

The

# KMA GUIDE

MAYFAIR  
DICK HILLS SHOW



*Homemaker's Day Attracts Over One Thousand*

September, 1954

## MAIL BOX

August in KMA-Land was hot, humid and we had lots of rain. But that still didn't stop many of our loyal GUIDE readers from taking time out from their busy day to drop us a few lines of encouragement. . . . Writes VELMA MIERS of Noel, Missouri, ". . . we enjoy it (The Guide) very, very much and look forward for it to come every month. Thank you for reminding me my subscription was about to expire." Thanks for the kind words VELMA . . . and say folks, why don't you check your expiration date now. If it's going to expire soon, you'll assure uninterrupted delivery if you send your \$1.00 right away . . . and you'll also save us a good deal of work at this end . . . " . . . Enjoy the GUIDE very much and have taken it for almost nine years now . . . " says MRS. THEO PEKAR of Ohio, Nebraska. That's what we like to hear, and if she's been with us nine years, you can bet MRS. PEKAR is pleased with the friendly, neighborly atmosphere of her GUIDE . . . "The Rock Creek Homemakers Extension Club visited your place of business and enjoyed the flower show and trip (around the Seed Company and Radio Station) very much. I would like to thank you . . . , " writes MRS. THOMAS TURDY, club president, of Waverly, Nebraska. . . . To those of you who didn't know it . . . KMA and May Seed Company welcome visits from all groups or clubs. We have a regular planned tour for you and your organization. All you need to do is drop us a card, informing us when you are coming, and how many there will be. And say, if you just can't make it, maybe you'd be interested in an attractive 4-page tour folder which we have prepared for all visitors. Just send us your request, and we'll be pleased to send you a tour folder, free of charge . . . Here's words that please the editors immensely . . . " . . . here I come to get my KMA Guide. I cannot let it drop as I have had it since June 1944 and enjoy it so much, I surely cannot get along without it . . . " writes MRS. HATTIE KLINKER of Cherokee, Iowa . . . there were other fine words for us among letters from MRS. ALBERT NORTON of Jacksonville, Mo.; MRS. HAYDEN B. BLAKEWELL of Mt. Etna, Iowa; LEONA MARIE MENDENHALL of Maysville, Mo.; and MRS. CORA LEEPER of Pollack, Mo. . . . also a cute card in the mail bag from MRS. GERTRUDE McLANE of Gallatin, Mo., who reminded us she was late in getting her July issue (held up by the arrival of Edward W. May, jr. Mrs. R. A. GLENN

## The KMA Guide

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No. 9

SEPTEMBER, 1954

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### New GUIDE Editor

Floyd S. (Toke) Nelson is the new editor of the KMA Guide. He succeeds Jim Ross, who resigned to return to Omaha.

Toke is quite well-known in this four-state area. He was with the Shenandoah Sentinel for seven years as reporter, photographer and sports editor . . . and later worked on The IOWAN magazine as production manager.

He was born right in the shadow of the KMA radio towers just six months before the station went on the air in August, 1925 . . . so he knows the KMA story quite well . . . he has grown up with it.

During World War II, he served in the Pacific with the Infantry thru several invasions before becoming a U. S. Army combat correspondent. He and his wife Bonnie have two children: Cristi, age 3½, and Sandy, a husky 16-month-old boy.

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of Pawnee City, Nebraska encourages us . . . "Keep up the good work, I think the Guide is getting better all the time, and I do so enjoy the pictures . . . " Well, MRS. GLENN, we will do our very, very best to keep the magazine tailored to the tastes of you and all the rest of our thousands of readers in KMA-land . . . "Here's my dollar for the Guide, I wouldn't do without it for anything. I sure like to read it and so does the rest of the family . . . " says Clarinda, Iowa's BESSIE HURDLE. That's what we want, BESSIE, to put out a magazine which appeals to the entire family . . . that's the way KMA's varied program schedule is set up . . . Another closing reminder, we wouldn't want to lose you from the KMA family, not even for a part of a month, so CHECK YOUR RENEWAL DATE right now . . . and if it is about to run out . . . FIRE US THAT \$1 for another 12 picture-packed issues of your favorite radio personalities.

A  
Chat  
With  
Edward  
May



When Ed talks from his home, his "broadcast room" is a comfortable upstairs set-up that takes but little space.

Many of you have asked from time to time where in the house I broadcast when I do my program at home. The "broadcast room" is upstairs and the above picture shows me seated in front of the microphone all set for one of my programs. If you are wondering about the earphones, they enable me to hear the announcer at the studio so I will know exactly when I am on the air. After I commence my broadcast I remove the earphones and start giving the weather forecast. As soon as the weather is finished either Annette or Karen joins me in the room and sings Happy Birthday to those who have requested the girls to sing. When Annette does the singing she stands beside me, whereas Karen usually climbs on my lap. I hope you enjoy hearing the girls as much as they enjoying singing.

Doing my noon program at home has solved several problems for the family. It means we can eat together and have a few minutes before the girls start back to school. Before long the girls will be joined by their little brother in singing the birthday song. He is eight weeks old but as quickly as time flies it won't be long until he will be doing his stint on the radio. He is off to a good start and is eating cereal, fruit, vegetables and meat. Our girls weren't on these foods until they were several months old but we were told that raising a boy would be different and I can believe it.

While writing this column Eleanor and

the girls stopped to show me the school supplies the girls had purchased. Annette is in the fourth grade this year and Karen in the first. So far they both enjoy school and have received good grades. Since the children are back in school it has been necessary to change a few of the summer habits but one good habit that won't be changed is keeping the radio set on KMA. I hope you, too, have this habit and will leave your dial set on 960.

