

The

10¢

KMA GUIDE

Vol. 6

OCTOBER, 1949

No. 10



"Did You See That?" - - - - -

(See Story on Page 13)

"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"



The KMA Guide

Vol. 6

No. 10

OCTOBER, 1949

Wiota, Iowa

I get such a thrill out of the GUIDE I can not get a lick of work done until I have read it. As long as someone gives me a dollar for a birthday gift, I will always be a subscriber to your fine magazine.

Mrs. J. F. Ihnken,
Box 2.

Falls City, Nebraska

We surely enjoy the Blackwoods. If we had more programs like theirs, I don't think there would be as much juvenile delinquency. Our grandson sits in front of the radio when the Blackwoods are on and listens. He's so afraid Bill Lyles won't get his breath again when he goes after those low notes.

Mrs. W. K. Peck,
Rural Route 2.

Ames, Iowa

I work every day so don't often get to hear your programs. For that reason the GUIDE is very important to me. It keeps me posted on the 'goings on' at KMA.

Miss Helen Mathews,
618 Douglas Ave.

Hiawatha, Kansas

We think so much of the Blackwood Brothers and never miss a program when they are in our part of the country. Have attended 58 of their programs and are looking forward to seeing them again soon.

Mrs. Omer Benson.

Shenandoah, Iowa

As I write this, I'm listening to Adella. Wouldn't miss her for anything. She's the sweetest person. I've known her since I was a little girl.

Mrs. Earl Glasgo,
503 Evergreen.

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Manilla, Iowa

We have been missing KMA programs and news because our radio is in the repair shop. Thank you for taking time to read my letter.

Mrs. Will Bargaquist.

(And thank you for writing us. You can be assured that if you take time to mail us a letter, we will surely take time to read it.)

Homestead, Iowa

I think you should have more contests like "What Is It?" which was run in the August issue. Our whole family had fun guessing and arguing about the picture of the KMTV Tower.

Miss Ruth Glandorf.

(804 entries were received in this little friendly contest. Guesses at the unusual photo of our TV Tower ranged from a picture of a diamond and spider web to a fallen windmill. However, most of the contestants had the correct answer. As reported in last month's issue, Mrs. Arthur Waring of Payne, Iowa won by having the correct answer FIRST.)

Omaha, Nebraska

Can you tell us when the TV network programs will be on the air.

Mrs. Margaret Whitesides,
3925 "K" Street.

(KMTV programs are shown regularly each day in the Omaha World Herald's radio and television listings.)

A Chat With Edward May

Autumn and the harvest season are here. And, of course, this is the time when the farmer reaps the harvest of his efforts.

It is also the time when all of us (whether we live in city, town or country) should take a long look at the harvest because each one of our lives is tied closely to that of the farmer. If the farmer has plenty, our chances of being prosperous are good. If he has a bad year, sooner or later it will be reflected in our income.

Someone has said that no Midwestern city is large enough but what you can see corn fields from its higher buildings. There is much significance in this statement. Regardless of how complex city life may be, it is still dependent upon the land.

The Department of Commerce recently released income figures for 1948 showing that Iowa topped the nation with an increase of 32.8% over 1947. Next was South Dakota with an increase of 22% and third was Nebraska with a 19% increase. As an example of agriculture's importance, Iowa farmers tallied up a 99% income increase over 1947. In fact, the principal factor responsible for the increase in all these states was *agriculture*.

What do these figures mean to you and me? First of all, they confirm what economists had been telling us for a long time—that we live in the most secure part of the nation. Roger Babson, the expert who forecast the 1929 depression, places the entire KMA listening area within his 'Magic Circle'—'the safest and richest area in the U. S.' Another man said "the U. S. lives between the mountains."

One of the most important steps in judging any area is examining the type of people who live there. The richest soil in the world would soon be arid if farmed carelessly. Fortunately, the Midwest was settled by thrifty, hard-working stock who conserved nature's resources.

As every farmer knows, farming is a gamble. He realizes that a thousand



things can happen from the time he puts seed in the ground until he harvests his crop. Our Midwest farmer, however, tries to take the gamble out of his business by soil and moisture conservation, by insect control measures and by sound financial practices. As a result, today farm ownership and bank deposits are at the highest level in the country's history. And the future looks bright.

Most farmers are anxiously awaiting the Government's farm plan for next year. The big question mark is a reduction in corn acreage for 1950. The acreage reduction commonly talked is 20%. If corn acreage is reduced a tremendous demand will be made upon limited supplies of grasses and legumes.

We've had the biggest fruit crop in over 10 years. Around Shenandoah many trees such as the Douglas pear tree shown on this page are loaded with fruit to the breaking point. This particular tree was planted in 1942 and 'top worked' in 1943. It bore its first fruit in 1947. However, this year brought the first real yield.

Of course, what was good for the fruit trees has been bad for some other crops. As I sit writing this, the corn around here could use good drying weather.

We recently checked the average date

(Continued On Page 11)

Captain Of The School Patrol

If a boy is appointed Captain of the School Patrol, he considers it quite an honor. When a girl becomes Captain of the School Patrol it is more than an honor; it shows leadership and a sense of responsibility far beyond her years.

Vicki Comer, daughter of clarinetist Eddie Comer, is in 6th grade and Captain of her School Patrol, a position sought by all the boys and girls in her school. The picture on this page shows Vicki as she leads a group of children across busy Sheridan Ave. in Shenandoah. The picture was taken at 4 P. M. and by 4:45 she had taken charge of over 150 children.

Besides this honor, Vicki has some of the highest grades in her class, is a Girl Scout and a member of the Junior Choir of the Presbyterian Church. Eddie and Gladys Comer are indeed proud of their daughter and report that Vicki's only complaint against her patrol work is that it takes time from her studies.

Vicki's school subjects are arithmetic, history, English, health and, of course, spelling, which is her favorite subject.

Her younger brother, Donnie, is in second grade and is eagerly looking forward to the time he'll be in 6th grade and have the opportunity of equalling his older sister's record.

