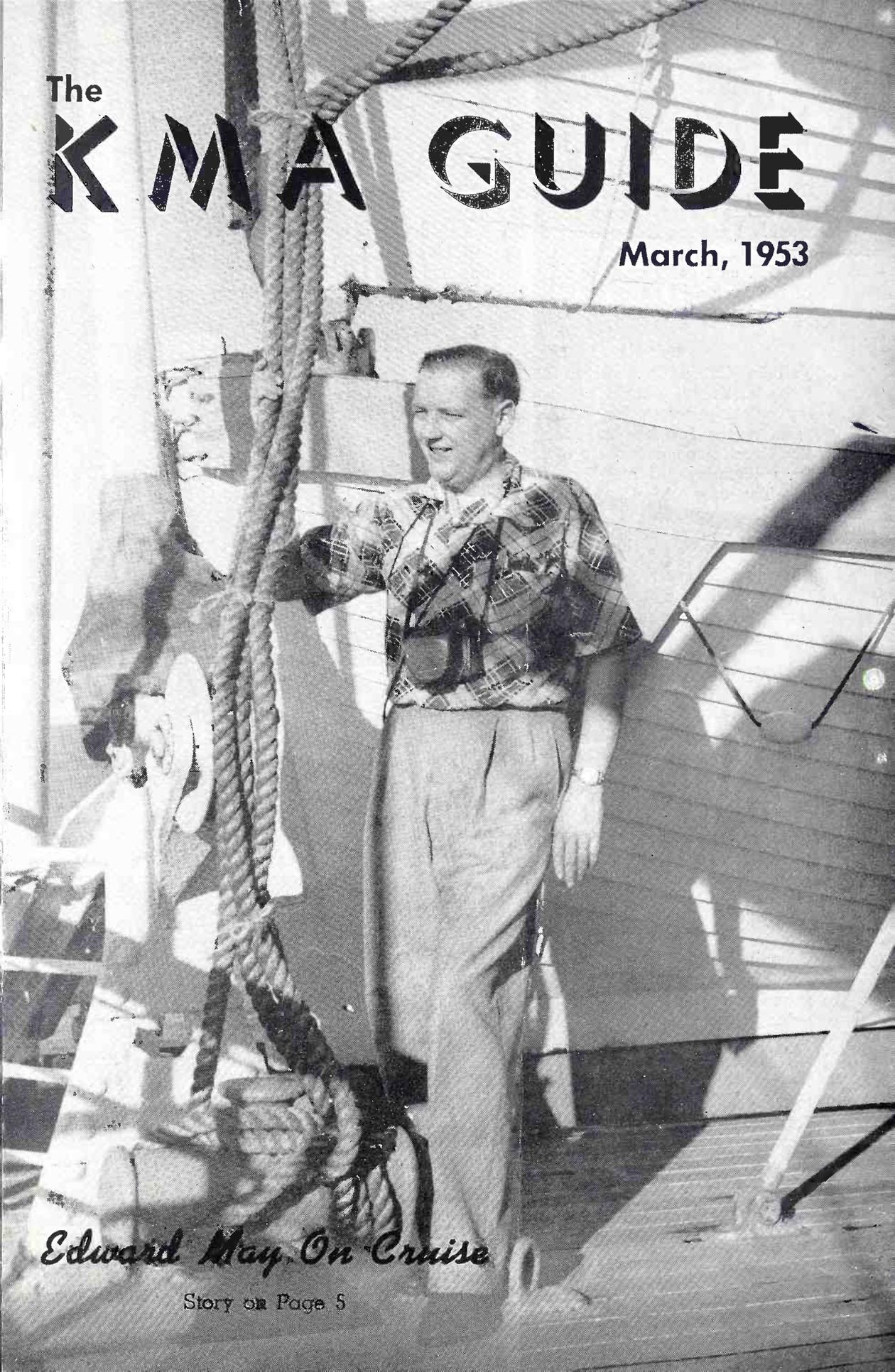


The

K M A GUIDE

March, 1953



Edward May, On Cruise

Story on Page 5



The KMA GUIDE

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MARCH, 1953

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Oregon, Missouri... I have taken the KMA GUIDE for several years and enjoy it very much. I am sending you my dollar for another year's subscription to the KMA GUIDE as I don't want to miss out on any of the issues. I enjoy all the programs on the air, especially the "STUMP US" Gang.

Mrs. James Field

* * * * *

Vallejo, California... Dear KMA GUIDE Friends: Thank you for reminding me that my subscription to the KMA GUIDE expires soon. It's like a letter from home. My Great nephew sent it to me last year for a birthday gift and I've surely enjoyed it. The only objection I have is that it isn't large enough.

Mrs. Clyde Gilbert

* * * * *

Sheridan, Missouri... Here is my \$1 for the renewal of my KMA GUIDE subscription. We enjoy the GUIDE very much because KMA is our favorite radio station.

Mrs. Charles Keats

Leon, Iowa... I am enclosing one dollar for another year of the KMA GUIDE. We look forward to this grand magazine every month and race to the mailbox to see who will get it first. We would like to see Cowboy Em' and all of his family in the next GUIDE.

Marjorie Easton

(You'll find a picture of Cowboy Em' in the February, 1953 issue of the GUIDE (last month). We'll try to have another picture of Cowboy Em' and all his family soon.)

* * * * *

Council Bluffs, Iowa... Please find my dollar for another year's enjoyment of your grand little paper. It's the best little magazine in the U.S.A.

Mrs. Porter

* * * * *

Norborne, Missouri... Enclosed is \$1 for my KMA GUIDE subscription. I can't afford to be without the GUIDE as I'm working days. I miss your station and have to have the GUIDE to keep in touch with the KMA people.

Estella Stratton

(Thank you for your very nice letter. All at KMA hope that they will be your personal friends for years to come.)



