

The

# KMA GUIDE

February 1953



*Valentine Greetings*



The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; Allen R. Johnston, editor; Doris Murphy, feature editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two week's notice for changes of address and be sure to send old as well as new address.

Kalamazoo, Michigan... Kind friends: We have enjoyed your magazine very much and have used your recipes for our cooking and baking in our restaurant. Am sending my daughter's name so she will receive the KMA GUIDE too.

Mrs. O. N. Reiter

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Casey, Iowa... Dear "Stump Us" Gang: I received my bathroom scales and want to tell you that they are just wonderful. Thanks a million for them. I will be trying to stump the "Stump Us" Gang again when a new premium comes in.

Mrs. Hans J. Madsen

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(Be sure you send in your song title to stump the "Stump Us" Gang... you may win our new premium, which is a 5-piece Mirro Aluminum Starter Set. For all the details, hear the "Stump Us" Gang program at 11:35 a.m. every Monday through Friday morning.)

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Afton, Iowa... Here is my \$1 for the renewal of the KMA GUIDE subscription. I wouldn't want to miss an issue of such a grand little magazine. I have saved all the copies of the KMA GUIDE and have filed them away. Many times I have referred to some back issue for information about an entertainer, perhaps not even with KMA now, but someone we are still interested in. Thanks again for a great little magazine.

Mrs. Hollis Moore

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Lebanon, Kansas... I have been receiving the KMA GUIDE for a long time and have certainly enjoyed it. I am enclosing one dollar to renew my subscription. I always enjoy the pictures and stories about the entertainers most, because I know several of them. Keep up the good work.

Rose Marie Miller

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Newtown, Missouri... Enclosed is my \$1 for the renewal of the KMA GUIDE for another year. I have taken it since 1944 and have all the copies. We look through them to see how much the entertainers have changed. Will be looking forward to another year of good reading.

Mrs. S. A. Paxton

## Cover Story— Lynn, Curly Dale And Betty View Valentines Received

Our entertainers would like to thank all of you throughout KMA-land who took the time to send them valentines.

To them its gratifying to know that their singing and playing is so well received that they are remembered on Valentines Day.

As you can see Curly received some valentines through the mail, some were home-made and some were purchased. Lynn and Betty seem to be getting a chuckle out of the valentine that Curly is looking at.

## Les Griffith Versatile Newscaster Featured Over KMA

A new five-minute Monday through Friday newscast, LES GRIFFITH AND THE NEWS, had its initial broadcast over KMA, Monday, January 26th from 7:25 to 7:30 P.M. The five-a-week news period will be sponsored by the Liggett and Myers Tobacco Company for Chesterfield Cigarettes and will be another step in bringing you the best and latest news throughout KMA-Land.

Griffith is a familiar radio voice to nation-wide listeners, particularly for his ABC programs, which enjoy wide popularity. An airwaves figure since 1934, he has acquired a clean-cut, dynamic style of delivery of the news that commands wide listener attention.

A deep-voiced and versatile newscaster, Griffith was born in Virginia and graduated from the University of Michigan. During World War Two, he saw active duty in the jungles of the Southwest Pacific where he served as a psychological warfare expert.

His new Monday through Friday newscast will embrace headline news of national and international import, with Griffith pinpointing the essential facts for his ABC and KMA audiences.



Merrill Langfitt looks at travel brochure with Ed May.

## A Chat With Edward May

When you receive your KMA GUIDE, Mother and I, will be on KMA's 14-day cruise to the West Indies and South America, along with 67 members of the KMA cruise party.

We were fortunate in obtaining reservations abroad the M. S. Italia. This ship is a 22,000-ton luxury liner that has every possible convenience to make the trip most enjoyable.

Leaving Omaha, January 29th, the KMA tourists will journey by pullman to New Orleans where, after a sight-seeing trip of that interesting city will board the Italia on January 31st. From then, until they return to New Orleans the morning of February 15th, the KMA tourists will have visited five West Indies and South American ports; Kingston, Jamaica, Curacao, Netherlands West Indies; La Guaira, Venezuela (the port adjoining the capitol, Caracas); San Juan, Puerto Rico; and Havana, Cuba.