The arrival of September means the extremely hot weather should be behind us. We had a hot summer in Shenandoah, particularly a hot July with a high temperature reading 107 degrees. The temperature climbed to 90 degrees or better a total of 25 days during the month of July. During the same period of time we received only 1/3 of an inch of rain.

However, August was a completely different story with rain 20 out of the first 27 days. The weather bureau reported that most of Iowa received the heaviest rainfall of any August since the weather bureau commenced keeping records 78 years ago. This gives the area plenty of moisture and makes for ideal planting conditions. I hope this is a definite sign that coming months will bring us ideal weather. In the meantime, keep tuned to KMA and we will keep you informed on the latest weather happenings and forecasts.

## OUTSTANDING SPEAKERS AT FEEDERS' INSTITUTE



Experts on cattle feeding were a dime a dozen, it seemed, at the Second Annual Livestock Feeders Institute, held here in August. The more than 300 farmers who attended the Institute went away praising the sponsors . . . Radio KMA's farm service department and the Midwest Feeders' Association, for the fine job they did. Just about every phase of feeding operations known were discussed by the expert panelists. On stage (left to right) are Norbert Tieman, Nat'l Livestock and Meat Board; Jack Shonsey, Omaha Livestock Bank; M. J. Hankins of the Nebraska Livestock Feeders association; Don Spaulding (standing) of the St. Joseph Livestock Exchange; Ralph Baker, prexy of the Sandhills Cattlemens' Association; E. Y. Lingle, president of Seitz Packing Company; and John W. Bennett, president of the St. Joseph Stockyards Company.



At Feeder's Institute ex-Governor Keen Johnson of Kentucky, right, points out features of miniature Reynolds Metal structure to Jene Herschfield, Omaha sales representative, and Jack Gowing, KMA's Midwest Farmer. Governor Johnson was the keynote speaker at the second annual Livestock Feeders Institute.

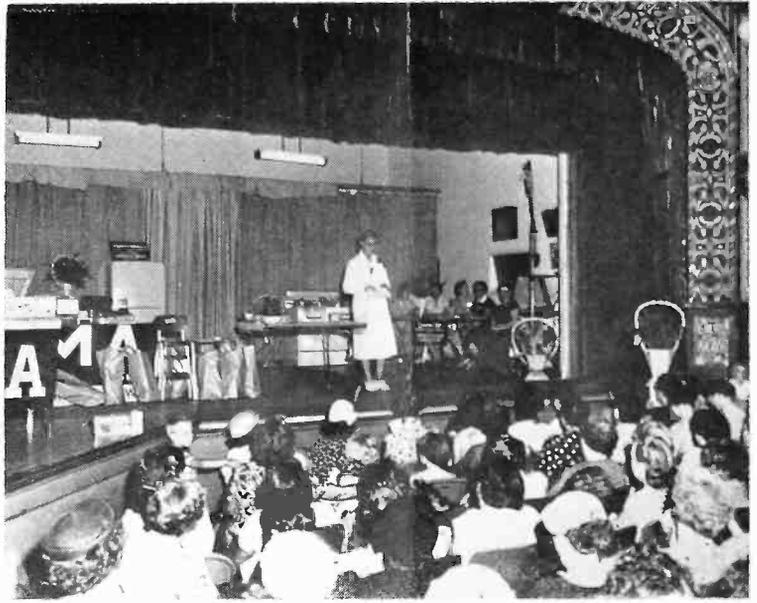
## KMA FEEDERS INSTITUTE ATTRACTS 300 FARMERS

More than 300 farmers and cattle feeders were in Shenandoah in August to attend the 2nd Annual Livestock Feeders Association and Radio Station KMA's aggressive Farm Service Department.

Keen Johnson, former Kentucky governor and now vice president in charge of public relations of Reynolds Metal Company was the keynote speaker. Other outstanding panelists were John Bennett, president of St. Joseph, Mo., Stockyards Co.; Jack Shonsey, Livestock National Bank of Omaha; Ralph Baker, president of Sandhill Cattlemens' Association; M. J. Hankins and Don Magdanz of Nebraska Livestock Feeders Association; Norbert Tieman of National Meat Board, Chicago, Ill.; and E. Y. Lingle of Seitz Packing Company of St. Joseph, Mo.

In addition to the panel discussions, Farm Service Director, Merrill Langfitt and Jack Gowing, the "Midwest Farmer", escorted the group on numerous field experiments and demonstrations.

# Homemaker's Day Here Attracts Over 1500 Ladies From 4 States



Here's a portion of the crowd on hand to hear Reba Staggs, nationally prominent home economist, at KMA Auditorium.

## KMA TO CONCENTRATE ON SPORTS COVERAGE

The program department of KMA has rounded out plans that ought to please the football fans out in KMA-land. Whether your taste is for high school or college football . . . you'll be hearing the best, starting in mid-September.

Each Friday night at 8 p.m., commencing September 10, Don Joe and Dean Naven will bring you, direct from the playing field, "The Game of the Week" in the southwest Iowa high school conference. Then on Friday nights at 10:15, right after Ralph Childs' news program, you'll get a fifteen minute program of latest high school results.

Each Saturday morning at 7:30 there will be a special KMA Sports Parade with Don Joe reporting on the Friday night high school scores of Southwest Iowa, Southeast Nebraska, and Northwest Missouri. Don will also review the upcoming action on college gridirons for Saturday afternoons, all during the season.