JOE LAHADER JOINS KMA AS ANNOUNCER

KMA listeners are already getting acquainted with the pleasant voice of Joe Lahader (pictured above with his wife, Ginny). Born in Holyoke, Massachusetts, Joe airs the evening KMA news besides announcing duties on other KMA shows.

Educated at Ohio State and Macalester, Joe began working as a special representative for a clothing manufacturer in St. Paul, Minn.

It was here that Joe met and married his wife, Ginny, with the help of his mother-in-law. Yes, we said mother-in-law! It seems that Joe, grateful to say, found the ideal mother-in-law. After all... wouldn't YOU like cupid for an in-law?

At the time Joe was Aquatic Director at the St. Paul YMCA. He became good friends of Glendon and Merwin Perkins, who were regular evening visitors at the "Y". Then, one day a phone call came from Mrs. Perkins inviting Joe to a party her daughter, Ginny, was giving for the Youth Group. Ginny and Joe immediately became fast friends, and with Mrs. Perkins encouragement and fine cooking, it wasn't long 'til Joe popped the question.

The KMA Guide

A Chat

With Edward May

It won't be long now until we're out in our yards and gardens planting grass seed and flowers. With the arrival of spring and better weather just ahead, the farmers are ordering their seed for field and garden.

Those of us who were fortunate to get away from "old man winter" for a few weeks on the KMA Carribean Cruise have already experienced a touch of spring, and are looking forward to warmer weather here in Iowa. I want to say that we all enjoyed the trip immensely, and we here at KMA wish to thank everyone for the fine cooperation and comradeship displayed by everyone on the trip. Mother and I particularly enjoyed seeing our old friends from past KMA tours.

Pictured below is a picture of our new house, almost completed. This was taken the day after I arrived home from the KMA Cruise. I can be seen in the foreground looking at the progress that had been made in my absence.

Eleanor and I are particularly anxious to move in our new home as time draws nearer to its completion. We were planning to move in the first of April, but various delays I'm afraid will set it back until the last of April or first of May.

Eleanor had to make all the decisions

pertaining to the house while I was away. It was a time when a lot of decisions were necessary; paneling problems, paint, etc.

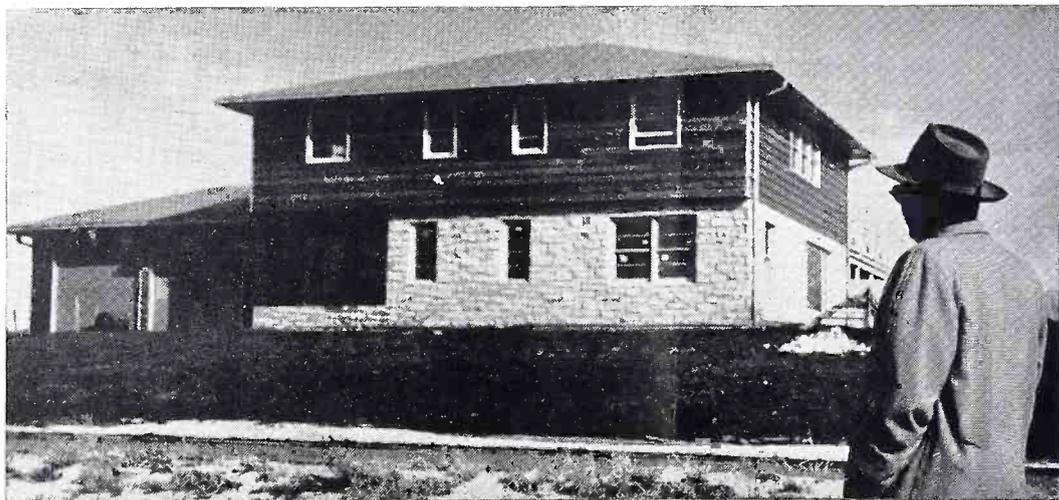
We have already decided on our landscaping and have spent many an evening pouring over the spring catalog to determine what we want to plant.

We decided that we would plant three Pin Oaks around the house, two in front and one on the side. We will have to wait until spring to do a lot of the planting we intend to do, but tentative plans are for a Moraine Locust and also a Crimson King Maple, the latter being one my grandfather brought to Shenandoah himself. Eleanor is determined to plant two Magnolias, and have two evergreens by the front door.

We're all hoping the livestock market will improve and that hog and cattle prices will show an increase. With the pig crop 15% less this year, the hog market should show an increase. Efficient feeding seems to be one of the ways the farmer can overcome the drop in livestock prices.

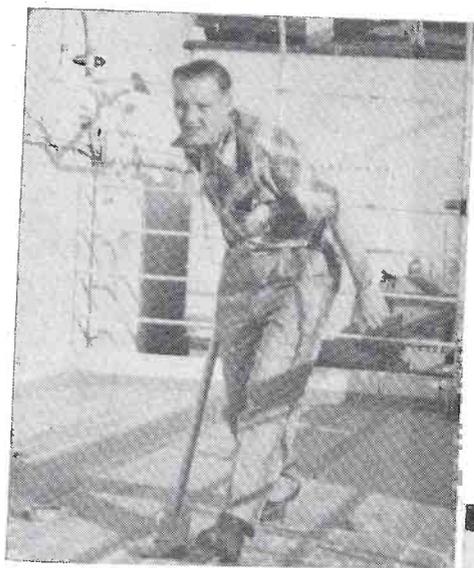
Breeding is important whether it's in Hybrid corn or the livestock the farmer raises. By paying more attention to better sires as well as female breeding stock, the farmer will help improve the quality of his herd. This undoubtedly is a good time to be culling out your herd, getting rid of the poor producing animals and thereby adding another important factor in the improvement of your herd.

Engineers tell us that there is not likely to be a flood on the Missouri River this year. However, "Mother Nature" plays tricks on us at times, so we won't feel safe until the flood season is past.



