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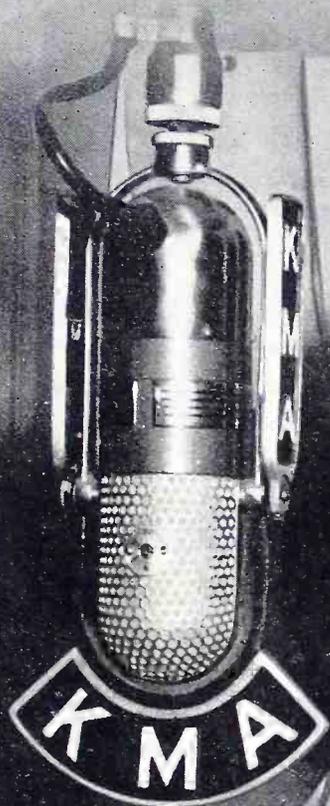
# KMA GUIDE

10¢

Vol. 8

OCTOBER, 1951

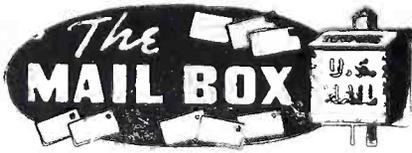
No. 10



"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"

*Merrill Langfitt Returns to KMA October 15!*

(Story on Page 2)



# The KMA Guide

Vol. 8

No. 10

OCTOBER, 1951

Windsor, Missouri . . . Thank you for your reminder telling me my subscription was running out. Here is a \$1 for my renewal to the KMA GUIDE. It's a fine little magazine and I enjoy it very much. It's one dollar I can say is well spent.

*Mrs. Virgil Patton*

Portsmouth, Iowa . . . Enclosed find \$1 for which please send me the KMA GUIDE for another year. I enjoy reading the GUIDE and can hardly wait until the next issue arrives. Keep up the good work. There are a few questions I would like to have answers to, such as: Where are Mack and Jeanie Sanders and Zeke and Joan Williams? I really enjoy hearing Doc and Esther sing . . . they can't be beat!

*Theresa Pitsch*

(We are always glad to inform our readers of the whereabouts of old KMA entertainers. Mack and Jeanie Sanders are in Wichita, Kansas and Zeke and Joan Williams are in Abilene, Texas.)

Indianola, Iowa . . . Well I finally found a dollar so here it comes right to you for the KMA GUIDE. I am sorry I am so slow, but maybe I can do better next time. We like to listen to all the programs and enjoy them very much.

*Mrs. Nora Belle Chumbley*

Lexington, Alabama . . . I listen to your station every morning. It comes in quite clear. When did KMA first start broadcasting?

*Charles Springer*  
Route 2

(We've been on the air since August 12th, 1925. It's always nice to hear from our Southern friends.

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; Harold B. Arkoff, editor; Doris Murphy, feature editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for changes of address and be sure to send old as well as new address.

## Cover Story—

### Merrill Langfitt Returns to KMA October 15!

Good news to all KMA listeners is the announcement that, effective October 15, Merrill Langfitt, well-known Midwest agricultural expert will transfer his farm activity from Indianola to Shenandoah and in addition, resume his former position as KMA Farm Service Director.

In 1945 Merrill left the Field Service of Iowa State College to become KMA Farm Service Director and immediately became one of the best known farm broadcasters in the Midwest.

Besides his regular broadcasts that took him into many midwestern communities each month in search of interesting broadcast material, Merrill journeyed to Italy, Greece, Spain, Guatemala, Canada, Alaska as well as many American states to report back to KMA listeners on agricultural conditions throughout the world.

In 1947, Merrill toured southern Europe to report back on agricultural conditions there after World War II. He kept KMA listeners (as well as ABC stations throughout the U. S.) informed about the early work of the United Nations Rehabilitation and Relief Commission. When the Iowa State College Tropical Research Center was dedicated in Guatemala in 1948, Merrill was present at the proceedings and broadcast direct from Guatemala City over the entire ABC network.

In addition to his KMA broadcasts, Merrill has spoken before hundreds of clubs and other organizations throughout the Midwest, activities that he will soon resume.

Merrill will be heard every morning on KMA at 6:30 in addition to many special broadcasts that will be heard at other times.



KMA Mexican Tour Group

## A Chat With Edward May

Home, safe and sound, from our Mexican trip.

The Mexican trip was a huge success and I know all of those in the above picture enjoyed themselves immensely. In Mexico you see both the old and the new side by side. We saw farmers cultivating fields with tractors and we saw other farmers using oxen.

We viewed corn growing practically straight up and down on steep mountain slopes in which we wondered how any human being could manage to ascend the mountain side to plant his patch. We also saw fields of rice, bananas, coffee, coconuts, sugar cane and other tropical crops.

In addition to seeing the agriculture of the country, we saw many of the beautiful picturesque and historic sights which Mexico has to offer.

