment about September 12.

This is also the perfect time of the year to plant grass seed. For best results plant your grass seed by September 25, because then you will be taking less chance of having the grass killed off by the first frost.

The early varieties of mums have already started to bloom and they are going to present a beautiful show from now up until frost. We have many dozens of different varieties this year that we cordially invite you to come to Shenandoah to see.

## Here They Are--The Soflin Sisters New Singing Sweethearts of KMA



### Victor Lindlahr Program Returns to Air Sept. 17

The Victor H. Lindlahr program, featuring that well-known food authority, author and commentator, will begin its fall broadcasting schedule on KMA and the ABC network September 17th. The program will be heard at 11:15 a. m., Monday through Friday.

Victor Lindlahr's comments and pointers for the housewife, and discussions of the latest scientific developments relating to diet and health, long have been noted for their detailed research and forceful manner of presentation.

Over seven million copies of the Lindlahr books — "Food and Health Guides", "You Are What You Eat", and "Vitamin Cookbook" — have been distributed.

It has been only a month since Betty and Lyn began their popular KMA programs, but already the KMA GUIDE has been swamped with requests for a picture of the singing team.

So here they are in the picture at left. That's Lyn at left and Betty, the oldest of the two sisters, on the right.

The girls, who have been "singing duets together since they were about three" (see P. 5, August, 1951 issue) have very similar tastes, likes, dislikes and ambitions. Their idols in show business are the "Sons of the Pioneers". They both love chicken - "fixed any way" - and both enjoy a good game of baseball.

For hobbies, though, the girls go their own separate ways with Betty choosing photo tinting and oil painting while Lyn prefers reading and embroidery. Both sisters, though, love to collect records and "what-nots". Betty and Lyn have their own musical programs on KMA each weekday at 7:30 a. m. and 2:30 p. m.

### "The Jack Berch Show" To Debut on KMA Sept. 24

Warbling sweet melodies as he wended his daily way through a tea and coffee salesman's route, marked the beginning of Jack Berch's progress toward becoming a famed theatrical personality.

His career has been capped by his own starring program, "The Jack Berch Show", which will be heard on KMA and the ABC network weekdays at 11 A. M., beginning September 24.

Often billed as "the shortest fifteen minutes in radio", the program, besides songs by Jack, features the "Heart-to-Heart Hookup" which regularly brings happiness to an American home.

## August-Sept. Fairs and Festivals Keep KMA Farm Service Men Hopping!

Mel Mains, KMA farm service director, has made dozens of on-the-spot broadcasts from fairs and festivals throughout the middlewest during the current season to bring listeners the completest possible coverage of those events.

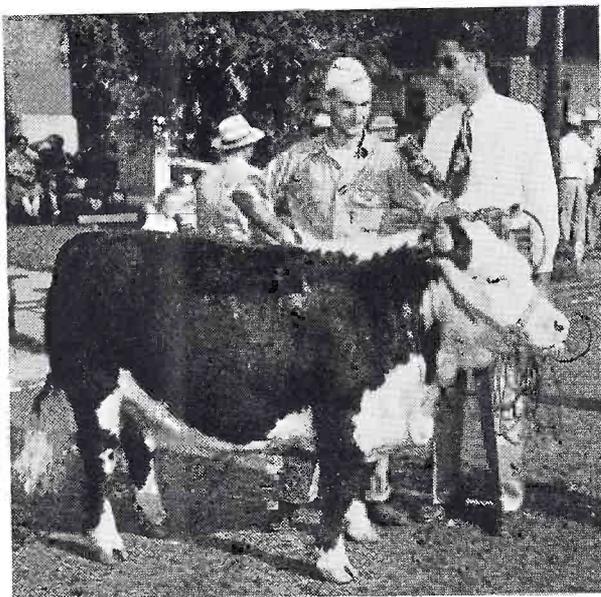
August 6th, Mel made a special broadcast from the Mills County (Iowa) Fair in Malvern. On August 8, Mel journeyed to the District Dairy Show at Beatrice, Nebraska, one of eight such shows in Iowa and Nebraska.

The next day, August 9, saw Mel in Fremont, Nebraska where he reported on the Fremont 4-H Club Fair to KMA listeners. The photo above was taken at that event and shows Mains (right) with David Rasmussen of Herman, Nebraska. Rasmussen was owner and showman of the Hereford proclaimed Grand Champion Steer at the fair.

To make it three days in a row, Mel traveled to Clarinda, Iowa on August 10 to obtain some special interviews from the Page County Fair. Miss Iowa of 1951, Nancy Norman of Shenandoah who is shown with Adella Shoemaker on page 6 of this issue, put in special appearances at both the Page and Mills County Fairs.

Complete coverage of the 28th Annual Sidney, Iowa Championship Rodeo was given by KMA between August 14 and 18 with Mel making eleven broadcasts direct from the rodeo grounds, to give that event its most extensive radio coverage in history. While Mel was broadcasting the rodeo activity, Paul Pippert traveled to the National Soil Conservation Field Day and Plowing Matches at Bethany, Mo. August 17th.

Mel also originated broadcasts from the Shelby County Fair (Harlan, Iowa) August 22 and the 4-County Fair at Coon Rapids, Iowa the evening of the same



day. August 26-27, it was the Iowa State Fair and August 31st, the Tarkio Stock Show. Interviews from the Fremont County 4-H Sports Festival at Hamburg, Iowa ended a busy month for the KMA Farm Service Department.

But September has started off just as hectic. Warren Nielson pinch-hitted for Mel with special broadcast interviews at the Nebraska State Fair, Lincoln, on September 2 and 4.

### HARE, WELDON, COTTRELL JOIN KMA STAFF

A new member of the KMA announcing staff is Bill Hare, who began his duties a week ago. Bill will also do sports-casting. Watch for a feature story on Bill in the October GUIDE.

