

The

KMA GUIDE

February, 1956



COVER STORY

The almost forgotten "one-horse sleigh" reappeared on the winter scene briefly here in Shenandoah recently. . . much to the delight of the load of small fry seen on the cover. Ronnie Evans, 11-year-old son of Leo (Red) Evans, Shenandoah filling station owner, harnessed up his faithful horse "Star" to the cutter after the first big snow, and took a bunch of the KMA children for rides. Huddled into the cutter are (seated) Jeri Naven, Christi Nelson, and peeking around the other side is Tami Naven. The fella holding the tyke is Jerry Joe, and that's Sandy Nelson in his arms. Snuggled down in front (left) is Chuck Joe and his brother Jimmy. The Joe's father is sportscaster Don Joe; Tami and Jeri's daddy is Newscaster Dean Naven, the Nelson children's dad is Toke Nelson, promotion director and Guide Editor.

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The KMA Guide

Vol. 2

No. 4

FEBRUARY 1, 1956

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; F. S. (Toke) Nelson, editor; Doris Murphy, feature editor, Farrell Turnbull, 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.

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CRISIS OF ABUNDANCE—that was the name of Edward R. Murrow's See It Now tv show, and that's what Ralph Childs, Florence Falk and Edmund Scott were preparing for when this picture was snapped. Scott, a director-reporter for the See It Now show, filmed KMA's Farmers Wife in action as she made an appeal for Corn Country gals to consume more pork. However, like other things, there apparently was an over abundance of material for the national show, so at the last minute the four-minute film segment featuring our Farmer's Wife wasn't used. But we are very honored that they filmed Florence, because they recognized that she is doing a great deal to combat pork surplus, by her constant advise and recipes which encourage consumption of the product.

A Chat With Edward May

Did you ever make a mistake that turned out to be quite amusing and gave you something to remember and laugh about? I had such an experience recently.

On my noon program one day I told how our eighteen month old boy had gone to the cupboard and found a sack of popcorn after hearing me suggest that we pop some corn. I meant to finish the conversation by saying I thought that was pretty good for an eighteen month old boy. Actually I mistakenly said "I thought that was pretty good for an eighteen year old boy."

The next day the mail was very interesting regarding my statement. For example, one letter said "May I extend congratulations to you upon your eighteen year old son liking popcorn—mine likes girls." Another person stated, "I have a well balanced boy. He liked both girls and popcorn. When he went away to college the theatres here really suffered and the surplus popcorn situation became so acute that it gave the government a tremendous headache. But he did alright in college and is standing on his own two feet now. So I say hurrah for both the girls and the popcorn. Signed. . . From a mother who knows."

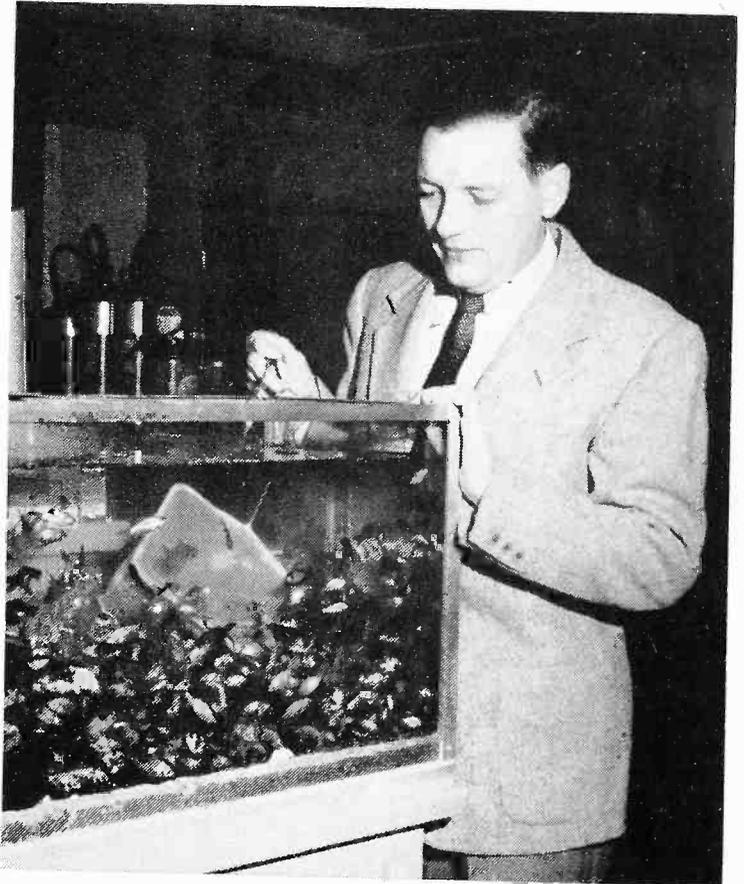
We all had a good many laughs from the situation and once again realized that a great many people are listening to their radios.

One day recently I happened to be watching some of the fish we have at the store when "Toke" Nelson, the Guide photographer, thought it might be a subject for a picture. Until recently I didn't realize goldfish and tropical fish are so popular. They are available in various sizes and colors and are quite fascinating. I learned that over fifty million goldfish are hatched yearly by commercial hatcheries in the United States. Also, over five hundred different kinds of tropical fish are available to choose from and tropical fish are close behind photography and stamp collecting as three of the most popular hobbies in the country. I can see now that we will soon be having some fish at our house because both Annette and Karen want an aquarium.

One of the many things we take pride in at KMA is being your weather station. I believe we have the most complete weather reports of any station in the entire country. We particularly like to give reports when they call for moisture. We finally had some much needed moisture during the latter part of January which made everyone throughout this area feel much better.

Without claiming to be a weather prophet I believe the forecasts during February will be very much to your liking. I predict that February will see the end of the drought with most of the states in the Middle West receiving above normal moisture. If I am wrong I am certain I will hear about it but I truly hope my predictions turn out to be correct. So keep listening to KMA and we will continue to bring you up-to-the-minute weather reports and your favorite programs.

Edward May



Ed May selects various species of goldfish from the large selection on hand at May Seed Store.

