

The

KMA GUIDE

*Florence Falk Tells
How To Feed 6,000 People*



October, 1954

By **FLORENCE FALK**

Six thousand for dinner!! How about an order like that. Just envision the huge grocery list that would accompany such a company meal. The average person that has had anything to do with food at all would be somewhat dismayed. But not Howard Brannen. Mr. Brannen, a local grocerman, had been appointed chairman for the Bar-B-Q to be held in Shenandoah.

Mr. Brannen made two trips to Lincoln, Nebraska to contact Mr. Clete Reinmiller a recognized Midwestern authority on barbecues of this type.

Armed with blue prints Mr. Brannen came back to Shenandoah and went to work. Soon in Sportsman Park two big oven pits were dug in the ground.

Imagine an oven measuring 3½' wide, 18' long and 3½' deep and not only one but two. Each had a capacity of 750 pounds of prepared meat.

To heat the oven, several truckloads of dry hedgewood sections were burned for at least six hours (shades of our ancestors). The bed of glowing coals thus formed was covered with 2" of coarse gravel. This served to smother the flames and keep the heat in the pit. During this time committees were preparing the meat under the direction of Mr. Reinmiller and Mr. Brannen. Twenty-two hundred pounds of prime beef had been boned and the remaining 1500 lbs. of beef was packaged in bundles weighing 14 to 17 lbs. The meat was thoroughly rubbed with a special dressing formulated by Mr. R. Each bundle of meat was then wrapped in freshly laundered muslin, then in laundered burlap. Tied, dipped in water and placed on the steaming gravel. Grain doors were used to cover the pit and these were then sealed with an 8-inch layer of dirt. In this way no heat escaped and the meat steamed away in its own goodness until almost noon the next day. Mr. Reinmiller's own Bar-B-Q-dressing: Base your dressing by weight that is used in proportion to 3½% to 4% of total meat weight—

7½ lbs. Morton's sugar cured salt

2½ lbs. white table salt

4 oz. good black pepper

1 lb. granulated brown sugar

With the above barbecue seasoning rubbed on the meat the cure permeates and gives that wonderful taste to the beef.

Groceries ordered besides were: baked beans, potato chips, buns, ice cream and coffee. How about it ladies and gents? Our hats off to Howard Brannen.

OCTOBER, 1954

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HILAND TATER QUIZ PLAYED ON KMA NOW

Say listeners . . . you may be called on the Hiland Tater Quiz program any day now. The popular phone game is heard daily Monday through Friday, on KMA at 11:30 each morning. Warren Nielson and the Hiland Tater Quiz gang make many phone calls each day, and all you have to do to win big cash prizes is to have a bag of the 25¢, 39¢ or 1-lb. size Hiland tasty Tater Chips on hand to be a winner. It's fun to play, and you may be on the other end of one of our phone calls, so get your chips, today, and listen for that phone to ring.

MILLS IS CONDUCTING BIG "TALENT SHOW"

Dick Mills, KMA's afternoon disc jockey, will start an exhaustive search, starting October 18, to find musical talent in this four-state area. The contest is open to all vocalists, vocal groups, instrumentalists, and instrumental groups.

The Mills' Talent Hunt winner, to be determined at a KMA Talent Contest (date to be announced later) will compete in a state contest, and the state contest winner will vie with winners from 12 other Midwest states for a recording contract with Mercury Records and a week's stand at Chicago's famed Chez Paree.

Starting October 18, from 4:45 to 5 p.m. on Monday, Wednesday, and Fridays, Dick Mills will tell you about the contest, and will interview some of the contestants. The national talent hunt is being sponsored by famous Ma Brown Pickles and Preserves.

A Chat With Edward May



More than 500 folks were on hand to enjoy the free watermelon feed as guests of Ed, shown here with Mayor Will Day and Nate Henshaw, Supt. of mail at the postoffice.

September was a busy month for all at KMA and also a pleasant one. We kept busy without any difficulty but still took time out for some extra curricular activities. A part of one enjoyable activity is shown in the above picture. As you can readily see the photograph was taken during a watermelon feed in which all at KMA plus the members of the City Council and many businessmen took part. We had 188 watermelons and everyone ate all he possibly could. Even with the help of the Mayor and the Assistant Postmaster, which are shown with me in the picture, we couldn't consume all the melons. I wish you could have been with us to have eaten your share of these fine melons.

Also during this past month I had an opportunity to attend both the Iowa and Nebraska State Fairs where I met many of our regular KMA listeners. It is always a pleasure to meet you personally and visit about our mutual interests. Many of the individuals I saw mentioned that since summer is over and colder weather is on the way they will be regular listeners to the radio. The place to set your dial is 960 and receive the latest in weather, news, home-making news, variety shows, sports, etc.

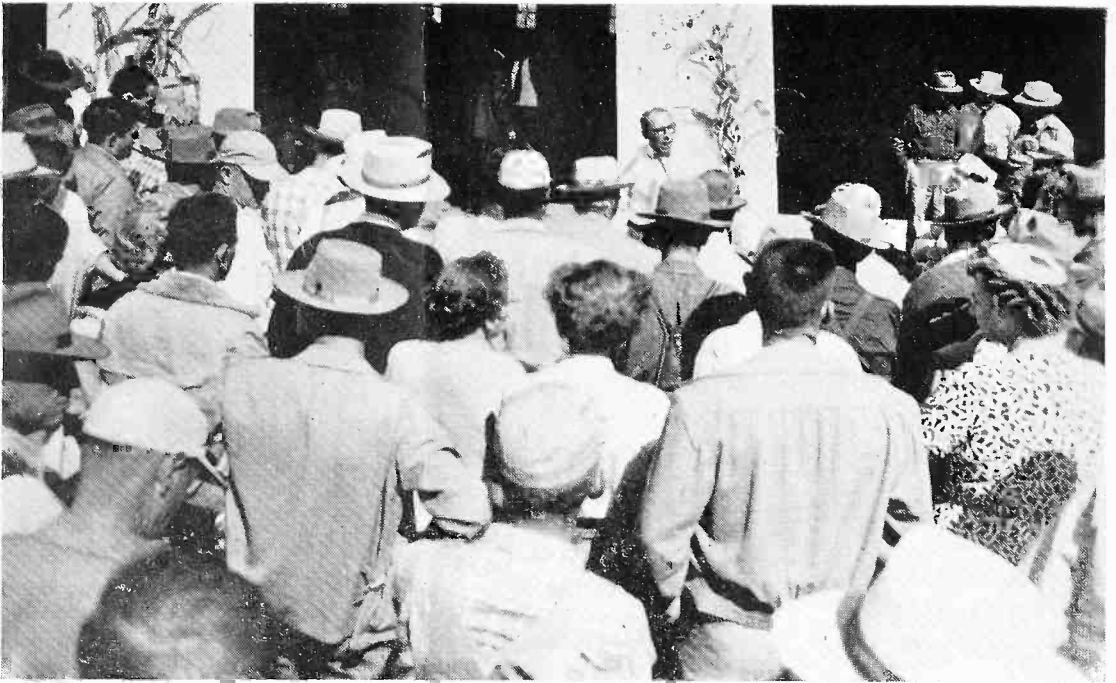
Another event which I think I should tell

