

The
KMA GUIDE

October 1955



COVER STORY

The little guy on the cover, who looks about as afraid of the mike as if it were a giant lollipop, is Edward Welch May, Jr., the 15 month-old son of the Edward Mays.

With Eddie's appearance at a KMA microphone, it marked the third generation of one of radio's pioneer families to be heard on the 960 spot. The occasion was on Edward May's daily 12:15 noon hour visit, and he brought along his son, to "toss in a few remarks of his own."

The senior member of this picture wasn't very old himself when he first started to talk to the folks in radio-land. From the time he was eight, Ed would come to the studio and his father, the late Earl E. May would talk with him about small fry doings and thinking.

Little Eddie's big sisters, Annette, 10; and Karen, 7; are also heard on their

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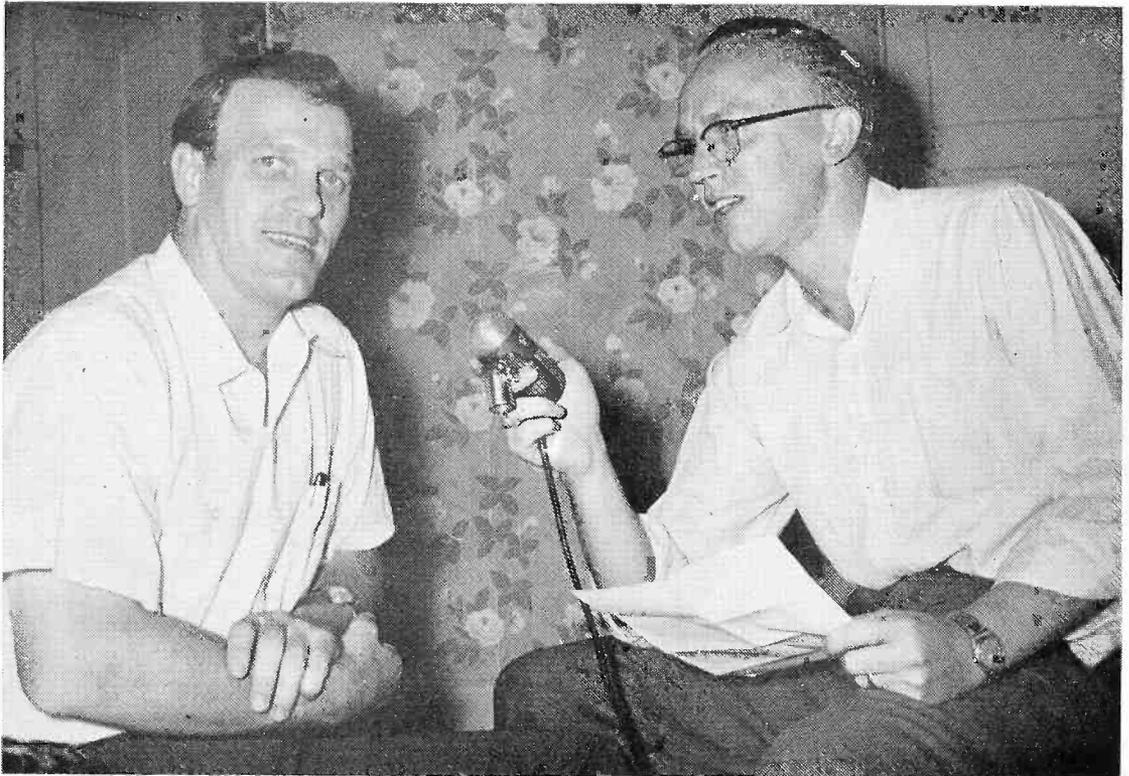
OCTOBER 1, 1955

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father's noon-hour show, and they sing birthday greetings to the children in radio-land.

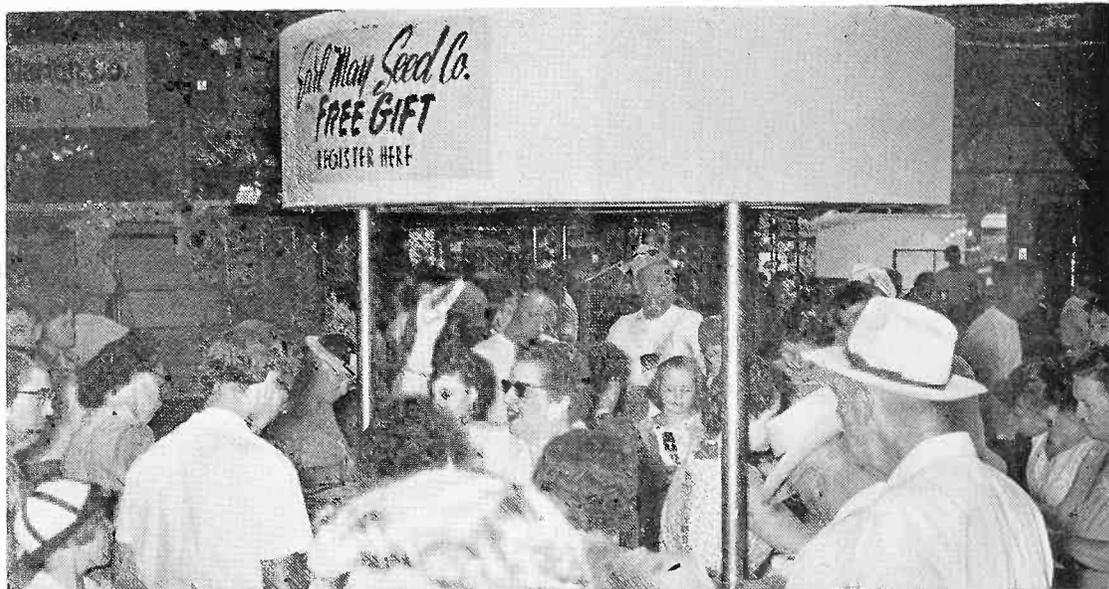
Little Eddie's daddy is also heard at 6:45 each night on KMA.

