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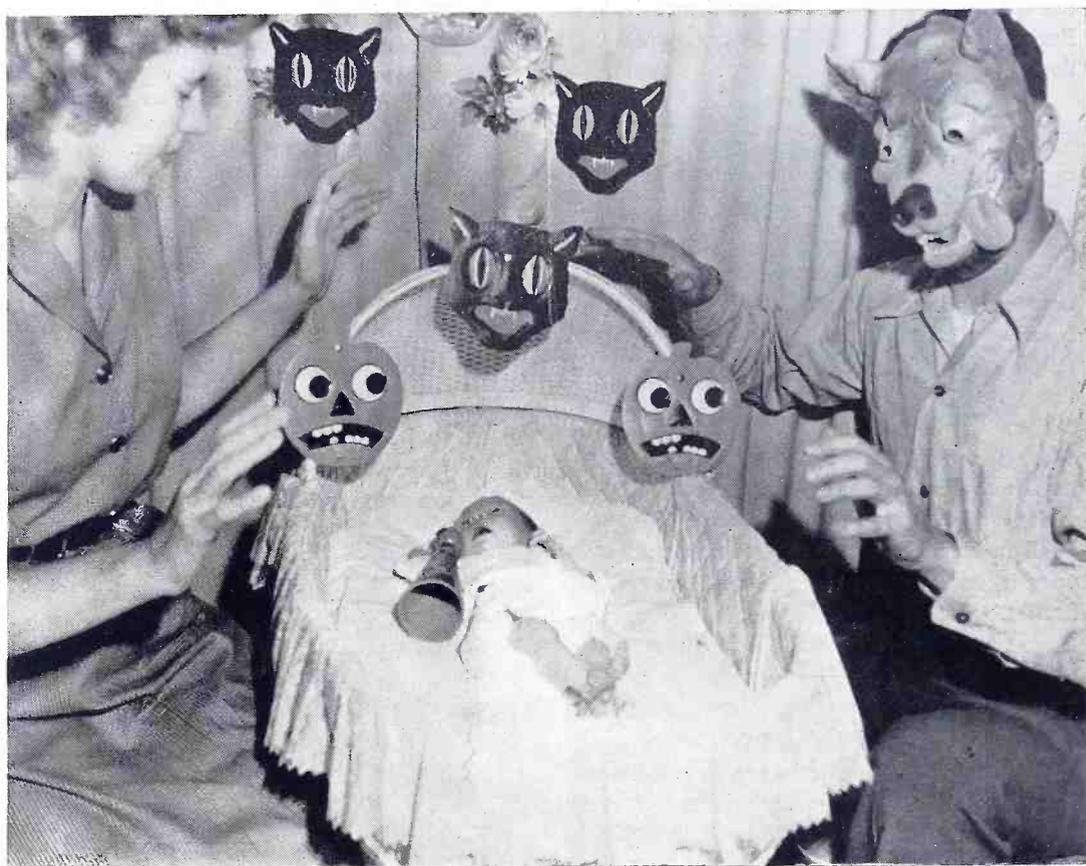
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KMA GUIDE

Vol. 7

OCTOBER, 1950

No. 10



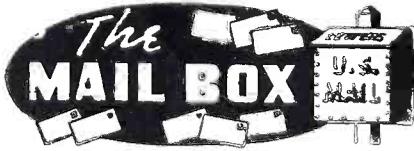
DAVID'S FIRST HALLOWEEN

*Here's to the season of the year
When black cats run and witches
scream,*

*Here's to the season we hold dear,
Give three cheers for Hallowe'en.*



'THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION'



The KMA Guide

Vol. 7

No. 10

OCTOBER, 1950

Fullerton, Nebraska

The dollar I'm enclosing is one of the three I received for being a winner in the Early Bird Gardeners Club sponsored by the Earl May Seed Company.

Mrs. L. R. Myers

(Congratulations, Mrs. Myers for being a winner in the Gardeners contest).

Corydon, Iowa

Enclosed find \$1 for which please renew my subscription to the KMA GUIDE. I enjoyed the Anniversary issue so very much as I did not have a radio at that time, but will say I have enjoyed your station immensely since I did get my radio. I sure get a lot of help and information from Frank Field's and Edward May's visits. Also all the homemakers' visits. Well in fact, the entire days programs are very interesting and enjoyed by my whole family.

Mrs. G. L. Roberts

McFall, Missouri

I'm enclosing \$1 for which please send me the GUIDE for another year. I listened to your 25th Anniversary program, and surely did enjoy it. It and the KMA GUIDE recalled many memories. Best wishes to everyone at KMA.

Mrs. James K. Woodward

(We were glad to hear you enjoyed our anniversary issue and our 25th Anniversary program).

Milan, Missouri

I have been pretty busy canning and I couldn't find time to get a dollar bill, so my husband gave me this one for our wedding anniversary. I haven't seen my name in the GUIDE, and I have taken it for a long time.

Mrs. Harrison King

(We would hate to disappoint a loyal reader like yourself, Mrs. King).

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.

Albia, Iowa

Enclosed you will find a \$1 bill for the GUIDE for another year. It is a wonderful little paper, would be lost without it.

Mrs. Fernal Gutcher

Clearmont, Missouri

May I offer congratulations on the birthday issue of the GUIDE. All members of the staff and personnel down through the years, should be very proud of this fine informative magazine. We feel so acquainted with the people at the station after reading the GUIDE. May it continue another 25 years.

It will always be "among my souvenirs".