you about took place in Omaha where the largest crowd ever assembled in the Omaha Municipal Stadium (over 18,000) turned out to help us celebrate the fifth birthday of our Television Station KMTV. I am positive all present enjoyed themselves immensely. Two outstanding baseball personalities were on hand, namely, "Dizzy" Dean and Joe DiMaggio. I brought a souvenir baseball to Edward Jr. autographed by both "Diz" and The "Yankee Clipper".

Many other things continue to happen and certainly Shenandoah has more than its share of interesting activities. Many farmers were in attendance at the Nitrogen Solution Meeting, also several thousand people attended the large barbecue and heard both Senators Guy Gillette and Bourke Hickenlooper. I know that you can't be present for all of these meetings but if you keep your dial set on KMA we will continue to bring you the highlights of these meetings that occur frequently in this 4-state area.

We revived our "straw vote" which Dad started back in the 30's at the fall celebration and were pleased that so many folks stopped by to register their opinions. You'll see pictures of the "straw vote" on the back page. The vote has caused a great deal of comment among Iowa's political leaders of both parties.

OUTSTANDING SPEAKERS AT KMA FIELD DAY



Dr. Casper Peters, agronomist for Allied Chemical Company, was a headline speaker at the Nitrogen Field Day sponsored by KMA and Midwest Nitrogen Solution dealers. More than 2,000 folks jammed the airport, which was bedecked like a county fair for the 30-some demonstrations of the very latest methods and techniques employed in this revolutionary new farming development.

EIGHT NEWS CASTS EVERY DAY ON KMA

KMA's two veteran newsmen Dean Naven and Ralph Childs now are bringing KMA listeners a total of eight newscasts each day . . . assuring their audience of the very latest news developments on the regional, national, and international scene. These two newsmen have established reliable correspondents in more than 100 places throughout the four-state area . . . to give them eye-witness, rapid reports on any regional happenings. United Press and Associated Press wire services also substantiate the regional scene, as well as give complete news on the national and foreign newsfronts of the world.

Dean can be heard at 6 a.m., 7 a.m., 7:45 a.m. and at 12 o'clock noon, with 15 minute newscasts each time. Ralph comes on duty at noon and presents five-minute capsule casts at 2 p.m. and 4 p.m. At 6:30 he presents an early evening 15-minute program, and climaxes the day at 10 p.m. with another summary of the news.

ED MAY REVIVES FAMED STRAW VOTE

Edward May, president of May Broadcasting Company, revived the famous "Straw Vote" which his father, the late Earl May made popular in 1936 and 1940. The vote was taken at Shenandoah's fall celebration, Bar-B-Que Days.

Only three questions were asked of the voters. "If the November election was held today, how would you vote" the ballot asked.

Here's the tabulations: For U. S. Senator from Iowa; 51 per cent favored Republican Tom Martin, to 49 per cent for Democrat Guy Gillette. For Iowa Governor the Republican Leo Hoegh, had 53 per cent to 47 for Clyde Herring. On the farm price program; 62 per cent wanted 90 per cent (rigid) farm parity; 30 per cent favored the "flexible" plan now endorsed by Secretary Benson; and seven per cent wanted "no" parity.

Ed was pleased with the poll, and said, "it will give both parties something to go on . . . it will show them where work must be done before the November election. Thanks to all the folks for registering their opinions."

2,000 Farmers
Attracted Here
For KMA's Big
Nitrogen Solution
Field Day



This is a view of a handful of the folks who came to Shenandoah for the informative Field Day, at which time they learned the latest developments in fertilizer and its application methods.

BIGGEST ELECTION PARTY IN HISTORY

KMA's news staff has nearly completed its plans for the biggest election party in the history of KMA and Midwest radio. During October, Dean Naven plans to travel more than 3,000 miles, setting up contacts for the general election November 2. He will visit with officials in 38 counties.

According to present plans, the nine-man election staff will handle complete returns (down thru county-level races) in 18 Iowa counties; 10 Missouri counties; four Kansas counties; six southeast Nebraska counties.

On the night of November 2, KMA will take the air at 8 p.m. and will remain "on" until conclusive results are aired from all 38 counties in KMA's vast four-state area.

In addition, these returns will be supplemented by the United Press and Associated Press wire services on races on the state-wide basis and in other states outside this four-state area where important political battles are being waged.

Here is the tentative list KMA is making arrangements to cover. In IOWA: Adams, Audubon, Adair, Cass, Guthrie, Harrison, Mills, Monona, Page, Taylor, Fremont, Montgomery, Pottawattamie, Shelby, and Union counties for certain, and possibly Ringgold, Clarke, and Decatur counties. In MISSOURI: Atchison, Andrew, Holt, Nodaway, Davies, Harrison, DeKalb, Gentry, Worth and Mercer counties. In NEBRASKA: Richardson, Pawnee, Johnson, Nemaha, Otoe and Sarpy counties. In KANSAS: Brown, Doniphan, Nemaha, and Marshall counties.

