

The KMA Guide

Vol. 10

No. 1

JANUARY, 1953

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Muscotah, Kansas... Just recently we celebrated our 25th Silver Wedding anniversary so, as a gift to ourselves, I am enclosing \$1 to renew our subscription to the KMA GUIDE. We have enjoyed the KMA GUIDE very much in the past, and we are steady listeners of KMA.

Lillie D. Earleywene

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Skidmore, Missouri... I received my KMA GUIDE and enjoyed every item and picture in it. I would like to see a picture of each KMA entertainer. This would be quite interesting to me and to others also.

Mrs. Beverly Howard

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Hamburg, Iowa... Enclosed you will find \$1 for the KMA GUIDE. Sure wouldn't want to miss a single issue as we all read it from cover to cover and enjoy it so much.

Miss Ada Phillips

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Dedham, Iowa... I am enclosing \$1 for another year of the KMA GUIDE. We look forward to this grand magazine every month. If it would cost \$5 a year we wouldn't be without it.

Miss Delores Koester

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Barnard, Missouri... Enclosed is my \$1 for the renewal of the KMA GUIDE. We can't do without this little magazine. We listen to all the programs and think KMA is tops on entertainment.

Edward Hazelrigg

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Green City, Missouri... Am enclosing \$1 for my renewal to the KMA GUIDE for another year. My family and I get a lot of good reading from this magazine and also like the recipes. I listen to KMA on the radio and enjoy the programs very much.

Mrs. Jessie C. Custer

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Riverton, Iowa... Enclosed you will find \$1 which renews my subscription to the KMA GUIDE. I have taken it since December, 1945 and just couldn't keep house without this friendly magazine.

Mrs. Susie Booker

Cover Picture—

Dear Readers:

On the front page of this issue of the KMA GUIDE we have given you a camera-eye view of the old year with the last twelve issues of the KMA GUIDE.

We hope you have enjoyed reading our magazine as much as we have enjoyed bringing it to you.

If you enjoyed seeing, and reading about the KMA personalities that we have brought into your home in the past year, we know that you will enjoy the issues in the months to come.

The KMA GUIDE staff and all the KMA staff artists wish to take this opportunity to wish you a happy, prosperous New Year.

KMA GUIDE STAFF

Merrill Langfitt Interviews Ezra T. Benson

Merrill Langfitt, KMA's Farm Service Director, flew to Kansas City before the holidays in KMA's airplane, to interview President-elect Eisenhower's choice of Secretary of Agriculture, Ezra T. Benson.

They discussed the livestock feeding problem in the Midwest, and Benson was quoted as saying that he was against all OPS controls that limit initiative.

Livestock people feel that such controls have been troublesome, poorly administered, and have caused serious losses to livestock producers.

The losses to farmers have not resulted in lower prices to the consumers. Consequently, livestock feeders in general, feel that efforts to regulate farm prices have benefited no one.

Merrill was accompanied on the trip by O. C. Swackhamer, President of the Midwest Livestock Feeders Association, and Wayne Anderzohn, Treasurer of the Midwest Livestock Feeders Association.

The KMA Guide

A Chat With Edward May

In a rather casual manner I just tore the month of December from the calendar. Thus another year has come to a conclusion. I hope it was a successful year for you. Outside of a few minor mishaps at our house, I can safely say that all of the May's came through 1952 successfully. I hope 1953 will be as generous with all of us.

The picture used in this month's column was suggested by one of the radio listeners. The center of attraction in the picture is "Mickey," Annette's green and yellow parakeet. In addition are the two girls, Annette and Karen, fondly watching their pet. When Al Johnston, KMA's Guide Editor, was trying to take the picture for the Guide "Mickey" didn't feel like cooperating too well. Probably because Al was a stranger to him. Generally "Mickey" is quite friendly — will sit on your shoulder and climb to the top of your head. He provides a great deal of comfort and pleasure for both Annette and Karen. Annette is busy trying to teach "Mickey" to talk. I hope within a relatively short time he will be able to say his name.

The arrival of the New Year finds us quite busy at Shenandoah. At the seed house we are busy mailing our new Spring

catalog, and at KMA we are reviewing the events of the past year in hopes that we can improve our programs and our service for you listeners. We always enjoy hearing from you and appreciate your many kind suggestions.

Our new home is coming along nicely and we are spending our evenings looking through our new Spring catalog, to see what we will want to plant come spring.

We are slightly mystified about when we will get to move into our new home. We plan to move in April, the carpenters told us we could move in March, our friends, who we show through the house, say not to plan on moving in 'til May. I guess we will have to wait and see.

This is the month when sixty-five will commence the KMA tour in which we will stop at many points of interest in the Caribbean. I wish all of you could go with us but, since you can't, perhaps we can take you on our tour by means of the radio. Merrill Langfitt and I will be doing tape recordings in which we will attempt to describe the many points of interest, and these recordings will be played on KMA. I hope those of you who can't journey with us will listen to KMA and prove to be good armchair travelers.

We are also taking cameras along so that we will be able to give you a picture story of our trip in the KMA Guide.

With the ground and roads by our house covered with snow, Annette and Karen have become sledding enthusiasts. I might add that I have been bitten by the bug myself.

