

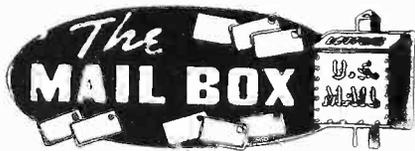
The

KMA GUIDE

March, 1954



Jack Gowing



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; Frances Nance, copy 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.

MRS. C. E. DALE of Pleasanton, Iowa, writes that she is still boss of her "quivering stencil"—reference being made to a reminder letter sent to MRS. DALE regarding her expiring subscription—renewal received and your stencil has quieted down for another year, MRS. DALE Hope MRS. ED BERGSTROM is comfortably settled in her new home in Griswold, Iowa. She writes: "I have been busy moving, but will take time to read the KMA GUIDE." MRS. BERGSTROM is formerly of Oakland, Iowa "Quivering stencils" that have quieted for MRS. C. R. McCLURE, Weatherby, Missouri, and MRS. L. C. BELFORD, Omaha, Nebraska, who writes: "I don't like to miss a single magazine—sure enjoy every page of it and all of KMA's programs." From Hepburn, Iowa, MRS. VIRGINIA BEAVERS, cousin of MRS. JACK GOWING (Jack Gowing is KMA's Associate Farm Service Director) writes: "I wouldn't want to miss a single issue of this wonderful magazine. I have taken it for years." By the way, MRS. BEAVERS, when the big event happens, you can expect pictures in the KMA GUIDE of the entire JACK GOWING family A two dollar renewal received from MRS. HENRY W. PETERSON of Audubon, Iowa Change of address has been recorded for LEONA MARIE MENDENHALL of St. Joseph, Missouri. We hope that this issue answers a few of your requests, and that in the months to follow we will be able to answer all your requests—thanks for your correspondence CHAW MANK of Stanton, Illinois writes: "It's a joy to renew with you folks—as for the price of a dollar, you get double your money's worth." MRS. G. H. HOGUE of Falls City, Nebraska, says that she enjoyed FRANK FIELD'S article in the January issue, about the tussel he had with his Christmas turkey. She also says: "We are always anxious to read all about the new comers to your station." JACK GOWING welcomed a new subscriber to the KMA GUIDE—MRS. JACK GRAVES of Harlan, Iowa. MRS. GRAVES appeared on JACK'S 4-H Leader program, "A Place in the Sun." Note cover story on JACK GOWING.

Remember, the KMA GUIDE is your magazine—and it costs only a dollar a year for 12 issues mailed post-paid to your door. Better check your renewal date.

Cover Story—

Jack Gowing, KMA's Associate Farm Service-Director, is truly KMA's "Man of the Year".

The first of March marks a year and two months that Jack Gowing has been with the staff, and during this brief period, he has compiled a record of which any newcomer to our organization can be proud. Jack Gowing, however, is no newcomer to folks in KMA-land. He was raised on a farm in Page County, Iowa, and was one of the outstanding vocational agricultural students in the Shenandoah, Iowa, schools. After serving two years in the Air Corps, he enrolled in the Agricultural Division of Iowa State College. After graduation, he became Veteran Farm Instructor in Shenandoah, and following this he was made Farm Service Director of a radio station in St. Joseph, Missouri.

During the past year with KMA, he has had on the air over 170 interviews with the key men and women in agriculture. One of his more recent recorded interviews was with Henry Wallace, past Vice-President and Secretary of Agriculture of the United States, concerning the farm surplus problem. His interviews include everything from the controversial deer hunting season in Iowa, at which time he interviewed numerous farmers and conservation officials in the area; to "Operation T-Bone" from Audubon County; to regular trips to Omaha, St. Joseph, and other livestock markets, to interview the top men in the livestock industry; to Iowa State College and the University of Nebraska for factual farm research; and to the Nebraska and Iowa State Fairs, and numerous county fairs in the KMA area. Last year he travelled over 15,000 miles by car, train, and the KMA plane to keep you posted on all the major agricultural events in our area.

Jack Gowing is heard every afternoon from 12:30 to 1:00, as the "Midwest Farmer". The first fifteen minutes of this program is a commentary on the farm news (Cover Story Con't Page 5)

A Chat With Edward May



March — the traditional moving month. This is the month when many folks are changing locations, and what a job it is. Whenever one packs his belongings to move from one

place to another, he quickly finds out he has accumulated a great many things, ranging from furniture, appliances, down to many small trinkets and gadgets one cherishes for sentimental reasons. I have heard many folks say, "This time I am going to close my eyes and start throwing things away," but seldom is this done.

As shown above, this is also moving month at our house. Not in the sense of moving from one location to another, for we have only been in our new home since last May. Instead, our moving day consisted of moving a playhouse for our girls from my mother's backyard to our backyard. The playhouse is shown above, and the process of moving it was quite easy in comparison to the task of moving one's belongings from one place to another.

The playhouse shown in the picture has a rather interesting background to it, and I thought you might enjoy learning of it. It was first at my grandmother's house where, about thirty years ago, my sister and I used to play in it. After we outgrew it, my uncle moved it to his house, where his two small boys enjoyed it until they

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Pictured above is the process involved in moving a play house from my mother's backyard to our backyard. In the upper left you see the house as it appeared in mother's backyard. The upper right picture shows a few of the seven men it required to lift the house from its foundation to the top of the trailer, pictured on the lower left. In the background is mother's home. In the lower right, I'm pictured staking out a plot for the house behind my home.

outgrew it. Then, it was moved from my uncle's house to my mother's, where it remained until we moved it to our place. The playhouse is the center of activity for all the children of the neighborhood. It is certainly convenient for mother's granddaughters since all four of the grandchildren live side by side. Three of the four enjoy it immensely; whereas, the fourth, Betty Jane Rankin, who is in her last year of junior high school, has outgrown dolls and playhouses.

