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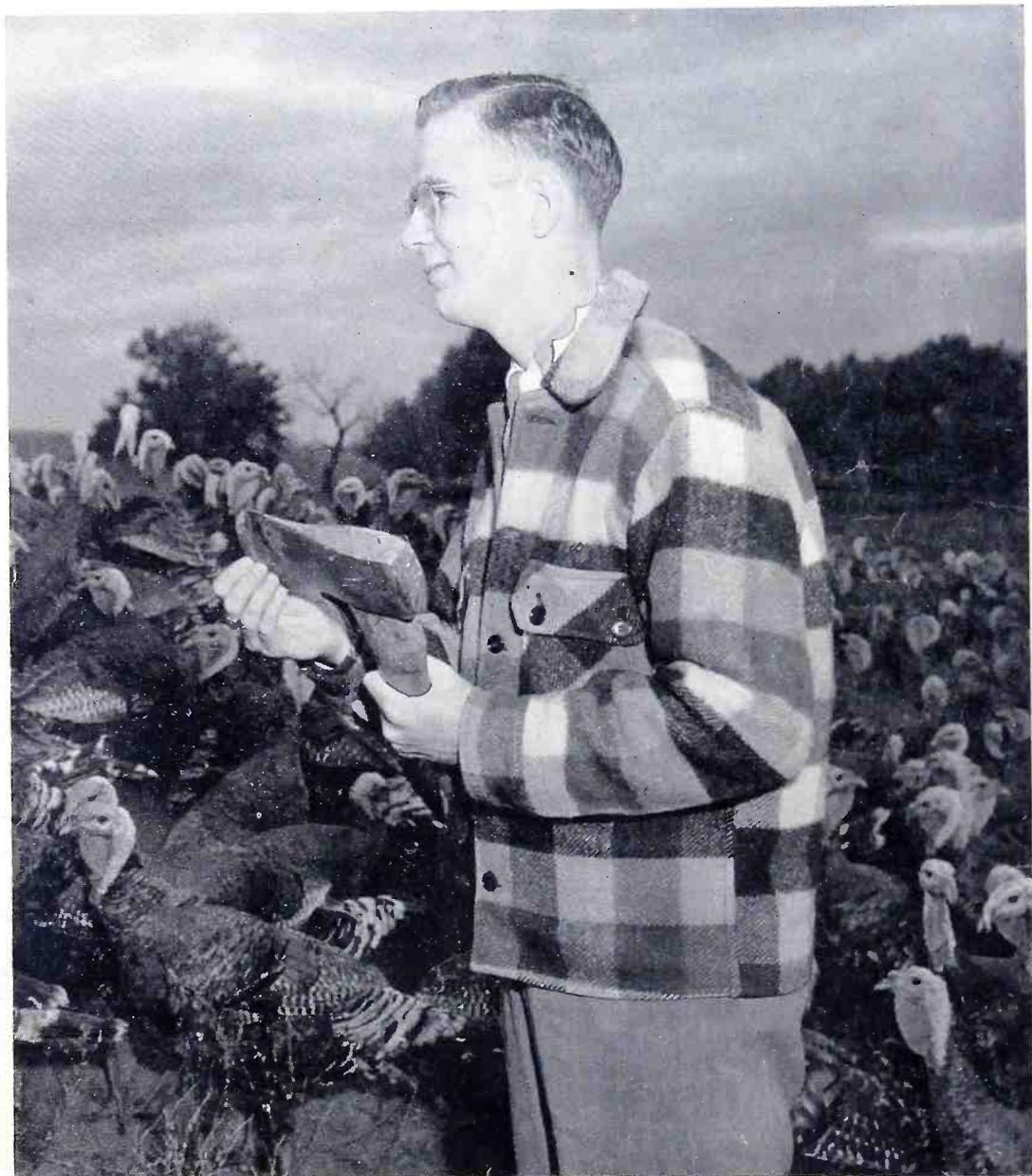
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# KMA GUIDE

Vol. 6

NOVEMBER, 1949

No. 11



"I Can See That Turkey Dinner Now!"

(Story on Page 14)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



# The KMA Guide

Vol. 6

No. 11

NOVEMBER, 1949

Marengo, Iowa

I can truthfully say it is my and my family's favorite magazine. We enjoy the pictures and articles of the Blackwood Brothers as we have seen them many times. All in all, we like the whole magazine, and we certainly wouldn't want to miss a single issue.

*Mrs. George Bean, Jr.*

(For a picture of their new first tenor, as well as the whole group, see page 4).

Lake View, Iowa

Seems a year goes by so quickly that I have decided to send in \$2.00 this time, so I will get it for a longer time, and won't miss out on a single issue.

*Mrs. L. L. Mann,*

Fairbury, Nebraska

I like the GUIDE very much and it makes the programs more enjoyable when you see the pictures of the entertainers and announcers. We always listen to Frank Fields talks and like them very much.

*Mrs. Milford Brown,*

Allendale, Missouri

I sure don't want to miss a copy as I don't get to Shenandoah very often to see you. The GUIDE is very informative about the goings on at KMA.

*Mrs. Velma House*

(We would like to have YOU come and visit us for a day. 'The Welcome Mat Is Always Out'.)

Paton, Iowa

Find enclosed \$1.00 for the renewal of the KMA GUIDE. I have been ill, and for that reason I failed to send it in sooner. I listen to KMA all the time, so naturally enjoy your magazine very much.

*Mrs. Claude M. Wessling*

(Best wishes for a speedy recovery.)

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; Glenn Cray, 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.

Cedar Falls, Iowa

Dear Doris Murphy:

Congratulations on your new program from 11:00 to 11:15 A. M. Mon. thru Fri. I enjoy it very much and am looking forward to hearing you every day.

Am happy for you that you have a television set, and get so much pleasure from it.

As I've said many times before I think KMA is the best, and I feel that I really know you all from reading the GUIDE and listening to the friendly informal programs every day.

*Mrs. V. D. (Helen) Lindholm,*

Eldora, Iowa

It makes us very happy to accept the year's subscription to the GUIDE. My mother will enjoy all the pictures and I will be able to read and tell her about the KMA Family.

I have made some very fine friends thru KMA. My mother received many beautiful cards and enjoyed them all. Mack and Jeanie always sound like such a happy pair we all like to listen to them.