Karen and Annette's sleds are circular instead of the conventional wood with runners. They sit in the middle and down the hill they go, turning round and round as the sled progresses down the hill. A couple of weeks ago some friends of ours were over to the house, so I thought I would show them how the sleds worked.

Taking a sled outside to the driveway I placed it on the ground and got in. Away I went! Sliding sideways and then turning completely around, the sled finally came to a stop and I got out. I found to my surprise that it was just as much fun sledding now as when I was a boy.

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Karen sits and watches Annette play with Mickey the May parakeet.



TEN BEST FEATURE STORIES ON "TIME CAPSULE"

"Time Capsule", the first regularly scheduled radio program specifically designed to be re-broadcast 100 years in the future, have their own original list in this season of "ten best" lists. Bill Berns, producer and narrator Arthur Van Horn of the ABC Radio networks TIME CAPSULE have come up with a list...that of the best feature stories of 1952.

In these stories are the fads, fancies and crazes of 1952 which pass with the year and become a part of the memorabilia of these times.

1. President Truman playing the piano.
2. Puerto Rican delegate Romany supplying a light touch at the Republican convention.
3. Eye-witness reports on the "flying saucers."
4. The psychologists' field-day — the college-student pantie-raids.
5. A summary of the wiles of the Prince of Wails, crying Johnny Ray, with a commentary by Downbeat editor Leonard Feather.
6. The marriage of Li'l Abner and Daisy

Mae, as explained by cartoonist Al Capp.

7. Bernarr MacFadden's parachute jump.
8. Be-bop stories told by musicians Bobby Sherwood and Buddy Rich.
9. The American land-locked "Loch Ness monster" — eye-witness stories from way down south.
10. Story of the London busses that crossed the United States — narrated by London bus-driver Ted Hearn.

All of these stories were broadcast on TIME CAPSULE, heard over KMA, Sundays from 6:30 to 7:00 P.M.

"Curly Dale Sings" New KMA Show

Every afternoon at 1:15, Curly Dale goes on the air along with Coy Martin, and Morrie Jones. Curly, whose songs have entertained thousands throughout the KMA area, will sing and play requests on his 15 minute program. There will also be songs by Coy Martin and Morrie Jones. This has turned out to be a delightful 15 minute program; heard every day Monday through Friday over KMA.

Warren Neilson Covers "Operation T-Bone"

Audubon county just completed its second annual "Operation T-Bone," promotion.

Though the cattle market was a bit unsettled this year, the group shipment was a big benefit to the shippers.

"Operation T-Bone" was Banker Al Kruse's idea of supplying quality cattle and calling attention to this fact. It has paid off many times on the publicity which attends the operation.

This year, Warren Neilson, KMA Program Director with thirty-two Audubon county feeders, and nearly as many business men, accompanied the stock cars to Chicago.

After the train arrived at Chicago the promotion received wide attention and KMA was on hand to make broadcasts of interviews with Emil Ruben and Julius Hansen; Walter Snyder; Hans Nasby; A. A. Kruse and Milton Struck; and with

K. V. Christiansen, Earl Foster, and Joe Sklenar, have been carried over the air. Another broadcast with W. W. Prince, President of the Chicago Stockyards and Warren Neilson was also carried over KMA.

All in all, everyone connected with "Operation T-Bone" thought it a huge success.



Left to Right: Edgar Miller, Audubon, Warren Neilson, Everett Black, Audubon, Norman Henriksen, Gray.

ABC Boasts Many Top Flight Reporters and Commentators

Reporting Styles

Varied and Interesting



Elmer Davis reporting the news.

ABC boasts some of the nation's top flight reporters and commentators and they bring you the most complete coverage available over KMA.

Such famous names as Elmer Davis, Drew Pearson, Walter Winchell, Edwin C. Hill and John Daly, are just a few you can hear by turning on your radio.

Each has his own style and each gives his own interpretation of today's news. We will try to give you a thumb-nail biography of two newsmen who are a household by-word.

Elmer Davis is heard over KMA, Monday through Friday at 9:45 p.m. He is well known as a radio commentator, author and journalist.

Born in Aurora, Indiana, Davis was educated at Franklin College and was a Rhodes scholar at Queens College, Oxford University. From 1914 to 1924 he was on the editorial staff of the New York Times where he won a reputation as one of the country's top journalists.

Davis became one of the best known names on the air when in 1939 he became a news analyst for the Columbia Broadcast-

ing System, a post he held until 1942 when he resigned to become Director of the Office of War Information. This government post he held until Japan and Germany capitulated.

Drew Pearson's rise to success stretches around the world — with rungs in such far off places as Yokohama, Vladivostok, India and the Balkans.

Wanderlust manifested itself again and again after Pearson graduated from Swarthmore College in 1919. Pearson set off for the Balkans and completed two years of relief work in a town that grateful citizens later renamed Pearsonavatz.

He later shipped out of Seattle as a seaman and visited Japan, the Syberian port of Vladibostok, the China coast cities and the Philippines.

Pearson spent the next few years writing for newspapers in Australia, India and South Africa. Back home again in 1926 Pearson migrated to Washington via the editorship of the United States Daily and Washington staff member of the Baltimore Sun. He is heard Sunday night at 5:00.

Perhaps the best yardstick for the popularity of ABC's newsmen can be found in the words of Elmer Davis, when he said, "I try to explain the news — one of the most important and responsible joys anyone can undertake in these times."