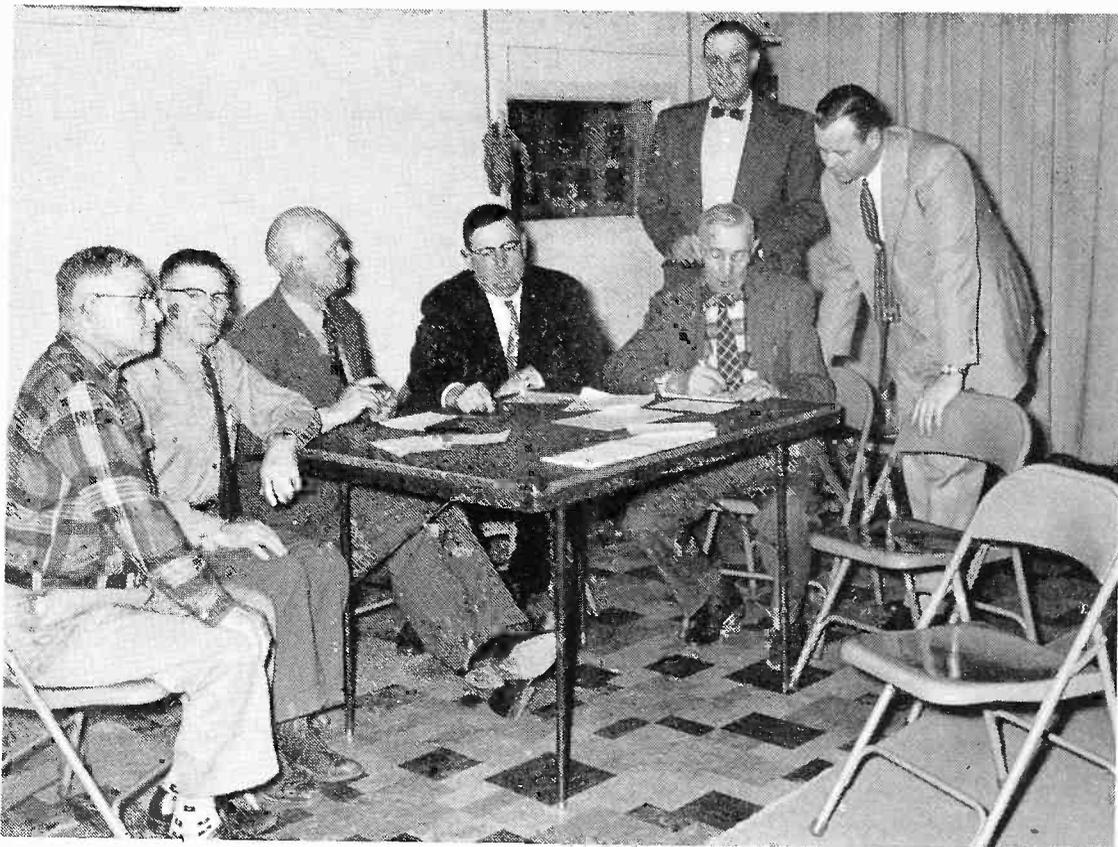
KMA Scene of Emergency Farm Parley



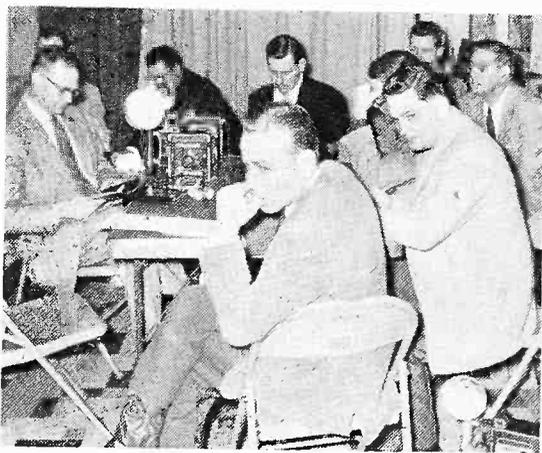
In mid-January, Merrill Langfitt, KMA farm service director who is also founder of the Midwest Livestock Breeders association, met with a group of farmers of the association. They agreed to call an emergency meeting of hog producers, to plan action to try and get some government attention and action started to aid those farmers who are in dire financial straits. Here is Vernon Niens, a Wiota, Iowa farmer, expressing his ideas on what the Secretary of Agriculture should do to alleviate the situation .



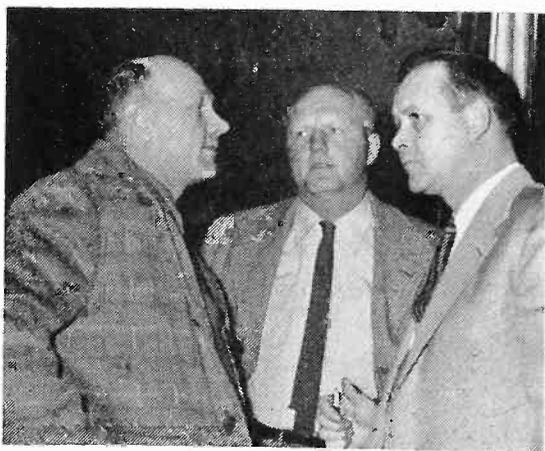
During lull in the proceedings, Farm service director Langfitt chats with handful of farmers in the packed auditorium, elaborating on points which were being made.



Resolutions committee was made up of GOP Farmer Bill Yates, Farragut; Paul Whitehill, livestock feeders group; Glenn Carlson, Essex, Iowa, Farm Bureau; John Warin, Maloy, Iowa, representing National Farmer's Organization; and Harold Teachout, Shenandoah democrat. Leaning over is Merrill Langfitt, and Orin Swackhammer, Tarkio, Missouri, president of the group. Resolutions adopted called for a direct subsidy payment of 100 per cent of parity on livestock, retroactive to September 1, 1955; also for an investigation of price spreads; liberalization of farm loans; and recommendation that 240 million dollars be spent at once by the Sec. of Agriculture to purchase pork and cattle, to bolster the market prices, and asked immediate emergency action.



PRESS ROW—and that's Dean Naven in front; also reporters from Wallaces' farmer; Shenandoah paper; KMTV; Council Bluffs Nonpariel; and other publications. At extreme right is A. J. Koelker, KMA station manager.



