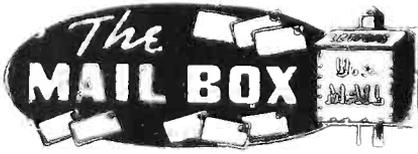


The

KMA GUIDE

October, 1953





The KMA Guide

Vol. 10

No. 10

OCTOBER, 1953

Elgin, North Dakota... Here enclosed find \$1 for another year of your KMA Guide. Here's a Poem.

As I look in my book I can see,
My subscription expires, Oh! golly me,
I'll slip in a dollar, mail it today,
So I won't miss a copy and won't delay,
A little bit of everything in it to read,
Pictures of entertainers are my treat.
I'll nestle in a corner, switch on the
light,

And reach for a copy of the KMA Guide.

Mrs. Bertha Alt

* * * * *

Corydon, Iowa... The KMA Guide is the best, little magazine I ever read. Sure miss it when I get careless in renewing. Here is my \$1 for another year of good reading.

Mrs. Ivan Hayes

* * * * *

South Bend, Nebraska... Here is my \$1 for a year's renewal of the KMA GUIDE. The GUIDE is getting so interesting and just keep it that way. My whole family reads every word. We can hardly wait for the GUIDE to come each month. We wouldn't miss a program on KMA for anything in the world, and the same goes for the KMA Guide.

Mrs. Roy Richards

* * * * *

Lincolnvilleville, Kansas... Please renew my GUIDE subscription for another year. Can't get along without it. I am enclosing \$1.

Mrs. H. N. Train

* * * * *

Blair, Nebraska... Enclosed is \$1 for a year's subscription to the KMA GUIDE. We can't get your station very good here so I keep up to date on the entertainers through the GUIDE.

Dorothy Gieselmann

* * * * *

St. Louis, Missouri... Am enclosing a \$1 for another year of enjoyable reading in the KMA GUIDE. I think I would miss getting it now as I have been a subscriber ever since it was first published. I really enjoy reading and saving each issue.

Mrs. Edward Kunz

* * * * *

Tama, Iowa... We enjoy the KMA GUIDE very much. Wouldn't want to miss a copy, so here is my \$1.

Miss Margaret Kaufman

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

COVER STORY—

This gives us the opportunity to extend an open invitation to all you folks in KMA-land to attend the fun at the KMA HOUSE-PARTY. You're all welcome any day, five days a week, Monday through Friday, 1:30 to 2:30, at KMA's new talent-packed hour of songs, prizes, and surprises at the KMA Auditorium in Shenandoah, Iowa.

The gang on the cover will be there to greet you. That's Bert Coons on the roof; Merl Douglas leaning out of the window on the left. Next to him is Warren Nielson, KMA's popular program director, who will be your host; and Betty and Lyn in the front window. That handsome trio is Morrie Jones, Buck Dille, and Bob Stotts, and Marge and Larry Parker are at the piano. The fellow doing a solo on the banjo is Curly Dale. KMA's new announcer, Wes Haines, will also take part in the HOUSE-PARTY'S festivities. His picture appears on page four of this month's Guide.

If you happen to be selected from the audience as one of the lucky contestants you'll be interviewed by Warren, Larry, or Wes and given a chance to win some of the many prizes given away each day.

There'll be two contests conducted this month. You folks attending the show will register as you go in and at the end of the month there'll be a drawing and the person selected will receive a prize in the mail. The listening audience may also participate by merely dropping a card or letter to: KMA HOUSEPARTY, Shenandoah, Iowa. These letters will be placed in a grab bag and a similar drawing will be conducted for the listening audience.

Plan to attend the KMA HOUSEPARTY this month. If you can't be here, try to tune to KMA at 1:30 every afternoon for this full-hour, musical fun-fest.

The KMA Guide

A Chat With Edward May



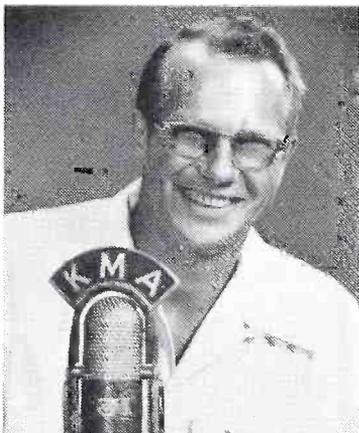
Ed May is discussing with Warren Nielson, KMA's program director, the prospects of KMA's new show, "KMA HOUSE-PARTY", and the future certainly looks bright. Ed wishes to extend a personal invitation to all you folks in KMA-land to attend the fun-filled hour show, Monday through Friday, 1:30 to 2:30 p.m.

At this time of the year with the children back in school, everyone is preparing for fall and winter and looking backward at our summer. It turned out to be a hot and dry one and, as a result, everyone throughout the corn belt is speculating as to the size of our corn crop. In July, prospects were excellent and many farmers were expecting yields up to a hundred bushels per acre. As a consequence of an expected bumper crop the talk of acreage allotments and possibly marketing quotas were being discussed generally both by farmers and government officials alike. However, as the weeks rolled by and needed rains failed to arrive the prospects of a bumper corn crop diminished and the attitude of the farmers turned from one of optimism to one of pessimism. Many of the folks who earlier had been talking of a bumper crop begin talking as if they would not have any corn at all. There is no doubt but what yields have been cut by the unfavorable weather but I personally believe many people will be pleasantly surprised when they start picking their corn and actually find out how much they have. These modern day hybrids are bred to withstand far more adverse weather conditions than the old open pollinated varieties. It's true, very few farmers, if any, will have one hundred bushel yields, but I believe many farmers in Iowa will harvest from fifty to sixty bushels per acre which, after all, is generally considered to be an average crop for the State of Iowa.

Total production in the corn belt will be less than earlier estimates and, as a result, there is a possibility that the government may not ask for either acreage allotments or marketing quotas for 1954. Actually the United States Department of Agriculture officials have until February 1 to determine whether or not it will be necessary to put acreage controls into effect without calling for a referendum by the farmers. However, if marketing quotas are to be established the Department of Agriculture officials must call for a referendum and the farmers themselves will decide whether or not they want marketing quotas. Will we have acreage allotments for 1954 and marketing quotas? Will we have acreage allotments without the marketing quotas, or will we have neither? What is your opinion?

In Memoriam
Mrs. Ralph Gardner,
Mother of Gayle Maher.
Frank Gowing,
Father of Jack Gowing.

WES "HAPPY" HAINES NEW TO KMA



"SILENT NIGHT"



Gayle Maher

KMA's new announcer, Wes Haines, hails from Richland Center, Wisconsin where he was born, as a leading entertainer says, "some 39 years ago." Wes comes to us from KOEL, Waterloo, Iowa and KCIM, Carroll, Iowa. He has been announcing since 1950, during which time he was featured on the radio, at county fairs, and other civic events, where he "yodeled" and played almost any string instrument.