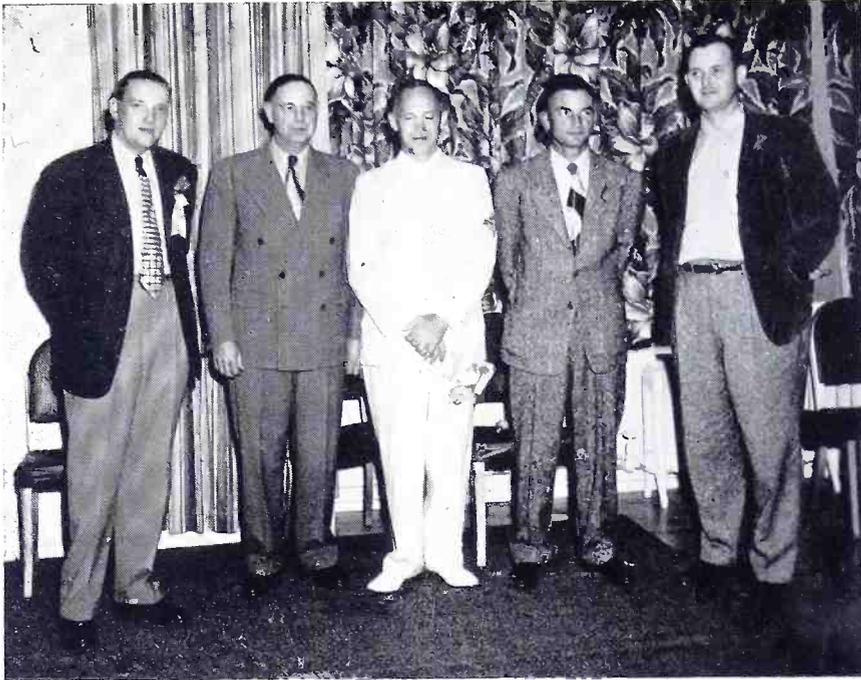
Mrs. Viola F. Leverton

(We were delighted to receive your nice letter Mrs. Leverton, and we will strive to make the GUIDE even a better magazine for our readers).

Alden, Iowa

Please find a \$5.00 check enclosed for my KMA GUIDE subscription for 5 years. I feel it is a privilege (and one I do so enjoy) to find a copy each month in my mailbox. I must secretly admit the day of its arrival, the work waits until I've gone through it to see what my favorite radio friends are doing. The whole KMA gang are one swell bunch, and each and everyone of the KMA GUIDES excels most magazines. Again I want to thank you for the past years of good reading and am looking forward to more like it.

Mrs. Kelm L. Evans



A Chat With Edward May

What a time we had on our Alaskan trip! I hope you heard the transcriptions which were made enroute because I don't have room here to tell you much about it. There is one thing, however, I must say. We had as friendly and as enjoyable a lot of folks in our group as you could find anywhere. I enjoyed them all and will count them as my friends from now on.

In the picture above, you see the committee which welcomed our group to Portland, Oregon. On my left is Bill Averill, County Agent. In the center is Russell Kenega, an official in the Portland Rosarian Club. Next is Kola Fellman, an officer in the Chamber of Commerce there. On the other end from me is Merrill Langfitt. We were on the go in Portland, and, in fact, everywhere we stopped. I was glad to be so busy because it took away some of the home-sickness I felt for Karen, Annette, and Eleanor.

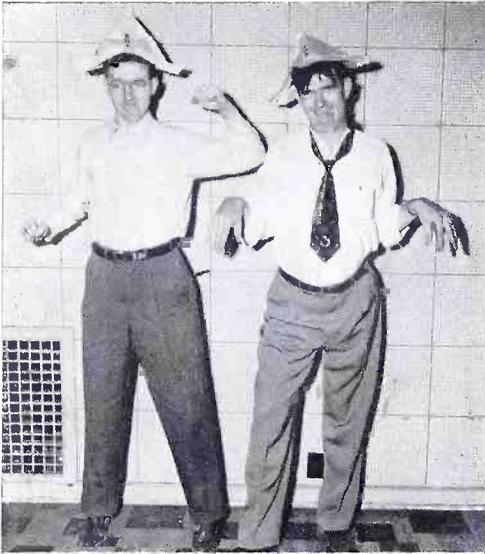
And, of course, that brings me to admit what every traveler finds out. The best place in this whole world is home and one of the biggest thrills about any trip is coming back to it.

I have already done quite a bit of my yard work, getting ready for winter. Moved some of my perennials and remembered to plant some more of the peony flowered tulips. If you are not acquainted with these beauties, I certainly recommend that you plant some this fall.

There have been a lot of folks writing to ask whether there will be a Jubilee this fall. I am sorry to report it doesn't seem possible to have one this year. Over a month ago work was started on new paving for the entire length of our main street and right now it looks like we will be very fortunate if they get most of our paving in before it freezes.

It is a long time before you will be looking for our 1951 spring catalog and so it may seem odd to you that we are working on it already. In fact, we have been for some time. A final review of the records on the 476 vegetable varieties in our test gardens revealed some new ones which were so good we felt we just had to make room for them. Several new annual flowers, flowering trees, shrubs, etc. It is a problem to keep all the good varieties and old favorites and still find room for deserving newer things. We do our level best and hope you folks will approve the result.

The Big Feud



Who is the ugliest, announcer Lee Sutton or sportscaster Jim Kendrick? You've been listening to the feud on the air and now here's your chance to see for yourself and decide.

Jim (he's the "Mr. America" on the left) has voted Lee "Mr. Prune of 1950". "Sutton is so vain he has a mirror on his bathroom ceiling so he can look at that ugly face of his while he's gargling!" claims Kendrick.

Lee, on the other hand, accuses Jim of having so many wrinkles in his forehead that he has to screw his hat on.

"If Boris Karloff ever dies, Kendrick will be the ugliest man in the whole world," Lee remarks. "Why, he's so cross-eyed that when he cries the tears flow down the back of his neck!"

The boys have had a good time kidding each other on and off the air. Many radio listeners have been writing in with their own comments to keep the feud smoldering.

What do you readers think? Is Lee really so ugly that he is going to be banned from television so as not to frighten young babies and old ladies? Or is Jim the ugliest and the answer to a young girl's nightmare? Brace yourself and then look at the picture at the top of this column. Who do YOU think is the ugliest, Jim, left, or Lee? Drop us a card and let us know.

The Everlys At Home

Left-handed guitars and mandolins? There are no such things so the two Everly boys, Phil, 11, and Donald, 13, had to learn to play their string instruments right-handed even though they are both natural southpaws!