Eddie Arnold Talks With Mike Heuer



The original Tennessee plowboy, Eddie Arnold, visited in Tarkio, Missouri recently, and popular KMA disc jockey Mike Heuer was on had to chat with Eddie for 15 minutes. They discussed Eddie's entrance into the popular music field with his "Cattle Call", backed by Hugo Winterhalter's orchestra. Eddie said he'd have several more pop songs coming out soon, but that he'd always continue to make country and western records. One of America's favorites, the RCA recording star has seen the public buy more than 31 million of his songs.

KMA Day At Iowa State Fair



See that gal with the dark glasses, right in the middle of the picture. She's the gal who has put "Johnnie Applesseed" out of business. It's Doris Murphy, director of women's activities at KMA, who was official host to the thousands who visited the May Seed Company and KMA booth at the Iowa State Fair. Doris gave away somewhere near 30 thousand of the 70 thousand packets of seed that was given to booth visitors at the state fair.



Merrill Langfitt of the KMA farm department interviewed Iowa's most popular cop at the KMA Day at the State Fair. The cop is Sergeant Tony Mahalovich of the Des Moines Police Department, who is always passing out candy to the kids and compliments to their folks.



You can guess what usually takes place when farm women get together. They talk about cooking. . . and that's what Florence Falk, KMA's farmer's wife was discussing with Mrs. Oscar Vik of near Onawa, Iowa. Mrs. Vik's rye bread had won first prize at Iowa State Fair.

KMA's Family Album



JACK GOWING WINS TROPHY

The Midwest Farmer, Jack Gowing, was very honored during September, when he won the trophy for having the best speech at the Toastmaster's Club. The trophy is presented every other week to the outstanding speaker of the group. Jack told the group about "rainmaking."

BERNICE TALKS WITH MERRILL'S MOTHER

A surprise visitor to the KMA booth at the State Fair was the mother of farm service director Merrill Langfitt, who lives on a farm near Indianola. She and Bernice talked at length on the "live" interview portion of the program, broadcast directly from the Fair.



NEWSMEN INSPECT NEW WIRE MACHINE

Dean Naven, left, and Ralph Childs check the new United Press wire machine which has been added to their facilities to bring KMA listeners all the news, as it occurs. KMA now has a Missouri-Kansas wire on Associated Press; an Iowa wire on UP; and a Nebraska wire on United Press. In addition, Naven and Childs have established invaluable correspondents who flash them news tips as soon as the news is made. Dean is heard at 6, 7, 7:45; and 12 noon each day; and Ralph has news shows at 1:55; 2:55; 3:55; 4:55 and 15-minute shows at 6:30 and 10 p.m. and also has five minute weather programs at 25 minutes after the hour all afternoon Monday thru Friday.





A Chat With Edward May

We now have October—to me one of the most beautiful months of the year. Our hot weather is behind us and we should have a few weeks of very agreeable weather before snow flies. This is the time of the year when mother nature puts on her most outstanding show of color by painting the leaves of the maples, oaks and other trees. At our house we look forward to a trip to Waubonsie State Park and a stop afterwards at a nearby orchard for a tall glass of apple cider. Frequently on the way home from the park we stop alongside the road and pick some bittersweet. This fall trip is a must with the children and has now reached the point where it has become a tradition.



Edward May, emcee of the Flower Arrangement Day here, introduces his mother, Mrs. Earl E. May.

To some, fall is a dreary season. I have heard people say they dislike fall because it heralds the approach of winter and cold weather, that the flowers and trees die, etc. Actually, most of the flowers and trees are taking a well earned rest in order to awaken in the spring and once again start their life cycle.

I have talked to several people, mainly farmers, who are quite disappointed over their short corn crop. It is too bad the hot dry weather had to hit when it did. On July 1, our prospects for a bumper corn crop were as good as I have ever seen them. Later we had dry, hot weather that cut corn yields. Many farmers have been attending meetings regarding the effects of the drought on the feed situation, also on the National Farm Program. Undoubtedly many of the great agricultural minds in the country are giving time and effort toward development of a farm program that will be acceptable to all concerned. I believe the future will show improvement for the individual farmer.

On Tuesday, September 20th we had Flower Arrangement Day at KMA. Over 1200 women were in attendance and all seemed to enjoy themselves immensely. My mother was down for the morning program. The picture on this page shows mother on the stage extending a warm welcome to the several hundred people in the auditorium.

Speaking of flower arrangements—the Shenandoah Grade School held a Junior Flower show one day during the second week of September. The Shenandoah Garden Club worked very closely with the project and set up the different classifications, which included a single flower, arrangements, etc. The show was a huge success with over 400 entries. I am heartily in favor of developing in grade school children an interest and appreciation in flowers and nature in general.