*Miss Ruth A'ken,*

(We thank you for your nice letter, and we are very glad your mother was the honored shut-in. Each week, Marge Parker, and Mack and Jeanie Sanders give a free GUIDE subscription to the most deserving shut-in. Their program "Church in the Wildwood" is heard from 4:00 to 4:30 P. M. every Sat. If you know of a friend who is a shut-in, we would appreciate hearing from you.)

## A Chat With Edward May

As I am writing this column for this month's GUIDE, the weatherman indicates that colder weather is on its way. I hate to see winter approaching because to me fall is one of the most beautiful seasons of the year and I would like to see it linger with us. The sumac, maples and other trees have put on a show of beauty. Also, the fall blooming flowers have burst forth with a brilliant display of blooms. This year the chrysanthemums were particularly beautiful. Each fall hundreds of visitors come to Shenandoah to see them. One of the "Mum" fields at the nursery has approximately fifty different varieties in bloom with colors ranging from white, yellow, red, buff, lavender and the varying shades found in chrysanthemums. Next to the peonies in bloom, about Memorial Day, I believe seeing the "Mums" in full bloom is about the most beautiful sight to be seen at Shenandoah.

I think most farmers are pleased that Congress has agreed upon high farm supports for the coming year. In fact, the adopted plan permits the government to keep supports at or near the war-time level of 90% of parity indefinitely. Some folks say the nation lives between the Rockies. Farmers are the ones who produce much of the food, and we all like to see farmers receive just compensation for their efforts.

I received a very interesting letter the other day from James A. McKenna, Jr., who is a member of Haley, McKenna and Wilkinson, Inc., our legal representatives in Washington, D. C.

"Dear Ed:

The firsthand account of KMTV's opening in the Sept. GUIDE has been read by all of us here with pride.

It is fitting that the name of May should once more be connected so prominently with television. Television was first discovered in 1873 by a telegrapher in a cable station on the Irish Coast. The



Irish telegrapher noticed that electrical current in some of his equipment varied according to the intensity of light. He checked and found that when sunlight fell on compounds made of selenium, electrical currents formed. Light waves had been changed into electrical impulses and television had its beginning.

The telegrapher's name was May.

Sincerely yours,

James A. McKenna, Jr."

In the summer of 1933, my sister Frances, attended a state Rainbow Girls meeting in Sioux City. Mother drove up to get her and they returned by way of Ft. Dodge to visit a family friend. While in Ft. Dodge mother bought Frances a brown, Persian-Angora kitten named "Rusty." During the past 16 years "Rusty" has always been the official 'greeter' at my mother's home. Whenever someone comes into the yard, "Rusty" always trots over to take a good look at them and usually escorts the person right to the door. And despite the fact that he's getting very old for a cat, he still carries on with the job of being first host and greeter.

I had this picture taken of mother, Frances and "Rusty" when they happened to get together on the front porch during an October morning. I'd say that "Rusty" looks pretty sound and healthy, for as old as he is. Especially when you consider that one year in a cat's life is comparable to 7 years for a human being . . . that means that "Rusty" is 112 years old.

## KMTV News

On Saturday morning, Oct. 8, the American Radio Relay League held their annual convention in Omaha, Nebraska. The men in the League are more commonly known as "Ham" radio operators.

One of the first sights the "Hams" wanted to see was Television Station KMTV and pictured below is a group from Kansas looking over a studio camera. Engineers Wally Schwentzer and Dick Hill took the guests through the projection and transmitter rooms and explained the technical side of the station.

The engineers enjoyed the "hams" visit because they all are electronic engineers and have many interests in common.

There have been several additions to the KMTV Staff. Jack Meyers is a new announcer who comes from Lincoln, Nebr. Chief Engineer Ray Schroeder announces he has two new technicians: Don Grenseman recently joined the station, coming from a CAA (Civil Aeronautics Adm.) job in Alaska, and Leo Lechtner moved from KMA to Omaha.

And KMTV program schedules are growing too! The station is now telecasting 7 days a week with the following highlights: "THIS IS SHOW BUSINESS" 6:30 to 7 P. M. Sunday; "SILVER THEATRE" and "STUDIO ONE" 8:00 to 9 P. M. on Mondays; "ARTHUR GODFREY" from 8 to 9 P. M. on Wednesdays, followed by "CELEBRITY TIME" at 9 o'clock.



## Meet The Quartet



The new first tenor of the Blackwood Brothers Quartet (Alden K. Toney, Jr.) is at left above along with the other members of the regular quartet, (l. to r.) James Blackwood, second tenor; R. W. Blackwood, baritone; Bill Lyles, bass; Hilton Griswold at the piano.

The quartet traveled to St. Louis, Mo., on Oct. 6 for a Nazarene Church Revival Meeting and on Oct. 29th they went to Detroit, Mich., for several appearances at the Detroit Gospel Singing Association Rally. The trip to Detroit gave "Toney" the chance to visit many old friends and acquaintances, since he spent several years working and studying in the manufacturing city, which is his wife's hometown.

After the trip to Detroit, the quartet moved on to Akron, Ohio for a service at the Akron Baptist Temple, which is a \$1,000,000 edifice that seats nearly 6,000 people.

Next the quartet drove to Springfield, Ill. for a concert on Nov. 2nd and 3rd. After this, they will go back to Dayton, Ohio and on Nov. 8th they have an appearance in Salix, Iowa.

Doyle Blackwood told of one humorous incident on their travels. While the quartet was in St. Louis, their wives got tired of waiting for their return, so against the men's wishes, they drove to St. Louis to join them for the trip home. When they were over half way home, one of the cars broke down and they had to spend the night on the road. After this, the women will listen to their husband's advice.

## The Hunters

Ike Everly and Warren Nielson (l. to r.) are "just looking the situation over". On Friday, October 21, the Duck Hunting Season started in Southwest Iowa, so Ike and Warren took a morning off in early October to find a sight for a duck blind.

This year the limit is 4 ducks per person per day, while the season lasts. Warren and Ike report there are several varieties of duck nearby, with teal, greenheads, canvas backs, spikes, spoonbills, Canadian honkers and mallards among the most popular species.

And speaking of ducks, Warren Nielson wonders if any of you ladies would send him a good recipe for dressing and cooking a duck?

He once got boastful and bet his wife, Florence, that he could cook a duck dinner better than she. Florence accepted the challenge and told him if he lost, he would have to do the dishes for a week. So, if you ladies would take pity on the poor man and send the recipe to Warren Nielson, care of KMA, he would appreciate it very much. The Everlys will judge the dinner and they will be fair and square about it. But, at present, it looks like Warren is doomed to a good case of dish pan hands. Help him out, won't you?