In the afternoon each Saturday, KMA joins ABC for the No. 1 College Game of the Week. This will be play-by-play, too, with ABC's outstanding news gathering service supplying progressive score reports on all other major college games.

At 6:05 p.m. each Saturday afternoon there will be a complete summary of all college games of that day with Don Joe doing the reporting. KMA will utilize the combined facilities of Associated Press, United Press, and American Broadcasting Company.

September, 1954

## HOMEMAKERS' DAY PACKS THEM IN

WOW! We issued an invitation to everyone to don their best bib 'n tucker and come to Shenandoah for KMA's annual Homemaker's Day and Houseparty on August 9. And the reaction was tremendous, to say the least. More than 1,500 women, from 145 different communities tramped thru the doors to witness the show, which featured our own trio of homemakers . . . Adella, Bernice, and Florence . . . in addition to several other outstanding home economists.

Warren Nielson, program director, and Merl Douglas, Betty and Lyn highlighted and climaxed the big day with a Houseparty at 3:30 in the afternoon. They had lots of fun with our guests and gave away a lot of prizes. Laura Allquist of Red Oak was recipient of the grand prize, a beautiful diamond wrist watch.



The KMA Gang entertained the gals with a big Houseparty, too.

# Frank Comments

By FRANK FIELD

This is a picture of a fairly recent member of the Field family in her favorite pose. Her name is Emmy and she is about nine months old. Naturally she has the run of the house, and at meal times we have to watch her very carefully to keep her out of the butter. That seems to be her favorite food. Next to that she likes toast best, as you can see by this picture.

I usually make a bacon sandwich for breakfast with about four strips of bacon between two slices of toast. Emmy flies over and lights on my hand and starts eating on the crust just as hard as she can go, scolding me all the time for fear I will eat the sandwich all up before she gets her share.

No, she doesn't talk understandably, but like most children, she keeps up a steady chatter all the time and gets rather provoked because we can't understand her. I suppose we could teach her to talk, but it is rather a slow and tedious process, and neither Jennie nor I have the patience to repeat things over and over again until she picks them up.

It started raining here at Shenandoah on August 1st after more than forty days of drought and heat, and in the first 23 days



Emmy, the nine-month old 'baby' of the Frank Field family is shown snitching a bite of toast as Frank samples one of Jennie's tasty sandwiches. The parakeet likes butter best of all. Toast is her second choice, says Frank.

in August, we received nine inches of rain. Our normal rainfall for the entire month of August is 4.20 inches, and the forecast as I am writing this on August 24, is for still more rain; so it is entirely possible that we might have considerably more than double an average August rainfall by the time the month is over.

It is almost startling to see the way everything has recovered from the effect of our July heat and drought. The lawns and pastures were absolutely brown and dead looking, but in three weeks' time, they have bounced back until everything is greener now than it was early in the spring.

The lawns are far better now than they were in May and June and have to be mowed about twice a week to keep them under control. The roses have set in a heavy crop of blooms, even better than the June crop was. The Delphiniums are all throwing up new bloom stalks, and in fact, practically everything in the perennial line has taken a new lease on life.

Right now folks are beginning to worry about getting any fall planting done because of wet weather. Of course, it is hard to say anything with absolute certainty, but my guess is that by the time the Dutch bulbs get in from Holland, the rains will have let up enough to allow the ground to dry out so that we can do our regular fall planting at the regular time.

If you have some thin spots in your lawn where the grass was killed out completely by the drought, you better get more grass seed scattered on there just as soon as possible. It will help a little to give it a scratching with a garden rake, but even that is not necessary, as the rains will quickly wash the seed down under the dead grass and next to the ground itself, and the dead grass will act as a shade and nurse crop for the little Blue Grass seedlings while they are getting established. Of course, if it quits raining and turns off hot and dry, it will be necessary to keep the ground moist until the Blue Grass gets established.

Remember last month I told you that Jennie and I were hoping to get back up into Minnesota for another weekend of fishing before cold weather came? Well, it looks now as if we would get away for the long Labor Day weekend. We will probably leave here early Friday morning and get back late Monday evening. We will let you know in the October Guide what kind of luck we had.

