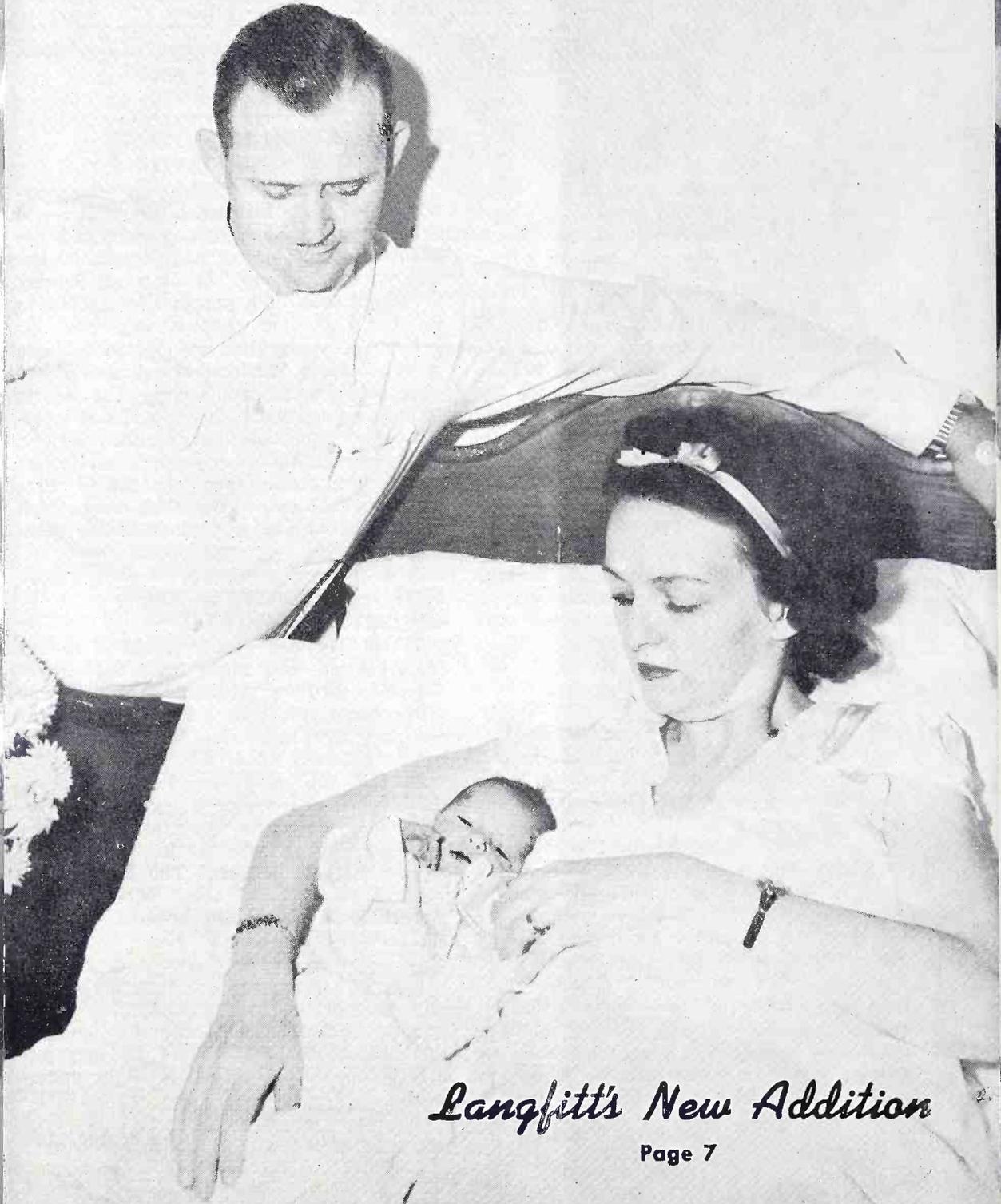


The

# KMA GUIDE

October, 1952



*Langfitt's New Addition*

Page 7



# The KMA Guide

Vol. 9

No. 10

OCTOBER, 1952

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial Chairman; Harold B. Arkoff, editor; Doris Murphy, feature editor; Inez Keeton, associate editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks' notice for changes of address and be sure to send old as well as new address.

Hastings, Nebraska . . . Am enclosing \$1 for my renewal to the KMA GUIDE for another year, and also 10¢ for the current cook book which was published recently. My family and I get a lot of good reading from this magazine.

Mrs. Lola Long  
731 South Burlington

\* \* \* \* \*

Early, Iowa . . . The motto at our house is: "You get more for your money when you subscribe to the KMA GUIDE!"

Mrs. Hazel Blum

(The members on the staff of the KMA GUIDE are proud of our long record—eight years without an increase in the year's subscription price. Wouldn't you be proud, too.)

\* \* \* \* \*

Perry, Iowa . . . Enclosed you will find my renewal subscription for one year and also the 10¢ for the cook book. I now have three KMA GUIDE Cook Books. It's fun to read recipes of other homemakers and try them out. I might also add, my family enjoys eating all of the delicious meals I prepare from these cook books.

Mrs. J. A. Hager

\* \* \* \* \*

Council Bluffs, Iowa . . . I am sending my \$1 for another year's subscription to your fine magazine. We, my family and I, would be completely lost without our copy of the KMA GUIDE each month.

Mrs. Pearl Moore  
25 South 19th Street

\* \* \* \* \*

Blythedale, Missouri . . . Dear "Stump Us" gang I'm sure glad you're back on the air. I know your prizes are good ones as I won a chenille bedspread five years ago and it still looks very nice.

Mrs. Orville Foreman

(A picture and story about the "Stump Us" gang is on page 4 of this issue. Send in your song title . . . who knows you may be the lucky winner of the beautiful wool and cotton filled, rayon-satin comforter.)

\* \* \* \* \*

Corning, Iowa . . . Dear Warren Nielson (emcee on the "Stump Us" program): Sure glad to hear this program is back on the air. It is more fun listening when you have an entry sent in, so here is mine. I

know you have a smart group of musicians, but I think they can be stumped.