## Our New Announcer



Lew Jeffrey (left above) recently joined the announcing staff at KMA and here he's getting some pointers from Frank Field on how to read the sensitive weather instruments in the KMA Newsroom.

Lew is a native of Emerson, Iowa and comes to our station from Peoria, Ill. He attended school in Spring Valley, Wisc., and went to Omaha University before starting in radio at Kearney, Nebr. during July of 1947.

Blue eyed, brown haired "Lew" is single, claims steak and pumpkin pie as his favorite foods and prefers plain clothes, usually with blue as the dominant color. His hobbies are golf, production of radio scripts and collecting unusual song recordings.

Already Lew has shown his pet peeve. It's poor auto drivers. When the rest of the gang drive up to the station, Lew is usually critically watching the way they handle and park their cars. So far he's found no complaints, so the gang all get the 'Jeffrey Seal of Approval' for good driving.

You've heard Lew on the night shift and his pleasant, mellow voice blends well with the evening network shows. We'll have more about him as time goes on, but in the meantime we want to extend a hearty welcome to our new announcer, Lew Jeffrey, and here's hoping his stay will be a long and pleasant one.

## On The KMA Party Line

With **DORIS MURPHY**

Remember the wonderful paint job BUDDY MORRIS was doing in his home, when we took his picture for the Aug. '49 GUIDE. Well, he did such a good job, some of the windows stuck. So when BUDDY started to put one up in his bedroom, he couldn't budge it. He pushed . . . pounded . . . and pulled as hard as he could. All of a sudden . . . something happened. He had pushed too hard, and his elbow slipped and went right thru the glass, cutting a big gash in his elbow. On top of this bad luck, he awakened the same morning with a bad cold and couldn't talk! It seems trouble never comes singly, but BUDDY has one consolation in that he can make his "fiddle" talk for him, as many of you listeners well know.

One day recently RAYMOND FREEMAN, son of MRS. BETTY FREEMAN of our promotion dept., came home from school very indignant and asked: "Mother . . . doesn't a television station cost more than \$200.00?" "Of course," his mother replied: "Considerably more than \$200.00." RAYMOND then looked very pleased as he said: "Well, BARBARA SADDLER and I tried to tell the kids at school that a television station cost more than \$200.00 and they wouldn't believe us." Wouldn't it be wonderful if \$200.00 was worth as much to us grown-ups, as it seems to a group of 8-yr-olds?

Engineer DON BURRICHTER isn't taking any chances on having "dog-house" troubles with his spouse! So when a stray dog came along and the BURRICHTER children adopted him, it was up to Don to provide a place for him to stay which meant it was up to DON to build

a dog-house. But DON used his head! He made the door real small, so HE couldn't get in the "dog-house." He figures there's no use borrowing trouble!

MAX OLIVE, continuity writer, seems to be the daring young man . . . not on the trapeze . . . but in the air. He's been having a lot of fun trying to get the members of the office staff to go riding with him. To date Ralph Childs, Glenn Cray, Glenn Harris, John Greer, Evelyn Saner and Martha Jo Borland have shown their confidence in his piloting and gotten up enough courage to go. Now . . . he's trying to get GAYLE MAHER and I to accept his invitation. Gayle has consented to go and will even

hold my hand, but I'm afraid she might end up holding my head. MAX first learned to fly in the army in 1943. This past year he took his flying training under the G. I. Bill of Rights, and received his Civil Aeronautics private license May 11. Here you see him pictured standing beside a plane at the Shenandoah Airport, just before taking off. It is a Piper Cub P. A. 11, 90 H. P. and was the one used this spring for spraying farms for insect and weed control. MAX has never had an acci-



dent . . . not even a close call, so there really is no reason why we should be scared to ride with him! You can imagine the laughs he had while taking Evelyn Saner for a ride, when at about every turn of the propeller she would say: "Is everything O. K. MAX?"

You wouldn't think a poor little mouse could do much damage, but when he gets to playing around the transmitter at a radio station . . . look out . . . something will happen! And it did . . . twice within one week. Two mice caused a fuse to burn out, putting the station off the air one day for 15 min., and on another day a mouse caused transmitter trouble, which threw the station off the air 3 min. Somebody

better tip the mice off to a safer place to play. It's costing KMA too much lost commercial time!

Announcer WARREN NIELSON believes in preparedness! He knows he will want a television set before long. So rather than wait until his roof is so slippery, wet and snowy that he can't get on it to put up an aerial, he is putting one up NOW during the nice fall weather. Then when he decides to buy . . . he will have his television antenna all up and ready to connect to his new set. That might be a good suggestion to some of the rest of you who are planning to buy a television set this winter.

No doubt you're familiar with 'Little Iodine' in the comic strip who always gets into so much trouble? Well, announcer JIM KENDRICK decided 'Little Iodine' was just the name for his new baby kitten, because it's so full of fun and is always getting into mischief. 'Little Iodine' is coal black in color and is the offspring of Kate, the KENDRICK Family cat. With two cats in the family to look after now, it's keeping JIM and his Mother busy.

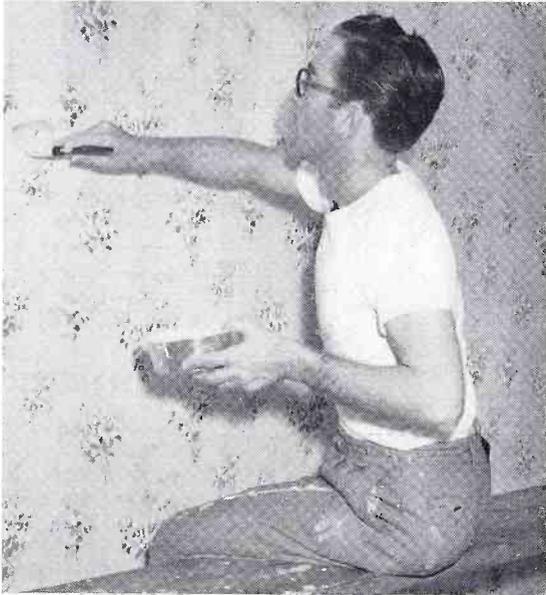
A recent shower in Shenandoah was a Stork Shower given by JEANIE SANDERS and KATHLEEN WOODEN, wife of STEVE WOODEN, for MRS. BUDDY MORRIS. Watch for good news soon.