The most important and exciting news of recent weeks was the breaking of the drought with the arrival of rain on February 19th. We received 1.84 inches at Shenandoah, and this was the first honest-to-goodness rain we had experienced at Shenandoah since early in December. As a result of the rain, which was general throughout the Corn Belt, everyone has a much better outlook toward the approaching spring. The rain washed away the dust and gave all outdoor things a well needed bath, and things in general have a much cleaner appearance. I, personally, feel the long drought has been ended.

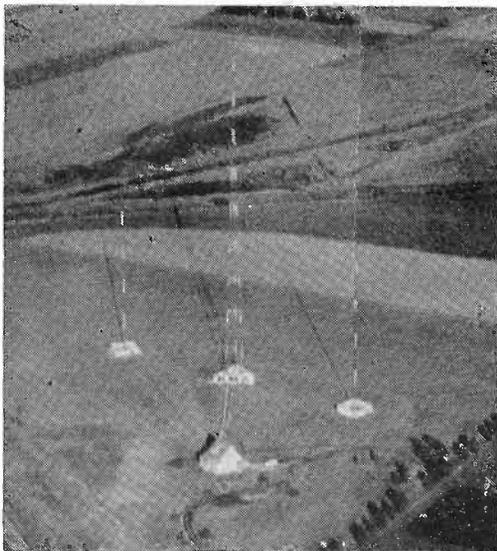
KMA ENTERTAINERS TAKE ADVANTAGE OF FEBRUARY'S "HEAT WAVE"



Curly Dale

February's record breaking temperatures found Curly Dale at the Shenandoah, Iowa, airport. Curly loves to fly, and he spends most of his spare time in the "wild blue". He has been flying for over three years, and although his "log book", which contains a record of his hours in the air, was at home at the time of this interview, he says that he has had 200 hours of instruction, which includes his commercial pilots license. Besides his activities in the Shenandoah Flying Club, he is also president of the Shenandoah Boat Club. Curly can be heard every morning on KMA's new "Country Jamboree" from 4:30 a.m. to 6:00 a.m., and as foreman of "Curly's Tumbleweed Ranch"—now at a new time—every morning at 11:30.

He is pictured above at the controls of a Piper Cub, a small two seat plane. The day this picture was taken the temperature was in the 60's, so the KMA Guide cameraman climbed in with him and took the aerial picture of the KMA towers shown below.



Bob Stotts

"Whoa there!"

That strange critter seems to be dragging Bob Stotts down the driveway of his home in Shenandoah, Iowa. Actually it's a 3 h.p. garden tractor that he recently purchased, and February's warm weather necessitated that Bob try it out. The above picture was taken just as he had put it in gear, and he seemed a little uncertain as to how to corral it again. This was in preparation for a spring truck patch, that Bob is planning on a half acre behind his home. Bob also plans to convert an acre about 25 miles northwest of Shenandoah into pasture for his four horses.

Besides his gardening activities, Bob is a handy man to have around the home, having built most of his own home. He recently completed an 18' x 32' building beside his home to house his car, gardening equipment, and his woodworking tools. Bob's hobby is woodworking and his speciality is cabinet work.

Bob Stotts plays the guitar and is known as 'KMA's Yodelling Cowboy'. He can be heard in the mornings on KMA's new "Country Jamboree," from 4:30 a.m. to 6:00 a.m., and on his own show at 6:15 a.m. every Monday, Wednesday, Friday, and Saturday morning.

Spring Cleaning for Morrie

Morrie Jones, KMA's popular guitarist, found himself caught up in the fever of spring basement cleaning—according to his wife Betty. The warm weather didn't spell all work for Morrie, however, for his biggest thrill was changing into some summer clothes and walking his 15 months old son, Marvin, around town. Marvin has reached that age where he has the urge to ramble, and the confines of the Jones's household are old stuff. Morrie Jones is heard every morning on KMA's new "Country Jamboree", from 4:30 a.m. to 6:00 a.m.

KMA NEWSMEN GET MRS. JOHNSON'S "GOAT"



Ralph Childs and "Elmer"

A distress signal was sent out from Red Oak, Iowa, last month and received in the KMA newsroom. Instead of the customary S.O.S., this one read "W.E."—"W.E."—"W.E." And that stands for "Where's Elmer!" "Elmer" is Mrs. Basil Johnson's goat, and a family pet deserving of as much affection as the family dog or cat.

Notice of "Elmer's" disappearance was received by our newsroom in the evening.

Paul Pippert, KMA's evening announcer and late evening newsman, wrote the first story. The next day it was heard on all the morning and afternoon newscasts.

Shortly after the 4:30 news with Larry Parker, Mr. O. W. Kinser of Red Oak heard his dog barking in the back yard. He strolled out the door to see what the commotion was about, and there stood "Elmer". Mrs. Johnson was called, and the nomadic pet was returned to his family.

Pictured above is Ralph Childs, KMA's News Director, on the left, and that's "Elmer" on the right. Ralph attempted to get an exclusive interview with "Elmer", but he was too excited about being home for our news director to find out anything about his sojourn.

In a letter of appreciation to Ralph Childs, Ms. Johnson writes:

"I want to thank you very much for everything you did in helping us to find 'Elmer'.

"Without your broadcasts, I am sure 'Elmer' would still be roaming around the country side. Again, I want to say, 'Thank you!'"