October, 1954

KMA IS NOW FIRST WITH THE MARKET NEWS

Jack Gowing, associate farm director of KMA, has made arrangements with the terminal markets for late morning telephone reports and wire service cooperation on giving KMA's farm audience the most exclusive, earliest Market News Report in the Midwest. On September 20, Jack's Markets program took to the air from 11:45 to 11:55, and already he is beginning to get favorable reaction from farmers in the four-state region. He brings the very latest news from all major terminals, and is from 15 to 45 minutes ahead of all other reports.

HOUSEPARTY GANG HAS A BUSY MONTH

The KMA Houseparty Gang was kept hopping during September, performing at numerous functions in KMA-land. Warren Nielson, KMA's program director and emcee for the Gang, said the group (which consists of himself, Betty and Lyn Soflin and Merl Douglas) are available for personal appearances during October.

During the last month they performed at the Nitrogen Solution Field Day here twice; at the Bar-B-Que celebration in Shenandoah three times; and twice at the big Pancake Day celebration at Guthrie Center, Iowa.

If there is a big event or occasion happening and you'd like to schedule the Houseparty Gang for appearance, please contact Warren Nielson, Program Director, KMA, Shenandoah, Iowa.

Frank Comments

By FRANK FIELD

KMA Guide readers are continually asking to see a picture of Joe Hunter. They say that we carry pictures nearly every month of all of the other folks they hear on the air, but that they have never seen a picture of Joe Hunter. Here is a picture of Joe at his desk, and he is just as friendly and good-natured as he looks. Of course, baby chick customers have seen Joe's picture in the baby chick catalog many, many times, but that would take in only a very small proportion of our listeners.

Yes, Joe's principal job is looking after the baby chick department. That keeps him extremely busy for the first six months out of the year. Joe has been doing that for nearly twenty years now, as he started with the Earl May Seed Company back in the mid-thirties to be the head of the baby chick department.

Two or three years ago, Joe was also made head of the Service Department, and it is his job to straighten out the things that sometimes go wrong with an order. If you have ever had trouble, in connection with the Mail Order, you probably received a letter from the Service Department and signed by Joe Hunter, explaining what had gone wrong and assuring you that everything possible would be done to straighten things out. Maybe something was left out



Here's your friend Joe Hunter at his desk.

in filling your order, or maybe you ordered one thing and they sent you another, or maybe your onion plants didn't reach you as soon as you thought they should. All of these and many more come under Joe's jurisdiction.

Then in addition to those two full-time jobs, Joe also has another equally important, but rather intermittent, job. Whenever Ed May or I are out of town or must miss our regularly-scheduled radio programs for any reason, we always call on Joe to take over the program. He can do this on a minute's notice because of his long-time connection and his close association with every department.

Joe's wife, Nellie, also works here at the Seed House in the Nursery office. It is her job to keep the records on all of the nursery stock that is sent out to the thirty-seven Earl May Stores for sale over the counter. They have two grown children, a boy and a girl. Tom is away at college and Myra is a senior in high school, while our four are all married and gone from home roost and have homes of their own.

I rather think that Doris is going to tell you the latest on our grandson, Johnny Fishbaugh, in her column, so I will only say that on September 10th, Johnny's illness was correctly diagnosed as Spinal Polio and since that date, he has been in the Methodist Hospital in Omaha for treatment. As I write this on September 20th, Johnny is getting along just fine and well on the road to complete recovery. There have not been any signs of paralysis as yet, so we can safely assume that he will recover completely without any ill effects at all. He has been there ten days now, and the doctor told us yesterday that Johnny would have to stay for about two weeks more in order to take muscular therapy and various treatments in order to assure complete recovery.

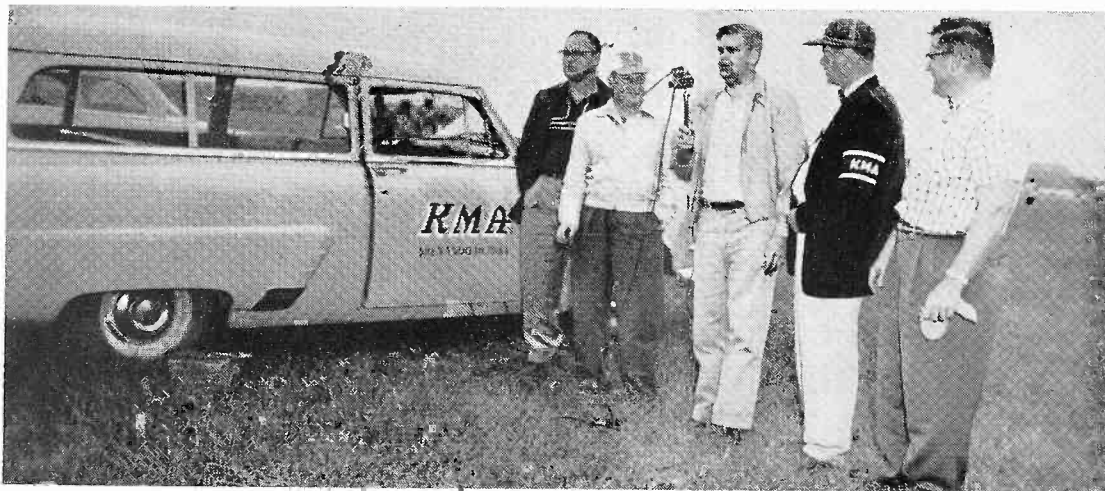
Remember last month, I told you that Jenny and I would probably go fishing up in Minnesota one more time before cold weather? Well, we took off for Lake Koronis on Friday, September 3rd, and came back home Monday, September 6th. That gave us two and one-half days of wonderful fishing, and it really was wonderful, too! We brought home all the Walleyed Pike that the law would allow and ate the rest of them up there.