Announcers who chew gum find they have a problem. They must find some place to put the gum while they take "time-out" to give an announcement on the air. And here is what KMA's newest announcer LEW JEFFREY does. He sticks the gum on the back of his hand. WHY? I asked that question. He doesn't know and we don't know! He just does it unconsciously. Guess it's because he chews hard and fast, and by waving his gum through the air it cools it down some! Anyway, it looks funny to see him waving his hand in a circular motion, as he broadcasts.

The newest member of the BOB STOTTS Family is a cute little black cocker, 3 mo. old, and the kids have

chosen the name "Poochie" for him. KENNETH, 8, ROBERTA, 6, and JIMMIE, 4, still love their old dog Dixie, but they find it's more fun to romp and play with the new little puppy.

When announcer JONNY DICKSON wants his room painted, he doesn't wait for an experienced painter to do the job. He dons his old work pants and T shirt, and wades right in. Here you see him painting his bedroom walls right over the wallpaper. The sidewalls were given a soft rose colored coat, and the ceiling was painted grey. JONNY said he moved everything out of the bedroom and started work about a quarter of 8 one Sat. morning and finished the job about 9 that night. When photographer GLENN CRAY arrived in the afternoon to



take the picture, JONNY put him to work, assisting his wife, MAE, in waxing and polishing the floor. Even though he appeared to get more paint on the newspapers on the floor, and on himself, than he did on the wall, he ended up with a good job. And it doesn't take rose colored glasses to see what a pretty shade of rose it really is! Now don't all you ladies start calling JONNY to paint your rooms. He's still sticking to his job of broadcasting.

After seeing numerous parades in Shenandoah this fall, RAMONA, 4 yr. old daughter of Announcer WAYNE BEAVERS decided she wants to be a drum-majorette. The sight of those high-steppin' girls in fancy uniforms and twirling a baton, gave her a thrill. So one day she rounded up the kids in the neighborhood and formed a band of her own. She led the 4 & 5 yr. olds, twirling her make-believe baton. Now, daddy thinks Santa will have to bring her a Junior size baton.

With sorrow KMA listeners learned of the death of Cora Deane Klasi, sister of JEANIE SANDERS and "DEE" PIERSON, which occurred in a Boston City Hospital, Oct. 5. Cora Deane and husband Dick were KMA entertainers 7 years ago.

# KMA DAILY PROGRAMS FOR NOVEMBER, 1949

960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

5:15 a.m.—Blackwood Brothers  
 5:45 a.m.—Elmer's Scrapbook  
 6:00 a.m.—RFD 960  
 6:30 a.m.—"Sweet Lassy Time"  
 6:45 a.m.—Fertlime Time  
 7:00 a.m.—Larry Parker, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Blackwood Brothers  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker's Visit  
 9:25 a.m.—Betty Crocker  
 9:45 a.m.—Victor H. Lindlahr (M.W.F.)  
 9:45 a.m.—Bob Stotts (T. Th.)  
 10:00 a.m.—Hawkeye Rangers  
 10:15 a.m.—Edith Hansen  
 10:45 a.m.—Country Church  
 11:00 a.m.—KMA Party Line  
 11:15 a.m.—Ike Everly  
 11:25 a.m.—One Man's Opinion  
 11:30 a.m.—Jean Foster  
 11:45 a.m.—Stump Us  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Noon  
 12:45 p.m.—KMA Market Reports  
 1:00 p.m.—Elmer Axelbender  
 1:15 p.m.—Blackwood Brothers  
 2:00 p.m.—Talk Your Way Out (M.W.F.)  
 2:00 p.m.—The Kirkwoods (T & Th.)  
 2:15 p.m.—Vera Vague (T. & Th.)  
 2:30 p.m.—Ladies Be Seated  
 3:00 p.m.—Helzberg's Time  
 3:15 p.m.—Mack Sanders  
 3:30 p.m.—Kitchen Klinik  
 4:00 p.m.—Bob Stotts  
 4:15 p.m.—Mack and Jeanie  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Steve Wooden  
 5:00 p.m.—Challenge of Yukon (M.W.F.)  
 5:00 p.m.—Green Hornet (Tu. Th.)  
 5:30 p.m.—Sky King and/or Jack  
 Armstrong

### MONDAY NIGHT

6:00 p.m.—Suppertime Frolick  
 6:15 p.m.—Sports Parade  
 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.—Buddy Weed Trio  
 7:45 p.m.—Henry J. Taylor  
 8:00 p.m.—Kate Smith Calls  
 9:00 p.m.—Skitch Henderson's Band  
 9:15 p.m.—Kate Smith Calls  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—National Guard Show  
 10:30 p.m.—Sports Final  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### TUESDAY NIGHT

6:00 p.m.—Suppertime Frolick  
 6:15 p.m.—Sports Parade  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Cisco Kid  
 7:30 p.m.—Counterspy  
 8:00 p.m.—Am. Town Meeting  
 9:00 p.m.—Time For Defense  
 9:30 p.m.—Solo & Soliloquy  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Guest Star  
 10:30 p.m.—Sports Final  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### WEDNESDAY NIGHT

6:00 p.m.—Suppertime Frolick  
 6:15 p.m.—Sports Parade  
 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.—Blackwood Brothers  
 8:00 p.m.—Boris Karloff  
 8:30 p.m.—The Croupier  
 9:00 p.m.—Amazing Mr. Malone  
 9:30 p.m.—On Trial  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—KMA Showcase  
 10:30 p.m.—Sports Final  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### THURSDAY NIGHT

6:00 p.m.—Suppertime Frolick  
 6:15 p.m.—Sports Parade  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather

AMERICAN BROADCASTING COMPANY



7:00 p.m.—Cisco Kid  
 7:30 p.m.—Counterspy  
 8:00 p.m.—Blondie  
 8:30 p.m.—To Be Announced  
 8:45 p.m.—Robert Montgomery  
 9:00 p.m.—Tune Time  
 9:15 p.m.—Personality Portraits  
 9:30 p.m.—Now Hear This  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Harry James' Orch.  
 10:30 p.m.—Sports Final  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### FRIDAY NIGHT

6:00 p.m.—Suppertime Frolick  
 6:15 p.m.—Sports Parade  
 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.—Ozzie and Harriet  
 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.—Voice Of The Army  
 10:30 p.m.—Sports Final  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### SATURDAY PROGRAMS