KMA To Broadcast Iowa Highschool Basketball Finals

As in past years, KMA will again broadcast the consolation and the finals of the Iowa Boys' Highschool Basketball Tourna-

ment, Saturday, March 20th. The broadcast will originate from the Iowa fieldhouse, Iowa City, and game time is tentatively set at 6:00 p.m.

(Cover Story Con't from Page 2) together with interesting interviews, and the second portion is the latest markets. Ralph Childs, KMA's News Director, gives the facts and figures, and then they are completely analysed by Jack. His new program, "A Place in the Sun", Saturday, 7:30 a.m., has already honored 4-H Leaders from 21 counties in Iowa and Nebraska and many more are scheduled for this year. Or as Jack Gowing says.

"The aim of the KMA Farm Department is to keep you posted on all the happenings in the agricultural field, and we hope that everyone connected with or interested in agriculture will

plan to attend the numerous meetings we have planned for the coming year."

Recognition for the reputation that Jack is building for himself is more aptly put in a very thoughtful letter, which he received from a 4-H Leader that was recently honored on his program. Writes Mrs. Jack Graves of Harlan, Iowa:

"Just a thank you for the nice time you showed us while we were in Shenandoah. I am sure such an interview with leaders would never come out like they do if you didn't have the understanding about them that you do."

Grass Root Notes

By MERRILL LANGFITT
KMA Farm Service Director

It might be interesting to you to be taken behind the scenes on my recent trip to Washington. I used my favorite means of transportation "flying". I left Omaha at 4:00 p.m. and was in Washington, D. C., at 10:30 that same night. Flying into our Nation's Capitol at night is one of the sights to behold. The Capitol, Washington's Monument and other historical landmarks looming above the



This picture was taken from a filmed interview that Merrill Langfitt, KMA's Farm Service Director, on the left, had with the Secretary of Agriculture, Ezra T. Benson, on the right.

acres and acres of bright lights of the city are almost breath taking in their beauty and splendor. A taxi ride to the hotel takes one by the Department of Agriculture, Washington, Jefferson and Lincoln Monuments, over the Potomac, near the White House, past the Treasury, and to the fabulous Shorham Hotel for a good night of rest after the quick 1200 mile trip.

The next morning found me in the White House attending President Eisenhower's Press Conference. I won't bore you with the details of how I received permission to go to the President's Press Conference, but will assure you it was an interesting experience. The President looked hale and hearty, flashed his friendly smile frequently, and tackled all of the questions put to him with ease and a display of confidence. The President handles himself admirably under the pressure of many tough questions directed by the press and radio men and women. While in the press conference, I enjoyed the added thrill of sitting very near Robert Montgomery of Hollywood and television fame. Mr. Montgomery was very unassuming and business-like in appearance.

In the afternoon, I journeyed to the Department of Agriculture to confer with officials of the USDA. I also found time to

go to the Capitol and take a peek at both sessions of Congress in session, as well as sit in on part of the Farm Policy Conference for business men in the United States Chamber of Commerce building. While there, I heard talks by: Allan Kline, President of the American Farm Bureau; Hershel Newson, Master of the National Grange; and James Patton, President of the National Farmers Union. They discussed the perplexing farm price support program.

My second day in Washington found me listening to an address by the Secretary of Agriculture, Ezra Benson, and making plans with him for a television and radio interview later that day. At 5:00 p.m. that day, the Secretary and I were sitting relaxed in the Senate and House television studios, facing the bright lights and discussing the new farm price support program soon to be sent to Congress by President Eisenhower.

Upon leaving the television studios, I stepped into a taxi cab and rode across Washington D. C., with Martin Agronsky, well known ABC news commentator. Another high light was the opportunity to see the President of Turkey as the Nation's Capitol turned out to welcome him and his wife.

It was a wonderful journey—hope you enjoyed the telephone and tape recordings as they were heard on the morning farm show and other KMA shows.

Frank Comments

By FRANK FIELD



Johnny Fishbaugh, Bill Field and Sunday funnies.

These are the two oldest Field grandchildren, Johnny Fishbaugh and Bill Field. The picture was taken about 11:30 a.m. on Sunday, February the seventh. You will notice that they are very busily engaged with the funny papers and seated on our front steps. Just imagine being able to sit out on the front steps in the middle of the winter to read the funnies. The thermometer stood at 68° at the time, which certainly is very unusual for February in Iowa.

Johnny called up our place about 9:30 that morning to find out what we were going to have for dinner. Jennie told him roast turkey, baked potatoes, green beans, and rutabaga, with cup custard and would he like to come out to our place for dinner? That was just what Johnny was waiting for, so he said he would be out right after Sunday School.

The boys both go to the Presbyterian Sunday School and Bill thought that sounded pretty good to him, too, so Johnny and Bill came out just as soon as Sunday School was over.

Yes, Bill is wearing glasses now. About a week before this picture was taken, the school nurse sent home a note by Bill one day, asking that his eyes be given a thorough examination. She suspected that he needed glasses. It turned out to be a slight astigmatism, coupled with some far-sightedness, and with the proper correction in his glasses, he now has normal vision again. Bill doesn't mind wearing them at all, and

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only takes them off for football and other rough-and-tumble play at school. Instead of squatting right in front of the TV set, he now sits clear across the room.

But to get back to that dinner and why we happened to be having roast turkey for just the two of us. The day before Christmas, the Earl May Seed Company gave a frozen turkey to each one of the employees, as has been their custom for a number of years. Jennie and I were invited up to Zo's for Christmas dinner, so I took our turkey down to the grocery store and had the butcher saw it down the middle and then crosswise—cutting the turkey into four equal parts. We put each one of the four pieces into a plastic bag, squeezed out all of the air, and fastened them securely. We then dropped them down in our freeze box for future use. A quarter of a turkey isn't at all hard for two people to use up before they get tired of it. In this case, there was just enough left for some turkey sandwiches for supper.