Frank Field,

*The KMA Guide*

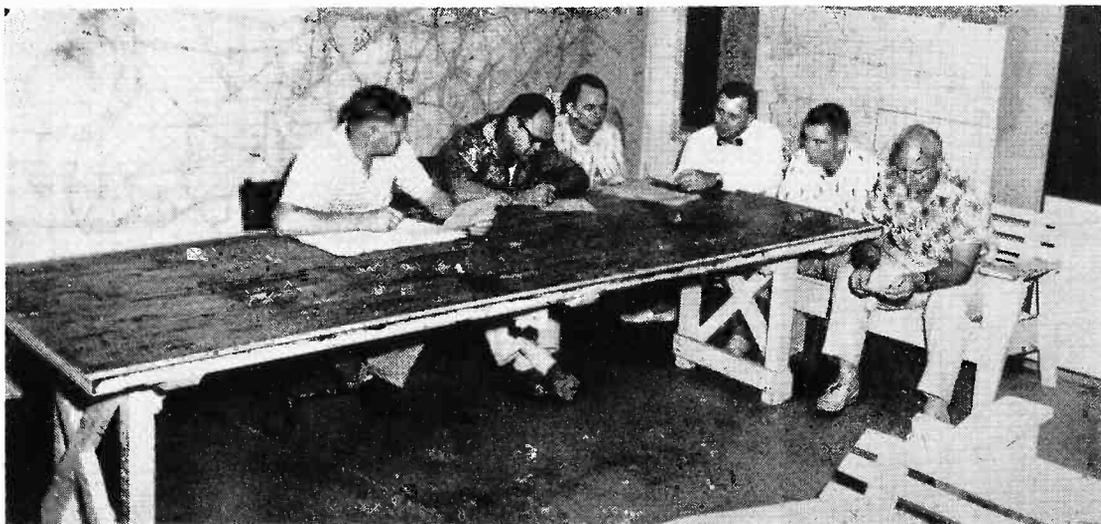
# Grass Root Notes

By MERRILL LANGFITT  
KMA Farm Service Director

County fairs, state fairs and farm events really occupy the farm scene at this late summer — early fall season. Most of the fairs are over now except the big national shows such as the Dairy Cattle Congress, The American Royal, The International and the National Western at Denver. Mention of the Dairy Cattle Congress recalls vivid memories for me. As a 4-H boy in my early teens, I exhibited my registered Guernsey heifers at the county and state fair and the Dairy Cattle Congress. My first trip to the cattle Congress as an exhibitor was in about 1928. We slept in an old shack and shivered all night from the cold. At that time perhaps no more than 40 or 50 4-H boys could be provided with sleeping quarters. Today a fine modern dormitory stands in the same location and will accommodate up to 300 or more boys — and it has a heating system and all the comforts of life. Those were tough days in terms of farm income. We transported our heifers to the cattle congress in a homemade 4-wheel trailer and then my mother stayed at the exhibition grounds and worked at the large restaurant on the grounds for our meals, so we could save spending \$10.00 each for food. My father usually returned home to take care of the chores and then came back to Waterloo for show day and to haul the cattle back home.

Those were wonderful experiences in the lives of farm boys — my brothers and I. The competition in the show ring was tough in those days as it is today. In spite of that, we usually ended the show season with our share of blue and purple ribbons — and a real determination to go back the next year with better quality, more experienced showmanship and better grooming. I believe it was 1929 that my first year Guernsey heifer was selected as one to represent Iowa at the National Dairy show at St. Louis. At the age of 11 or 12 showing my Guernsey heifer in a national show was a real thrill. I remember the trip to St. Louis in a 1929 Pontiac with Zeller Mills who was then County Agent in Mahaska County. Zeller was a swell fellow and unfortunately has since passed on.

I could reminisce page after page but space doesn't permit. Our picture shows a group planning our next big field day. This field day will be held September 14 at the Shenandoah airport and will feature methods and equipment for spreading or applying fertilizer solutions. We will also have irrigation systems on display and in operation. You will see the latest methods of fertilizer applications and irrigation demonstration September 14. Hope you can be with us. The Committee has worked hard and has a real show planned for you.



KMA's farm service experts met recently with officers of the Midwest Nitrogen Dealers to plan the big Nitrogen Solution Field Day, which will be held Tuesday, September 14 at the Municipal Airport outside Shenandoah. Everyone is invited . . . there'll be many demonstrations of application and explanation of this modern new fertilizer technique. Shown (left to right) are Wayne Johnson, president of the association; Earl Langfitt, Merrill's brother; Jack Gowing; Merrill Langfitt; Walt Langfitt, another of Merrill's brothers; and Herb Pyeatt of the association.

September, 1954

# KMA DAILY PROGRAMS FOR SEPTEMBER, 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 & Lynn  
 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.—Betty & Lynn  
 11:45 a.m.—Jack Borch  
 11:50 a.m.—Morning Markets  
 11:55 a.m.—Joe Faassen  
 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  
 1:30 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  
 3:00 p.m.—News  
 3:05 p.m.—Dick Mills' Show  
 3:25 p.m.—Betty Crocker (M.W.F.)  
 3:30 p.m.—Florence Falk  
 4:00 p.m.—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
- 8:00 p.m.—Your Land And Mine  
 8:15 p.m.—Club 960  
 10:00 p.m.—Ralph Childs News  
 10:15 p.m.—Ted Malone  
 10:30 p.m.—Martha Lou Harp  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible
- 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.—Martin Block  
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 7:25 p.m.—Silver Eagle  
 7:30 p.m.—Les Griffith  
 7:35 p.m.—Martin Block  
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 7:30 p.m.—Martin Block  
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 10:00 p.m.—Ralph Childs News  
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 10:30 p.m.—Martha Lou Harp  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible
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 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.—Martha Lou Harp  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

## MONDAY NIGHT

- 7:00 p.m.—Lone Ranger  
 7:25 p.m.—Les Griffith  
 7:30 p.m.—Voice of Firestone

## 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

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

- 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  
 8:00 p.m.—Club 960  
 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

## 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  
 10:00 p.m.—Ralph Childs News  
 10:15 p.m.—Ted Malone  
 10:30 p.m.—Martha Lou Harp  
 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.—Betty & Lynn  
 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  
 3:30 p.m.—Dick Mills' Show  
 4:00 p.m.—Florence Falk  
 6:00 p.m.—Bob Edge  
 6:15 p.m.—The Three Suns  
 6:30 p.m.—News  
 6:45 p.m.—Let's Go To Town  
 7:00 p.m.—Dancing Party  
 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  
 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  
 3:00 p.m.—Hour Of Decision  
 3:00 p.m.—Revival Hour  
 4:00 p.m.—Gospel Faith Hour  
 4:30 p.m.—Jan Garber's Band  
 5:00 p.m.—Monday Morning Headlines  
 5:15 p.m.—Paul Harvey Comments  
 5:30 p.m.—Geo. Sokolsky  
 5:45 p.m.—Quincy Howe  
 6:00 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  
 11:00 p.m.—Revival Time  
 11:30 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:55 p.m.—News

Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.