Donald has been playing the guitar for sometime but made his first public appearance only last January in Council Bluffs—and before over 800 people! Phil has been learning how to play the mandolin and is becoming quite polished on that instrument, although as yet he has not played it on the air or before the public. His voice is well known though to all the vast multitude of "Everly Family" listeners. (KMA at 6 A.M. Monday through Saturday and 1:30 P.M. Saturday afternoon).

The whole Everly family is shown here at home practicing for one of their programs. That's Phil on the hassock between his father and mother and Donald on the right. Papa Ike is shown with his new electric guitar.

"It's the first electric guitar that Ike has ever owned", Margaret Everly explained, "and he's really proud of it. He's been dreaming about one for such a long time".

The whole family has to rise and shine at ten minutes to five in order to get to the studio in time for their early morning show.

"But the boys don't mind at all", Margaret said, "They wouldn't miss a program for anything in the world!"



Joins KMA Staff



Get acquainted with the newest member of the KMA Staff, Mel Mains. Member of the Farm Service Department and a Newscaster, Mel was on the staff of KFOR, Lincoln and was Farm Editor of KWBE, Beatrice, Nebr. before coming to KMA. Towering over everybody else at KMA with his six foot, four-inch frame, Mel was born on a farm near Holmesville, Nebraska. It is this agricultural background, coupled with Mel's natural enthusiasm, that puts the punch in his farm and news programs.

Mel is single and claims his only 'weakness' is having hay fever, and belonging, therefore, to that long list of hay fever sufferers who literally "sweat" out the first frost of autumn!

Working in radio has been almost an obsession with Mel—he is so deeply interested in his occupation. His greatest ambition is to be a network newscaster.

You can listen to Mel everyday on "Market Reports" (12:45 P. M. Monday through Saturday) and on the daily 7 A. M. and 7:45 A. M. Newscasts. Mel is also featured on a brand new program "This Week on The Farm" every Saturday afternoon at 1:15.

Forecasts For The Month



BIRTHDAYS:

- Oct. 3—Gladys Comer, wife of Eddie Comer, Staff Artist.
- Oct. 6—Everett Linville, singer for Gospel Legion Quartet.
- Oct. 9—Jeanie Sanders, Staff Artist.
- Oct. 16—Lois Jean Peterson, Office Girl.
- Oct. 17—Mel Mains, Newscaster.
- Oct. 17—Julie Josephson, daughter of Jack Josephson, Control Room Engineer.
- Oct. 22—Erva Nell Ely, wife of Walter Ely, Transmitter Engineer.
- Oct. 25—Lloyd Latta, Control Room Engineer.
- Oct. 28—Cathy Peterson, daughter of Howard O. Peterson, Sales Manager.

BIRTHSTONE: Opal

FLOWERS: Dahlias

KMA HAPPENINGS

Newscaster Ralph Childs was elected vice-president of the Iowa Radio News Association at their recent meeting in Des Moines. Ralph has been active in the organization since its activation.

* * * * *

Entertainer Buddy Morris became the first member of the KMA Staff to be called to the service when he reported at Fort Hood, Texas, September 30th. Buddy, an Army reservist, was recalled by Uncle Sam for active duty.

* * * * *

Ezra Hawkins, well-known Midwest radio personality, joined the KMA Staff of entertainers on October 2nd. Ezra is famous for his comedy routines and plays both the fiddle and the mandolin. He is heard on the "Stump-Us Gang" (11:45 A. M. Monday through Friday), "Half Past Noon" (12:30 P.M. Monday through Saturday), and on the "Hawkeye Rangers" (4:45 P.M. Monday through Saturday).

On The KMA Party Line

With **DORIS MURPHY**

Spending a little too long in telling his family goodbye, when leaving on the KMA Goodwill trip to Alaska, nearly caused one important passenger to be left behind. The big Burlington bus had pulled up in front of the radio station and the happy bunch of tourists, plus their baggage had been loaded on. They were ready for the drive to the Omaha railroad station to board their special train for the coast. Thinking everyone was in the bus, the driver slammed the door shut and got ready to start the motor. But the shouts of passengers kept him from pulling out. Glancing outside the bus he saw WHY. There, on the platform, stood one of the sponsors of the trip, EDWARD MAY, president of KMA, who had failed to get on in time.

If you grown-up men have a hard time figuring out women, you won't be surprised that 5 yr. old MICHAEL, son of newscaster RALPH CHILDS, found it difficult during his first business adventure this summer. MICHAEL was selling string beans to the neighbors. He would pick a pound of beans in a bucket, and sell them for 10¢ a pound. The neighbor across the street was his best customer. She always bought TWO buckets. That delighted MICHAEL. However, on one particular day, she offered to buy only one bucket of beans, because friends in the country had brought her some beans, and she still had some left. That baffled MICHAEL. He sold her the one bucketful, then started down the walk. After walking a few steps, he turned around and with a questioning look on his face said: "What's the matter, don't you have TWO dimes?"

GAYLE MAHER, secretary to Station Manager OWEN SADDLER, is usually very efficient. With many business dealings on her mind, she rushes home each day to prepare the family meal in a hurry. One day, upon opening the ice box, she was surprised to find a package inside,

which appeared to be meat. Knowing they had not brought meat from their locker recently, she investigated to see what was in the paper. Imagine her surprise upon opening it, to find it filled with garbage. She had absent-mindedly wrapped up the tomato peelings in the meat wrapper and put them in the refrigerator instead of garbage can. Tomato peelings would be a pretty poor substitute for a tender, juicy T-bone steak!

Recognize us? It's a picture of we five KMA Homemakers taken with ANN MASON, noted New York home decorating authority, on Homemaker Day, Sept. 14, at Mayfair Auditorium. Reading l. to r. are: BERNICE CURRIER, DORIS MURPHY, EVELYN BIRKBY, ANN MASON, ADELLA SHOEMAKER and EDITH HANSEN. All of us were in the lobby to greet the 1,000

visitors. We hope you enjoyed meeting us, as much as we enjoyed saying 'hello' to you. Next time you hear us on the air, you'll know just how we look!

