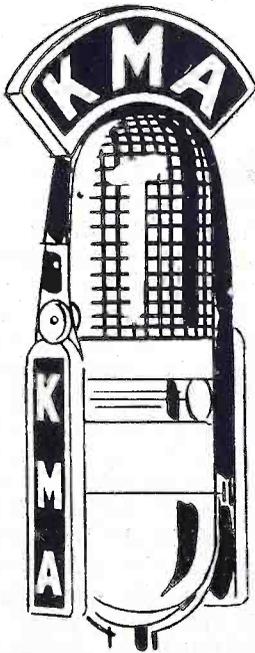
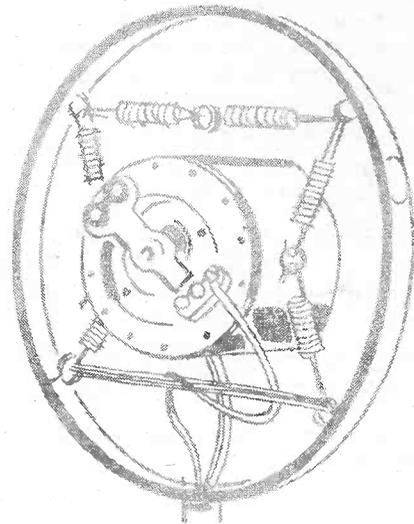
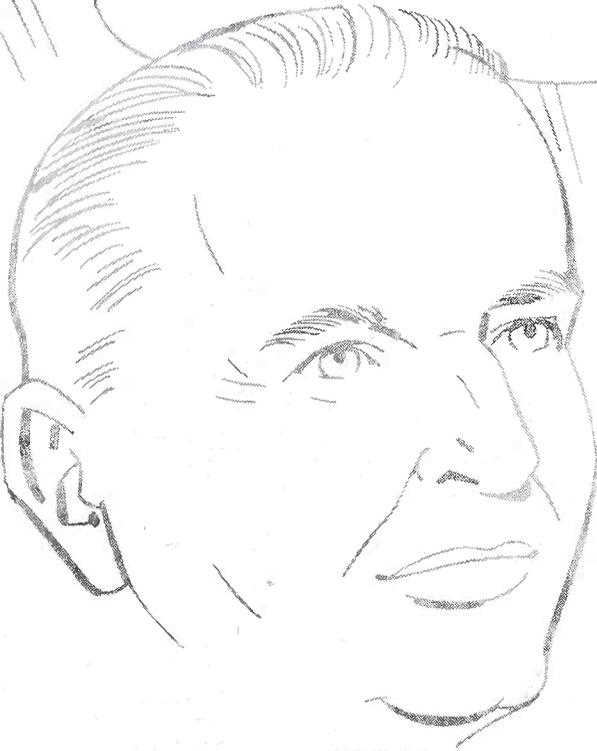


The

KMA GUIDE

August 1953



KMA's 28th Anniversary



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Bethany, Missouri... Enclosed is \$1 for another years subscription to the KMA GUIDE. Can't get along without it. I think you have the "biggest" little magazine in the U.S.A. I wouldn't want to miss a single copy.

Belva Woodruff

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KMA Celebrates 28th Anniversary

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The microphones depicted in the picture are a carbon mike, and a new ribbon mike.

When radio started in the early 20's, Earl May with keen foresight saw in it a great means for public education, publicity, and entertainment. He wanted a powerful radio station to help the farmers and small town people. His ambition was realized when KMA was licensed by the Department of Commerce and began operations on August 12, 1925.

Always a leader and never a follower, Earl May immediately started making radio history. Early morning broadcasts were unheard of until he inaugurated the first regular program of its kind at 6:30 a.m., October 30, 1925. He built up a vast radio audience and in 1926 won the radio digest gold cup as the nation's most popular announcer. In 1926 he also originated the now popular audience participation type of program. Regular news broadcasts direct from the news wires were inaugurated by him in 1928, whereas most stations have followed suit only within the last 15 to 18 years.

Ed May was six years old at the time his father, Earl May, founded KMA, with all the special fascinations it held in the early days of radio. So, Ed found himself appearing informally, on KMA programs with his father while he was still in grade school. Growing up with radio Ed May has many years of varied experience behind the mike, and has in the past years upheld the high standards that KMA has been noted for, for 28 years. By carrying on the high standards set by his father, Earl May, Ed has kept KMA the outstanding farm station of the nation.

A Chat With Edward May

I am writing this while I am on my vacation. Eleanor, the children, and myself are enjoying our vacation at Echo Lodge in Mercer, Wisconsin very much. Mercer is located about 650 miles from Shenandoah, Iowa. The lodge consists of six cottages that face on the lake, and 25 feet back from the lake heavy woods prevail. There are beautiful pines, birch, spruce, hemlock and balsam in the evergreen line.

Echo Lake is about average size — two miles long and is part of the Turtle River chain. There are 20 to 35 lakes in this chain.