\* \* \* \* \*  
Ken Weldon - master of the guitar, banjo, and mandolin - is the new member of the "Ozark Mountain Boys" team. (6 A. M. and 1:30 P. M., daily).

\* \* \* \* \*  
Omaha-born Jim Cottrell has joined the KMA business staff. There will be more details on ex-Marine Cottrell in next month's GUIDE.

## On The KMA Party Line

With **DORIS MURPHY**

Announcer LEE SUTTON has found that things you worry about, often don't happen. Like the day he loaned his car to entertainer ERNIE FROST so he might take his family to the Sidney Rodeo. On that particular day LEE had just traded his car for a 1950 Packard, and ERNIE was the first to take it out on a trip. LEE was glad to accommodate him, thinking he would be back by 5:30 P. M. But what LEE forgot was that ERNIE had to stay over and play for the evening show, and wouldn't return until late evening. At 5:30 P. M. LEE began to worry. The later it got, the bigger dither he got himself into. He tried to catch a ride to Sidney to see what had happened to ERNIE. But no luck. Finally around 7 P. M. LEE suddenly remembered about the evening show, and realized WHY ERNIE hadn't returned. Then he was in a worse mix-up than ever . . . because he had a date at 8 o'clock . . . and how could he go without a car? A call to his girl friend, telling her he would be late, fixed matters up. Then LEE realized all his worries had been in vain!

Opening nights of a performance always bring surprises and opening night of the Sidney, Iowa Championship Rodeo, was no exception. The evening broadcast with Program Director WAYNE

BEAVERS and Farm Service Director MEL MAINS at the microphone, was going along in fine shape, when all of a sudden the entire arena was blackened, while the clowns presented a Ghost act. The "ghost walking in the dark" was hilarious to the rodeo fans . . . but didn't mean a thing to the radio audience, as they were left without power to produce the broadcast. So if you heard 40 seconds of dead air during the first broadcast, you know the reason why. Needless to say, the boys checked with the rodeo electricians, and on the following nights when it came time for the "Ghost Act", electricity supplying power for the broadcast was NOT cut when lights were shut off in the arena.

It wasn't hard for homemaker ADELLA SHOEMAKER and MISS NANCY NORMAN of Shenandoah, who had just been selected "Miss Iowa", to find things to talk about on their interview, as NANCY and ADELLA have been friends for years. Here you see them seated on the davenport in the SHOEMAKER home, preparing for the broadcast. Following NANCY'S crowning of "Miss Iowa of 1951" at Clear Lake, a public reception honoring her return was held at the Shenandoah Armory. MISS NORMAN will represent Iowa in the annual "Miss America" contest to be held early this month in Atlantic City, N. J. She is a student at the University of Nebraska, majoring in voice.

What fun engineer DON BURRICHTER'S children had visiting their former neighbors, The MERRILL LANG-FITT children at their farm home near Indianola, Iowa. EDDIE and CAROL were the guests of BEVERLY, BRUCE and JUDY for several days and on the week-end the BURRICHTERS drove after the children. They were having such a good time riding the ponies, playing with the rabbits, calves and other animals, they didn't want to come home. Yes, a vacation on the farm is certainly fun for youngsters living in town.

It was only a



joke the entertainers had played on HERMAN, the fiddler, but at first he had some mighty worried moments when he opened his fiddle case one night ready to play for a personal appearance at a town in Iowa, and found a big old bass fiddle bow inside. You can imagine what luck he would have trying to play a fiddle with a big bass bow. After stewing around a while, the boys then produced his fiddle bow. They had it hidden in a guitar case.



BERT COONS of Carson, Iowa, who has been on the announcing staff of KMA this summer, is returning to Iowa City to resume his studies at the University of Iowa. BERT will be a Junior this fall, majoring in speech.

Entertainer DOC EMBREE finds he has to go some to keep up with his young son's quick wit! One day when DOC and JOHNNIE were out fishing, they were getting ready to bait their fishline with crowdaddies, when JOHNNIE said: "Do you want a crowdaddy, daddy?" Quickly DOC replied: "Where do you think you're from, Walla, Walla?"

The old stork is hovering again over FOUR KMA families. WHO???? It's a secret . . . but I'll have the good news for you "On the KMA Party Line" in a few months.

COY MARTIN had planned to surprise his folks with the news about his new 3-necked electric guitar, when he went home on vacation. But . . . the picture of his strumming his new guitar was in the August GUIDE, so now the family at home know about it. He plans to take it home with him, to show the folks. They visited his folks at Elkhart, Indiana and her parents in Kalamazoo, Michigan.

Do you recognize the young man in this picture, getting a manicure? You're right . . . it's KMA's early morning announcer, PAUL PIPPERT. And the attractive young manicurist happens to be HIS WIFE! PAUL is a real he-man and it took a lot of coaxing, to get him into the beauty parlor and posing at the manicure table. His wife WAVA has been a cosmetologist for four years, so PAUL is

familiar with "beauty parlor talk". Some have even accused PAUL of getting a permanent wave, but WAVA assures us his beautiful wavy hair is natural . . . and she hasn't "aided and abetted" the soft curl in his locks. WAVA has found keeping house and being a beauty parlor operator have kept her mighty busy, and now she plans to give up her work and stay home for awhile. Previous to her marriage WAVA worked in a shop in her hometown of Mason City, Iowa.

It was nearing closing time on "Hawaiian Echos" program at 2:15 p. m., featuring COY MARTIN on the steel guitar. COY started to play the theme . . . but to his amazement . . . nothing came out of the speaker. He couldn't imagine what had happened. Quickly BETTY and LYN were rushed to the studio to take over the program. Then COY started to search for the trouble. At last he found it! He discovered entertainer MICKEY COTTEY had unknowingly leaned against the control knob on the guitar speaker and it had turned down the volume. That was one repair job that was soon fixed!