Have the 2-year-olds in your family ever tried to help dry the dishes? If so, you know what a big (?) help they can be! One Sunday entertainer STEVE WOODEN was washing dishes for his wife KATHLEEN, while she cleaned the kitchen. When STEVE got down to the pan lids, young

STEVEN wanted to help. He got a tea-towel and started wiping. Things were getting along fine, until STEVE would turn his back, then STEVIE would slip a pan lid back into the dish pan. This had gone on two or three times, before STEVE finally got wise to what STEVIE was doing. Dad then saw to it that the lids were all dried and put away. With the job completed, young STEVIE proceeded to put his dish towel in the dish pan and wash his face with it. By this time, mother and dad wondered WHAT NEXT!

He's the "spittin' image of his dad" that's the way MRS. ROGER PETERS describes their new son. And dad, one of our KMA Transmitter engineers is very proud of young DAVID ROGER who arrived Sept. 1 at an Omaha hospital. The baby weighed 5 lbs. 8½ ounces and was 18 inches long.

Talk about fisherman's luck, here's a tale to end all fishing tales! MAX OLIVE,



of Continuity Dept. had heard of a new place south of town, to fish. He could hardly wait to get there! Starting at 5:30 P.M. he stopped in Tarkio, to buy a Missouri fishing License, only to find the county clerk was out of non-residence license blanks and had to make him one out of a piece of paper. Handing the paper to MAX with the warning he hoped he could get by with it until he could mail him the real license, MAX went on his way. But before he could get out of Tarkio, a bolt came out of the clutch release of MAX's car and the only way he could shift was to turn off the key, stop the engine, shift, then start the engine again. Finally he got to the fishing pond just as it was getting dusk and raining. Hurriedly he started to tie a fly on his fishing line! Just then more bad luck overtook him. His fingernail broke and let the hook slip thru his fingers, causing it to become imbedded in his index finger, clear into the bone. He took ahold of it and tried to tear it out, but couldn't. So he and his fishing partner, packed up their fishing gear and started out of the lane to come to town. . . . MAX with the fishing hook still in his finger. On the way out the lane the car ahead of them got stuck, but MAX couldn't help push much because the gear shift wouldn't work and he couldn't drive very easily with his injured hand. Finally the car ahead got out and MAX got onto the main road, only to narrowly miss striking a skunk. It was about 15 miles to town but he made it, got a doctor and soon the doctor had his finger frozen and with a pair of pliers pulled the fishhook out of MAX's hand. After that, he was given a tetanus shot for blood poisoning. What did he catch? One small Bluegill 2½" long! What did it cost him? \$3.00 for a license, \$3.50 to fix up the car, and an \$8.00 doctor bill. Even all THAT trouble didn't daunt MAX, he went right back two nights

later, and this time was repaid for his bad luck. He proudly came home with two large mouth Bass weighing 2½ lbs. each. You can't down a fisherman, regardless of his bad luck.

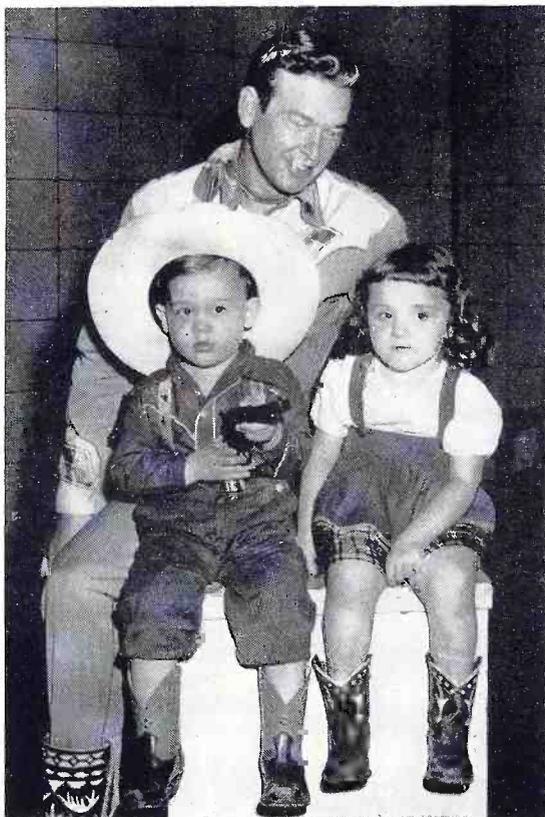
It was a big day for PEGGY JEAN SANDERS and STEVIE WOODEN when they got their picture taken with a real cowboy moving picture star, REX ALLEN. REX direct from Hollywood was making a personal appearance at the Mayfair Theatre. And he even let little STEVIE hold his gun while the picture was taken. Folks around KMA were especially inter-

ested in visiting with the moving picture star, since REX's wife, BONNIE LINDER of Nebraska, was a former KMA entertainer in 1941 and '42. BONNIE and sister CONNIE, worked together as a team on the air. It was while CONNIE and REX were working on a Chicago radio station, they met and were married. They have two sons, REX, Jr. and CURTIS LEE, age 9 months.

Entertainer DEE PIERSON who recently was married to CALVIN RANEY, experienced her most embarrassing moment at the picture show recently. She raised up in the seat to straighten her dress. As she did so, the seat flipped back up unbeknown to DEE. She sat back down! But the seat wasn't there and

down went DEE, flat on the floor!

The crowd laughed, thinking the comedy stunt MACK SANDERS and BOB BARRY had pulled on the stage at Walnut, Iowa was all in fun. What they didn't know was that when BOB grabbed ahold of MACK and gave him a sling, MACK accidentally struck a 2 by 4 board nailed across the edge of the stage, which sent him hurling through the air and landed him on the hard pavement. Like all good troupers, MACK kept right on with the show, even though he was suffering pain with his cut bleeding knee. He ruined a pair of cowboy trousers with his injury.