Elsie Blaine

## DREW PEARSON BROADCASTS MOVE TO NEW SUNDAY TIME

Drew Pearson, ABC's dynamic news commentator, whose brilliant analysis of world events at home and abroad command the devoted interest of millions of national listeners, returned to his original Sunday broadcast time of 5 pm on KMA effective October 5.

Long recognized as one of the nation's most scholarly Washington columnists and commentators, Pearson's unsparing efforts to uncover news of both national and international importance have gained him a high place in American journalism. He has always been remarkably correct in his "Predictions of Things to Come" feature which he incorporates as a portion of his news commentaries.

## NEW THRILLS, NEW STARS ON "MYSTERY THEATRE"

When "Mystery Theatre", one of radio's fastest-paced and most ingenious crime-detection thrillers, returns to KMA and the ABC Radio Network this fall, it brought not only new mysteries, but new players in the featured roles.

In the role of urbane Inspector Mark Saber of the Homicide Squad, is Les Damon, radio detective who created the role of "The Thin Man". As his rugged and loyal assistant, Sergeant Tim Maloney, is veteran performer Walter Burke. Burke appeared in the Academy-award-winning film, "All the King's Men", and has played in many radio dramas.

Laid in a large western city, the stories all concern Saber's modern, scientific crime-detection methods and the more direct "harness-bull" tactics of Maloney pitted against the top criminals of the underworld.

# A Chat With Edward May

On page five of this issue is the announcement story about our KMA tour for this year, a West Indies and South American Cruise that should prove to be even more interesting and enjoyable of any

On page five of this issue of our other KMA tours, if that is possible.

In September, 1950, you will remember, a group of about seventy-five mid-westerners went on the KMA Alaskan Cruise. We took the pullman to the west coast and then enjoyed a leisurely cruise up the beautiful inland sea, stopping at interesting Canadian and Alaskan ports.

In September, 1951 it was south of the border for our KMA tour and we spent more than two weeks visiting the fascinating places of Old Mexico.

This year we decided to change the time of our tour because so many people have written to us saying that they'd like to go, but September is a bad month for them because there's so much work to do on the farm. That, coupled with the thought that it will be so nice to go to the sunny south when the snow and winds are blowing back home, should make our West Indies-South American cruise a rousing success.

Be sure and read about the tour on page five. We sincerely believe that you will see more, do more, enjoy yourself more, and be able to relax more on this KMA Cruise than you could by making the same trip yourself. Best of all, since we're making all the reservations (with the help of the Burlington Travel Bureau, who have helped us on the previous two tours) and taking care of all the details you'll have more time to see the sights.

So far we have been allotted room for 54 on the ship, but they have promised us space for about an additional 30 on top of that. If you are interested, I'd sincerely



Edward May (center) turns the new KMA 5,000 watt transmitter on for the first time as engineer Don Burrichter (left) and Owen Saddler, May Broadcasting general manager, look on.

suggest that you write to me at KMA soon for the complete details.

\* \* \* \* \*

In the photo above I had the pleasure of turning on the switch on our new 5,000 watt transmitter that we put into operation for the first time last month. It marks another advancement in KMA service to our listeners.

\* \* \* \* \*

In the heat of the pre-election campaigning, many people haven't thought too much about the bumper crop that is just now being harvested in the KMA area. Many farmers are having their best year on record. There are places in New England, the south, and in Kansas and Oklahoma where lack of moisture this summer has practically wiped out crops in vast areas, but the cornbelt farmer has had almost ideal growing conditions.

That brings us around to wondering what the winter will have in store for us. Many people have written to me making their predictions. Three listeners, and from widely separated localities, have written since the husks of the corn are loose and the ears are sticking out of the ends.

Another listener wrote that he saw a flock of geese flying north, of all directions at this time of the year, so he, too, thinks that we're going to have a warm winter. I'll be interested in learning what your views are.



Left to right: (Standing) Pat Starr, Ezra Hawkins, Coy Martin, Morrie Jones and Curly Dale. (Kneeling) Bob Stotts and Warren Nielson.

## The "Stump Us" Gang Returns to KMA With Daily Musical Quizzing, Prizes

"Stump Us", that daily program of prizes and musical quizzing, is back on KMA and housewives by the score have already sent in their entries in an attempt to stump the "Stump Us" gang and win a valuable prize. Housewives are asked to send in the name of a tune that they think the "Stump Us" gang can't play, together with part of the wrapper from a package of Manchester Waldorf Crackers and their grocer's name and address. Then, if her entry is chosen by the judges to be used on the show, and if the "Stump Us" gang can't play that song, she receives the current valuable prize.

In the photo above the gang is shown after one of the first broadcasts with one of the warm wool and cotton filled, rayon-satin comforters that is the current luxurious prize on the show. From the expres-

sions on their faces you can tell that they were "stumped" several times during the broadcast as emcee Warren Nielson gives them some good natured kidding about the tunes they didn't know. So far on the new series there have been several winners each day.

"Quizmaster" Warren is an old hand on the program, having acted as master of ceremonies in previous years when the musical quiz show was heard on KMA and became so popular with KMA listeners.

The "Stump Us" gang consists of Curly Dale, Morrie Jones, Pat Starr, Coy Martin, Ezra Hawkins and Bob Stotts.

Sponsored by the Manchester Biscuit Company, "Stump Us" is heard every morning, Monday through Friday, from 11:35 to 11:55 a.m.

# Plans Announced For KMA Winter Cruise to West Indies, South America

A fascinating 14-day cruise to five exciting Caribbean ports highlights the KMA Friendship-Goodwill Cruise planned for this winter.

Home for the KMA tourists during the sunny trip will be the 590-foot, 22,000-ton luxury liner, M.S. Italia, which formerly carried countless trans-Atlantic travelers on the Mediterranean route to Europe.

Leaving Omaha January 29, the KMA tourists will journey by pullman to New Orleans where, after a sight-seeing trip of that interesting city, they will board the Italia on January 31. From then, until they return to New Orleans the morning of February 15, the KMA tourists will have visited five West Indies and South American ports: Kingston, Jamaica, Curacao, Netherlands West Indies; La Guaira, Venezuela (the port adjoining the capital, Caracas); San Juan, Puerto Rico; and Havana, Cuba.

