

The

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# KMA GUIDE

Vol. 6

SEPTEMBER, 1949

No. 9



Edward May and Mother Put KMTV on Air

(See Story on Page 11)

**"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"**



## The KMA Guide

Vol. 6

No. 9

SEPTEMBER, 1949

St. Joseph, Missouri

You had better not scratch me off your subscription list or I'll come right up there after you. I enjoy the GUIDE more and more every month.

*Mrs. E. R. Roberts,*  
3117 Olive St.

(Have no fear, Mrs. Roberts. Ina Burdick of our mail dept. will take good care of you. However, we would like to have you visit us sometime.)

Bethany, Missouri

I've been searching for a way to improve the GUIDE, but can't think of any. However, if there is one, I know that you will find it. Just keep that fine magazine coming.

*Mrs. S. N. Edwards,*  
Rural Route 2

(One of the best ways we have of improving the GUIDE is thru suggestions from readers. If you have any—regardless of how insignificant they may seem to you—be sure to write us.)

Kent, Iowa

I could write an entire book on KMA and why I like the station and the GUIDE.

*Mrs. Joe Rouk.*

Nevada, Iowa

Very sorry you had to remind me so many times about my renewal, but always had other places for that one dollar until—at long last—here it is!

*Mrs. Lawrence Williams,*  
Box 123

(We know exactly what you mean, Mrs. Williams. We have a financial crisis now and then ourselves.)

Wiota, Iowa

As long as someone gives me a dollar for a birthday gift, I will always be a subscriber to GUIDE.

*Mrs. J. F. Ihnken,*  
Box 2

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Kellogg, Iowa

As I was looking thru the little magazine I saw where you wanted those who had all of the copies to write.

Well, here I am shouting I have mine—every single copy since the very first one. And what's more I would not part with any of them for love or money.

*Gertrude Jarnagin,*  
Rt. 1.

Wilcox, Missouri

Here is my renewal for the KMA GUIDE

I have been taking it for several years and I think it is the finest little magazine published. Our family would like to see more pictures of the Blackwood Brothers Quartet and their families.

*Helen Eileen Huff.*

(See page 14.)

Prairie City, Illinois

In the July issue there was a nice letter from Lillie DePriest telling how she met me and I want to thank her so much for the nice things she said, thru the GUIDE and thank the GUIDE for making it possible for me to meet such a nice person, I am happy to have her for a friend and pen pal. The GUIDE is a grand little magazine and helps people to meet and make friends when otherwise they wouldn't.

Again I say thanks to a friendly little magazine. I wouldn't be without it.

*Mrs. George Wolf.*

## A Chat With Edward May

Our family spent their vacation this year at Mercer, Wisc. from Aug. 7 to 27. Mother first visited this beautiful section of the country in 1914 and purchased Riverview Cottage which has been our summer home for the last 35 years. From early spring until fall, one or more members of the family stays up there. We alternate so that everyone can enjoy the place.

Since we returned home, I have had one of the most interesting experiences of my life.

Of course, before we started building a TV station, we checked very carefully throughout the country to be sure that television had a bright future. However, none of the promising things which we heard could possibly have prepared us for the enthusiastic response which we received from you folks during our Open House, Aug. 15 thru 20. Not only did you come to our KMTV studios by the thousands, but you also immediately bought hundreds upon hundreds of television sets after you saw KMTV in action.

Within less than a week practically every set in the Omaha-Council Bluffs area had been sold and TV distributors doubled and tripled their orders for immediate delivery. In fact, one distributor chartered three airplanes to fly sets into Omaha. One small dealer who had sold 8 sets in two months averaged 35 set sales a day until his distributor's supply was exhausted.

TV experts from other parts of the country tell us they have never seen such an enthusiastic reception for television as they viewed right here in the Midwest during the last two weeks. Of course, this makes us very happy. However, I think my greatest thrill came at 7:20 P. M. on Thursday, Sept. 1 when I walked before the TV cameras. Since this was a new experience, I was a little nervous ahead of time, but when I finally stepped before the lights, I felt as if I were coming right into your living room as an invited guest, and I immediately felt at home. Introducing my sister, Frances (Rankin), Owen



Saddler, and other members of the KMTV staff to you on television was truly one of the high points of my life. For the first time I could show you many of the people of whom I am proud.

And then it was my pleasure to greet before the cameras Acting Mayor Carl Jensen of Omaha, Mayor George Sparks of Council Bluffs, the King (William D. Lane) and Queen (Catherine Ann Coad) of Ak-Sar-Ben, the King of Council Bluffs' Mardi Gras, (Einer P. Juel), Lew Avery and Bill Knodel, our advertising representatives, James Connolley and Ernest Lee Jahncke, Jr. of the American Broadcasting Company.

After this simple ceremony Miss Nebraska (Vanita Brown of Omaha) and Miss Iowa (Barbara Juel of Council Bluffs) presented the acts which they will use when they enter the Miss America Pageant at Atlantic City this month.

As I sit here writing this, my desk is piled high with congratulatory letters and wires. Of course, I will answer each one of these individually, but to all you kind people I say thank you from the bottom of my heart. Without your support, launching KMTV would have been impossible. With the wonderful cooperation which you have given us, it has been a gratifying experience which I will remember all of my life.

## Coming Attractions on KMTV

Below you see some of the entertainers you will be viewing on your TV screen this fall and winter. Of course, this does not mean all of these stars will be on KMTV Sept. 1 since, like radio shows, TV programs start at varying times during Sept., Oct., and Nov.

The gentleman (at upper left) is Ed Sullivan, emcee for "Toast of the Town", interviewing his guest, Rudy Vallee.