Announcer WARREN NIELSON and wife returned home from their vacation to Colorado and South Dakota with three big wagon wheels to be painted and put in their yard. Now WARREN is on the hunt for some old fashioned oil lamps to use in his recreation room.

It's back to school again this fall for my son TOM. He has been accepted in the Graduate School of Business Administration at Harvard University in Boston, and will be leaving his position with the advertising agency in New York in the middle of September.

# KMA DAILY PROGRAMS FOR SEPTEMBER, 1951

960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:00 a.m.—Hillbilly Jamboree  
 5:50 a.m.—News and Weather  
 6:00 a.m.—Ozark Mountain Boys  
 6:30 a.m.—Farm Family Time  
 6:45 a.m.—Bob Stotts  
 7:00 a.m.—Mel Mains, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Betty & Lyn  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker Visit—Bernice Currier  
 9:25 a.m.—Edward Arnold  
 9:30 a.m.—Betty Crocker  
 9:45 a.m.—Modern Romances  
 10:00 a.m.—Edith Hansen  
 10:30 a.m.—When A Girl Marries  
 10:45 a.m.—Lone Journey  
 11:00 a.m.—Thy Neighbors Voice  
 11:15 a.m.—Victor H. Lindlahr  
 11:30 a.m.—Doc & Esther  
 11:45 a.m.—KMA Cowboys  
 12:00 noon—Ralph Childs, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Nooners  
 12:45 p.m.—Mel Mains, Markets  
 1:00 p.m.—Eddy Arnold  
 1:15 p.m.—Bob Stotts  
 1:30 p.m.—Ozark Mountain Boys  
 1:45 p.m.—Hawkeye Rangers  
 2:00 p.m.—David Amity  
 2:15 p.m.—Curly Dale  
 2:30 p.m.—Betty & Lyn  
 2:45 p.m.—Nishna Valley Neighbors  
 3:00 p.m.—Doc & Esther  
 3:15 p.m.—Hawkeye Hawaiians  
 3:30 p.m.—Kitchen Klinik—Adella Shoemaker  
 4:00 p.m.—Camp Meeting Time  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Mickey Cottey  
 5:00 p.m.—Bar Nothing Ranch  
 5:30 p.m.—Mark Trail (M. W. F.)  
 5:30 p.m.—Fun Factory (T. Th.)

## MONDAY NIGHT

6:00 p.m.—KMA Sports Parade  
 6:15 p.m.—Mickey Cottey  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—Henry J. Taylor  
 7:45 p.m.—Outdoor Mid-America  
 8:00 p.m.—United Or Not  
 8:30 p.m.—Ghost Stories

9:00 p.m.—Art Waner's Band  
 9:30 p.m.—Man From Homicide  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Red Nichols  
 10:45 p.m.—Dream Harbor  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

## TUESDAY NIGHT

6:00 p.m.—KMA Sports Parade  
 6:20 p.m.—Let's Go Visiting  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Mr. Mercury  
 7:30 p.m.—Black Night  
 8:00 p.m.—Am. Town Meeting  
 8:45 p.m.—You and The Law  
 9:00 p.m.—Time For Defense  
 9:30 p.m.—Fine Arts Quartet  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Stars On Parade  
 10:45 p.m.—Dream Harbor  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

## WEDNESDAY NIGHT

6:00 p.m.—KMA Sports Parade  
 6:15 p.m.—Mickey Cottey  
 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.—The Fat Man  
 7:55 p.m.—Les Griffith  
 8:00 p.m.—Rogues Gallery  
 8:30 p.m.—Mr. President  
 9:00 p.m.—Lawrence Welk's Band  
 9:30 p.m.—Orchestra  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Serenade In Blue  
 10:45 p.m.—Dream Harbor  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

## THURSDAY NIGHT

6:00 p.m.—KMA Sports Parade  
 6:20 p.m.—Let's Go Visiting  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Silver Eagle  
 7:30 p.m.—Hollywood Star Play House  
 8:00 p.m.—Amateur Hour  
 8:45 p.m.—Adventure Is Your Heritage

AMERICAN BROAD

CASTING COMPANY



- 9:00 p.m.—Operation Dixie
- 9:30 p.m.—Journey Into Jazz
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—KMA Showcase
- 10:45 p.m.—Dream Harbor
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

**FRIDAY NIGHT**

- 6:00 p.m.—KMA Sports Parade
- 6:15 p.m.—Mickey Cottey
- 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.—Life In Your Hands
- 8:30 p.m.—The Sheriff
- 9:00 p.m.—Boxing Bout
- 9:30 p.m.—Am. Sports Page
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Dance Orchestra
- 10:45 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

**SATURDAY PROGRAMS**

- 5:00 a.m.—Hillbilly Jamboree
- 5:50 a.m.—News and Weather
- 6:00 a.m.—Ozark Mountain Boys
- 6:30 a.m.—Farm Family Time
- 6:45 a.m.—Bob Stotts
- 7:00 a.m.—Mel Mains, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Betty & Lyn
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Helzberg Hoedown
- 9:00 a.m.—Homemaker's Visit—Bernice Currier
- 9:30 a.m.—No School Today
- 10:00 a.m.—Junior Junction
- 10:30 a.m.—Pvt. Eddie Fisher
- 11:00 a.m.—101 Ranch Boys
- 11:30 a.m.—Am. Farmer
- 12:00 noon—Mel Mains, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Half Past Nooners
- 12:45 p.m.—This Week On The Farm
- 1:00 p.m.—Rhythm Ranch
- 1:15 p.m.—Bob Stotts
- 1:30 p.m.—Ozark Mountain Boys
- 1:45 p.m.—Hawkeye Rangers
- 2:00 p.m.—Betty & Lyn
- 2:15 p.m.—Polka Party
- 2:30 p.m.—KMA Hillbilly Hits
- 3:00 p.m.—Doc & Esther
- 3:15 p.m.—Hawkeye Hawaiians
- 3:30 p.m.—Kitchen Klinik—Adella Shoemaker
- 4:00 p.m.—Camp Meeting Time