The blonde, 5' 11½", 160 pound announcer names his tax exemptions as his wife, Jennie, three girls, Rita, Carole, Linda Kay and a female dog, "Suzy." Strictly a family man, his favorite pastime is "taking the family out on a picnic."

Currently Wes is the night announcer. Welcome to KMA!

(Editors Note: This month we inaugurate a new column to salute the people behind the man behind the mike. These people receive none of the glory, but their function is as much a part of KMA as the on-the-air personalities.)

Gayle Maher's smile and personality lightens the routine of the office for all of us who know her at KMA. Today, Gayle is secretary to Tony Koelker, KMA station manager.

Gayle first began working for KMA in 1943 when her husband — then in the service — was sent overseas.

Before she worked for KMA she was employed by the Old Homestead Chemical Co., May Seed Co., and the Mount Arbor Nurseries.

Gayle was born in Fremont County, Iowa, the youngest of three children of Mr. & Mrs. Ralph Earl Gardner, and has lived most of the time in Shenandoah except when she traveled with her husband, Marty, prior to his going overseas. She and Marty were married in Imogene, Iowa, on August 12, 1932. When asked about how she met her husband she said; "It's too long a story."

Gayle is interested in all types of sports — baseball, football, basketball, etc. The two things she likes to do most in the way of recreation are fishing and bowling. "You may think it strange," she said, "when a woman admits she likes to fish, but I love it." Her bowling averages between 140 and 145, but as far as the folks at KMA are concerned, Gayle Maher has bowled a strike every time to score with us.

Forecast For The Month

BIRTHDAYS:

- October 3—Eleanor Jean, wife of Edward May, President of KMA & KMTV.
- October 22—Erva Nell Ely, wife of Engineer Walt Ely.
- October 26—Gloria Christine, daughter of Ruby Louise Croy, KMA Guide Circulation Clerk.

ANNIVERSARIES:

- October 1—Tony and Pat Koelker, Station Manager.
- October 8—Marge and Announcer Larry Parker.

BIRTHSTONE: Opal

FLOWER: Dahlia

RALPH CHILDS ATTENDS IRNA MEET AT IOWA CITY

Ralph Childs, KMA's news director, attended the Iowa Radio News Association meeting at Iowa City on September 12 and 13 for the improvement of radio news. A panel featuring State Supreme Court Justice, G. K. Thompson, Assistant County Attorney of Linn County, David Elderkin, and State Representative Burroughs of Belle Plaine, Iowa, was, as Ralph says, "absolutely opposed to allowing the microphone in the court room... feeling that it would hamper the search for justice."

"Our stand was that the constitution guarantees a public trial if the defendant so desires... the newspaper press is admitted with the tools of its trade — the pad and pencil... we feel that the microphone as a tool of the radio trade should be admitted."

MYSTERY THEATER STARS ROBERT CARROLL AS INSPECTOR MARK SABER

For spine-tingling drama that will keep KMA listeners glued to their chairs, "MYSTERY THEATRE" fills the bill, every Wednesday night from 8:30 to 9:00.

Robert Carroll plays the leading role of Mark Saber, Inspector in the Homicide Bureau, and his right-hand man, Sergeant Timothy Maloney is played by Douglas Chandler. Both have been featured in numerous Broadway plays.

"MAN IN THE KITCHEN" AIRED AT NEW TIME

Almost every radio station in the country features homemakers of various abilities and talents. KMA has always been able to feature many of the nation's top homemakers — this isn't unusual.

The story is different, however, when one discusses the talents of one of the nation's few male-homemakers — Larry Parker. KMA is the only radio station in the mid-west to feature a male-homemaker (often referred to as a "home-breaker"), and the show is winning new friends daily.

Entitled "Man In The Kitchen", Larry very handily gives the listener the man's side of the culinary story. He prepares recipes that appeal primarily to the man of the house, and he is doing a tremendous job in giving the housewife an insight on just what hubby might want for dinner in the evening.

"Man In The Kitchen" moves to a time segment one-half hour earlier (9:45 a.m.), Monday through Friday, beginning Monday, October 5. If you listen regularly to "Man In The Kitchen", make note of this time change — if you aren't a regular "Man In The Kitchen" fan, it's high time you tune to KMA for radio's most unusual homemaker show.

PATTERN FOR THE MONTH

Knitting is a favorite pastime during the long fall and winter evenings, and these sweaters would make an ideal gift for the holiday season. Both the cardigan and the pullover are knitted in the easy stockinette stitch with ribbing at the waist, wrists, and neck.

Sweaters are always attractive, practical, and very versatile. They can be worn with your favorite scarfs, pearls, or scatter pins. Knit a set and wear the sweaters together or separately.

If you would like to have the directions for these sweaters, send a self-addressed, stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for leaflet No. PK-177, CLASSIC PULLOVER. Patterns and directions such as the ones shown here appear in each month's issue of the KMA GUIDE, and are FREE OF CHARGE.



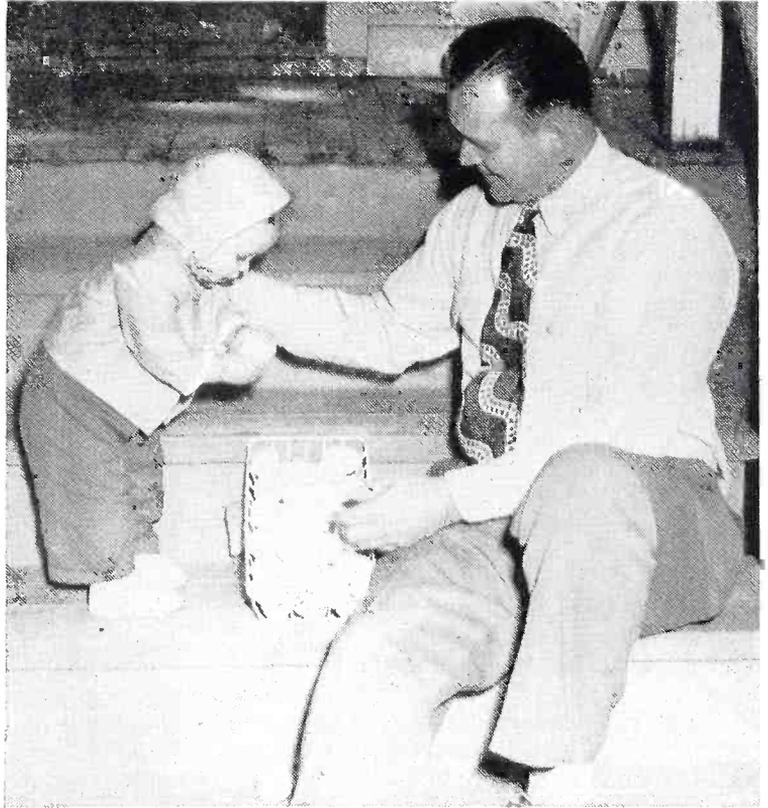
Grass Root Notes

By MERRILL LANGFITT
KMA Farm Service Director

A bumper crop this year! No, not hardly, but we do have a crop and much more food per person is available than followed the first harvest of the Pilgrims. The first settlers endured many hardships as they tried to establish Colonies in the new world. Our problems are negligible compared to theirs, but we do have problems, some of huge magnitude.