Arthur Godfrey, the fellow in the upper right hand picture, will be on KMTV regularly each Wednesday evening at 8 P.M. beginning immediately. Godfrey, who has become a TV star by simply being himself, recently did a television show from a hammock. If you think he's funny on the radio, wait until you see him on television.

Below Godfrey are Mr. & Mrs. Goldberg,

radio's beloved oldtimers who are now creating a sensation in TV. Recently the Goldbergs were without a sponsor and there was some chance that the show would leave the air. Immediately thousands upon thousands of listeners sent in nickles and dimes so that the program could be continued. With this terrific response several sponsors started fighting for the right to put on the show.

The lower center picture was taken in Jerome Arena, New Jersey from where originates the nation's finest televised boxing and wrestling matches.

And, of course, finally there is Cliff Edwards (lower left) our old friend, who has been a KMA regular for years.

These are but samples of the fine fare which await you when you tune to Channel 3 on your new television set.



## Television in Action

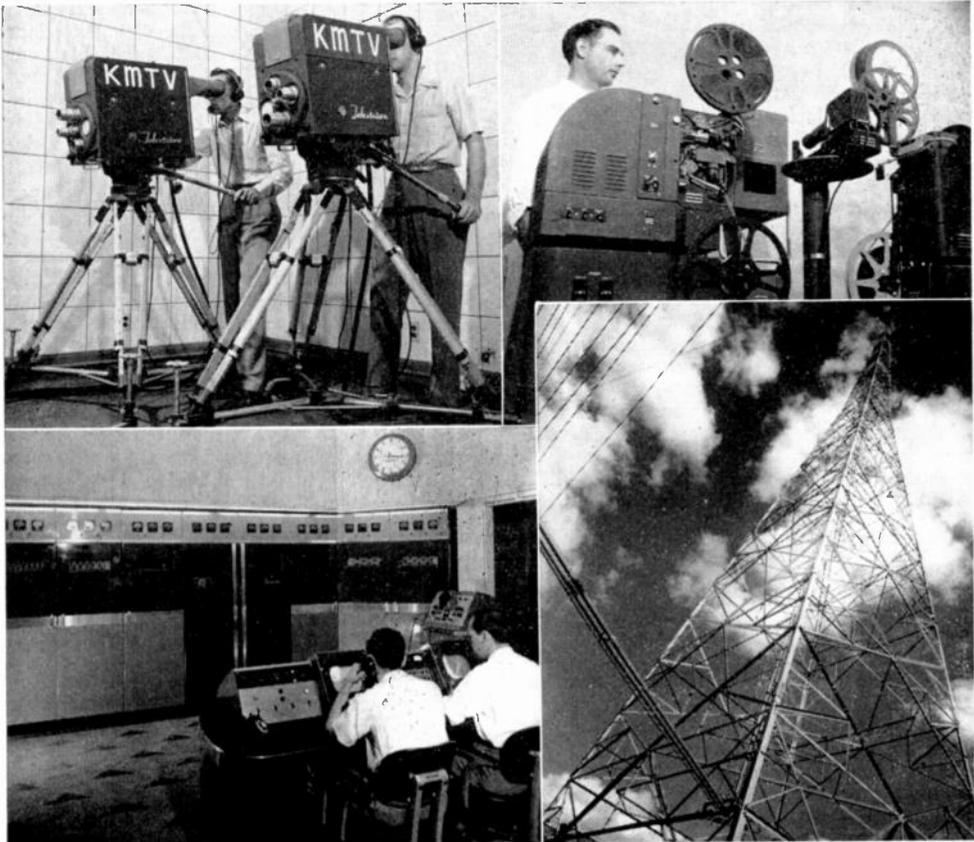
If you attended KMTV 'Open House' (7 to 10 P. M., Aug. 15 to 20), you're familiar with the scenes below. They were taken at our studios, 2615 Farnam St., Omaha. At upper left are Television Cameras (technically called Image Orthicon Cameras). These cameras are used to produce local programs. They use no film but work with electricity and focus a scene from a studio show into a small tube in the back of the camera. This tube changes the picture into electrical current that is sent to the transmitter room.

Network programs are produced on both the east and west coast. Since KMTV will not receive these programs direct from the networks until a microwave system is installed in the Midwest, a movie is made as the show is in progress. This movie is air-expressed to KMTV and played through the projectors shown at upper right. The image from the film is changed into an electrical current that is sent to the transmitter room. The transmitter room puts it on the air and your receiver changes the

current back to the picture that is on the network film.

At the lower left is the KMTV transmitter room. Here the picture in the form of an electrical current is received from the studios or projectors. This current is amplified, sent to our tower and from there it is picked up by your receiver. Two engineers regulate this current from the master control console before which they are seated. In the background are the doors that protect over 1,000 tubes used in a television station. Two of these tubes cost \$1300 apiece and needless to say it takes much engineering skill to maintain them.

At lower right is our 524 ft. tower, which is across the alley from the KMTV building. From the tower the TV picture in the form of radio waves go directly to your television receiver. Of course, this is a very simplified version of how television is produced. If you have any questions concerning this phase of TV, please write us and we will try to find the answers.



## On The KMA Party Line

With DORIS MURPHY

It was with sorrow we learned of the death of 3 weeks old Michael Don Hansen, grandson of homemaker Edith Hansen, which occurred in a Chicago hospital, Sept. 2. The baby was born to Mr. and Mrs. Harold Hansen, Aug. 12 at the Hand Hospital in Shenandoah. Two weeks after birth he developed a heart ailment and was taken into Omaha for examination by a baby specialist. Upon his advice, Michael was flown into Chicago for treatment, but lived only a short time after reaching there. Our deepest sympathy to the young parents and Edith.