Ed May viewing his nearly completed house after just returning from KMA tour.

KMA - Listeners Have Fun On



EXCITING AND RELAXING TRIP THRU CARIBBEAN

The group of pictures on these two pages were taken on our KMA Goodwill Cruise and shows some of the people you know in relaxation and play.

The first picture, of course, you will recognize as that of our KMA President, Edward May. Ed found the shuffle-board very interesting, and became quite an expert, beating most of the players that challenged him.

Mr. Miller, Mrs. Fishbaugh, Mrs. Miller and Mrs. Brown, all of Shenandoah, are pictured here on the sun-deck of the Italia. The breeze would come off the ocean and bathe the loungers as they sat under the colorful beach umbrellas. This, of course, made the sun-deck one of the favorite spots of the KMA party during warm afternoons.

Mrs. Win Brown and Mrs. May, pictured sitting on the deck-chairs, seem to be enjoying the chance to relax with their knitting. It looks like they're enjoying the cruise to the utmost, doesn't it?

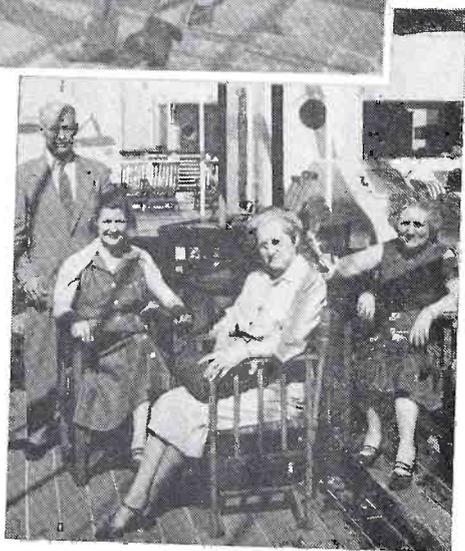
If you didn't guess who the chap was with the large yachting cap, it's Merrill Langfitt, KMA Farm Service Director. Merrill is looking over the wares of a local basket merchant in Kingston, Jamaica. He bought one too! This was evident as he stepped off the train in Red Oak, Iowa, at the end of the trip. Cel, Merrill's attractive wife, says it'll make her a lovely utility basket.

Playing in the sun, as your ship steams

ABOVE: Ed May on Italia playing shuffle board. Mr. Miller, Mrs. Fishbaugh, Mrs. Miller and Mrs. Brown on sun deck.

BELOW: Mrs. Win Brown and Mrs. May.

BELOW: Merrill Langfitt shopping for souvenirs.



Sun Filled Vacation Cruise...

through the waters of the Carribean, seems to be the ideal vacation, and the people of KMA-land, who took this journey are quick to agree.

Miss Lydia Otto of Atlantic, pictured here reading a fellow journalist's paper, the Jamaica Times, seems to find it very interesting. The reader will notice that the paper is printed in English, which is the official language of Jamaica.

Mrs. Drake and Mr. and Mrs. Davidson, all of Clarinda, relax on the deck chairs after tramping around La Guaira and Caracas, Venezuela sightseeing and souvenir hunting. Mrs. Drake and Mrs. Davidson seem to think Mr. Davidson's plight is amusing, but not so Mr. Davidson.

Those two lovely ladies you see dressed in their formals are Miss Albertine Hafner and Miss Lydia Otto, dressed for the Captain's dinner. The dinner was a gala occasion and was held between the ports of Kingston, Jamaica and Curacaco, Netherlands West Indies. The tour members, who attended this colorful ceremonies, indeed, had a wonderful time.

Mrs. May is shown here with two of the shipboard musicians, Walter and Julius. Walter and Julius are both German, so when they began playing German folk songs, some of the party persuaded Mrs. May to sing with them. Some of our readers may remember when Mrs. May sang German songs over KMA. It certainly looks as if they were having fun doesn't it?

As the travelers said their good-byes in Red Oak and Omaha, they all agreed that a good time was had by all.



ABOVE: German musicians, Walter and Julius, accompany Mrs. May as she sings German songs.



ABOVE: Miss Albertine Hafner and Miss Lydia Otto dressed for captain's dinner.

BELOW: Miss Lydia Otto of Atlantic reading the JAMAICA TIMES.



BELOW: Mrs. Drake, Mr. and Mrs. Davidson, all of Clarinda.



PRINTER-PREACHER MR. LIPPENCOTT DUAL ROLE

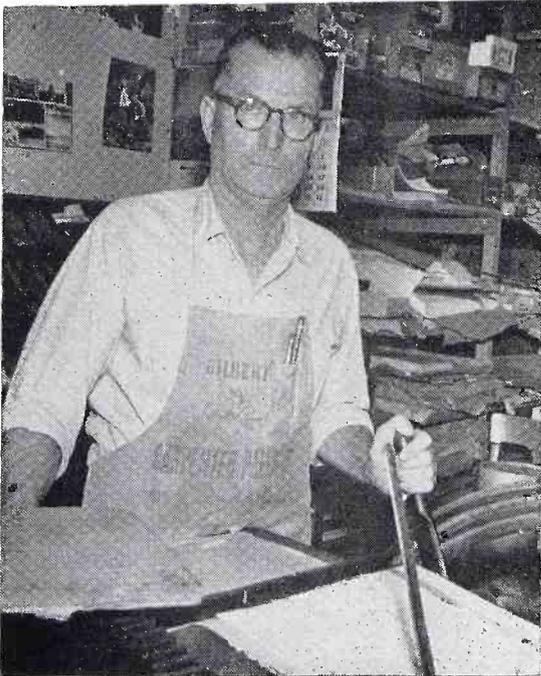
Mr. Lippencott has been broadcasting the "Bible Truth" program for thirteen years. Starting in 1940 at Shenandoah, Iowa, Elder Lippencott brings his message to his listeners directly from his Stanberry, Missouri home.