Edward May, president of KMA and the May Seed Co., will again lead the tour. KMA farm service director Merrill Langfitt will also be on hand to help lead the group and to make, with Mr. May, recorded broadcasts which will be rushed back to KMA by plane for use while the tour is still in progress.

The Italia is a modern, comfortable cruise ship with air-conditioned public rooms (including dining room), spotless cabins, two swimming pools, ample deck-space for lounging in the sun, and other features.

"We were fortunate in obtaining reservations aboard this ship for our KMA party," Edward May said. "The ports of call will be so interesting and the cruise itself so restful and leisurely that I know it'll be a trip none of the tourists will ever forget."

Everyone in KMA-Land is invited to participate in this fascinating cruise-tour. The trip will be leisurely and comfortable and a welcome vacation away from midwestern winters. Many midwesterners who went on the KMA Alaskan Cruise of 1950 and the KMA Mexican Tour of 1951 are already planning on going along.

Costs for the cruise will again be on an all-expense paid basis. All reservations will be made in advance by KMA so all the tourists will have to do is enjoy themselves.

A variety of accommodations are available on the train and ship, but costs in general will be comparable with the previous two tours.

The total amount of space available to the KMA party is limited. Those interested in making this interesting trip should write to Edward May, KMA, Shenandoah, Iowa for complete information.

## Cook Book Offer Ends October 11

KMA GUIDE subscribers have until October 11 to get their orders for the new KMA GUIDE Cook Book in the mail, it has been announced.

Thousands of the cook books have already been distributed to KMA GUIDE subscribers who have sent in their 10¢ to cover the cost of postage and handling.

Orders will be filled as long as the current depleted supply lasts and the supply may not last until October 11. However, in any case, orders with postmarks later than that date cannot be filled.

KMA GUIDE subscribers can obtain their copy of this big, new, recipe-filled cook book by sending 10¢, to cover the cost of postage and handling, to the KMA GUIDE, Shenandoah, Iowa.

## "You Pick 'Em" Gives Free Football Tickets

KMA listeners have a chance to win free football tickets to midwestern college games on the "You Pick 'Em" show heard on KMA every Tuesday evening at 9:30 pm.

With Joe Ryan as the master of ceremonies, the program presents each week a panel of sports experts who try to pick the winners in the next Saturday's football games. The experts make their selections and then the listeners are invited to send in their "picks" with the best entries receiving the free tickets.

The program will continue to be heard on KMA each Tuesday evening throughout the football season.

## Walter Winchell Starts 20th Radio Season

Swiftly moving towards the completion of two dynamic decades on radio, Walter Winchell began his 20th season on the air this fall as he returned to his familiar Sunday evening spot at eight o'clock over KMA and the ABC Radio Network.

As the sound of the teletype clacks across the nation, millions of listeners will be treated to the scoops, flashes, exclusives and general up-to-the-minute reporting they have come to expect from radio's highest-rated newscaster. Repeatedly voted tops as a commentator by nearly every poll in the trade, Winchell will continue to present the most exciting fifteen minutes in radio to Mr. and Mrs. North and South America and all the ships at sea.

The program is sponsored each Sunday by the Gruen Watch Co.

## KMA Homemakers Attend St. Louis Convention

A large delegation of KMA radio personalities attended the fall convention of the Heart of America Chapter of the American Women in Radio and Television in St. Louis the last week in September.

Those present at the September 27-28 meeting, held in the Chase Hotel, were Doris Murphy, Bernice Currier, Florence Falk, Kay Wilkins and Jane Robinson.

Doris Murphy, KMA women's director, is retiring president of the organization and presided over many of the program events. Bernice Currier and Kay Wilkins served on a panel discussion during the convention, discussing "Strengthening Your Program Through Listener Reaction".

A large group of members of the organization from radio and television stations in Iowa, Missouri and Kansas attended the convention.

### Ezra Hawkins Says:

"T'other day a fellow came up to me and wanted to know where he could buy 2000 cockroaches and 500 bed bugs. Seems he was moving and his lease said he had to leave the property in the same condition that he found it!"

## Hollywood Stars On "Movietown Radio Theatre"

An outstanding line-up of plays, that will be presented on "Movietown Radio Theatre", has been announced for the next month of listening.

The series of radio plays, presented by Anheuser-Busch, is heard on KMA every Wednesday evening at 9 pm.

Here is a list of some of the coming programs and the featured star:

- October 8: "White Carnation" with Les Mitchell.
- October 15: "Mr. Juggins" with Ralph Morgan.
- October 22: "Ask For Mr. Doonan" with Adolph Menjou.
- October 29: "Interlude" with Margo.
- November 5: "Daddy" with Nigel Bruce.

## Forecasts For The Month

### BIRTHDAYS:

- Oct. 16—Lois Jean Warner, continuity department.
- Oct. 17—Julia Josephson, daughter of Jack Josephson engineer.
- Oct. 22—Erva Nell Ely, wife of Walter Ely engineer.
- Oct. 25—Virginia Hawkins, wife of Ezra Hawkins staff artist.
- Oct. 28—Cathy Peterson, daughter of Howard Peterson general sales manager.
- Nov. 5—Roberta Stotts, daughter of Bob Stotts staff artist.
- Nov. 6—Owen Saddler, editorial chairman of the KMA GUIDE and general station manager.
- Nov. 7—Marty Maher, husband of Gayle Maher secretary to assistant station manager.

### ANNIVERSARIES:

- Oct. 15—Virginia and Ezra Hawkins, staff artist.
- Oct. 19—Mildred and Roland Jennings, engineer.
- Oct. 26—Margaret and Herman Housh, staff artist.

### BIRTHSTONE: Opal

FLOWER: Dahlias

# Grass Root Notes

By Merrill Langfitt  
KMA Farm Service Director

Perhaps you have heard me talking about our three girls, all born the same week. Obviously the one we are most proud of, however, is Jeannine K born September 18 at 8:55 a.m. and shown on the front cover. Baby and mother are doing fine, and father is able to be up and around and is gaining his strength back slowly.