The lake is wonderful for swimming, and we usually swim once every day and sometimes twice. The lake is wonderful for Annette and Karen as they can wade in the lake without fear of a drop-off.

There have been no mishaps, although Karen fell off the dock the other day and got a little wet. The water was only about two feet deep, so she was just scared more than she was hurt. I think in the future she will be very careful.

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It gets cold here in the winter-time . . . down to about 35° to 40° below zero and once it reached 50° below. It is very wooded and is a fisherman's paradise . . . pike, pickerel, rock bass, and perch prevail. The leading game fish up here is muskellunge. We have been out fishing for a couple of days, but have not had much luck. The water is high, and fishing has been fair to poor.

This afternoon I took a walk in the woods to pick blueberries, and found that they are very

scarce. Red raspberries will be ripe very soon, also the blackberries. They grow wild in the woods but are hard to locate. There are chokeberries which will be ripe in about ten days. We have not run across much poison ivy in the woods.

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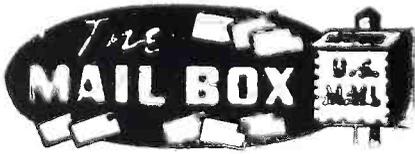
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In the picture below is a picture of myself, and George Hayes who looks after the trial grounds. I am checking sweet corn that is ready to eat, approximately 40 or 50 varieties are being tested at the present time.

Beans (number of varieties) are weighed and checked and compared for yields. We checked carrot blocks, about 20 varieties, looked over annual flowers—all American winners in the last eight years, and also new flowers to be introduced next year.





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**KMA Homemaker Day, August 10th to Feature
Meat and Cooking Authorities, Fun and Prizes**



Above: Martha Logan, Home Economics Department, Swift & Company.

Among the notables who will be present to participate in KMA's huge homemaker day are Martha Logan, Martha Bohlsen, Betty Tolsen, Bernice Currier, Florence Falk, Adella Shoemaker, Professor Ed Kline and Ed Harris.

The homemaker show will be part of a two day livestock feeders institute to be held August 10th and 11th. The homemaker portion will be held at the KMA auditorium, Monday, August 10th starting at 1:00 o'clock.

The program will get under way at 1:00 p.m. with musical entertainment by KMA radio personalities, with the formal part of

the program beginning at 1:30.

There will be a meat cutting demonstration by Professor Ed Kline, Iowa State College.

Martha Logan, Home Economics Department, Swift & Company, will show how to prepare, cook and serve meat. Attractive service of well prepared foods as an aid to gracious living is a specialty of this home economist. In addition, she seeks always to help homemakers in making their meal planning and food preparations easier.

Miss Logan is nationally recognized through her appearances on the network Breakfast Club radio show when thousands of women listen to her practical food hints and serving suggestions.



Glenn Harris, KMTV Program Manager, will feature his "Penny Auction."

Another portion of the program, "Household Magic" will feature Martha Bohlsen, Director of Women's Activities, Tidy House Products Company, Shenandoah, Iowa.

Glenn Harris, KMTV program manager, will feature "Penny Auction" which is seen Friday night over KMTV. Harris was recently given the TV Showman Award for Nebraska and Iowa by the TV Showtime Magazine.

KMA Radio Homemakers will be present to greet the guests as they arrive.

Also on the program will be Edward May, President of KMA and the May Seed Company.

Guests will be presented with free meat recipe booklets from Swift and Company, and many additional prizes will be given away to lucky ladies in the audience.



Martha Bohlsen, Director of Women's Activities, Tidy House Products Co.

The KMA Guide

KMTV To Hold Open House In August And September

Television Station KMTV in Omaha has announced plans for a giant open house celebration. Those interested in seeing a modern TV plant are urged to visit the KMTV studios between August 26 and September 4. The station's large remodeling and expansion program has just been completed, and visitors will have a chance to see the new studio, new control room, new news room, and the completely remodeled office facilities. Visitors will be taken on conducted tours between the hours of 5:00-10:00 p.m. on the above dates. In addition to meeting many of the KMTV personalities, the guests will have a chance to see themselves on TV during the ten-day open house celebration.

KMTV is owned and operated by the May Broadcasting Company.

Glenwood Woman Wins Edwards Coffee Safe Driving Slogan Contest

Mrs. Pauline Noah, Route 3, Glenwood, Iowa, has been awarded a portable radio in Edwards Coffee Safe Driving Slogan Contest. This contest was featured recently on Merrill Langfitt's, "RFD 960," morning program over KMA.

The contest judges were the Iowa Highway Patrol, and the Shenandoah Police Department. The radio was presented to Mrs. Noah by Merrill Langfitt at the KMA Studios.

Three Columnists Featured On '3-City By-Line'

ABC will carry a new series of intimate news reports by three outstanding columnists reporting Tuesday through Friday from three cities. Hy Gardner of the New York Herald Tribune will report the glamour going-on in the East. Sheliah Graham of Daily Variety will report the happenings in Hollywood and the Pacific Coast, and Irv Kupciet of the Chicago Sun-Times will report the latest gossip in the Mid-West. The program will be fast-paced and presented in an exciting atmosphere. All participants are experienced radio personalities and will bring to their microphones the benefit of years of news-gathering experience and personal contact with thousands of new sources.