It isn't very often that I spend as much time with any particular record or album of records as the one I am going to tell you about right now. I'm sure that practically every man, woman and child in the United States; as well as millions of people in the far-flung corners of the world are well acquainted with the name . . . Bing Crosby!

Last month the Decca people released one of the most important record albums in the history of Show Business! The album is titled simply . . . "Bing"! With that single magical word . . . "Bing" . . . Decca will probably accomplish a feat never before attempted by any major RCA company with the possible exception of RCA's recent "Glenn Miller" album release. So many millions of people . . . all ages . . . have come to know and to love the "Ole Groaner", that his magnificent new Decca album will probably be a sure-fire . . . all-time . . . best-seller! "Bing" is a musical autobiography of the greatest all-time singer of popular songs. The complete set, containing five 12 inch Long Play records will sell for \$27.50 in the stores. Now, this price . . . at first glance . . . might seem high . . . BUT . . . when you consider that this musical milestone contains about four and one-half hours of nostalgic, interesting, beautiful singing by the Old Master . . . narration throughout in the inimitable Crosby style; guest appearances on selected songs by other "Great" names . . . the price fades into oblivion. From the moment "Bing" opens with "The Blue of the Night meets the Gold of the Day" the "Ole Groaner" reminisces on the old days with Paul Whiteman . . . then sings the first big song of his career, "Muddy Water" . . . and then, in the intimate, off-the-cuff, chatty style we all love . . . sings; gags; and narrates his way thru better than 150 of his all-time great songs, including such numbers as; "I Surrender Dear;" "Out of Nowhere;" "Just One More Chance;" "Stardust;" "Sweet and Lovely;" "Paradise;" "Sam's Song;" "Gone Fishin;" until he closes with "Y'all Come;" and says goodbye over "Blue of the Night" "Bing" holds your full attention throughout . . . makes you laugh . . . sometimes brings a tear to your eye and . . . well, for the folks who have always loved him . . . as I do . . . this is a collector's item which is a "MUST" with a capital M! Many of the world's "Greats;" including Louis Armstrong, Carole Richards, Jane Wyman . . . AND the younger Crosby clan, join Bing in the album . . .



It's a happy reunion at the Dick Mills home in Shenandoah now. Son Jim (left) and his pert wife Joyce and their daughter Cathy are visiting with his parents. Jim is just out of the USAF, and will soon resume his college studies.

to further assure its success. Many of us who have been in Show Business for a time, have expressed the desire to hear Bing singing many of his best songs on newer recordings, with the advanced equipment of today, and now we have it. The full album "Bing" will be scheduled very soon on the Dick Mills Show for a complete play. The time will be 5 to 6 p.m. each night, Monday through Friday for one full week. It will take that long to complete the entire album. I will start it on Monday, Sept. 13 through 18. Here's to great success for our friend, . . . "BING" Decca DL 8072.

DM Favorites  
RCA VICTOR

Smile .....	Sunny Gale
I Need You Now .....	Eddie Fisher
Heaven Was Never Like This .....	Eddie Fisher
Slowly .....	Bill Carey
Hopelessly .....	Ames Bros.
Let's Try Again .....	Tony Martin
Moonlight And Roses .....	Three Suns

DECCA

"Bing"—Album .....	Bing Crosby
Slowly But Surely .....	Gordon Jenkins
Slowly .....	Guy Lombardo
It's Great To Be Alive .....	Guy Lombardo
Cara Mia .....	Jack Pleis
Yearning .....	Georgie Shaw
Give Me The Right .....	Georgie Shaw

COLUMBIA

If I Give My Heart To You .....	Doris Day
Wooden Shoes And Happy Hearts .....	Mitch Miller
Sabrina .....	Mitch Miller
The Temple Of An Understanding Heart .....	Jo Stafford
Bubbling Over .....	Percy Faith
One God .....	Jill Corey
If We Should Never Meet Again .....	Sammy Kaye

## A LETTER FROM ADELLA SHOEMAKER

Dear Friends:

Sunday evening often means letter writing at my house. Just finished one to Donnie, Margie and Mike; now for you.

Today I attended the Loy-Miller family reunion at Clarinda. This reunion has been held the third Sunday in August for twenty-seven years to my knowledge, probably many years before that. My first one was attended as Don's fiance and I was overwhelmed at meeting so many of his relatives at one time. I was so busy hoping I'd "do" that names and faces were just blurs. Then came the years we attended from a sense of duty, to please the older members of the family. Then came the time we became older ourselves and we discovered how precious the past was, and how much we cared about family connections. We became grandparents and we knew Edmund Burke was right. He said "People will not look forward to posterity who never look backward to their ancestors." We were glad the Great-aunts kept records and had pictures of the family to show our children.

This has been a busy summer. I did get my trip to Seattle, Washington. I liked it

so much I'd move out there if KMA, all of you good friends, the Goodie's and their parents would move with me. Next best thing is planning a trip there again someday. It's a lovely, lovely vacation land with mountains, forests, lakes and an ocean. Add to that such cool nights you sleep under two wool blankets. You'd enjoy it.

Vacation talk takes a back seat to school affairs now. Right? How thrilled boys and girls are when they open the front door and call "Mom" — and you are there to answer. It's very important for you to be there as often as you can. There will be long, long years ahead for you to do community good works and take on church and club activities. If you have little folks at home, it's good not to be embroiled in outside activities. Don't let anyone, I mean anyone, make you feel your duty lies elsewhere if it makes you a harried, hurried mother at home.