Drew Pearson behind the ABC microphone.

Jack Gowing Joins KMA

KMA's new Associate Farm Service Director, is Jack Gowing. His duties will consist of radio broadcasting and assisting in all the farm service programs in connection with KMA Farm Department.

For the past year, Gowing has been Farm Service Director at St. Joseph, Missouri.

Jack, who is a local boy, was born in Page County, Iowa, and graduated from Shenandoah High School in 1943. He is a graduate of Iowa State College, Department of Agricultural Education.

There will be a picture of Gowing, along with a story in the February issue of the KMA Guide.

KMA To Carry President Truman's Farewell Message

President Harry S. Truman's informal "Farewell Message to the Nation," origination in Washington, D. C., will be heard over KMA via the American Broadcasting Company on Thursday, January 15th, from 9:30 to 10:00 P.M.

Addressing the nation on an informal basis, the Chief Executive will speak from the White House, just five days before the Presidential Inaugural ceremonies in the nation's capital for President-elect Eisenhower.

Homemaker's Night Feature Spring Styles Fun, Prizes

Schoenberg Style Shops, of Clarinda and Red Oak, Iowa, are the sponsors of the first homemakers show of 1953, to be held March 3.

Being held at night, KMA and Schoenbergs believe that guests who couldn't otherwise attend will be able to make it at night.

Previews of spring fashions will be shown and prizes will be given away to lucky ladies in the audience. For full details on prizes, time, and personalities who will be there to entertain you, read the February issue of the KMA GUIDE.

KMA Helps Rescue Stranded Travelers

Last month KMA newscaster Ralph Childs received a frantic distress call from Mrs. Earl Neal, hostess to about 125 stranded travelers. They had been trapped there for four days. According to her urgent plea for help all edibles, including baby food, had been consumed and all that was left was milk and coffee. The snow bound company included many children and babies.

They wondered why someone did not come and expressed doubt that they were still in the United States. They had been trying to get aid from the Sheriff's office and the Highway Commission but had failed.

Reports had been circulated all roads in the area were open.

Warren Neilson, announcer and program director, and entertainer Curly Dale loaded a ski plane with food and Kenneth Moles of the Shenandoah Airways, Inc. flew Warren to the stricken area.

Warren reported that there were considerably more than 125 people. The people were very grateful for the food, he said. Before the plane took off from Shenandoah, the Highway Commission Office at Red Oak was summoned. Snowplows and REA representatives were on the scene before Neilson and Moles returned to Shenandoah near noon.

Mrs. Earl Neal wrote to us as follows: "Thank you very much for your aid. Next time we will know how to get some action."

Forecasts For The Month

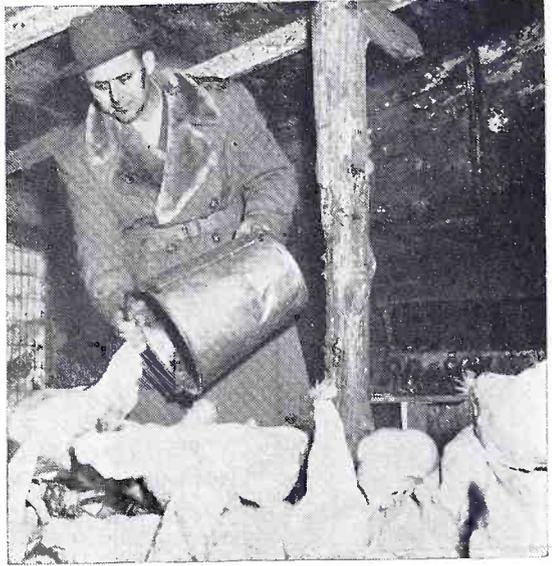
- ★
- Jan. 13—Margaret Parker, staff artist.
 - Jan. 14—Curly Dale, staff artist.
 - Jan. 17—Esther Burrichter, wife of assistant chief engineer Don Burrichter.
 - Jan. 17—Carole Ann Burrichter, daughter of assistant chief engineer Don Burrichter.
 - Jan. 20—Homemaker Edith Hansen.
 - Jan. 27—Ruth Douglas, wife of entertainer Merl Douglas.
- ANNIVERSARIES:
Jan. 4—Esther and Don Burrichter.
BIRTHSTONE: Garnet
FLOWER: Carnation
- ★

Grass Root Notes

By **MERRILL LANGFITT**
KMA Farm Service Director

Here is the first picture of our poultry flock. At present we have 98 pullets and are getting from 60-70 eggs per day. These are all young pullets, just going into production, so it looks now like we will have a 70% egg production very soon. We made a few mistakes in our feeding program at the start. We were feeding a 25% protein in one feeder and scratch grain in the other. We soon found out the hens were filling up on the scratch grain and not eating enough protein. The result was that we weren't getting many eggs. We have now switched to a complete mash containing about 20% protein, supplemented with a small amount of cracked corn, and our egg production has increased every day since. I believe laying hens do better on a complete mash feed that is properly balanced. Feed that and nothing else except a little corn, see that they have plenty of water, oyster shell and grit and you should, by that program, achieve the maximum efficiency in egg production. Even at best there isn't much profit in the poultry enterprise. If you charge anything for your labor, there is no profit on eggs at 36¢ per dozen.