"3-City By-Line" is heard over KMA every Tuesday through Friday at 9:00 p.m.

August, 1953

Governor Thornton of Colorado To Speak At KMA Auditorium

A two day Livestock Feeder's institute to be presented by Midwest Livestock Feeder's Association will feature Governor Dan Thornton of Colorado. The two-day



Governor Dan Thornton of Colorado to speak at the KMA Auditorium.

Livestock Feeder's institute will run in conjunction with KMA's homemaker day, Monday, August 10th.

The Institute will be on August 10th and 11th and will be held at the Mayfair Auditorium. Governor Thornton will be here on the afternoon of the 11th and will present his farm plan in a National Address at 1:30 p.m. at the Mayfair Auditorium.

Governor Thornton, who has been closely associated with President Eisenhower, has been in the cattle business for a long time. He started as a 4-H boy in Texas and has maintained an outstanding purebred Hereford herd in Colorado for a number of years.

In September, 1947, Dan Thornton conducted the cattle industries' greatest single sales event when he sold his stainless cattle herd for one million dollars, thereafter devoting himself to improving and increasing the productivity of his ranch in order that it might be a kind of model for ranches throughout Colorado.

In 1948 he was elected to the Colorado State Senate, and in 1950, after a whirlwind campaign throughout the State, won a sweeping victory for the Governorship of Colorado.

LYN SOFLIN FEATURED IN HALF-HOUR DISC JOCKEY SHOW

"Letter From Lyn", KMA's new disc-jockey program, incorporates live talent with top records as it moves to 1:00 p.m. for a half hour program of scintillating entertainment.

This fast paced disc jockey program features ten selections of which KMA's Three Notes play four numbers. The Three Notes feature one top tune usually in the hit parade class, and three standard favorites... songs we all know and love to hear.

Lyn spins six records and uses a variety of entertainers of which Patti Page, Gene Autry and Sons of The Pioneers are just a few. She includes information on the records, recording dates and inside information on the recording artist.

"Letter From Lyn" is heard over KMA Monday through Saturday at 1:00 p.m.

'Call Me Freedom' To Be Aired Over KMA

In association with Freedoms Foundation at Valley Forge, KMA via the ABC will present a new dramatic series of stirring, patriotic personal stories. The series is based on incidents from the files of the foundation, illuminating and reaffirming the ideas and principles upheld and protected by our heritage. The central figure of each story has been a recipient of Freedoms Foundation award. Narrated in human, down to earth terms by Freedom Hawkins, of Valley Forge, the stories are taken from every walk of life — dramatizing the saga of Charles Leong, patriotic enterprise of Dave Epstein, the heroism of Ensign Jessie Brown, and work with boys and girls carried through by the police department of Rockhill, North Carolina, to name a few.

"Call Me Freedom" is now featured over KMA every Sunday evening at 8:30.

Pipe Collection Has Sentimental Value For Announcer Larry Parker

KMA announcer Larry Parker has many hobbies. He is well-known for his fine collection of records and recipes, but his favorite hobby is the collecting of fine, briar pipes. Larry takes terrific pride in his fine display of 50 briar pipes in his unique pipe racks.

In his hand Larry is holding a hand-

carved warrior's head pipe that was imported from England. He has other hand-carved pipes, but this particular pipe is his favorite. A collection of over fifty pipes requires a lot of work. Larry cleans, dries, and adds sweetner to the pipes regularly. In order to insure full pipe-smoking enjoyment Larry makes his own tobacco mixture.

Larry's collection of pipe racks is almost as interesting as the pipes themselves. The racks are made to resemble ducks, dogs, hitching posts and other unique things. Most of the racks were purchased during the war while Larry was in the service, and they all have a lot of sentimental value to Larry and his wife, Marge. For example, the pipe rack being held by Marge was purchased in Monterey, California while Larry was on leave.

Larry has been collecting pipes for 20 years, and frankly admits that his collection is far from being a large one, but he adds, "Few collections could have greater sentimental value than mine."



Above: Larry and Marge Parker examining Larry's unique collection of pipes and racks.

Grass Root Notes

By **MERRILL LANGFITT**
KMA Farm Service Director

August is County Fair month over the entire Midwest. The County Fair serves as a show-case for all of agriculture. The 4-H boys and girls present their fine exhibits, the rural homemakers and their husbands display the fruits of the soils productivity and the proficiency of the farm home as a working unit. Add to all of these fine features the commercial exhibits, the thrill days, the grand stand shows and people — hundreds of thousands of people, and you have our great institution, the County Fair. During the dark days of the depression and the war that followed we lost many of our County Fairs. With new vitality they are coming back. County Fairs and achievement shows don't just happen. Hundreds of people work and plan for days throughout the year planning for the next fair. A show as big as the County Fair requires expert planning, precision timing and a great deal of luck with the weather. Yes, the County Fair is a fabulous show case for our agriculture. I'm sure your fair, and those leaders who have worked so hard on it, deserve your moral and financial support. Without that support they fail and if the County Fair fails we have lost one of our great institutions.