What kind of guarantees will we have that farmers will receive in the years ahead, their fair share of the national income? We have implied guarantees, but perhaps too few specific guarantees. When the present laws expire in 1954 we, as farmers, know not whether we will receive 50% of parity for the crops we raise or whether we will receive cost of production plus a good profit. These are the uncertainties of agriculture—these constitute the plight of the farmer. But things may not be so bad. Our population is increasing... we have more hungry people in the world every day. The demand for food now and in the future should be tremendous.

Our job in agriculture is to find new and better markets for what we produce. Some folks are opposed to foreign aid and some even opposed to extensive foreign trade. I am not one of those. We need to expand our markets for Agricultural Commodities. We are continuously plagued with farm surpluses. We must find a place for those surplus foods. Where can we better put them than in the stomachs of hungry people over the world, not as charity, necessarily, but on a basis which provides dignity for those who are hungry and good will toward us



The little lady carefully examining the egg is Merrill Langfitt's youngest daughter, Jeannine K. The first one, she wasn't quite sure of, and dad just about got egg all over his pants. Jeannine was one year old the 18th of this month and Merrill says, "This gal is already ruling our household and no one seems much interested in changing the situation—the only changes we make are the necessary ones."

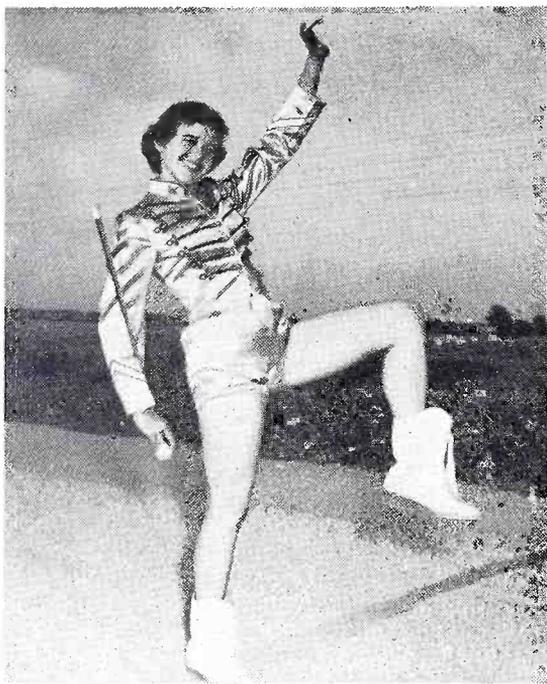
who are blessed with the ability to produce.

American agriculture can prosper only on full and maximum production coupled with sensible land use. Our natural resources must be protected as we endeavor to produce food stocks for the world.

We are now learning, as farmers, to sell our own products, to advertise our food. We need to apply more vigorous effort in that field.

The future for agriculture has never been so bright. With a renewed confidence in our business we can go forward and provide even a better way of life for those who till the soil and for those who depend on us to produce plenty of high quality food.

MERRILL LANGFITT'S DAUGHTER WINS HONOR AT IOWA STATE FAIR



Beverly Langfitt

This is the hi-stepping form that hi-stepped Beverly, daughter of Merrill and Cel Langfitt, into runner-up to the State Champion of Iowa for baton twirling at the Iowa State Fair on September 5. The award was well earned for the vivacious, little 5'3" brunette has studied baton twirling for five years and practices three hours a day, without fail.

Bev is 15 years old and a sophomore at Shenandoah High School and plans to take home economics in college. When she isn't practicing baton twirling she spends most of her time horseback riding and flying. The money she earns from instructing some 32 students she spends on her pet mare "Smokey", and the colorful uniforms she displays at exhibitions and the football games. Bev has made two appearances on KMTV. Her ambition for the present is to attend a special camp next summer for baton twirling in Syracuse, Illinois.

Says Bev, "A good twirler has to have grace, poise, rhythm, personality, and ambidexterity." Bev is a combination of all these. Good luck in the future.

"KMA HOUSEPARTY" To Take Part In Shenandoah's Harvest Jubilee

There'll be a jam-packed three days for folks in the Shenandoah area beginning October 1 through October 3. That's when the Shenandoah Chamber of Commerce presents its annual Harvest Jubilee. Beginning Thursday, October 1, a carnival will be held and Thursday night the High School band will perform between 7:00 and 9:00 at the fall window opening. Friday, October 2, is pancake Day, originated by Earl May in 1928. Free pancakes, coffee and syrup will be served in the armory all day.

In the afternoon "KMA HOUSEPARTY" will originate from the streets of Shenandoah. The show will be brought to you 15 minutes early to allow for the parade following the program. "KMA HOUSEPARTY" will be between 1:15 and 2:15 p.m. on Friday. The entire gang will be on hand to greet the public with songs, interviews, and free prizes.

Saturday, October 3, is planned for the kids.

4-H Leaders To Receive Awards On KMA's "A Place In The Sun"

"A Place In The Sun" will be heard every Saturday morning, 7:30 to 7:45, beginning October 10.

The purpose of this new series is to honor an outstanding 4-H leader each week. The Iowa-Missouri Walnut Company of St. Joseph, Missouri, is sponsoring the show and will award each week a certificate of achievement, and a pen and pencil set engraved with the 4-H emblem.

Jack Gowing of KMA's farm department will handle the presentations of awards and the interviews on this new program.

In addition to the awards and the pen and pencil set, the Iowa-Missouri Walnut Company will be host at a luncheon every six weeks at the Shenandoah Country Club honoring six 4-H leaders and their county agents.

Mr. R. V. Duncan, President of the Iowa-Missouri Walnut Company, feels that this recognition is of vital importance for the future agriculturists of America.

KMA DAILY PROGRAMS FOR OCTOBER, 1953

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:30 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Bob Stotts (M.W.F.S.)
6:15 a.m.—Practical Land Use (Tu. & Th.)
6:30 a.m.—Merrill Langfitt
7:00 a.m.—News

7:15 a.m.

FRANK FIELD

Every day at 7:15
Monday thru Sat.