IN CONFERENCE—Langfitt, right, discusses plan to send resolutions to all Midwest congressmen and senators. Wires also went to Sherman Adams, presidential assistant; and to Secretary Ezra Taft Benson of U. S. Department of Agriculture.

Frank Comments

By FRANK FIELD

Yes, this shows one corner of Jennie's kitchen. And it shows most of the actual working area, looking southwest. The sink is across the south end and the gas range is on the west side. Along the east side of the kitchen are more cabinets including the broom closet and the refrigerator. The north end of the kitchen is the dining area. The door going outside and to the basement is in the southeast corner just barely out of sight at the left-hand side of the picture. The door going into the living room is out of sight at the right-hand side of the picture. If you look up over the sink in that big mirror you will see a reflection of the door going into the living room. You can also see Jennie's philodendrons which she has on each side of the mirror.

That funny looking thing on the worktable at the left-hand side of the sink is the bread box. And just to the right of the sink are Jennie's cannisters for tea, coffee, sugar and flour. Next is the toaster and beside that is the coffee maker. Right beside that is the holder for paper towels, wax paper and aluminum foil, with a pair of fancy pot holders hanging from a fancy rack. That grill in the tile wall over the range is the opening for an exhaust fan



Here's "Jennie's kitchen" subject of Frank's column.

located in the attic. This very quickly pulls out any smoke or cooking odors and shoots them on outdoors. That funny looking thing with a round hole in the center, up next to the ceiling is more of our Hi Fidelity music system. Behind that opening is another coaxial speaker with an air chamber a foot square and about ten feet long.

Just to the right of the range you can see Jennie's combination chopping block and bread board. That is a solid block of hard maple 18 x 24 and two inches thick. The rest of the worktable space is covered with formica. The woodwork is all birch, finished in a natural finish called "Driftwood." The ceiling is painted a very light gray and the sidewalls are covered with light blue tile up five feet from the floor, with light gray from there on up to the ceiling.

The floor is covered with vinyl plastic tile in dark gray and light gray pattern. The formica table top is red. The dinette table has a red formica top and the chairs are finished with red plastic seats and backs. Oh, yes, the garbage disposal unit is hooked up to the left-hand side of the sink and is just back of that center door. It will grind up and dispose of just about anything, but we discovered right at the start that it was a lot easier to take chicken bones and steak bones down in the basement and dispose of them in the incinerator along with more burnable refuse, such as paper boxes and the like.

Last month, remember, I showed you a corner of the recreation room down in the basement. Just two or three days after that picture was taken we gave the rec room a real initiation. You see, the Hillcrest addition is all brand new. A year ago it was all one big clover field and now it is practically built solid but hardly anyone even knew their next door neighbors. So we had a get-acquainted party including seventeen couples all living within one block of our house. By the time the party broke up, everything was on a first name basis including some newly established nicknames. Personally, I think that one get-together was worth far more than the whole recreation room cost.

Grass Root Notes

By
MERRILL LANGFITT
KMA
Farm Service Director

There are two solutions to the problem of declining farm income. These solutions may be applied to the short range problem as well as the long range problem and are strictly in the hands of farmers themselves. Farmers like to be rugged individualists at least until they go broke. These proposals can bring into play not only individual action but also group action.

We can talk about government assistance of one kind or another until we are blue in the face and we can sit by and let politicians play patsy with the farm problem, but the sooner farmers attempt to solve their own problems the better off they will be.

Here are two proposals which if interwoven will result in higher farm income in 1956.

1. Cut production.
2. Sell farm products.

It really looks simple if we can use five words and solve the problem of declining farm income, doesn't it? Well let's look at each proposal. The first one will require cooperation of all farmers. We are over producing thereby glutting our markets. Hogs are the most painful example at present. Had we produced 25% fewer hogs in 1955 there seems little doubt that we would have been selling hogs for \$20.00 these past several months. A relatively large fall pig crop in 1955 coupled with only a 2% reduction in the spring pig crop this year will still leave us with too many hogs. To solve that problem we must take immediate action to reduce the spring pig crop. That means every producer must cut his production by at least 10% and preferably 15 to 20%. This proposal doesn't require further explanation. Its just plain 6th grade arithmetic. With such a cut of production in

effect it appears obvious that as individual farmers you will be selling 75 head of hogs next fall for more total dollars than 100 head brought this fall and winter— and there will be some profit dollars in the hog business too. Now the packers won't necessarily agree with this proposal. They made more profit (on cheap hogs) the last nine months of 1955 than they have for any similar period on record. Therefore we might conclude that cheap hogs are good for the packer and other middle men though disastrous for the farmer. Without a cut in hog production there is no encouraging news for the hog producer in 1956.

The second proposal will probably require much more organizational effort than the first.

Farmers are the only segment of our society who produce a product and then leave it for someone else to sell. Some specific commodity producers have raised money and used it very effectively to promote increased sales of their products. Classic examples are the citrus growers of California and the apple growers of Washington. They spend as much as \$50.00 per car to sell those commodities. As a result, in the case of the citrus growers, they have every mother in the country convinced that her children will have rickets if they don't have orange juice for breakfast.

Uruguay consumes 250 lbs. of meat per person annually, while we consumed 157 lbs. in 1955. The potential for increased meat sales is evident. If we could sell 10 lbs. more per person per year we would eliminate any meat surplus danger. One more glass of milk per person per week would solve the dairy price problem.

Industry uses tremendous budgets in effectively selling its products. As a result sales have been very high and profits high. Agriculture can increase sales of its products too, but only if farmers can find the organizational tools to collect funds from producers and use them wisely as any big business would to promote sales.

Our greatest potential new markets for farm products are here at home. We can increase food consumption especially of meat and dairy products, but only if we put some of our own money into sales promotion.

Farmers know how to produce, now we must learn how to sell our products and not leave that job for someone else to do. This is a competitive society we live in. Let's take some lessons from big business and go out and sell our products. The result will be better prices and more profit.