KMA DAILY PROGRAMS FOR OCTOBER 1950

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:30 a.m.—Blackwood Bros.
 5:50 a.m.—News and Weather
 6:00 a.m.—Ike Everly Family
 6:30 a.m.—Sweet Lassy Time
 6:45 a.m.—Fertlime Time
 7:00 a.m.—Mel Mains, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Gospel Legion Quartet
 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
 10:00 a.m.—Edith Hansen
 10:30 a.m.—Quick As A Flash
 11:00 a.m.—Luncheon Club
 11:25 a.m.—Edwin C. Hill
 11:30 a.m.—Down A Country Lane
 11:45 a.m.—Stump Us Gang
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—Mel Mains, Markets
 1:00 p.m.—Eddy Arnold
 1:15 p.m.—Jack Hunt
 1:30 p.m.—John B. Kennedy
 1:45 p.m.—Peace Of Mind
 2:00 p.m.—Chance Of A Lifetime
 2:25 p.m.—One Man's Opinion
 2:30 p.m.—KMA Party Line
 2:45 p.m.—Bob Stotts
 3:00 p.m.—Mack and Jeanie
 3:15 p.m.—Steve Wooden
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Dee Pearson Sings
 4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Hawkeye Rangers
 5:00 p.m.—Jimmy Wakeley (M.W.F.)
 5:00 p.m.—Modern Romances (T. Th.)
 5:30 p.m.—Space Patrol (M. & F.)
 5:30 p.m.—Superman (T. & TH.)
 5:30 p.m.—Blackhawk (Fri.)
 5:55 p.m.—Falstaffs Fables

MONDAY NIGHT

- 6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Meredith Willson
 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.—This Is My Song
 8:30 p.m.—Tin Pan Alley
 9:00 p.m.—United Or Not
 9:30 p.m.—Inner Sanctum
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Naval Reserve Show
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

TUESDAY NIGHT

- 6:00 p.m.—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.—Cisco Kid
 7:30 p.m.—Armstrong Of SBI
 8:00 p.m.—Am. Town Meeting
 8:30 p.m.—Gentlemen Of The Press
 9:00 p.m.—On Trial
 9:30 p.m.—Author Meets The Critic
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Nat'l Guard Show
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

WEDNESDAY NIGHT

- 6:00 p.m.—Sports Parade
 6:15 p.m.—Meredith Willson
 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.—To Be Announced
 8:00 p.m.—Detour
 8:30 p.m.—Manhattan Maharajah
 9:00 p.m.—Treasury Band
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sammy Kaye's Orchestra
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

THURSDAY NIGHT

- 6:00 p.m.—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

AMERICAN BROAD



CASTING COMPANY

7:00 p.m.—Cisco Kid
 7:30 p.m.—Armstrong Of SBI
 8:00 p.m.—Original Amateur Hour
 8:45 p.m.—Robert Montgomery
 9:00 p.m.—Screen Guild Players
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—KMA Showcase
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

FRIDAY NIGHT

6:00 p.m.—Sports Parade
 6:15 p.m.—Meredith Willson
 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
 9:00 p.m.—Boxing Bout
 9:30 p.m.—Am. Sports Page
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Stars On Parade
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

SATURDAY PROGRAMS

5:30 a.m.—Blackwood Bros.
 5:50 a.m.—News and Weather
 6:00 a.m.—Ike Everly Family
 6:30 a.m.—RFD 960
 7:00 a.m.—Mel Mains, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Gospel Legion Quartet
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Alarm Clock Club
 9:00 a.m.—Homemaker's Visit
 9:30 a.m.—Organ Moods
 9:45 a.m.—Safety Story Lady
 10:00 a.m.—Junior Junction
 10:30 a.m.—Bill Watson Show
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—Ralph Childs, News
 12:15 p.m.—Edward May
 12:30 p.m.—Half Past Noon
 12:45 p.m.—Mel Mains, Markets
 1:00 p.m.—Eddy Arnold
 1:15 p.m.—This Week On The Farm
 1:30 p.m.—Foot Ball Game
 3:30 p.m.—Kitchen Klinik
 4:00 p.m.—Dee Pearson Sings
 4:15 p.m.—Mack Sanders
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Hawkeye Rangers
 5:00 p.m.—Guest Star
 5:15 p.m.—The Freedom Story
 5:30 p.m.—U. S. Navy Band

5:45 p.m.—The New Frontier
 6:00 p.m.—KMA Sports Parade
 6:15 p.m.—Here's To Vets
 6:30 p.m.—Mel Mains, News
 6:45 p.m.—Homes On The Land
 7:00 p.m.—Cisco Kid
 7:30 p.m.—The Fat Man
 8:00 p.m.—What Makes You Tick?
 8:30 p.m.—Can You Top This?
 9:00 p.m.—Sat. At The Shamrock
 9:30 p.m.—Favorite Songs
 9:45 p.m.—Let's Be Healthy
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Les Brown Show
 10:30 p.m.—Girl Friend, Lorraine
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orch.
 11:55 p.m.—News

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Morning Song
 7:30 a.m.—Gospel Legion Quartet
 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.—Negro College Choir
 10:00 a.m.—Worship Service
 10:30 a.m.—Hour Of Faith
 11:00 a.m.—Foreign Reporter
 11:15 a.m.—Frank & Ernest
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 p.m.—Forty Plus Forum
 12:30 p.m.—Salute To Reservists
 1:00 p.m.—This Week Around The World
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Sammy Kaye's Serenade
 2:30 p.m.—Newstime
 2:45 p.m.—Blackwood Brothers
 3:00 p.m.—Revival Hour
 4:00 p.m.—Lutheran Hour
 4:30 p.m.—Mr. President
 5:00 p.m.—Drew Pearson
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Norman Brokenshire
 6:00 p.m.—Speaking of Songs
 6:30 p.m.—Walter Kiernan
 7:00 p.m.—Stop The Music
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Jergens-Woodbury Journal
 8:30 p.m.—Crossroads—Ted Malone
 9:00 p.m.—Proudly We Hail
 9:30 p.m.—Music Of Today
 10:00 p.m.—News
 10:15 p.m.—Thoughts In Passing
 10:30 p.m.—Dance Orch.
 11:00 p.m.—Newstime
 11:15 p.m.—Dance Orchestra
 11:55 p.m.—News

Frank Comments

By **FRANK FIELD**

This picture of my garden was taken on July 10th, and was to have been used on my page in the August GUIDE. However, August was the month for the special anniversary edition so it didn't get used then. By September the new grandson had arrived and naturally I used his picture. Incidentally, he is getting along just fine and growing like a weed.