Edward May

Frank Comments

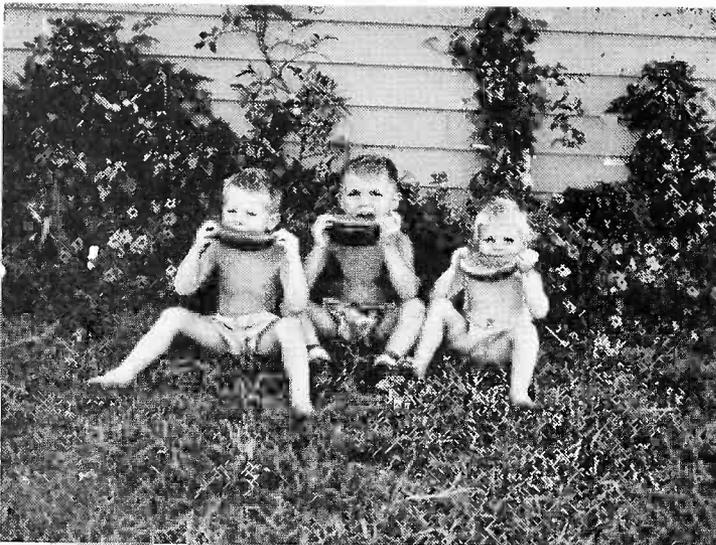
By FRANK FIELD

The picture this month is sort of a compromise to please as many folks as possible. About half of the letters that come in ask for more pictures of the family, and the other half want more pictures of our new home. One day last week Maxine and the kids came up to spend the day while Chris was staying with us for a few weeks. In the afternoon I cut some of the little ice box size watermelon, which the kids all like so well, and while they were eating melon I got out my camera and took their picture.

Reading from left to right, is Chris Bellamy, 4 years old; next is Danny Field, 5 years old; and next is Polly Field, 2 years old. Chris as you know is Peg's boy, and the other two are John's children. Danny started to school this fall and likes it very much. Maxine was able to buy him one of those Davey Crockett sleeping rugs so he was all fixed up when school started.

I mentioned that Chris had been staying with us for a few weeks, which is part of a long story.

Last month I showed you a picture of Peg and Jim and the three boys, taken one Sunday when they were up for a week-end visit. The very next day Jim got a call from Dallas, Texas, from the Chance-Vaught Aircraft Corporation, to come down for an interview. He flew down the next day, taking Peg with him. They offered him a very good job, as Engineer Class A, and he accepted it. While in Dallas, Peg looked around and found a house that they



Testimonial of May's watermelons, being given by Chris Bellamy and Dan and Polly Field, grandchildren of the Frank Fields.

liked and they bought it on the spot. Jim gave the Ford Motor Company in Kansas City a months notice and on September 15th, they moved to Dallas.

In the meantime during the treak of getting packed to move, the three boys stayed here in Shenandoah and vibrated back and forth between Zo's, our place and their other grandparent's house, Gretta Bellamy and Doc.

You remember Jim and Peg both learned to fly and got their wings when they lived in Dallas before. Jim has always been very much interested in airplanes and this chance to go to work as an engineer in a factory where they make jet bombers, was too good to pass up.

By the time you are reading this page, we will have planted six or eight clumps of tulips along the edge of the grass about where the kids in the picture are sitting. We are going to put out lots of tulips this fall, as one good soaking at the time you plant the tulips, is enough to carry them into the winter in good shape. Our roses have been simply beautiful this summer as we watered them thoroughly at least once a week, and when they were through with their first big crop of bloom in June, we gave each plant about a tin cup full of May tone Fertilizer. So between the fertilizer and the water they have bloomed steadily all summer long.

The annual flowers were the saving factor this summer, as the perennials we planted this spring didn't make much showing the first year. We filled in between them with all kinds of annual flowers, such as petunias, marigolds, zinnias, snapdragons and asters. And then along the front of each flower bed we planted rose moss.

So between them all, our yard has really been a blaze of color all summer long. The annuals don't seem to mind the heat so much if they get a good soaking about once a week, which we did. In a normal year all they would require is cultivation, enough to keep the ground stirred and the weeds down. We even had wonderful luck with petunias on the north side of the house, where all the sun they received was a little in the morning and evening.

Nothing new or exciting to report about any of the other members of the Field tribe, as everything is running along smoothly with no broken arms or legs, or anything else out of the ordinary. How have things been with you and your folks? *Frank Field*

Grass Root Notes

By
MERRILL LANGFITT
KMA
Farm Service Director

As you read this, we have moved into our new home. However, not completely settled in it. Building a house is one operation, but making it livable is another.

The clean up following every phase of the building is a real job—particularly the windows after the painting is finished. Of course, I was the painter, so I can't complain to anyone but myself. We are still waiting on some scarce items. One of them is the thermo pane window. They are very much in demand in view of the tremendous building being done all over the country. We are told it takes at least six months to get such a window now. Apparently pink laboratories are scarce too because, the laboratory for one of the bathrooms is on back order too. All in all it's quite a pro-

ject to build a house. In this picture you only see the front wing. There is a center section and back bedroom section not visible in the picture.

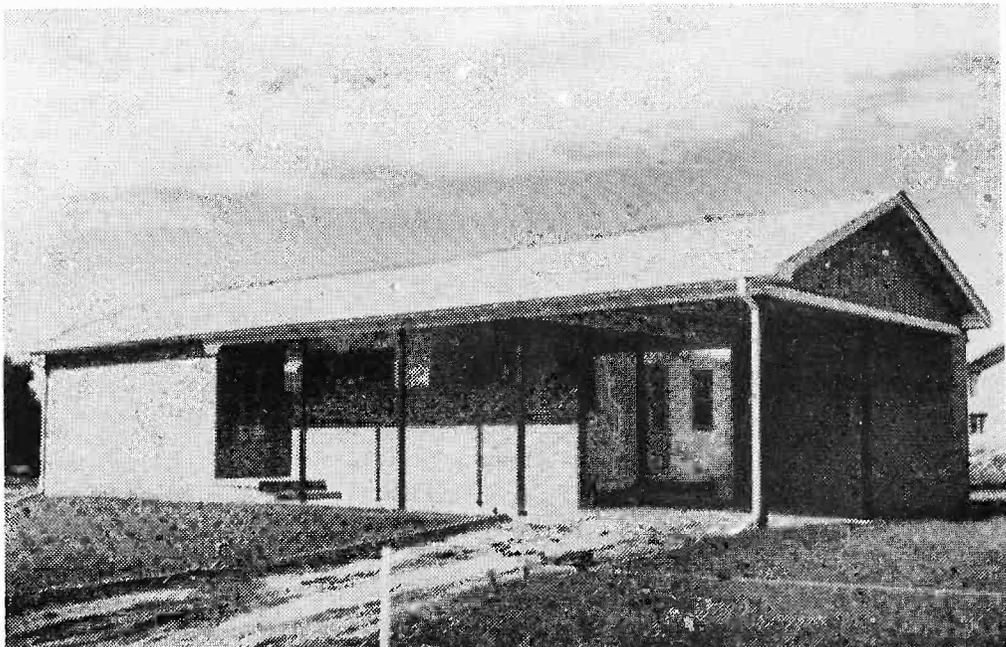
Wall colors and efforts to harmonize colors are really quite a problem for an amateur. But for your information here is what we have done.