On the KMA PARTY LINE

By **DORIS MURPHY**

Little do we know the far reaching effects of radio! Even the barber shops have felt the influence of the Moon Sign dates for 1956, that Frank Field has sent out to several thousand listeners recently. One Iowa barber shop has the Moon Signs posted on the wall, showing the best dates for cutting hair to increase the growth, and best dates for retarding hair growth. The customers are getting a big kick out of picking the **RIGHT** time for their hair cuts. Even one bald headed man is following the dates on when is the best time to trim his "fringe". Moon Sign dates contain all kinds of information including best dates for making soap, shingling, slaughtering, weaning, planting, fishing, cutting timber, slipping house plants, pruning shrubs and many other things. Yep. . .the moon seems to affect all our lives!

It's always good to be punctual. But arriving a full 24 hours ahead of time for a meeting, is carrying it a little too far. However, that's what Merrill Langfitt and Jack Gowing did. They sent out cards calling the Board members of the Midwest Live-stock Feeders Association to a meeting. On the night they **THOUGHT** the meeting was scheduled for, they drove thru the bitter



Ralph Childs gets "early riser's reward, as Karen fixes him a "hired hand's" breakfast.

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The smell of coffee is predominant evenings around KMA. Control operator Jack Josephson and announcer Mike Heuer are the restauranters! Jack scared up an old coffee pot, a couple of cups, spoons and the boys share the cost of the coffee and rolls. Jack is the chef since Mike is busy spinning records on Club 960 most of the evening. One steady customer is Ralph Childs. Ralph comes to the studio around 9 o'clock to prepare his 10 o'clock news, and begins by having a cup of coffee. Everyone else who comes in during the evening, is welcome to a cup of coffee. Maybe it is the hot coffee that helps make the program run so smoothly!

Guess the Nielsons can turn over the cooking to little Holly, age 23 months, if she is always as cautious as she was the day she "pretended" she was cooking. While her mother Florence was busy with the housework, Holly alone in the kitchen, got out a pan and decided to try her hand at cooking. Seeing a dozen eggs in a carton on the kitchen table, gave her ideas. She immediately started putting the eggs in her pan. . .one by one. You can imagine what a sigh of relief her mother breathed, when she went into the kitchen, to find Holly with five eggs in her pan, and not a one of them broken. Not even cracked! It was Holly's lucky day!

Ralph Childs isn't used to getting up early, because his evening newscasts keep him up late, so he didn't arrive at the country home of the Byron Falks at 7 a.m. along with the CBS folks who were taking pictures for Ed Murrow's "SEE IT NOW" show. Ralph arrived an hour later, and here you see him getting plenty of service from Karen Falk. My, how the CBS folks from New York, along with Ralph and Toke Nelson from KMA, enjoyed the big, hearty country breakfast served them by the Farmer's Wife. The coffee pot was on when they arrived, and after steaming cups of hot coffee, they all sat down at the kitchen table and enjoyed grapefruit, ham, sausage and bacon from lean-type hogs, eggs,

Swedish rye bread, country butter, coffee cake and home spiced peaches. Karen and Bruce got a big kick out of seeing the big cameras at work, while their mother was filmed for a possible segment of the Ed Murrow television show.

Building a new home sometimes presents problems, yet it brings much joy too, as you see your dreams become a reality. That's the pleasure Mrs. Earl May is having this winter as she watches the progress of her beautiful new home, being built near the Shenandoah Legion Club. The home will be completed in the late spring.

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New Years Day, control operator Bill Benjamin received word of the death of his father, Hays Benjamin at Onawa, Iowa. Mr. Benjamin suffered a stroke and was taken to the hospital a few days before Christmas. He was 79 years of age. Mrs. Benjamin and seven children survive.

Don't let anyone tell you Program Manager Warren Nielson can't hit the side of a barn, because he can! He hits it more than he hits the bales of hay he sets up for target shooting practice. Warren received the bow and arrow as a gift from his wife at Christmas time, and is thoroughly enjoying his new hobby. Warren plans to join the Shenandoah Archery Club soon as he gets a little more experience. In the meantime, he's still hitting the broad side of the barn!

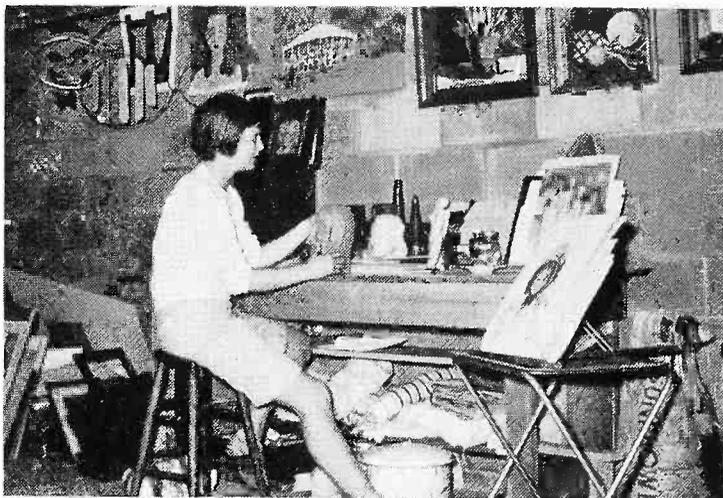
Nothing is more fun on a cold winter evening than an old fashioned bob sled party, and the Byron Falk home near Essex was the scene of three coasting parties in January. Byron borrowed the bob sled from a neighbor and picked up the kids in town, taking them to the farm hill, where they coasted all evening, then enjoyed roasting weiners over a roaring fire. Groups entertained were the Seventh Graders, Girl Scouts and Boy Scouts of Essex, around 95 altogether.

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be released around Easter. Listeners to the Dick Mills show in the afternoon have enjoyed hearing his recordings of: Lamp of Hope, The Dogwood Tree, Beyond the Blue and Letter to the Lord.

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A woman of many talents is Mrs. Pat Koelker, wife of Anthony Koelker, KMA's Station manager. Here you see her pictured at work in her studio in the basement of their home. Pat paints beautifully. . . makes clever mobiles. . . has recently taken up sculpturing. . . can sew everything taken new draperies to a dress or coat, and on top of all that, she is a wonderful cook. Above the work table you'll see several of her pictures. Right now she is busy sculpturing a tall figure of a woman, for over their fireplace. Pat has even learned how to make her own molds, and one of her ambitions is to have her own kiln some day. She finds it fascinating working with different clays, creating new and lovely colors in the heads she sculpts. Usually her young son Jamie, is in the basement with her while she works, and since he is beginning to show interest, she is tempted to give him a hunk of clay some day, and let him go to it. But most of the time, he plays with his toys. With her many interests, Pat is very busy, but she loves it all, and has created many artistic things for their home and for friends.