7:30 a.m.—Betty & Lyn
7:45 a.m.—Morning Headlines
9:00 a.m.—Bernice Currier
9:25 a.m.—Whispering Streets
9:45 a.m.—Ralph Childs, News
10:00 a.m.—Kitchen Club
10:15 a.m.—Man In The Kitchen
10:30 a.m.—Double or Nothing
10:55 a.m.—Betty Crocker (M.W.F.)
11:00 a.m.—Adella Shoemaker
11:25 a.m.—Jack Berch
11:30 a.m.—Turn To A Friend
12:00 noon—News
12:15 p.m.—Edward May
12:30 p.m.—Midwest Farmer

12:45 p.m.

RALPH CHILDS

The up to the minute
Market Report



1:00 p.m.—Letter From Lyn
1:30 p.m.—Betty Crocker (M.W.F.)
1:35 p.m.—KMA Houseparty
2:00 p.m.—News
2:05 p.m.—KMA Houseparty
2:30 p.m.—Marge's Song Shop
3:00 p.m.—Jack Owens
3:25 p.m.—Betty Crocker (M.W.F.)
3:25 p.m.—Late News (T.Th.)
3:30 p.m.—Florence Falk
4:00 p.m.—Merl Douglas Show
4:30 p.m.—News
4:45 p.m.—Blackwood Brothers
5:00 p.m.—Tumble Weed Ranch
5:30 p.m.—Lum 'N Abner
5:45 p.m.—Big Son & Sparkie
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.—News
6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Your Land And Mine
7:45 p.m.—Mike Malloy
8:00 p.m.—Celebrity Time
9:00 p.m.—Proudly We Hail
9:30 p.m.—Broadway In Review
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.—Starr of Space
7:25 p.m.—Les Griffith
7:30 p.m.—Hollywood Romance
7:45 p.m.—Mike Malloy
8:00 p.m.—Am. Town Meeting
8:45 p.m.—Forward March
9:00 p.m.—3 City By-Line
9:15 p.m.—Revolving Bandstand
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
7:25 p.m.—Les Griffith
7:30 p.m.—Hollywood Romance
7:45 p.m.—Mike Malloy
8:00 p.m.—Radio Playhouse
8:30 p.m.—Mystery Theatre
9:00 p.m.—3 City By-Line
9:15 p.m.—Revolving Bandstand
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.—Starr of Space
7:25 p.m.—Les Griffith
7:30 p.m.—Hollywood Romance

7:45 p.m.—Mike Malloy
 8:00 p.m.—Geo. Jessell Salutes
 8:30 p.m.—Horatio Hornblower
 9:00 p.m.—3 City By-Line
 9:15 p.m.—Revolving Bandstand
 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
 7:25 p.m.—Les Griffith
 7:30 p.m.—Hollywood Romance
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Ozzie and Harriet
 8:30 p.m.—Meet Corliss Archer
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Frank and Jackson
 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.—Place In The Sun
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Champion Hired Hand
 8:15 a.m.—Saturday Shopper

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.—Front & Center
 10:30 a.m.—All League Clubhouse
 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.—Midwest Farmer
 12:45 p.m.—Market Review
 1:00 p.m.—Letter From Lynn

1:30 p.m.—Game Of The Week
 3:30 p.m.—Florence Falk
 4:00 p.m.—Merl Douglas Show
 4:30 p.m.—News
 4:45 p.m.—Blackwood Brothers
 5:00 p.m.—Tumble Weed Ranch
 5:30 p.m.—101 Ranch Boys
 6:00 p.m.—Harmony Shop
 6:15 p.m.—John MacVane
 6:30 p.m.—News
 6:45 p.m.—Highways To Safety
 7:00 p.m.—Dancing Party
 9:00 p.m.—Treasury Show
 9:30 p.m.—Lawrence Welk’s Band
 10:00 p.m.—News
 10:15 p.m.—At Ease
 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
 7:05 a.m.—Opera Album
 7:30 a.m.—Worship Service
 8:00 a.m.—To Be Announced
 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.—Negro College Choir
 11:00 a.m.—Sun. News
 11:05 a.m.—Gloria Parker
 11:30 a.m.—Valentino
 12:00 noon—News
 12:15 p.m.—Let’s Go To Town
 12:30 p.m.—Frank Devol Presents
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime
 2:15 p.m.—Evangelistic Institute
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—Cinema Music Hall
 4:30 p.m.—Greatest Story Ever Told
 5:00 p.m.—Monday Morning Headlines
 5:15 p.m.—Paul Harvey Comments
 5:30 p.m.—Geo. Sokolsky
 5:45 p.m.—Don Cornell
 6:00 p.m.—This Week Around The
 World
 6:30 p.m.—Whats The Name Of That
 Song
 7:00 p.m.—American Music Hall
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—Call Me Freedom
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Guest Star
 9:30 p.m.—Marines In Review
 10:00 p.m.—News
 10:15 p.m.—Three Suns
 10:30 p.m.—Dance Band
 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

Frank Comments

By FRANK FIELD

This picture shows the Field tribe as of September 1, 1953. The only missing member is the head of the clan, the reason being, that he was taking the picture. They are grouped by families in order to make identification easier. Reading from left to right: the first couple is the Bellamy family, Peg and Jim with their two boys, Shannon on the ground and Chris in Jim's lap. The next couple is the Robert Field family, Bob and Elsie with their son, Bill. Jenny is seated in the center, and next to her are Maxine and John Field with their son, Danny, on the ground, and daughter, Polly, on Maxine's lap. At the right end of the line are Zo and Bob Fishbaugh with their son, John.

What made this family group possible, was the fact that Peg and Jim decided to drive up from their home in Dallas, Texas, and spend Labor Day in Shenandoah. And naturally while they were here, we had a gathering of the clan with a picnic supper down in the park, complete with fried chicken, baked ham, sliced tomatoes, baked beans, potato salad and watermelon.

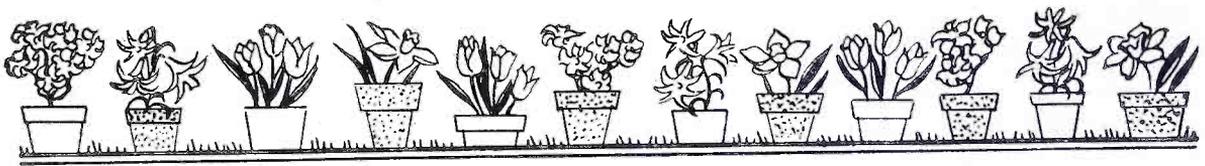
It seems to me, as if that is quite a long ways to come to a picnic. But by driving quite a lot at night, Peg and Jim were able

to spend two days here in Shenandoah, and yet Jim was back on the job again Tuesday morning.