Just have lots of fun together, you and your dear family. These are your best years.

And now, as always, I'm saying "Happy Day To You."

Love, Adella



Here's the reward that Homemaker Adella Shoemaker promised to those who would stay faithfully on their diets to lose pounds. She promised to form a Dieters Club and have a luncheon at her home, so the gals could show off their new figures. At the luncheon, held May 27, there were 40 present, 24 of them were "charter members" of the club, the others were guests. A wonderful time was had by all . . . and what fun they had sharing their "starvation" experiences.



# Homemaker's Guide



## "COOK BOOK TIME"

With **ADELLA SHOEMAKER**

### PRALINE PUMPKIN CUSTARD PIE

The first cool, rainy evening in September when your thoughts turn to fall foods, try this delicious Praline Pumpkin Custard Pie. Save it, because this is going to be the dessert on our Thanksgiving menu. Thanks go to Mrs. Myrtle Kolznu of Hope, Kansas, for this star dessert.

Fit pastry loosely into a 9 inch pie pan. Fold edge to form a standing rim; flute. Prick crust with fork.

Combine:

1/3 c. firmly packed brown sugar

2 T. soft butter

1/3 c. finely chopped pecans

Press firmly into bottom of pie shell.

Bake in a hot oven, 450° for 10 minutes.

Combine:

2 well beaten eggs

1 c. pumpkin

2/3 c. firmly packed brown sugar

1 T. flour

1/4 t. cloves

1/4 t. mace

1/4 t. cinnamon

1/4 t. ginger

1/2 t. salt

Blend in 1 c. coffee cream or undiluted evaporated milk, beating until mixture is smooth and creamy. Pour into partially baked shell. Bake in a slow oven, 325° for 40 to 45 minutes.

### BAKED FROSTED COOKIES

Betty Barnitz, Doris Murphy's niece from Baltimore, Maryland, gave this unusual cooky recipe on COOKBOOK TIME. Here it is for all of you who missed it.

2 egg yolks

1/2 c. shortening

1 c. brown sugar

1 1/2 c. flour

2 t. baking powder

1 t. vanilla

1/2 t. salt

Beat egg yolks, add sugar, melted butter; and mix. Add flour, salt, and baking powder. Mix thoroughly. Spread on a greased pan 1/4 inch thick. Cover with 1 c. chopped nut meats. Beat 2 egg whites stiff, and add 1 c. brown sugar. Put this on top of nut meats. Bake 25 minutes at 375°.

### PEACH CONSERVE

A hold-over from our Dietrim luncheon is this. Mrs. Harry Ziegler of Blue Earth, Minnesota brought a jar of this pretty (and good) spread.

18 peaches

5 oranges

Sugar

1 c. (or less) maraschino cherries, chopped. Peel and pit peaches. Force peaches and unpelled, quartered oranges through food chopper using coarse blade. Measure fruits, and add 1 1/2 times sugar as fruit. Cook until syrup sheets from spoon. Then add cherries. Be sure to add cherries last or all jam is colored red, and does not have the interesting red flecks to contrast with orange. Seal in hot sterilized glasses. Watch closely, it burns easily. Mrs. Ziegler suggests we buy pretty sherbert glasses or custard cups, fill with jam for Christmas gifts.

## "THE FARMER'S WIFE"

By **FLORENCE FALK**

Greetings from the farm kitchen!!

September is here again and now for some ideas for those school lunches. Try to plan for surprises in the lunch box. Nutbread sandwiches may be varied and are a taste treat.

### APPLESAUCE NUT BREAD

2 c. enriched flour

3/4 c. sugar

3 t. baking powder

1 t. salt

1 t. cinnamon

1/2 t. soda

1 c. chopped walnuts

1 egg

1 c. applesauce

2 T. melted fat

Sift dry ingredients into mixing bowl. Add the chopped walnuts and mix well. Make a well in the center and pour in all the liquid ingredients mixed well. Combine all and pour into a 5x9 inch loaf pan which you have greased well. Spread the mixture well into the corners. Let stand about 20 minutes. Bake 40 minutes in 375° oven. If using glass loaf pan then set oven at 350° and bake 50 minutes.

Buttered nut bread fingers spread with cream cheese really make a lunch-box treat.



Try butter creamed with honey, or finely chopped, crisp apple, moistened with a little lemon juice and mixed with equal parts of peanut butter and mayonnaise. This is equally good on a whole wheat date bread, too.

### WHOLE WHEAT DATE BREAD

- 1 c. enriched flour
- 2 c. whole-wheat flour
- 3 t. baking powder
- 1 t. salt
- 1 c. chopped dates
- ½ c. chopped nutmeats
- 1 egg
- 1½ c. milk
- ½ c. brown sugar, firmly packed
- ¼ c. melted butter

Sift and measure the white flour, measure whole-wheat flour without sifting. Mix all dry ingredients together and add dates and nuts, mixing well. Beat egg, combine with brown sugar, milk and melted butter. Mix with dry ingredients. Blend well. Pour into greased loaf pan and let stand 20 minutes. Bake 1 hour in 350° oven.

The following are a few sandwiches easy to pack in wax paper for a lunch.

- Peanut butter and Marmalade
- Cold cuts of meat with relish.
- Preserves and cream cheese.
- Sliced egg and dried beef with mayonnaise.

- Chopped cheese and chili sauce.
- Sardine or tuna fish with salad dressing.
- Cream cheese and mint jelly.
- Lettuce and sliced tomato with sandwich spread.

- Peanut butter and sliced bananas.
- Beans and very finely shredded coleslaw.