Have you been missing the high tenor voice of Cat Freeman in the Blackwood Quartet lately? Well, here's the reason! Cat, his wife, and 5-month old son, Randall, have moved to Greenville, So. Car., to make their home. Cat has accepted a position in an appliance store. He also plans to work actively in the church and sing with a church quartet. Before going to their new location, the Freemans visited his wife's relatives at Fyffe, Ala. Cat was a member of the Blackwood Quartet in 1946 and 1947, as well as the past year and a half. We'll miss Cat's fine tenor voice and wish him Godspeed.

Taking this picture of **HOMEMAKER ADELLA SHOEMAKER** and family proved a lot of fun. Just about the time Photographer Glenn Cray would get ready to snap the shutter, Donnie and Georgie would break out giggling. Then everyone would stop and have a good laugh. It was evident the two boys enjoyed teasing their mother, and even though their laughing delayed the picture, **ADELLA** kept good natured and enjoyed it all. Donnie, seated to the left of his mother, leaves soon for Simpson College to resume his studies, and George, seated in front, will attend Shenandoah High School. From the expression on Mr. Shoemaker's face, he, too, was enjoying it, and I'm sure

you'll all agree the Shoemakers are a mighty fine family. This picture was taken in front of the bay window of the dining room in the Shoemaker home.

What a commotion was caused when entertainers **MACK AND JEANIE** had a new bedroom suite delivered to their home! The furniture movers dropped the mirror and broke it and Baby Peggy Jean pulled the bedsprings over on herself. Oh well . . . next day the broken mirror was replaced with a bigger and better one, and Peggy's slight injuries were better, so everything turned out all right after all.

It must have been visions of his big vacation trip coming up that caused **ELMER AXELBENDER** to be so absent-minded one day. He forgot where he had left his car and didn't find it for an hour. El-



mer had made a trip to the post office and en route home, decided to stop at the grocery store for some dog food. He jumped out of the car, went inside, made his purchase, walked right out the door and past his car and home. About an hour later he started to look for something and decided he had left it in the car. But--- there was no car in front of the house. Then he remember-

ed what he had done! He had left his car in front of the grocery and walked home. What's more, the motor of the car was still running when he retrieved it an hour later!

Do your children ever stump you with questions? **NEWSCASTER RALPH CHILDS'** four kiddies keep him guessing. Here's just a few of the questions they've asked recently: "Why do measles last longer than chicken pox?" "How big is your heart?" "Does a cat live to be 15 years old?" "How long is 'pretty soon' and 'a little while'?" "How long does a mole live?" And during the polio scare, 5-yr-old David wanted to know if you got polio from eating green apples. He said a kid had told him you did, and his brother, Stevie, age 8, had eaten one! On and on it goes . . . each day bringing forth new questions. That's why there's never a dull moment when there are children around!

A ten degree drop in the temperature on a hot summer afternoon certainly put the announcers in a dither! And it took

FRANK FIELD, our official weatherman to solve the mystery. At 1 p. m. JIM KENDRICK checked the weather guage and it registered 90 degrees. An hour later RAY MERRIOTT checked, and it was all right. But . . . within another hour, the thermometer had dropped 10 degrees. Everyone was puzzled. What could have happened? At 4 p. m. NEWSCASTER RALPH CHILDS checked, and said, "It can't be! There must be something wrong with the equipment." So they called FRANK FIELD and told him the story. Soon, Frank was rolling with laughter as he saw the worried expressions of the announcers. He then told them the cause of the sudden drop in temperature. The caretaker had turned on the swirling sprinkler in the garden beside the building, and as a result, it had cooled the air ten degrees. The mystery was solved!

When ENGINEER DON BURRICHTER took his son, Eddie, age 8, on his first fishing trip to Minnesota this summer, Eddie thought it was great sport. He enjoyed camping out, but had to admit when it came to the meals that dad wasn't as good a cook as mother. Next time . . . the men of the family will beg Mom to go along on their fishing trip!

No doubt ELMER AXELBENDER (Fred Warren) will have some tall tales to tell on the air when he returns with his wife from their four-weeks' vacation trip. Among the places they will visit are Grand Canyon, California, Washington, Vancouver and Victoria, B. C. Even Tootie, their little dog, went along on the trip!

Our singing cowboy, BOB STOTTS, reports he has just about finished the outside of his house and hopes to have the inside completed by December. This proves Bob's versatility . . . he's as good a carpenter as entertainer.

The busy schedule during the week of Open House at KMTV with employees working double shifts, certainly took its toll. After a few days of announcing schedule and lecturing, JIM KENDRICK became the first TV victim. Starting back to work one day with a light jacket on, Jimmie absent-mindedly picked up and

put on the second jacket. But that wasn't enough! On his way out the door, his light top coat was so handy that he picked that up and started to put it on, too. It was only when his mother asked, "Jimmie, is it cold outside?" that he realized what he had done. In the middle of August he had put on THREE coats to go to work.

GAYLE MAHER, General Manager Owen Saddler's secretary, was the second victim. For 10 minutes she searched for her purse . . . from front office to back office . . . front and back seat of the car. EVALYN SANER and I frantically searched with her, and finally gave it up as lost. We started back into the office and only then I saw, hanging on her arm, the "lost" purse.

Next victim of "televisionitis" was PHOTOGRAPHER GLENN CRAY. He walked up to a perfect stranger and asked if he could take his picture. The man very obligingly said "Yes". Instead of taking the slide out of the camera and then taking a picture, Glenn flashed the bulb, pulled the slide out, and walked on down the hall. After he had taken a few steps, he realized that he hadn't intended taking the picture . . . didn't know what use could be made of it . . . and



wondered, after the hundreds of pictures he has taken, why he would flash the bulb and then take the picture. Result: A blank picture—a blank mind!