Frank Field

The KMA Guide

Grass Root Notes

By MERRILL LANGFITT
KMA Farm Service Director



Over 2,000 farmers and interested parties were on hand at Shenandoah's Airport during September for the big Nitrogen Solution Field Day, sponsored by the dealers and Radio KMA. Shown here (left to right) are Earl Langfitt of Osceola, Elvin Lamb of Elmo, Mo.; Wayne Johnson, Essex, president of the Nitrogen Solution association; KMA's farm service director Merrill Langfitt, and Cal Hesson of Broyhill Company. Visitors saw every describable type of applicator apply the new nitrogen solutions to the soil, in addition to a "push-button rain" sprinkler system in operation.

Farmers and sportsmen of KMA-land have a big hunting season coming up very soon. The seasons in Iowa, in brief form, are as follows:

SQUIRREL—September 15 - November 15; bag limit, 6; possession limit, 12.

RABBIT—Sept. 15 - Jan. 31, 1955; bag limit, 10; No Possession limit.

DEER—Any age or sex—

Bow and arrow; Dec. 1 - Dec. 12; Cherokee, Black Hawk, Clinton, Polk, Wapello, Pottawattamie, east of County road V.

Shotgun: Dec. 10 - Dec. 12 in designated counties. Daily bag limit, 1 deer; shooting hours 9 a.m. - 4 p.m.

PHEASANT—Nov. 11 noon through Dec. 5 in long shooting zone. Shooting hours, noon to 4:30 p.m. Nov. 11 through Nov. 22 for short zone shooting. Bag and Possession three cock birds.

QUAIL—Long Zone, Nov. 1 - Dec. 15, Short zone, Nov. 1 - Nov. 15. Hours, 8:30 a.m. - 4:30 p.m. Bag and possession limit, 6 birds.

RACCOON—Oct. 10 - Feb. 10. No limit - entire state open.

HUNGARIAN PARTRIDGE—Nov. 11 - Nov. 15; 12 noon to 4:30 p.m. Bag and possession limit 2 birds. Open counties, Lyon, Osceola, Dickinson, Emmet, Kossuth, Sioux, O'Brien, Clay and Palo Alto.

WATERFOWL—(Ducks) Oct. 15 noon to 4:44 p.m. through Dec. 8, 7:07 a.m. - 3:55 p.m. (Start shooting Oct. 16 at 6:07 a.m.)

Bag limit 4, possession 8. Geese, bag and possession limit, 5. Season closed on wood ducks in Mississippi Flyway.

The relationship of landowners, or operators, and the hunter can be the key to a successful hunting season. Too often the hunters trespass on private property and show little or no consideration to the farmer or the land. Such actions have, in many cases, resulted in land owners adopting a "get tough" policy toward sportsmen in general.

It has been my experience that most farmers are very cooperative if the hunters will extend them the common courtesy of asking permission to hunt. The farmer prefers to have the hunter drive into his farm yard, ask permission to hunt, get briefed on areas free of livestock and places best suited for hunting, and then leave his car there until the hunt is completed.

I've found also that farmers like to be thanked for the courtesies they have extended to the hunter.

Each year we kill several hunters as they take to the field to enjoy their favorite sport. Handle your gun safely at all times. A loaded gun is always dangerous. Make sure you have it pointed at the animal or water fowl when you pull the trigger. We hope you enjoy the hunting season now in progress or soon to get underway—**BUT BE CAREFUL!**

KMA DAILY PROGRAMS FOR OCTOBER, 1954

960 ON YOUR DIAL

5000 WATTS — ABC

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:00 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Merl Douglas (M.W.F.S.)
6:15 a.m.—Practical Land Use (Tu. & Th.)

6:30 a.m.—Merrill Langfitt
7:00 a.m.—Dean Naven News
7:15 a.m.—Frank Field
7:30 a.m.—Markets
7:35 a.m.—Betty & Lyn
7:45 a.m.—Morning Headlines
8:00 a.m.—Breakfast Club
9:00 a.m.—Bernice Currier
9:25 a.m.—Whispering Streets
9:45 a.m.—When A Girl Marries
10:00 a.m.—Kitchen Club
10:15 a.m.—Modern Romances
10:30 a.m.—Adella Shoemaker
10:55 a.m.—Betty Crocker (M.W.F.)
11:00 a.m.—Back To The Bible
11:30 a.m.—Hiland Tater Quiz
11:45 a.m.—Morning Markets
12:00 noon—Dean Naven, News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
12:45 p.m.—Markets

1:00 p.m.—Dick Mills' Show
1:35 p.m.—Betty Crocker (M.W.F.)
1:35 p.m.—Dick Mills' Show
2:00 p.m.—News
2:05 p.m.—Dick Mills' Show
3:25 p.m.—Betty Crocker (M.W.F.)
3:30 p.m.—Florence Falk
4:00 p.m.—News
4:05 p.m.—Dick Mills' Show
6:00 p.m.—Bill Stern
6:15 p.m.—Farm Bulletin Board
6:20 p.m.—Let's Go Visiting (T.T.)
6:30 p.m.—Ralph Childs News
6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

7:00 p.m.—Lone Ranger
7:30 p.m.—Les Griffith
7:30 p.m.—Voice of Firestone
8:00 p.m.—Your Land And Mine
8:15 p.m.—Club 960

9:30 p.m.—Tarkio College Story
9:45 p.m.—Join The Navy
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Sammy Kaye
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

TUESDAY NIGHT

7:00 p.m.—Silver Eagle
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
8:00 p.m.—Club 960
9:45 p.m.—You Pick 'Em
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Treasury Bandstand
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
8:00 p.m.—Club 960
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Whiteman's Varieties
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

THURSDAY NIGHT

7:00 p.m.—Silver Eagle
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
8:00 p.m.—Club 960
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Front & Center

11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
7:45 p.m.—Hawkeye Eight Football
Game
10:00 p.m.—Ralph Childs News
10:15 p.m.—Sports Scoreboard
10:30 p.m.—Treasury Bandstand
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