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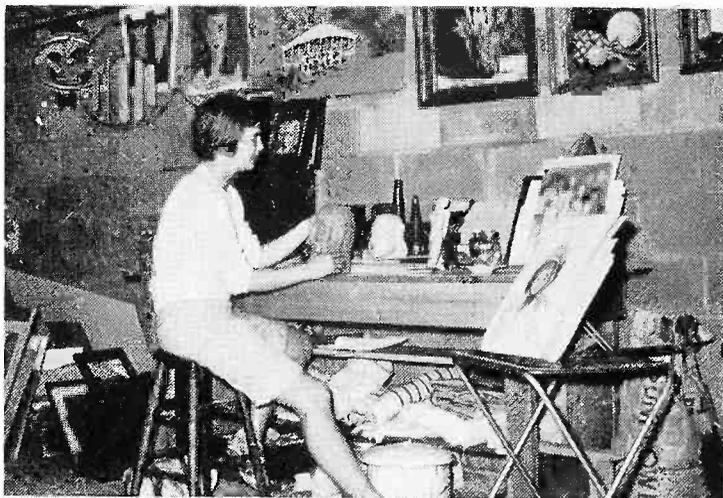
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A LETTER TO HOMEMAKERS

Dear Homemakers:

Here we are already into the month of February and before we know it we'll be talking about spring house cleaning, perish the thought! ! ! I had hoped to have pictures of my family at Elmhurst, Illinois to show you this month but they haven't sent them yet. I spent Christmas with them and I'll never forget the feeling on Christmas morning when Ed called me and said the two little girls were ready to see what Santa brought them and I better get up and have my orange juice and coffee. It was wonderful. I hadn't seen Joyce Elaine before. She is a year and four months, Carol Ann is almost three. I visited them when she was six months old. The girls both have beautiful curly hair and they are friendly and loveable. Carol loves to have someone tell her a story or say one of the Mother Goose Rhymes over and over. She had a toy that pictured some of these rhymes and she particularly liked the one about the three little kittens who lost their mittens. She would come to me every few minutes and say "Talk about the kittens". Well, all this was a real treat for me. It had been several years since I had been with any of my children or grand-children for Christmas.

My other son, Red, who lives at Cairo, Illinois and is manager of the radio station there, has just built a home that seems to me to be the answer to everyone's hopes. They were married at the beginning of World War II and the furniture and appliance situation was very low as you may

remember. There was a freeze on all electric appliances and the furniture had no springs and not much of anything else. So now they have what they have worked for all these years. They have two lovely girls, Karen Sue and Lynn Rae. Lynn is the life-sized doll sitting on Janet's lap in this picture. Karen is standing by Red. She is a charming girl, very talented and a good student. Janet and Red have red hair and the two girls have reddish glints or highlights in theirs.

In this picture the carpeting is pink, gray and black. The walls are gray, the drapes pale pink. The chair Red is sitting in is dark green, Janet's is coral. The divan is charcoal gray with decorator pillows in pink, turquoise and lime. The lamps are pink and black. They also have indirect lighting in pink. They have a family room, the second living-dining room, which has bamboo furniture, walls of California Redwood stain paneling with Red wood ceiling rafters. It has hardwood block floors, furniture covered in charcoal gray with pink and lime accents. The pictures and figurines are pink, lime and gold. Now I must go to Cairo next summer. Karen will be 12 years old next birthday and Lynn Rae will be six.

The recipes on the next page have all been requested for this month. I hope you will find one there that you like particularly. The "Frozen Strawberry Pie" is wonderful.

Until 9:00 every morning, Monday thru Saturday, Bless your hearts.

Goodbye—Bernice.



Four redheads, that's the title for this picture of Bernice's son Red and family.



Homemaker's Guide

HOMEMAKER'S VISIT

By **BERNICE CURRIER**

FROZEN STRAWBERRY PIE

CRUST:

- 1½ c. sifted flour
- 1¼ c. brown sugar
- 1 t. soda
- ½ t. salt
- 1½ c. oatmeal
- ⅔ c. butter or margarine

Sift first four ingredients, cut in butter, mix in oatmeal and put ½ of this in bottom of pie pan patting down well.

FILLING:

1 pint frozen strawberries drained. Mix together 1 c. sugar and 3 T. cornstarch then add this to the juice and cook over low heat, stirring constantly until thick. Then add the berries. Put this over the bottom crust, cover with the remaining crumbs and bake in moderate oven 30 minutes. Serve with whipped cream.

MY FAVORITE RED DEVILS FOOD CAKE

- A—½ c. shortening
- ⅛ t. salt
- 1 c. sugar
- B—½ c. cocoa
- ⅓ c. cold water
- C—2½ c. sifted cake flour
- D—1 c. cold water
- E—1 t. vanilla
- 3 egg whites beaten
- ¾ c. sugar
- 1½ t. soda in t. boiling water

Cream A well, add B blended, then alternately add C and D. Combine E and fold into first mixture then beat 50 strokes. Line two 9 inch layer pans, grease them, pour in batter and bake 25 minutes at 350°.

LATTICE TOP FOR PIES

- Step 1 —
Put first strip across center and seal to edge.
- Step 2 —
Lay second strip across center at right angles.
- Step 3 —
Lay 2 strips across, one on either side of center strip.
- Step 4 —

Repeat step 3 in opposite direction.
Step 5 —

To put final strips in place, lift the first strip at either end, lay the strips across and the lattice is complete.

This lattice requires 10 strips in all.

WHOLE WHEAT BREAD

One Loaf

- A—1 package dry yeast
- ¼ c. warm water
- 1 t. brown sugar
- B—⅔ c. warm water
- 2 T. brown sugar
- ½ t. salt
- 1 T. soft shortening
- ⅔ c. whole wheat flour
- About 2¼ c. sifted white flour

Combine A and let stand till bubbly. In to large bowl combine B and beat till smooth. Add A and beat. Add 1 c. white flour and beat, cover and let stand 30 minutes. Then beat in the remaining white flour, put out on floured board and knead till smooth, elastic and satiny. It will be a little more sticky than all white, but knead in as little white flour as possible. Put it in greased bowl, cover and let rise to double. Punch down, put on board, make into a loaf, put in greased loaf pan, cover, let rise to double. Bake about 45 minutes at 350°.