This attractive auburn-haired young lady painting a big pink rose is FLORENCE, wife of Anncr. WARREN NIELSON. She started painting when only 17. While still a senior in high school, a cousin, who had a set of oil paints, insisted she try painting. Her first picture was an iris. Since then she has painted many pictures and has sold all but a very few. Two of her largest pictures were 4' x 4' and were sold to the Shenandoah VFW Club and are now hanging on the club room walls. One is a painting of the flag raising at Mount Suribachi, the other a painting of the late Ernie Pyle, kneeling beside a grave in the South Pacific.

# KMA DAILY PROGRAMS FOR SEPTEMBER 1949

960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

- 5:15 a.m.—Blackwood Brothers
- 5:45 a.m.—Elmer's Scrapbook
- 6:00 a.m.—RFD 960
- 7:00 a.m.—Larry Parker, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Blackwood Brothers
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Breakfast Club
- 9:00 a.m.—Homemaker's Visit
- 9:25 a.m.—Betty Crocker
- 9:45 a.m.—Victor H. Lindlahr (M.W.F.)
- 9:45 a.m.—Bob Stotts (T. Th.)
- 10:00 a.m.—Hawkeye Rangers
- 10:15 a.m.—Edith Hansen
- 10:30 a.m.—Ted Malone
- 10:45 a.m.—Smile Awhile
- 11:00 a.m.—Listen To This
- 11:30 a.m.—Jean Foster
- 11:45 a.m.—Stump Us
- 12:00 noon—Larry Parker, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Half Past Noon
- 12:45 p.m.—KMA Market Reports
- 1:00 p.m.—Elmer Axelbender
- 1:15 p.m.—Blackwood Brothers
- 2:00 p.m.—Talk Your Way Out Of It
- 2:30 p.m.—Ladies Be Seated
- 3:00 p.m.—Helzberg's Time
- 3:15 p.m.—Ike Everly's Trio
- 3:30 p.m.—Kitchen Klinik
- 4:00 p.m.—Bob Stotts
- 4:15 p.m.—Mack and Jeanie
- 4:30 p.m.—Ralph Childs, News
- 4:45 p.m.—Steve Wooden
- 5:00 p.m.—Challenge of Yukon (M.W.F.)
- 5:00 p.m.—Green Hornet (Tu. Th.)
- 5:30 p.m.—Sky King and/or Jack  
Armstrong

### MONDAY NIGHT

- 6:00 p.m.—Supertime Frolick
- 6:15 p.m.—Sports Parade
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather
- 7:00 p.m.—Lone Ranger
- 7:30 p.m.—Railroad Hour
- 8:00 p.m.—Kate Smith Calls
- 8:15 p.m.—Henry J. Taylor

- 8:30 p.m.—Kate Smith Calls
- 9:00 p.m.—Skitch Henderson's Band
- 9:15 p.m.—Kate Smith Calls
- 10:00 p.m.—Ralph Childs, News
- 10:30 p.m.—Sports Final
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orch.

### TUESDAY NIGHT

- 6:00 p.m.—Supertime Frolick
- 6:15 p.m.—Sports Parade
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather
- 7:00 p.m.—Cisco Kid
- 7:30 p.m.—Counterspy
- 8:00 p.m.—Am. Town Meeting
- 9:00 p.m.—Detroit Symphony
- 9:30 p.m.—Harry James' Band
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Guest Star
- 10:30 p.m.—Sports Final
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orch.

### WEDNESDAY NIGHT

- 6:00 p.m.—Supertime Frolick
- 6:15 p.m.—Sports Parade
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather
- 7:00 p.m.—Lone Ranger
- 7:30 p.m.—Blackwood Brothers
- 8:00 p.m.—Treasury Band
- 8:30 p.m.—It's Time For Music
- 9:00 p.m.—Stars In The Night
- 9:30 p.m.—On Trial
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—KMA Showcase
- 10:30 p.m.—Sports Final
- 11:00 p.m.—Newstime
- 11:15 p.m.—Dance Orch.

### THURSDAY NIGHT

- 6:00 p.m.—Supertime Frolick
- 6:15 p.m.—Sports Parade
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather
- 7:00 p.m.—Cisco Kid
- 7:30 p.m.—Counterspy
- 8:00 p.m.—The Eye
- 8:00 p.m.—First Hundred Years

AMERICAN BROADCASTING COMPANY



9:00 p.m.—Tune Time  
 9:10 p.m.—Robert Montgomery  
 9:15 p.m.—Fantasy In Melody  
 9:30 p.m.—We Care  
 9:45 p.m.—This Is Television  
 10:00 p.m.—Ralph Childs, News  
 10:30 p.m.—Sports Final  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

**FRIDAY NIGHT**

6:00 p.m.—Suppertime Frolick  
 6:15 p.m.—Sports Parade  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—This Is Your FBI  
 8:00 p.m.—Break The Bank  
 8:30 p.m.—The Sheriff  
 8:55 p.m.—Champion Roll Call  
 9:00 p.m.—Boxing Bout  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Voice Of The Army  
 10:30 p.m.—Sports Final  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