On this page you will see me holding another of our baby girls. This one was born Saturday, September 20, however, another one not shown was born the same day as Jeannine K. One of my listeners had written in telling us to be sure and not make the mistake of tattooing the baby's ear. His comment was a result of one of my discussions about tattooing the ears of the calves so we could always identify them.

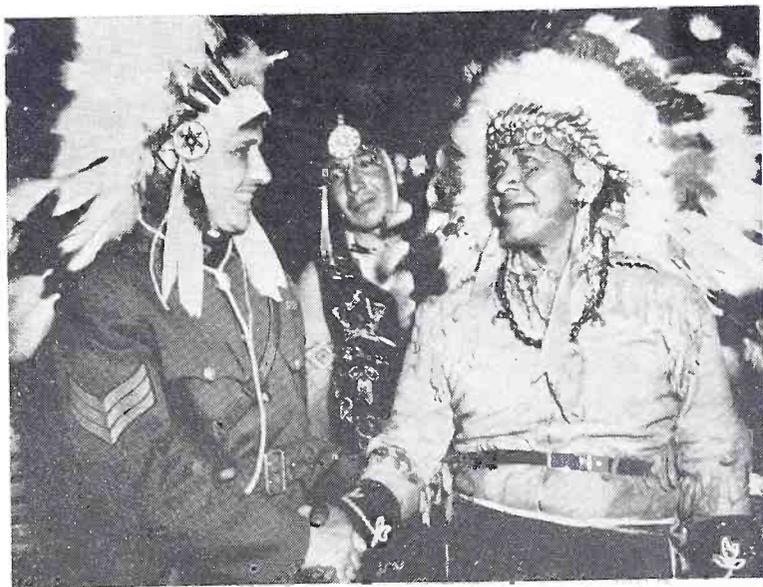
The Langfitts are moving back out to the farm November 1. At this date we don't have any arrangements for crop land, but we do have all of the farm buildings and the pasture. It will certainly be wonderful to be out on the farm again and have my cattle close at hand where we can see them every day. We think the farm is the right place to raise a family so we are looking forward to having an RFD address once again. I even have hopes of doing at least a part of my broadcasts from the farm.

I hope this finds you ready to harvest a bumper corn crop and your financial status better than it was at this time on the farm last year.



Merrill Langfitt with one of his new heifer calves.

An autumn like we're having this year makes you glad to be alive, and glad to be living in the great agricultural area of the midwest.



**JIM AMECHE PLAYS SILVER EAGLE** — Jim Ameche, who plays the mountie in "Silver Eagle" is greeted as a new tribal brother (photo above) by Robert Link, Sr., Chief of the Chippewa Indians of Wisconsin.

Ameche was adopted as "W a b i j a k w e," which means silver eagle. Charles "Injun" Peterson is in the background. "Silver Eagle" is heard on KMA-ABC each Tuesday and Thursday evenings at 7, sponsored by General Mills.

# On the KMA PARTY LINE

With **DORIS MURPHY**

It was a quick decision FLORENCE FALK, "The Farmer's Wife" had to make one day, while helping her husband BYRON, who was loading grain for chicken feed onto the pickup. FLORENCE was standing on the back end of the pickup as BYRON drove away. Suddenly she discovered her dress was caught on a nail on the side of the grainery. Quickly she had to make her mind up which to do...lose her dress or jump! In a split second she jumped! Unmindful, he had lost his wife off the truck, her husband drove clear on over to another grainery before he discovered she was no longer with him. Soon he was back for her... dress and all! Listen to "The Farmer's Wife" broadcast from the farm, each weekday afternoon, 3:30 to 4:00 on KMA. You'll enjoy hearing about the new heifer calf the children named "September" and all the other interesting incidents on the farm.

No wonder announcer MERL DOUGLAS is always so full of pep. He sleeps so soundly! He could sleep the clock around,

unless someone awakened him. One day his wife, RUTH, forgot to call him before leaving for work at the beauty parlor. Peacefully he slept. Finally at 12:15, the control operator phoned to see why he hadn't come to work. After many rings he heard the phone and answered. Imagine his embarrassment to learn it was past noon and he had already missed one of his shows! Oh well, it proves one thing. He has a clear conscience.

Talk about talent...KMA's newest entertainer, MORRIE JONES and wife BETTY have plenty! In this picture you see MORRIE holding the double neck electric guitar he made, and wearing the beautiful western shirt his wife made. MORRIE has been an entertainer for 11 years. While living in Abilene, Texas, he attended a cabinet making school 2 years and has now made 4 beautiful guitars and some furniture for his home. The double neck guitar is unusual...one neck contains 6 strings and the other 10. The 10 string one sounds like an organ and is MORRIE's own invention. He hopes to get it patented. The instruments are made of solid hard maple. The first instrument he ever made was



whittled out by hand in his kitchen, and every bit of it was hand made. MORRIE also designs his own western shirts and BETTY sews and embroiders them. His latest hand-made furniture is a baby's chest of drawers, complete with hand-made hangers and filled await-

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(Left) New KMA entertainer Morrie Jones shows off one of the unique guitars he constructed himself.

---

ing the arrival of a new member in the family next month.

Talk about your most embarrassing moments! **Entertainer** **CURLY DALE** seems to have one right after another. First, he goes visiting and his bed catches on fire. Next, he falls flat on the floor in the office of a radio manager while trying to flick ashes off his cigarette. Now comes the story that tops them all. While buying new trousers in a department store, he stepped into a small dressing room to try them on. He was just in the process of taking off his pants and they were down around his ankles, when he lost his balance, causing him to fall over against the door. The inevitable happened! The lock on the door was not latched tightly and out he fell... head and hands first, right in plain sight of customers in the busy department store. To make it even more embarrassing, there were a number of women in the store. Store managers... take note! Better make dressing rooms a little larger when **CURLY** comes shopping!