When Peg wrote us in August, that they would be up Labor Day, we took it for granted that they would fly their plane up, as both Peg and Jim now have pilot licenses. But it seems the plane is strictly a two place job, and putting four people into it was out of the question. Consequently, they drove.

Everything has been running along quite smoothly this summer with no broken arms or legs, or in fact, anything exciting or interesting to tell about. Bob Field works here at the seed house. Bob Fishbaugh is with his father in the Security Bank. John has the newspaper down at Hamburg, and Peg and Jim, of course, are down at Dallas. Jenny has finally completed all of her canning and freezing for this season, and is ready to take it easy for awhile. The fall garden wasn't as good as usual on account of the long continued dry spell, but we did get about two bushels of green beans out of the fall crop, which was all that we wanted. In fact, the last picking went to Zo. The tomatoes really out-did themselves, and we had more than we could use. The only thing that fell down on the job this year was the Fordhook Lima beans. They simply refused to set on during the dry weather, and we only got about a bushel all told. All in all, it was a pretty good season in spite of heat and drought. How was your garden?





HOMEMAKER'S GUIDE

RECIPES

By **BERNICE CURRIER**

The Goblins will "Git" you if you don't watch out!!

An invitation to a Hallowe'en party might be worded this way—

There are some traditions, you probably know,

For Hallowe'en parties, that just "ghost" to show

That strange apparitions will always appear;

They know of my party and "specter" be here.

So I write

To invite

YOU to my party on Saturday night.

MR. JACK-O-LANTERN CAKE

Make 1½ times your recipe for 7-minute frosting. Frost a filled layer cake generously, then place spoonfuls of frosting around outer edge of top layer. With a spatula, build up top half of sides of cake with more frosting to make it rounded, then mold it to look like a pumpkin with a spatula. Cut a piece of candied citron about two inches high to resemble a stem, and use grated unsweetened chocolate for eyes, nose, mouth with cloves to focus the eyes. To put the chocolate on the sides of the pumpkin, pick up the grated chocolate with thumb and fore-finger and then press it into the frosting.

EVIL LOOKING SANDWICHES FOR HALLOWE'EN

Slice brown bread and cut out in rounds with cookie cutter. Put together with cream cheese filling, then make a face with cream cheese squeezed through a cake decorator or a paper tube, making a variety of expressions by turning the mouth up or down or having eyebrows raised, or by putting vertical lines between the eyes.

"NUTS"

Here is a game to play at your party. The answers are the names of different kinds of nuts and the winner gets a prize. You hold the answers in your hand and have the game written on the back of orange colored paper pumpkins.

- 1—It's first syllable is a spring vegetable (Peanuts)
- 2—The penalty of tight shoes. (Acorn)
- 3—A souvenir of South America. (Brazil Nuts)
- 4—It's first part is a barrier of stone. (Walnut)
- 5—¾'s of it makes our bread good. (Butternut)
- 6—It's first half is a beverage. (Cocunut)
- 7—Two boy's nicknames. (Filbert)
- 8—Part of the human body. (Chestnut)

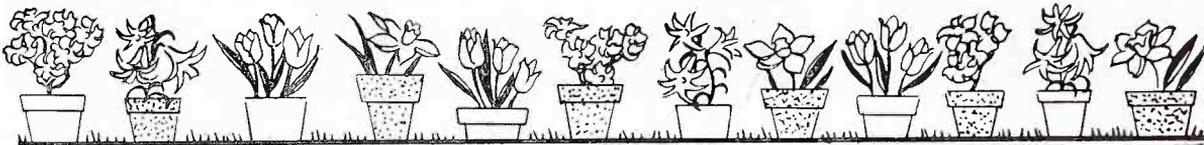
RECIPES

By **ADELLA SHOEMAKER**

JOAN'S YELLOW CAKE

- 2¼ cups sifted cake flour
- 3 teaspoons baking powder
- 1 teaspoon salt
- 1½ cups sugar
- ½ cup shortening
- 1 cup milk
- 1 teaspoon vanilla
- 2 eggs (unbeaten)

Measure flour, baking powder, salt, and sugar into sifter. Stir shortening just to soften. Sift in dry ingredients. Add ¾ cup milk, and the vanilla. Mix until flour is dampened. Then beat for two minutes at low speed, or 300 strokes by hand. Add eggs and remaining milk . . . beat 150 strokes by hand, or one minute in mixer at low speed. Scrape bowl, often. Bake in layer pans at 375° for 25 minutes for layers, 35 minutes for loaf.





Adella Shoemaker Continued

CHOCOLATE MERINGUES

- 2 squares baking chocolate
- 3 egg whites
- 1 cup sugar
- 1½ teaspoons sugar
- 1 teaspoon vanilla
- 2 cups coconut (2 boxes)

Melt two squares baking chocolate in top of double boiler. While it's melting, beat the 3 egg whites very stiff. Add sugar to the egg whites, slowly beating it in. Add egg whites and sugar mixture to melted chocolate, in double boiler. Cook 10 minutes exactly. Keep mixture covered while it's cooking, but about every two or three minutes (three times) stir well, scraping down sides and bottom well. Take off stove and add butter. Add vanilla and coconut. Mix well with fork. Then grease cookie sheet. Drop by teaspoon for generous little cookies about size of dollar. It makes about 25. If you want small ones for tea, drop by ½ teaspoon—get about 40. Cook about 25 minutes at 325°. Look at them at the end of 20 minutes. Second batch will be done in 20 minutes. Take off immediately from the cookie sheet. If you wait even a minute they will stick. Put cookies on wax paper to cool. Less time is required for the smaller size cookies.

STUFFED GREEN PEPPERS

- 6 green peppers
- 1 pound ground beef
- ¾ cup uncooked rice
- ½ cup finely chopped green pepper
- ½ cup finely chopped onions
- ½ cup finely chopped celery
- 3 tablespoons fat
- 2½ cups stewed tomatoes
- 1 teaspoon chili powder
- 1 teaspoon sugar
- 2 teaspoons salt
- ¼ teaspoon pepper

Pre-cook peppers five minutes. Cook rice in boiling salted water. Brown meat slightly, stirring to keep meat in separate particles. Heat fat in skillet, add vegetables, brown lightly. Add tomatoes and seasonings. Combine with meat and rice. Fill peppers. Bake 30-40 minutes.

Recipe suggestions for frozen peppers. In that case, cook filling 50 minutes. Cool in ice water three minutes. Cook rice.

FLORENCE FALK THE FARMER'S WIFE

That time of "ghosts and goblins" is upon us again!! So for those tricks or treaters here is a treat that isn't a trick to make.