**SATURDAY PROGRAMS**

5:15 a.m.—Blackwood Brothers  
 5:45 a.m.—Elmer's Scrapbook  
 6:00 a.m.—RFD 960  
 7:00 a.m.—Larry Parker, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Blackwood Brothers  
 7:45 a.m.—Morning Headlines  
 8:00 p.m.—Hayloft Jamboree  
 9:00 a.m.—Homemaker's Visit  
 9:30 p.m.—Del Porter's Band  
 9:45 a.m.—Bob Stotts  
 10:00 a.m.—Hawkeye Rangers  
 10:15 a.m.—Music By Marge  
 10:30 p.m.—Chuck Wagon Varieties  
 10:45 a.m.—Smile Awhile  
 11:00 a.m.—Hormel Girls Corps  
 11:30 a.m.—Jay Stewart  
 12:00 noon—Larry Parker, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Noon  
 12:45 p.m.—Market Reports  
 1:00 p.m.—Elmer Axelbender  
 1:15 p.m.—Blackwood Brothers  
 1:30 p.m.—Clarinet Capers  
 1:45 p.m.—Dustv Owens  
 2:00 p.m.—Nishna Valley Boys  
 2:15 p.m.—Tex Ritter's Corral  
 2:30 p.m.—Hillbilly Hits  
 3:00 p.m.—Dusty Owens' Trio  
 3:15 p.m.—Ike Everly  
 3:30 p.m.—Kitchen Klinik  
 4:00 p.m.—Church In The Wildwood  
 4:30 p.m.—Ralph Childs, News  
 4:45 p.m.—Steve Wooden  
 5:00 p.m.—Fantasy In Melody

5:15 p.m.—Church & The Nation  
 5:30 p.m.—Eddie La Mars' Band  
 6:00 p.m.—Here's Hollywood  
 6:15 p.m.—Sports Parade  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather  
 7:00 p.m.—Cisco Kid  
 7:30 p.m.—Treasury Band  
 8:00 p.m.—Tommy Dorsey's Band  
 8:30 p.m.—Musical Etchings  
 9:00 p.m.—Nat'l Barn Dance  
 9:30 p.m.—Sat. At The Shamrock  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Tops In Sports  
 10:30 p.m.—Dance Orch.  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orch.

**SUNDAY PROGRAMS**

7:00 a.m.—News Summary  
 7:15 a.m.—Bob Stotts  
 7:30 a.m.—Back To The Bible  
 8:00 a.m.—Rev. Gene Phillips  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Frank and Ernest  
 9:30 a.m.—Lutheran Vespers  
 10:00 a.m.—Rhythm Ranch  
 10:30 a.m.—Hour Of Faith  
 11:00 a.m.—Victor H. Lindlahr  
 11:15 a.m.—Foreign Reporter  
 11:30 a.m.—Piano Playhouse  
 12:00 noon—News  
 12:15 p.m.—Blackwood Brothers  
 12:30 p.m.—Revival Hour  
 1:30 p.m.—Mr. President  
 2:00 p.m.—This Week In Review  
 2:15 p.m.—This Is Television  
 2:30 p.m.—Newstime  
 2:45 p.m.—Your Country Editor  
 3:00 p.m.—Show Tunes  
 3:30 p.m.—Opera Album  
 4:00 p.m.—Family Closeup  
 4:30 p.m.—Hits & Encores  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Monday Morning Headlines  
 5:30 p.m.—Song Salesman  
 5:45 p.m.—Music By Bovero  
 6:00 p.m.—Proudly We Hail  
 6:30 p.m.—National Vespers  
 7:00 p.m.—Think Fast  
 7:30 p.m.—Sunday With You  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Jergens-Woodbury Journal  
 8:30 p.m.—Speaking Of Songs  
 9:00 p.m.—It's Fiesta Time  
 9:15 p.m.—Ted Malone  
 9:30 p.m.—Organ Music  
 10:00 p.m.—News  
 10:15 p.m.—Thoughts In Passing  
 10:30 p.m.—Dance Orch.  
 11:00 p.m.—Newstime  
 11:30 p.m.—Dance Orch.

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

## Frank Comments

By

**FRANK FIELD**

I promised you folks last month that the picture this month would be a new one of Jim, Peggy and Shannon, but I thought that this one would be more interesting, as it shows all three of the grandchildren. The occasion was Johnny's seventh birthday. You know most of the ones in the picture from having seen their pictures before. Charles Kolb lives right next door to Johnny, and Jackie Asbury is one of his regular playmates. Esther Fishbaugh is Johnny's aunt, who lives two blocks up the street and the little girls are her nieces, except Barbara, who is Bob Briggs' daughter.

The month of August was very uneventful in the Field Family, and I can't think of a single thing new interesting or exciting to tell you.

Jim and Peg did trade off their old 34 Chevrolet and bought a bright yellow 38 Olds convertible, and now Shannon wants to ride all the time. In fact, I honestly think he would be perfectly willing to sleep in it.

Jennie, of course, did a lot of canning and freezing all through the month of August, and is just about ready to call it quits for the year. Her mother came down from Council Bluffs and helped her through the heaviest part of it, and while she was here they canned up Grandma's winter supply, including green beans, lima beans, tomatoes, sweet corn, chili sauce, ketchup, mustard pickles, piccalilli and dill pickles.

Yes, those Hybrid Burpee Cucumbers are still producing heavily although they have slacked up somewhat. The green beans which were planted after the pea vines were pulled up are coming into full

production now, and we have had just enough rains to keep them moving right along.

There hasn't been a single day since the first of July that we couldn't go out and pick a mess of sweet corn if we wanted to, as I kept making successive small plantings about every ten days.

The last planting was made about the first of August and it will be coming on about the first week in September. One nice thing about the sweet corn planted later is the fact it is absolutely free from worms so that it isn't necessary to dust the silks with bug dust to keep the worms out.