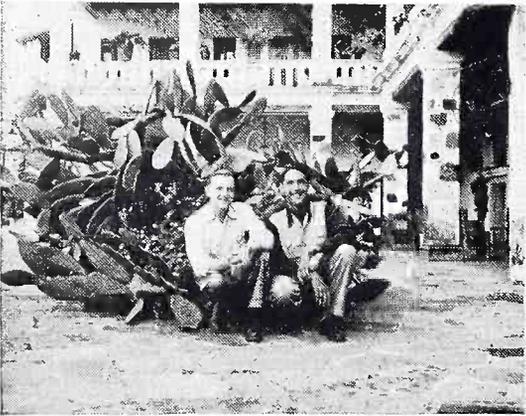
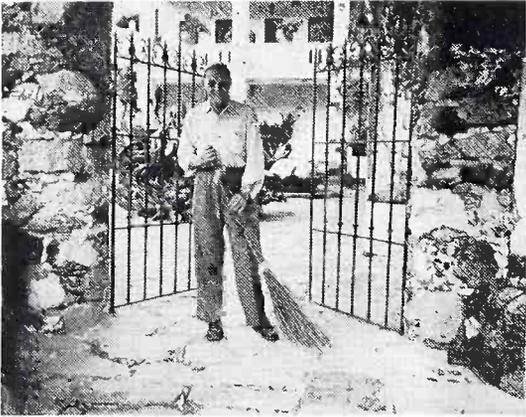
It certainly is nice to be home and I wish all of you could have taken the Mexican trip with us. Perhaps if we take another one some time you can join us then. I certainly hope so. There are

more pictures and stories about the Mexican trip on the next two pages.

The day the group arrived home from Mexico my grandfather passed away. He was 82 years old and had lived a long and useful life and, although his passing was expected, it still filled the hearts of his family and many friends with sorrow. On behalf of the entire family I want to express my appreciation for the many sympathy cards which were sent by so many of the KMA listeners.

This season has been a battle of the weather and Jack Frost chose to arrive early this fall. With the growing season coming to an end we all must dig our glad bulbs and the dahlia tubers in the flower garden, mulch our roses and perennials and make other preparations for cold weather.

It is also time to be thinking of next season and now is the time to be planting the tulips, hyacinths, narcissus, crocus and other Dutch bulbs which must be planted in the fall. One can also plant perennials in the fall and thus get a head start on next year's growing season.



### Flowers . . . Swimming Pools . . . and Burros

**TOP:** Ed May sweeps off the door-step of the inn where the KMA touring party stayed in Taxco, Mexico, the Posado De Mision (formerly a monastery.) At right the KMA gang enjoys the swimming pool in the Hotel Ruiz Galindo in Fortin. "Just like Hollywood", was the comment.

**MIDDLE:** Mel Mains always did want to ride a Mexican burro. In the center picture is the Mexican city of Taxco, one of the interesting cities visited by the KMA tourists. At right, Charles Kordick, Bridgewater, Iowa; Mrs. S. W. Treat, Atlantic, Iowa; Jane Chase, Washington, D. C. and Jack Knolde of Sutton, Nebraska stand before the pool at the Hotel Ruiz Galindo in Fortin. Twenty thousand fresh gardenias are placed in the water each day!

**BOTTOM:** At left, Ed May and Mel Mains pose in front of some Mexican cactus. At right, Mona Pace, Malvern, Iowa; Marcella Halsrud, Bode, Iowa; Jane Chase, Wash. D. C. and Maude Nelson of Bedford, Iowa look over the Mexican country side from a hotel balcony.

## *KMA Mexican Tourists Re'urn From Exciting 18-Day Visit to Old Mexico*

Forty-two midwesterners returned to their homes September 22 with wonderful memories of their 18-day KMA Friendship-Goodwill Tour to Old Mexico. Led by KMA President Ed May and Farm Service Director Mel Mains, the group left for Mexico, via Chicago, September 4th.

First stop was Chicago where the KMA gang toured the Windy City and saw the Chicago Cubs down the St. Louis Cardinals 3-2 in 11 innings.

Then, reboarding their special Pullman cars, the tourists headed south for San Antonio where there were trips through the Alamo and the beautiful sunken garden . . . then the Mexican border where the Mexican police checked KMA engineer Don Burrichter's radio equipment to make sure he "wasn't a red spy" . . . and on to Mexico City where the KMA party checked in at the new, beautiful Hotel Del Prado.

Some of the never-to-be-forgotten events of the trip in Mexico include the Floating Gardens of Xochimilco, where the midwesterners next visited . . . gondola rides for the KMA visitors over the floating gardens while native musicians floated by playing Mexican music . . . all of the gondolas bearing signs with "KMA—Welcome to Mexico" spelled out in flowers on them.

Then the bull fight . . . everyone went, but not all stayed . . . an interesting (gory) experience . . . and the beautiful Shrine of Guadalupe in Mexico City . . . the bustling Flower Market and Chapultepec Park. Mel Mains made a KMA broadcast from the very top of the ancient Aztec pyramids . . . the second man in history to do so . . . but he was a little disappointed to climb all the way to the top and find a Mexican there selling souvenirs!

Back in Mexico City many of the braver in the KMA party tried their skill at rumbas and other Latin-American dances at the El Patio night spot. The next morn-

ing (September 12) it was off to the tropics . . . across an 11,000 foot high pass . . . a beautiful mountain drive to the Hotel Ruiz Galindo in Fortin with its gardenia filled swimming pool . . . then to Cordoba, Cuernavaca (and the old Palace of Cortez) and the silver shops of Taxco . . . then Acapulco on the Mexican Pacific Coast . . . there, four of the party went deep sea fishing and brought back a 99 lb. sail fish!



### **MEET BILL HARE— ANNOUNCER - SPORTSCASTER**

KMA listeners are already getting acquainted with the pleasant voice of Bill Hare (pictured above). Born in Arnold, Nebraska, Bill airs the evening KMA sportscast besides announcing duties on other KMA shows.

Educated at the University of Nebraska and Nebraska Wesleyan, Bill is a happy-go-lucky good looking lad of twenty-some-odd years. His parents live in Broken Bow, Nebraska, where his father is Supt. of Schools.