We now have 26 head of cattle at our place, including our milk cow. We plan to become as self-sufficient as possible. With our own eggs, milk, butter and meat along with a big garden next spring, we hope to reduce our grocery bill considerably. With dollars a little more scarce, everyone is interested in stretching them as far as possible.



Merrill Langfitt and his poultry flock.

When I was a boy at home on the farm during the depression, every dollar we earned had to buy a full dollars worth of merchandise or services for our family of eight. For the past several years money has been more plentiful and too often we have used dollars to purchase services that we should have done for ourselves. Maybe we are now going into a more sensible economy and a period of greater self-sufficiency.

At any rate the future of agriculture is very bright for the next year as I see it. I hope most of your hopes and wishes for the New Year become a reality.

PATTERN FOR THE MONTH —TOES TOASTIES—

Pamper your feet in hand-made woolies designed for the sole purpose of keeping you warm and comfortable. They're wonderful for lounging and pretty enough to leave on when unexpected friends drop in. The springy soles are crocheted while the sock part is knitted. They are easy to make, launder well and will withstand hard wear. Directions are given for small, medium and large sizes.

If you want to keep your feet warm this winter, send a self-addressed stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. PK 2053. Patterns such as the one shown here appear in each month's issue of the KMA Guide, and are free of charge.





On the
KMA
PARTY LINE

With **DORIS MURPHY**

Here's a picture of Homemaker **BERNICE CURRIER** in robe and with cup of coffee in hand, as she looked the morning she overslept and wakened only 10 minutes before time to go on the air. In describing her feelings, she said: "I was never so scared in all my life as when I looked at the alarm clock and saw it was 10 minutes till 9." She jumped out of bed . . . put on a housecoat . . . bedroom slippers . . . combed her hair . . . made a cup of instant coffee and drank it . . . checked with the engineer to see if her microphone was in working order, and was all set to go when the clock struck nine. Yes, it's amazing all that can be accomplished in 10 minutes when you have to. **BERNICE** thinks she set the alarm the night before . . . but turned it off in the night, without realizing it. She had slept so soundly she hadn't even turned on the furnace early in the morning, as she usually does. Good thing **BERNICE** broadcasts from dining room of her home, or that is one morning

I am afraid her show wouldn't have gotten on the air on time!

MARGE and **LARRY PARKER** have almost as exciting a story about their alarm clock. It had gotten temperamental and would stop every morning and evening at 9:25. They would shake it . . . lay it face down . . . and it would start again. One morning **MARGE** and **LARRY** were leisurely eating breakfast when all of a sudden they heard a familiar theme coming from the radio. They listened and sure enough . . . it was one hour later than they had thought. The old alarm clock had lost one full hour in the night! You can imagine the rush upon discovering the correct time . . . as **MARGE** was due at studio for a program in just 30 minutes. That did it! They went out and bought a new clock and threw the old one in the garbage can. But the old alarm clock wouldn't give up. When it landed in the garbage can, it started running again and ticked all day long. Even with this last burst of faithfulness . . . **MARGE** and **LARRY** knew they couldn't trust it for long, so the poor old alarm clock lost its happy home that night when the garbage was emptied.



Bernice Currier drinks her morning cup of coffee.

WHY the side of a glass coffee jar decided to break and fall out at such an inopportune time, **FLORENCE FALK, THE FARMER'S WIFE**, will never know. But it did! **FLORENCE** was hurrying one morning, mixing frozen orange juice for her son, **Bruce**. She had put the juice in the jar . . . added the water . . . when suddenly . . . the side of the jar fell out . . . and quick as a wink, **FLORENCE'S** clothes were soaked . . . the orange juice even pouring into her shoes. What a surprise! And what a mess!

Because you **KMA** listeners took the time to send in your old eye glasses to **MORRIE JONES** and the Bar Nothing Ranch, many people will be able to see well again! When

The KMA Guide

MORRIE announced on the air, the need for discarded glasses, 106 pairs of old spectacles arrived at the station and were immediately sent to "NEW EYES FOR THE NEEDY" at Short Hills, New Jersey. This non-profit organization staffed by volunteer workers, collect old spectacles and bits of gold and silver scrap, and converts it into new glasses for the needy. Since founded in 1933, "NEW EYES FOR THE NEEDY" has helped more than 70,000 people. Thanks for YOUR contribution!

A lifetime wish for Florence, wife of PGR. DIR. WARREN NIELSON has come true! She now has a baby grand piano . . . something she has hoped for, all her life. Florence will enjoy it doubly, because she is not only an accomplished musician, but is also a fine vocalist, having taken lessons for ten years. I'm sure she'll spend many happy hours with her new piano.

Everyone had a tale of woe the morning they wakened to find everything covered with a slick sheet of ice! PAUL PIPPERT fell flat on the porch, CURLY DALE drove up over the curb to avoid hitting a truck which had skidded crossways of the street, RALPH CHILDS started home and had to turn around and return to the studio. Skids . . . slips . . . and falls was the order of the day!

Hey, we found out BETTY and LYNN aren't the only ones in the SOFLIN family who can sing! When their 4 little nieces, Pattie, 4; Shirley, 7; Donna, 8; and Dollie, 9; sang Xmas songs on the "KIDDIES CORNER" show, we discovered there was plenty more talent in the family. BETTY accompanied them on the guitar.