It is getting time of year now to be thinking about planting lawn grass seed and I am strongly in favor of both thickening up old lawns and starting new lawns during September for the reason that you will have far less trouble with weeds in your lawn next year if you can give your grasses a good start this fall. You see all of the weeds



Front Row L. to R.: Bill Field, Jackie Asbury, Johnny Fishbaugh, Charles Kolb, Lynn Burton, Shannon Bellamy. Middle Row L. to R.: Caroline Beckett, Beverly Miller, Barbara Briggs, Janet Beckett, Judy Beckett. Last Row: Zoe Fishbaugh, Peg Bellamy, Esther Fishbaugh.

which bother the lawns are hot weather weeds and most of them won't even germinate until it does come hot weather. The lawn grasses on the other hand like to get started in the fall of the year and keep on making root growth even after heavy frosts have slowed down the top growths.

Kentucky Blue Grass is a little more plentiful this fall than it was last year and the price of lawn grass is consequently a little lower. If you are patching up an old lawn, figure on using at least a pound of grass seed to 400 sq. ft. If you are starting a new lawn use a pound of seed for 200 sq. ft. That would mean 5 pounds for each 1000 sq. ft. Keep in mind that Kentucky Blue Grass takes about 21 days to germinate and get itself established

## Front Cover Story

Pictured on the front cover is the scene for which all of us have been working many, many months.

It was taken the precise second that KMTV went on the air for the first time (7:15 P. M., Aug. 3). And, pushing the transmitter button, are Edward May and his mother, Mrs. Earl E. May.

This will recall to many of you faithful oldtimers a similar scene which happened 24 years ago last month. Then it was that KMA went on the air for the first time. And the man who pressed the button that day was the late Earl E. May, midwest radio pioneer. Now in the same spirit of service to the area, his son, Edward, is following in the footsteps of his father—pioneering in this newest entertainment and educational medium—television.

### ELMER AND THE GREAT AXELBENDERS

Did you hear that loud, crash at 1 P. M. Sept. 5? No, it wasn't our tower falling—just 'Elmer and His Great Axelbenders' broadcasting a new program which will be heard every afternoon, Mon. thru Fri., from 1:00 to 1:15. Working with Elmer are Dusty Owens, Jeanie Sanders, Buddy Morris, Eddie Comer, Steve Wooden and Marge Parker. To sum it up, 'Elmer and His Great Axelbenders' will present 15 of the most unpredictable and unrehearsed minutes ever heard on your radio.

Not even Elmer is sure what is going to come out over that microphone when he sits down before his special washboard complete with cowbells, cymbals, horns and ratchet noise-makers. For months now the boys have been asking for a show where they could really 'let their hair down'. Believe us, they've got it now!

### PLEASE FORGIVE US

This month you will be receiving your issue of GUIDE late because our entire staff was in Omaha helping launch KMTV. Television stations are started once in a lifetime so if you will bear with us this time, we will promise to give better service in the future.

## Steve's Little Helper

Robert Steven, year old son of entertainer Steve Wooden, likes to 'help' Daddy with his furniture-building hobby. Below you see 'Punkin' (Steve's name for Robert), adding the finishing touches to a new radio cabinet Steve recently finished. Punkin also 'helped' Steve build a bed and chest of drawers for Mother (Kathleen). Steve says Punkin's main efforts are scattering tools over the floor and twisting Steve's ear, (Punkin always grabs that ear when opportunity presents itself).

Steve has his arms around Punkin, not to hold him up, but to get the screwdriver before he tries to 'fix' something else. Punkin recently learned to walk and satisfies his curiosity by touching every bright, shiny object in reach. Of course, Mother is always busy keeping vases, clocks and dishes out of reach.

Steve and Kathleen have a special seat in their car for Punkin. Recently, they took him to a Drive-In Theatre to see a cartoon. One of the characters on the screen ran his fingers over his lips to make a "buwawawa" sound. Since then Punkin makes the same sound when something bothers him.

If you will look on page 4 of May GUIDE you'll see how Punkin has grown in 4 months. He now weighs 28 lbs., has cut several new teeth and can say 'Daddy and Mamma'.

After Punkin finishes his course in carpentering, daddy might train him to sing so he can be a radio entertainer.



## Homemaker Visit

By **BERNICE CURRIER**

### COCONUT MIST CAKE

Have shortening at room temperature. Line bottom of 13x9x2 in. pan with wax paper; grease. Start oven at 375°. Sift flour. Measure and sift together 2¼ c. cake flour, 3 t. bkg. pwd., 1 t. salt, and 1½ c. sugar. Measure into a bowl 1½ c. shortening. Measure into a cup 7/8 c. milk and 1 t. vanilla. Have ready 2 un-beaten eggs and 1½ c. coconut. Stir shortening till soft. Sift in dry ingredients. Add ¾ c. milk and mix till flour is moistened. Then beat 300 strokes. Add eggs and remaining milk and beat 150 strokes. Fold in ¾ c. coconut. Turn batter into pan. Bake 35 min. Frost cake and sprinkle with remaining coconut.

### MAGIC QUICK CHOCOLATE FROSTING

1 can sweetened condensed milk, 2 squares unsweetened chocolate, 1/8 t. salt, 1 T. water and 1/2 t. vanilla. Combine milk, chocolate and salt and cook in double boiler stirring constantly about 10 min. or till thick. Add water and vanilla gradually, remove from heat and cool. Spread on cake.

Below you see my pattern which I have to offer this month. These hot mats in quilted chintz patterns are very pretty and simple to make, they give your table that dressed-up look.

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



## Kitchen Klinik

By **ADELLA SHOEMAKER**

Cheese Sandwich Spread - - - a much cheaper spread made at home and in quantity. It does spread easily just like spreads you buy in the little glasses.