For being such good students, the Comers often have a waffle snack in the evening before bed time. During these sessions Eddie and Gladys review the music, arithmetic, spelling and history assignments and the children have a good time with the home work. It must be a good idea since Vicki and Donnie bring home excellent grades.



New First Tenor Blackwood Quartet

Alden K. Toney Jr., better known as "Toney", recently joined the Blackwood Bros. Quartet as First Tenor. He takes the place of "Cat" Freeman, who as Doris Murphy reported in the last issue of Guide, moved to Greenville, So. Carolina.

Toney's home town is Wayne, West Va., where his father is now living. He comes from a family of 13 brothers and sisters and spent his youth in West Virginia working at his father's saw mill. Toney started in radio in 1941

at Huntington, West Va., but on Oct. 2 of that year received his call to the Army. He spent 4 years and 1 month in uniform, with 14 months of his "hitch" in the European Theatre and 12 months in the Pacific.

On Nov. 1, 1946 he was discharged and immediately

enrolled in the Walsh Institute of Detroit, Mich., where he spent a year studying music. Toney has also studied accounting and worked at the Gear and Axel Division of the Chevrolet Motor Co. and also for a Life Insurance Co.

During 1946 he met his wife to be, Betty, while at the Baptist Church in Detroit. They were married on Oct. 8, 1947 and today have a year old daughter.

Toney says he is a very agreeable man and that he must be, because he has no pet peeve. He likes both old and new Gospel Songs and his favorite food is fried chicken and swiss steak. He likes to wear sport clothes because they are informal and relaxing and while he has no hobby, he does like to watch a good football or baseball game.

Toney is a handsome young man of 28 and if you were here for Harvest Jubilee you saw him with the Quartet.

This Is The Way We Go To School

Ronnie, 9 yr. old son of baritone R. W. Blackwood, is showing the proper way a young gentleman escorts a lady to school. The fortunate young lady is 6 yr. old Roberta Stotts, daughter of entertainer Bob Stotts. As you notice, Ronnie is carrying her books and is on the outside. This is a custom established from the horse and buggy days when a passing carriage often splashed mud onto the sidewalk and the gentleman was supposed to be between his companion and the curb.

Ronnie spent part of last summer on his Grandmother's farm in the deep south learning the traditions of "Ole Miss." Now he's setting a good example for Midwest boys to follow.

This year he's in the fourth grade learning multiplication, drawing, history and fundamentals of music while Roberta is starting first grade with the basic rudiments of 'Readin, 'Ritin, and 'Rithmetic. However, there's one thing she won't learn in class and that's where the apple tree is, so she can get a nice ripe Jonathan to take to teacher on report-card day.

Of course, we're just kidding as Ronnie and Roberta are very good students.



Doris Murphy Is On The Air



Ever since the KMA GUIDE started, Doris Murphy has been writing her column "On The KMA Party Line". Many of you rely on her for news and interesting stories about your favorite KMA entertainers, yet you have never had a chance to meet Doris, who for over 18 years has been doing the behind-the-scene work so necessary in keeping our station on the air; and who for the past 5 years has been doing an outstanding job of gathering news, keeping an eye peeled for good pictures and training the newcomers in radio.

Starting Monday, Oct. 3, Doris Murphy went on the air with her program, "On The KMA Party Line". She will broadcast at 11 o'clock every morning, Monday through Friday, to bring you 15 minutes of news and hints on home beautification.

Here is your chance to meet one of radio's outstanding personalities. Just recently Doris was elected Iowa Chairman of the National Association for Women Broadcasters which is a wonderful tribute paid by the women who broadcast on all of Iowa's radio stations.

Doris is a Midwest woman who runs and manages her own home. If you'll listen to Doris you'll realize that you've spent 15 min. of your time meeting one of the outstanding experts on home decoration.

On The KMA Party Line

With **DORIS MURPHY**

After three mishaps to his car within 3 hours, Pgr. Mgr. **GLENN HARRIS** is wondering how he could have had so MUCH bad luck in such a short time, when it wasn't even Friday the thirteenth! **GLENN** had gone to Omaha to arrange programs for **KMTV**. At noon he decided to drive to town for lunch. Just as he reached a stop sign, he had the misfortune to get the rear of his car scratched, when a young lady driver accidentally crashed into him. This annoyed him a little, but that was only the beginning of his trouble! His next bad luck occurred when he returned to his car after lunch, to find the police had left him a ticket for parking overtime. Of course, —that cost him! Driving back to the **KMTV** Station, he parked his nice blue convertible beside the building. Inside another hour, the wind had blown a screen loose, letting it fall on his car and badly denting the front fender. What a day! The only good thing **GLENN** could think about it all was that the screen didn't fall on TOP of his car, as it would probably have put a hole thru the canvas. So every cloud DOES have a silver lining!

It's been said: "Life Begins at 40." That's why entertainer **IKE EVERLY** has decided it's NOT too late to learn football. Not that he wants to play the game . . . he only wants to learn the rules of the game. So he promised his two sons, **DONNIE**, age 12, and **PHILLIP**, 10, he would accompany them to a Junior High football game, if they would explain the plays to him! Sure they would! So off they went. But Dad soon discovered he was going to have to find someone else to teach him. The boys got so enthused over the game, they forgot all about their promise! **IKE** is STILL looking for someone to teach him the rules of football.

Two freak accidents caused entertainers **MARGE PARKER** and **ELMER ALEXBENDER** (Fred Warren) to get an in-

jury to their right eyes within a few days of each other. While on the air playing on a washboard, **ELMER** accidentally struck his eye with a wire brush, breaking a blood vessel. A few days later **MARGE** scratched the cornea of her eye while asleep. Next morning, her eye was so scratchy, red and swollen, it was necessary to call a doctor. After taking sulphadiazine and penicillin, the eye improved rapidly and **MARGE** was able to remove the bandage. Strange both of them should have eye accidents about the same time.