CURLY DALE'S big black dog "Queen" is always making the headlines! This time she nearly locked herself in the car. CURLY had left the car keys inside the car when he got out. During his absence, Queen in jumping up on the back seat of the car struck the button on the door, locking it. You can imagine the anxious moments CURLY had, when he discovered what had happened. Luckily the door on the other side of the car was unlocked. Maybe if CURLY had left the dog alone a little longer, she would have gotten the complete job done!

January, 1953



Larry and Marge Parker as they do Marge's Song Shop.

Entertainer MORRIE JONES has two very worthwhile hobbies! He attends the Adult Handicraft School at Farragut, and is learning to make beautiful hand tooled leather belts and other leather articles. MORRIE's other hobby is cabinet making, and not only has he learned to make beautiful furniture for their home, but has also made the magnificent double neck electric guitar he uses on his programs every day. And his wife makes and designs attractive Western shirts. Bet their new son Marvin is going to be mighty proud of Mother and Daddy when he grows up and finds out all the things they can do.

Don't you love the homey chatter of MARGE and LARRY PARKER on their new show: "Marge's Song Shop?" Here's the way they look as they broadcast at 2:30 each afternoon. MARGE plays piano and organ . . . they sing solos and duets . . . read poetry and play records . . . they visit about things in their every-day life. Yes, you'll enjoy a visit with the PARKERS every day. And get a kick out of hearing about the good things LARRY can cook (with the help of his collection of 90 cook books.) They live in an apartment two blocks from the studio, and are just as wonderful as they sound on the air.

FLASH: The nicest Christmas present in the world has arrived at the home of ANNOUNCER MERL DOUGLAS. A new baby girl . . . Valerie Jo . . . weight 7 lb. 7 oz. . . born December 23rd. Look for picture next month.

Frank Comments

By FRANK FIELD

This is the oldest grandson, Johnny Fishbaugh, doing his daily piano practice. Remember, I mentioned last fall that his folks had gotten a piano, and that both John and his mother were going to take piano lessons. They started taking lessons just three months ago, and already they are pretty well over into the first year book. The piano teacher comes once a week and gives them their lessons, and then they practice one hour each day.

In spite of the difference in their ages, they are running about neck and neck, so far as learning to play is concerned. In other words, they are both getting along very nicely and like it immensely.

Johnny is ten years old now and in the fifth grade at school. It isn't very hard for either one of them to find the time for practicing in the winter time, but in the summer it is apt to be quite a different story. Zo likes to spend as much time as possible out in the yard with her flowers, and naturally, Johnny has to do a certain amount of playing with his gang. But in spite of all this, I think that the practicing will get done. No, they have not set any date yet for their first public piano recital.

In the November issue of the Guide, you saw a picture on this page of little Bill with his parakeet Dagwood, on his finger. Well, just a few days after that picture was taken, during that first hard cold snap, Dagwood got out through the back door one day, and disappeared. Bill searched that whole end of town for nearly a week, but never found any trace of him. Either he froze to death in the cold weather, or else a cat got him. Bill felt so bad about it, that I gave him another bird which Bill calls Pete. He isn't quite as tame yet as Dagwood was, but Bill works with him very patiently every night after school and is really making a lot of progress. Pete will ride around the house on his finger and is a lot of company for Bill.

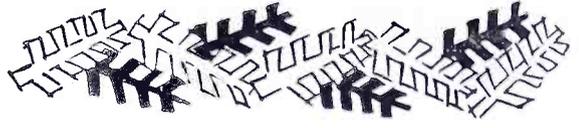
Jenny is getting pretty much provoked at Jim, our orange colored canary, which we got

last fall. Just in the last few weeks he has noticed that the days are getting a little longer and the nights a little shorter, so he starts singing about 5:30 every morning. Jenny tries putting a cloth over his cage at night, but the next morning the cloth is always on the floor, unless she has it pretty thoroughly pinned in place. Of course, it is pitch dark yet at that time of the morning, but he makes just as good an alarm clock as any rooster you ever saw.

There isn't anything new to report about any of the other members of the family, except that Peggy reports that Chris isn't quite such a good baby as he used to be. He is getting to the age now where everything has to be put upon high shelves out of his reach. Jim is taking flying lessons in his spare time, and they hope to be able to buy a plane by next summer so they can come home on weekend visits occasionally. They are living in a suburb of Dallas, out near the Temco plant, and like so many of the modern big cities, there is a nice big shopping center within walking distance of where they live.

We don't get to see much of big Johnny, Maxine and little Danny anymore, as Johnny is so busy with the Field Family magazine and the Hamburg Reporter that they are pretty well tied down. However, all of the kids were home for Thanksgiving with the exception of Peg and family, so we got enough visiting done then.





HOMEMAKER'S GUIDE

Homemaker Visit

By **BERNICE CURRIER**

ONE DISH DINNER

- 6 ounces spaghetti
- 1 large can baked beans
- 4 firm ripe tomatoes
- 1 teaspoon salt
- 1/8 teaspoon pepper
- 1/2 cup fine bread crumbs
- 4 strips bacon
- 1/2 cup water

Break spaghetti into boiling, salted water and cook 12 minutes. Drain. In a buttered casserole arrange alternating layers of the baked beans and spaghetti, beginning with beans and ending with spaghetti. If ripe tomatoes are not available, use the whole canned tomatoes. Sprinkle with salt and pepper, then with crumbs. Place the bacon across the top. Pour water over all and bake in (375°) oven for about 40 minutes. Serves 4 large servings.