### CHEESE SANDWICH SPREAD

1 large can of evaporated milk, 1 four ounce can of pimientos, 1 lb. cheddar cheese, 1 t. salt, 1 t. paprika. Heat milk in top of double boiler. Add cheese and ground pimiento. Add salt and paprika. When cheese has melted beat until smooth. Makes 1 qt. of spread. Will keep in a cool place.

Minute Cookies—a recipe that will be a big help throughout the school year. In emergencies, can be made in the morning while rest of lunch is being packed.

### MINUTE COOKIES

1 c. thick sour cream, 1 c. sugar, 2¼ c. sifted flour, 1 beaten egg, 1/2 t. soda, 1 t. baking powder, 1/4 t. nutmeg, 1 t. vanilla. Beat cream, egg, vanilla, and sugar together. Sift together dry ingredients, and drop by tsp. on greased cookie sheet. Bake in moderate oven until straw color.

Pineapple Nut Bread—best nut bread I've tried in recent months. Will add variety to the sandwich file.

### PINEAPPLE NUT BREAD

2¼ c. sifted flour, ¾ c. sugar, 1½ t. salt, 3 t. baking powder, 1/2 t. soda. 1 c. shredded whole bran, ¾ c. chopped walnut meats, 1½ c. crushed pineapple (undrained) 1 egg, well beaten, 3 T. melted butter.

Sift flour, sugar, salt, baking powder, and soda together three times. Stir in remaining ingredients. Blend thoroughly. Bake in greased loaf pan 9x4x3 inches, in a moderate oven (350°F.) 1¼ hrs. Makes one 2 lb. loaf. This bread keeps moist a week or 10 days and slices best when a day or more old.

### COFFEE DESERT

Dissolve 30 marshmallows in 1 c. hot coffee. Set aside until cold. Whip one c. cream and blend with coffee mixture. Then add 1½ cups shredded coconut and 1/2 c. pecans. Put in refrigerator until set. Serve plain or with whipped cream.

## Homer Croy Makes Good

Receiving a personally autographed, first edition of Homer Croy's book, "Jesse James Was My Neighbor", is the rare privilege of Station Manager Owen Saddler. But Owen would consider it even more of a privilege if his employees would bring the book back to him so he could read it. When the book arrived, the annotations so amused everyone that it was passed from person to person and remained in Owen's hands only long enough to be taken from him by someone else.

KMA Newseditor Ralph Childs thought the book so wonderful, he gave it a 25 min. review on Sunday, June 19. Mr. Croy, as many of you will remember, was pictured on the front cover of our June, 1947 GUIDE, and a story about his book: "Corn Country" was carried in the same issue.

Homer Croy was born on a farm near Maryville, Mo. March 11, 1883, the son of early Midwest pioneers, and began his writing career by working on country newspapers. Some other books he has written are: "Boone Stop", "West of the Water Tower" and "They Had to See Paris".

The following letter was sent to Owen from New York and it shows the original, clever humor of Homer Croy.

### Watermelon Stealing Day

Owen: You remember me? I am the tall, handsome, cultured gentleman who called on you onst. I'm gettin' ready to go to Cairo, Egypt, for a winter an' figger the GUIDE would have trouble following me, for I'll be going here, there and yon; so mebbe you'd better take me off the list until I get back. I sent you a book about Missouri's most distinguished son, the late Jesse James. You get um? LIFE is going to do a spread on the gentleman and mention my book. How you, anyway? You good? How Eddie May?

Homer Croy,

## Program Personals

By JIM MOORE

One of the first instrumental groups ever to make recordings was the 'Bohemian Band', under direction of "Whoopee John". The band started over 20 years ago in New Ulm, a German community 20 miles west of Mankato, Minn., and since that time has gained national fame. Glenn Harris, our Program Manager, worked with the 'Bohemian Band' when he first started in radio at Mankato.

Below you see "Whoopee John" in the band's native costume, holding his famous accordian. The 'Bohemian Band' is heard over KMA every afternoon, Mon. thru Fri., from 4:00 to 4:15. They play Polkas, Schottisches, Waltzes, old time melodies, and bring you one of the most entertaining musical programs from one of the finest 'Old Country' bands.

Several new programs will start on KMA this month. On Sept. 7 Victor Lindlahr, food authority, author and commentator will present his new show from 9:45 to 10:00 A. M. Mon., Wed., and Fri., and 11:00-11:15 A. M. on Sundays. Victor discusses health diets and how to cut the family's food budget.

Movie Star Robert Montgomery will start a 15 min. commentary program every Thursday evening, 9:10 to 9:25, on KMA. His first program is September 15.



## James Blackwood and Family



James Blackwood, Second Tenor of the Blackwood Brothers Quartet, likes to spend an afternoon visiting with his son James, Jr. (6), and wife Miriam. Jimmy, Jr. is quite interested in the conversation because school started August 29 and 'Mother and Dad' have helped him become one of the best readers in the first grade. Every afternoon 'til winter time, these backyard lectures will be a regular family session at the James Blackwood home.

### THE WELCOME MAT IS OUT

For the last two months we have been dodging carpenters and stepping over painters as they put a new face on our buildings and studios. We know that many of you folks who visited us during this time must have been a little disappointed with what you saw.

However, now all of that is changed. Our auditorium has been completely refurnished and 250 new seats added. The front store which Frank Field manages not only has been considerably enlarged, but has acquired 'The New Look'. The fountain under the able direction of Harry Simpson is now serving better-than-ever home cooked food in spotlessly clean new quarters which you will see as you enter the front door. In other words, life here at KMA has taken on new meaning.