In celebration of her granddaughter's fifth birthday, **BERNICE CURRIER**, KMA morning homemaker, had a beautiful birthday cake awaiting **KAREN SUE** upon her arrival for a visit last month. **KAREN** is



the daughter of Mr. & Mrs. **MERRILL CURRIER**. Many of you will remember **MERRILL**, better known as "Red", when he was on **KMA** a number of years ago. He started his radio career here when only 18, and is now manager of a station at Cairo, Ill. **KAREN SUE** is a darling with big brown eyes, and honey brown hair. She is holding a big doll given her by Grandmother "Bernie" as she calls her. This

is the same doll you hear **BERNICE** talking about on the air. In addition to "Red"; his wife, **JANET**, and **KAREN SUE**, **BERNICE'S** Father, **G. A. Chambers**, is also in the picture. Around the outside of the cake is an attractive white centerpiece made from milk filter discs and sent to **BERNICE** as a gift. Bet the delicious cake didn't last long after this picture was taken!

A two weeks vacation trip back to the old home town of Quincy, Ill., was enjoyed by announcer, **JIM KENDRICK** and mother in Sept. If **JIM** could find time enough between visits to relatives, he planned also to go to Cincinnati for a short stay. **JIM** will soon complete his fifth year with **KMA**, and he has become a favorite with thousands of you listeners.

Talk about getting engrossed in your work! Announcer **JONNY DICKSON** certainly must have been preoccupied when going to the weather house in the garden beside the **KMA** Studio one evening. He apparently was thinking about the weather report, and failed to notice the fish

pond. First thing he knew he was knee deep in water! After pulling himself out of the pool, he found he not only had sopping wet trouser legs, but moss all over him. You can imagine how FRANK FIELD laughed when JONNY walked back in the studio . . . with temperature reading in his hand . . . but "all wet."

Three of our KMA Boys WAYNE BEAVERS, JONNY DICKSON and BUDDY MORRIS have enlisted in the Reserve Corps and are getting back in the groove again to the orders of "Shoulder Arms", "Bout Face" and "March".

Another of KMA's bachelors has succumbed to Cupid. This time it's engineer ROGER PETERS who joined the staff 7 months ago. His marriage to Miss Virginia Munson took

place at the First Covenant Church in Omaha, Sept. 3.

The bride is the daughter of Mr. & Mrs. Eric O. Munson, the bridegroom the son of Mr. & Mrs. Luther Peters of Red Oak. The Reverend William Freeman officiated at the 8 P. M. ceremony. The bridal gown of white slipper satin had a fitted bodice with a yoke of chantilly lace. The full skirt extended into a short train. Her finger tip illusion veil fell from a tiara of seed pearls and lace. She carried a white Bible with

white roses and stephanotis. Miss Margaret Ahlstrand, was maid of honor, and Mrs. Wayne Berkland of Lincoln, bridesmaid. They were gowned alike in Lebanon rose taffeta and carried cascade bouquets of white pom poms. Donald Homer, cousin of the groom was best man. Cousins of the bride and groom, acted as flower girls. Here you see a picture of them taken on their wedding day. The couple will live near Shenandoah, and ROGER will be employed as transmitter engineer.

With small children in the family, it's easy to get the habit of staying home too closely. So newscaster RALPH CHILDS and wife have decided upon a very happy solution. They have set aside every other Tuesday evening as "calling evening". A baby sitter comes to their home to care for the four children, while mother and

dad have a pleasant evening out, visiting in the home of friends. Sounds like a good idea, doesn't it?

Beneath ELMER AXELBENDER'S comical exterior beats a heart of gold. Control operator GLENN O'DAY can prove it. Recently when ELMER and wife left on a month's vacation out west, he drove his beautiful convertible, leaving his other car at home. When he found out GLENN had recently sold his car because of an unexpected doctor bill, and was without transportation, kind-hearted ELMER handed over the keys of his car to GLENN and told him to use it the entire month while they were gone. This shows ELMER not only believes in the Golden Rule, but practices it!

Imagine the laugh Newscaster LARRY PARKER had when he received a post-card from California written by ELMER AXELBENDER while on vacation. It read:

"uncLE gramp, thought you might bee interested 2 no we arrive hear at ate oclock two nite and wint and 8 n the restrunt. and we still don't no just whar we R. can't tell if we're gettin' closer or further from home. Think maybe we're lost." elmer axelbender.

There are all kinds of National Weeks . . . sweater

week, furniture week and many more. NOW a new one has been added . . . National Pajama Week, established by KMA's program manager, Glenn Harris during the KMA Family Party show, a feature of Shenandoah's Fall Festival. Glenn proved that men can wear pajamas to work and he did! The capacity crowd in the KMA auditorium roared as Glenn ran down the aisle to the stage wearing striped pajamas. Said he was tired wearing stuffy old shirts and tight collars. He wanted to be comfortable! However, shortly after the show got under way, Glenn turned the mike over to Jonny Dickson for a song, and he dashed out to change back to his business suit. The clever audience participation show kept the audience thoroughly entertained for one full hour. Prizes valued at over \$300.00 were given away.



KMA DAILY PROGRAMS FOR OCTOBER 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 Lassey Time"
 6:45 a.m.—Farm Service
 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.—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.—Bohemian Music
 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.—Supper Time 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.—Ella Mae Time
 8:00 p.m.—Kate Smith Calls
 8:15 p.m.—Henry J. Taylor
 8:30 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.—Pee Wee Hunt's Band
 10:30 p.m.—Sports Final
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.

TUESDAY NIGHT

6:00 p.m.—Supper Time 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 Derense
 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.—Supper Time 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.—Supper Time 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.—A Date With Judy
 9:00 p.m.—Tune Time
 9:10 p.m.—Robert Montgomery
 9:25 p.m.—Personality Portraits
 9:30 p.m.—Jan Garber's Orch.
 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.—Supper Time 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 p.m.—Del Porter's Band
 9:45 a.m.—Bob Stotts
 10:00 a.m.—Hawkeye Rangers
 10:15 a.m.—Music By Marge
 10:30 a.m.—Mack Sanders
 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 Marr's Band
 6:00 p.m.—Here's Hollywood
 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.—Gregory Hood
 8:00 p.m.—Tommy Dorsey's Band
 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.—Sun. Serenade
 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.—Music From Hollywood
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Buzz Adam's Playhouse
 6:00 p.m.—Think Fast
 6:30 p.m.—First Hundred Years
 7:00 p.m.—Someone You Know
 7:30 p.m.—National Vespers
 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

You might not be able to recognize them from the back, but the picture on this page this month shows our three grandchildren taking in the "Lone Ranger" show on our television set. If it were an ordinary radio program, you probably could get them to turn around long enough to have a picture taken, but not so with a television program; especially when "Tonto" and the "Lone Ranger" have the badmen on the run.