We have two of those quarters in the freeze box yet, and writing about it makes me hungry for turkey. I believe we will have another for dinner next Sunday. That is one of the many ways in which a freeze box comes in handy. We couldn't possibly do without ours even if there are only two of us left at home. The modern refrigerators, with a freezing chest across the top, are nice — and we like ours fine, but they just don't hold enough. We usually buy a week's supply of fresh meat at a time and keep it up in the freezing chest in the refrigerator until it is used up. The freeze box, on the other hand, has the winter's supply of frozen corn, frozen peas, frozen lima beans, and the surplus Walleyes from my rather infrequent fishing trips.

We do another thing that you might try sometime if you have a freeze box. Whenever we roast a whole turkey or a whole chicken, Jennie makes up a big batch of dressing; what we don't eat in two meals is simply packed into quart boxes, and dropped into the freeze box. Then, when Jennie roasts—say, a quarter of a turkey, she simply opens up a box of dressing, warms it up, and there you are! It works out beautifully. We do the same thing with baked beans, and Mulligan stew, and any of the other items which are easily made in big quantities, but which are almost impossible to make in quantities small enough for just two people.

It looks now as if the canned items are going to about come out even. The winter is a little over half gone, and the shelves are a little more than half empty.

KMA DAILY PROGRAMS FOR MARCH, 1954

DAILY DAYTIME PROGRAMS
MONDAY THROUGH FRIDAY

4:30 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. — Dean Naven News
7:15 a.m. — Frank Field
7:30 a.m. — Merl Douglas
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. — Grand Central Station
10:40 a.m. — Modern Romances
10:55 a.m. — Betty Crocker (M.W.F.)
10:55 a.m. — News (Tu. & Th.)
11:00 a.m. — Adella Shoemaker
11:25 a.m. — Jack Berch
11:30 a.m. — Tumble Weed Ranch
11:50 a.m. — Morning Markets
11:55 a.m. — Joe Fuassen
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.)
1:30 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

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. — Martin Block
9:00 p.m. — Metro. Opera Auditions

9:30 p.m. — Tarkio, College Story
9:45 p.m. — Lum 'N Abner
10:00 p.m. — Ralph Childs News
10:15 p.m. — Art & Dottie Todd
10:30 p.m. — Town & Co. Time
10:45 p.m. — Ted Malone
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. — Martin Block
8:00 p.m. — Am. Town Meeting
8:45 p.m. — Forward March
9:00 p.m. — Sammy Kaye
9:15 p.m. — Revolving Bandstand
9:30 p.m. — Let's Go To Town
9:45 p.m. — Lum 'N Abner
10:00 p.m. — Ralph Childs News
10:15 p.m. — Art & Dottie Todd
10:30 p.m. — Toni Arden
10:45 p.m. — Ted Malone
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. — Martin Block
8:30 p.m. — Mystery Theatre
9:00 p.m. — Sammy Kaye
9:15 p.m. — Revolving Bandstand
9:30 p.m. — Heres To Vets
9:45 p.m. — Lum 'N Abner
10:00 p.m. — Ralph Childs News
10:15 p.m. — Art & Dottie Todd
10:30 p.m. — Eileen Barton
10:45 p.m. — Ted Malone
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. — Martin Block
9:00 p.m. — Sammy Kaye
9:15 p.m. — Revolving Bandstand
9:30 p.m. — Serenade In Blue
9:45 p.m. — Lum 'N Abner
10:00 p.m. — Ralph Childs News

10:15 p.m. — Art & Dottie Todd
10:30 p.m. — Of These We Sing
10:45 p.m. — Ted Malone
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. — Martin Block
8:00 p.m. — Ozzie and Harriet
8:30 p.m. — Horatio Hornblower
9:00 p.m. — Boxing Bout
9:45 p.m. — Lum 'N Abner
10:00 p.m. — Ralph Childs News
10:15 p.m. — Art & Dottie Todd
10:30 p.m. — Join The Navy
10:45 p.m. — Ted Malone
11:00 p.m. — NewsTime
11:15 p.m. — Music In The Night

SATURDAY PROGRAMS

5:30 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. — Dean Naven News
7:15 a.m. — Frank Field
7:30 a.m. — A Place In The Sun
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. — "Platterbrains"
10:30 a.m. — Tops in Pops
11:00 a.m. — Adella Shoemaker
11:30 a.m. — Am. Farmer
12:00 noon — Ralph Childs News
12:15 p.m. — Edward May
12:30 p.m. — Jack Gowing
1:00 p.m. — Metro. Opera
3:30 p.m. — Florence Falk
4:00 p.m. — Dick Mills' Show
4:00 p.m. — Four of a Kind
6:15 p.m. — The Three Suns
6:30 p.m. — Paul Pippert News
6:45 p.m. — Know Your High School
7:00 p.m. — Dancing Party
9:00 p.m. — Anonymous
9:30 p.m. — Lawrence Welk's Band
10:00 p.m. — News
10:15 p.m. — At Ease
10:30 p.m. — Dance Band

11:00 p.m. — NewsTime
11:15 p.m. — Music In The Night

SUNDAY PROGRAMS

7:00 a.m. — News and Weather
7:05 a.m. — Musical Clock
7:45 a.m. — Worship Service
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 — Ralph Childs News
12:15 p.m. — Highways To Safety
12:30 p.m. — College Spotlight
1:00 p.m. — Light & Life Hour
1:30 p.m. — Back To The Bible
2:00 p.m. — NewsTime
2:15 p.m. — Truth For Today
2:30 p.m. — Hour Of Decision
3:00 p.m. — Revival Hour
4:00 p.m. — Evening Comes
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. — Answers For America
9:00 p.m. — Paul Harvey
9:15 p.m. — Elmer Davis
9:30 p.m. — Milton Cross
10:00 p.m. — News
10:15 p.m. — Guest Star
10:30 p.m. — Revival Time
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.