Everything you see in this picture has now been harvested and eaten, canned or frozen or stored with one exception. The Butternut squash vines are still perfectly

rows of the Fordhook lima beans. All through July and August we had to pick them twice a week and during September it dropped down to once a week. We made the final picking on September 23rd and then pulled up the vines and piled them up to dry.

The first half of that row of onions at the right side of the picture is White Sweet Keeper and the last half is Yellow Sweet Spanish. We used all of the White Sweet Keeper in the chili sauce and had the Yellow Sweet Spanish to put away for winter use.

The tomatoes are just to the right of the Hybrid 4th of July sweet corn, so that



green and growing and we won't pick them until a hard frost kills the vines.

I am kneeling right in the midst of the hybrid Burpees cucumbers looking at a group of slicers just ready to pick. Those five hills kept us in cucumbers all summer and fall, including all the different kinds of pickles Jenny put down for winter.

That sweet corn in behind me there is IO-Chief. Four different plantings of it put in two weeks apart.

The Butternut squash extend on up the row from where I am squatted in the cucumbers.

In the center of the picture you see four

you can't see them in this picture. However, they bore exceptionally well until the late blight hit them early in September. By that time Jenny had canned all that she wanted and there were plenty left for the chili sauce.

On the right of the tomatoes is a row of yellow Hungarian peppers. They are ideal for chili sauce, picalili chow-chow, pepper hash or anything which is to be cooked. It is a peculiar thing but cooking takes away the fire completely.

The Logan beans and the Tender Sweet carrots were still to the right of the row of peppers and naturally don't show in the picture.

Program Personals

By HAROLD ARKOFF



Although Drew Pearson, above, whose "Predictions of Things to Come" are heard over KMA at 5 P. M. Sundays, has an unequalled reputation as a hard-hitting Washington newsman who gets and broadcasts his story at all costs, he is also credited with originating two of the most appealing philanthropic projects of recent years—The Friendship Train and "Tide of Toys".

Both of these projects sought to break through international tension and develop friendship on a personal basis.

The "Tide of Toys" plan, carried out under American Legion Auspices, resulted in boat loads of toys, donated by American children, being sent to Europe's tots. The Freedom Train, resulted in 700 carloads of food going to the hungry folk of France and Italy in 1948.

Pearson has had a broad background of experience around the world that provides him with perspective in evaluating and interpreting the news. Soon after graduation from Swarthmore College, right after the end of World War I, Pearson went to the Balkans to do relief work for the American Service Committee. That explains why there is a town there which grateful citizens renamed Pearsonavatz.

Experiences like these have been invaluable to Pearson as background material for his ABC newscasts.



Here's a late photo of one of the airwaves' favorite sports announcers, Bill Corum. Corum is at the ringside microphone to give the between-rounds color commentary on the "Cavalcade of Sports" over KMA and the American Broadcasting Company every Friday at 9 P. M. With Don Dunphy giving the "blow-by-blows", "Cavalcade" brings you one of the top boxing matches in the nation every week.

STICK 'EM UP

It looks from the picture as if Rex Allen is up against one of the roughest hombres west of the East Nishnabotna! Here Mack Sanders (3:00 P. M. and 4:15 P. M., Monday through Saturday on KMA) shows Rex how he would make the villain reach for the sky. Rex, Republic Studios new western star, was a guest of KMA and the Mayfair Theatre during the opening of his latest picture in Shenandoah.



Kitchen Klinik

By **ADELLA SHOEMAKER**

SUGAR AND SPICE COOKIES

Mix together thoroughly $\frac{3}{4}$ c. soft shortening, 1 c. sugar, 1 egg, $\frac{1}{4}$ c. molasses. Sift together and stir in 2 c. sifted flour, 2 t. soda, $\frac{1}{4}$ t. salt, 1 t. cinnamon, $\frac{3}{4}$ t. cloves, $\frac{3}{4}$ t. ginger. Mix thoroughly. Form into balls the size of small walnuts. Place about 2" apart on greased baking sheet. Bake 10 to 12 min. in quick moderate oven 375° F. Roll in powdered sugar while still warm. Makes 4 to 5 dozen cookies, about 2" in diameter. Keep air tight, or they will draw moisture from the air and soften. When freshly baked these are chewy and crisp.

COFFEE DATE-NUT LOAF

2 c. sifted flour, 4 t. baking powder, 1 t. salt, $\frac{2}{3}$ c. sugar, $\frac{1}{3}$ c. broken walnut meats, $\frac{3}{4}$ c. finely cut pitted dates, 1 c. strong coffee, $\frac{1}{8}$ t. baking soda, 1 egg, well beaten, 2 T. melted shortening. Mix and sift the flour, baking powder, salt and sugar. Stir in nuts and dates. Combine coffee, baking soda, egg and shortening. Add all at once to dry ingredients. Stir only until dampened. Turn into a greased loaf pan. Let stand 20 minutes. Bake in a 375° oven one hour.

VEGETABLES FOR SOUP

1 peck tomatoes, peeled and cut in pieces; 12 ears corn, cut from cob; 1 head cabbage; 6 carrots; 6 onions; 6 peppers. Grind cabbage, carrots, onions, and peppers in food chopper. Mix all the vegetables and add $\frac{1}{3}$ c. salt and cook in open kettle until vegetables are tender or boil the vegetables about 5 min. at 10° pressure for 45 min. Makes 9 quarts.