Shannon Bellamy is on the left, Bill Field on the right, and Johnny Fishbaugh in the center. Yes, a television set looks very much like an ordinary console radio. What looks like the dial in the picture is actually the television screen on which the picture appears. Of course, the brilliant flash of light from the flash bulb when I took the picture automatically cancelled out the picture on the screen for an instant so it looks perfectly blank.

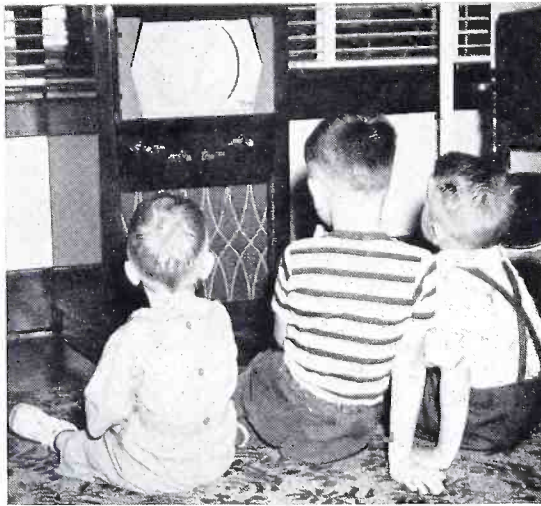
We folks living in Shenandoah were pretty much worried during the summer for fear that we might not be able to receive the television programs successfully this far away from the transmitter. They told us at that time that 30 miles was about the dependable range with occasional good reception for as far as 50 miles away. However, when KMTV took to the air on September 1st we found that its range is more than double the distance that the engineers thought it would be. 60 to 75 miles seems to be well within the dependable range, with occasional good reports up to as far as 150 miles away.

The receiver shown in the picture is equipped with a ten inch screen, which we have decided is the right size for the average living room. We found that it was a mistake to try and use a 12" or 16" screen in order to get larger pictures, because it simply meant that we would have to sit that much farther back in order to make them show up clearly.

You see a television picture is made up of an ever changing arrangement of small

dots and lines, almost exactly the way a 'still' picture is reproduced on a newspaper page. Try taking a magnifying glass and looking at a picture in a newspaper. You will very quickly see what I mean. When you sit too close to a television receiver the dots and lines are so prominent that they spoil the effect. The rule seems to be about 1 foot of distance for each inch of screen. By that I mean you should sit at least 10 ft. away from a 10 in. screen in order for the dots to blend together so as to form a clear picture. Yes, I know the three boys are sitting too close to the screen, but that was just until the picture was taken.

By the time this appears in print Johnny's folks will probably have a television receiver of their own so that on Thursday night at 7:30 he won't have to come out to our place to watch the "Lone Ranger" program.



Don't forget that this mild fall weather is just made to order for getting those fall bulbs into the ground. A month from now will probably still be all right, but you never can tell what the weather is going to be like at that time. Better

get all of your fall planting done now while the weather is so nice. This includes not only tulips, hyacinths, daffodills and the other Dutch bulbs, but also peonies and other hardy perennials.

The various ornamental shrubs can also be planted in the fall of the year, but not until later. They can not be dug till after we have a hard frost, to take off the leaves and ripen up the wood.

Late October and in November is an excellent time for planting any kind of hedges, also. I like to do it this way: Dig a trench a foot deep and a foot wide. Then set the plants a foot apart, right against the sides of the trench, zig zag fashion. Put the crowns of the plants about two inches below the level of the ground. Fill the trench half full of dirt. Tramp it well. Fill with water. When it soaks away, cut off the plants 3 inches above the level of the ground and mound dirt clear over the tops. Next spring rake the dirt down level. Trim the new growth about once a month the first year, to make it grow thick and bushy low down.

Harvest Jubilee

During the week Sept. 26 to Oct. 1, the Harvest Jubilee was held in Shenandoah with a lot of folks having a big time watching their favorite programs performed on the platform in front of the KMA-May Seed Bldg. The programs were held throughout Wed., Thurs., Fri. and Sat., Sept. 28 to Oct. 1.

On Thursday, Glenn Harris, our Program Manager, held a Family Party in our auditorium and gave several hundred dollars worth of prizes to the lucky ladies who had the right answers for his questions. Glenn had a Penny Auction; and several quiz programs where the ladies told "How You Met Your Husband". And for those who missed the program, the Family Party was transcribed and played-back from 8 to 9 P. M. on Thursday evening. It was a good time for all and, of course, Jubilee wouldn't have been complete without pancakes and coffee, which were served in the basement of the Shenandoah Armory. We'll have some pictures for you in the Nov. GUIDE and hope all of you will be here for next year's Harvest Jubilee. It was a busy time for all of us but we certainly enjoyed meeting you and hope you had as good a time as we did.

CHAT WITH EDWARD MAY (Cont'd.)

of the first killing frost. Around here it is October 14th. This year all of us have been estimating when it will come. Frank Field seems to think the date will be October 8th; Wayne Beavers says October 7 and my guess is October 4. If corn does not dry out, I hope that we are all wrong.

Taking a backward look at the weather during this growing season, I find we've had a rather mild season. At no time did the temperature reach 100° here in Shenandoah. We had moisture at about the right times and throughout the season, lawns stayed green. Of course, insects were present, but I don't believe the grasshopper and corn borer infestation was quite as serious as early predictions.

All in all, as we prepare for Winter, I think we all are grateful for another bountiful season.