Introducing Dick Mills * * *

Music In The Afternoon

-Recorded Music
With Mills-

1:00 p. m. to

3:30 p. m.

... then time out
for your friendly
afternoon visit
with

"THE FARMER'S
WIFE"

3:30 p. m. to
4:00 p. m.

Then more music
with Mills ...

4:00 p. m. to

6:00 p. m.

★ ★

DICK MILLS, a prominent midwest disc jockey, began his new afternoon record show on KMA, March 1st. Dick has a personal collection of over 5,000 records, and he uses these in conjunction with KMA's extensive music library. His program is divided into two portions. From 1:00 p. m. until 3:30 p. m., he plays records for the housewife, or as Dick says, "some old, some new, some that will bring back memories, some that will make you laugh, some that will make you cry." Then from 4:00 p. m. to 6:00 p. m., Dick says, "we have all the latest pop tunes."



KMA is providing the top personality and the tops in recorded melodies for your afternoon listening pleasure. This is KMA's way of lightening your afternoon home-making routine. Enjoy yourself, and "LISTEN WHILE YOU WORK."

A Letter From Adella Shoemaker

Dear Guide Readers:

This has been an eventful month at our house. My kitchen has a nice fresh look to it, and perhaps by the time you read this, the little room I use for broadcasting, my front hall, and the upstairs bathroom will also have had a face lifting.

But the kitchen is done! It may sound very daring to you, but it's really lovely. The woodwork and cupboards are a soft shade of pink. The long counter has a new marblized red top. The inside of the cupboards and drawers are painted red. The painted walls, for the first time in twenty years, are papered. The paper is a soft grey with pink flowers. It's a glazed kitchen paper, supposed to be washable. Let's hope it is. Nobody—nobody can splash or spill like I can.

Donnie and Margie, my son and his wife, plan to bring little Michael Dean down to see his Shenandoah grandmother next week end. Donnie has taken a job with the Live Stock National Bank in Sioux City. The bank will close on Washington's birthday, and since this holiday comes on Monday, it will provide a nice long week end for visiting.

All the relatives have been invited for a turkey dinner on Sunday, to see the newest member of our family. To have more time to enjoy Mike, I am freezing everything I possibly can, not only for dinner, but for the whole week end. I have John Massetti, my

favorite casserole dish, banana-nut bread, a big chocolate cake with fudge icing, frozen strawberry salad, and cocoanut-pecan squares already in the freezer. I want to bake individual pie shells and fill them with cherry filling for Sunday's dinner. I plan to even freeze the whipped cream in spoonfuls on a cooky sheet so all I have to do THAT day is lift peaks off and place on defrosted little pies.

Greg and Jeannette, my grandchildren, are growing and developing so fast. Jeannette is Greg's small shadow. She is worse than useless to him in hide-and-seek. She always wants to hide. Then he likes to play cowboy, and that's too rough for her. They agree on tea parties, however. Greg calls me on the phone, and often invites me over to see them. Luckily for Joan, I am discreet about the number of invitations I accept.

George, my youngest son, works at the Brown Shoe Fit store here in Shenandoah. He thoroughly enjoys selling. He sings in our choir and occasionally for events here in town. February 14th he sang for a Valentine Tea the Wesleyan Service Guild held at our church.

Now, you have had a letter from me. That's only fair — you are so wonderfully loyal to write. I do appreciate your grand letters more than I can say. Please keep them coming. Until next time, good-bye and Happy Day to you!

—Adella Shoemaker

ADELLA'S RECIPE FOR HAPPINESS

On Monday, February 22nd, the Shoemaker clan gathered for lunch. As you see, the table was adorned with Adella's favorite recipes, but the most successful one she tried that afternoon was: Take two sons (one you haven't seen in some time), mix in 3 cuddly grandchildren, and two very attractive daughters-in-law, and talk long after coffee, allowing all your maternal feelings to exhibit themselves freely.

Pictured left to right, the Shoemakers: George, Greg—age 2 (whose picture appears in more detail on the back cover), Joan holding Jeannette—age 1, Adella, Don holding Michael—age 1 month, and Marge.





The Farmer's Wife

By FLORENCE FALK

SHRIMP COCKTAIL

Chill the shrimps well, using either fresh or canned shrimps. Put 6-8 shrimps in a regular shellfish cocktail glass, if you have any (most of us don't), or use any nice looking glass bowl. Place a lettuce leaf in the bottom, if you wish. Just before serving, put 2 tablespoonfuls of cocktail sauce over the shrimps. If you like, you can put the shrimps on a plate with a small glass cup of the sauce in the center and let each person "dunk" the shrimps in the sauce. You might use brightly colored plastic toothpicks as spears for "dunking".

COCKTAIL SAUCE

- 1 cup mayonnaise
- ½ cup chili sauce
- ¼ cup cream

This sauce is very mild and smooth and is very fine for serving with a seafood cocktail. Put a bowl of this sauce in the center of a large platter, surrounded with cooked, veined shrimp.

SPICY COCKTAIL SAUCE

- ½ cup catsup
- 2 tablespoons lemon juice
- 2 tablespoons chopped fresh celery leaves
- 1½ tablespoons horse-radish
- ½ teaspoon tobasco sauce
- Salt

Combine, mixing ingredients well. Chill the seafood (oysters, shrimp, etc.) before serving. Use about 2 tablespoons of the sauce for each serving.