MRS. BARKLEY'S WHITE BREAD

One Loaf

- A—1 package dry yeast
- ¼ c. warm water
- B—1 T. lard
- 1 T. butter
- ¾ c. warm milk
- C—1 t. salt
- 1 T. sugar
- About 3 c. sifted flour

Dissolve A in large warm bowl and keep warm. Combine B and let stand in warm place till melted. Add C and A. Sift flour into yeast mixture to make spongy dough. Knead well on floured board, put in greased bowl, cover, let rise to double, punch down and put out on board and knead a few times. Shape into loaf, put in greased pan, cover, let rise to double. Brush top with cream. Bake about 45 minutes at 350°. Turn out on rack on side to cool. Do not cover while hot.





"THE FARMER'S WIFE"

By FLORENCE FALK

This February let's do some entertaining "Just For Fun"!!!

Serve:

Jelly roll decorated with red cherries and green leaves.

Washington Pie: 4 thin layers of cake filled with red jam. Place cutout hatchet on top and dust with powdered sugar. Remove hatchet and you'll find the design.

Vanilla Ice Cream—top with red cherries, serve on blue plates.

Want to be hearty?

HEART—shaped biscuits

Applesauce sprinkled with HEART-shaped cinnamon candies.

HEART-shaped chocolate cake with fluffy pink frosting.

HEART-shaped pieces of cream cheese with cranberry jell and crackers.

HEART-shaped molds for salads, cakes and desserts.

Use real lacy paper doilies over shiny red shelf paper for place settings.

Nothing more appropriate in February than a patriotic luncheon. Use red, white and blue as your table settings. Blue cloth, white china, red fringed napkins. You can work out other combinations.

You might for a change "cobble" up this luscious FRUIT COBBLER for dessert:

Combine 1 c. sugar with 1 T. cornstarch and stir in gradually 1 c. boiling water. Bring to a boil and boil for 1 minute then add 3 c. of any type fruit. (Cherries are traditional February fare.) Pour into a buttered baking dish, top with 1 t. butter and a dash of cinnamon or nutmeg. Drop shortcake dough by spoonful onto the fruit. Bake in a moderate oven 375° for about 30 minutes.

Bet YOU'D cross the Delaware for a dessert as smooth and delightful as this:

GEORGE WASHINGTON ICE CREAM

Heat 30 marshmallows in ¼ c. milk over low heat, stirring until texture is smooth. Remove from heat and stir in ¾ c. milk and ½ c. coarsely chopped maraschino cherries ½ c. crushed or ground bittersweet chocolate. Fold in 1 c. of cream whipped and freeze until mushy, stir to blend and then freeze until firm. You may freeze these in fluted paper baking cups and garnish with cherry halves and arrange bits of green gum drop for stem and leaves. Serve to 6 lucky people.

In keeping with February spirit — "Can't tell a lie, it's scrumptious pie!"

Combine 2 c. drained canned sour cherries with ¾ c. honey, and ¼ c. cherry juice, ¼ c. quick cooking tapioco and 2 t. butter. Pour into unbaked pastry shell. Individual ones would be nice. Top with pastry strips, lattice fashion or use pastry cutouts, hearts, hatchets, etc. Bake 10 minutes in a hot 450° oven and then reduce heat to 350° and bake 40 minutes or until done.

* * * *

Short cuts for busy people! ! !

Topping for pork chops — add orange slices before broiling. These two were just made for each other!

* * * *

Toast ¼ cup chopped nuts and 2 T. of poppy seed in butter and serve over hot cooked noodles.

* * * *

Fill a little cheesecloth bag with pickling spices and drop into the stew pot, perks up the stew and is very flavorful indeed!

* * * *

If your lettuce looks tired, place it in water with salt and a good squeeze of lemon juice. It really works!

* * * *

Serve whipped cream mixed with crushed pineapple over hot gingerbread. Yummy! !

* * * *

Make a company cole slaw by adding to your favorite cole slaw recipe a few chopped peanuts and a diced banana. Serve at once.

* * * *

As a soup lover remember, a pinch of sugar in any soup sharpens the flavor but doesn't make the soup taste sweet.

* * * *

Chocolate curls hard to make? Oh, no! Just take a square of chocolate and peel off the curls with your vegetable peeler right over the dessert.

* * * *

Luncheon tempters — spread slices of leftover meat or ham loaf with butter and prepared mustard and broil 2 minutes on each side.

* * * *

Chicken loves pineapple — bring canned pineapple sirup to boil with 1 t. curry powder and add the pineapple slices. Heat through and enjoy over chicken or as a garnish to roast fowl.

* * * *

Fruit cocktail with a dash of almond flavoring ranks high in taste treats!



Hungry New York 'See It Now' Crew Invades Iowa Farm Home

Florence Falk and Family Are Subjects For Famous Edward R. Murrow Show

by FLORENCE FALK
KMA's Farmers Wife

Greetings from the farm! !

Wish it were possible to visit with you over a cup of coffee. Not possible so will jot down, at our Guide Editor's request, a few highlights of happenings here on the farm lately.

Life has somewhat simmered down a bit and you know everything seems almost like a wonderful dream, now.

KMA's very genial and energetic Toke Nelson called Thursday January 5 to tell me that television cameras would be here on Friday morning to take some pictures. Mentally, I shuddered for when he called, every available chair and space had Christmas decorations. A later message called to the effect they would be here on Saturday morning, so-o-o Friday evening the camera crew from New York Headquarters of Edward R. Murrow's "See It Now" television program came out to the farm to check over the situation.

Details were studied and when I say details that is the exact statement. You have never seen such precision planning. When we heard they would be here at 7:00 a.m. Saturday, the farmer and I invited them to come for breakfast with us on the farm.

At 7:00 sharp the camera crew, all 5 and Toke Nelson were here. Ralph Childs came about 8. Hot coffee was ready and really with a temperature of 5° that morning it was needed. After the vast amount of equipment was unloaded they were all more than ready to sit down at the table in the kitchen for breakfast.