Several entertainers, driving to Ridge-way, Mo., to make a personal appearance, began to wonder where they would land next. Not being sure of the road, driver **COY MARTIN**, was having a hard time figuring which way to go. He discovered he was wrong... when he ended up in a cornfield. Then **EZRA HAWKINS** decided to help out and give the directions. Under his guidance they ended up in a farmer's backyard. And that wasn't all! Enroute home they stopped at a restaurant and parked parallel to the curbing instead of at an angle. Guess that was one night they just couldn't keep "on the beam."

Funny things happen in radio sometimes when network shows switch back to local stations for cut-in announcements sooner than the announcer expects. Announcer, **PAUL PIPPERT** can vouch for that! He was having fun trying to play **MERL DOUGLAS'** mouth organ one evening when the network ended unexpectedly. The engineer opened the switch thinking **PAUL**



**KMA homemaker Bernice Currier and Lee Craig at the Craig's Billings, Montana cabin.**

would pick up the cue. But he didn't! He kept right on playing the mouth harp for 3 or 4 seconds before he realized what had happened. He was **ON THE AIR**, playing the mouth harp. And he didn't know **HOW** to play it. He was just foolin' around. Abruptly, he stopped... hesitated a few seconds... then made the cut-in announcement. Was his face red!

What an ideal place to take a restful vacation! In the picture on this page, you'll see **KMA's** morning homemaker, **BERNICE CURRIER** standing beside her brother-in-law **Lee Craig**, on the dock at the Craig summer home 90 miles west of Billings, Montana. The cabin is located at Alpine, at the foot of the highest peak, Granite Peak, 13,000 feet high. You can see the beautiful mountains in the background. **BERNICE** spent a week visiting her sister and husband in this beautiful, mountain region on lovely East Rosebud Lake. There was plenty of fishing, but **BERNICE** enjoyed more sitting on the front porch, resting and seeing the scenery.

**MIKE**, son of Asst. Station Mgr. **ANTHONY KOELKER**, recently celebrated his 14th birthday at Children's Hospital in Omaha, where he is a polio patient. **MR.** and **MRS. KOELKER** gave a polio party for all in the ward, serving cup cakes and ice cream to around 40 patients. **MIKE** is improving and has no paralysis, but muscle weakness makes it necessary for him to remain in the hospital for therapy treatments.

## Frank Comments

By FRANK FIELD

This is the Field Tribe as of September 2, 1952, or at least most of it. You don't see me because I was taking the picture and you don't see Bob Fishbaugh, because he had to go out to his farm that evening and missed the picnic. Outside of that they are all there.

Reading from left to right you first see Jim and Peg and their two boys Shannon and Chris, next are Maxine and Johnnie with Danny, next is Jennie and then Zo and little Johnnie, and on the extreme right you see Elsie and Bob and little Bill.

This was taken in McCombs Park just about a block from our house and the gathering was in the nature of a going away picnic for Peg and Jim. I told you a couple of months ago that they were planning on moving to Wisconsin, but that deal fell through. Jim went up and looked it over and decided against the move and took the Texas deal instead. They are now living in a suburb of Dallas and Jim is connected with the Pemco Company.

It was a fine large picnic and we all felt plenty stuffed the next day, too. None of the Bellamy's care much for chicken in any form, even fried, so since the picnic was really in their honor we compromised on meat loaf.

No, that isn't mud on John's chin. It is a beard about an inch long. John you know has been down at Hamburg ever since the first of the year running the newspaper there, "The Hamburg Reporter". For their

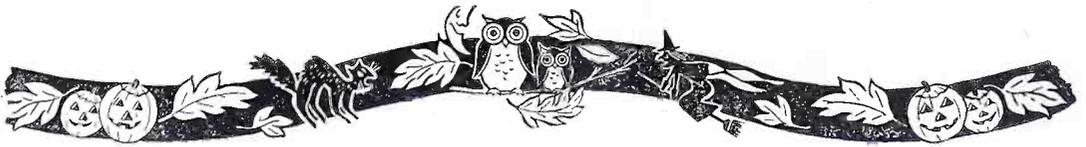
annual Fall Festival this year Hamburg selected the Gay Nineties theme. The men all grew beards, mustaches and side-burns and the women all dressed in the fashions of 60 years ago. Naturally, it takes two or three months to grow a good set of chin whiskers so the men folks down there were pretty odd looking for most of the summer, however the day after the celebration was over there wasn't a whisker to be found.

Oh yes, something new has been added. The Fishbaugh's bought a piano last month and little Johnnie and Zo are taking piano lessons. Zo says they make better progress when there are two of them to study the lessons and believe it or not already they can play three pieces.

The livestock population is also increasing somewhat. Little Bill was so taken with George, our Parakeet, that we got him one too, a blue one just like George. Bill calls him Dagwood and takes him out of the cage every evening when he comes home from school, for a romp around the house.

A couple of days ago we got in quite a shipment of canaries at the seed house and I took home a young orange colored one to be company for George. He sang beautifully down here at the store but on account of the strange surroundings he hasn't sung a note at home yet. However, we have just had him a couple of days and he probably will be acclimated to the singing point by the time you read this. George made up with the canary in just a few minutes and spent most of his time trying to get into the cage with him and hissed at him through the bars of the cage. What do you think would be a good name for the canary?





# HOMEMAKER'S GUIDE

## Homemaker Visit

By **BERNICE CURRIER**

### HALLOWE'EN SPOOKY-POPS

- 1/3 cup dark corn syrup
- 1/2 cup water
- 1/8 teaspoon salt
- 2 cups sugar
- 6 tablespoons butter or margarine
- 8 wooden skewers
- Life Saver candies
- Red hots

Combine sugar, corn syrup, water and salt in a 1 1/2 quart saucepan. Set over low heat, stir slowly until it begins to boil. Use wooden spoon. Cook without stirring to firm ball stage (250°). Add butter and cook to brittle stage (300°) stirring often. Remove from heat. Without stirring, quickly spoon syrup onto greased baking sheets, 2 tablespoons for each. Insert skewers in each and quickly make faces using corn candies, life savers, red hots, small gumdrops, etc. Then run spatula under them and transfer to waxed paper to cool.