In the living and dining room we have brick on one wall and one side of the dining room is wood panel, so we have painted the remaining wall "clove."

Clove, is brown with a reddish cast to it. In the daytime it shows the reddish cast and at night it looks brown. One bedroom is teal green, the master bedroom and joining bath are "buckskin" and the girl's wanted pink, so they got it. Those are the basic colors, with a few variations added. The kitchen is papered with a gay kitchen pattern which has a yellow background. The outside house color is basically white with copper red trim, and, of course, has a front wall of brick.

Time doesn't permit more detail—oh yes — our carpet in the dining room, living room, and the two halls is honey beige. Our grass is growing fine, hope to get some landscaping done soon, and there's still plenty of work to do, but, we are really enjoying our new home.

Merrill Langfitt



This picture was taken on September 22, and we hope to show you different views of this unusual home in the future issues.



On the KMA PARTY LINE

By DORIS MURPHY

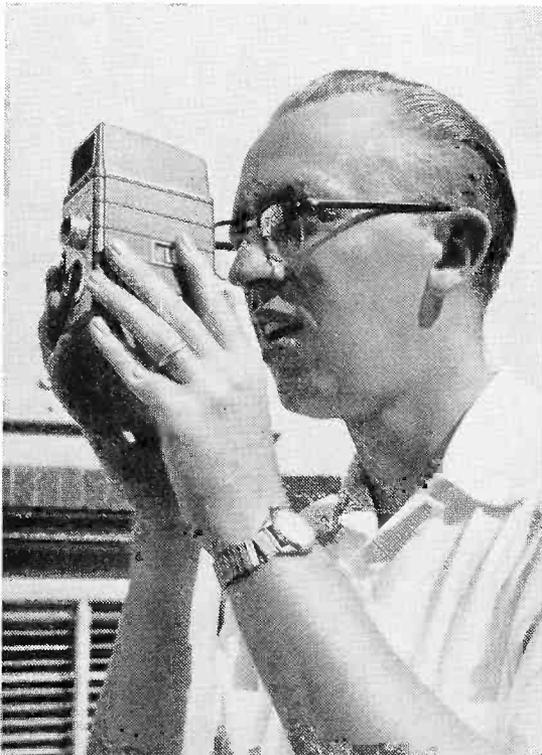
It happened on the 13th! Just as FLOR-
ENCE FALK, the "Farmer's Wife" got
ready to go on the air at 10:30 a.m. she
discovered the electricity was off. She was
helpless! What a crucial time for the power
to fail, the first time in three years. She
couldn't broadcast. . . and she couldn't cook
the covered dish she had ready to go into
the oven for a 4-H dinner. All she could
do was run to the barnyard, get in the car
and listen on the radio to see what KMA
would do for 30 minutes. Fortunately about
this time KMA's other Homemaker BER-
NICE CURRIER happened to be listening.
She heard the announcer say: "Due to
trouble beyond our control, we now bring
you recordings." BERNICE knew something
was wrong, so she quickly called the control
booth. . . told the engineer her amplifier was
still on, and to patch in her line and she

would take the program. Within five min-
utes BERNICE was on the air, filling in
the full 25 minutes with interesting home-
making news, recipes, and helps. Just as she
finished. . . the electricity came on at the
FALK farm home! This again proves KMA
is always ready to meet any emergency.

Around thirty visitors to our "Flower
Arrangement Day" at KMA, September
20th, had an added thrill, when they had
luncheon at Adella Shoemaker's new Tea-
room. Adella opened the tearoom in her
home at 310 West Summit Avenue, August
1st, and is serving luncheons and dinner
by reservation. She is happy to see all her
old radio listeners and with Adella's won-
derful cooking ability, I am sure you will
always get a delicious meal at Adella's Tea
Room.

Flying 950 miles in one day for three
hours work was the record set by engineer
JACK JOSEPHSON in September, when he
flew to Fargo, N. D. to assist KMA's head
engineer, DON BURRICHTER, in taking
field measurements. It took JACK and
Pilot Gene Racine 2 hours and 45 minutes
to fly to Fargo in the KMA plane, but
returning they hit a head wind which slowed
them down, so it took 5½ hours to return.
All this flying, and he worked just three
hours after reaching his destination. What
a modern age we're living in.

He had always wanted a movie camera.
But never felt he could afford it. So you
can imagine how thrilled announcer MIKE
HEUER was, when notified by the Victor
Division of Radio Corporation of America
recently, that he'd been the winner of an 8
millimeter Bell & Howell movie camera, in
one of their promotion contests. During
his disc jockey show one evening, MIKE
developed his entry for the contest which
was for the promotion of the record "Kiss
Like Yours" by June Valli. He drew the
picture of a cross-eyed man then had his
wife imprint lipstick over the face of his
drawing, with the caption "WOW". There's
nothing better than a kiss like yours." It
proved a winner. MIKE also won gold filled
cuff links and a tie clasp in a similar con-
test for the promotion of "Young Ideas"
by Tony Martin. Lucky Mike!