## On The KMA Party Line

With DORIS MURPHY

Entertainer CURLY DALE is more sold on flying now than ever! The reason is because it took him ONE hour to fly to Chillicothe, Mo., and EIGHT hours to return by bus! It all happened the day he took his cross country flight to get his Private Flying license. CURLY had found the flying was a little rough that day, bucking a 40 mile an hour wind, so landed at Chillicothe. After a brief stop-over, he made ready for his take off to St. Joseph, only to discover one magneto on the plane was dead. This meant the plane was laid up for repairs and he would have to return home by bus in order to reach Shenandoah in time for his early morning show. After riding from 9 P. M. to 5:30 A. M., CURLY has decided "flying thru the air with the greatest of ease" certainly has its advantages, and he is glad he now has his pilot's license and can fly.

Since he has become a flyer, the boys have nicknamed him "Angel", but they insist they can't see his wings.

Two unscheduled events . . . a slight earth quake and minor train wreck added excitement to the trip to Old Mexico last month, taken by 42 Midwesterners with EDWARD MAY on his Friendship-Goodwill Tour. The tourists were at beautiful Acapulco on the Pacific Ocean and had just sat down to a delicious breakfast at 9:30 A. M. when the quake occurred. It lasted only 20 seconds, but was very distinct and dishes rattled and the chandeliers swayed. Ordinarily a succession of

quakes follow, so the waiters stopped serving, expecting others to occur but fortunately there was only the one.

MEL MAINS, KMA Farm Service Director said: "Seemed like it was putting on a show just for us".

The other incident occurred just as the sight-seer's train was pulling into the Kansas City depot in a rain. Many were already standing in the aisles ready to alight, when the train gave a very sharp jolt, giving the passengers a shakeup. It had struck a car on the track, pushing it a ways and causing damage, but fortunately no one was seriously injured. The accident delayed their arrival, until the 3 hour stay in Kansas City proved to be only a half hour long. Even though a few delays occurred, those taking the trip, all thoroughly enjoyed their delightful visit to Mexico and found EDWARD MAY a wonderful host.

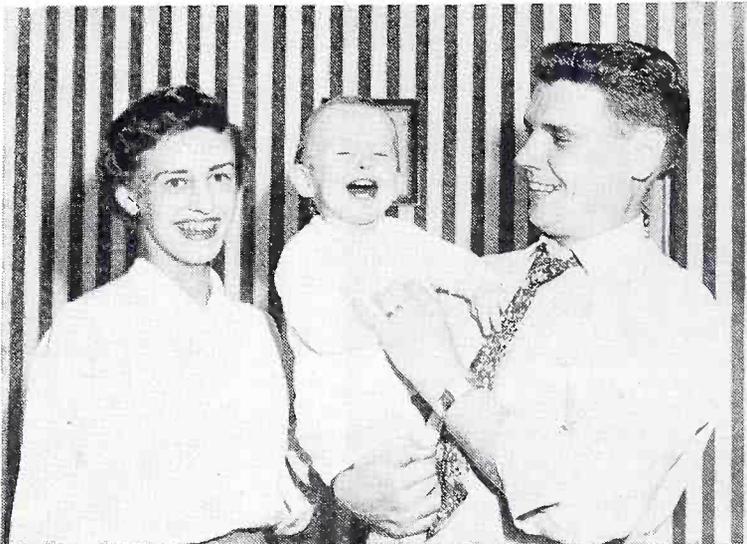
Just imagine having enough baby kittens and pups to go around? That's what newscaster RALPH CHILDS' children found while on vacation in Milledgeville, Ill. Here you see RALPH with the kiddies . . . DAVID age 8; MICHAEL, 6; SUSIE, 4 and STEVEN age 11; fondling the pets. This was the family's first vacation together in 10 years and they also visited at the home of RALPH'S sister in Elmhurst, Ill. The children thought it was great fun when all four got to sleep on one big mattress in the basement.

While there, RALPH took the three boys into Chicago on the train, to spend the day sightseeing. Guess what! He found the kids wanted to do the same thing in Chicago as in Shenandoah . . . visit the dime store and go to a show. They got their wish, but in addition RALPH sandwiched in a ride on the elevator, a visit to the top of the Wrigley building, a walk down Michigan Avenue and a visit to Brookfield Zoo. It was an interesting day and one they will long remember.

It looked like such an easy job! All that needed to be done to complete the decoration of the outdoor platform to be used during Jubilee, was to pound a few nails in the ABC Network sign. Then everything was finished! Asst. Pro-



gram Mgr. WAYNE BEAVERS grabbed the hammer and started pounding. Alas! After pounding only three nails, he acquired a bloody thumb. Needless to say, WAYNE was kidded plenty about his ability as a carpenter, and WARREN finished the job with a stapler, in order to save WAYNE from getting further injuries. WAYNE claims he CAN do better! Wonder if he means he can hit his thumb EVERY time instead one out of three. Anyway the boys are willing to be



shown just how good he REALLY is!

JOHNNIE EMBREE, 14 yr. old son of entertainers DOC and ESTHER, has found his new job doesn't interfere with his studying at night. JOHNNIE is the new bellhop at a Shenandoah hotel. When he goes to work he takes along his school books . . . and in between "hopping bells he works on his lessons. Adding up his tips may help him with his arithmetic!