5:00 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Merl Douglas
6:30 a.m.—Merrill Langfitt
7:00 a.m.—Dean Naven News
7:15 a.m.—Frank Field
7:30 a.m.—This Week In Sports
7:45 a.m.—Morning Headlines
8:00 a.m.—Saturday Shopper
9:00 a.m.—Bernice Currier
9:30 a.m.—Space Patrol
10:00 a.m.—Tops In Pops
10:30 a.m.—Adella Shoemaker
11:00 a.m.—Back To The Bible
11:30 a.m.—Am. Farmer
12:00 noon—Ralph Childs News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
12:45 p.m.—Game Of The Week
3:30 p.m.—Florence Falk
4:00 p.m.—Dick Mills' Show
6:00 p.m.—Scoreboard Roundup
6:15 p.m.—Broadway In Review
6:30 p.m.—News
6:45 p.m.—Serenade In Blue
7:00 p.m.—Gridiron Victory Dance
9:00 p.m.—Ozark Jubilee
9:30 p.m.—Lawrence Welk's Band
10:00 p.m.—Ralph Childs News
10:15 p.m.—At Ease
10:30 p.m.—Proudly We Hail

11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

SUNDAY PROGRAMS

6:30 p.m.—Musical Clock
7:00 a.m.—News and Weather
7:05 a.m.—Musical Clock
7:30 a.m.—Gospel Faith Hour
8:00 a.m.—Radio Bible Class
8:30 a.m.—Your Worship Hour
9:00 a.m.—Sunday School Lesson
9:15 a.m.—Bible Truth
9:30 a.m.—Wings Of Healing
10:00 a.m.—Heaven & Home Hour
10:30 a.m.—Wes Haines' Sun. Album
12:00 noon—News That Endures
12:15 p.m.—Music That Endures
1:00 p.m.—Light & Life Hour
1:30 p.m.—Back To The Bible
2:00 p.m.—Newstime
2:15 p.m.—Sunday Worship Service
2:30 p.m.—Hour Of Decision
3:00 p.m.—Revival Hour
4:00 p.m.—Gospel Faith Hour
4:30 p.m.—Greatest Story Told
5:00 p.m.—Monday Morning Headlines
5:15 p.m.—Paul Harvey Comments
5:30 p.m.—O. L. Jaggery
6:00 p.m.—Geo. Sokolsky
6:15 p.m.—Quincy Howe
6:30 p.m.—Highway Frolics
8:00 p.m.—Walter Winchell
8:15 p.m.—Taylor Grant
8:30 p.m.—Highway Frolics
9:00 p.m.—Paul Harvey
9:15 p.m.—Am. Town Meeting
10:00 p.m.—News
10:15 p.m.—Guest Star
10:30 p.m.—Revival Time
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:55 p.m.—News

Listsings Correct at Time of
Publication.

However, all Programs Are Subject
to Change.

“...The Voice You Know...”

Yes, the sports voice thousands of folks in KMA-Land have grown to know and enjoy belongs to Sportscaster Don Joe, who brings listeners the up-to-the-minute news from the Sports World each Saturday. Don also does the “play-by-play” for Friday night football games on KMA. A veteran on the sports scene, Don also joins his sidekick, News Editor Dean Naven to go out on Special Events broadcasts in our area.

A graduate of American Institute of the Air, Sportscaster Joe has been a news and sports announcer in Fremont, Nebraska and at another Iowa station before joining KMA.

But . . . the amazing thing is now. He's primarily in the business end at KMA. Don does the sports and special events programs because he can arrange his other schedule to coincide . . . and because he loves all types of sports action. He can't resist getting “on-the-spot” when a special event story is needed in KMA-land.



“The Sports Voice You Know . . . ”

Don's big job (his 9 'til 5 one anyhow) is selling radio advertising throughout KMA-land . . . and it keeps him on the go most of the time.

His popularity is growing with each sportscast, but still rated as his top “cheering section” is Jean, his pretty blonde wife; and three sons, Jerry, 8; Chuck, 5; and Jim 3.

You can hear Don each Friday night at 7:45 during football season, along with Dean Naven, bringing you the “Game of the Week” in the Hawkeye Eight Football Conference. At 7:30 to 7:45 each Saturday morning Don presents the week's resume in sports, and reports the results of all football action in Southwest Iowa, Northwest

Missouri and Southwest Nebraska. Then at 6:05 each Saturday afternoon Don will scan the wires of both Associated Press and United Press, put them together with ABC's latest scores and give you the most concise, up-to-the-second college scores in the Midwest.

“..From The NEWSROOM..”

From time to time I have told you something about the operation of the KMA news room; but since then Dean Naven has come into the news department and has brought with him many ideas for its improvement that I believe you would be interested in. Dean is a graduate of the Drake University school of journalism, and has had considerable experience running down the news on other stations. Dean likes to do more than just edit the news; he likes to go after it. So I suggested to Dean that he tell you something about his views of the news.

Ralph Childs

The question of what is and what is not news is something that can be debated for hours and days. But to me, news is anything that interests anyone else . . . or more especially . . . something that would interest those living in KMA-land. Therefore, I emphasize regional news which can prove to be something of a job when one considers that KMA stretches into four states.

To give the listener that coverage we have had to rely on our press associations. But lately we have had added exclusive KMA correspondents in our area, made use of the KMA airplane and station wagon . . . and of course, the telephone. I feel that personal contact with an eye witness to the story is well worth the time and effort expended.

National and international news remains of prime importance during these days of one crisis after another. But my rule has always been to give the listener that which affects his community or friends first.

A radio newscast is much like a condensed version of a newspaper. To include the many stories that pour into the newsroom daily, I have found that re-writing the press associations stories adds not only by increasing the total number of stories in a given period but it also does away with the frills and fritters that could waste the listeners time.

I have never been satisfied with a newscast yet . . . somewhere there is yet another story.

Dean Naven

BERNICE CURRIER'S LETTER

Dear Homemakers:

This is the time when I answer all of those good letters you have been writing to me. You have told me about your vacations, your families and the good things to eat you fix your folks. And I like to hear about your health too. Many of you have written telling me the various things troubling you, and I appreciate sharing them with you.