- 4:30 p.m.—Mel Mains, News
- 4:45 p.m.—Mickey Cottey
- 5:00 p.m.—Bar Nothing Ranch
- 5:30 p.m.—Concert of American Jazz
- 6:00 p.m.—KMA Sports Parade
- 6:15 p.m.—National Guard Show
- 6:30 p.m.—Mel Mains, News
- 6:45 p.m.—Here's To Vets
- 7:00 p.m.—Dancing Party
- 9:00 p.m.—Sat. At The Shamrock
- 9:30 p.m.—The Buccaneers
- 9:45 p.m.—The New Yorkers
- 10:00 p.m.—News
- 10:15 p.m.—Dance Orchestra
- 10:30 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

**SUNDAY PROGRAMS**

- 7:00 a.m.—News
- 7:15 a.m.—Favorite Hymns
- 7:30 a.m.—Lyrically Speaking
- 8:00 a.m.—Rev. Gene Phillips
- 8:30 p.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Bible Truth
- 9:30 a.m.—News
- 9:45 a.m.—Morning Song
- 10:00 a.m.—Worship Service
- 10:30 a.m.—Milton Cross' Opera Album
- 11:00 a.m.—Navy Band
- 11:30 a.m.—Piano Playhouse
- 12:00 noon—Ralph Childs, News
- 12:15 p.m.—Jelly Elliott
- 12:30 p.m.—U. N. Story
- 12:45 p.m.—Guest Star
- 1:00 p.m.—Leighton Noble's Band
- 1:30 p.m.—Back To The Bible
- 2:00 p.m.—Newstime
- 2:15 p.m.—Hilton Griswold Sings
- 2:30 p.m.—Hour Of Decision
- 3:00 p.m.—Revival Hour
- 4:00 p.m.—Meet The Moderns
- 4:30 p.m.—Country Style
- 5:00 p.m.—Drew Pearson
- 5:15 p.m.—Monday Morning Headlines
- 5:30 p.m.—Ted Mack
- 6:00 p.m.—Stop The Music
- 7:00 p.m.—Buzz Adam's Playroom
- 7:30 p.m.—Q. E. D.
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Jergens-Woodbury Journal
- 8:30 p.m.—Salute To Reservists
- 9:00 p.m.—Let's Be Healthy
- 9:15 p.m.—Gloria Parker
- 9:30 p.m.—Proudly We Hail
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Thoughts In Passing
- 10:30 p.m.—Dance Orchestra
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orchestra
- 11:55 p.m.—News

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

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AMERICAN BROAD

CASTING COMPANY



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- 8:00 a.m.—Rev. Gene Phillips
- 8:30 p.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Bible Truth
- 9:30 a.m.—News
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960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

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 7:15 a.m.—Frank Field  
 7:30 a.m.—Betty & Lyn  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker Visit—Bernice Currier  
 9:25 a.m.—Edward Arnold  
 9:30 a.m.—Betty Crocker  
 9:45 a.m.—Modern Romances  
 10:00 a.m.—Edith Hansen  
 10:30 a.m.—When A Girl Marries  
 10:45 a.m.—Lone Journey  
 11:00 a.m.—Thy Neighbors Voice  
 11:15 a.m.—Victor H. Lindlahr  
 11:30 a.m.—Doc & Esther  
 11:45 a.m.—KMA Cowboys  
 12:00 noon—Ralph Childs, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Nooners  
 12:45 p.m.—Mel Mains, Markets  
 1:00 p.m.—Eddy Arnold  
 1:15 p.m.—Bob Stotts  
 1:30 p.m.—Ozark Mountain Boys  
 1:45 p.m.—Hawkeye Rangers  
 2:00 p.m.—David Amity  
 2:15 p.m.—Curly Dale  
 2:30 p.m.—Betty & Lyn  
 2:45 p.m.—Nishna Valley Neighbors  
 3:00 p.m.—Doc & Esther  
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## Frank Comments

By FRANK FIELD

The picture this month was taken the evening of July 28 and shows Johnathan Daniel Field examining his first birthday cake. It has one candle on it, but you can't see it in the picture because it is lined up with the white straps on Dannie's play suit and as the candle was light yellow and the cake pure white and the shoulder straps pure white naturally the candle doesn't show up very plainly. It is just about an inch away from the ends of the fingers on his left hand. As a matter of fact, he had it in his hand about a tenth of a second after I snapped this picture.

Notice the frosting on his chin and also in his right hand. Maybe you think it wasn't a job to keep him out of the cake long enough to get a picture taken.

The reason the birthday party was held in the evening was so that all of the family could be there. His Grandfather and Grandmother Sloan came over from Clarinda and all of his uncles and aunts and cousins were there. It certainly made quite a house full and Danny enjoyed it all immensely, even if he didn't understand what it was all about.

Along about August Danny suddenly decided that it was time to quit crawling and start walking like grown-ups. He still gets over-balanced occasionally, but does remarkably well considering that he has only been walking for a couple of

weeks.