A good instrument is the pride and joy of every entertainer, and FRANCIS LINDEMANN of Lake Benton, Minn., is no exception. He is mighty proud of his new Noble accordion. No wonder! This beautiful musical instrument cost KMA's new piano accordionist \$1,350.00. But you'll think it's worth every cent of it when you hear the lovely music that comes from it as FRANCIS runs his hands over the keys.

When I asked FRANCIS how he got the nickname of "Jeep" he said Ted West, a former KMA entertainer who is now with the 101 Ranch Boys, was responsible for giving him this strange nickname, but he doesn't know where he got the idea.

"Jeep and his new accordion" are a fine addition to our KMA Staff and you'll enjoy getting acquainted with them. Before coming to KMA, Jeep was located at Hannibal, Mo.

Editor HAROLD ARKOFF's antics to make 14 mo. old JIMMIE COTTRELL smile while he was taking the family picture you see on this page, certainly got results. JIMMIE is laughing so hard both eyes are shut. His dad JIM, KMA's new sales representative, and mother CHARLOTTE, also seem to be enjoying the fun. MR. COTTRELL joined KMA August 1, coming from Eau Claire, Wisc. He is a graduate of

Creighton Prep High School in Omaha and of the Twin City Television Laboratory in Minneapolis. During his two years service in the Marine Corps in Guam, JIM was detached to the Civilian Police Corp. MRS. COTTRELL'S former home was Minneapolis.

Walking into the studio with lighted cigarette in his hand one day, Fiddler HERMAN HOUSCH discovered the show had started. He quickly laid down his cigarette and picked up his fiddle. Thinking it would be fun to play a joke on him, ERNIE FROST broke a piece of celluloid off a banjo pick, slipped it in the end of HERMAN'S cigarette while he was busy playing, and waited to have a good laugh.

Finishing the show, HERMAN walked over and relighted his cigarette. What a peculiar taste it had! He had never tasted a cigarette like it. He was puzzled until the boys finally gave the joke away and he found out he was smoking celluloid. What will they think of next?

While returning to Iowa from California in late August, EZRA HAWKINS realized it was mighty tough getting over the Superior Pass out of Globe, Ariz., with his car pulling the family trailer. But he didn't know just exactly what a feat he HAD accomplished, until he reached Globe and residents there would hardly believe he had made it. EZRA said it was a 12 mile pull and he put the car in low gear, his foot clear down to the floorboard, and never let up on the gas feed a second all the way. That was the only way he could have made it.

Now his trailer housing his wife and 3 yr. old daughter CINDY is parked right next to DOC and ESTHER EMBREE'S trailer.

**KMA DAILY PROGRAMS FOR OCTOBER, 1951**

960 ON YOUR DIAL — 5000 WATTS

**DAILY DAYTIME PROGRAMS****MONDAY THROUGH FRIDAY**

5:00 a.m.—Hillbilly Jamboree  
 5:50 a.m.—News and Weather  
 6:00 a.m.—Ozark Mountain Boys  
 6:30 a.m.—Farm Family Time  
 6:45 a.m.—Bob Stotts  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Betty & Lyn  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Breakfast Club  
 9:00 a.m.—Homemaker Visit—Bernice  
     Currier  
 9:25 a.m.—Edward Arnold  
 9:30 a.m.—Betty Crocker  
 9:45 a.m.—Against The Storm  
 10:00 a.m.—Edith Hansen  
 10:30 a.m.—Break The Bank  
 11:00 a.m.—Jack Berch  
 11:15 a.m.—Victor H. Lindlahr  
 11:30 a.m.—Doc & Esther  
 11:45 a.m.—KMA Cowboys  
 12:00 noon—Ralph Childs, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Noons  
 12:45 p.m.—Market Reports  
 1:00 p.m.—Western Hit Tunes  
 1:15 p.m.—Bob Stoits  
 1:30 p.m.—Ozark Mountain Boys  
 1:45 p.m.—The Mid Westerners  
 2:00 p.m.—Farm Hands  
 2:15 p.m.—Betty and Lyn  
 2:30 p.m.—Nishna Valley Neighbors  
 2:45 p.m.—Evelyn Winters  
 3:00 p.m.—Doc & Esther  
 3:15 p.m.—Hawkeye Hawaiians  
 3:30 p.m.—Kitchen Klinik—Adella Shoe-  
     maker  
 4:00 p.m.—Curly Dale  
 4:15 p.m.—Camp Meeting Time  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Mickey Cottey  
 5:00 p.m.—Bar Nothing Ranch  
 5:30 p.m.—Mark Trail (M. W. F.)  
 5:55 p.m.—Victor Borge (M.W.F.)  
 5:30 p.m.—Fun Factory (T. Th.)

**MONDAY NIGHT**

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

7:00 p.m.—Lone Ranger  
 7:30 p.m.—Henry J. Taylor  
 7:45 p.m.—Outdoor Mid-America  
 8:00 p.m.—United Or Not  
 8:30 p.m.—Ghost Stories  
 9:00 p.m.—Red Nichols  
 9:15 p.m.—Dream Harbor  
 9:30 p.m.—Latin American Orch.  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

**TUESDAY NIGHT**

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

**WEDNESDAY NIGHT**

6:00 p.m.—KMA Sports Parade  
 6:15 p.m.—Mickey Cottey  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—Mystery Theatre  
 8:00 p.m.—Richard Diamond  
 8:30 p.m.—Mr. President  
 9:00 p.m.—Serenade In Blue  
 9:15 p.m.—Dream Harbor  
 9:30 p.m.—Club Can-Do  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