September was school-starting time and whether the youngsters are very young or going back to college, it is a busy time. Your lives must be a little more regulated than during the summer, and you miss having someone to hand you the scissors or pick up the paper, books or sweaters that seem to always be where they shouldn't.

September brought me a new granddaughter, Joyce Elaine Currier of Elmhurst, Illinois. She was an eight-pound baby and has lots of real dark hair. Her picture, taken when she was one-hour old looks like she was at least two months.

October is a month of birthdays in my family. Red's wife, Janet, and my sister Elizabeth, and Helen's oldest son, Johnny, have birthdays the first week, so I must do

some shopping right away. And this is Hallowe'en month too, isn't it? Maybe you would like a few reminders of table decorations? Bright red apples with dabs of frosting for facial features and an ice cream cone hat with orange and black dots on it. The dots can be made of colored paper and stuck on. Jack o'Lantern sandwiches are made of rounds of white or whole wheat bread, features are Philadelphia Cream Cheese colored, pimiento strips, and sliced stuffed olives are the eyes.

Make puffed cereal balls held together with syrup, put ruffs of crepe paper in orange and black for them to stand on and make the faces of salted peanuts, chocolate bits, raisins and cinnamon drops. Dessert can be made of peach halves, rounded side up in gelatin, with a face of raisins and cinnamon drops. Use life savers for eyes with a whole clove stuck in the center.

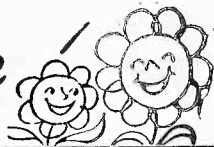
Have a "Witchin'" time at your party!!! And be sure to have a fortune teller there, also.

Be with me at 9:00 every morning, Monday through Saturday and until then, Bless Your Hearts, Goodbye!!!

Bernice.



KMA's three "Flying Homemakers" are shown by the sleek May Broadcasting plane, which flew them to the State Fair. Left to right are Florence, Adella, and Bernice. In the door is Gene Racine, the company's full-time pilot, who flies KMA and KM-TV personnel all over the Midwest for appearances, news and sports coverage to ensure listeners of the best information on all subjects.



"THE FARMER'S WIFE"

By **FLORENCE FALK**

Greetings!! From the farm kitchen this month comes recipes that may be just the very ones you've been looking for. The biggest request recipe has been the catsup made from canned tomatoes and here are two very good ones:

QUICK AND EASY CATSUP

- 1 small can condensed tomato soup
- 2 T. vinegar
- 1 c. sugar
- Cinnamon (I like two small sticks)
- ½ t. salt

Boil the above ingredients together for just a short time. Stir to prevent scorching. Seal hot or just pour into one of these clever catsup dispensers made like tomatoes. Fresh catsup and so quickly done.

CATSUP FROM CANNED TOMATOES

Simmer ¾ c. chopped onions for 20-30 minutes. Press 2½ quarts canned tomatoes and the onions through a sieve. Put a 3 inch piece stick cinnamon, 1 t. whole cloves and if desired 1 large garlic clove, chopped in a clean, thin white cloth. Tie the top tightly. Put this spice bag in 1 c. vinegar and simmer 30 minutes. Remove the spice bag.

Boil the tomato mixture rapidly until you have about one-half the original mixture. Stir to prevent sticking. Add spiced vinegar to the tomato mixture along with ½ c. sugar, 1¼ t. salt, 1 t. paprika and a dash of cayenne pepper. Boil rapidly, stirring constantly, about 10 minutes or until slightly thickened. Pour into hot sterile jars. Fill jars to top and seal. This makes about 2 pints. As a general rule you can use canned tomatoes in any catsup recipe if your tomatoes have been canned without water.

Speaking of tomatoes, don't overlook the tasty combination of summer squash baked with tomatoes slices, and the yummiest of tomato yms! Tomato Fritters.

1 c. sifted flour, 2 t. baking powder, ½ t. salt and a dash of pepper, 1 egg beaten in ½ c. milk, 1 T. melted butter, 6 tomatoes. Combine the ingredients and mix to have a smooth batter. Cut tomatoes into 1 inch slices and dip into the batter. Fry in hot deep fat (380°) until browned.

For the kiddies Hallowe'en treats this October, why not try:

CREAM CANDY SQUARES

- 3 c. sugar
- 1 c. light corn syrup
- 1 c. undiluted evaporated milk
- 1 c. broken walnut meats
- 1 t. vanilla

Combine and cook to soft ball stage, sugar syrup and milk, cool add nuts and vanilla and beat until candy begins to hold its shape.

"HOMEMAKER VISIT"

By **BERNICE CURRIER**

Menu for a Sunday Night Supper—

- Salmon Salad Special
- Bran Muffins
- Apple Pie
- Coffee, Tea, or milk.

SALMON SALAD SPECIAL

- 1 c. sliced or diced ripe bananas
- ½ c. diced pineapple
- 1½ c. flaked salmon
- ½ c. diced celery
- 2 T. finely chopped pickles
- 1½ t. salt
- 1 T. mayonnaise
- 1 T. prepared mustard

Combine bananas and pineapple, add remaining ingredients and mix lightly. Serve with crisp lettuce or other salad greens. Tuna can be substituted for salmon. Makes from 4 to 6 servings.

This Sunday Morning Breakfast takes me back to about 10 years old when it was our regular fare on Sunday morning.

- Fried Ham Steak
- Fried eggs
- Baking Powder Biscuits
- Strawberry Jam or Maple syrup.

BAKING POWDER BISCUITS

- A—2 c. sifted flour
- 4 t. baking powder
- 1 t. salt
- B—4 T. shortening (level)
- C—1 c. sweet milk

Sift A, cut in B finer than for pie crust, add C and blend with fork, lightly. Roll out to 1 inch thick on floured board, cut with biscuit cutter, place on greased pan, let set 10 minutes if you have used double action baking powder. Brush tops with milk, bake about 12 to 15 minutes at 400°.