Besides his weekly radio sermon he has monthly appointments in Easton, Milan and Albany, Missouri and he frequently speaks in various Iowa towns. Mr. Lippencott believes the success of the "Bible Truth" program is due largely to the co-operation of the rest of the family.

There are three children in the Lippencott family; two daughters, who are married, and one son, Dee, who is single.

Dee is the soloist (and also the family photographer). He is also the music instructor in the Zion, Iowa, consolidated school. He does not come home every weekend, so Elder Lippencott has recordings of his singing to use when he doesn't make it home. Mr. Lippencott's son-in-law, Elder Keith Siddins, frequently takes charge of the broadcast in Elder Lippencott's absence.

Mrs. Lippencott helps with the correspondence, writes the script, reads proofs, plays piano accompaniments, visits shut-ins, etc. Mr. Lippencott says, "She'll tackle about everything except running the press and preaching. Once in an emergency she even put on the broadcast without me."



Mr. Lippencott in his printery.

In the picture, Mr. Lippencott is printing "The Good Tidings" his little radio publication. He also does some commercial printing.

The "Bible Truth" program is heard every Sunday over KMA at 9:15 a.m.

Edward May and Merrill Langfitt Interviewed over 'Let's Go Visiting.'

Edward May and Merrill Langfitt were the guests of Med Maxwell's "Let's Go Visiting" farm interview program Tuesday, March 3rd.

"Let's Go Visiting" specializes in farm visits or in places and functions of special interest to farmers. The program has been popular with both rural and city listeners for more than a decade. Med Maxwell, "America's most traveled farm radio man," has traveled more than half million miles in rural America since the radio program was established.

Ed and Merrill told listeners about the type of agriculture and also about the production of beef, pork, poultry and grain products found in KMA-land. They also brought to Mr. Maxwell's attention the fact that Shenandoah is the nursery center of the world.

"Let's Go Visiting" is heard Tuesday and Thursday over KMA at 6:20 p.m., and is sponsored by the manufacturers of Wayne Livestock and Poultry Feeds. It is a means of letting people "travel" by radio to visit interesting people and places in many states.

JACK GOWING FEATURED ON NEW FARM PROGRAM

"Farm News and Weather", a new KMA Farm Service program, features Jack Gowing, KMA's Associate Farm Service Director, 5:45-6:00 p.m., Monday through Friday.

"Farm News and Weather" fills a definite need for early evening listening as, with the "Farm Bulletin Board" (6:00-6:15 p.m.), it gives the farmer one-half hour of farm news and market reports.

On Jack's new program, he gives you the latest weather report along with the forecast for the following day, the latest market reports, and the up-to-the-minute farm news.

KMA, in building this half-hour of farm programs for the farm listeners, believes it will help the farmer considerably in planning his schedule for the following day.

The KMA Guide

Grass Root Notes

By **MERRILL LANGFITT**
KMA Farm Service Director

(Editor's Note: Jack Gowing, KMA's Associate Farm Service Director, is writing Merrill's column this month as a guest columnist.)

I want to take this opportunity to say that it's nice to be back in this area and meeting and working with old friends. I have received several letters of welcome and comment from you people since Merrill left on the KMA Cruise. We are always glad to hear from you, because that's the only way that we have of knowing what subjects you want us to talk about.

One of the subjects mentioned a number of times recently has been the markets, so we here in the Farm Department plan to present more market material throughout the day on KMA.

In the picture you see on the left, Clark Stroburg of Blockton, Iowa and Harold Rickabaugh of Sheridan, Missouri are in the cattle yard in Saint Joseph Stockyards on a relatively inactive day.

I make regular trips to the central livestock markets at Omaha and St. Joseph. I do this to bring you on-the-spot reports and interviews with farmers who are on the market that day.

The past few weeks have been rather hectic as far as the cattle feeder is concerned. On many of these trips to the central markets, I have talked with farmers who have had cattle there for two and three days before they were sold. A great many of these cases have been on high choice cattle. These are examples of what we can bring to you by actually being there at the market ourselves. Regular market reports don't always tell you some of the details that may be important to you.

Since the lifting of compulsory grading, we have seen the market come back a little. Something I noticed recently is some very good buys in beef in the grocery store. The spread between grades has narrowed quite a lot and, in general, retail prices have begun to respond to the low livestock prices that have been taking it on the chin for several weeks.

If retail prices would respond to live prices, the consumer could have had some



Left to right: Clark Stroburg, Jack Gowing, and Harold Rickabaugh.

excellent buys in the period I have mentioned.

Forecast For The Month

BIRTHDAYS:

- March 10—Warren Nielson, Program Director.
- March 21—Jack Gowing, Associate Farm Service Director.
- March 22—Jack Josephson, control room engineer.
- March 23—Sharon Lynne Douglas, daughter of Merl Douglas, announcer.
- March 24—Gayle Maher, office manager.
- March 26—Michael Childs, son of News-editor Ralph Childs.
- March 26—"Tucky" Saddler, son of Owen Saddler, general manager of the May Broadcasting Company and editorial chairman of the KMA GUIDE.
- March 28—Cowboy Em, staff artist.
- March 29—Donald Hansen, son of Home-maker Edith Hansen.
- March 30—Bill Hare, announcer.

ANNIVERSARIES:

- March 11—Hazel and Curly Dale, staff artist.
- March 30—Irene and Coy Martin, staff artist.