SNICKERDOODLES

Mix together thoroughly:

- 1 cup soft shortening
- 1½ cups sugar
- 2 eggs

Sift together and stir in:

- 2¾ cup flour
- 2 teaspoons cream of tartar
- 1 teaspoon soda
- ½ teaspoon salt

Chill dough for 1 hour, this is important because the dough, then handles much better. Roll into balls the size of a walnut. Do not flatten. Roll in a mixture of 2 tablespoons sugar and 2 teaspoons cinnamon. Place on a cookie sheet about 2 inches apart. Bake at 400° about 12-15 min. or until nicely browned — These may be made into smaller balls and rolled in finely chopped pecans to use for a fancy cookie. They may also be topped with a large pecan half before baking.

How about a casserole supper for that eventful night All Hallows' Eve?

SIX LAYER DINNER

- 1 thick layer raw potatoes
- 1 thick layer carrots
- ½ cup cooked rice
- 1 layer green pepper, sliced
- 1 thick layer onions
- 1 pound hamburger

Canned, or fresh tomatoes, on top

Place ingredients in casserole as listed. Salt and pepper between each layer. Bake about 1½ hours, or until well done. Use very little water.

FRENCH FRIED CAULIFLOWER

Cook 1 head of cauliflower and separate the flowerets.

Beat together:

- 2 egg yolks
- ½ cup milk
- ¾ cup flour
- ¼ teaspoon salt

Beat egg yolks, add milk, flour and salt: beat until smooth. Dip each floweret into the batter, and drop into the hot fat. Serve with cream sauce or Hollandaise Sauce.

For our request Swedish recipe this month, here is that ever delicious

KMA ANNOUNCES TWO NEW SPORT SHOWS

There's top football entertainment in store for KMA listeners this fall. KMA will air the ABC Saturday afternoon play-by-play football series which will feature the nation's top teams. Just look at this schedule:

October 3, 1:15—Notre Dame at Purdue

October 10, 12:45—California at Penn U.

October 17, 12:45—Navy at Princeton

October 24, 1:15—Michigan State at Purdue

October 31, 2:00—Army at Tulane

Nov. 7, 12:15—Notre Dame at Penn U.

Nov. 14, 1:45—Georgia Tech at Alabama

Nov. 21, —(To Be Announced)

Nov. 28, 1:45—Southern Methodist at Texas Christian

The forthcoming football season promises to be a thrilling one for every KMA listener.



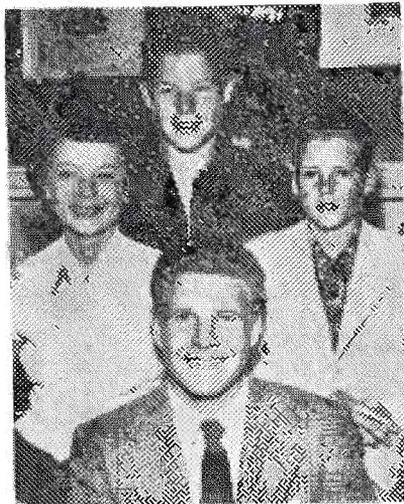
Bill Stern

The second sports show to make it's premiere on KMA since the last KMA GUIDE is "SPORTS TODAY with BILL STERN".

The quarter-hour, Monday-through-Friday program features the latest news from the world of sports as well as the number-one-human-interest sports story. Bill Stern is regarded by many as the Dean of Sports-casters. His 6:00-6:15 weeknight program is already a favorite in thousands of homes in the KMA area. Whether you are a sports fan or not, "Sports Today" is recommended to all for top listening enjoyment.

October, 1953

OZZIE & HARRIET ADD COMEDY TO KMA



One of the many top network programs returning for the fall season is the popular "Ozzie & Harriet" show. The four Nelsons add up to one happy family and a lot of hearty laughs. "Ozzie and Harriet" is a comedy show that the entire family can enjoy.

One point of interest to KMA listeners is that Harriet is a native Iowan — born in Des Moines. Both Ozzie and Harriet made their radio debut with the late Joe Penner.

"Ozzie & Harriet" is featured on KMA at 8:00 each Friday evening.

"PHILCO RADIO PLAYHOUSE" BEGINS SEPTEMBER 30

Joseph Cotton, distinguished and versatile star of stage and screen, will act as narrator for this fine dramatic series. The cast will represent the top names of Broadway, Hollywood, and radio players, in adaptations of famous plays and original plays. The show can be heard every Wednesday night from 8:00 to 8:30.

NEW RECORD SHOW ON KMA TO FEATURE TOP BANDS

Every Tuesday, Wednesday and Thursday from 9:15 to 9:30 p.m., a top band in the land will be featured on KMA's "REVOLVING BANDSTAND." Wes Haines will spin the records and highlight the show with a featured vocalist each night.



On the KMA PARTY LINE

With **DORIS MURPHY**

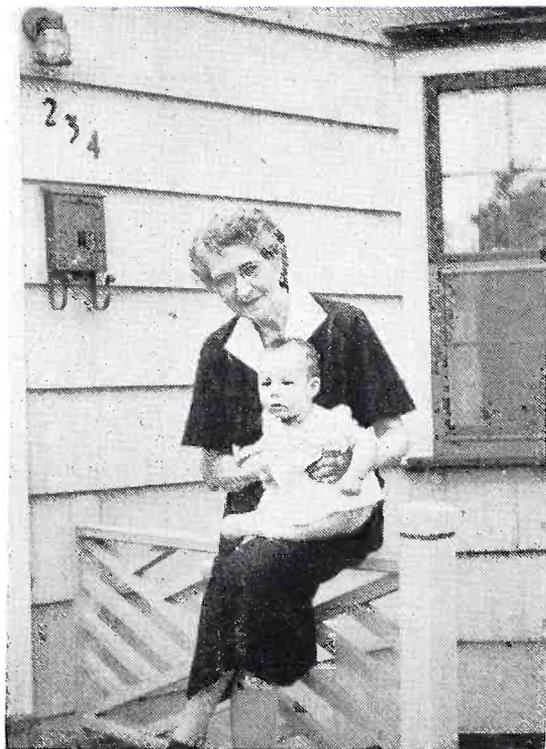
When a feller only six years old has taken ether in a hospital four times in four years, and has had his tonsils and 10 teeth extracted, it's pretty tough. But engineer NORMAN KLING'S son, Benny, is a brave little fellow and has taken his troubles with a smile, even though it is pretty rough trying to eat with only a few teeth. Benny's trouble started one day when he was hopping along the sidewalk and fell, breaking a tooth. It became abscessed causing trouble with the other teeth. Three different times he has had to go to the hospital and have teeth pulled. Now the family is hopeful he can keep his few remaining baby teeth, and with two permanent teeth coming in, possibly Benny's troubles are over. We hope so . . . and someday, maybe he can eat a big, thick steak instead of soft foods!