MARSHMALLOW PUMPKIN PIE

(June Walter's fine recipe)

- 32 marshmallows (½ lb.)
- 1 c. mashed, cooked pumpkin
- 1 t. cinnamon
- ¼ t. ginger
- ¼ t. salt
- 1 c. heavy cream whipped

Melt marshmallows in top of double boiler over hot water. Add spices and pumpkin. Cool. Add whipped cream, then pour this into a baked shell or a crumb crust. Chill at least 1 hour before serving. These freeze wonderfully. Thaw them 20 minutes before serving. If you like you can serve this with more whipped cream on top. If you do, sweeten the whipped cream with brown sugar.

necessary to make a soft dough. Put in greased bowl. Grease top of dough; cover with wax paper. Keep in refrigerator for 12 hours before using. Roll dough to ½ inch thickness. Spread with mixture of 1 c. butter, 1 c. shortening, 4 c. brown sugar (mixed thoroughly together in beater). Sprinkle with pecans. Roll up; slice off, and place in greased muffin tins in which about 1 T. sugar mixture has been put. Let rise. Bake about 20 minutes in a 375° oven. I use a greased oblong pan, dot in the sugar mixture and pecans and place the rolls closely together to rise high, as were in the muffin pans. The sugar mixture will provide enough "goo" for several batches of the rolls.

SLOPPY JOE

For after football games or Hallowe'en parties, there is nothing better than this mixture to use on the long rolls. It's economical too.

- 1½ lbs. hamburger
- ½ lb. sausage
- 1 c. dry bread crumbs
- 1 onion ground
- 1 pint tomato juice
- 1 T. Worcestershire sauce
- 1½ t. (or more) salt
- Pepper to taste

Mix and spread 2 inch deep in a shallow pan. Bake about 1 hour in a moderately slow oven (about 325°). Stir twice while baking. Split long buns and fill with Sloppy Joe.

APPLE PECAN PIE

Beat 2 eggs slightly. Add ½ c. sugar, 1 c. milk, 1 c. tart apple sauce, 1½ t. vanilla, and a dash of salt. Cover 1 nine inch unbaked pie shell with 1 c. chopped pecans. Pour over apple sauce mixture. Bake in a preheated oven for 10 minutes at 450°. Reduce temperature to 350° and bake for 35 minutes longer. Serve cold with whipped cream.

"COOKBOOK TIME"

By ADELLA SHOEMAKER

Leaves aren't the only things that turn in the fall. Our appetites change, and heartier food fare is essential. Here are some recipes you'll find fun to try.

UNIVERSITY CLUB FAMOUS PECAN ROLLS

Lois Ash of Tarkio, Mo. deserves credit for these light tender rolls with the just right "goo" I've been hunting for many years. This is a four-star recipe.

Bring to a boil—cool to lukewarm:

- ½ c. sugar
 - 1 t. salt
 - 2 c. water
 - ⅓ c. lard
- Mix till dissolved
- ¼ c. warm water
 - 1 t. sugar

2 yeast cakes (or use 2 packages dry yeast, let soak in warm water). Put two mixtures together. Add 2 well beaten eggs, then sift in 4 c. flour and beat well. Stir in 2 more c. flour, adding a little more if





KMA's Family Album



MEET TWO LITTLE QUEENS, TAMY AND JERI NAVEN

All dressed up for the cameraman are Tamy, left, who just celebrated her fourth birthday this month, and her little sister Jeri, who is wild about looking at Fairy Tale picture books. She could hardly wait for the picture to be taken . . . she roped the photog in for a reading session. Tamy's a blonde, and Jeri has pretty red hair.



HOUSEPARTY GANG HAS A BUSY MONTH

Warren Nielson and the Houseparty crew had a busy month of personal appearances. That's Lyn and Betty (left to right), and Merl Douglas. If you'd like to schedule them for an appearance, just write to Warren for the details.

UUMMMN, WE LOVE THAT WATERMELON!

President Ed May invited all of us to a big watermelon feed during September . . . and you can see how pleased we were. In back is Doris Murphy, Warren Nielson, and Edward. In front is Carol Lewis, left, and Mary Wallin, two of the office gals. Their expression is testimony enough to the taste of the melons. . . . PS: We consumed more than 6,500 pounds . . . Gluttons, eh?



On the KMA PARTY LINE

By **DORIS MURPHY**

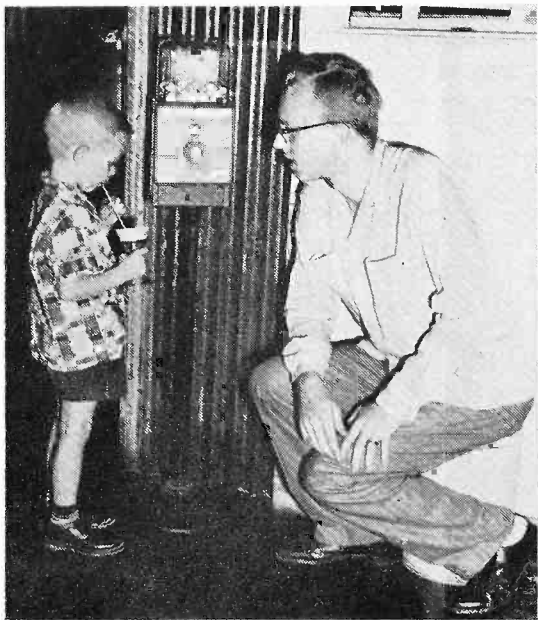
With four sons home for only one night and all four leaving next morning for college, you can imagine the activity and visiting at the home of **MILLIE** and **DICK MILLS**, the night of September 14th. The boys, ranging in ages from 19 to 25, are now all enrolled in Iowa colleges . . . Ted and Bob, juniors, at Iowa State College at Ames; Jim, a freshman at University of Iowa at Iowa City; and Bill, a freshman at Drake. Ted has just completed 5 years in the U. S. Navy and Jim, four years in the U. S. Air Force. This was the first time the family had been together in 4 years, and they thoroughly enjoyed the family reunion here in Shenandoah with their folks.