Jack and I will be attending and report-

Paul Pippert, KMA Announcer Tries New Farm Combine

"Farm machinery has really changed," Paul Pippert, KMA announcer and newscaster remarked as he climbed down from the self-propelled combine.

"It sure is a big change from the pull-type power take-off machinery we used on my dad's farm 10 years ago."

Paul worked one afternoon in the field to see if he could operate the new farm machinery and found remarkable improvements. The new self-propelled combines changes into corn picker, 9-ft. mower, hay baler and numerous other pieces of self-propelled machinery.

At right: Paul Pippert, KMA announcer, on self-propelled combine.

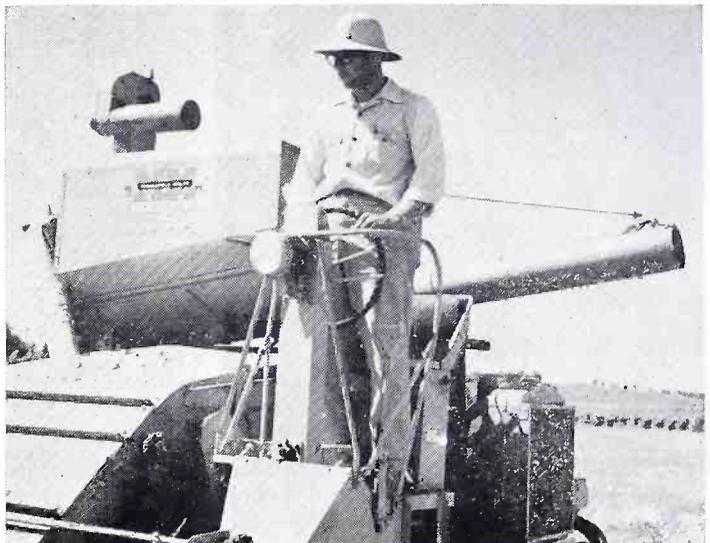
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Above: Jeannine Langfitt, 10 months old daughter of Merrill Langfitt.

ing the activities of many County, State and district fairs and shows. For those of you who are unable to attend in person, we hope to send some of the color and activities into your home by means of radio.

In another year our little one will also begin to sense the carnival aspects of the fair. As you see her on her stroller in this picture she is very much interested in everything around her little world. She likes the chickens, the cattle, the horse, and everything that makes noise. She loves to ride in the car and particularly likes the roar of the airplane engine.



On the KMA PARTY LINE

With **DORIS MURPHY**

Teaching swimming from 8:00 to 5:00 all day, and announcing until midnight at KMA, keeps JOE LAHADER on the run! Doesn't leave him much time to spend with his family. So he and his wife have worked out a schedule to give them time together. At 5:00 p.m. when JOE is through instructing, Ginny brings their daughter, Linda, to the pool where her daddy gives her a 45 minute swimming lesson. Then he rushes to the studio at 6:00, and Ginny goes home to prepare supper. At 7:00 o'clock she brings his supper to the studio piping hot... and while he eats, she stays for an hour's visit. JOE brags about Ginny's ability as a gardener, and smacks his lips over the delicious corn-on-the-cob, green beans, tomatoes, kohlrabi, and other fresh vegetables he finds in his "dinner bucket," that he knows she has grown in their garden. Also with the vegetables he usually has a couple big hamburgers and a quart of milk and kool-aid. Dining in the air-conditioned studio is pleasant... especially when it gives a feller time to visit with his wife... and by doing this... JOE holds down two fulltime jobs!

"In the good old summertime" you find ENGINEER JACK JOSEPHSON and his attractive wife, Dolores and family, spending much time enjoying their big back yard. Here you see them pictured swinging the children, Julie, age 9 and Jerry, age 2½. In addition to this swing, JACK has made a teeter totter, put up a pup tent, and is talking about making a slide, so you can see WHY the JOSEPHSON children like to play at home. They have another added attraction too... an ice cream freezer that comes into action real often these hot days. Nothing suits daddy better than to come home and find mother has made a big freezer of homemade ice cream. Jerry and Julie both love licking the dasher and they love that good old fashioned vanilla flavored ice cream.

Living in a downtown apartment is convenient... but LARRY and MARGE PARKER have found it has disadvantages, too! One Saturday they drove to St. Joseph on business, returning in the late afternoon, hot and tired. Anxious to get into the shower and cool off they rushed to their apartment forgetting all about their car parked on main street. Sunday morning when they came out to go to church... they discovered what they had done. In their rush the day before, they had forgotten to move their car... and there on the windshield was an "over time parking ticket." It cost 'em!