When The Axelbenders Are Away - -

For a whole month Elmer Axelbender, his wife Charolette and their little Fox Terrier, "Tootie" drove throughout the western U. S. and Canada. Their trip started with a day long drive to Casper, Wyoming. Next stop was Yellowstone Nat'l Park, where Elmer spent a day gathering pictures. Then the Axelbenders visited Glacier Nat'l Park, and traveled over what is called the Big Bend to Vancouver, B. C. where they took a ferry to Nanaimo. From here they drove to Victoria, B. C., an English community.

After basking in English atmosphere, the Axelbenders took another ferry to Seattle, Wash. and then drove to Mt. Rainer, one of the highest mountains in the Western Hemisphere. Next came a thrilling drive down the Columbia River Valley to California and Elmer spent a day getting his directions straight for the drive to Salt Lake City. In Salt Lake City they visited some friends and then 'lit out' for Estes Park where the Trail Ridge Road enabled them to look several hundred miles onto the Nebraska plains. The homeward bound trip was through Denver and Kansas City.

During all this time, Elmer and Charolette met only 3 people whom they knew. "Tootie" once felt big enough to fight a bear and Elmer had to talk him out of that, but quick. Charolette didn't have to wash a dish as they ate out all of the time, so it was a real vacation for all. But when they returned—the morning glory vines had completely covered their trailer. Elmer had to borrow a butcher knife from a neighbor to cut them from the door so they could get in. The next few days his efforts were spent in removing the jungle from his windows.

Pictured below is "Elmer's Jungle".



Yea Team!



Coached by their Dad, (KMA Newseditor Ralph Childs), Michael, David and Stevie Childs are determined to beat any football team in the neighborhood. Stevie (8) is centering the ball, David (5) is set to run right end and younger brother Michael (4) will do the blocking.

Just about every evening the "Childs Team" practices signals, passing and running. Since Stevie is the oldest and therefore the tallest, he runs for a pass from David or does the passing himself when more height is needed to look-over the opponents line.

On rainy Saturdays Ralph has to keep a sharp eye on the team or else a game will start in the living room with broken lamps and windows the only score.

Ralph says the boys are also learning to block and tackle from a neighbor and nothing will do but to come home and try it out on Dad.

Besides coaching football, Ralph has been busy canning beans. In addition to this, he's undertaken the task of designing a new format in reporting weather and markets. Recently he sent an article on the subject to the U. S. Weather Bureau and in the August issue of the "Weather Bureau Forecaster's Forum", a full page was devoted to the system that Ralph has worked out at KMA.

Newseditor, homemaker and football coach Ralph Childs is quite the guy at the Childs home. In fact, we're all set to nominate Ralph as "The Father of the Year".

Welcome, Delores

Here's our new vocalist, Delores "Dee" Pierson, who hails from Hiawatha, Kansas. "Dee" is 5' 4", has black hair with hazel eyes, and just graduated from high school.

However, she is not a new comer to radio. During summer vacations she worked with her older brothers and sisters on stations in Bangor, Maine and Yankton, S. D., and her closest sister is Jeanie Sanders, who helped develop Dee's radio voice.

Dee, at present, is staying with Mack and Jeanie and the 3 often practice together. You can hear her pleasant voice throughout the day and on Saturdays she and Jeanie team together for "COUNTRY SCHOOL".

Dee's favorite western tune is "Rhythm of the Range" and for a pastime she likes bowling and rollerskating. Mack and Jeanie vouch that Dee is a good cook. In fact, Mack goes so far as to say her fried chicken is as good as that served in Alabama.

And her big Kansas smile shows that she's one of the friendliest persons you'll ever meet. Dee is looking forward to meeting all of you on the air, so listen and we're sure you'll enjoy her.



Cover Story

Halloween is coming soon and Ramona, 3 yr. old daughter of Production Mgr. Wayne Beavers, is all set to scare the hobgoblins with a big smiling Jack-o-lantern. The witch passing in front of the moon is 'trick photography' but little Ramona still likes the idea of ghosts and witches. And Halloween has another special meaning because pumpkin pies are in season and they're her favorite.

Mother, Gwen, has agreed to let Ramona stay up until 9:30 during October, but only on condition that she takes a longer nap every afternoon. And since Mother teaches American Literature in High School, Ramona has had all of the traditions, like Halloween, very carefully explained.

At present, Ramona spends her mornings and afternoons 'playing house', learning her A-B-C's and to count to 10. Wayne says she is most capable at matching colors and he wouldn't be at all surprised if she became an artist or clothes designer. However, Ramona isn't looking that far ahead. She's busy trying to see a Hallowe'en witch and if she keeps trying, who knows, she may find one.

COUNTRY SCHOOL IS BACK

On October 1, KMA Country School started its 22nd season with the music, jokes and comedy exactly like the first year of 1927, when the late Earl E. May patterned the program after his own Country School Days.

So far there has been over 4,560 Country School performances with over 3,300,000 people watching the gang in action on the stage. This year Wayne Beavers is back as "Teacher" and a new voice has been added, that of "Dee" Pierson (see page 12). The rest of the gang, Mack and Jeanie Sanders, Ike Everly, Steve Wooden, Bob Stotts, Eddie Comer, Elmer Axelbender, Marge Parker, Dusty Owens and Buddy Morris—will pitch in to bring you the most fun you've ever had on Saturday Nights when the gang gets together in Council Bluffs.

It's at the same auditorium as last year only the name has been changed from City Auditorium to the Moose Auditorium. This year the gang wants to invite the little children too, so the whole family can have a good time together on Saturday nights.

Program Personals

By JIM MOORE

On Oct. 14th, Ozzie and Harriet Nelson move to KMA and the American Broadcasting Company (8:00-8:30 P. M. Fri.) And will we ever be glad to see them! They're really our kind of people.

Several years ago when Ozzie gave up bandleading to start a new kind of comedy show, many radio people thought he was crazy. How could you build a successful comedy program out of the common, everyday happenings of Mr. Average American? Well, Ozzie with the help of his talented wife, Harriet and their two boys David (12) and Rickey (9) has started a revolution. Today there are literally scores of programs that have copied his idea; however, none of them have that warm, human 'Nelson touch'. When Ozzie gets involved in one of those funny situations, every male listener feels sympathetic because he has gone thru a similar experience sometime in his life.