Announcer **MIKE HEUER** who baby sits in the daytime with the kiddies, while his wife works as a practical nurse at the hospital, has discovered he has a new added expense. Every time he comes to the studio he has to bring along his 4 year old son, and the minute they walk in the door, Tommy decides he is very "thirsty". Yes, Tommy has learned there is a fountain at

KMA, and this is the reason for the sudden thirst. A trip to the fountain for an orange drink and two balls of gum from the gum machine fix him up in great shape! But Dad gets nicked 7¢ every trip. Even with this added expense, **MIKE** figures he still saves money baby sitting, as he used to buy gas once a week for his car, and now he has to fill'er up only every two weeks. Not so much time for driving around helps save for that new home.

It was midnight, and September the 13th was just coming into being . . . and **RALPH CHILDS** walks out of the studio anxious to get home. He was tired after a trip to Atlantic and six hours of announcing. He started to get into the car, but one looked stopped him. A tire was flat! It **WOULD** happen at a time like this. He got out the jack and started hoisting up the car, but it slipped on the brick pavement. The night watchman came along and offered assistance. A fellow Elk stopped and helped. Between the three they got the tire fixed and **RALPH** on his way home. Everything happens to **RALPH** at midnight! Last month it was a rat in his car . . . this month a flat tire! What next?

There has been considerable tension and anxiety around the **FRANK FIELD** home these days with the family eagerly waiting daily news from grandson Johnny Fishbaugh in the hospital with polio, and wondering which day the stork would arrive with a new member for the family of their daughter Peggy and husband Jim Bellamy. Johnny, son of Mr. and Mrs. Robert Fishbaugh is getting along fine now. Many hours of his hospital stay have been made pleasanter by reading 900 pieces of mail and "Get Well" cards sent by KMA listeners. Peggy Bellamy and two sons Shannon, age 6, and Chris 3, who live in Kansas City, had been at the Fishbaughs a month awaiting the stork, but when Johnny became ill, they moved to the **FRANK FIELD** home, to take precautionary measures. You folks with children have probably gone thru similar anxious moments.



Tommy, orange pop, gum machine, and Mike Heuer.

The three handsome fellows you see pictured on this page, are having a big laugh, because their "gag" had just backfired and they were wondering just WHO the joke IS on! The trouble started Monday, September 6th, when DON JOE, KMA's Sportcaster and salesman, was taking care of his three sons by himself, while his wife had gone to Fremont, Nebraska. DON was very sick with tonsillitis . . . and by Tuesday he couldn't talk. Just to make sure he would be able to broadcast the Friday night football game, he got a shot of penicillin. Arrangements were then made to remove his tonsils Saturday A.M. DON got thru the Friday ball game fine . . . was at the studio by 7:30 Saturday morning to do his 15 minute Sports Show, and by 8 o'clock he was on the cutting table at the hospital. By 8:15 he was tonsil-less. At noon Newscaster DEAN NAVEN and your new KMA Guide Editor, TOKE NELSON, went to visit him. They thought they would needle him a bit, and figured he'd be sicker'n a dog. To cheer him up they took along a bouquet of thorny, wilted roses, wrapped in UP press releases! But the gag backfired. Here is what they saw when they went in the hospital room. DON JOE . . . sitting up in bed, feeling perfect and with a broad grin on his face. He filed the flowers and "Sympathy" card in the wastebasket, and by Saturday afternoon was dismissed from the hospital. Here the KMA camera caught three "good sports" enjoying the "gag that backfired."

School started Sept. 1st for the 4 children of Newscaster RALPH and MURIEL CHILDS . . . as it did for millions of kids household things were a bit different. All household things were a bit different. All four are going to a different school! Steve, 13 is a freshman in high school; David, 10, is in Sixth grade; Michael, 9, in fourth grade and Susie, 7, in second grade. Then to top it off, Mrs. Childs is a substitute teacher . . . subject to call at any of the four schools. It doesn't bother RALPH, though. "I don't have to take any of them to school," he says, "They all have bikes, except Susie." Engineer DON BURRICHTER and his wife aren't quite so lucky though, as it means four trips a day into town from the KMA transmitter, to get



GUIDE editor, Dean Naven surprise "ailing" patient Joe.

their four children back and forth to school. Their children go to different schools too, and DON almost feels like he is on a "merry-go-round" making the rounds of the schools morning, noon and night.

The little miss pictured here with loads of coal black hair, and her lips puckered up as if she were saying: "WOW . . . what a BIG, WIDE WORLD this is!" . . . is baby Joyce Elaine Currier. Her arrival was a complete surprise to her Grandmother BERNICE CURRIER, whom you hear on KMA at 9 each weekday morning. The first BERNICE knew of her brand new granddaughter, was when she received a long distance call about 7:30 p.m., September 4th from her son Ed in Elmhurst, Ill., telling her of the birth of her eighth grandchild. BERNICE had just returned from an air flight to the Iowa State Fair in Des Moines and had settled down for a rest, when she received the call, announcing the arrival of the 8 lb. baby at noon. Ed and Pattie had also kept it a secret from the other grandparents, so Joyce came into the world as a complete surprise to the entire family.



She has a sister Carol Ann, age 1 year 9 months, who can hardly wait until Joyce grows up, so she'll have a playmate. Oh . . . I forgot to tell you the reason this young lady is exclaiming over the big wide world she has come into. It's because this picture was taken just ONE HOUR AFTER HER BIRTH!

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Hold "Straw Voting Time at KMA"

THE REPUBLICANS

Leo Hoegh, Republican candidate for Iowa's governor, checks his "straw ballot" while directly behind him is Ben Jensen, the GOP congressman from the seventh district. Pretty lass under the sign is KMA's own Evalyn Saner, our busy, busy traffic manager.



THE DEMOCRATS

Senator Guy Gillette, the present Democratic senator from Iowa, also stopped by Ed May's voting station to register his feelings on the upcoming election. You'll find the results of the poll which Ed's father, the late Earl May, made famous in 1936 and 1940 when his poll called both elections, on page four of this issue of the GUIDE.