DeeJay Mike Heuer gives his new movie
camera test run.

There was some wishful thinking going on in the mind of Mrs. Dean Naven, wife of KMA's newscaster, just before school started this fall. Secretly she hoped Tami, age five, would be assigned the afternoon class instead of the morning. Not because it would suit Tami better. . .but because it would suit her mother better. Yes, Mrs. Naven finds it mighty hard to get up in the morning, and DEAN was thinking what a good joke it would be on his wife, if Tami got the morning class and she had to get up. Well. . .she did. . .and DEAN has been chuckling up his sleeve. The reason he got such a big kick out of it, is because HE has to get up at four o'clock each morning, in order to bring you KMA listeners the early morning news. Guess it is sort of "sweet revenge!"

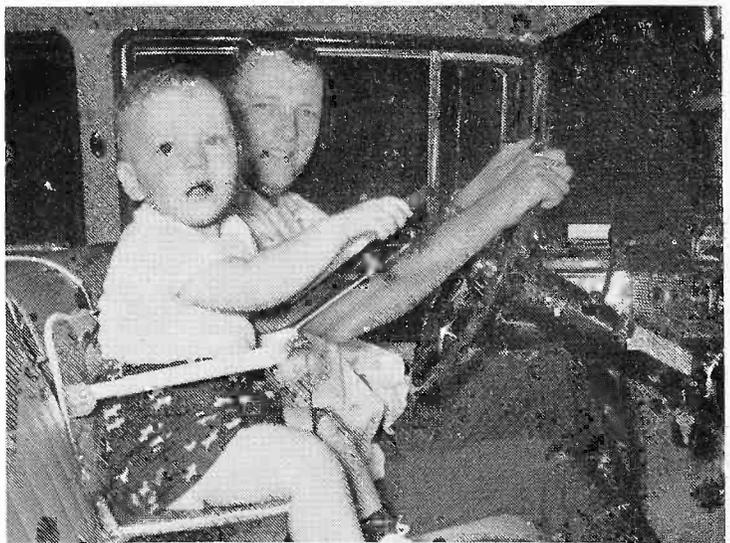
Remember that old joke about how to bake a carp? You tack the fish on a board, season with spices, bake four hours, then carefully take out of oven, throw the carp away and eat the board. Well, that is what I was reminded of when announcer WES HAINES told me about the delicious (?) smoked carp he prepared recently. He wanted to experiment with some of the fish he had caught, so he dug a little cave in the yard, put a fire in it, a pan on top, then fixed it so the smoke would go up into the pan to cook the fish he had soaked in brine 20 hours before cooking. After 2½ hours of smoke permeating the fish, it was ready to eat! WES proudly called his family and fishin' buddy, WARREN NIELSON, to come share the delicacy. At first they tasted it sparingly. . .finally decided they liked it, and soon there was nothing left of the two smoked carp, but the skeleton of bones. These two fishing enthusiasts insist "If you like smoked fish, you would have like this!" I wonder!

The quick thinking of the two children of FLORENCE FALK, Bruce and Karen, saved the family's farm tractor from toppling into a 12 foot ravine, and possibly saved their mother from injury. It happened when FLORENCE got confused while driving the tractor for the first time, after a new overdrive had been put on the machine. She started to cross a ditch bridge to go up onto the road, when accidentally she put the machine in reverse instead of forward. In an instant, the back wheels of the tractor were off the side of the bridge, leaving it hanging over the side with FLORENCE still at the wheel. The children realizing the danger their mother was in, came running.

Grabbing the front wheels to hold it from going over they held on with all their strength for an exciting five minutes, until their father coming down the road, noticed the trouble they were in, and rushed to their rescue. It was their combined weight of 160 pounds that helped counter balance their mother's weight of 110 pounds, and saved the tractor from dropping into the ravine. You can imagine what these three little words meant to FLORENCE when she heard the children yell: "Here comes Daddy!"

KMA's newsroom is a busy place this fall, with newscaster Ralph Childs humping to keep up with the new schedule. To keep you up to date, KMA is bringing you nine five-minute weather and news shows every afternoon. Newscasts at 1:55, 2:55, 3:55, and 4:55 each afternoon and 5 minute weather roundups at 1:25, 2:25, 3:25, 4:25 and 5:25 p.m. And of course, be sure to listen for Dick Mills music. Yes, you get latest news, weather and entertainment every afternoon, on KMA.

Remember when kiddies riding in a car seat beside their dad, didn't have anything to do but RIDE! Well, times have changed! And here's proof! Pictured here is little 1½ year old Eddie, Jr., son of Mr. and Mrs. EDWARD MAY, with his new combination car seat and steering wheel, having a big time pretending he is driving like dad. He loves to whirl around the wheel, and mother and dad like it, because it keeps him occupied while riding. So if you see EDWARD driving along with an assistant, you'll know its little Eddie with his "steering wheel!" EDWARD has another "grown-up" in the family now too. . .Karen, age 7, who is enjoying her first books from the library this fall.



Edward May and young son Eddie go for spin with dual controls.

A LETTER FROM BERNICE CURRIER

Dear Friends:

Thanks for all the good letters I have gotten from you. I have enjoyed everyone of them, and now I write to you collectively because I cannot write to each one individually. This month has been quite a month. If it were to be done over again I would say "Skip it"! !

The heat and drought were hard to take most of the time and then we would have a few days when life seemed worth living again.