How would you like to see the world thru the eyes of Robert Montgomery, one of the nation's outstanding actors? Well, that chance awaits you each Thursday at 9:10 P. M. when Robert (pictured below) takes to the air with fifteen minutes of chit-chat on anything and everything under the sun.



Homemaker Visit

By **BERNICE CURRIER**

October usually means parties. Children like balloon games and adults enjoy them too. Get Halloween Balloons. Seat the players in a circle on the floor. Have the players number off and put the highest number in the center to act as "IT". "IT" holds the balloon. He suddenly drops the balloon and at the same time calls a number and the holder of that number tries to catch the balloon before it touches the floor. If he succeeds, "IT" tries another number. If he fails, he becomes "IT".

Another good game is the well known "POSTMAN". This is a game similar to "FRUIT BASKET". The players are seated in a circle with the POSTMAN as "IT" in the center. Each player gives himself a name of a city. The postman announces a letter from St. Louis to Detroit. The players having these names quickly exchange while the Postman tries to obtain one of the seats. The one left without a seat is then "IT". When SPECIAL DELIVERY is called everyone exchanges seats.

Below you see the pattern which I have to offer this month. For an attractive tray cover to give your tea service company manners, crochet a quantity of small lacy motifs, join them to fit your best tray. This same daisy-like motif may be used for other pieces—runners, luncheon sets or chair sets.

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



Kitchen Klinik

By **ADELLA SHOEMAKER**

CHOCOLATE GINGER COOKIES (No Eggs)

1¾ c. flour, ½ t. soda, ½ t. salt, 1 t. ginger, 1 t. cinnamon, 1/3 c. shortening, ¼ c. sugar, ½ c. sorghum, 1/3 c. strong coffee, 1 c. semi-sweet chocolate bits. Mix dry ingredients together. Cream sugar and shortening until fluffy. Stir in sorghum and coffee. It will curdle, but this doesn't hurt. Add dry ingredients and mix thoroughly. Add chocolate bits. Drop from tsp. on greased cookie sheet and bake in a 375° oven.

PUMPKIN ICE BOX DESSERT

This dessert is luscious. Serve it with whipped cream garnished with pecans. It is made the day before using.

1½ to 2 c. ginger snaps rolled fine. Soak 1 T. gelatin in ¼ c. cold milk or water. In a pan put 1¼ c. sieved pumpkin, ½ t. each of salt, ginger and cinnamon, ¼ c. milk. Beat 3 egg yolks with ½ c. sugar until creamy. Add to above. Cook only until yolks are cooked. Add gelatin, and remove from fire. Cool. Whip the 3 egg whites, beat in ½ c. sugar and add to pumpkin mix. Line a loaf pan with buttered waxed paper. Put in loaf pan shortening with a layer of ginger snaps, and have top layer of snaps. (I usually have two layers of pumpkin mix, and three of snaps). Chill in refrigerator. Turn out of loaf pan for ease in slicing. Serve with whipped cream.

ORANGE DROPS (Drop Doughnuts)

2¼ c. sifted flour, 2½ t. baking powder, ½ t. salt, 2 T. shortening, 2 t. grated orange rind, ½ c. sugar, 2 eggs well beaten, ½ c. milk, 1 t. lemon juice. Sift flour once, measure, add baking powder and salt. Sift three times. Cream shortening, rind and sugar. Add eggs, beat vigorously. Add dry ingredients alternately with milk and lemon juice to make a soft dough. Mix well. Drop by small spoonful in hot deep fat, 370°. Fry until nicely browned on all sides, turning frequently during the frying. Drain on soft absorbent paper. When cool, cover with orange butter icing. (Make this by using orange juice, butter and powdered sugar blended together).

Now At Home!



After two months of painting, papering, waxing and sewing, Dusty and Betty Owens are completely settled in their new apartment. In fact, when Dusty comes home at noon he already has the routine of playing records while waiting for dinner. Here he's called Betty out of the kitchen so she'll hear "Put All Your Love In The Cookie Jar", which might be a slight hint for some "home made" cookies.

However, Dusty says he has no complaints against Betty's cooking. "In fact, it surprises me how good she is". Betty learned the art of cooking from her grandmother, so no one in the Owen's apartment can say they long for a meal "like Mother's".

And to even better the situation, Dusty's favorite food is beef stew, which Betty has perfected to a tempting delicacy.

Nevertheless, there's one situation in which Dusty has no praise for Betty. She's been taking driving lessons and the best he can say is "No Comment!". But just wait and see, there'll come a day when Dusty is tired from driving on a long personal appearance and he'll more than welcome the opportunity of having Betty take over the wheel.



Forecasts For Month

- Oct. 3—Gladys Comer, wife of Eddie Comer, Staff Artist.
- Oct. 9—Jeanie Sanders, Staff Artist.
- Oct. 16—Lavez Blackwood, wife of Doyle Blackwood of the Quartet.
- Oct. 16.—Lois Jean Peterson, Continuity Department Secretary.
- Oct. 21—Terrell Blackwood, son of Doyle Blackwood of the Quartet.
- Oct. 22—Erna Nell Ely, wife of Eng. Walt Ely.
- Oct. 23—R. W. Blackwood, son of Roy Blackwood of the Quartet.
- Oct. 25—Lloyd Latta, Control Room Operator.
- Oct. 27—J. W. Lyles, Jr., son of Bill Lyles of the Quartet.
- Oct. 28—Cathy Peterson, daughter of Sales Manager Howard O. Peterson.
- Oct. 28—Cecil Blackwood, son of Roy Blackwood of the Quartet.

ANNIVERSARIES:

- Oct. 7—Charlotte & Fred Warren (Elmer Axelbender), Staff Artist.
- Oct. 8—Marge and Laurence Parker, announcer.
- Oct. 12—Susie and Roy Blackwood of the Quartet.

BIRTHSTONE: Opal (Tourmaline)

FLOWER: Dahlias.

HOUSEHOLD HINTS

To remove brown marks from china put the articles in a sauce pan with cold water and a lump of soda. Put the pan on the stove and boil for 15 min. Then rinse the china well and you will find that the marks have disappeared.