\* \* \* \* \*

### FRUIT O'LANTERN CAKE

- A—3/4 cup shortening
- 1 1/4 cups sugar
- B—8 egg yolks beaten thick
- C—2 1/2 cups cake flour sifted
- 3 teaspoons baking powder
- 1/2 teaspoon salt
- D—3/4 cup milk
- 1 1/2 teaspoons lemon juice
- Grated lemon rind

Cream A, add B, sift C and add alternately with D. Add juice and rind. Pour into two greased and floured 9 1/2" layer pans. Bake 25 min, at 350°. Between layers spread 1/2 cup raspberry preserves. Spread 1/2 cup raspberry preserves over top. Then arrange peach halves, round side up on the top so there will be one peach half for each piece. Make faces on peach halves with maraschino cherries and chocolate bits. Decorate with whipped cream around edge of cake and between halves.

### BEWITCHED CAKE

Make your favorite two layer cake. Ice it with orange colored icing. Then frost an ice cream cone and a 3 in. cookie with chocolate coating made with 2 squares unsweetened chocolate melted with 1 teaspoon butter and cooled. Put the cookie on center top of cake and invert ice cream cone in center of cookie forming a witches hat. This must be done while cake icing and chocolate coating are still soft. Then around the base of the cake decorate with black candies.

\* \* \* \* \*

### BUTTER ROLLS

- A—4 cups sifted flour
- 1 1/2 teaspoon salt
- 2 tablespoons sugar
- B—2 packages dry yeast
- 1/3 cup lukewarm water
- C—1/2 cup milk scalded
- 1 cup butter or margarine
- 2 eggs beaten

Sift A. Combine B. Combine C then add 1 cup flour to make stiff batter. Beat in eggs, then add B. Put in refrigerator for 1 hour. Then add remaining flour. Knead on floured board and roll out to 1/2 in. thick. Spread with melted butter, roll up like jelly roll. Slice into 1 in. pieces. Place these on ungreased baking sheet, brush with butter, cover and let rise to double. Bake 15 min. at 375° or until crusty brown. Makes about 22 rolls. Serve without butter.

\* \* \* \* \*

### MENU FOR HALLOWE'EN PARTY

- Bowls of steamy hot chili
- Thickly-buttered slices of rye bread
- Cups of mulled cider made by heating cider with a cheesecloth bag filled with whole cloves and stick cinnamon broken up.
- Doughnut balls.





# The Farmer's Wife

By FLORENCE FALK

## POP CORN BALLS

Let the youngsters help pop the corn and tie the balls in orange cellophane with black paper ribbon curled at the ends. This syrup may also be used for taffy apples. In popping corn remember a half cup of corn equals five large cups when popped. For 3/4 cup corn the following syrup is enough:

- 1 cup sugar
- 6 tablespoons water
- 1/4 cup light corn syrup

Pop corn. Combine syrup, sugar, and water and stir over low heat until the sugar dissolves and the mixture boils. Continue boiling until the syrup is brittle when a small amount is dropped in cold water (300°) by thermometer. Syrup takes on a golden brown color. Gradually pour over popped corn and form into balls.

\* \* \* \* \*

## TAFFY APPLES

Nothing is quite so yummy this time of year as Taffy Apples and they are so full of goodness. For 'handles' on the apples use sucker sticks or meat skewers. Do not peel the apple. If you wish with the pointed end of a paring knife cut the skin off to resemble eyes, nose and mouth of Jack O'Lantern. Twirl the apples around in the syrup and stand on a buttered tray or waxed paper, until cool. Use the same syrup as for Popcorn Balls. This is the best recipe I have ever found for doing both. The syrup is enough to cover 6 medium sized apples.

\* \* \* \* \*

## CARAMEL APPLES

- 1 cup granulated sugar
- 1/2 cup cream
- 1/2 cup boiling water
- 1 cup brown sugar
- 2 tablespoons butter

Melt a half of the cup of the granulated sugar in a heavy pan over direct heat. Add the boiling water and cook to a smooth syrup. Combine in a separate pan the remaining half cup sugar and other ingredients. Cook to soft ball stage (234°). If testing by drop method remove pan from heat while testing. Combine the syrups

and cook to the firm ball stage (244°). Cool to lukewarm. Dip each skewered apple into the syrup and swirl until coated. Dip in ice water and stand on a buttered tray.

\* \* \* \* \*

## JACK O'LANTERN SALAD

Combine apples, nuts and marshmallows in a salad using a mayonnaise dressing. Place in small mound on a lettuce leaf. Top each mound with a large peach half. Make a Jack O'Lantern face using almonds for eyes, nose and using pimientos for the mouth.

\* \* \* \* \*

Suggestions for Hallowe'en party foods:

Serve orange sherbert in Hallowe'en cups.

Color cream cheese and use for sandwich fillings, or sandwich icings.

Rind cups of oranges, fill with a salad of apples, nuts, and grapes combined with mayonnaise.

Yellow fruit drinks.

Eggs, in salads, scrambled or other forms of cooking. Use sieved yolk as garnish.

Ghost sandwiches: White bread, cut in rounds and spread with butter and honey. On top place a marshmallow and just before serving place under the broiler and brown until lightly browned.

Black cat sandwiches may be made by topping a round sandwich with the cat made of large seeded raisin with whole cloves stuck in for ears and a strip of raisin skin for a tail.

\* \* \* \* \*

## BROWNIES

(These are good shippers, too).

- 1/2 cup butter of margarine
- 2 squares of chocolate
- 3 egg yolks
- 1 cup sugar
- 1 teaspoon vanilla
- 1 cup chopped nuts
- 1/2 cup flour

Melt together butter and chocolate. Cream eggs and sugar together. Mix chopped nuts in the 1/2 cup flour. Add melted chocolate to mixture. Fold in 3 egg whites, beaten stiffly. Pour into well buttered pan approximately 14"x9" oblong. Bake in 350° oven for 25 min. Cut in squares, and sprinkle with powdered sugar or frost.



**MEET CORLISS ARCHER** — Dexter Franklin looks properly dubious in the photo above as his pretty but unpredictable girl friend, Corliss Archer, attempts to coax him into another of her hilariously hair-brained schemes on the popular comedy series, "Meet Corliss Archer".