About the most exciting happening in the Field tribe was Shannon's attempt to play fireman a couple of weeks ago. It was rather a warm day and Peggy had the windows all wide open. She had been using the hose to wash the back porch and the sidewalks and left it connected to the faucet. When she let Shannon out to play, she warned him to leave the hose alone. All was peaceful and quiet for awhile and then flapping curtains called her attention to the bedroom where a full force stream of water from the hose was pouring in the window. By

the time she could get out of the door and around the house to shut off the water, Shannon had completely saturated everything, not only in the bedroom, but also in the clothes closet, including all of Jim's freshly ironed shirts and Peggy's dresses, to say nothing of the bedding, the wallpaper and the sewing machine. Shannon explained that he was simply putting out a bad



fire in the bedroom. Corporal punishment was clearly indicated and promptly given. No permanent harm was done even to the sewing machine, but Peggy doesn't care for anymore double ironing of clean clothes.

Jennie is all through making pickles for the year now and has the canning about all finished except for the tomatoes which are right at the height of their bearing now.



# HOMEMAKER'S GUIDE

## Kitchen Klinik

By **ADELLA SHOEMAKER**

### CORN CASSEROLE

Here's a good dish for your fall pot luck suppers. This dish will keep hot for a long time.

- 1 can (No. 2) cream style corn
- 1 cup cooked diced celery
- 1/4 cup chopped or sliced ripe olives
- 1/2 cup finely chopped pimiento
- 2 eggs
- 1 teaspoon salt
- Pepper to taste
- 1/2 teaspoon paprika
- 1/2 cup crushed cornflakes

Combine corn, celery, olives, and pimiento in buttered casserole. Beat eggs slightly with salt, pepper, and paprika. Add to corn mixture and mix well. Sprinkle with corn flakes. Bake in a moderate oven 350° for 45 minutes. Serves 6.

\* \* \*

### SUNDAY EVENING SNACK

Beat an egg. Add cheese that has been grated or ground. If it is a little dry, so much the better. Add enough cheese to absorb all the egg liquid.

Spread this on unbuttered bread, clear to the edge. Place two small slices of bacon to cover egg mixture. Put this into a broiler (slow heat) till bread toasts, bacon frizzles, and is brown. Serve at once.

\* \* \*

### APRICOT SHERBET

- 1-1/2 cups apricot nectar
- 1 cup undiluted evaporated milk
- 1/2 cup corn syrup
- 1 teaspoon grated lemon rind
- 1 tablespoon lemon juice

Mix all together. Pour into a freezing tray and freeze. This is good with the Vanilla Pretzels.

### TOMATO SOUP (To Can)

- 1 package tomatoes
- 6 onions
- 1 bunch celery
- 1 cup butter
- 1 cup flour
- 1 cup sugar
- 1/4 cup salt
- A little pepper

Cook vegetables and run through food press. Then return to fire, add sugar, salt, pepper and when boiling, add butter and flour which have been mixed together thoroughly. Continue cooking a few minutes longer, stirring often so it does not stick or burn. Pour into sterilized jars and seal. When opened for use, bring to a boil, add a pinch of soda, and as much milk as soup.

\* \* \*

### VANILLA PRETZEL

These are fine for the school lunch box, or nice for teas.

- 1-1/4 cups butter
- 1 cup sugar
- 2 eggs
- 1/2 teaspoon vanilla
- 3-1/4 cups flour

Cream together the butter, sugar, and eggs. Add vanilla. Add flour gradually. Use desired forming plate of cookie press. Press on ungreased sheet and bake at 360° until straw colored. To make the pretzels, force mixture through the plate that makes ribbons about 3/4" wide with ridges on top. When ribbons are formed on cookie sheet, with a sharp knife cut into neat bars 2-1/2 or 2-3/4" long before baking.

\* \* \*

### GRAPE BUTTER

- 1 quart grapes, washed and picked from stems
- 1 quart sugar

Cook together 15 minutes. Take from stove and run through a sieve to remove seeds. Seal at once.





# Homemaker Visit

By **BERNICE CURRIER**

## SUMMER SHRIMP AND CHEESE MOLD

This is a whole meal and with it I would suggest you serve just hard rolls or crackers, no butter, and if you want dessert, plan something light that will keep until another meal. Sherbet and cookies that are not rich would be good.

### LIGHT GREEN LAYER

- 6 to 8 thin slices unpeeled cucumbers
- 1 package lime jello
- 8 to 10 pineapple wedges
- 1-1/4 cup boiling water
- 2 to 3 tablespoons lemon juice

Score cucumber with a fork and cut slices off. Dissolve jello in hot water. Add lemon juice. Pour 1/2 of this into loaf pan rinsed with cold water. Arrange cukes slices overlapping down the center and pineapple wedges down each side. Place in refrigerator to set. When set, pour remaining jello over it and replace in refrigerator. Now prepare the

### CREAMY MOLD

- A—1 package plain gelatin
- 1/4 cup cold water
- B—1-1/4 cup boiling water
- C—1 eight oz. package Philadelphia cream cheese
- 2 tablespoons lemon juice
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1/4 teaspoon onion juice
- 1/2 teaspoon worcestershire sauce
- D—1/2 cup chopped celery
- 3 tablespoons finely chopped green pepper
- 2 to 3 tablespoons finely chopped pimiento
- 1 pound shrimp cooked and cleaned and cut in small pieces

Mix A, add B. Place in refrigerator till thick. Blend C and beat with fork. Fold in A & B. Add D and fold in. Pour this over LIGHT GREEN LAYER. Place in refrigerator. When firm unmold on serving tray. Cook and clean 2 pounds

shrimp, and chill it well. Put this shrimp in large lettuce cups around the MOLD on the platter. Soak thin slices of cucumber in ice water, vinegar and salt and garnish platter with them and radish roses and celery curls. Also serve a horseradish sauce in small paper cups at each place, to dip the shrimp in. This is made of 2 tablespoons horseradish, 1 bottle chili sauce and lemon juice.