Your one pair of high heeled rubbers can do for low shoes too. By cutting small squares of rubber from an ordinary bath sponge and inserting them into the heels, you can wear the rubber with almost any heel height.

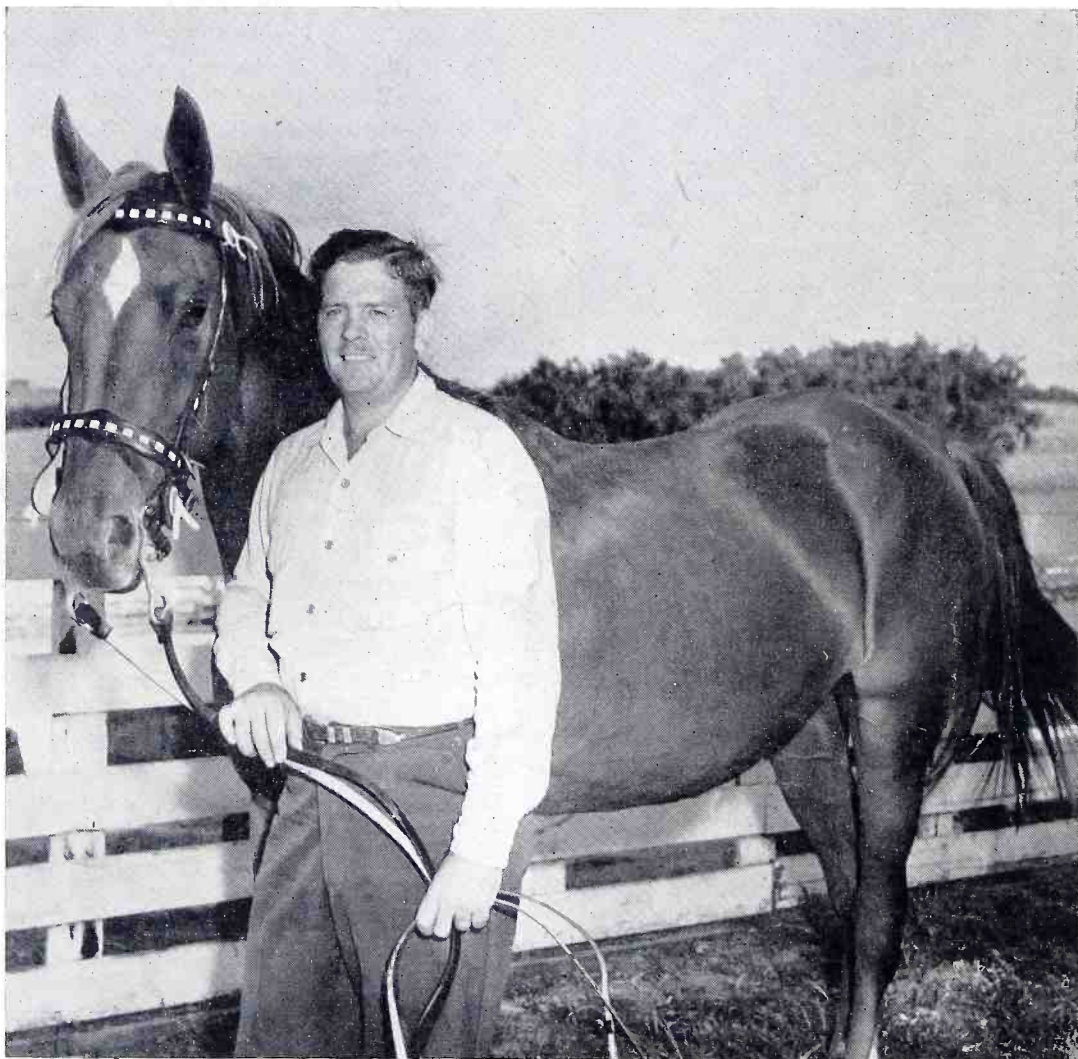
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Yodelin' Bob Stotts



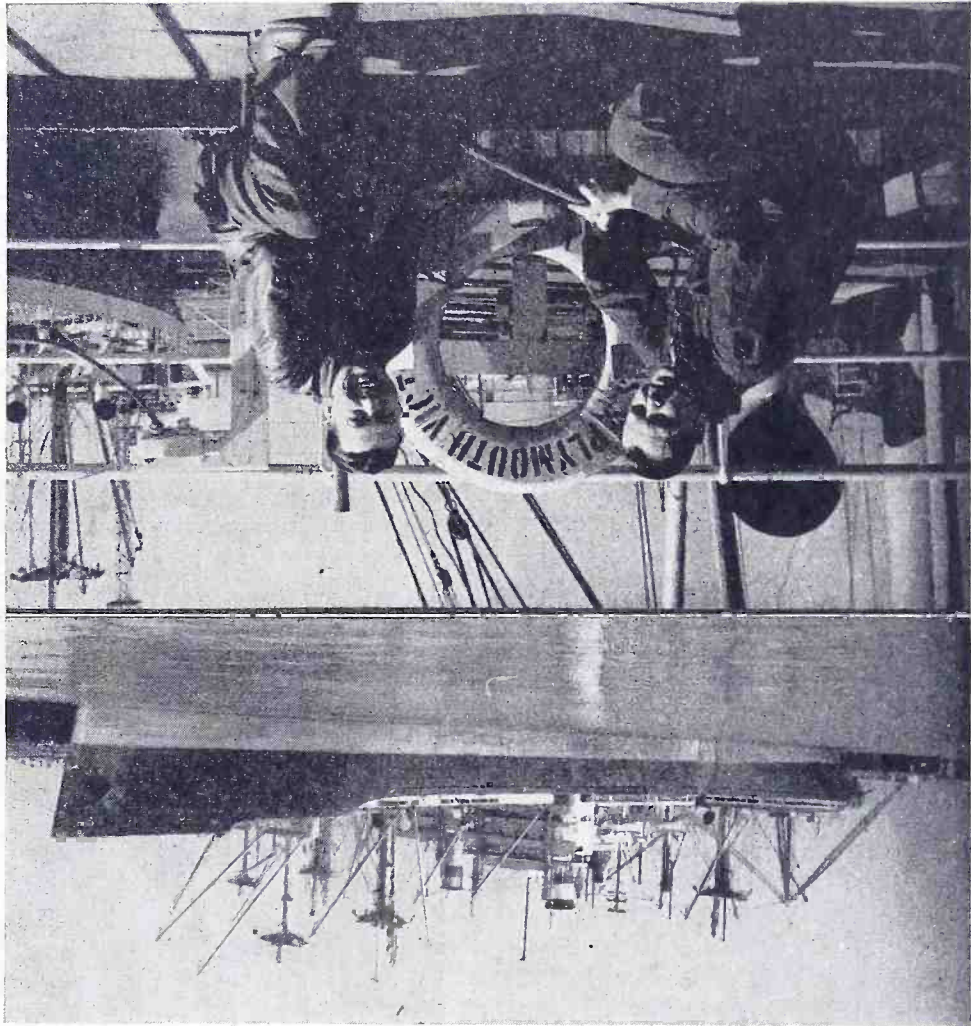
Every evening 'Yodelin' Bob Stotts drives to a nearby farm, gives a loud whistle toward the pasture and his sorrel mare, Diamond, comes trotting-out to take him for a ride through the countryside. Bob certainly vouches that "It's Heaven to Be Rid'in Down the Trail"—especially on these colorful autumn evenings in Iowa. And when he sings "Canyon Trail" on his program (4:00-4:15 P. M., Mon. thru Sat.) he al-