## "HOMEMAKER'S VISIT

By **BERNICE CURRIER**

My listeners have been very good to me in sending these recipes for COCONUT COOKIES and KANSAS SPECIAL PICKLES.

### KANSAS SPECIAL PICKLES

- 25 to 30 cucumbers
- 3 large onions
- 2 sweet red peppers

- ½ c. salt (non-iodized)
- 5 c. sugar
- 2 c. vinegar
- 1 t. turmeric
- ½ t. cloves
- 2 T. mustard seed

Wash and slice cucumbers. Remove stem end from peppers and take seeds and membrane out. Chop onions and peppers, add cucumbers, cover with the salt and let stand 3 hours. Drain, add rest of ingredients and then bring to boiling point, but do not boil. Put in sterilized jars and seal.

### COCONUT COOKIES

- A—1 c. sugar
- 2 c. sifted flour
- ½ t. soda
- ½ t. cream of tartar
- B—1 egg
- ½ c. butter or margarine
- ½ c. lard or vegetable shortening
- 1 t. vanilla

Sift A, cut in B with pastry blender until very fine. Then shape into balls the size of walnuts, roll in ground coconut until well coated. Place on lightly greased cookie sheet about 1½ inches apart, press down with fork, bake in 375° oven until golden brown.

### SUMMER SEA GARDEN

- A—2 envelopes plain gelatin
- ½ c. cold water
- B—2½ c. tomato juice
- C—1 c. clam juice
- 1 t. worcestershire sauce
- 1 t. prepared horseradish
- Few drops tobasco sauce
- D—½ c. diced celery
- ½ c. diced green pepper
- ½ c. diced cucumber

About 1 lb. cooked and cleaned shrimp  
Combine A and soften. Heat B and pour over A and stir till dissolved. Add C. Chill until it starts to congeal, then fold in D and ½ c. shrimp cut in fourths. Pour into 1½ quart mold. Chill until set. Unmold on salad greens and garnish with remaining whole shrimp. Serve with mayonnaise thinned with lemon juice, and slivers of avocado.



# KMA's Family Album



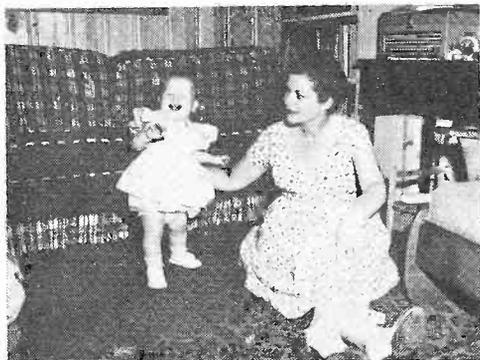
## STRAIGHT FROM THE HORSES' MOUTH

Dean Naven, left, and Don Joe are getting a bit of factual info at the 31st Annual Sidney Rodeo, where they broadcast each night's activities. They presented the inside story of rodeoin' to the public with some 65 terrific interviews with the greatest names in the rodeo world. Both are still receiving commendations for their great job.



## GETTING ACQUAINTED

The little lady on the left is Catherine, small daughter of Jim and Joyce Mills, and granddaughter of KMA's afternoon personality Dick Mills and wife Millie. It's kind of a naughty trick to make a "grandmom" out of such a cute trick as Millie, . . . but she doesn't seem to mind being put into that ageless category when she has such a charming granddaughter. Jim and Joyce and Cathy are staying with his parents until Jim starts back to college. The family is fresh out of the Air Force, where Jim's schooling had been interrupted by a four-year hitch.



## " . . . IN OUR MERRY OOOH . . . "

And it's "awaaay we go" for the Merl Douglas family in their bright new '54 Ford, the first auto the family has ever owned. Daughters Sharon and Valerie and Momma finally broke down dad's resistance and now they travel in style. Merl is KMA's morning announcer, singer, and jokester-of-all-trades.





# On the KMA PARTY LINE

By DORIS MURPHY

Did you ever hear of anyone having a "Half Birthday Party?" Well, that's what little Holly Nielson had August 20th. She was just six months old . . . so her daddy and mother decided she should have a "Half Birthday Party." But it presented a problem. Her parents, PGM. MGR. WARREN NIELSON and wife, Florence, didn't know whether to celebrate, by going out to dinner and leaving Holly at home, or whether to take Holly along. Under the circumstances it's hard to decide just WHO is entitled to celebrate when the baby in the family has reached the ripe old age of HALF a year. Are the parents entitled to "lark" or should Holly be given a "night out?" Well, the Nielson's finally decided to take Holly along, and she was a perfect lady!

He wasn't trying to be funny . . . he wasn't making anything up . . . it just happened that WES HAINES found himself in the midst of an announcing schedule one day that kept him so busy telling the "Mills" story, he felt like he had been "thru the Mill" by the time he got through.



Holly, the smiling six-month-old daughter of Warren and Florence Nielson, accompanied her folks on her Half-Year Birthday celebration.

It started at 1:29½ when he signed out the Dick Mills Show . . . then gave an announcement about the Mills County Fair. Following this, he introduced the Betty Crocker show sponsored by General Mills . . . then put the Dick Mills show back on the air . . . ALL within a period of SIX minutes. WES certainly went "round and round" the MILL that day!

They say you can count on the truth coming from the mouths of babes. But I'm not so sure you can always count on what comes from the mouths of announcers. Especially at the crack of dawn! The other morning, MERL DOUGLAS informed the listeners the temperature was 72 degrees and the time 10:15. Right away he got a call from the engineer on duty, asking him what time it was. Then he realized his mistake . . . he had missed the time by FOUR hours . . . it was only 6:15 a.m. Hope none of you dashed out of bed, thinking you overslept! Poor DOUG just hadn't gotten on the beam yet!