The program is heard on KMA each Friday evening at 8:30. Sam Edwards portrays Dexter, while Janet Waldo is cast as the irrepressible title-rolist. The program is sponsored by the Electric Companies of America.

## Iowa State Football On KMA Saturdays

This season the complete schedule of Iowa State College football games is being beamed to sports fans in the midwest over KMA. The broadcasts begin at 1:50 each Saturday afternoon with kick-off time scheduled for two o'clock. Dale Williams is the sportscaster.

Here are the remaining games:

Oct. 11—Kansas at Ames

Oct. 18—Colorado at Ames (Homecoming)

Oct. 25—Missouri at Columbia, Mo.

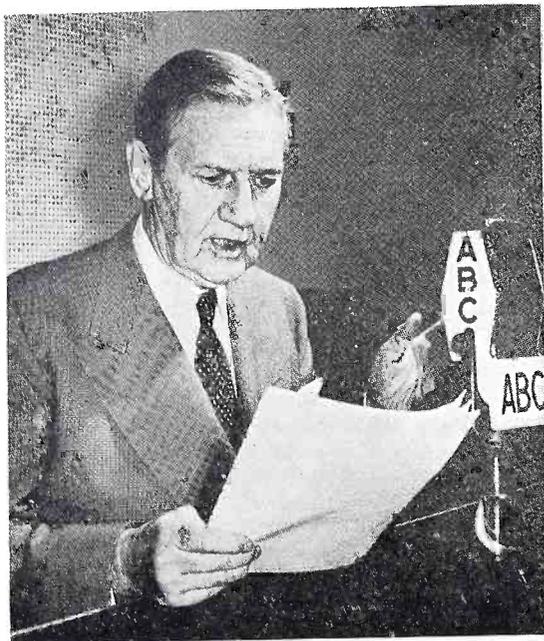
Nov. 1—Oklahoma at Ames

Nov. 8—Drake at Ames

Nov. 22—Kansas State at Manhattan, Kansas



Dale Williams



Edwin C. Hill

**EDWIN C. HILL** — Veteran newscaster Edwin C. Hill (left) marks his 21st anniversary in broadcasting on his return to KMA via the ACB radio network this fall. Hill is heard Monday through Friday with the "Human Side of the News" at 10:30 pm for the Philco Corporation.

Hill's unique talent for "humanizing" the news reveals exciting stories about little-known people, and little-known stories about well-known personalities. Mr. Hill has been a celebrated journalist for more than 40 years.

# KMA DAILY PROGRAMS FOR OCTOBER, 1952

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.—Bob Stotts  
6:30 a.m.—Merrill Langfitt  
7:00 a.m.—News  
7:15 a.m.—Frank Field  
7:30 a.m.—The Double Daters  
7:45 a.m.—Morning Headlines  
9:00 a.m.—Bernice Currier  
9:25 a.m.—Whispering Streets  
9:45 a.m.—News

10:00 a.m.

### EDITH HANSEN'S

"Kitchen Club"  
Broadcasting Direct  
To KMA Listeners



10:30 a.m.—Break The Bank  
11:00 a.m.—Don Gardiner  
11:10 a.m.—Jack Berch  
11:30 a.m.—Betty Crocker  
11:35 a.m.—Stump Us  
11:55 a.m.—Small Talk  
12:00 p.m.—News  
12:15 p.m.—Edward May  
12:30 p.m.—Half Past Nooners  
12:45 p.m.—Market Reports, Childs  
1:00 p.m.—Western Hits  
1:00 p.m.—Adella Shoemaker  
1:30 p.m.—Betty Crocker  
1:35 p.m.—Nishna Valley Neighbors  
1:45 p.m.—Bob Stotts  
2:00 p.m.—The Midwesterners  
2:30 p.m.—Tennessee Ernie  
3:00 p.m.—Cal Tinney  
3:25 p.m.—Betty Crocker  
3:30 p.m.—Florence Falk  
4:00 p.m.—Merl Douglas Show  
4:30 p.m.—P. Pippert, News  
4:45 p.m.—Blackwood Brothers

5:00 p.m.

### "BAR NOTHIN RANCH"

With Ezra Hawkins  
and the  
Bar Nothin Gang!



5:30 p.m.—Fun Factory  
5:55 p.m.—Bob Finnegan  
6:00 p.m.—Sports Parade—Douglas

6:15 p.m.—Peggy Lee (M.W.F.)  
6:20 p.m.—Let's Go Visiting (T.Th.)  
6:30 p.m.—News  
6:45 p.m.—Edw. May, Mkts. & Weather

## MONDAY NIGHT

7:00 p.m.—Lone Ranger  
7:30 p.m.—Your Land And Mine  
7:45 p.m.—Your 2¢ Worth  
8:00 p.m.—Jazz Beat  
8:30 p.m.—Frank & Jackson  
9:00 p.m.—Chicago Signature  
9:30 p.m.—Jimmy Dorsey  
9:45 p.m.—Elmer Davis  
10:00 p.m.—News  
10:15 p.m.—Sports Report  
10:30 p.m.—Edwin C. Hill  
10:35 p.m.—Dance Band  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

## TUESDAY NIGHT

7:00 p.m.—Silver Eagle  
7:30 p.m.—Paul Whiteman's Teen Club  
8:00 p.m.—Am. Town Meeting  
8:45 p.m.—Talk On Books  
9:00 p.m.—Michael Shayne  
9:30 p.m.—You Pick 'Em  
9:45 p.m.—Elmer Davis  
10:00 p.m.—News  
10:15 p.m.—Sports Report  
10:30 p.m.—Edwin C. Hill  
10:35 p.m.—Dance Band  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

## WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger  
7:30 p.m.—Mystery Theatre  
8:00 p.m.—Mr. President  
8:30 p.m.—Crossfire  
9:00 p.m.—Movietown Theatre  
9:30 p.m.—Heres To Vets  
9:45 p.m.—Elmer Davis  
10:00 p.m.—News  
10:15 p.m.—Sports Report  
10:30 p.m.—Edwin C. Hill  
10:35 p.m.—Dance Band  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