It was a sad day at the home of ENGINEER RALPH LUND, when their pet dog died from strychnine poisoning. Their

Beagle hound along with eleven other dogs in the neighborhood, have died within the past 30-60 days from strychnine in ground meat, which was distributed apparently by some dog-killer.

HOMEMAKER BERNICE CURRIER could hardly wait for vacation time this year, so she could go see her new granddaughter, Carol Ann Currier, who had been waiting six months for Grandmother to come visit. In August, BERNICE spent a week visiting in the home of her youngest son, Ed and his wife, Patty, and getting acquainted with Carol Ann. The family live in Elmhurst, Illinois, and in the picture on this page you see Grandmother BERNICE out on the porch holding her new Granddaughter. The baby had cut her first tooth the day before this picture was taken, and it was a complete surprise to everyone. She didn't cry or fuss at all during the week BERNICE was there. She goes to bed at six each evening and from then until 7:30 next morning, you never hear a sound from her. Model child, isn't she? There is also a very remarkable dog in the family . . . a Lhasa Terrier, the breed originating in Lhasa, Tibet. His name is Mista B and he knows he cannot touch any of Carol Ann's toys, so when she shoves them out of her play pen, he stands guard until someone comes to pick them up, then he runs out to the sink in the kitchen and watches while they are washed off. Ed and Pat had a big garden this year and of course, the seed came from the Earl May Seed Company. They were so delighted with their New Hampshire Midget watermelons that grow about the size of a large cantaloup, that they plan to raise a lot of them next year. This new variety is about the sweetest, best watermelon you ever tasted!

KMA rolled out the "red plush carpet" recently, to welcome back for a guest appearance, two former KMA entertainers, Margaret Tavora and Helen Rucker. The two sisters were former members of the Cornhuskers, who entertained on KMA for 12 years, leaving the station in 1938. For the past 10 years, they have been touring



United States and Europe, with the U.S.O., entertaining service men in camps. Last summer they toured Germany, Austria and other European countries. They have just completed a tour of the isolated military bases, and left recently for a four weeks tour of camps in the Northeast Air Command, going to Greenland, Newfoundland and Labrador. Margaret, playing the piano accordion and Helen on the bass, were enthusiastically received when they made their guest appearance on the first KMA HOUSEPARTY program, September 14th.

If you should meet KMA's FIDDLER, BUCK DILLEY coming out of a doorway on main street about 5:30 some afternoon with a big basketful of laundry, don't get excited. BUCK isn't taking in washings! He's doing his good deed for the day, by helping his wife, Betty. Betty operates a beauty shop and at closing time each day, BUCK goes to the shop, gets the basket of soiled towels, takes them home and puts them through the washer and drier. BUCK is equally as good at doing the beauty shop washing, as he is at playing the fiddle.

Everyone was grateful for the fine rain . . . but WHY did it have to come on the very day the KMA HOMEMAKERS were to take their first airplane ride and fly to the Iowa State Fair in Des Moines! ADELLA, BERNICE and FLORENCE were all excited. They had announced on the air for a week previously, they would be at the May Seed Company booth on Thursday to greet their many radio friends. But it started raining early in the morning and kept it up most of the day. Since it was to be their first flight and the flying was rough because of the weather, the pilot thought they shouldn't attempt it that day. You may know they were disappointed and sorry to miss seeing their many listeners, but we hope next year's plans work out better and they get there on schedule.

HOMEMAKER ADELLA SHOEMAKER was one of the judges of the parade at the annual Farragut Community picnic this year. She not only enjoyed judging the floats, but it also gave her interesting things to talk about on her program!

It had been 15 years since ANNOUNCER MERL DOUGLAS pitched horseshoes! When he arrived at the Watermelon Feed at Schenk's Lake in Clarinda given by the Shenandoah Boat Club, MERL was right in his glory when he found they were pitching horseshoes? He grabbed some horseshoes and started pitching. Four and a half hours later, he was still at it! It was great fun.



But next day . . . he discovered his mistake. Muscles he hadn't used for years were aching, and lo! and behold! he found he had stretched the ligaments in the top of his hand until a crunching sound is heard when he doubles up his fist. "Oh, I ALWAYS overdo everything," commented MERL, as he pondered over his "funny sounding hand."

For an hour or more, the mystery of what had happened to HOMEMAKER BERNICE CURRIER remained unsolved! I drove by to take her to a dinner party given by Mrs. Gertrude May, honoring one of KMA's former entertainers, Jim Whilt, the poet of the Rockies. But BERNICE wasn't home and no one knew where she was. I joined the party, still wondering why she had failed to keep the appointment. Then a phone call solved the mystery. BERNICE had taken an unexpected ride with a neighbor and just as they got on a side road near the Waubonsie State Park and stopped to look at the sunset, the battery on the neighbor's car died, and the car wouldn't budge. Precious time lapsed while the neighbor walked to a farm home to call a service station for help. They arrived and gave the car a push which started it on its way to a battery charging station. In the meantime, BERNICE arrived home so late, she missed the party. That one extra peek at the beautiful sunset caused the two women plenty of trouble!