September 4th was my grand-daughter Joyce's birthday anniversary and I was so busy doing the things necessary to have my new carpeting put down, I didn't get her package mailed quite in time. She is the youngest daughter of Pat and Ed who live in Elmhurst, Illinois. Carol Ann is her older sister and, bless her heart, she is only a little less than three years old. So I sent each of them one of those new dolls that feel like real babies. They are unbreakable and cute as can be. I remembered when my children were small, I never got birthday presents for just the one child. I always had a package for each of them to open. And when Pat wrote me she said "We want to thank you, on behalf of the girls, for the cute little dolls. They are so nice and the girls really enjoy them. We had a family party for Joyce, just the four of us. We had to have the same number of presents for both girls. It was really funny, Carol counting to make sure she had the same number as Joyce. What a character!"

We have been to the Iowa State Fair at Des Moines, and the Nebraska State Fair at Lincoln since I wrote to you before. The day we were in Des Moines was about the hottest day of the summer, but we met many of our old friends and a great many new ones. And a good cool bath felt like Heaven when we got home.

It wasn't so warm the day we were in Lincoln. We had a most pleasant day and will look forward to being there again next year. In Des Moines, my friend Mrs. George D. Cronk of Boone, Iowa, brought me a jar of those gorgeous watermelon pickles with the maraschino cherries. I don't believe I have ever tasted any better watermelon pickles.

Red and Janet have moved into their new home in Cairo, Illinois and want me to come to visit soon. I wish it were possible.

Helen writes from Houston that she doesn't see how I ever got thru a days work when my children were small. She has some years ahead of her when they are all in High School. . . but she doesn't know anything about that now. She has five wonderful children. The last girl, Kathleen, I haven't seen yet.

My other daughter Margaret in New York should be writing to me about the high water they had all over the east. I'll share her letter with you when she writes.

Keep your letters coming, friends, I love them. Until 9:00 o'clock every morning, Bless Your Hearts.

Goodbye,
Bernice Currier



The folks flocked to the KMA booth at the State Fair to visit and talk with Bernice (seated) and Florence Falk, who swapped recipes and household ideas with ladies from all over the Hawkeye State.



Homemaker's Guide

HOMEMAKER'S VISIT

By **BERNICE CURRIER**

Who's afraid of the BIG BAD GOBLIN come Hallowe'en time? Be prepared with SNACKS AND SANDWICHES! !

RED BUNNY

- 2 T. butter
- 2 T. flour
- ½ c. thin cream
- 1 c. condensed tomato soup
- ⅛ t. soda
- 1 c. grated cheese
- 2 eggs beaten
- salt to taste
- ¼ t. dry mustard
- dash cayenne

Melt butter, add flour, then gradually stir in cream and cook over slow fire constantly until thick.. Add soup mixed with soda, then add the cheese and blend well, then add eggs and seasonings. Serve hot on toast or toasted crackers.

SPICED TOASTED NUTS

Beat 1 egg white and 1 T. water slightly with a fork. Stir in 2 c. walnut or pecan halves. Combine ½ c. sugar, ¾ t. salt, 1 t. cinnamon and ¼ t. each cloves, and nutmeg. Sprinkle over the nuts, stirring until all are well coated. Spread out well in a buttered shallow pan, bake 30 minutes at 300°, stirring often till toasted. After removing from oven, keep stirring them around in the pan until cool. When completely cool, store in covered jar or tin.

MAIN DISH SANDWICH

Grind up left over meat, either beef or pork, mix with salad dressing and onion salt or minced onion to taste. Spread between slices of bread, dip sandwich into beaten egg and fry on both sides in plenty of bacon fat. Serve hot with a green salad.

SANDWICH SPREAD

- 1 tall can evaporated milk
- 1 can drained chopped pimiento
- 1 t. paprika
- 1 t. salt
- 1 pound cheese cut up

Heat milk in double boiler, add cheese and other ingredients. When melted and smooth pour into glasses and seal.

WHOLE MEAL SANDWICH

Mix cooked dry Lima Beans together with mayonnaise and prepared mustard to

taste. Spread on half of toasted bun or one slice toasted bread, top with slice of cheese and put under broiler till bubbly. On another slice of toasted bread or bun put a slice of cold ham and slice of tomato. Put these two prepared open faced sandwiches side by side on plate and garnish with sweet dill pickles.

FROZEN CHEESE SALAD

- A—One three ounce package Philadelphia cream cheese
- Six ounce grated American cheese
- B—4 rounded T. salad dressing
- C—1 No. 2 can crushed pineapple drained
- ⅓ c. sugar
- D—½ c. ground dates
- 1 c. cream whipped

Cream A add B and cream well. Combine C and add, then chill 30 minutes. Add D. Pour into freezing tray and freeze. Good with Avocado dressing.

MOLASSES GLAZED POPCORN BALLS

- A—1 c. molasses
- 1 c. sugar
- 1 T. butter
- B—4 quarts popped corn

Combine A into two quart sauce pan. Stir over low heat until dissolved, then cook over medium heat to 270° or until it separates into threads when dropped into cold water, but is not brittle. Pour this over B, stirring well to coat each kernel. When cool enough to handle, shape into balls with lightly buttered hands. Makes two dozen.

CARMEL POPCORN BALLS

- A—½ pound (28) candy caramels
- 2 T. hot water
- B—2 quarts popped corn salted

Place A in top of double boiler and heat until caramels are melted. Stir until smooth. Pour over popcorn placed in large bowl and toss until well coated. Then with hands slightly greased, form this into six large balls.

SPAGHETTI SAUCE ON CHEESE SANDWICHES

Place a thin slice of cheese on a slice of bread for each sandwich desired. Put under broiler till bubbly. Heat one can spaghetti sauce and drizzle it over sandwiches. Makes a good lunch at noon or on Sunday night. One can spaghetti sauce serves four.





"THE FARMER'S WIFE"

By FLORENCE FALK

Greetings! ! !