To make a less spicy sauce omit the tobasco sauce and use 2 teaspoons worcestershire sauce.

For a flavor variation, try mixing the shrimp in very finely chopped celery. Serve 4-6 shrimps in a lettuce leaf in a cocktail or small glass cup.

Hope this answers the request in the January KMA Guide.

Shrimp is a sea food that can be served in so many delicious ways. Here are two ideas.

SHRIMP WIGGLE

- 1 cup cooked shrimps, cut in pieces
- 1 cup cooked peas
- 2 cups medium white sauce (4 tablespoons butter, melt, blend in 4 tablespoons flour, add 2 cups rich milk, and salt).

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Combine and serve on toast or in patty shells.

SHRIMP-WILD RICE CASSEROLE

(Simply delicious, but hard on the budget)

1 cup wild rice cooked until tender

Brown 2 thinly sliced onions and 1 diced green pepper in 2 tablespoons butter. Butter a casserole, put in rice, onions and pepper. Put 3 cups cooked shrimps (or lobster or crab meat) on the rice. Add ½ cup light cream and 6 tablespoons chili sauce or tomato catsup. Season with salt and paprika and bake until thoroughly hot in a 350° oven.

Homemaker's Visit

By BERNICE CURRIER

HURRAY FOR THE IRISH !!!

Being part Irish, let's start our visit with an Irish Stew.

IRISH STEW

- 2 pounds breast of lamb or 2 pounds heel of the round beef.
- 3 tablespoons flour
- 1 teaspoon salt
- ¼ teaspoon pepper
- 4 tablespoons bacon fat
- ½ cup chopped onions
- 10 peppercorns
- 1 cup diced white turnip
- 1 stalk celery diced
- ½ cup carrots diced fine
- 3 medium sized potatoes
- 2 tomatoes
- 1 cup shredded cabbage
- 5 cups water

Cut meat into 1 inch pieces. Mix flour, salt and pepper and dredge meat. Heat fat in heavy stew pot. Add meat and sear lightly, turning to brown all sides. Add onions and brown slightly. Peel potatoes and tomatoes and quarter them, taking out tomato seeds. Add all remaining ingredients to stew pot, cover, bring to a boil and simmer gently for at least 2 hours. Serves 6 large servings.

A whole-meal sandwich is always ideal for lunch. Mix cooked dry Lima Beans with mayonnaise and prepared mustard to taste. Spread on one half of toasted bun, top with a slice of cheese and put under broiler until heated through. On other half of bun put a slice of cold ham and sliced sweet dill pickles. Serve open face style.



EGGNOG PIE

with chocolate crumb shell

- 1 envelope plain gelatin
- $\frac{1}{4}$ cup cold water
- 3 eggs
- $\frac{1}{4}$ cup sugar
- $\frac{1}{2}$ cup light cream or evaporated milk
- 1 teaspoon vanilla
- $\frac{2}{3}$ cup heavy cream

Soften gelatin in cold water. Beat eggs slightly in top of double boiler. Add sugar and light cream or evaporated milk and cook over hot water until thickened, stirring constantly. Dissolve gelatin in the hot custard. Remove from heat, add flavoring and set aside to cool. When custard is slightly set, whip the heavy cream and fold it gently into custard. Turn into chocolate crumb crust. Chill well for 2 to 3 hours. Decorate top with green cherries in shape of an Irish Shamrock, with a sliver of citron for a stem. Makes one, nine inch pie.

CHOCOLATE CRUMB SHELL

- 1 $\frac{1}{4}$ cup fine chocolate wafer crumbs
- 5 tablespoons melted butter

Mix crumbs with butter thoroughly. Press crumb mixture evenly into 9 inch pie pan to form crumb shell. Chill before filling with eggnog mixture.

Cook Book Time

By **ADELLA SHOEMAKER**

COTTAGE CHEESE AND PINE-APPLE SALAD

- 1 box lemon already prepared gelatin
- 1 box lime already prepared gelatin
- 2 cups hot water
- 1 No. 2 can crushed pineapple, juice and fruit
- 1 pound cottage cheese
- 1 cup sweetened condensed milk
- 1 cup salad dressing
- 2 teaspoons horseradish
- 1 cup chopped pecans

Dissolve lemon and lime gelatin in the hot water. Add the crushed pineapple, juice and fruit. In another bowl, mix the remaining ingredients. Then combine two mixtures and put in mold, or pan to set. Serves 16. This is attractive molded in a shamrock mold for St. Patrick's day.

TUNA-LIMA BEAN CASSEROLE

- 4 tablespoons butter
- 2 tablespoons flour
- 1 cup milk
- Dash of salt
- 1 can (7 ounces) solid-pack tuna
- $\frac{1}{4}$ cup sliced ripe olives
- 1 twelve ounce package frozen lima beans
- Crushed potato chips

Make a white sauce by melting butter, stirring in flour, and then adding milk. Season with salt to taste. Break tuna into large chunks and mix with the olives and cooked lima beans. Add white sauce. Turn into a 1 quart greased casserole. Cover with a layer of crushed potato chips. Bake 20 minutes in a 350° oven.

LOW CALORIE SKILLET CREOLE CABBAGE

- 2 tablespoons butter
- $\frac{1}{2}$ cup chopped onion
- 1 cup chopped green pepper
- 1 cup sliced celery
- 3 medium sized tomatoes
- 1 quart shredded cabbage
- 1 $\frac{1}{2}$ teaspoons salt
- 1 teaspoon sugar
- Dash of pepper

Melt butter in skillet, add remaining ingredients. Cover and cook 10 to 12 minutes, or until vegetables are slightly cooked. Don't overcook. Makes 8 servings, and each serving contains 62 calories.