BIRTHSTONE: Bloodstone

FLOWER: Daffodil

On the KMA PARTY LINE

With **DORIS MURPHY**

Within two weeks, two KMA HOME-MAKERS. ADELLA SHOEMAKER and BERNICE CURRIER, became the proud grandmothers of baby daughters born to their sons. An 8-pound, 5-ounce girl, Jeanette Joan, arrived January 26th at the home of Mr. and Mrs. George Shoemaker; and Mr. and Mrs. Ed Currier of Elmhurst, Illinois, became the parents of a 7-pound, 7-ounce girl Carol Ann, February 11th. With these two fine granddaughters to talk about, I'm sure you'll be hearing considerable chat about babies these days on the **HOMEMAKER** programs. This is the seventh grandchild for BERNICE and the second for ADELLA. Since Carol Ann's daddy is a chemist with the Argonne Laboratories for atomic research at Elmhurst, and a long ways from Shenandoah, we couldn't get her picture, but we were able to get a picture of ADELLA's family for you. Beside ADELLA on the davenport is her grandson, Gregg, age 15 months, and seated in the chair is George Shoemaker's wife, Joan, holding Jeanette Joan. Jeanette's daddy was busy working at the shoe store when the picture was taken, so missed

getting in it. You can keep posted on the progress of Jeanette and Carol by listening to BERNICE at 9:00 a.m. and ADELLA at 11:15 a.m. each weekday morning.

If BOB STOTTS' two young sons, Jimmie, 7, and Kenny, 11, get in an argument, do you know how they settle it? Dad tells them to put on their boxing gloves and fight it out. This is a great way to settle their arguments, and at the same time learn how to box. Better try it with YOUR sons.

If you should overhear MARGE and LARRY PARKER talking about how they put 'Effie and George' in the window to sun in the daytime, and back on the coffee table every night... don't get alarmed! They're not talking about their friends. It's their philodendron and ivy plant they have named 'Effie and George.' While visiting MARGE'S folks in Lincoln recently, her mother gave them another ivy and a slip of Joseph's Coat. They carefully wrapped them in a damp cloth and oiled paper, then laid them on the kitchen table until time to start home. Upon reaching Shenandoah they looked for their plants, only to find that they were still on the kitchen table in Lincoln. Now... poor 'Effie and George' still have no 'playmates.'

Trips are hard on watches for FARM SERVICE DIRECTOR MERRILL LANGFITT. While on the Alaskan trip, MERRILL'S watch was stolen at White Horse. On his recent South American trip, his fine chronograph watch was ruined, as he forgot to take it off when he jumped into the salt water pool on board ship. The entire works rusted out.

ANNOUNCER BILL HARE could easily feel like a celebrity! He didn't know a picture and story about him had appeared in the March issue of Fotorama, until a friend of his mother's in Broken Bow, Nebraska, discovered it and passed the word along to the family. The magazine had used



Adella Shoemaker and Grandson Gregg admiring Gregg's new baby sister (Jeanette.)

the same picture of him that had appeared in a former BMI magazine. All a surprise to BILL!

KMA'S newest ANNOUNCER, JOE LAHADER, has such an interesting background! His father, who is Arabian, was the eldest of a family of 14 and was born in Tangier, Morocco. Everyone of the 14 children were born in a different country. After coming to America, Joe's father toured the theatrical circuit with his top acrobatic act of tumblers called, The La Hart Troup. His mother, of English descent, was a ballerina with the Metropolitan Opera in New York and also sang in musical comedies. When Joe was young he used to work with his dad in the tumbling act, and won many honors in swimming and tumbling while still in school. Now... his young 16-month-old daughter, Linda Jean, is showing signs that she may have inherited Joe's ability for swimming and doing acrobatics. Joe has now traded his "tumbling for talking" and can be heard evenings on KMA, announcing.

Got any questions about square dancing you want answered? COWBOY EM... whose real name is EMBRET MISHLER... is just the one who can answer them for you. COWBOY EM, master of ceremonies of the "Tumbleweed Ranch" show on KMA at 5:00 p.m., traveled over the state for two years with a square dance band, instructing and calling the dances. NOW he's bringing you these instructions by air. Tune in at 5, and when those lively old square dance fiddle tunes start up, you get all set and learn the square dance step for the day. It will be a lot of fun and EM and the ranch boys will enjoy bringing you listener square dance music and instructions every Monday through Saturday. Don't forget... COWBOY EM wants you to square dance with him, and if you have any questions, write him and he'll be glad to answer.

Speaking of troubles, announcer PAUL PIPPERT certainly had his share on a trip to Mason City to bring his wife and baby, Paulette, home, where they had been visiting their folks. He left Shenandoah at 9 p.m. and by the time he reached Atlantic the car had developed trouble. At Panora, Iowa he succeeded in getting a garage mechanic out of bed, who worked 1½ hours



Michael Martin, Marvin Jones, Cindy Hawkins, Judith Stotts dressed up for a party.

before he had the trouble in the generator fixed. Continuing his trip, a loose connection on the radiator hose developed, causing him to lose all the water and antifreeze out of his radiator. That made the car hot and it would sputter along, so throughout the remainder of the trip he had to stop about every 20 miles and add water to the radiator. Upon reaching Mason City, he stayed only one hour and started back, reaching home at 5 in the morning.

See these four little 'cuties' lined up on the davenport? You haven't heard them on the air yet, but you might some day because all of their daddies are entertainers and they might follow in their footsteps when they grow up. The wide-eyed fellow at the left clutching a toy is MICHAEL, year-old son of COY MARTIN; next is MARVIN, handsome 3½-month-old son of MORRIE JONES; the cute little cowgirl sitting next is CINDY, 5-year-old daughter of EZRA HAWKINS, and the dainty little Miss on the end is JUDITH, 21-month-old daughter of BOB STOTTS. Already JUDITH can yodel and CINDY likes playing with her toy ukelele. The others are too young yet to show any signs of musical ability, but in all probability, you see in this picture, four future radio entertainers. Right now they're more interested in playing with toys.

MERRILL LANGFITT, KMA Farm Director, was recently elected chairman of the regional radio farm directors organization. The region comprises seven states: Iowa, Missouri, Nebraska, N. Dakota, S. Dakota, Minnesota, and Kansas. He was also recently appointed Chairman of the National Constitution and Code of Ethics Committee.