Did you know wives of three KMA staff members, are beauty operators? ANNOUNCER'S MERL DOUGLAS and PAUL PIPPERT, and ENTERTAINER BUCK DILLEY... all have wives in the profession. The KMA boys sure know how to pick pretty wives!

Some of the vacation fun was spoiled for Betty Jane Rankin, daughter of Mr. and Mrs. J. D. RAN-



Above: Engineer Jack Josephson and wife, Delores swinging Julie, age 9, and Jerry, age 2½.

KIN, JR., when she broke a bone in her foot while swimming. Betty Jane somersaulted backward off the edge of the swimming pool, striking her foot on the step as she turned. The cast will remain on for several weeks. Betty Jane's mother is Frances May, sister of Edward May.

Don't know if BOB STOTTS will name his new Palomino mare colt, "Firecracker", "Dynamite" or what they'll call her, but anyway . . . she arrived on the Fourth of July! The pretty little yellow colt born to "Diamond" is a beauty, and the STOTTS children can't seem to find a name quite good enough for this new addition to the family!

ENTERTAINER CULRY DALE had looked forward to his vacation . . . but when the time came he lost his enthusiasm! All because his dog, "Queen" had died while he was spending a week fishing at Spirit Lake in June. The dog had been left with a veterinarian . . . but took ill and died before his master's return. "Queen" was the second good dog CURLY has lost in a year. Now . . . he thinks he will wait awhile before he gets another, as he becomes so attached to them.

At one time, LYN SOFLIN of the sister team, "Betty and Lyn", was writing to 14 pen pals. Then it simmered down to one . . . Rose Marie Miller of Smith Center, Kansas, whom she "met" through her Sunday School paper. For ten years now, LYN and Rose Marie have been writing each other and have become very close friends. When it came vacation time, LYN headed for Kansas to spend several days with her Pen Pal. They met for the first time only three years ago, but have visited each other since then. BETTY spent most of her vacation in Lincoln with her folks.

ENTERTAINER MORRIE JONES has many hobbies, but one of his most interesting is making things out of match sticks. For five years he has been working on a lamp stand at odd times, having already put in 42 hours of work, and it isn't completed yet! He started out with 3,832 match

sticks. First he cuts off the ends of the matches, then glues them together, making up the design as he goes. It takes a great deal of skill and patience, but MORRIE enjoys it, and will some day have a valuable



Above: The "Farmer's Wife", Florence Falk and husband, Byron with their children, Karen and Bruce.

and unusual lamp stand. He got the idea for his hobby from an old man in Knoxville, Tennessee, who had made violin, guitar and mandolin cases out of match sticks. Already he has made one table lamp!

On FLORENCE FALK'S program, "THE FARMER'S WIFE," from 3:30 to 4:00 each afternoon, you hear the old red rooster crow . . . hear about Tippy, the dog; the rabbits, and all about life on the farm. NOW . . . you can see them! Photographer ALLEN JOHNSTON went to the FALK farm, east of Essex and got this picture of the whole family. At the left is Byron holding the rooster that crows on FLORENCE'S program. Next is Karen, then FLORENCE and in front, Bruce holding Tippy. In back is the rabbit hutch. The pair of beautiful white rabbits was sent to the children for Easter from a listener at Martinsville, Missouri. Now they have seven new baby rabbits. Karen plans to exhibit them at the Page County Fair as her 4-H extra project. On July 4th the children planned a birthday party honoring Tippy's first birthday. An invitation was sent to the neighbor dog Brownie, who arrived at the requested time . . . 1:00 p.m. with a frankfurter wrapped as a gift in birthday paper and card, and tied around his neck. Ice cream and cup cakes were served the two dogs . . . BUT instead of a candle centering the birthday cake, there was a dog's favorite morsel . . . a BONE! Life on the farm is busy this time of year but it's a lot of fun.

Frank Comments

By FRANK FIELD

The picture this month shows a portion of my garden as it looked on July 10th. Those are Hybrid Burpee Cucumbers I am picking. As you can see, there are six hills of that variety and then the balance of the row is the new variety called M.R. 17, which is a pickling type of cucumber a good deal like National Pickle in size and shape, the principal difference being that they are practically wilt resistant and bear much heavier and over a far longer period of time. The row on the extreme left of the picture is Butternut Squash with the second hill missing. You remember I was gone four days the last of May on a fishing trip in Northern Minnesota. During the short time I was gone, the striped Beetles moved in on the cucumbers and squash, and that second hill was damaged beyond recovery by the time I could get them dusted again.

To the right of the cucumbers you will notice four rows of sweet corn. That little short variety on the first part of the first two rows is Hybrid 4th of July, and it was all through with its crop at the time this picture was taken. The next section in the first two rows is the first planting of Hybrid Iochief, which followed in about 10 days later than the 4th of July. Then the last section in the first two rows is Hybrid Stowell's Evergreen, which will follow right in behind the Iochief.

In the next two rows of sweet corn you can just see a little of the second planting of Iochief, followed by the second planting of Hybrid Stowell's Evergreen. Back of that, and too short yet to show in this picture, is the third planting of Iochief.