Recipes this month come to you through the courtesy of our Iowa Page County Home Economist, Mrs. Burch. We had these served at a recent meeting and I'd like to share them with you. Dishes for Oven Meals.

CHICKEN, HAM AND RICE CASSEROLE

- 1 can chicken soup (or rich stock)
- 2 c. cooked rice
- $\frac{3}{4}$ c. chicken, diced
- $\frac{1}{2}$ c. ham diced
- 2 T. chopped pimiento
- 5 to 6 slices pineapple

Cut chicken and ham in $\frac{1}{4}$ inch pieces. Combine all the ingredients. Mix well and put into individual casseroles (or loaf pan). Place pineapple rings on top and sprinkle with 1 teaspoon brown sugar, dot with 1 teaspoon butter and in each serving put in 3 cloves. Bake in a moderately hot oven (375°) for 20 to 25 minutes until pineapple is glazed. Serves 5 to 6.

PORK CHOP CASSEROLE

- 5 pork chops
- 1 can baked beans
- 1 c. chili sauce
- 1 T. brown sugar
- 1 t. Worcestershire sauce
- Green pepper rings

Trim excessive fat from chops and render in frying pan. Brown the chips thoroughly on both sides, season with salt and pepper, place in a deep baking dish. To the baked beans add chili sauce, brown sugar and Worcestershire sauce. Pour over chops and place green pepper rings on top. Bake one hour 375° in a three quart uncovered casserole.

COMPANY CASSEROLE

- 4 c. Gooches noodles ($\frac{1}{2}$ pound)
- 1 T. butter
- 1 pound ground chuck
- 2 (8 ounce) cans tomato sauce
- 1 c. cottage cheese
- 1 package soft cream cheese
- $\frac{1}{4}$ c. sour cream
- $\frac{1}{3}$ c. minced scallions
- 1 T. minced green peppers
- 2 T. melted butter

Early in the day, cook noodles as package directs. Drain. Meanwhile in butter in skillet, saute chuck until browned. Stir in

tomato sauce. Remove from heat. Combine cottage cheese and next 4 ingredients. In two quart casserole, spread half of noodles, cover with cheese mixture, then cover with rest of noodles. Pour melted butter over noodles, then tomato-meat sauce. Heat oven 350° and bake for 45 minutes.

CASSEROLE DESSERTS

- Super Baked Apples
- 6 medium-firm red baking apples
- 2 T. melted butter
- $\frac{3}{4}$ c. snipped coconut
- $\frac{3}{4}$ c. granulated sugar
- 1 c. water.

Heat oven to 350°. Wash, core apples. Starting at the stem ends, pare apples one-third of the way down. Dip in butter then coconut. Arrange with pared sides up in shallow casserole. Boil sugar with water 10 minutes, pour around the apples. Bake apples, basting frequently, until apples are easily pierced with fork and coconut is toasted golden. Remove from oven. Variations for Super Baked Apples.

CRANBERRY APPLES

Omit butter, coconut. Substitute 1 can whole-cranberry sauce for sugar. Combine sauce with water, pour over apples. Bake as above.

CHILI-GLAZED APPLES

Omit butter coconut. Substitute one cup corn syrup for sugar and water. Spoon 1 tablespoon chili sauce over each apple about 10 minutes before it is done.

BAKED PEARS

Substitute pears for apples, adding a little lemon juice.

BAKED PRU-NUT WHIP (Super! !)

- 1 c. cut-up pitted cooked prunes
- $1\frac{1}{2}$ T. fresh, frozen or canned lemon juice
- $\frac{1}{2}$ t. cinnamon
- $\frac{1}{4}$ c. chopped walnuts
- $\frac{1}{4}$ t. salt
- 3 egg whites
- $\frac{1}{2}$ c. granulated sugar
- 6 pitted cooked prunes
- 6 walnut halves

Heat oven 325°. Mix first 4 ingredients. Add salt to egg whites, beat until stiff, gradually beat until stiff, gradually beat in sugar. Fold in prune mixture pour into one quart shallow casserole. Top with whipped cream, six prunes, walnut stuffed. Bake. Serve cold (shrinks somewhat).



America's No. 1 "Pea Picker" Now Heard On KMA



The "pea-picker" himself

A full-time singer and part-time "globetrotter" named Tennessee Ernie has started a new quarter-hour radio show on Station KMA at 10:45 each week day morning.

The current wave of Tennessee Ernie's popularity which is sweeping the nation is carrying the thirty-four-year-old singer at rapid pace from coast to coast and back again, as he fulfills engagements at the top night clubs and on the top-flight radio and television shows. But come time for his KMA program, Ernie promises that he will be within "shoutin' distance" of a microphone.

Christened Ernest J. Ford, Tennessee Ernie was raised in Bristol, Tennessee. After finishing high school, the husky lad worked as both a grocery clerk and a "spotter" in a dry cleaning establishment, until his after-hour loitering at the local radio station landed him a staff announcer's job at \$10 a week, which later led him to announcing positions in Atlanta and Knoxville.

In World War Two he served as an Air Force pilot-bombardier. And while stationed in California, he met and married his wife, Betty.

Ernie has promised to give his radio show the same kind of fast pacing that seems to govern his life in general these days. And in addition to the singing of Tennessee Ernie himself, there will be the band of Cliffie Stone and vocals by such

attractive Hollywoodites as Sue Thompson, Helen O'Connell, Lou Dinning, and many others.

Hear the all-new "Tennessee Ernie Show," every weekday morning on KMA. Tuesday and Thursday show are presented by your Omar Bakery routeman.

Iowa State Cyclones Games On KMA This Fall

Radio KMA is very pleased to bring football fans of this part of the state the Saturday football games of the Iowa State College Cyclones this season.