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CREAMY COLE SLAW

- 1 egg
- 3 tablespoons sugar
- 3 tablespoons cream
- 3 tablespoons vinegar
- 1 small head cabbage

Beat egg and sugar, add cream. Add vinegar and blend. Stir into finely cut cabbage. Makes 8 servings. Green pepper and shredded carrot may be added, also 1 teaspoon celery seed may be added.

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EGG SALAD SANDWICH

- Especially good for school lunches.
- 4 hard cooked eggs finely chopped
- 2 tablespoons chopped sweet pickle or pickle relish
- 1/4 cup finely diced celery and green pepper
- 2 tablespoons chopped parsley
- 3 tablespoons salad dressing
- salt, pepper to taste.

Combine all together and use for 5 large sandwiches, using 10 slices of bread. Especially good on whole wheat bread.

MEAT PIE WITH CORN MEAL TOPPING FOR FILLING

- 1 cup chopped cooked carrots
- 1 cup chopped diced celery
- 1 cup cooked diced potatoes
- 1/2 cup cooked peas
- 1 tablespoon grated onion
- 3 cups diced left-over roast beef
- 2 cups gravy

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FOR THE TOPPING

- 3/4 cup corn meal
- 1/3 cup flour
- 1/2 teaspoon salt
- 1-1/4 teaspoon baking powder
- 1 egg yolk
- 2/3 cup milk
- 1 tablespoon melted butter or margarine

Combine all the FILLING ingredients in a 1-1/2 quart greased casserole. Sift together the dry ingredients of the TOPPING. Combine beaten egg yolk, milk and melted fat. Add to dry ingredients, mixing only until moistened. Pour batter evenly over the FILLING. Bake 20 to 25 minutes in (375°) oven or until corn bread is done. Makes 6 large servings.

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POTATO CHIPS AND TUNA CASSEROLE

- 2 tablespoons butter
- 2 tablespoons flour
- 1 cup milk
- 1/4 teaspoon salt
- 1/8 teaspoon pepper
- 1/8 teaspoon paprika
- 1/4 teaspoon onion salt
- 1 teaspoon worchestershire sauce
- 2 cups crushed potato chips
- 4 hard-cooked eggs sliced
- 1 flat can tuna

Make a white sauce of butter, flour and milk blending until well cooked and thick. Add seasonings. In a casserole arrange in layers 1/2 the potato chips, the eggs, tuna and then the white sauce. Top with remaining chips. Bake at (375°) until it is bubbly and browned on top. About 30 minutes. Makes 4 good servings.



The Farmer's Wife

By FLORENCE FALK

Let the January winds blow!! Tuck your dinner in the oven, find an easy chair by the old hard-coal burner' read, sew, or knit while pussy purrs away in the corner.

Maybe this isn't a modern picture but oven meals and casserole dishes have always been a boon to the busy housewife. Try some of these:

OCEAN PERCH CASSEROLE

- | | |
|-----------------------|-------------------|
| Baked Beets | Carrots in Cheese |
| Rye Bread | Jam Pickles |
| Baked Spiced Cherries | |
| * * * | * * * |

Ocean Perch Casserole— cook 1/4 cup of diced bacon until it's slightly brown. Add 2 T. chopped onion and cook until onion is tender. Add 2 cups canned tomatoes, 1/2 t. salt, pepper and 2 cups cooked rice, 2 cups flaked cooked fish. Combine 2 T. of butter, melted with 1/2 cup of dry bread crumbs, and sprinkle crumbs over the casserole. Bake in hot oven until the crumbs are browned. Serve hot. This dish may be garnished with parsley.

* * * * *

BAKED BEETS—

- | | |
|-------------------------------------|---------------------------|
| 4 tablespoons butter | 4 tablespoons flour |
| 1 cup water | 4 tablespoons brown sugar |
| 4 cups cooked, chopped beets | |
| 3 tablespoons prepared horse-radish | |
| 1/4 teaspoon salt | |
| 1/3 cup dried bread crumbs | |
| 3 tablespoons butter | |

Melt the butter in a sauce pan, add flour, and blend. Add water slowly, and cook until thickened, stirring constantly. Add sugar, salt, horse-radish and beets. Mix well. Pour into a greased baking dish. Cover with crumbs and dot with last amount of butter. Bake 350° oven about 20 minutes or until crumbs are browned.

* * * * *

CARROTS IN CHEESE—

- 8 to 10 small carrots
- 1/2 cup honey
- 3/4 cup grated cheese

Cook the carrots, drain and cool. If using

home canned carrots, heat as usual then drain and cool. Roll them in honey and place them in a buttered baking dish. Cover with grated cheese and bake in 400° oven until the cheese is melted and golden about 15 min.

* * * * *

BAKED SPICED CHERRIES—

- 2 1/2 cups canned cherries (1 no. 2 can)
- 4 thin slices lemon
- 1 3" stick cinnamon

Heat cherry juice and thicken with 2 T. cornstarch. Combine with lemon and cinnamon. Pour in buttered dish, bake in 325° oven 30 min.