Just a country breakfast. With Karen and Bruce helping they were served citrus fruits, ham, sausage and bacon with eggs, hot pecan rolls, butter, Swedish rye bread, strawberry jam, plenty of coffee, fresh frozen peaches and cookies. The reason for "3" meats—obviously, we're talking pork all over the place and what better way of showing top quality in this product.

After breakfast, the sound equipment television cameras, lights and all were set up and that was an education for sure. There were at least 5 big heavy light bulbs and do you know some were just regular

pig brooder lamps. It was light and hot here, for sure. There were wires and electric cords from here to there.

The big camera was set up and then rehearsals began. (About an hour later the thought struck me I hadn't notified the Rural Electric Cooperative at Stanton—so phoned Alan Swanson and in a short while the crew was here to stand by for any emergency, which we're happy to report didn't happen.)

Rehearsals for the actual 2 minutes of final time took almost 2 hours, getting everything down to correctness. At one time a light went out, another time it was discovered Ralph Childs didn't have the head phones on, technical details. I goofed but good on my lines, one time and so it went.

The crew was so patient, understanding and explained everything so well that it was fun.

Quite an experience for sure. Plenty of flash pictures were taken and just before all the equipment was packed to return, we all lined up for group pictures.

You know it's a small world after all. Had anyone told me that total strangers, New Yorkers with a national television show would share breakfast with us on the farm, in my mind nothing could have been more fantastic.

But it is true, they were here, we had a wonderful time, the nicest people. Some Iowa ham and bacon flew back with them to the East. People are wonderful the country over.

The farmer and I were assured that should any of the crew be near here in the future they'll at least drop in for a cup of coffee.

After leaving here the crew went to Omaha, boarded a plane and flew back to New York, thereby finishing another assignment.

Those who came were Mr. and Mrs. Edmond Scott (Field Reporter and Director of Operations), Lee Rossi (Director of Photography), David Blumgart (Sound Technician) and Robert J. Clemens (Cameraman). (Added Editor's Note: Florence is very modest. Not only for the Easterners, but also for Ralph Childs and myself, it was one of those breakfasts that city people dream about. The Falk's had just butchered a lean-type hog, and Florence served the most delicious ham, sausage and bacon I've tasted in years. The eggs, coffee, special peaches, Swedish bread, country butter, and pecan rolls were out of this world.)

KMA Daily Programs For February, 1956

960 ON YOUR DIAL

5000 WATTS — ABC

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

- 5:00 a.m.—Town & Country Hour
- 6:00 a.m.—News & Weather
- 6:15 a.m.—Rural Electric Reporter (Tu. & Th.)
- 6:15 a.m.—Wester Star Time (MWFF)
- 6:30 a.m.—Merrill Langfitt
- 7:00 a.m.—Dean Naven, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Markets
- 7:35 a.m.—Merl Douglas
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Breakfast Club
- 9:00 a.m.—Bernice Currier
- 9:30 a.m.—When A Girl Marries
- 9:45 a.m.—Whispering Streets
- 10:00 a.m.—Kitchen Club
- 10:15 a.m.—Tater Quiz (M.W.F.)
- 10:15 a.m.—Housewives Serenade
- 10:30 a.m.—Florence Falk
- 11:00 a.m.—Back To The Bible
- 11:30 a.m.—Tennessee Ernie
- 11:45 a.m.—Morning Markets
- 11:55 a.m.—Joe Faassen
- 12:00 noon.—Dean Naven, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Jack Gowing
- 12:45 p.m.—Markets
- 1:00 p.m.—Dick Mills Show
- 2:30 p.m.—Party Line
- 3:00 p.m.—Dick Mills' Show
- 5:45 p.m.—Bill Stern
- 6:00 p.m.—Farm Bulletin Board
- 6:15 p.m.—Andy Parker
- 6:30 p.m.—Ralph Childs, News
- 6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

- 7:00 p.m.—Club 960
- 7:30 p.m.—Voice of Firestone
- 8:00 p.m.—Club 960
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

TUESDAY NIGHT

- 7:00 p.m.—Club 960
- 7:30 p.m.—Life Is Worth Living
- 8:00 p.m.—Club 960
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 10:30 p.m.—KMA Sports Roundup
- 10:45 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

- 7:00 p.m.—Club 960
- 9:05 p.m.—Boxing Bout
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

- 7:00 p.m.—Club 960
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

FRIDAY NIGHT

- 7:00 p.m.—Club 960
- 8:00 p.m.—Basketball Game
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Club 960
- 10:30 p.m.—Sports Roundup
- 10:45 p.m.—Club 960
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

- 5:00 a.m.—Town & Country Hour
- 6:00 a.m.—News & Weather
- 6:15 a.m.—Merl Douglas
- 6:30 a.m.—Merrill Langfitt

- 7:00 a.m.—Dean Naven, News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Merl Douglas
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—This Week In Sports
- 8:15 a.m.—Saturday Shopper
- 9:00 a.m.—Bernice Currier
- 9:30 a.m.—No School Today
- 10:00 a.m.—Inner Circle
- 10:30 a.m.—Florence Falk
- 11:00 a.m.—Back To The Bible
- 11:30 a.m.—Mellow Men Quartet
- 11:45 a.m.—Practical Land Use
- 12:00 noon.—Dean Naven, News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Jack Gowing
- 12:45 p.m.—Market Review
- 1:00 p.m.—Sat. Matinee
- 5:45 p.m.—Bob Edge
- 6:00 p.m.—Farm Bulletin Board
- 6:15 p.m.—Manhattan Melodies
- 6:30 p.m.—News
- 6:45 a.m.—Here's To Veterans
- 7:00 p.m.—Bancing Party
- 9:00 p.m.—Hotel Edison Orch.
- 9:30 p.m.—Lawrence Welk's Army Show
- 10:00 p.m.—Ralph Childs, News
- 10:15 p.m.—Guest Star
- 10:30 p.m.—Proudly We Hail
- 11:00 p.m.—News
- 11:05 p.m.—Music In The Night
- 11:55 p.m.—News

BASKETBALL SCHEDULE

- Feb. 3—Corning at Clarinda
- Feb. 10—Glenwood at Shenandoah
- Feb. 17—Red Oak at Chesandoah