If you are wondering what that light colored streak is between the cucumbers and the squash; that is part of my irrigation system. It is a sort of plastic hose punched full of little tiny holes about the size of a common pin. In fact it is made into one piece so that it can't twist or turn over. The holes point every which way, some of them out to one side, some upward at an angle, and some straight up in the air. The result is that I get a very even soaking over a space 20 feet wide and 50 feet long, a perfect oblong. For garden use this is much better than using the whirling sprinklers which soak the ground in a circle. This means you have to waste a lot of water in order to get into the corners. I have only had to water the garden twice this summer, once during that hot, dry spell in June and once during a dry spell in the second week of July. Since that time we have had just the right amount of rain to keep everything growing vigorously.

The beans are just to the right of the sweet corn and then come the tomatoes, which are where the peas were earlier. I took a picture of that part of the garden at the same time I took this one and will probably use it on this page in the September Guide,





HOMEMAKER'S GUIDE

RECIPES

By **BERNICE CURRIER**

This recipe comes from across the country in Pennsylvania. Taste-testers have given it five red stars, which is very high praise.

MORAVIAN SUGAR CAKE

A—1 cup hot mashed potatoes (cooked & mashed & sieved with no seasoning)

1 cup sugar

1/2 teaspoon salt

1 cup melted butter

2 eggs well beaten

B—2 packages dry yeast

1 cup lukewarm water

5 1/2 cups sifted flour

The night before baking, combine A in a very large bowl. Dissolve B and add. Add 2 1/2 cups flour and beat until smooth, add remaining flour and work in using finger tips until dough is smooth. It is very soft. Cover with two thicknesses of waxed paper and over that a damp towel held down securely over the bowl. Set in refrigerator overnight. In the morning shape the dough into two greased 8" x 11" x 2 1/4" pans, pressing it well into the corners with fingers dipped in flour. Cover, let rise to double. Dip your thumb into a cup of flour and make depressions in dough 1" apart all over the tops. Press thumb clear to bottom of pan and dip in flour before each one. Into each depression put about 1 teaspoon of the following mixture—1/3 cup melted butter—1 1/2 cups brown sugar & 1 1/2 teaspoons cinnamon. Bake in 400° oven about 25 minutes if pans are bright and shiny. If pans are glass or enamel, heat oven to 375°. It should be light and fluffy but firm to touch and nicely browned. Turn out on racks to cool. This makes two large cakes.

* * * * *

OIL AND VINEGAR PICKLES

Slice 20 very small unpeeled cucumbers thin. Cover with brine made of 2 ounces coarse salt to 1 quart water, and let stand three hours. Drain and rinse in cold water

and pack into two clean pint jars, adding 1/2 tablespoon mustard seed and one small onion sliced thin. Tie a teaspoon celery seed in cheesecloth and simmer for 20 minutes in 1 1/2 cups cider vinegar, add boiling water to bring the vinegar back to 1 1/2 cups after boiling. Slowly stir in 1/3 cup olive oil. Pour this mixture hot over cucumbers in jars, and seal at once.

RECIPES

By **ADELLA SHOEMAKER**

SHRIMP-CRAB CASSEROLE

Here is a delightful main dish for your first fall luncheon. People ordinarily not fond of seafoods go for this.

1 six or seven ounce can of shrimp

1 six or seven ounce can of crab

1 cup celery chopped

1 green pepper chopped

1 medium sized onion chopped

1 Tablespoon Worcestershire sauce

1 cup salad dressing (Miracle Whip Type)

Mix all together. Put in a greased casserole and bake in a moderate oven one hour.

* * * * *

FRUIT COCKTAIL COOKIES

This makes a nice large batch. These will be fine for school lunches. Make them big by dropping dough from Tablespoon so all the fruit will get in each cookie.

1 cup shortening

1 cup brown sugar firmly packed

1/2 cup white sugar

3 eggs well beaten

4 cups all purpose flour

1 teaspoon soda

1 teaspoon baking powder

1 teaspoon salt

1/2 teaspoon cinnamon

1 cup raisins or chopped dates

2 cups fruit cocktail well drained

1/2 cup black walnuts

1 teaspoon vanilla

Cream shortening and sugar. Add well beaten eggs. Sift the dry ingredients, and





add. Stir in the other ingredients. Drop until almost double (takes 3 or 4 hours). by tablespoon on greased sheet, and bake at 375° until lightly browned.

* * * * *

CHEESE-PINEAPPLE SALAD

- 1 No. 2 can sliced pineapple
- 1/4 lb. cheddar cheese
- 20 marshmallows
- 1 egg
- 2 Tablespoons flour
- 3 Tablespoons sugar
- 1 Tablespoon butter
- Dash of salt

Drain juice from pineapple. Heat in double boiler. Cut cheese in 1/4 inch cubes. Cut pineapple slices into small pieces. Cut marshmallows into fourths. Mix together. Combine flour, sugar, salt, add to beaten egg. Blend well and stir until thickened. Then pour over pineapple mixture. Chill before serving.