ways thinks of the ride in store for him after his show.

Bob has had Diamond for over 3 months and between horse back riding and working on his house he's fast becoming a "Jack Of All Trades".

His children Kenneth (8), Roberta (6) and Jimmy (4), are always eager to ride Diamond but Bob only allows that on Saturdays as their homework after school comes first.

SEA VOYAGERS SET SAIL



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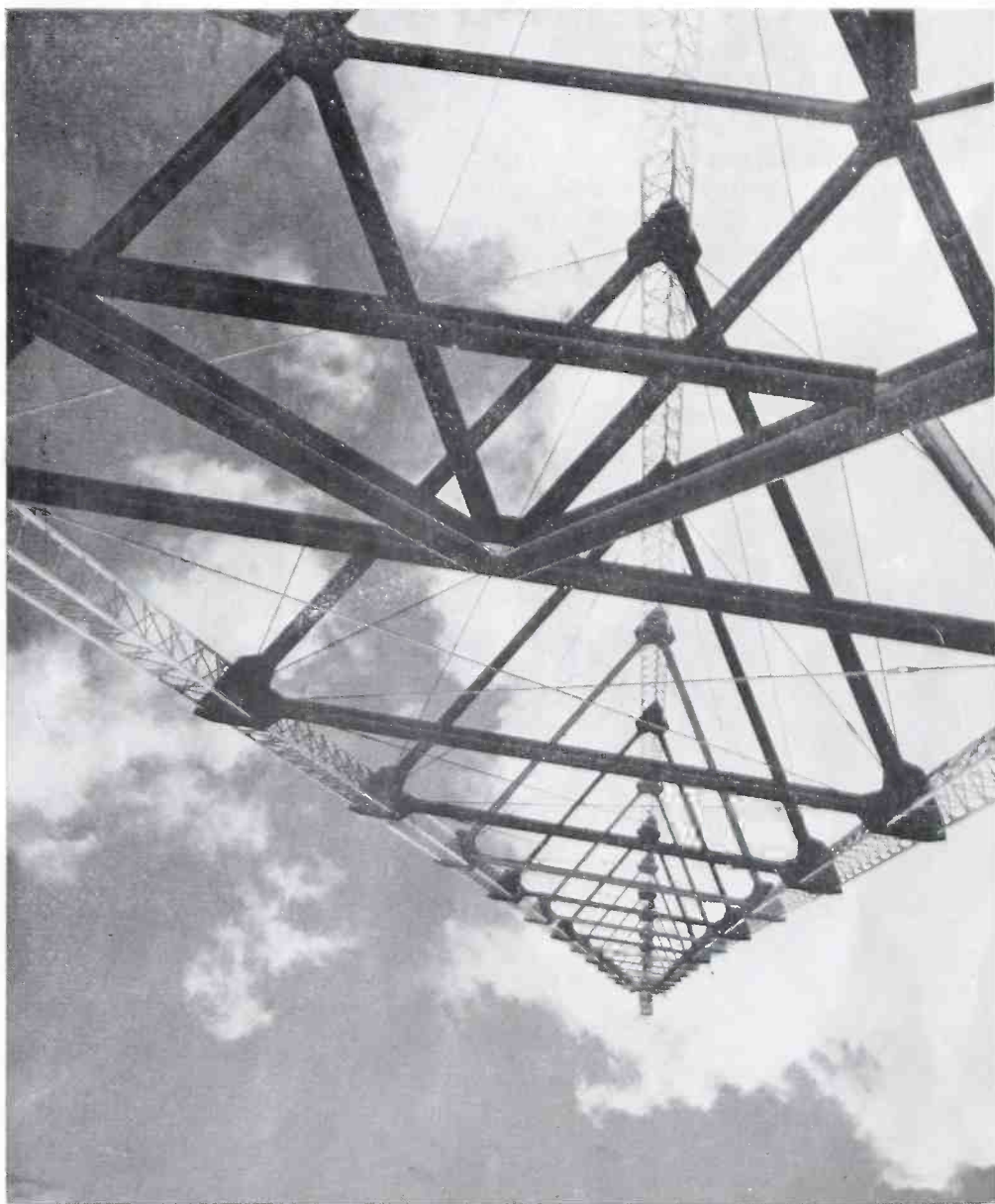
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52 members and its skipper, Capt. Edward K. Sylvia. There are also 38 cowboys—including the KMA reporters—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt Sylvia told Merrill he estimated the trip 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 feat for a couple of midwestern land-lubbers, but that's the experience Farm Service Director Merrill Langfitt and Engineer Don Burmichter 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

A Guide For Tour Visitors



May Seed and KMA Radio