GIRLS SECTIONAL AT CLARINDA GYM

- Feb. 2—7:00
- Feb. 4—7:00

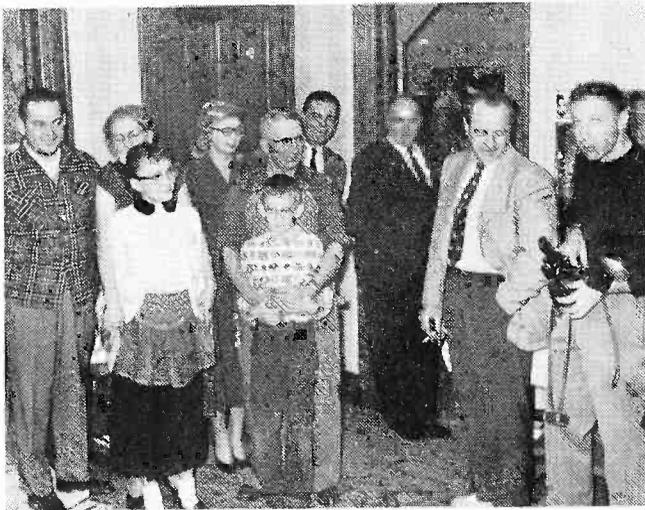
SUNDAY PROGRAMS

- 6:30 a.m.—Musical Clock
- 7:00 a.m.—News and Weather
- 7:15 a.m.—Musical Clock
- 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.—Sun. Album
- 12:00 noon.—News
- 12:15 p.m.—KMA Roundtable
- 12:45 p.m.—Platter Party
- 1:00 p.m.—Light & Life Hour
- 1:30 p.m.—Wings of Healing
- 2:00 p.m.—Newstime
- 2:15 p.m.—Sun. Worship

Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.

KMA's Family Album



"SEE IT NOW" CREW VISIT AT FALK FARM

Here's a group picture taken at Florence Falk's home, as the camera crew and reporter-directors and wife visited with the family, and shot about 1,500 feet of film for Ed Murrow's famed "See It Now" show. That's Florence with Karen, the Farmer with arms around Bruce, and that's KMA's Ralph Childs second from right.

CAMERA CAPTIVATES BRUCE, KAREN FALK

Famed cameraman Leo Rossi (dean of the American newsreel cameramen and head film specialist for News of the Day for 20 years) shows Karen and Bruce Falk how the big sound-on-film camera operates. As Florence explained on her show, the "contraptions thrilled the kids."



MIKE HEUER'S HOME, AND THE WATCHDOG

This is a winter day's view of the new home of Mr. and Mrs. Mike Heuer, KMA's nighttime disc jockey, heard each night from 7 until 11. Black spot at front left is staunch defender of the property rights, name of Blackie.

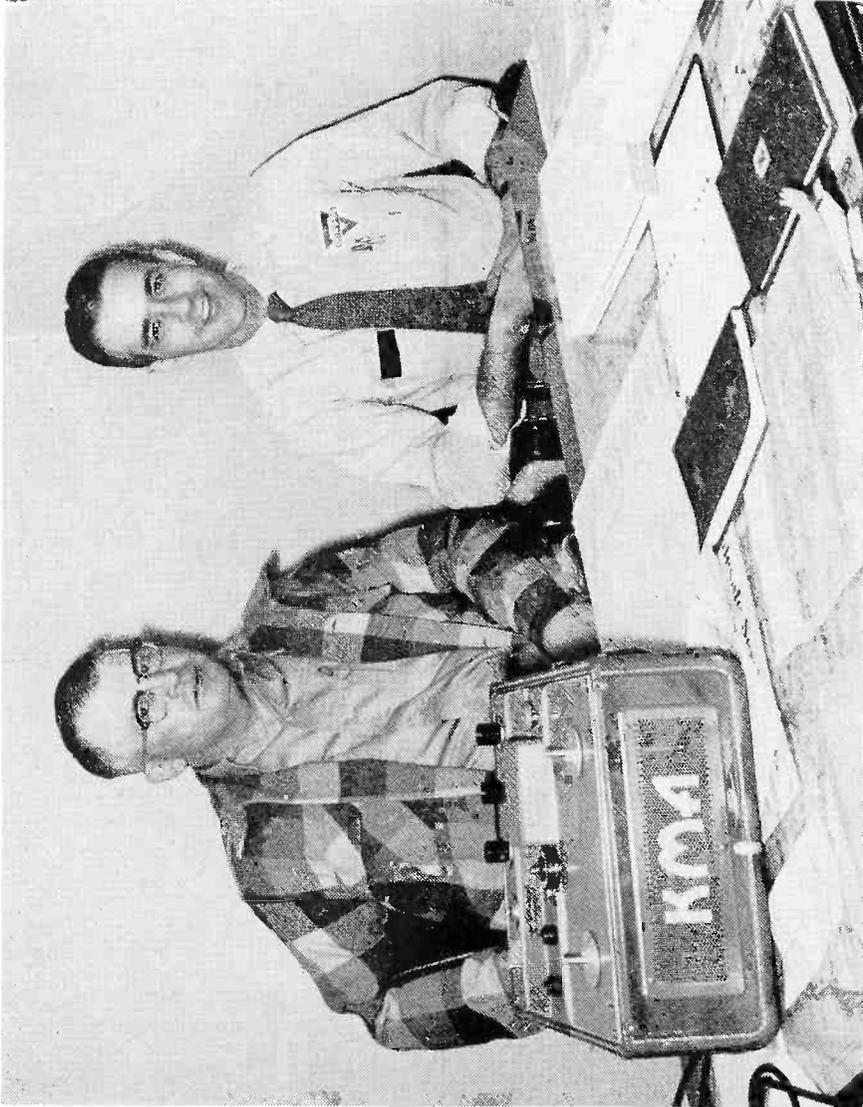


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Jack Gowing, KMA's Midwest Farmer, interviewed these two men; Jess Bishop, a Cass County, Iowa farmer; and Paul Haas, oil station proprietor and owner of Atlantic Building and Supply, on his Practical Land Use Show, which is heard each Saturday noon at 11:45. Jack and two other farm experts cover the Midwest, getting on-the-spot interviews for the informative show.