\* \* \*

### UNBAKED CHOCOLATE MARSHMALLOW COOKIES

*Splendid for mailing overseas.*

- 2 one oz. squares unsweetened chocolate
- 1 cup milk
- 2 cups sugar
- 1/4 teaspoon salt
- 6 tablespoons butter
- 20 marshmallows cut fine
- 1 teaspoon vanilla
- 3-1/2 cups graham cracker crumbs
- 1 cup finely chopped walnut meats

Combine chocolate, and milk and heat till smooth. Add sugar and salt and stir till dissolved and it boils to the soft ball stage. Remove, add butter and marshmallows and stir well. Add vanilla and crumbs and mix well. Spread in pan about 3/4" deep. Chill and cut in squares, wrap in waxed paper and pack in coffee cans.

\* \* \*

### DELICATE GINGER CAKES

- A—1-1/2 cup sifted flour
- 3/4 teaspoon soda
- 1/4 teaspoon salt
- 1/2 teaspoon cinnamon
- 1/2 teaspoon ginger
- 1/4 teaspoon cloves
- B—1/2 cup butter
- 1/2 cup boiling water
- C—3/4 cup molasses
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Sift A three times. Combine B and let blend. Add C, then add A. Beat only until blended. Turn out into greased gem pans, or into paper cup cake shells. Bake at 375° for 18 min.



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# Homemaker Visit

By **BERNICE CURRIER**

## SUMMER SHRIMP AND CHEESE MOLD

This is a whole meal and with it I would suggest you serve just hard rolls or crackers, no butter, and if you want dessert, plan something light that will keep until another meal. Sherbet and cookies that are not rich would be good.

### LIGHT GREEN LAYER

- 6 to 8 thin slices unpeeled cucumbers
- 1 package lime jello
- 8 to 10 pineapple wedges
- 1-1/4 cup boiling water
- 2 to 3 tablespoons lemon juice

Score cucumber with a fork and cut slices off. Dissolve jello in hot water. Add lemon juice. Pour 1/2 of this into loaf pan rinsed with cold water. Arrange cukes slices overlapping down the center and pineapple wedges down each side. Place in refrigerator to set. When set, pour remaining jello over it and replace in refrigerator. Now prepare the

### CREAMY MOLD

- A—1 package plain gelatin
- 1/4 cup cold water
- B—1-1/4 cup boiling water
- C—1 eight oz. package Philadelphia cream cheese
- 2 tablespoons lemon juice
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1/4 teaspoon onion juice
- 1/2 teaspoon worcestershire sauce
- D—1/2 cup chopped celery
- 3 tablespoons finely chopped green pepper
- 2 to 3 tablespoons finely chopped pimiento
- 1 pound shrimp cooked and cleaned and cut in small pieces

Mix A, add B. Place in refrigerator till thick. Blend C and beat with fork. Fold in A & B. Add D and fold in. Pour this over LIGHT GREEN LAYER. Place in refrigerator. When firm unmold on serving tray. Cook and clean 2 pounds

shrimp, and chill it well. Put this shrimp in large lettuce cups around the MOLD on the platter. Soak thin slices of cucumber in ice water, vinegar and salt and garnish platter with them and radish roses and celery curls. Also serve a horseradish sauce in small paper cups at each place, to dip the shrimp in. This is made of 2 tablespoons horseradish, 1 bottle chili sauce and lemon juice.

\* \* \*

### UNBAKED CHOCOLATE MARSHMALLOW COOKIES

*Splendid for mailing overseas.*

- 2 one oz. squares unsweetened chocolate
- 1 cup milk
- 2 cups sugar
- 1/4 teaspoon salt
- 6 tablespoons butter
- 20 marshmallows cut fine
- 1 teaspoon vanilla
- 3-1/2 cups graham cracker crumbs
- 1 cup finely chopped walnut meats

Combine chocolate, and milk and heat till smooth. Add sugar and salt and stir till dissolved and it boils to the soft ball stage. Remove, add butter and marshmallows and stir well. Add vanilla and crumbs and mix well. Spread in pan about 3/4" deep. Chill and cut in squares, wrap in waxed paper and pack in coffee cans.

\* \* \*

### DELICATE GINGER CAKES

- A—1-1/2 cup sifted flour
- 3/4 teaspoon soda
- 1/4 teaspoon salt
- 1/2 teaspoon cinnamon
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## Breakfast Club To Honor Outstanding American Women

When Toastmaster Don McNeill returned to his ABC "Breakfast Club" duties the week of September 10, a new weekly feature was inaugurated on this 10-year-old program that will honor outstanding American women.

The feature, called the "Woman of the Week", will be heard as part of every Wednesday broadcast, starting September 12. It will include an on-the-air salute to a woman who has contributed an outstanding service to her community. Those women selected will receive an inscribed plaque commemorating the occasion.

Shown here are Don McNeill and Aunt Fanny enjoying a summer picnic. Other



regular members of this morning funfest are Patsy Lee, Johnny Desmond and Sam (Clowning) Cowling.

The "Breakfast Club" is heard over KMA each Monday through Friday from 8:00 to 9:00 a. m.



## FAMED HARNESS RACES TO BE HEARD OVER KMA

On September 20, Charles W. Hinkle, trotting races authority, will narrate the Little Brown Jug race from the Delaware State Fair. The Kentucky Futurity, from Lexington, Kentucky will be heard on October 4. The broadcasts will be heard on KMA at 4:30 p.m.

## Like Father— Like Son! DONNIE COMER FOLLOWS AFTER MUSICAL DAD

Musical ability is being handed down to the second generation in the Eddie Comer family and the results are beginning to sound pretty good.

KMA Clarinetest Eddie is shown here in a practice session at home with his nine-year-old son Donnie, who has been mastering the playing of his 12-bass piano accordion for the past six months.

Donnie wants to be a professional musician like his father and it won't be too long until he is branching out from his current favorite, "Drink to Me Only With Thine Eyes", to more difficult selections.