5:15 a.m.—Blackwood Brothers  
 5:45 a.m.—Elmer's Scrapbook  
 6:00 a.m.—RFD 960  
 7:00 a.m.—Larry Parker, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Blackwood Brothers  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Alarm Clock Club  
 9:00 a.m.—Homemaker's Visit  
 9:30 a.m.—Dinning Sisters  
 9:45 a.m.—Bob Stotts  
 10:00 a.m.—Hawkeye Rangers  
 10:15 a.m.—Bohemian Music  
 10:45 a.m.—Country Church  
 11:00 a.m.—Hormel Girls Corps  
 11:30 a.m.—Am. Farmer  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Noon  
 12:45 p.m.—Market Reports  
 1:00 p.m.—Football Games  
 3:15 p.m.—Bob Stotts  
 3:30 p.m.—Kitchen Klinik  
 4:00 p.m.—Church In The Wildwood  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Steve Wooden  
 5:00 p.m.—Hillbilly Hits

5:30 p.m.—Eddie LaMarr's Band  
 6:00 p.m.—Remember  
 6:15 p.m.—Sports Parade  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather  
 7:00 p.m.—Cisco Kid  
 7:30 p.m.—Superman  
 8:00 p.m.—Gregory Hood  
 8:30 p.m.—Country School  
 9:00 p.m.—Nat'l Barn Dance  
 9:30 p.m.—Sat. At The Shamrock  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Tops In Sports  
 10:30 p.m.—Dance Orch.  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

### SUNDAY PROGRAMS

7:00 a.m.—News Summary  
 7:15 a.m.—Bob Stotts  
 7:30 a.m.—Back To The Bible  
 8:00 a.m.—Rev. Gene Phillips  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—Southernaires  
 10:00 a.m.—Someone You Know  
 10:30 a.m.—Hour Of Faith  
 11:00 a.m.—Victor H. Lindlahr  
 11:15 a.m.—Frank & Ernest  
 11:30 a.m.—Piano Playhouse  
 12:00 noon—News  
 12:15 p.m.—Blackwood Brothers  
 12:30 p.m.—Revival Hour  
 1:30 p.m.—Mr. President  
 2:00 p.m.—This Week In Review  
 2:15 p.m.—Naval Reserve  
 2:30 p.m.—Newstime  
 2:45 p.m.—Your Country Editor  
 3:00 p.m.—Lutheran Hour  
 3:30 p.m.—Voices That Live  
 4:00 p.m.—Family Closeup  
 4:30 p.m.—National Vespers  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Monday Morning Headlines  
 5:30 p.m.—Author Meets The Critic  
 6:00 p.m.—Think Fast  
 6:30 p.m.—Standby  
 7:00 p.m.—Stop The Music  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Jergens-Woodbury Journal  
 8:30 p.m.—Proudly We Hail  
 9:00 p.m.—Jan Garber's Band  
 9:15 p.m.—Ted Malone  
 9:30 p.m.—Lutheran Vespers  
 10:00 p.m.—News  
 10:15 p.m.—Thoughts In Passing  
 10:30 p.m.—Dance Orch.  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

## Frank Comments

By

**FRANK FIELD**

Yes, this picture was taken out in the chrysanthemum field about the middle of October when the "mums" were at their very best. This happened to be in a rather small field of about half an acre composed almost entirely of yellow varieties. I know they look white in the picture, but they range from a light lemon yellow to a dark golden yellow.

You probably remember the large pure white variety called Avalanche which we have grown for a number of years. The variety I am holding in my arms is a lemon yellow sport from the old Avalanche and is exactly like it in every way except color, which is a pure light lemon yellow. No, don't go ordering this variety, as we do not have enough of it yet to list in the catalogue.

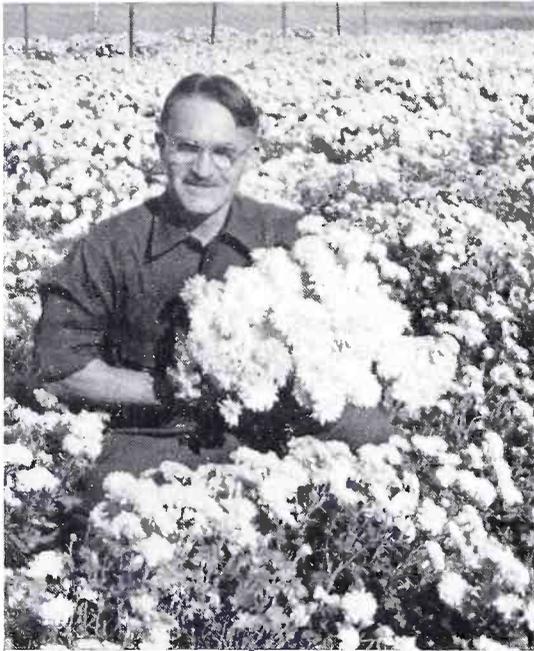
The variety behind me, stretching off into the distance, is the Yellow Cushion Mum and the one directly to my right is a new golden yellow variety called Golden Hours.

You all remember the big argument on September 29th as to whether or not it was a killing freeze or a light frost. Well, it certainly didn't harm the chrysanthemums in the least, even the most tender varieties. The blooming season was a little later than usual this year, owing to the long stretches of sunny weather in Sept. and Oct. Mother Nature has planned it so that the chrysanthemums bloom just before freezing weather when the days begin to shorten and the nights begin to lengthen. In case we have a cold rainy fall with lots and lots of cloudy days the chrysanthemums always bloom much earlier than usual, as they think that winter is just around the corner.

In fact, the greenhouse people take advantage of this peculiarity by forcing the mums to bloom as much as a month ahead of time, by simply covering the plants with a black cloth early in the after-

noon, thus shortening the days materially.

But the freezing weather held off several weeks after our normal date for the first killing freeze so even the very latest varieties of "mums" had a chance to bloom normally. You heard both Ed May and me talking for days about the glorious sights east of town in the "mum" fields. As a result, there were literally thousands of visitors to see them, and countless hundreds of colored photographs were taken. However, some of the late comers were disappointed as they didn't get to come until after the plants had been dug. You see, you people who had orders in for chrysanthemum plants were becoming impatient, and it was necessary for us to start digging the plants to fill orders.