And we want to share our new home with you folks who would like to visit us. Come and see us this month. Harvest Jubilee has been planned for Sept. 27-Oct. 1, and we are purchasing a brand new welcome mat just for the occasion.

## Barbara Saddler Recovers

On June 21, Barbara Saddler, eight year old daughter of Station Manager Owen Saddler, complained of a sore neck and a high fever. The next day she was in Children's Hospital of Omaha with Infantile Paralysis (Polio). None of the doctors knew what type of polio she had, but they all thought it so serious that she would probably never walk again. After 16 days in the isolation ward, the doctors put Barbara on her feet and to the amazement of everyone, she took four steps—four steps that meant Barbara would walk again. This was indeed a miraculous recovery, and on July 18 Barbara was released from the hospital. She still has to take special exercise, rest and hot baths, but she's on the road to recovery and is walking to school with the rest of her gang.

Through all the critical isolation days, one of the most encouraging things to Barbara was the hundreds of letters, postcards and gifts she received from friends, relatives and you KMA listeners.

Below you see her with some of the letters, dolls, books and figurines sent while she was in the hospital and at home.

The large doll at left is from Glenn Harris, our Program Manager. It's impossible to mention all the other gifts she's received, however, Barbara wants to send all of you a very grateful "thank you".



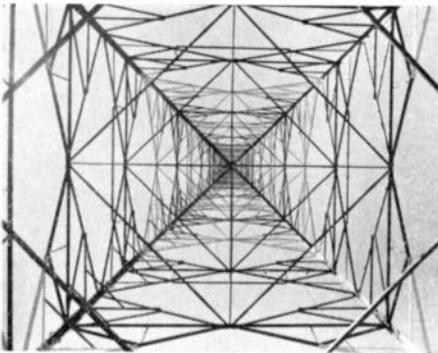
## Iowa State Fair

Wayne Beavers and engineer Don Burrichter spent the weekend of Aug. 27-28 at the Iowa State Fair interviewing outstanding personalities so you listeners who couldn't get to Des Moines would have an eye-witness account of one of the country's outstanding state fairs.

Perhaps Wayne's most thrilling interview was when he sat in the back seat of Adolph Hitler's automobile as the caretaker described how the car was seized after the war and sent to the United States for exhibition. Wayne also met Ed Allen, internationally known Racing-Trotting Driver and Trainer. Ed Allen's horse, 'Single G' won 100 straight victories in 1918 and still holds the title as "Most Famous Pacer" in the United States.

In Agricultural Developments, Wayne interviewed Arthur Raudaana of Norway and Bengt Evenson of Sweden, who are International Farm Youth Exchangees taking agricultural training in the United States. At the Farm Gadget Show, Wayne described some of the latest Farm Home and Machinery inventions. Wayne says he could have spent 10 years describing all of the interesting exhibits and personalities, but he did cover most of this year's high-lights. His interviews were played over KMA during the week of Aug. 28.

### IT'S THE KMTV TOWER



The FIRST correct entry in our picture-guessing contest of last issue, (What Is It? P. 15), is from Mrs. Arthur Waring of Payne, Iowa. She receives a year's subscription to the GUIDE for her quick reply. If you're still wondering what it is... it's the KMTV Tower in Omaha. Albert McGill, KMTV photographer, took the picture lying flat on his back under the tower.



## Forecasts For The Month

### BIRTHDAYS:

- Sept. 3—Mildred O'Day, wife of control operator Glenn O'Day.
- Sept. 5—Ronald Franklin Blackwood, son of baritone R. W. Blackwood.
- Sept. 10—Bob O'Day, son of control operator Glenn O'Day.
- Sept. 13—Eddie Comer, staff artist.
- Sept. 14—Bess Cagley, office supervisor.
- Sept. 26—Susan Elizabeth Childs, daughter of news editor Ralph Childs.
- Sept. 27—Betty Lund, wife of Eng. Ralph Lund.

### ANNIVERSARIES:

- Sept. 5—Muriel and Ralph Childs, news-editor.
- Sept. 6—Mildred and Glenn O'Day, control operator.
- Sept. 8—Jeanie and Mack Sanders, staff artists.
- Sept. 14—Gilda Marie and Max Olive, continuity writer.
- Sept. 26—Mae and Jonny Dickson, announcer.

BIRTHSTONE: Sapphire.

FLOWERS: Morning Glory or Aster.

## Household Hints

Clean aluminum with steel wool dipped in vinegar.

A lot of time will be saved by cutting sliced pineapple in pieces before removing from the can. Cut from the center of slices toward the can, and all slices will be cut at the same time.

Cook enough potatoes to mash for 2 meals. The second meal make flat potato cakes, press a cube of cheese in center and cover with more potato. Dip cake in egg, cracker crumbs, and fry golden brown.

When patching wall paper, instead of cutting the new piece, tear it so the edges are irregular. Then the new section will blend with the pattern.

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## KMTV Open House



21,316 persons visited KMTV during 'Open House', Aug. 15 to 20. Every evening, 3 hrs. of television programs were put on the air as the public toured through the studio, projection, control and transmitter rooms, to have TV experts explain how television equipment works.

Several of the KMA Gang helped with 'Open House'. In the upper left is Wayne Beavers interviewing a 'young lady' from

Omaha. In upper right is a scene in the studio as Mrs. Earl E. May (left), and Jimmie Kendrick's mother (center) learn how studio cameras work. The lower left shows the 524 ft. KMTV Tower, which sends television waves direct to your receiver. A brief lecture at the foot of the tower was the last stop on the tour through the station. At lower right is TV expert Bill Lund, explaining how the projection room handles network films.