CHOCOLATE ICE BOX DESSERT

- $\frac{1}{2}$ cup sugar
- $\frac{1}{2}$ cup cocoa
- $\frac{1}{2}$ cup water
- $\frac{1}{2}$ cup butter
- 1 cup powdered sugar
- 3 eggs
- 15 to 20 marshmallows
- $\frac{1}{2}$ cup nutmeats
- Graham cracker crumbs

Boil sugar, cocoa and water together for 1 minute. Cool. Cream butter and powdered sugar. Add 3 well beaten egg yolks. Mix well, and add the chocolate mixture. Add 15 to 20 marshmallows, cut fine, and $\frac{1}{2}$ cup nutmeats. Fold in 3 stiffly beaten eggs whites. Line a pan with a layer of graham cracker crumbs. Pour in filling, and dust top with crumbs.



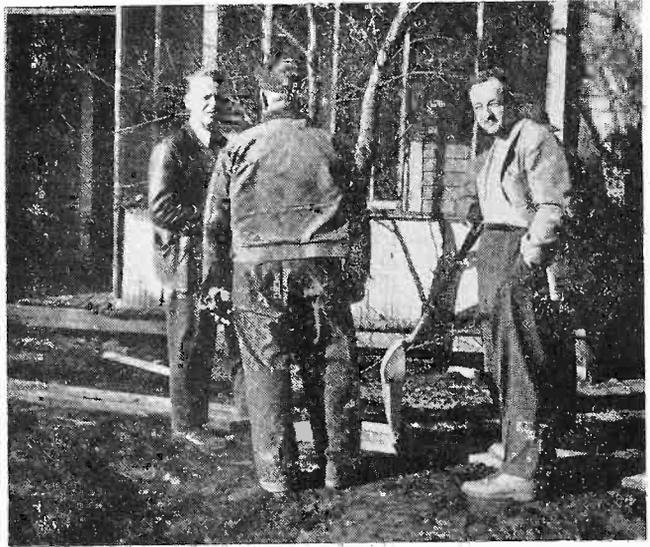


KMA's Family Album



KMA NEWSMEN COVER BRUSH FIRES

Pictured left to right, are Dean Naven, KMA's Special Events Man, and Ralph Childs, KMA's News Director, as they are interviewing volunteer firemen from Shenandoah and Essex, Iowa, following a recent brush fire about four miles northeast of Shenandoah. If Dean Naven appears to be wincing in the picture, it's understandable because the wind was blowing over 30 miles an hour—a combination of dust, smoke and burnt grass. This particular fire burned over 300 acres, and because the wind was blowing it burned directly through this farm yard, and across the fields behind it, without harming the buildings. The week of February 12-19, preceding the first precipitation in KMA's area in months, KMA newsmen covered eight brush fires.



BOB STOTTS AND DATE

Bob Stotts' date, in keeping with the latest fashions, prefers one lense in the sun glasses rather than an eye patch. Actually, Bob's date is none other than KMA's personality clown, Merl Douglas. Merl was in the music library, and noticed that the music librarian was planning to attend a masquerade party that evening, so he borrowed some of the costume for this picture! Merl is KMA's morning announcer and he appears on the new "Country Jamboree" show, 4:30-6:00 every morning. Bob Stotts also appears on "Country Jamboree," and his own show every Monday, Wednesday, Friday, and Saturday morning at 6:15.



NEWS—PLUS "A LITTLE LEARNING . . ."

That combination is Paul Pippert, KMA's evening announcer and late evening newsmen, 11:00 p.m. and 11:55 p.m. Only Paul doesn't believe it to be "a dangerous thing," for five mornings a week he journeys 25 miles south of Shenandoah, Iowa to Tarkio, Missouri, to attend classes at Tarkio College beginning at 8:00 a.m. Paul is majoring in history and english. This picture was taken one evening while Paul was preparing his 11 o'clock newscast and boning up on his studies. Most of the time, Paul Pippert says he is ably assisted by his two year old daughter Paulette. "She tears the pages out of my text books," Paul says, "and more or less alleviates my studying for the time being."



On the KMA PARTY LINE

By **DORIS MURPHY**

Did you ever hear of people getting into trouble, trying to avoid trouble? Sounds screwy, doesn't it? But that's what happened to Marge and Larry Parker. The coldest night of the winter, they got their car out of the garage to check the battery and see if it would start the car. It did. Then they drove the car in front of their apartment, expecting to check it again a little later, and run the motor to keep it from getting so cold. But when they tried it the second time, the battery would not turn the motor over. Help arrived from the gas station. After several attempts, the repairman ran HIS battery down trying to start the Parker car. Next day, he came again to try and ran his battery down the second time. That meant the car had to be towed in! By this time you can imagine how disgusted Larry and Marge were from having all this trouble, just trying to avoid trouble!

What happened to the head of Curly Dale's banjo? That's the mystery around the KMA studio. When Curly opened the banjo case one morning, lo and behold he found the head of his instrument split wide open! His guitar was also torn down being refinished, and that meant poor Curly, who makes his living entertaining, was without an instrument. But you can see by



Buck Dilley, Morrie Jones, Curly Dale, and broken banjo.

the picture on this page, how the other entertainers came to his rescue. Pictured on the right is Curly, forlorn and worried, with Morrie Jones in the center offering him the use of his banjo, and Buck Dilley on the left handing him his guitar. So until repairs can be made, Curly is working on borrowed equipment. If he gets laryngitis now, guess he'll have to borrow somebody else's voice!