* * * * *

MOTHER SHOEMAKER'S BAKED BEANS

- 3 cups navy beans soaked overnight
- 1 teaspoon soda
- 1 cup sugar
- 1 Tablespoon salt
- 2 slices bacon

Cook beans and soda together a few minutes. Pour off water, wash well, and let cook in clear water for 1/2 hour. Add the other ingredients (putting a bacon on top). Bake for three hours in a moderate oven.

The Farmer's Wife

By FLORENCE FALK

Judging from the requests in the mail these recipes are among the popular!

SWEDISH RYE BREAD

- In a large bowl combine
- 4 tablespoons shortening
- 1 1/2 teaspoons salt
- 3/4 cup molasses
- 2 tablespoons brown sugar

Pour over this, 3 cups boiling water. Add one package dry yeast which has been dissolved in 1/2 cup lukewarm water and then add 3 cups light rye or 2 cups dark rye flour. Mix well and then add 5 cups white flour. Knead on a floured board till smooth. Put in a greased bowl, cover and let rise

Punch down and let rise again. Then turn out on a board, knead and mold into 5 loaves. Put in greased pans, cover and let rise to double in size. Bake 1 hour in 325° oven, or until done.

* * * * *

BAKED FUDGE PUDDING

Using your favorite white, yellow or chocolate cake to be baked in a pan about 8 x 12. Mix 1 1/2 cups brown sugar, 1/2 cup cocoa. Sprinkle over the batter and then pour 2 cups boiling water all on top. Bake at 375° for 20-30 minutes. Serve upside down with its own sauce warm or cold. May be garnished with whipped cream.

* * * * *

JELLY ROLL

- 5 eggs, separated
- 1 cup sugar
- 1 tablespoon grated lemon rind
- 2 tablespoons lemon juice
- 1 cup sifted cake flour
- 1/4 teaspoon salt
- Confectioner's sugar
- 1 cup jelly or jam

Beat egg whites until stiff but not dry. Add 1/2 the sugar slowly, beating constantly. Beat egg yolks until thick and lemon colored; add remaining sugar gradually, continuing to beat until stiff enough to hold a soft peak; add grated lemon rind and juice. Fold gently into egg whites. Combine flour and salt and fold quickly but lightly into the egg mixture. Line a large shallow (11x16 inch) pan with waxed paper, pour in batter and bake in a moderate oven (350°) for 15 minutes being careful not to overbake it. Turn onto a clean towel well sprinkled with powdered sugar. Remove paper and trim off crusts. Roll, lifting end of towel nearest you. Wrap in towel and cool. Unroll, spread with whipped jelly and roll again. Serves 8.

Lemon Roll—Spread with lemon filling instead of jelly.

Marshmallow Chocolate Roll—Spread roll with marshmallow 7-minute icing instead of jelly and roll. Coat with mixture of one teaspoon melted butter and one ounce (square) chocolate, melted.





Forecast For The Month



BIRTHDAYS:

- August 17—Pauline Gowing, wife of Associate Farm Service Director, Jack Gowing.
- August 19—Cecilia Langfitt, wife of Farm Service Director, Merrill Langfitt.
- August 19—David Lund, son of Engineer, Ralph Lund.
- August 20—Harold Arkoff, KMA regional representative.
- August 23—Judy Lund, daughter of Engineer, Ralph Lund.
- August 25—Tony Koelker, KMA station manager.
- August 26—Doris Murphy, KMA Women's Program Director and KMA Guide Feature Editor.
- September 1—John E. Busby, KMA regional representative.

ANNIVERSARIES:

- August 10—Viola & Bob Stotts, Staffs Artists.
- August 12—Gayle Maher, KMA Office Manager, and husband, Marty.
- September 5—Muriel and newseditor, Ralph Childs.

BIRTHSTONE: Peridote.

FLOWER: Gladiola.



August, 1953



Above: Joe Lahader, KMA announcer, throws daughter Linda high into the air.

Joe Lahader Trains A Future Swimming Star

In the picture above Joe Lahader, KMA announcer, is shown throwing his 20 months old daughter, Linda, high into the air. When she hits the water her mother is there to see that nothing goes wrong.

Linda slides down the slide of the Shenandoah pool, jumps off the float in the center of the pool and delights in swimming under water. At the age of 20 months she is already a proficient swimmer.

18th Century Magic

PATTERN FOR THE MONTH

Centerpieces and doilies have long been considered the sugar-coating of interior decoration. As any other part of a room's decor, they have changed in design with the tempo of the age. This square centerpiece has been influenced by the elegant living of the 1800's. It's an ecru linen square — 22 1/4 inches—with a crocheted insert and edging which looks as fragile as a cobweb. This is indeed a piece you will find simple to make.

Ladies who want this CENTERPIECE PATTERN may send a self-addressed, stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. S-129.

Patterns such as the one shown here appear in each month's issue of THE KMA GUIDE, and are FREE of CHARGE.