**AMERICAN BROAD****CASTING COMPANY**

**THURSDAY NIGHT**

6:00 p.m.—KMA Sports Parade  
 6:20 p.m.—Let's Go Visiting  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Silver Eagle  
 7:30 p.m.—Hollywood Star Playhouse  
 8:00 p.m.—Amateur Hour  
 8:45 p.m.—Adventure Is Your Heritage  
 9:00 p.m.—KMA Showcase  
 9:15 p.m.—Dream Harbor  
 9:30 p.m.—Operation Dixie  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

**FRIDAY NIGHT**

6:00 p.m.—KMA Sports Parade  
 6:15 p.m.—Mickey Cottey  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—This Is Your FBI  
 8:00 p.m.—Ozzie & Harriet  
 8:30 p.m.—Mr. District Attorney  
 9:00 p.m.—Boxing Bout  
 9:30 p.m.—Am. Sports Page  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Dance Orchestra  
 10:45 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

**SATURDAY PROGRAMS**

5:00 a.m.—Hillbilly Jamboree  
 5:50 a.m.—News and Weather  
 6:00 a.m.—Ozark Mountain Boys  
 6:30 a.m.—Farm Family Time  
 6:45 a.m.—Bob Stotts  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Betty & Lyn  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Helzberg Hoedown  
 9:00 a.m.—Homemaker's Visit—Bernice  
 Currier  
 9:30 a.m.—Space Patrol  
 10:00 a.m.—Junior Junction  
 10:30 a.m.—Pvt. Eddie Fisher  
 11:00 a.m.—101 Ranch Boys  
 11:30 a.m.—Am. Farmer  
 12:00 noon—News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Noons  
 12:45 p.m.—Game Of The Week  
 3:30 p.m.—Kitchen Klinik—Adella Shoe-  
 maker

4:00 p.m.—Curly Dale  
 4:15 p.m.—Camp Meeting Time  
 4:30 p.m.—News  
 4:45 p.m.—Mickey Cottey  
 5:00 p.m.—Bar Nothing Ranch  
 5:30 p.m.—Concert of American Jazz  
 6:00 p.m.—KMA Sports Parade  
 6:15 p.m.—National Guard Show  
 6:30 p.m.—News  
 6:45 p.m.—Here's To Vets  
 7:00 p.m.—Dancing Party  
 9:00 p.m.—Sat. At The Shamrock  
 9:30 p.m.—The Buccaneers  
 9:45 p.m.—Leighton Nobel's Orchestra  
 10:00 p.m.—News  
 10:15 p.m.—Dance Orchestra  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

**SUNDAY PROGRAMS**

7:00 a.m.—News  
 7:15 a.m.—Favorite Hymns  
 7:30 a.m.—Worship Service  
 8:00 a.m.—Rev. Gene Phillips  
 8:30 p.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—News  
 9:45 a.m.—Morning Song  
 10:00 a.m.—Baltimore Tabernacle  
 11:00 a.m.—Navy Band  
 11:30 a.m.—Piano Playhouse  
 12:00 noon—Ralph Childs, News  
 12:15 p.m.—Jelly Elliott  
 12:30 p.m.—U. N. Story  
 12:45 p.m.—Guest Star  
 1:00 p.m.—Leighton Noble's Band  
 1:30 p.m.—Back To The Bible  
 2:00 p.m.—Newstime  
 2:15 p.m.—Hilton Griswold Sings  
 2:30 p.m.—Hour Of Decision  
 3:00 p.m.—Revival Hour  
 4:00 p.m.—Meet The Moderns  
 4:30 p.m.—Greatest Story Ever Told  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Monday Morning Headlines  
 5:30 p.m.—Stage 52  
 6:30 p.m.—Ted Mack  
 7:00 p.m.—Stop The Music  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Jergens-Woodbury Journal  
 8:30 p.m.—Salute To Reservists  
 9:00 p.m.—Let's Be Healthy  
 9:15 p.m.—Gloria Parker  
 9:30 p.m.—Proudly We Hail  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Thoughts In Passing  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

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

## Frank Comments

By FRANK FIELD



By Frank Field

It's rather a surprise isn't it to see the old man dressed up with a tie on and with his hair combed? As a matter of fact, I believe this is the first time since the GUIDE was started 7 years ago that this page ever carried this kind of a picture of me. Usually it has been pictures of the children, grandchildren or family, and when it was a picture of me it was an informal shot taken either in my garden or out in the nursery somewhere.

But don't expect me to look like this when you visit KMA, because I almost never wear a coat and very seldom wear a tie, except in the winter time when it's cold.

Speaking of cold weather, I suppose you folks had a pretty hard frost on September the 28th, the same as we had here at Shenandoah. The damage done was very spotty, however, especially on high ground. For instance, it only got down to 33 at our house and nothing there was hurt in the least, not even the peppers,

which are about as tender as anything, but down at the big garden, which is on low ground, the frost just about cleaned up everything except the Zinnias which do not show any signs of damage.

We really didn't care at all as we had everything canned that we wanted and were having a hard time finding a home for some of the stuff, especially the cucumbers and the tomatoes. We went down to the garden the night before the frost and picked all the tomatoes which had started to turn, which amounted to about two bushels. Jennie is canning them as fast as they ripen, and as I write this we have about a bushel of them yet to go.

The fall garden got hit by the freeze also, but we were amply repaid for the little time and effort we had put in on it. The sweet corn made a full crop, most of which went into the freeze box. We picked the beans twice getting about a bushel each time. The cucumbers were running us ragged, and we were rather glad to see them frosted to a halt. The Table Queen squash planted July 16th had just started to bear nicely. We had picked about a dozen of them before the frost killed them off.