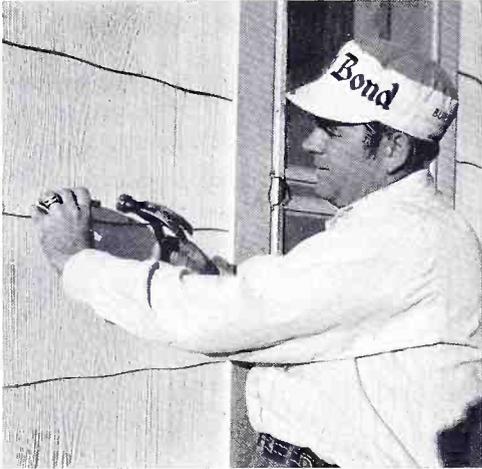


When you order your chrysanthemums for fall planting you get fully matured one year old plants, all of which bloomed in the field this past season. Plant them just a little deeper than they stood in the nursery row, give them a good thorough soaking, and give them a light mulch of some loose material, such as straw, through the first winter. Don't use leaves raked from the lawn, as they have a tendency to pack together when they get wet, and then they freeze into a solid sheet of ice, which usually very effectively smothers the plants underneath. This is true of all perennial plants.

It is alright to use leaves from the lawn to mulch roses, but the leaves should not be put on for a while. As soon as you have all the leaves off the roses, you should rake loose dirt around the base of each rose bush to the height of 6 or 8 in. Then you can use leaves for your final mulching putting them to a depth of a foot or more if you like.

Next spring after warm weather comes, first remove the mulch, then level your dirt back down again and cut the rose bushes off about 6 in. above the level of the ground. The Hybrid T's all bloom on new wood, and for that reason it is best to cut them back each spring so as to make all new tops.

## Carpenter Stotts



Bob Stotts has been busier than a bee getting the final licks on his house before "Ole Man Winter" comes charging in. Here he's counter-sinking nails in the asbestos siding and, with a little more drain piping and guttering his home will be complete.

The house has a blue asphalt shingle roof, white siding and trim, and a large basement. He's added 1 big room upstairs and there will be 5 rooms downstairs with a shower in the bathroom.

For his wife, Viola, Bob has put a full-length mirror in their bedroom. The children get the big upstairs room to play in and eventually Bob will have a den of his own. This has all been done with Bob's own hands. He's bought the materials from time to time and gradually completed a home for his family. It is fortunate that Bob was a carpenter by trade before he entered radio. He learned this skill from his father, who was a carpenter in Mt. Moriah, Mo., and as you can imagine, the savings have been tremendous.

Soon the whole family will be resting comfortably in their new home with only minor cleaning and repairing left. During the winter, Bob has decided to visit several friends and relatives in Mt. Moriah. He's been so busy during the past few months that he's hardly had a chance to even write a letter.

## Program Personals

By GLENN CRAY

When Ozzie and Harriett Nelson take to the air, you hear domestic comedy direct from the experiences of the Nelson family, pictured below. Rickey and David Nelson play their real life roles. We told you about the Nelsons in the last issue of GUIDE and thought you would like to see them as they are in the network studios, after their Friday night show from 8:00 to 8:30.

Embarrassing situations can be turned into funny situations. "Talk Your Way Out Of It" proves just that. Peter Donald emcees the show and describes an embarrassing situation in which the studio contestant must talk his or her way out. Since Peter Donald can impersonate any type of character from a French opera star to a mortified aunt, the contestant has to outwit a very clever and quick-witted emcee. Truly, "Talk Your Way Out Of It" makes people laugh at themselves and laugh with others. The show is on every afternoon, Mon. thru Fri. from 2:00 to 2:30 P. M.

Everyone knows Drew Pearson! He's in the headlines — "over 80% correct on his predictions of Things to Come" — and for several years he's been with KMA at 5 o'clock on Sunday afternoons. Drew Pearson has uncovered famous scandals, eaten with Kings and Presidents, originated the Friendship Train and now enjoys the respect of millions.



## Homemaker Visit

By **BERNICE CURRIER**

### Mocha Chiffon Cake

$\frac{3}{4}$  c. hot strong coffee,  $\frac{1}{2}$  c. cocoa,  $1\frac{3}{4}$  c. sifted cake flour,  $1\frac{3}{4}$  c. sugar, 3 t. baking powder, 1 t. salt,  $\frac{1}{2}$  c. salad oil, 7 egg yolks, 1 t. vanilla,  $\frac{1}{2}$  t. cream of tartar, 1 c. egg whites.

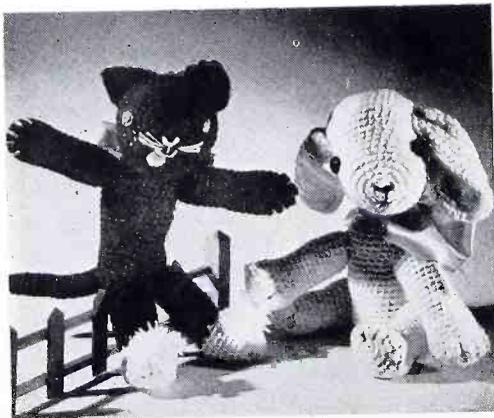
Combine coffee and cocoa, stir to smooth paste and cool. Sift flour, sugar, baking powder and salt 3 times into mixing bowl. Make a well in flour mixture and add salad oil, egg yolks, vanilla and cocoa mixture. Beat until smooth. Add cream of tartar to egg whites and beat until whites form stiff peak. Pour egg yolk mixture over egg whites gradually, gently folding with rubber scraper until blended. Pour into ungreased 10 in. tube pan. Bake at  $325^{\circ}$  for 55 min. Let stand until cold. Loosen with spatula and then turn pan side up and rap sharply on edge of table. Remove from pan.

### Browned Butter Frosting

Heat  $\frac{1}{2}$  c. butter over low heat until lightly browned. Combine 4 c. pwd. sugar,  $\frac{1}{4}$  c. light cream, 2 t. vanilla and  $\frac{1}{4}$  t. salt. Add butter and mix till smooth. Add 2 T. hot water, mix and spread on cake.

Below you see the pattern which I have to offer this month. Interested parties can obtain this well-behaved black cat and friendly pink puppy by crocheting them from knitting worsted and decorating them with buttons (for eyes) and bows.

Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shendoah, Iowa. Ask for November Leaflet.