Frank Comments

By FRANK FIELD

Yes, my hair is somewhat tousled and there is a scowl of intense concentration on my face. If you look very closely at the papers in my hand you will notice that the envelope says "Iowa State Income Tax Division" on it and the paper in my left hand is headed "Individual Income Tax Returns." I had just completed filling out the Federal Form, Number 1040, when this picture was taken and had just started figuring my State Income Tax. This is certainly the time of year when you miss your children most. Just think how nice it would be if all four children were back home again and all four still in school, and each one a deductible dependent.

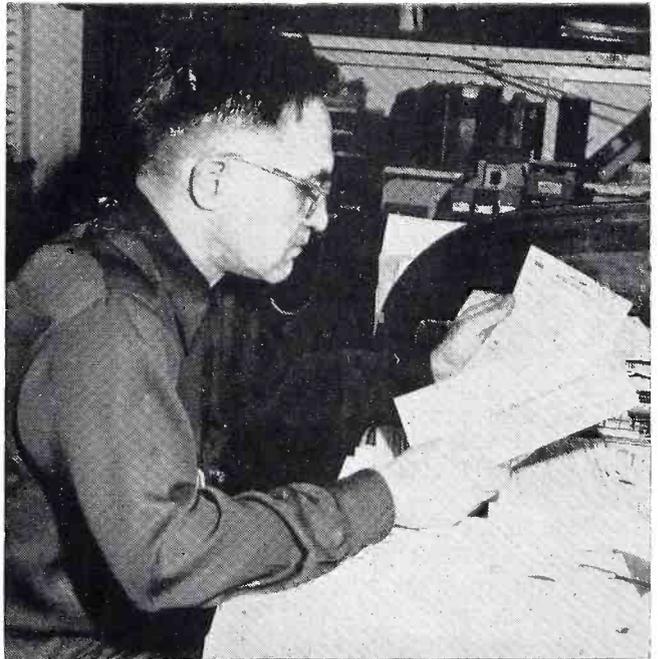
In previous years like so many other people, I usually waited until right up to the dead line in getting my tax returns filed, but this year I decided that the thing to do was to get the job over with just as early as possible, and get the headache cured that much quicker. Believe it or not, I had both Federal and State Tax returns in the mails on February 16th.

At the time I am writing this column, I have been a widower for the past week and have been doing my own cooking, etc. So far, I haven't eaten a single meal out except, of course, on the three days a week when I am in Omaha for my Television Program on KMTV. I always eat in Omaha before I come back home.

You see what happened was this; Jennie got so lonesome for little Chris and Shannon that she couldn't stand it any longer, so she and Zo decided to drive down to Dallas, Texas and visit Jim and Peg for a week or two, along in February before the spring work started. At the last minute, Zo's husband, Bob Fishbaugh, decided to take some time off and go along with them, so he could look up some of his old Navy buddies, whom he hadn't seen for five or six years. So they took out just ahead of that last storm. I had a letter from Jennie yesterday and about all she could talk about was how cold it was down in Texas. She said she hadn't been warm since she left home. Their houses down there are

apparanetly not built for cold weather and their heating facilities are rather sketchy. A temperature of 20 degrees down there feels just as cold as zero does to us up here. I know, because I spent the winter of 1917 in an Army Camp just outside of San Antonio and nearly froze to death. At that time we were stationed in tents and it stayed down around 15 to 20 degrees for about a week, with three or four inches of snow on the ground. We had a sheet iron cone in the middle of the floor in which we burned wood. It kept one man busy practically all the time just pushing sticks into the stove.

However, I think Jennie will be back home again by the time you are reading this and I certainly hope the weatherman can dish us up some bright, warm, sunny weather, just for the contrast with the weather which Texas had all the time she



was down there. Of course, she will say that the house is filthy and looks like a pig pen, but honestly I can't see any dirt or dust at all. Of course, I haven't used the vacuum or the dust cloth at all, but I have kept the papers picked up and I have washed the dishes and pots and pans everyday, but you know how these women are with their microscopic vision. They can see dust where there isn't any.

I had hoped for an announcement from Johnnie and Maxine by this time, but so far there have been no phone calls. Apparently that will have to wait and be my lead story in next month's Guide.



HOMEMAKER'S GUIDE

Homemaker Visit

By BERNICE CURRIER

St. Patrick's Day comes but once a year, so HOORAY FOR THE IRISH!!... and The Top Of The Mornin' to YOU!!!

Shall we have a bit of "SHAMROCK TEA RING" to go with our "cup o' tay" in the afternoon?

SHAMROCK TEA RING

- A—1 pkg dry yeast
1/4 c lukewarm water
- B—1/4 c shortening
1/2 c sugar
1 tsp salt
- C—2 beaten eggs
- D—3/4 c milk, scalded and cooked
- E—3 1/2 c sifted flour

Dissolve A. Cream B in large bowl, add C & beat, add D, add A and beat, then add E. Mix to soft dough, place in greased bowl and let rise in warm place till doubled. Pinch off half the dough and roll out to 1/4 inch thick, making it about 12 inches long and 14 inches wide. Brush with melted butter, sprinkle with brown sugar and chopped nuts. With a sharp knife cut in 2 inch strips. Fold strips over and over into about 3 inch lengths. Place, cut edge down, on oiled cookie sheet and flatten gently with palm of hand. Pinch ends to form clover leaf shape. Arrange three leaves to make shamrock. Add a 2 inch stem of dough. Let rise to double and bake about 25 mins. at 375. While hot, brush with butter or powdered sugar icing.