The only exciting thing which has happened in the Field family in the last month is Zo's trip to Mexico. She and Bob and another couple drove down there in September, and were gone a little over three weeks. They really had themselves a time including bull fighting and deep sea fishing. She took several hundred colored pictures and we are all waiting anxiously for them to get back from the processing plant.

If any one wants me for the rest of the day, I will be out in the yard planting Tulips and other spring blooming bulbs.

*Frank Field is heard on KMA each morning between 7:15 and 7:30 A.M. Monday through Saturday.*



# HOMEMAKER'S GUIDE

## Kitchen Klinik

By **ADELLA SHOEMAKER**

### FRENCH PEAR PIE

Here's a recipe your guests will all take home. The pear season lasts a long time, and you will still have several months to make this with fresh pears. If you use canned pears, decrease the 2/3 cup of sugar that goes into the main part of the pie, according to the sweetness of the pears.

6 cups peeled and sliced pears  
Juice of 1 lemon  
2/3 cup sugar  
1/2 teaspoon ginger

1 large unbaked pie shell

Sprinkle pears with lemon juice, add sugar and ginger which have been mixed together. Place in pie shell. Cover with this crumbly mixture:

1/2 cup butter  
1/2 cup brown sugar  
1 cup flour

Bake at 450° for 10 minutes. Reduce heat and bake at 350° for 35 minutes or until pears are tender. Serve with whip cream or ice cream.

\* \* \*

### DROP OATMEAL COOKIES WITH ORANGE

The last of this month the spooks and goblins will knock on your door for tricks or treats. Be ready for them with these cookies which are easy to stir up, and not expensive to make.

1 cup shortening  
1 cup sugar  
2 eggs  
1/3 cup orange juice  
Grated rind of 1 orange  
1 teaspoon vanilla  
2 cups all-purpose flour  
1/2 teaspoon salt  
1 teaspoon soda  
2 cups quick cooking oatmeal

Cream shortening, sugar, and eggs together. Add orange juice, rind, and vanilla. Sift together flour, salt and soda. Mix in thoroughly. Stir in the oatmeal. Drop by teaspoon on greased cookie sheet. Bake in 350° oven about 12 minutes. Do not overbake these cookies if you like them soft.

\* \* \*

### LAYERED PINEAPPLE CHEESE SALAD

Here is still another star recipe fine for club meetings or parties. It's always a hit at a covered dish supper, too. Use a 9"x9"x2" square glass baking dish for this. It will just fill it. Cut in cubes and serve on a lettuce leaf.

1 box lemon gelatin  
2 cups water (boiling)  
1 small can crushed pineapple, drained  
2 large bananas sliced  
8 marshmallows cut up

Dissolve gelatin in boiling water. Cool until slightly thickened. Add fruit and marshmallows. Pour in baking dish and let set until firm.

Now make this dressing for the next layer which will be poured on top of the firmly set salad:

1 cup pineapple juice (use the juice you drained from the fruit, with enough water to make 1 cup)

1/2 cup sugar  
2 tablespoons flour  
1 egg  
2 tablespoons butter  
1 tablespoon lemon juice  
1 cup whipping cream  
1 cup (or more) grated cheddar cheese.

Mix all but whipping cream and cheese. Cook slowly until thickened, stirring constantly. Cool. Whip cream, and fold in. Spread over salad and cover thickly with a layer of grated cheese. There will be as deep a layer of dressing as salad. Store in refrigerator for several hours. It will hold its shape beautifully when cut in squares.





# Homemaker Visit

By **BERNICE CURRIER**

A really surprising Angel Food Cake where you put the white part in the bottom of the pan and when the cake is done, the yellow part is at the bottom!

## TWC PART ANGEL CAKE

- 6 egg whites
- 1/4 teaspoon salt
- 1/2 cup sifted cake flour
- 1/2 teaspoon cream of tartar
- 3/4 cup sugar
- 1/2 teaspoon vanilla

Beat egg whites with salt until frothy. Add cream of tartar and continue beating until stiff but not dry. Sift sugar and flour four times separately. Add sugar gradually to first mixture, then fold in the flour. Put in ungreased angel cake pan and let stand while preparing second part.

## YELLOW PART

- 6 egg yolks
- 1/4 teaspoon salt
- 1/4 cup boiling water
- 1 teaspoon vanilla
- 3/4 cup sugar
- 3/4 cup sifted cake flour
- 3/4 teaspoon double acting or 1-1/8 teaspoon single acting baking powder.

Beat yolks until light and lemon colored. Add sugar which has been sifted four times. Add it gradually. Beat for three minutes. Sift baking powder and flour four times and add to mixture, alternately with hot water. Add vanilla. Pour this mixture over top of the white batter in pan and bake 40 min. or until done. Bake at 325°. To test if done, press very lightly on top of cake. It should be springy to touch.

\* \* \*

## FRUIT RELISH

- 4 medium pears
- 4 peaches
- 4 ripe tomatoes
- 1 medium onion

- 1 green pepper
- 3/4 cup sugar
- 1-1/2 cups cider vinegar
- 2 teaspoons salt
- Dash of cayenne pepper
- 1/8 teaspoon ground cinnamon
- 1/8 teaspoon ground cloves

Wash fruit and vegetables; remove skins and cut in quarters. Remove cores, pits and seeds. Put all thru food grinder using medium blade. Combine with sugar, vinegar, salt, cayenne, cinnamon, and cloves, in a 4 quart saucepan. Bring to boil, reduce heat and boil gently 1-1/2 to 2 hours until mixture thickens. Stir often with wooden spoon. Test thickness by dropping a small spoonful on a cold saucer. It should hold its shape. Pour into hot sterilized jars and seal. This will make 4 half pints. Delicious with meats.