* * * * *

In choosing vegetables to bake with main dishes other than roasts, don't overlook carrots, onions, squash, parsnips, turnips, and potatoes, because they are the best for oven meals.

Never select delicate green vegetables such as peas, broccoli, cabbage, Brussels sprouts and so on for oven meals. Such vegetables are likely to lose their fresh color and appetite appeal during baking. Of course this is not true of scalloped dishes made with cooked or leftover vegetables. These may be delicious, baked in a casserole. When you are roasting meat, never pan bake moist steamy foods at the same time. Try pan-roasting whole carrots or potatoes with your roast.

Here's a casserole that will meet with the approval of your family.

To serve 4, cook and peel 2 large sweet potatoes. Pan fry 1/2 pound of pork sausage slowly until done, crumbling with a fork as it cooks. Place sausage and drippings in baking dish and top with sliced cooked sweet potatoes. Sprinkle with 2 tablespoons of brown sugar or honey, and pour 1/2 cup of orange juice over all. Bake in a moderate oven 350° about 30 minutes.

* * * * *

For cranberry topped coffee cake, put 1/4 cup melted butter in your cake pan. Sprinkle with 1 cup of sugar. Spread 2 cups of raw cranberries evenly in the sugar and pour your favorite coffee cake batter over the berries. Bake as usual and turn upside down to serve.



Bill Hare and new car.

Bill Hare Buys New Car In December

Bill Hare, personable young newscaster and master of ceremonies is shown here with the new automobile he just purchased not more than a few weeks ago. He'd left it in the garage up to the time this picture was taken. Then, forced by his friends' jokes and remarks, finally took the car out so that he could drive it home over the holidays.

He is shown here, dusting off the car, in front of the KMA studios. Bill says the car drives like a dream.

THE DOUBLEDATERS ARE OLD FAVORITES ON KMA

The Doubledaters, a fast-moving music and comedy program, have entertained thousands throughout KMA-Land. They bring to their listeners both popular and Western songs. One hymn is also used on the program each day. The Doubledaters are heard each morning, Monday through Saturday, at 7:30. This program is sponsored by the Hy-Vee Food Stores.

The Double Daters — Left to Right: Merl Douglas, Lyn, Betty and Curly Dale.



Inauguration Day Ceremonies To Be Heard Over KMA

Inauguration of Dwight D. Eisenhower as the thirty-fourth President of the United States, on January 20th, will be presented over KMA via the American Broadcasting Company, under the sponsorship of Willys-Overland Motors, Inc.

Starting at 10:30 a.m., CST, on Tuesday, January 20, 1953, the inaugural itself and the colorful ceremonies attendant upon it will be heard throughout KMA-Land up to 3:30 p.m., CST. Describing the historic event in all its aspects will be a team of crack ABC reporters.

Heading the inaugural coverage staff for ABC will be John Daly, ably assisted by such top-flight reporters and commentators as Elmer Davis, Martin Agronsky, Quincy Howe, John Edwards and others who will be assigned later.

Because of the unprecedented number of voters who took part in the election that will make Dwight D. Eisenhower our President, and because of the unprecedented responsibilities American leadership must face within the next four years, Presidential inauguration of 1953 will be remembered as a monumental event in American history.

KMA listeners will get the most comprehensive coverage of the Inaugural Day ceremonies - - the solemn taking of the oath by the President-elect on the steps of the Capitol—the description of the colorful parade up Pennsylvania Avenue past the White House—the host of visitors and the populace of the Capitol, for whom this is always a gala holiday.

KMA DAILY PROGRAMS FOR JANUARY, 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
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.—The Doubledaters
7:45 a.m.—Morning Headlines
9:00 a.m.—Bernice Currier
9:25 a.m.—Whispering Streets
9:45 a.m.—When A Girl Marries
10:00 a.m.—Edith Hansen
10:30 a.m.—Break The Bank
11:00 a.m.—Don Gardiner
11:10 a.m.—Jack Berch
11:15 a.m.—Adella Shoemaker
11:30 a.m.—Betty Crocker
11:35 a.m.—Stump Us
11:55 a.m.—Uncle Joe Faassen
12:00 p.m.—News
12:15 p.m.—Edward May
12:30 p.m.—Dinner Belles

12:45 p.m.

RALPH CHILDS

The up to the minute
Market Report



1:00 p.m.—Western Hits
1:15 p.m.—Adella Shoemaker
1:30 p.m.—Betty Crocker
1:35 p.m.—Nishna Valley Neighbors
1:45 p.m.—Bob Stotts
2:00 p.m.—The Midwesterners
2:30 p.m.—Marge's Song Shop
3:00 p.m.—Cal Tinney
3:25 p.m.—Betty Crocker
3:30 p.m.—Florence Falk
4:00 p.m.—Merl Douglas Show
4:30 p.m.—News
4:45 p.m.—Blackwood Brothers
5:00 p.m.—“Bar Nothin Ranch”
5:30 p.m.—Fun Factory
5:45 p.m.—Ronny Kemper
6:00 p.m.—Farm Bulletin Board
6:15 p.m.—Organ Serenade (M.W.F.)
6:20 p.m.—Let's Go Visiting (T.Th.)