## Kitchen Klinik

By **ADELLA SHOEMAKER**

### Glazed Sweet Potatoes

6 large sweet potatoes peeled. Cook 12 to 15 min. or until nearly tender in boiling salted water. Drain. Cut each potato in half lengthwise. Arrange in well buttered baking dish. Make a syrup by boiling 3 min.: 3 T. boiling water, 6 T. butter,  $\frac{3}{4}$  c. brown sugar,  $\frac{1}{2}$  t. salt. Add  $\frac{3}{4}$  c. pecans if desired. Pour over potatoes. Bake 30 minutes in a moderately hot oven  $350^{\circ}$ .

### Pumpkin Pecan Pie

Mix  $\frac{1}{2}$  c. brown sugar,  $\frac{1}{2}$  c. granulated sugar, 1 T. flour,  $\frac{1}{2}$  t. salt,  $1\frac{1}{2}$  t. cinnamon, and  $\frac{1}{2}$  t. nutmeg. Add 2 c. cooked or canned pumpkin and blend. Add 2 slightly beaten eggs and  $1\frac{3}{4}$  c. top milk. Put 1 T. flour and 1 T. sugar mixed together, in bottom of pie crust. Sprinkle with 3 T. chopped pecan meats. Pour filling in carefully. Bake in pre-heated hot oven  $450^{\circ}$  for 10 min, then in moderate oven  $325^{\circ}$  for 45 min.

### Frozen Cranberry Salad

Whip 1 c. cream stiff and add 2 T. sugar. Blend 2 T. Mayonnaise and one three ounce package of cream cheese. Add 10 Maraschino Cherries sliced, one four ounce can shredded pineapple, and 1 c. cranberry sauce. Fold in whipped cream. Pour into freezing tray. Freeze for 5 hrs., cut in cubes, and serve on lettuce leaf. Serves 6 to 8.

### Turnip Tumble

Cook 6 cubed turnips in salted water until tender. Drain. Put layer of turnips in a buttered baking dish, then a few bits of raw bacon on top, then another layer of turnips, alternate layers until dish is nearly filled. Make 2 c. of white sauce, add 2 eggs beaten, salt and pepper, and a little diced onion. Mix well and pour over turnips. Cover with buttered crumbs. Bake in moderate oven 30 min.

A helpful hint, cut pumpkin in half, remove seeds, and place cut side down on a lightly greased cooky sheet. Bake until tender in a moderate oven. Scoop out pulp and put through a sieve to strain.

## A Good Time Was Had By All

Harvest Jubilee brought a lot of old friends and acquaintances together again while several thousand people visited us to watch their favorite programs performed on the platform in front of the KMA-May Seed Co. Bldg.

At the upper left (below) is a picture of part of this large crowd watching the "Stump Us" Gang on Thursday morning, Sept. 29. On Thursday afternoon one of the largest parades ever held at a Jubilee moved through the Shenandoah streets. In front of the May Seed Float, little Jimmy Blackwood (6 yr. old son of James Blackwood) proudly carried the KMA weather vane which read: "In Every Direction They Listen to KMA." Jimmy is at upper right. At lower left

Jonny Dickson is talking to the 1,100 men and women who gathered in our auditorium after the parade for the KMA Family Party. This was an audience participation show in which Glenn Harris acted as Master of Ceremonies and held one of his famous "Penny Auctions," giving away everything from breakfast food to a radio. At the lower right Glenn is asking a lady to tell the audience how she met her husband.

There were only two minor mishaps during Jubilee. Homemakers Adella Shoemaker and Bernice Currier pinned 'KMA Visitor' ribbons on several hundred guests and the pins made quite a mark on their thumbs and index finger.

But no one complained!



## Front Cover

Jimmy Kendrick can hardly wait until Thanksgiving rolls around. In fact, he's so eager for a turkey dinner that the other morning he drove to the Teachout Turkey farm west of Shenandoah and started to look over their flock. And judging from that far-away stare in his eyes, he must have spotted the one he wants.

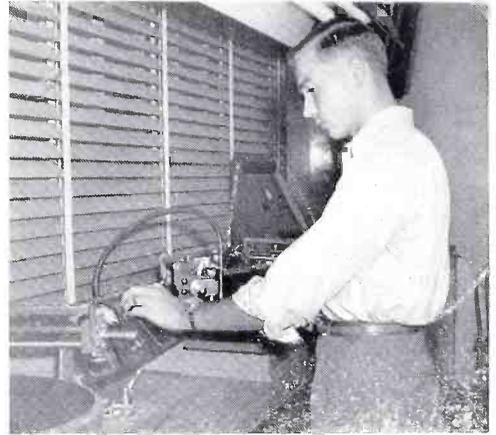
He's probably imagining it on the table, completely cooked, with Mother's favorite cranberry sauce and dressing adding the final touch . . . "You'd better wake up Jimmy, you're due back at the station and Glenn Harris won't like you if you're late".

And that reminds us, Jimmy has really been getting around lately. On October 13 he drove to Carroll, Iowa to interview some of the Major League Baseball Players who were on a tour of post-season exhibition games.

Below is Jimmy with Murray Dickson, Pittsburg Pirate pitcher, who hails from Leavenworth, Kansas. Jimmy also interviewed Phil Cavaretta of the Chicago Cubs, Frank Pappish of the Cleveland Indians, Sheldon Jones of the New York Giants, Pete Castelonge of the Pittsburg Pirates and Andy Anderson and Paul Laner of the St. Louis Browns. It was an exciting evening for Jimmy and he shared this wonderful experience with his sports fans by transcribing the interviews and playing them back on his "Sports Parade" (6:15 to 6:30 P. M. Mon. thru Sat.)



## New Engineer Wayne Bowman



Floyd Wayne Bowman recently joined our engineering staff, coming from Macomb, Illinois. "Wayne" is a native of Shenandoah, attended grade and high school here and graduated from the Omaha Radio School before going to Macomb. He has light brown hair, blue eyes and like a typical scientific engineer, claims women's fashions as his pet peeve.

Wayne is single and says his greatest weakness is chewing gum and eating sweets. And he prefers ice cream and cake to any other type of food.

He's shown (above) at the transmitter transcribing a show for play-back at a later hour. He's working with a 33 1/3 RPM (Revolutions Per Minute) turntable and cuts records of the show, much on the same principle as a home recorder. These records are then played through the KMA system and you hear the program on your radio.

Wayne spends a lot of extra time studying the engineering books on file at the transmitter.

### "NOW HEAR THIS"

Every Thursday night until Dec. 1, Glenn Harris will run a new program called "Now Hear This". The show features both network and our own local programs and runs a brief 'recap' on each. We know you'll enjoy listening to this show.