Speaking of scares, newscaster RALPH CHILDS certainly had an unusual experience one night about midnight while driving home from the studio, to hear a rustling in the back seat of his car. He turned around and discovered a big rat, 6 or 8 inches long, running up and down the ledge behind the seat. Unlike most people who would have screamed or jumped out of the car as quickly as they could . . . calm RALPH just kept right on driving. But the fear of where that rat might jump next, got him so befuddled, he found himself driving on the wrong side of the street. Luckily the back window of the car was down, and when RALPH pulled up at a stop light, the rat crawled out the window on to the fender . . . sat a moment looking at RALPH . . . and when he started up again, the rat slid off and ran away. RALPH doesn't know HOW the rat got in his car, but he does know its all right with him if Mr. Rat picks somebody else's car next time he wants a ride.

You'll still hear the red roosters crowing on the Falk farm, even though a fox did get the biggest of the new red roosters

about 6:30 one morning recently. The family was warned something was wrong by the loud barking of their dog, Tippy. Byron dashed out of the house just in time to see a fox run over the roof of the implement shed with one of the roosters.

The KMA Homemakers have been very busy this summer keeping up with all the activities . . . greeting bus loads of radio visitors, Homemaker Day, vacations, attending the State Fair, and outside interests. But here you see them relaxing a minute and having a cup of coffee with me, in my home. Reading l. to r. is: ADELLA SHOEMAKER, BERNICE CURRIER and FLORENCE FALK, "The Farmer's Wife." I'm seated, pouring coffee for FLORENCE. All of us want you to know how much we appreciate so many of you coming to visit us Homemaker Day, and hope you enjoyed it. Saturday, September 4 we'll all be at the May Seed Co. booth at the Iowa State Fair in Des Moines to visit with you. Be sure to drop by and get acquainted!

If you think YOU'RE busy, listen to this schedule of KMA's announcer, MIKE HEUER! At 7 a.m. when MIKE's wife leaves for the Hand Hospital where she is employed as a practical nurse, MIKE takes over the job of looking after their two babies, Jeffrey, age 6 months, and Tommy, age 4 years. MIKE baby sits . . . cooks, cleans, washes, and looks after things until 3 when his wife gets off duty. Then at 6 p.m. he leaves for the studio where he announces, signing off the station at midnight. "Doubling in brass" from 7 a.m. to midnight is a FULL day's job, but it will help the HEUER'S to get that new home they want, sooner.

Wonder what the driver of the car thought when his lights came around the corner, and flashed directly on Homemaker BERNICE CURRIER dashing thru the rain minus her dress, and wearing slip and hat! He probably STILL doesn't know WHY she looked like the ads for Maiden Form bras! The truth is that BERNICE was just arriving home from a Business and Professional Women's Club meeting in Clarinda, and when they got in front of her home it was raining pitchforks. Being afraid the rain would spot her faille dress, she finally decided to take it off, roll it up and put it under arm, then make a dash for the front door. Just as she stepped out of the car in her white slip, but still wearing her hat a car came around the corner and lights brightly flashed directly on her! It was one of life's most embarrassing moments.

On a recent trip to Washington, ADELLA SHOEMAKER found just the right sea



When a batch of homemakers get together you can bet the coffee is delicious. Doris Murphy entertained just before the State Fair for Adella (left), Bernice, and Florence at her home.

shell to adorn her sewing box. Not knowing how offensive the little creatures inside the shells can be, ADELLA carefully packed the shells in tissue put them in a shoe box, and started her homeward journey. Everything was fine, as long as the shells were on the shelf above the seat, where the air conditioning kept them cool. But nearing Omaha, ADELLA put the box on the floor, so she wouldn't forget it. Then she discovered the creatures inside the shells had died. The conductor came down the aisle, politely sniffing and searching for the offender. He opened the door for fresh air. He suspiciously eyed the little shoe box, not knowing that inside that box was the cause of the trouble. For 30 miles ADELLA sat quietly reading her magazine, ignoring the sniffing and confusion of the conductor . . . all the while getting more and more red faced and embarrassed. You can imagine her relief when the train pulled in, and she cautiously alighted with her box of sea shells. But the poor conductor, is probably STILL wondering WHAT was in that "fishy" shoe box. Since then ADELLA has learned more about how to care for sea shells. By simply immersing the shells in hot water, or putting them in the sun for the ants to clean out, she could have eliminated all her worry and embarrassment. Next time she takes sea shells on the train, you can bet they will be handled a little differently!

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## *Bullfighter Deluxe and Friend*



Many thousands in KMA-land heard three different interviews with Rodeo Clown Gene Clark of Bakersfield, California (he's the good looking fella on the right) during the 31st annual Sidney (Iowa) Rodeo. Dean Naven, KMA's news editor, who conducted more than 65 interviews during the five nights of the show, has been receiving plaudits from all over the Midwest for the job he and Don Joe accomplished in presenting the "inside story" of the American Rodeo and its hundreds of colorful performers to the folks in radio-land. "I learned that a rodeo is only as great as its personalities. And, boy, those contestants have as colorful life stories as any sports personality in the business," said Naven after spending more than 30 hours mingling with the nation's greatest cowboys. Gene Clark, incidentally, is one of the foremost clowns and bullfighters in the business. In addition, he is one of the country's best calf ropers and steer wrestlers.