CHOCOLATE MERINGUE PIE

Blend together: $\frac{3}{4}$ c. sugar, 3 T. cornstarch, 3 T. flour, $\frac{1}{2}$ t. salt. Heat $\frac{2}{2}$ c. milk in double boiler. Add dry ingredients and cook until thick. Add $\frac{1}{2}$ square chocolate, cut up, and stir until smooth. Cook until thickened, stirring all the time. Beat 2 egg yolks, add a little of the hot mixture. Then combine with rest of the filling and continue cooking a few minutes longer. Add 1 t. vanilla. Pour into baked shell, top with meringue, and brown for a few moments in a 450° oven.

Homemaker Visit

By **BERNICE CURRIER**

Spooks, Goblins, Witches and Black Cats are the order of the day this month. For favors at a party table use bright red apples with faces made of white frosting. An ice cream cone inverted and fastened on with frosting makes a fine hat.

Fig goblins may find a resting place in little paper cups beside each plate. The stem of the fig forms the goblins head, eyes, nose and mouth are made of softened cream cheese with a pair of whole cloves in the eyes to give them focus.

Make clever Halloween favors with puffed rice. Balls are made by sticking the rice together with syrup. The childrens names can then be spelled with chocolate icing on the side of the ball. For faces on these balls use chocolate chips, raisins, cinnamon drops or candied fruit. Use orange and black crepe paper to make hats or ruffs to set the balls on.

Pretty enough to wear to a party, your own party, this crisp half apron combines a pastel blue top with a diagonal sweep of white cotton printed with big blue roses. One rose motif is cut from the printed fabric and silhouetted against the light blue section. Send a self-addressed stamped envelope to Bernice Currier, c/o KMA, Shenandoah, Iowa. Ask for Leaflet No. E-2355.



Front Cover

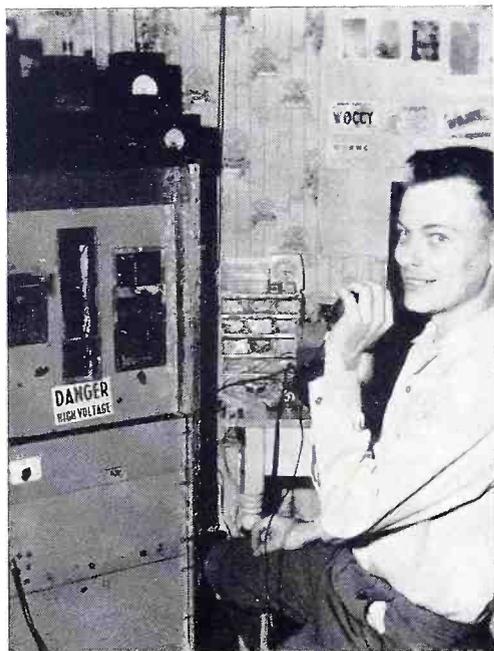
Although he's only five weeks old, Little David Peters is being shown what he can expect when the hobgoblins and witches come around on Halloween.

The pretty lady on the left is David's mother, Virginia, wife of engineer Roger Peters. That's Roger making like a "Big Bad Wolf". Just so you'd know that Roger doesn't always wear his wolf's mask around the house, at the bottom of this column is a picture showing Roger operating his own "ham" transmitter set.

This transmitter has been in operation for two months and has a range of about 500 miles. Roger said that he will have another, high frequency transmitter in service in about another month and then he will be able to converse with other "hams" in foreign countries. Roger has always made a hobby of building radio sets and transmitters.

When Roger was only a boy of 15 in Red Oak, Iowa he built a small crystal set so that he could listen to KMA.

"I don't think I've ever had a bigger thrill than when I first listened to KMA over that crystal set and found out it really worked!" Roger points out. Roger has built and operated transmitters as a hobby since 1941.



Sports Parade

By JIM KENDRICK

Old King Football is now on the national sports throne and sports fans are following all the thrilling games on college and professional grid-irons.

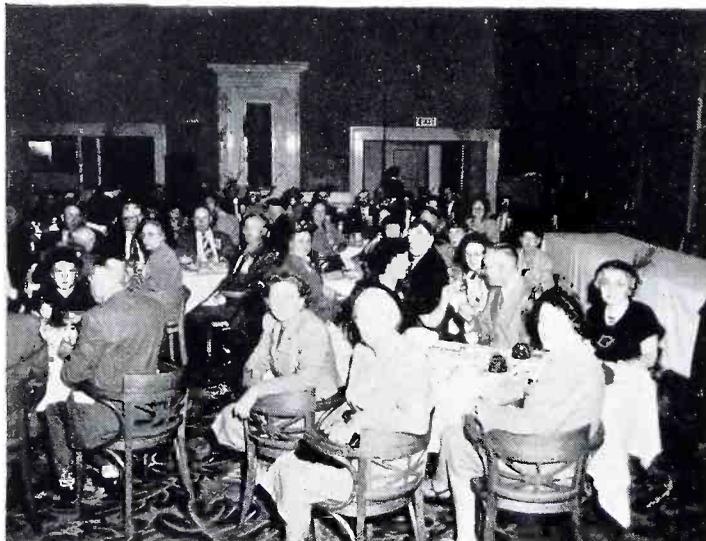
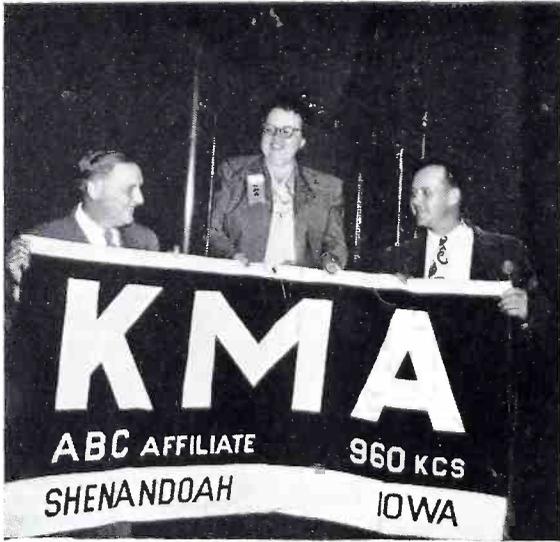
Here is YOUR chance to attend in person not one, but TWO great football games while you're spending a wonderful week-end in Chicago! If you like week-ends packed with excitement, you'll want to obtain full information about the KMTV Football Tour now being planned by Ed May. All GUIDE readers are cordially invited to participate in this thrilling trip sponsored by KMA's sister television station. Here are some of the thrills in store for you when you join Ed May's Football Tour. You may leave from either Omaha, Shenandoah, Red Oak or Creston on our special train, Friday night November 10.