Getting TWO gifts from her husband, entertainer Morrie Jones, was enough of a birthday surprise, but you can imagine how completely over-whelmed Betty was when he sprung a third gift on her. The night before her birthday he gave her a pretty new nylon dress and a pair of house slippers. She was delighted, not dreaming he had saved the best to the last. On the evening of her birthday, they went to her aunt's home for dinner, and while there, Morrie brought out a beautiful piece of luggage, attractively marked with her initials. Betty is more convinced than ever now, that she has one of the grandest husbands in the world.

When Farm Service Director Merrill Langfitt is among his farmer friends in the Midwest, he is almost afraid to eat anything but steak and chops. But when he got as far away as Washington, D. C. recently, he decided to break down and enjoy some fine seafood. Delicious fish, shrimp, chow mein, and other seafoods hit the spot for a few meals, but for a good old steady diet, Merrill has decided you can't beat tasty Iowa beef and pork.

Announcer Wes Haines is looking forward to spring weather! He can hardly wait to put a horseshoe court in the back yard, and challenge the KMA gang to a game. Wes is as avid a horseshoe pitcher, as most of the boys are bowlers. But I'll bet when he starts clinking those old horse shoes, the boys will come a runnin' to try their skill at this old time sport.

It seems like Liz, engineer Bill Kirk's bride, is getting her recipes by going "around Robinhood's barn." Since she works at a Shenandoah bank, her mother who lives on a farm near Mt. Etna, Iowa, copies down the recipes as they are given on the

air by the KMA homemakers, and passes them on to her daughter. Then Liz tries them out on her husband. When I asked Bill if she was a good cook, he enthusiastically replied "You bet she's a good cook She can make anything!"

The shock was almost too much for one day! Mrs. Merrill Langfitt decided her husband's thoughtfulness of bringing her a beautiful blooming cyclamen and a lovely corsage—both in one day—was really overdoing it. But she loved the attention. It seems that Merrill saw the pretty plants in the May Seed store, so took one home to his wife. Then that night they were going to Bethany, Missouri, to a birthday party honoring his brother, and wanting "Cel" to look her prettiest, he got her a corsage. Guess flowers twice in one day should keep Merrill in good standing for a long time, even if he should happen to forget an anniversary or birthday some time.

Oh, Oh . . . watch those scales, boys! The three boys you saw pictured in my column last month, using all their will power to resist taking a cigarette, now find they are taking on weight. Curly Dale has gained 7 pounds, and Buck Dilley and Larry Parker have gained 5 pounds. Reaching for a sweet instead of a cigarette is putting on the extra poundage. Dog gone it, how can a feller win?

If you were to visit the Falk farm these winter evenings, you'd find Boy and Girl Scout materials scattered around the house, as Bruce and Karen work on their Scout scrap books. Bruce is working for a Gold and Silver Arrow badge, and Karen is working on various badges for her Girl Scout work. One of Karen's recent projects was to predict the weather for a whole month! I'll bet all the farmers wish she could predict some rain or snow in the near future! On exceptionally cold nights, their dog Tippy is allowed to come in the house and bask in the warmth for an hour or so. The rest of the time Tippy is busy looking after the various duties a dog has on a farm, among them, discouraging the committees of pigs finding holes in the fences to squeeze through. Yes, everyone is busy on the farm, even the dog!

You can't keep a good man down. For the FOURTH year, Curly Dale has been elected president of the Shenandoah Boat Club.

Having both tonsils and adenoids out at one time, is quite an ordeal for a little 11 year old girl, but Roberta, daughter of entertainer Bob Stotts is a good "trouper" and went through the operations in fine shape.



Dean Naven and family read the "noose".
l. to r. Dean Naven, Tammy, "Claud" and Jeri.

Tamara, 3 year old daughter of newscaster Dean Naven has finally found out what her daddy does on the radio. She says: "Daddy talks the noose!" Pictured on this page you see "Tammy" in the center with daddy at the left showing her the strips of news like it comes in on the United Press and Associated Press machines. At her right is her mother and her year-old sister, Jeri. So far, Jeri is a little too young to be interested in daddy's job, but "Tammy" likes to hear her daddy on the radio, even though the "noose" is a little beyond her. She isn't old enough to go to school yet, but is very much interested in Sunday School. You better join "Tammy" and listen when "daddy talks the noose" on KMA in the morning and noon. You'll like his newscasts!

To most kids an airplane ride is a big thrill, but by the time this present generation is grown up, I imagine they will consider planes "old stuff". Jeannine, 16 month old daughter of Farm Director Merrill Langfitt, has already had her first ride in daddy's plane, but after she landed, she seemed real excited about her new experience. Kids nowadays are very air minded! They'll never know how dull it was back in the days before "airplanes and television".

Members of the staff of KMA extend our deepest sympathy to Lois Jean Warner, at the passing of her husband, Richard D. Warner, February 3rd at the Hand Hospital in Shenandoah where he had been a patient three weeks. Complications following an appendicitis operation caused the death of the young man. One daughter, Debbie Lee, age six months, also survives.

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“Don’t Crowd Me Pardner . . .”



“ . . . especially when I’m eatin mah ice cream.” So says two year old Greg Shoemaker, grandson of Adella Shoemaker, KMA’s mid-morning homemaker, 11:00 a.m. This picture was taken the same afternoon as the picture of the entire Shoemaker clan on page 10 in “A Letter from Adella Shoemaker.” After lunch Greg’s father, George Shoemaker, had gone uptown to purchase a western outfit for his son—boots, hat, two guns, and the works. The afternoon was spent playing cowboys and more cowboys. The only time he laid aside his shootin’ irons was to eat a dish of ice cream.