# The Country School Gang!

Below is the whole KMA COUNTRY SCHOOL GANG, all set for a big night at the Moose Auditorium in Council Bluffs. The Gang wants to send all of you a personal invitation to drop in and see them at COUNTRY SCHOOL on Saturday nights. (l.to r.) Bob Stotts, Mack Sanders, Eddie Comer, Jeanie Sanders, Marge Parker, Elmer Axelbender, Ike Everly, "Dee" Pierson, Buddy Morris, Dusty Owens, Steve Wooden and teacher Wayne Beavers, are all set for an evening of fun, comedy, dancing and joking. And this year you can bring the children, so the whole family can have loads of fun together.

We'll have to apologize for the writing on the blackboard. It seems that Elmer still hasn't learned his spelling, but judging from the smile on teacher's face, he must be improving. Maybe it's because he wants to show off in front of pretty "Dee" Pierson that Elmer has shown his first signs of intelligence.



## Forecasts For The Month

- Nov. 6—Editorial Chairman, Owen Saddler.
- Nov. 11—Miriam Blackwood, wife of James Blackwood.
- Nov. 11—Hiton Griswold, pianist for the Quartet.
- Nov. 13—Elmer Axelbender (Fred Warren), staff artist.
- Nov. 15—Jonny Dickson, announcer.
- Nov. 23—Eleanor Jean May, wife of Edward May.
- Nov. 25—Ruth Schroeder, wife of KMA-KMTV chief engineer Ray Schroeder.
- Nov. 25—Margaret Everly, wife of staff artist Ike Everly.
- Nov. 30—Gwen Beavers, wife of production manager Wayne Beavers.

BIRTHSTONE: Topaz.

FLOWER: Chrysanthemum (Mum)



KMA COUNTRY SCHOOL  
 WE LUV OUR TEECHER — HW  
 ADVERTISEMENT  
 PER SALE, PIANO BY  
 LADY WITH THREE LEGS  
 (ELMER IS A CUD BOY) R TEECHER

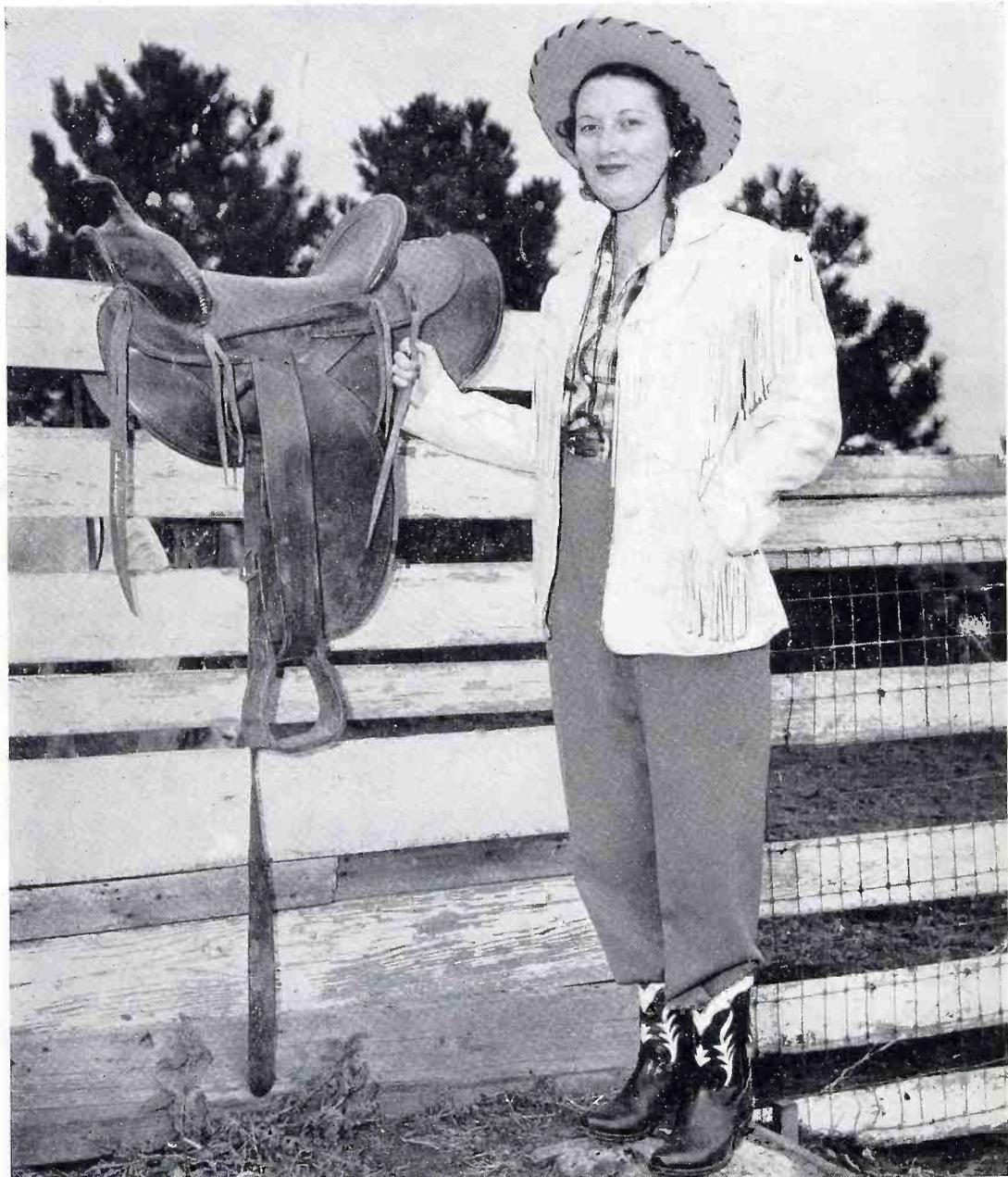
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## MEET FRANCES (MAY) RANKIN



Frances (May) Rankin and her husband, J. D. Rankin (Vice-Pres. of Earl E. May Seed Co.) spent several weeks last August at a Dude Ranch near Grand Lake, Colo.

One of the highlights was the trips on horseback into the mountains. To make

these trips even more thrilling, "J. D." bought Frances a new riding outfit.

Here is Frances with the jacket of light blue buckskin, matching felt hat, green gabardine slacks, and brown and white boots.