## THURSDAY NIGHT

7:00 p.m.—Silver Eagle  
7:30 p.m.—Newstand Theatre  
8:00 p.m.—Escape With Me  
8:30 p.m.—News As It Happened  
9:00 p.m.—Defense Attorney  
9:30 p.m.—Serenade In Blue  
9:45 p.m.—Elmer Davis  
10:00 p.m.—News  
10:15 p.m.—Sports Report  
10:30 p.m.—Edwin C. Hill  
10:35 p.m.—Dance Band  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

## FRIDAY NIGHT

7:00 p.m.—Lone Ranger  
 7:30 p.m.—This Is Your FBI  
 8:00 p.m.—Ozzie & Harriet  
 8:30 p.m.—Corliss Archer  
 9:00 p.m.—Boxing Bout  
 9:45 p.m.—Elmer Davis  
 10:00 p.m.—News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Edwin C. Hill  
 10:35 p.m.—Dance Band  
 11:00 p.m.—Newstime  
 11:15 p.m.—Music In The Night

## SATURDAY PROGRAMS

5:00 a.m.—Country Jamboree  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Bob Stotts  
 6:30 a.m.—Merrill Langfitt  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Double Dates  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Saturday Shopper  
 8:45 a.m.—Baby Days

9:00 a.m.

### BERNICE CURRIER'S

"Homemaker's Visit"  
 Every day at 9 a.m.  
 Monday thru Sat.



9:30 a.m.—Space Patrol  
 10:00 a.m.—Book Parade  
 10:15 a.m.—Forest Stories  
 10:30 a.m.—Pvt. Eddie Fisher  
 11:00 a.m.—101 Ranch Boys  
 11:30 a.m.—Am. Farmer  
 12:00 noon—News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Half Past Nooners  
 12:45 p.m.—This Week On The Farm  
 1:00 p.m.—Polka Time  
 1:15 p.m.—Guest Star  
 1:30 p.m.—Nishna Valley Neighbors  
 1:45 p.m.—Bob Stotts  
 2:00 p.m.—Iowa State Football Games  
 3:30 p.m.—Florence Falk  
 4:00 p.m.—Merl Douglas Show  
 4:30 p.m.—News  
 4:45 p.m.—Blackwood Bros.  
 5:00 p.m.—Bar Nothing Ranch  
 5:30 p.m.—Junior Junction  
 6:00 p.m.—Sports Parade—Douglas  
 6:15 p.m.—Una Mae Carlisle  
 6:30 p.m.—News  
 6:45 p.m.—Dinner Music  
 7:00 p.m.—Dancing Party

9:00 p.m.—Sat. At The Shamrock  
 9:30 p.m.—Politics on Trial  
 10:00 p.m.—Merl Douglas, News  
 10:15 p.m.—The Playboys  
 10:30 p.m.—Navy Hour  
 11:00 p.m.—Newstime  
 11:15 p.m.—Music In The Night

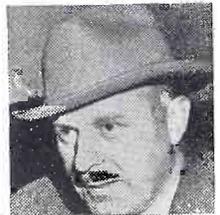
## SUNDAY PROGRAMS

7:00 a.m.—News  
 7:15 a.m.—Morning Song  
 7:30 a.m.—Worship Service  
 8:00 a.m.—Rev. Gene Phillips  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—Lutheran Gospel Hour  
 10:00 a.m.—Wings Of Hearing  
 10:30 a.m.—Milton Cross Opera Album  
 11:00 a.m.—Sun. News Special  
 11:15 a.m.—Brunch Time  
 11:30 a.m.—Piano Playhouse  
 12:00 noon—News  
 12:15 a.m.—Let's Go To Town  
 12:30 p.m.—Frank Devol Presents  
 1:00 p.m.—Fine Arts Quartet  
 1:39 p.m.—Back To The Bible  
 2:00 p.m.—Newstime  
 2:15 p.m.—Highways To Safety  
 2:30 p.m.—Hour Of Decision  
 3:00 p.m.—Revival Hour  
 4:00 p.m.—This Week Around The  
 World  
 4:30 p.m.—Greatest Story Ever Told

5:00 p.m.

### DREW PEARSON

One of America's  
 Most Distinguished  
 Commentators!



5:15 p.m.—Monday Morning Headlines  
 5:30 p.m.—Geo. Sokolsky  
 5:45 p.m.—Bob Edge  
 6:00 p.m.—Eddie Fisher  
 6:15 p.m.—Three Suns  
 6:30 p.m.—Time Capsule  
 7:00 p.m.—Am. Musical Hall  
 7:30 p.m.—Cafe Istanbul  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Melody Highway  
 8:45 p.m.—Allistair Cooke  
 9:00 p.m.—Let's Be Healthy  
 9:15 p.m.—Gloria Parker  
 9:30 p.m.—Bill Tusher  
 10:00 p.m.—News  
 10:15 p.m.—Thoughts In Passing  
 10:30 p.m.—Marines In Review  
 11:00 p.m.—Newstime  
 11:15 p.m.—Music In The Night

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

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Left to right: Bill Hare, Betty, Lyn and Herman Housh.

## Betty & Lyn Featured in New Noon Hour Show, the "Dinner Belles"

KMA's popular singing sister team, Betty & Lyn, together with Herman Housh and his fiddle and jovial master of ceremonies Bill Hare, are turning the new 12:30 noon hour "Dinner Belles" show into one of the most popular musical shows in midwest radio.

The ringing of the dinner bell introduces the program followed by the clever novelty theme, the tune of which is from an old school "round" song that Betty and Lyn's mother used to sing. It starts out like this:

"Ring, ring the bell  
Ring the dinner bell!"

Let's all eat,  
I'm hungry as a bear.  
What shall we have,  
Now that's the question,  
(Lyn) "Pork & beans?"  
(Betty) "Cabbage heads?"  
(Herman) "Potatoes, coffee?"  
(All) "And corn bread!"

In addition to Betty and Lyn's well-known duet singing numbers, the program also features a fiddle number by talented Herman and one hymn on each program.

The "Dinner Belles" program is heard on KMA every day, Monday through Saturday, at 12:30 p.m.