* * * * *

For your Easter evening meal, I would like to suggest a hot grilled sandwich of bacon, cheese and tomato. With this serve Deviled Egg Salad, potato chips, fluffy corn pudding, and maybe Lime Sherbet. Here is the sandwich: Cook the bacon slowly and not too brown, allowing 2 slices per sandwich. Place slices of bread in broiler and brown on one side. Spread

untoasted side with mayonnaise then place 2 slices tomato on the mayonnaise, then the 2 stripes of bacon and top with a slice of American cheese. Then put the sandwich back under the broiler until cheese is melted. Serve hot. Now for the DEVILED EGG SALAD.

- A—1 pkg lemon gelatin
1/2 t salt
2 c water
- B—1 Tbs vinegar
Dash of tobasco sauce
4 deviled eggs
3/4 c chopped celery
1/3 c chopped stuffed olives

Dissolve A. Add B. Pour 1/2 c. into 9x5x3 inch loaf pan. Chill till partly firm. Chill remaining gelatin until slightly thick. Spread tops of egg halves with slightly thickened gelatin and chill till firm, then carefully invert egg halves on chilled layer. Fold celery and olives into remaining gelatin and pour it over the eggs. Chill until firm. Unmold on salad plate. Garnish with greens. Cut in 4 servings. Serve with mayonnaise.

* * * * *

FLUFFY CORN PUDDING

Combine one No. 2 can cream-style corn with one can cream of mushroom soup. Fold in three stiffly beaten egg whites. Bake in lightly greased casserole about 1 hr. at 325.

* * * * *

LEMON CREAM SHERBET

- A—grated rind of 3 lemons
1 1/2 c lemon juice
1 1/4 c sugar
Dash of salt
- B—3 c milk
1 c whipping cream

Mix A. Pour in B gradually and stir until sugar is dissolved. Pour into freezing trays and stir or beat at least twice while it is freezing. This may also be made in hand freezer.





The Farmer's Wife

By FLORENCE FALK

Easter!! Revive the family traditions! Let the centerpiece range from traditional Easter lilies to the handiwork of the children. Be festive! This wonderful season of Life!

Make the Easter breakfast a gay climax to the children's annual egg-hunt.

Family's Favorite Eggs

Hot Cross Buns

Baked Apples

Oatmeal

Coffee

Milk

Hot Chocolate

* * * * *

Prepare as much of dinner in advance as possible. Attend church with your family, even though you are going to have company for dinner.

EASTER DINNER

Chilled Grape and Orange Cup

Glazed Ham with Parsnip Calla Lillias

Golden Potatoes

Rhubarb Cream Sherbet

Individual Eggs 'n Nests Salad

Buttered Peas and Carrots

Hot Rolls Jell Pickles

Orange Coconut Cake

Pineapple Sundae

Coffee Milk

Glaze for Ham

Pat brown sugar over ham; place drained pineapple slices on top and maraschino cherry in center of each slice. Fruit may be fastened to ham with toothpick and removed before serving. Use pineapple juice for basting.

* * * * *

PARSNIP CALLA LILLIES

Slice parsnips or turnips in thin slices. Roll to cone shape and use a thin stick of carrot for the stamen. A sprig of parsley serves as the green unless a sprig of onion is available as the 'lily leaf'.

* * * * *

RHUBARB CREAM SHERBET

2 cups of cut fresh rhubarb (from freezer)

1 cup water

1 cup sugar

4 t. lemon juice

1 egg white

1 cup heavy cream, whipped

Red food coloring

Simmer rhubarb, water and 3/4 cup sugar until rhubarb is tender. Cool. Add lemon juice. Pour into mold and freeze until firm. Beat egg white with remaining sugar until stiff. Scrape up thin layers of frozen mixture with a spoon and fold into egg white carefully. Fold in whipped cream and add a few drops of coloring if desired. Return to tray or mold and freeze firm. Serves 5 to 8.

* * * * *

GOLDEN POTATOES

Cook potatoes with their jackets on until almost done. Peel and coat each potato with melted butter, then roll in crushed breakfast cereal that has been seasoned with salt. Place on baking sheet and bake for about 20 min. This can be done in the oven with the rolls.

* * * * *

EGGS 'N NESTS

Save egg shells, which have been emptied by making a small hole in the small end and shaking out the contents. Wash and dry. Stand in egg container and fill these with colored gelatin, prepared according to directions. Chill. In the meantime have prepared the nests, made by forcing congealed green gelatin through the potato ricer. Into each nest place a gelatin egg which was formed by peeling the egg shell from the gelatin. Name may be written on the eggs, using mayonaise in the decorator.

* * * * *

PINEAPPLE SUNDAE SAUCE

One and one-half tablespoons of corn starch

1/2 cup sugar

1 cup crushed pineapple

3/4 cup water

1 T. lemon juice

Combine cornstarch and sugar in saucepan. Stir in the pineapple and water. Heat, stirring constantly, until mixture boils. Continue boiling until clear. Chill, add the lemon juice.

Serve over generous scoops of vanilla ice cream.





JACQUES LESTAIR (above) plays the flamboyant "Joe Bideaux," the merry French-Canadian woodsman of ABC radio adventure series, "The Silver Eagle." If you hear youngsters shouting "hokey-donkey" or "sacre blue", you'll know they picked it up from "Joe", who is beginning to rival the legendary Paul Bunyan with his quaint humor and fabulous physical feats. "The Silver Eagle", with Jim Ameche starring as "Sgt. Jim West", is heard each Tuesday and Thursday at 7:00 p.m. over KMA.

FLOWER GARDEN

Pattern For The Month

One suggestion of what you might crochet for your entry in the November Nationwide Crochet Contest is this set of colorful kitchen accessories. No longer must the necessities for serving meals remain strictly utilitarian in appearance. You can transform them into charming conversation pieces. Here the pretty pansy in delicate shades of lavender trims a set consisting of hot plate mats, potholders, and rolling pin hanger and a napkin holder.

Ladies who want these lovely pieces to grace their tables may send a self-addressed, stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. S-164.