On November 11th you will see a great gridiron battle between Notre Dame and Pittsburgh in Notre Dame's famous South Bend, Indiana stadium! You will enjoy yourself Saturday evening in Chicago and on Sunday you will watch two of the nation's top pro-football teams, the Chicago Bears and the New York Yankees in what should be a battle royal.

It will be an all-expense paid tour that will relieve you of all the grief of making arrangements and writing for tickets, etc. Included in the price of your ticket are all these features: round-trip rail ticket, breakfast and dinner on Saturday, dinner on Sunday at the famous Marine Dining Room in the Edgewater Beach Hotel, good tickets to both football games, hotel room at the Stevens, transportation in Chicago, tips, etc.

Sport fans, this tour should be one of the outstanding events of the 1950 grid-iron season. If you enjoy football at its finest then you won't want to miss this grand opportunity to see the mighty Irish of Notre Dame tangle with Pittsburgh and see the boys who play for pay when the Chicago Bears and Pro-Yanks clash.

For complete details just write to Ed May or to the "Sports Parade", KMA, Shenandoah, Iowa and you will receive all the information about this Football Tour.



Journey To Alaska

Sunday evening, September 24, the 73 members of the KMA Alaska Tour party arrived home after spending 18 interesting days touring the Pacific Northwest, Canada and Alaska. They all agreed whole-heartedly that the entire journey was thrillingly delightful, the trip of a life time!

The party left for Alaska on September 6th aboard five special railroad cars. Heading the tour were Ed May of KMA and Merrill Langfitt of the Missouri Valley Limestone Co. Mrs. Earl May was also a member of the party. During the first few days they toured through the mountains of Montana and Idaho, visited gold-mining areas and saw the gigantic Anaconda copper mine, "The Richest Hill in the World".

They were joined on the tour by agricultural experts who pointed out agricultural points of interest. Then, at Portland, Oregon, they were greeted by newspaper and radio men and visited with a representative of the famous Rosarian Society.

Next stop was Seattle and the party toured the Seattle Harbor area and Puget Sound in a special sight-seeing steamer.

Then, on September 10th, the KMA tourists boarded the S. S. Chinook and sailed to Canada where they arrived at Victoria, British Columbia, "The Most English City in Canada". After sightseeing and luncheon at the lovely Empress Hotel the party left for Vancouver, B. C., where they boarded the cruise ship S. S. Chilcotin, which was to be their home for the next 9 days.

From Vancouver the ship began its journey up the inside passage of Canada and Alaska through indescribably beautiful scenery -- beautifully wooded isles, calm seas and towering, majestic mountains. The first Alaska stop was Ketchikan. Here the ship cruised through beautiful Wrangell Narrows where the passage was sometimes less than 100 yards wide and towering mountains loomed out of the sea on each side of the ship. Near Juneau, Alaska's capital, the group marveled at the great Taku glacier and view-

ed the Chilcotin mountain ranges. Juneau itself was a surprisingly modern metropolis in the middle of a rustic wilderness.

The ship anchored in the harbor at Skagway, Alaska, on September 15th and the tourists explored that frontier town of 750 whose population had been 10,000 during the hectic days of the 1898 Klondike gold rush. The travelers journeyed up the old "Trail of '98" on the antiquated, narrow-gauge White Pass & Yukon R. R. Old prospector foot trails could still be seen, and much of the country was uninhabited. They stopped at Lake Bennett and had a lunch of genuine MOOSE MEAT!

The party then sailed back through the passage to Sitka. Between Skagway and Juneau more than 25 whales were sighted, some of them coming to within 50 feet of the boat. Some of the whales were more than forty feet long and would tip the scales at over sixty tons!

Back at Vancouver the KMA Tourists left the Chilcotin and took the Canadian National R. R. to scenic Jasper National Park where they saw wild deer and wild bears and took a tour through the mountains. While walking up a trail to a glacier on Mt. Edith Cavell, a piece broke off the glacier and thundered down into the valley below. Our party, was at a safe distance but received a thrill from the spectacle. The group then visited Edmonton, Winnipeg, Minneapolis, then came home.

PICTURES ON OPPOSITE PAGE: Top row, left: Edward May, Gertrude May and Merrill Langfitt on steps of special tour train. Top row, right: Mr. and Mrs. Bryan Childers, Skidmore, Mo. on deck the S. S. Chilcotin. Center row, left: Mr. and Mrs. Howard Buker, Marengo, Iowa enjoy the scenery. Center row, right: Mr. Carl Nolde (left) and Mr. Sam Carney (right) of Sutton, Nebr. enjoy playing shuffleboard on deck. Bottom row, left: dinner at New Washington Hotel, Seattle, Wash. Bottom row, right: Mrs. Earl E. May (left) and Mrs. Jesse Wheeler of Waterloo, Iowa with an Alaskan totem pole.

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Don Of All Trades



Don Burrichter, engineer supervisor, had to combine business with pleasure when he went along on the KMA Alaska Cruise. Besides helping to manage the tour and operate the tape recording equipment, Don took dozens of black and white and color photos of the trip, many of which are in this month's GUIDE. Don is shown here sitting on some of the lug-

gage and equipment that went with him on the tour.

Don was particularly impressed by the breath-taking scenery during the entire trip. When he returned home one of the first things he wanted to find out was how his daughter Carol Anne, who just started kindergarten, liked her first couple weeks of school.