Father Eddie was six when he began playing the clarinet and now can play all reed instruments with ease and perfection.

★ **Forecasts  
For The  
Month** ★

**BIRTHDAYS:**

- Sept. 12—Jeannette Frost, daughter of staff artist Ernie Frost.
- Sept. 13—Eddie Comer, staff artist.
- Sept. 14—Mrs. Earl E. May.
- Sept. 14—Bess Cagley, office supervisor.
- Sept. 16—Donald Shoemaker, Sr., husband of afternoon homemaker Adella Shoemaker.
- Sept. 23—Mildred Jennings, wife of control room operator Roland Jennings.
- Sept. 27—Betty Lund, wife of control room operator Ralph Lund.
- Sept. 29—Susan Childs, daughter of newseditor Ralph Childs.

**ANNIVERSARIES:**

- Sept. 5—Muriel and Ralph Childs, newseditor.

**Children's Appeal in  
"Mark Trail" Program**

"Mark Trail", that stalwart outdoorsman, has brought to KMA and the ABC Network a new series of exciting episodes of life in the great outdoors. "Mark Trail" is heard on KMA each Wednesday at 5:30 P. M.

Based on a theme of conservation and preservation of our natural resources, the program has been praised by parents, educational groups, and government officials for its effort in making children conscious of protecting nature.

Matt Crowley, who plays the title role in the Kellogg-sponsored radio series, is an outdoorsman by hobby himself. He's a rod and reel man when the fish are snapping or a hunter during the game season (he's a nimble shot with a bow and arrow as well as a gun). He also likes to sail.

"I feel right at home in the part of Mark Trail", says Matt. "Sometimes even my wife gets mixed up and calls me Mark".



**EZRA HAWKINS BACK!**

**Bar Nothin' Ranch Gang  
Broadcasting at 5 Daily**

Good news to all Ezra Hawkins fans was the announcement that that popular musician and clown of the airwaves and his popular "Bar Nothin' Ranch" program was returning to KMA, starting Labor Day. The program is heard every day (except Sunday) on KMA from 5 to 5:30 P. M.

Billed as the "World's Youngest Fiddler" at the age of seven, Ezra (pictured above in a typical pose) has been an institution in radio for almost a quarter century. But, the home-spun appeal of Ezra's tall tales and impossible situations are as humorous to the youngest members of the younger generation as they are to any fun-loving mother or father.

Ezra's wife, Virginia and daughter, Cynthia, are already home again in Shenandoah.

**DAUGHTER BORN TO BEAVERS**

A baby girl was born Sept. 3 to Program Director and Mrs. Wayne Beavers. Tipping the scales at 5 lbs. 7 ounces, the baby has been named Pamela Lynn.

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## MEL "WHEELBARROWS" BRIDE DONNA AS KMA'ERS CHARIVARI NEWLY WEDS



Webster's dictionary says that a "Charivari" is a "mock serenade of discordant noises" and that is exactly what it was when a couple of dozen members of the KMA Staff decided to welcome back Mel Mains and his new bride.

So, Mel, good-naturedly, wheeled Donna through the Shenandoah business district while a long line of KMA-filled auto-

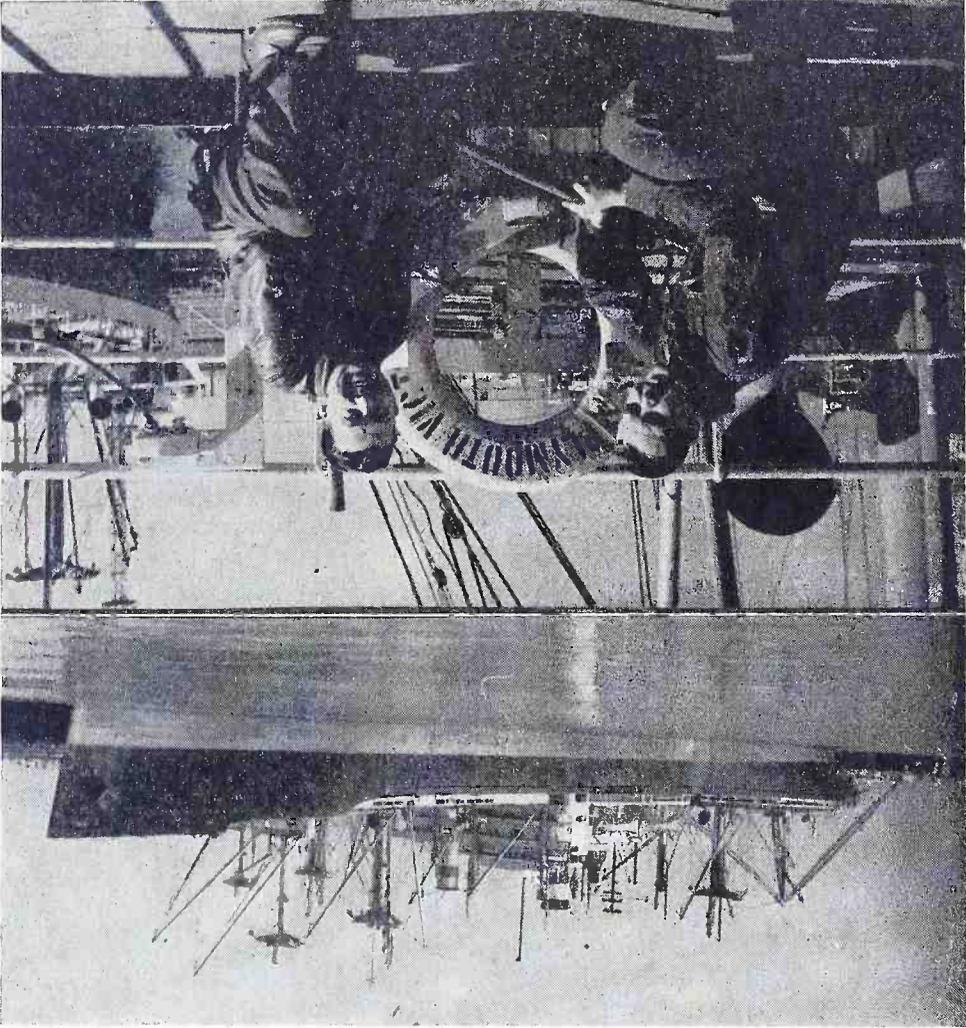
mobiles followed close behind them with horns blaring.