6:30 p.m.—News
6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

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

TUESDAY NIGHT

7:00 p.m.—Silver Eagle
7:30 p.m.—Paul Whiteman's Teen Club
8:00 p.m.—Am. Town Meeting
8:45 p.m.—Forward March
9:00 p.m.—Sparring Partners
9:30 p.m.—Music In The Air
9:45 p.m.—Elmer Davis
10:00 p.m.—News
10:15 p.m.—Sports Report
10:30 p.m.—Edwin C. Hill
10:35 p.m.—Dance Band
11:00 p.m.—Newstime
11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger
7:30 p.m.—Mystery Theatre
8:00 p.m.—Mr. President
8:30 p.m.—Crossfire
9:00 p.m.—Life Begins At 80
9:30 p.m.—Heres To Vets
9:45 p.m.—Elmer Davis
10:00 p.m.—News
10:15 p.m.—Sports Report
10:30 p.m.—Edwin C. Hill
10:35 p.m.—Dance Band
11:00 p.m.—Newstime
11:15 p.m.—Music In The Night

THURSDAY NIGHT

7:00 p.m.—Silver Eagle
7:30 p.m.—Heritage
8:00 p.m.—Tales of Tomorrow
8:30 p.m.—Michael Shayne
9:00 p.m.—Top Guy
9:30 p.m.—Serenade In Blue
9:45 p.m.—Elmer Davis
10:00 p.m.—News
10:15 p.m.—Sports Report
10:30 p.m.—Edwin C. Hill
10:35 p.m.—Dance Band
11:00 p.m.—Newstime
11:15 p.m.—Music In The Night

FRIDAY NIGHT

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

SATURDAY PROGRAMS

- 5:00 a.m.—Country Jamboree
- 6:00 a.m.—News & Weather
- 6:15 a.m.—Bob Stotts
- 6:30 a.m.—Merrill Langfitt
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Doubledaters
- 7:45 a.m.—Morning Headlines
- 8:00 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.—No School Today
- 10:30 a.m.—Eddie Fisher
- 11:00 a.m.—101 Ranch Boys
- 11:30 a.m.—Am. Farmer
- 12:00 noon—News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Dinner Belles
- 12:45 p.m.—This Week On The Farm
- 1:00 p.m.—Western Swingsters
- 1:15 p.m.—Polka Time
- 1:30 p.m.—Nishna Valley Neighbors
- 1:45 p.m.—Bob Stotts
- 2:00 p.m.—The Midwesterners
- 2:30 p.m.—Vincent Lopez
- 3:00 p.m.—Andy Parker
- 3:15 p.m.—Voice Of America
- 3:30 p.m.—Florence Falk
- 4:00 p.m.—Merl Douglas Show
- 4:30 p.m.—News
- 4:45 p.m.—Blackwood Bros.
- 5:00 p.m.—Bar Nothing Ranch
- 5:30 p.m.—Navy Hour
- 6:00 p.m.—Harmony Shop
- 6:15 p.m.—Una Mae Carlisle
- 6:30 p.m.—News
- 6:45 p.m.—Your Star Time
- 7:00 p.m.—Dancing Party
- 9:00 p.m.—Sat. At The Shamrock

- 9:30 p.m.—Perspective
- 10:00 p.m.—News
- 10:15 p.m.—The Playboys
- 10:30 p.m.—Dinner At The Green Room
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

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

5:00 p.m.

DREW PEARSON

One of America's
Most Distinguished
Commentators!



- 5:15 p.m.—Monday Morning Headlines
- 5:30 p.m.—Geo. Sokolsky
- 5:45 p.m.—Bob Edge
- 6:00 p.m.—Eddie Fisher
- 6:15 p.m.—Three Suns
- 6:30 p.m.—Time Capsule
- 7:00 p.m.—Dan Dodge
- 7:30 p.m.—Cafe Istanbul
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Taylor Grant
- 8:30 p.m.—Melody Highway
- 8:45 p.m.—Allistair Cooke
- 9:00 p.m.—Let's Be Healthy
- 9:15 p.m.—Gloria Parker
- 9:30 p.m.—Proudly We Hail
- 10:00 p.m.—News
- 10:15 p.m.—Coast Guard Show
- 10:30 p.m.—Marines In Review
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

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However, all Programs Are Subject to Change

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Left: Commander Buzz Cory and Cadet Harry.

Thrills and Excitement Typify SPACE PATROL Heard Over KMA

Ralston Purina Co., sponsors of SPACE PATROL, provides plenty of action every Saturday morning at 10:30 over KMA, when Commander Buzz Cory and his valiant crew patrol the spaces between the spheres.

Action takes place in the interplanetary universe, in the year 3450. It's a lively and thoroughly engaging show that adults as well as the younger set can enjoy.

Classed as a science-fiction program SPACE PATROL in the past year, has added enjoyment as well as information to its millions of listeners.

Just recently Buzz Cory and the Space Patrolers undertook the task of helping

build up the nation's blood bank. Backed by the American Red Cross and the National Blood Program, Buzz appealed to the children to urge their parents to give blood to this needy cause. Because of the Korean conflict the nation was badly in need of plasma.

Badges and comic books illustrating the need of blood plasma were distributed to the school children throughout the KMA area with the help of the school Superintendents.

This timely appeal in behalf of our nation's defense along with exciting and interesting stories, makes SPACE PATROL high on the listeners' list.