\* \* \*

## BANANA TEA BREAD

- A—1-3/4 cups sifted flour
- 2 teaspoons baking powder
- 1/4 teaspoon soda
- 1/2 teaspoon salt
- B—1/3 cup shortening
- 2/3 cup sugar
- C—2 eggs well beaten
- D—1 cup mashed ripe bananas

Sift A. Beat B until light and fluffy. Add C and beat well. Add A alternately with D a small amount at a time, beating after each addition until smooth. Turn into well-greased bread pan 8" x 4-1/2" x 3" and bake in moderate oven 350° about 1 hour and 10 minutes or until bread is done. Makes 1 loaf.

\* \* \*

## BROWN SUGAR CAKE ICING

- 1 cup brown sugar
- 1/2 cup white sugar
- 1/2 cup sour cream

Combine in saucepan and cook to soft ball stage, then remove from fire and add 1 tablespoon butter, 1/2 teaspoon soda and 1 teaspoon vanilla. Beat until thick enough to spread on cake.



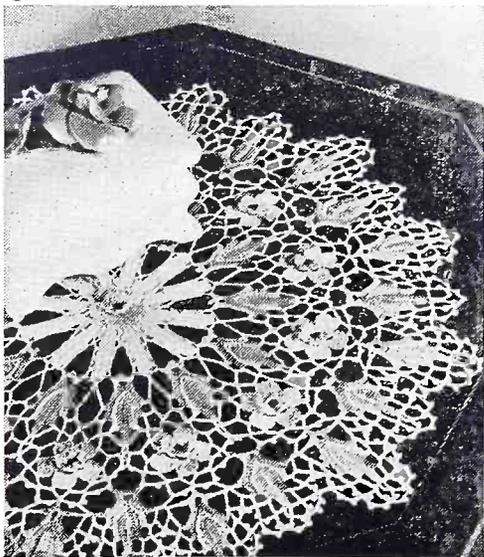
## Jack Berch — Household Favorite for 14 Years



Fourteen years of network singing, coast-to-coast, have made smiling Jack Berch (above) a household favorite throughout America. His "Jack Berch Show" brings a quarter hour of music and friendly talk to KMA listeners at 11 A.M. every weekday morning.

The program also features the Charles Magnante Trio. Magnante is considered by many to be the world's best accordionist.

\* \* \* \* \*



**VICTOR BORGE** — The unpredictable Borge, concert comedy artist, brings the music of the world's great classical composers as well as the works of "pop" artists to KMA listeners at 5:55 P. M. every Monday, Wednesday and Friday. This Danish born musician, a master of comedy monologues, one moment will be clowning through a piano selection and then pause to comment seriously on affairs of large and small note.

\* \* \* \* \*

### PATTERN FOR THE MONTH

Shaded pink roses and leaves in tones of green are crocheted separately for this lovely Irish crochet doily, then set into a web of white lace. Picots, another characteristic of Irish crochet in addition to the rose and leaf motifs, lend an ornamental effect to the scalloped border.

This is a monthly feature in the KMA GUIDE. If you desire this pattern or any of the patterns we have used in the past, send a self-addressed, stamped envelope to: THE KMA GUIDE, c/o KMA, Shenandoah, Iowa. Be sure to include the pattern number with your requests. The above leaflet number is No. D-213.

## Ken Weldon Joins "Ozark Mt." Team

New member of the "Ozark Mountain Boys" team is Ken Weldon, whose banjo playing and singing is heard on that popular hillbilly program at 6:20 A. M. and 1:30 P. M. daily on KMA.

Ken (right), Sioux City, Iowa-Born, and Ernie Frost are shown in the picture at right "choosing up sides" on a guitar to see who will play that instrument on a show. Mandolin-playing Ernie and banjo-play-



ing Ken both like to "double" on the guitar.



### NOW THEY ARE FOUR!

In the picture at left, little Pamela Lynn Beavers makes her debut to the public with her proud parents, KMA Program Director Wayne Beavers and his wife Gwen.

Brown-eyed, brown-haired Pamela, first saw the light of day September 3, Labor Day. Looking on intently is Pamela's "big" sister, Ramona Carol who will be six next month.

## ★ Forecasts for the Month ★

### BIRTHDAYS:

- Oct. 3—Gladys Comer, wife of staff artist Eddie Comer.
- Oct. 16—Lois Jean Peterson, office girl.
- Oct. 17—Julie Josephson, daughter of control room engineer Jack Josephson.

- Oct. 22—Erva Nell Ely, wife of transmitter engineer Walter Ely.
- Oct. 28—Cathy Peterson, daughter of KMA-KMTV sales manager Howard O. Peterson.

### ANNIVERSARIES:

- Oct. 1—Pat and Tony Koelker, assistant station manager.
- Oct. 19—Mildred and Roland Jennings, control room engineer.
- Oct. 26—Margaret and Herman Housh, staff artist.

BIRTHSTONE: Opal.

FLOWER: Dahlia.

## Harvest Jubilee Celebration Big Success! Annual Event Started by KMA in 1926

Thousands of folks from many Midwestern states were visitors at the KMA Studios during the Harvest Jubilee celebrations in Shenandoah, September 26, 27, and 28. Many drove for hundreds of miles to join in on the festivities, eat free pancakes at the armory, watch the KMA programs produced and meet their favorite radio personalities.