Donna seems to put it quite clearly as to just who is going to wear the pants in the Mains family.

After the "parade", the crowd all gathered over at the Mains residence where the bride and groom were made to feel just a little more at ease.

52 members and its skipper, Capt. Edward K. Sylvia. There are also 38 cowboys—including the KMA reporters—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt Sylvia told Merrill he estimated the trip to Athens, Greece—the first port of call—would take between 12½ to 13 days under normal sailing conditions. (See story on P.5). The lower picture shows Merrill and Don aboard the "Plymouth Victory". (They look happy here but this was before the trip started. We will report further on that subject later.)

A 12,000 mile ocean voyage is no small treat for a couple of midwestern land-lubbers, but that's the experience Farm Service Director Merrill Langhitt and Engineer Don Burrichter are now having. Pictured above is the "S. S. Plymouth Victory", on which the boys sailed Feb. 13th. This ship, 455 ft in length over-all and with a cruising radius of 25,400 miles, is carrying one of the last shipments of UNRRA relief supplies to Europe. Merrill tells us that 860 head of cattle, horses and mules, along with 750 tons of hay, were carried, that the ship's crew consists of



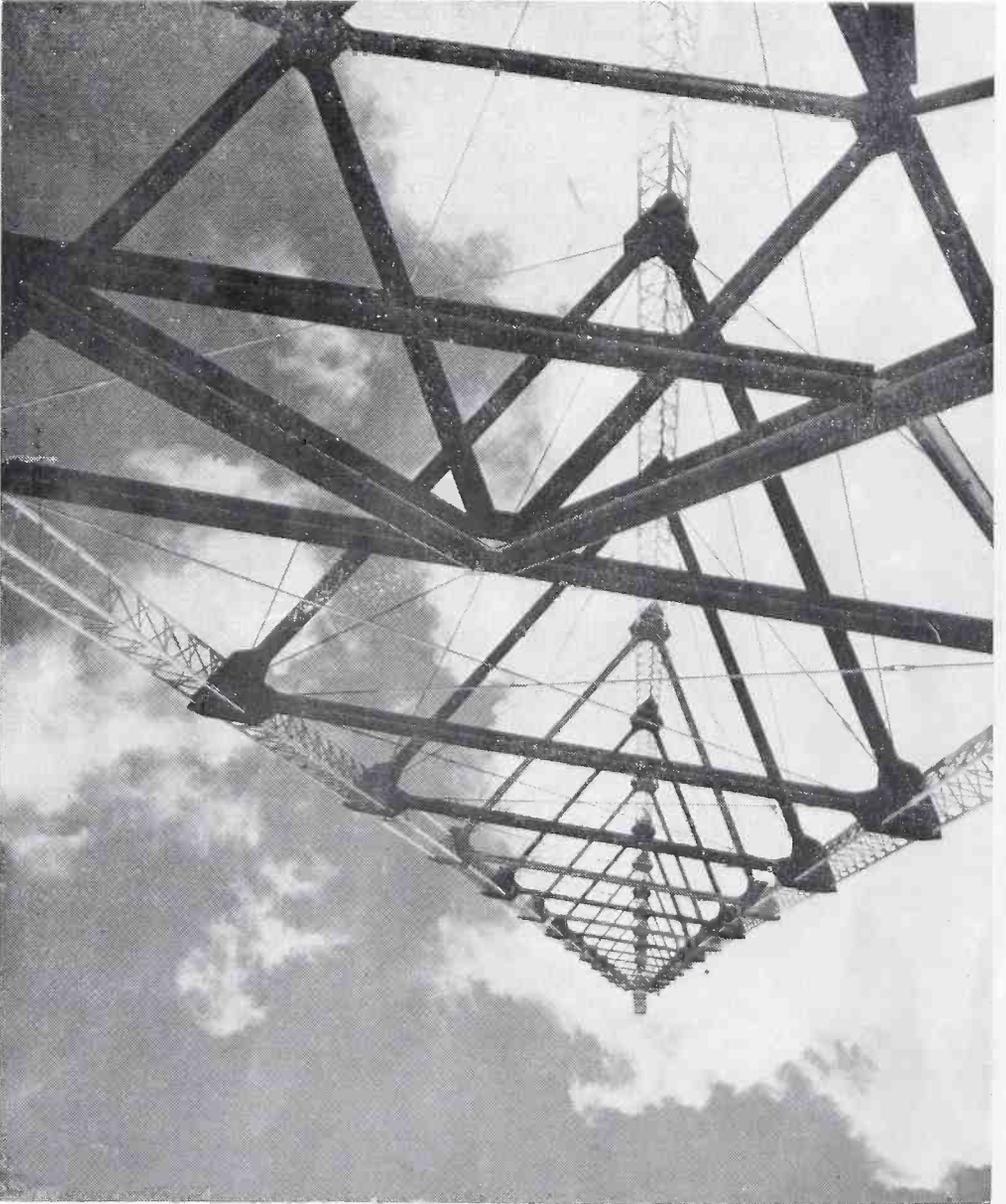
## SEA VOYAGERS SET SAIL

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# A Guide For Tour Visitors



*May Seed and KMA Radio*