Remaining Cyclone games to be heard on KMA are: Oct. 8, Iowa State at Kansas, 1:50 p.m.; Oct. 22, Kansas State at Ames, 1:50 p.m.; Oct. 29, Iowa State at Drake, 9:30 p.m.; Nov. 5, Nebraska at Ames, 1:50 p.m.; Nov. 12, Iowa State at Oklahoma, 1:50 p.m.; Nov. 19, Iowa State at Colorado, 2:50 p.m.

Dale Williams, one of the state's most versatile sports announcers, will do the play-by-play broadcasts. He will be assisted by Harry Burrell, ISC sports publicity director on away games, and by numerous ISC grads who will provide home game color.



VOICE OF THE CYCLONES—is Dale Williams, who does play by play for Iowa State games.

KMA DAILY PROGRAMS FOR OCTOBER, 1955

DAILY DAYTIME PROGRAMS
MONDAY THROUGH FRIDAY
 5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Rural Electric Reporter
 (Tu. & Th.)
 6:15 a.m.—Merl Douglas (MWF)
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:35 a.m.—Betty & Lynn
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Bernice Currier
 9:25 a.m.—Whispering Streets
 9:45 a.m.—When A Girl Marries
 10:00 a.m.—Kitchen Club
 10:15 a.m.—Tennessee Ernie
 10:30 a.m.—Florence Falk
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Companion
 11:45 a.m.—Morning Markets
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 12:45 p.m.—Markets
 1:00 p.m.—Dick Mills Show
 2:30 p.m.—Party Line
 3:00 p.m.—Dick Mills Show
 5:45 p.m.—Bill Stern
 6:00 p.m.—Farm Bulletin Board
 6:15 p.m.—Andy Parker
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

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

TUESDAY NIGHT

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

WEDNESDAY NIGHT

7:00 p.m.—Club 960
 9:15 p.m.—Boxing Bout
 9:45 p.m.—You Pick 'Em
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Club 960
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

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

FRIDAY NIGHT

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

SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Merl Douglas
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—This Week In Sports
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 9:00 a.m.—Bernice Currier

9:30 a.m.—No School Today
 10:00 a.m.—Moppets and Melodies
 10:30 a.m.—Florence Falk
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Songs America Sings
 11:45 a.m.—Practical Land Use
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 1:00 p.m.—Football Game
 or Sat. Matinee
 5:00 p.m.—Schlitz Scoreboard
 5:30 p.m.—Sat. Matinee
 5:45 p.m.—Bob Edge
 6:00 p.m.—At Ease
 6:30 p.m.—News
 6:45 p.m.—Sports
 7:00 p.m.—Football Game
 9:30 p.m.—Treasury Band Orch.
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Guest Star
 10:30 p.m.—Proudly We Hail
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:55 p.m.—News

**KMA FALL SPORTS
 BROADCAST SCHEDULE**

Oct. 1—Iowa State at Illinois
 12:20
 Oct. 7—Hawkeye Eight Game of
 Week—Approx. 8:00 p.m.
 Oct. 8—Iowa State at Kansas—
 1:50 p.m.
 Oct. 8—Peru at Midland (Fremont
 Nebraska)—7:15 p.m.
 Oct. 14—Hawkeye Eight Game of
 Week—Approx. 8:00 p.m.
 Oct. 15—Kearney at Peru—1:45
 p.m.

SUNDAY PROGRAM

6:30 a.m.—Musical Clock
 7:00 a.m.—News and Weather
 7:15 a.m.—Musical Clock
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Wes Haines' Sun. Album
 12:00 noon—News
 12:45 p.m.—Platter Party
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Wings of Healing
 2:00 p.m.—Newstime
 2:15 p.m.—Sun. Worship
 3:00 p.m.—Old Fashioned Revival
 Hour
 4:00 p.m.—Sunday Melody
 4:30 p.m.—Greatest Story Told
 5:00 p.m.—Mon. Morn. Headlines
 5:15 p.m.—Ted Malone
 5:30 p.m.—Relaxing Time
 6:30 p.m.—Valentino
 7:00 p.m.—Town Meeting

8:00 p.m.—Paul Harvey
 8:15 p.m.—Edwin Canham
 8:30 p.m.—Sammy Kaye
 9:00 p.m.—Overseas Assignment
 9:15 p.m.—Dick Hayes Sings
 9:30 p.m.—Great Moments
 10:00 p.m.—News
 10:15 p.m.—Here's To Veterans
 10:30 p.m.—Revival Time
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:55 p.m.—News

Listings Correct at Time of
 Publication.

However, all Programs Are Subject
 to Change.

KMA's Family Album



**SHARON DOUGLAS
AND HER BIKE**

Now that school has started, Sharon Douglas the pretty little miss you hear morning announcer Merl Douglas talking about, really gives her new bike a workout. In background, on the porch is little sister Valerio Jo.



**NEW ADDITION AT
HAINES HOUSEHOLD**

Thrilled beyond words was Linda Haines, 11-year-old daughter of Announcer Wes Haines, when she found out she had won the beautiful spotted pony seen above. Linda entered a contest to send in labels off cans of a certain product. . .and presented Shenandoah groceryman Howard Brannen with 187 labels. . .and won the pony. The Haines have moved the pony to a farm and each weekend now the whole family makes a pilgrimage to the farm, so Linda can ride and groom her new pet.



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Popular Frank Field, the "answer man" for most folks in the Midwest, has a big grin as he discusses "moon signs" with one of his guests at the Iowa State Fair. If you look real close you can see the tag on the tobacco sack hanging from his shirt pocket, and he has a "roll-your-own" cigarette in his hand. Frank and Edward May broadcasted the noon show from the state fair at both Des Moines and Lincoln and both reported they had wonderful times at the two fairs, getting acquainted with some of their countless thousands of listeners.