Patterns such as the one shown here appear in each month's issue of THE KMA GUIDE, AND ARE FREE OF CHARGE. Nationwide Crochet Contest rules leaflets are also available.

Lum 'N Abner Return

Two of radio's most beloved characters Lum 'N Abner, return to the air on the American Broadcasting Company Network. Their humor, friends, and delightful comedy has long been a part of the American scene.

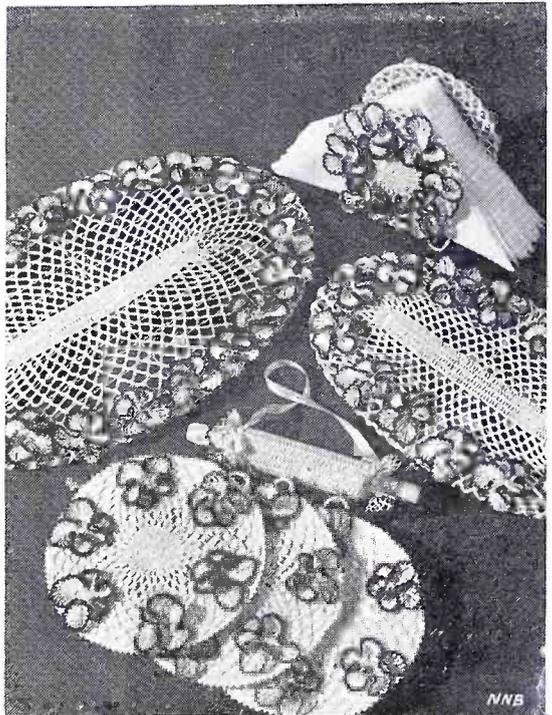
Lum 'N Abner are again running "Jot 'Em Down" store in Pine Ridge, Arkansas with their own unique bit of American homespun humor. They will bring back the familiar characters of Grandpappy Spears and Cedric Woolfgang Weehunt, both portrayed by Lum; and Squire Skimp and Dick Huddelston, portrayed by Abner. Lum is played by Chet Lauck and Abner is Norris "Tuffy" Goff.

Lum really is down-in-the-mouth since Abner tore up the contract that his Jot 'Em Store partner had drawn up for the operation of their new radio station, and then hired Lum back at a salary of \$10 a week.

This is the note on which the new "Lum and Abner" series opens.

Lum is so crestfallen at not holding all of the important positions with Station VPR, "Voice of Pine Ridge", that he has no enthusiasm for its programming or anything else connected with its operation.

How the two old codgers resolve their difficulties makes for an amusing de-nouement to this episode in the Monday through Friday "Lum and Abner" series, that is heard over KMA at 5:30 p.m.



KMA DAILY PROGRAMS FOR MARCH, 1953

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

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

7:15 a.m.

FRANK FIELD

Every day at 7:15
Monday thru Sat.



- 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
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Your Land And Mine
- 7:45 p.m.—Your 2¢ Worth
- 8:00 p.m.—Metro Opera
- 8:30 p.m.—Freedom Sings
- 9:00 p.m.—Chicago Signature
- 9:30 p.m.—Constant Invader
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Ronny Kemper
- 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
- 7:25 p.m.—Les Griffith
- 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.—Ronny Kemper
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

- 7:00 p.m.—Lone Ranger
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—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.—Ronny Kemper
- 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
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Heritage
- 8:00 p.m.—Tales of Tomorrow
- 8:30 p.m.—Time Capsule
- 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.—Ronny Kemper

- 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.—News
- 10:00 a.m.—Edith Hansen
- 10:30 a.m.—Break The Bank
- 11:00 a.m.—Ranch Hands
- 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.—Curly Dale
- 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.—Tumbleweed Ranch
- 5:30 p.m.—Lum & Abner
- 5:45 p.m.—Farm News & Weather
- 6:00 p.m.—Farm Bulletin Board
- 6:15 p.m.—Organ Serenade (M.W.F.)

10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Fun For All
 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.—Ronny Kemper
 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.—Smilin' Ed McConnell
 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.—Tennessee Ernie
 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.—Tumbleweed Ranch
 5:30 p.m.—Navy Hour
 6:00 p.m.—Harmony Shop

6:15 p.m.—Guest Star
 6:30 p.m.—News
 6:45 p.m.—Your Navy Show
 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.—Gloria Parker
 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
 1:30 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.—Vacationland U. S. A.
 6:00 p.m.—America Music Hall
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—The Adventurer
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Thoughts For The Week
 9:30 p.m.—Proudly We Hail
 10:00 p.m.—News
 10:15 p.m.—Eddie Fisher Sings
 10:30 p.m.—Fine Arts Quartet
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

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

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ABOVE: Left to right, back row: Cowboy Em, Warren Nielson, Merl Douglas, Herman Housch, Ezra Hawkins, Curly Dale, Coy Martin, Mrs. Dale.

SECOND ROW: Mrs. Jones, Doris Murphy, Mrs. Stotts, Mrs. Nielson, Lyn Soflin, Mrs. Martin and Mike, Mrs. Hawkins, and Mrs. Herman Housch.

FRONT ROW: Morrie Jones and son, Mervin; Bob Stotts and daughter, Judith; and Cindy Hawkins.

The KMA Entertainers and Their Families Attend A Party

In the picture above are most of the KMA entertainers. Marge and Larry Parker along with Betty Soflin, are the only staff artists missing.

It's not very often that we have a chance to take a picture of all the staff artists, and thus we were more than happy to get the chance to take this group picture. This was taken at Morrie Jones' house last month when the KMA entertainers got together for a party.

This was one party where the lack of entertainment or entertainers was not felt. Just imagine having a party where you have close to a dozen entertainers present. During the evening, parlor games were played and prizes given to the winner of each game. At the close of the evening, coffee and cake were served by Morris' charming wife, Betty. When it came time to go home, everyone felt that the evening had been a thoroughly enjoyable one.