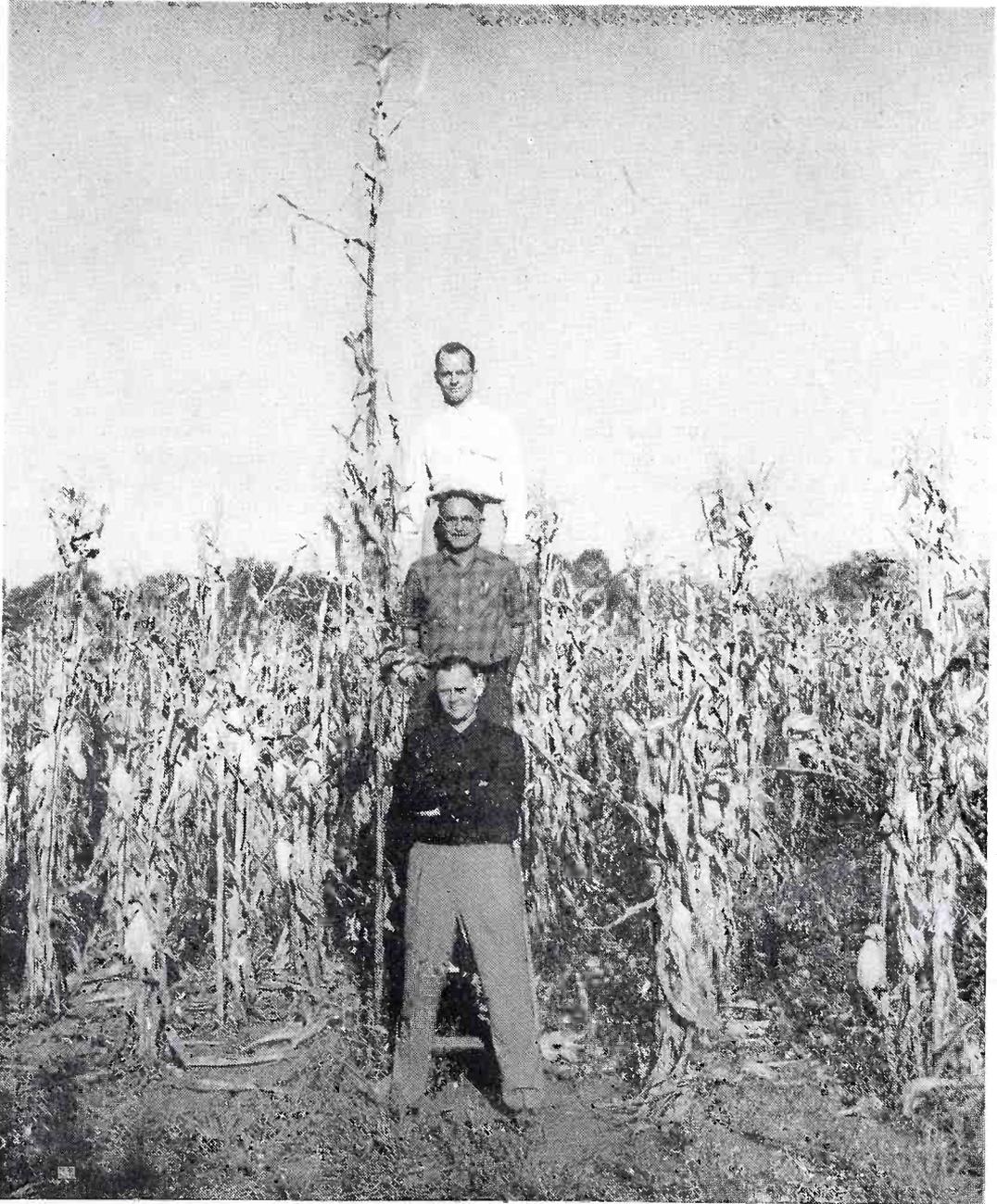
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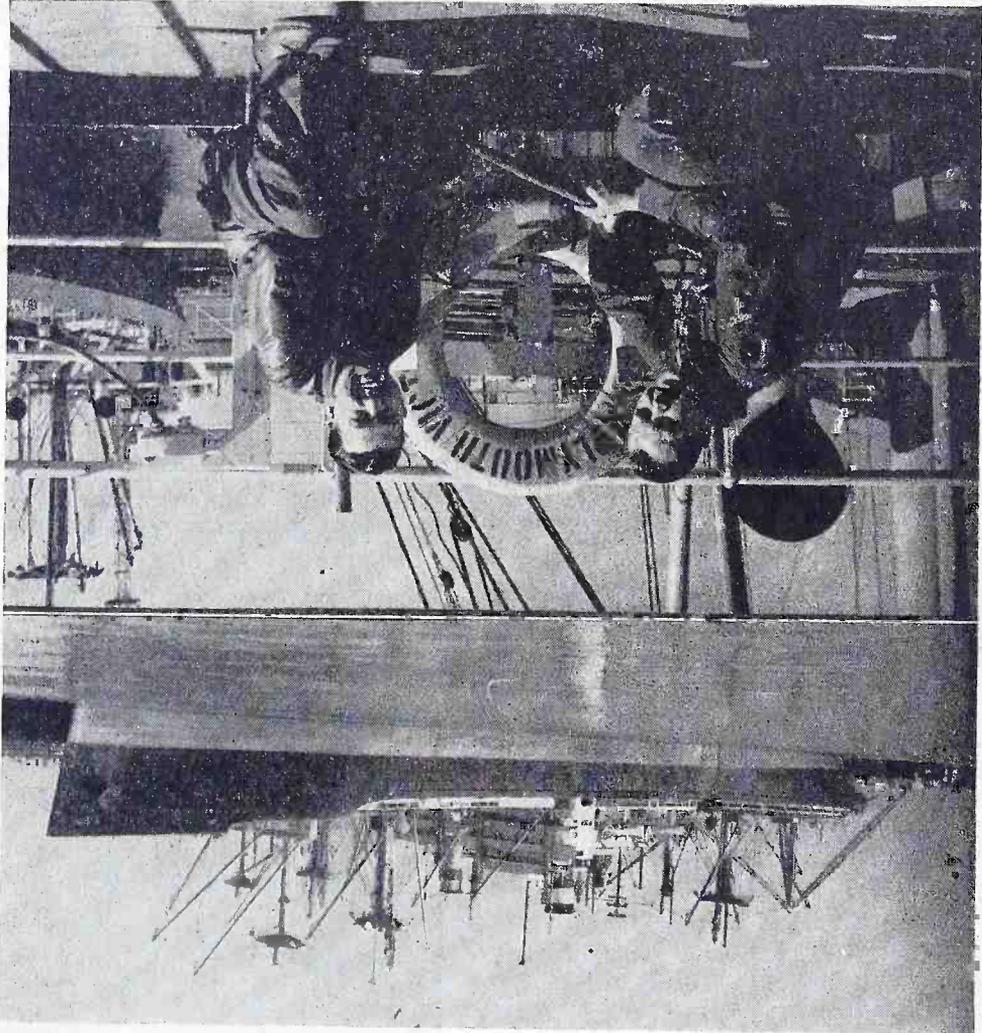


TALL CORN STORY?

KMA's totem pole farm department, Merrill Langfitt, KMA Farm Service Director, on the bottom, Frank Field in the middle, Jack Gowing on the top, attempt to prove that Iowa is truly the "tall corn state." Do you suppose Jack Gowing could be holding a corn stalk in his hand?

52 members and its skipper, Capt. Edward K. Sylvia. There are also 38 cowboys—including the KMA reporters—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt. Sylvia told Merrill he estimated the trip to Athens, Greece—the first port of call—would take between 12½ to 13 days under normal sailing conditions. (See story on P.5). The lower picture shows Merrill and Don aboard the "Plymouth Victory". (They look happy here but this was before the trip started. We will report further on that subject later.)

A 12,000 mile ocean voyage is no small feat for a couple of midwestern land-lubbers, but that's the experience Farm Service Director Merrill Langhitt and Engineer Don Butticher are now having. Pictured above is the "S. S. Plymouth Victory", on which the boys sailed Feb. 13th. This ship, 455 ft. in length over-all and with a cruising radius of 25,400 miles, is carrying one of the last shipments of UNRRA relief supplies to Europe. Merrill tells us that 860 head of cattle, horses and mules, along with 750 tons of hay, were carried, that the ship's crew consists of



SEA VOYAGERS SET SAIL

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