KMA DAILY PROGRAMS FOR AUGUST, 1953

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

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

7:15 a.m.

FRANK FIELD

Every day at 7:15
Monday thru Sat.



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

12:45 p.m.

RALPH CHILDS

The up to the minute
Market Report



- 1:00 p.m.—Letter From Lyn
- 1:30 p.m.—Betty Crocker (M.W.F.)
- 1:35 p.m.—Nishna Valley Neighbors
- 1:45 p.m.—Bob Stotts
- 2:00 p.m.—News
- 2:05 p.m.—The Midwesteners
- 2:30 p.m.—Marge's Song Shop
- 3:00 p.m.—Jack Owens
- 3:25 p.m.—Betty Crocker (M.W.F.)
- 3:25 p.m.—Late News (T.Th.)
- 3:30 p.m.—Florence Falk
- 4:00 p.m.—Merl Douglas Show
- 4:30 p.m.—News
- 4:45 p.m.—Blackwood Brothers
- 5:00 p.m.—Tumble Weed Ranch
- 5:30 p.m.—Ronny Kemper
- 5:45 p.m.—John Conte

- 6:00 p.m.—Farm Bulletin Board
- 6:15 p.m.—Organ Serenade
- 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.—Concert Studio
- 9:00 p.m.—Proudly We Hail
- 9:30 p.m.—Broadway In Review
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

TUESDAY NIGHT

- 7:00 p.m.—Starr of Space
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Discovery
- 8:00 p.m.—Am. Town Meeting
- 8:45 p.m.—Forward March
- 9:00 p.m.—3 City By-Line
- 9:30 p.m.—Homes On The Land
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

- 7:00 p.m.—Lone Ranger
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—City of Times Square
- 8:00 p.m.—Mr. President
- 8:30 p.m.—Crossfire
- 9:00 p.m.—3 City By-Line
- 9:30 p.m.—Heres To Vets
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

THURSDAY NIGHT

- 7:00 p.m.—Starr of Space
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Heritage
- 8:00 p.m.—Mike Malloy
- 8:30 p.m.—Time Capsule

9:00 p.m.—3 City By-Line
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Platterbrains
 8:00 p.m.—What's The Name of That
 Song
 8:30 p.m.—Bob Edge
 9:00 p.m.—3 City By-Line
 9:30 p.m.—America On The March
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Frank and Jackson
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SATURDAY PROGRAMS

5:00 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Bob Stotts
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Betty & Lyn
 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.—Chautauqua Student Sym.
 10:30 a.m.—All League Clubhouse
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Midwest Farmer
 12:45 p.m.—Market Review
 1:00 p.m.—Letter From Lynn
 1:30 p.m.—Nishna Valley Neighbors
 1:45 p.m.—Bob Stotts
 2:00 p.m.—News

2:05 p.m.—The Midwesterners
 2:30 p.m.—Tennessee Ernie
 3:00 p.m.—Andy Parker
 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.—Tumble Weed Ranch
 5:30 p.m.—101 Ranch Boys
 6:00 p.m.—Harmony Shop
 6:15 p.m.—John MacVane
 6:30 p.m.—News
 6:45 p.m.—Radio On The Record
 7:00 p.m.—Dancing Party
 9:00 p.m.—Music From Meadowbrook
 9:30 p.m.—Treasury Show
 10:00 p.m.—News
 10:15 p.m.—Palmer House Orchestra
 10:30 p.m.—Navy Hour
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

7:00 a.m.—News
 7:05 a.m.—Opera Album
 7:30 a.m.—Worship Service
 8:00 a.m.—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.—Negro College Choir
 11:00 a.m.—Sun. News
 11:05 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.—This Week In Music
 5:00 p.m.—Monday Morning Headlines
 5:15 p.m.—Don Cornell Show
 5:30 p.m.—Geo. Sokolsky
 5:45 p.m.—Vacationland U. S. A.
 6:00 p.m.—American Music Hall
 8:00 p.m.—Taylor Grant
 8:15 p.m.—Austin Kiplinger
 8:30 p.m.—Call Me Freedom
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Guest Star
 9:30 p.m.—Marines In Review
 10:00 p.m.—News
 10:15 p.m.—Eddie Fisher Sings
 10:30 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

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

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The Burrichter family. Left to right: Don Burrichter, son Eddie and daughters Carol Ann, Connie Marie and Mary Louise.

Kool-Aid Stands Still a Familiar Sight in Rural America

Children have been trying to make their own spending money each summer for generations. And the operation of a refreshment stand in the front yard is one of the best ways to earn that extra money.

The Burrichter children are shown here with their best customers — Mom and Pop Burrichter. Eddie Burrichter is helping his young sister in their thriving business enterprise by fixing the

sign on the front of the stand. Eddie already knows the value of advertising.

As you can see, the stand is complete with a Kool-Aid dispenser, and a miniature cash register.

Don Burrichter, KMA's Assistant Chief Engineer, reports that the children's business is good. He adds that the children are such good salesmen that he now finds himself continually short of spending money.