The history of the Harvest Jubilee celebrations goes back to 1926. That year KMA inaugurated the event to observe the first anniversary of the station in conjunction with the celebration in honor of Earl E. May's winning gold cup as the most popular announcer in the United States.

In 1927 the jubilee celebrated the dedication of the new auditorium and studio. The jubilees continued through 1941 when Mr. May announced that the celebrations would be discontinued for the duration of the war.

In 1941 the jubilee consisted of KMA's Pan-American celebration when 35,000 people overflowed Shenandoah and the KMA studios on the first day.

The Jubilee celebrations were revived after the end of World War II and continue to bring fun and enjoyment to thousands of folks of all ages each year.

During this year's celebration, many KMA shows were produced on the outside platform, shown in the photo on

the back cover of this issue. Adella Shoemaker and Bernice Currier, KMA Homemakers, were on hand to shake hands with and greet the women folks. Yes, after 25 years the jubilee celebration is still going strong!

**TOP:** Ed May takes the KMA mike down into the jubilee crowd-packed auditorium for some on-the-spot interviews.

**BOTTOM:** The KMA-May Seed Co. float makes its way through the crowded streets during the jubilee parade.



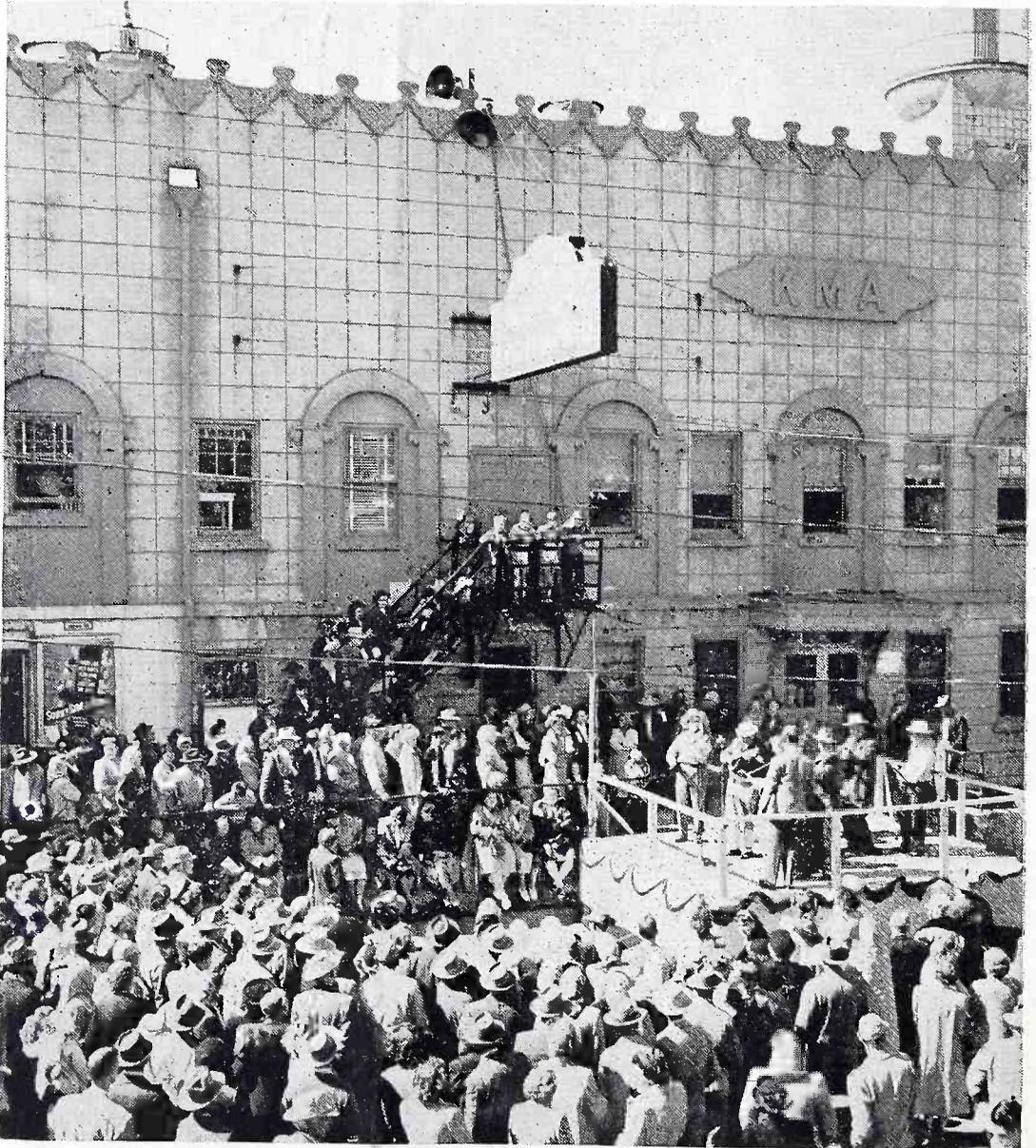
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## Thousands of Midwesterners Visit KMA During Shenandoah Harvest Jubilee

The picture above was taken outside the KMA Studios during the Harvest Jubilee in Shenandoah, September 26-28. Thousands of folks from all over the Midwest visited the KMA Studios and

watched our broadcasts from both the outside stage pictured above, and from the stage of our main auditorium. For more Jubilee news and pictures, see page 15.