I will again lead the tour, and Merrill Langfitt pictured above, will also be on hand to help lead the group and to make, with me, recorded broadcasts which will be rushed back to KMA by plane for use while the tour is still in progress.

The folks on the cruise are one of the grandest groups you'll ever meet. I know a lot of them personally because quite a few went to Alaska with us in 1950 and to Mexico in 1951. They are from all over the midwest.

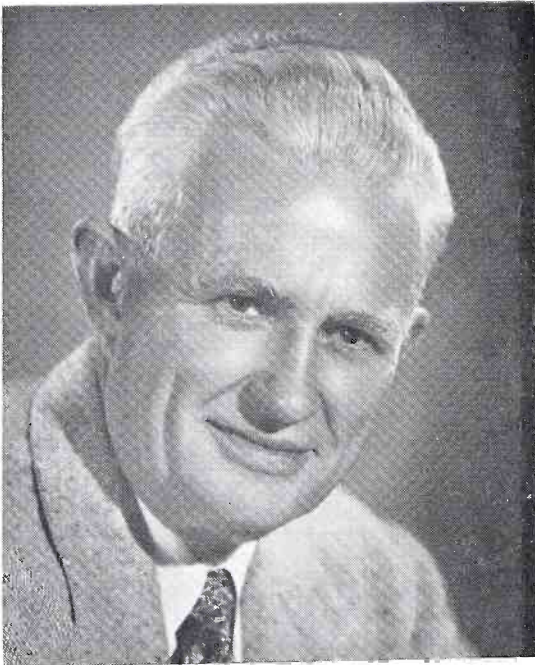
Following is a list of people who are on the KMA Friendship-Goodwill Cruise:

Mr. and Mrs. J. A. Burgoin, Silver City, Iowa; Mr. & Mrs. J. D. McDonald, RR 2, Boone, Iowa; Mr. & Mrs. Howard Buker, Marengo, Iowa; Mr. & Mrs. Bryan O. Childers, Skidmore, Mo.; Mr. & Mrs. R. L. McClanahan, RR 4, St. Joseph; Mr. & Mrs. C. F. Hamblin, Sharpsburg, Iowa; Mr. & Mrs. Cleatus Seitz, Skidmore, Missouri; Mary Russell, 234 K. of P. Bldg. Des Moines; Mrs. Maude Nelson, Bedford, Iowa; Mr. & Mrs. Frank J. Swircin, Burlington Route, Omaha; Mr. & Mrs. Alva Miller, RR 3, Shenandoah; Mrs. Earl Fishbaugh Jr. 109 E. Clarinda, Shenandoah, Ia.; Mrs. Win Brown, 1104 S. Elm, Shenandoah, Ia.; Mrs. E. S. Harlan, La Vista Place, Atlantic; Mrs. D. O. Herbert, 13 East 11th St., Atlantic; Mr. & Mrs. W. H. Autenreith, R 1, Creston, Iowa; Mrs. Blanche Runyan, Coin, Iowa; Miss Myrtle M. Wood, Wabash, Nebraska; Mr. Don Burrichter, KMA, Shenandoah, Iowa; Mr. Carl H. Nolde, Sutton, Nebraska; Albertine Hafner, Griswold, Iowa; Miss Lydia Otto, Atlantic, Iowa; Mr. & Mrs. Henry Read, 403 Church St., Shenandoah, Ia.; Mr. & Mrs. Art Gee, Shenandoah, Iowa; Mr. & Mrs. Chas. Davidson, Clarinda, Iowa; Mr. & Mrs. R. F. Hawley, Clarinda, Iowa; Mr. & Mrs. Fred Hirz, Northboro, Iowa; Mr. & Mrs. H. E. Cerney, Dorchester, Nebr.; Mr. & Mrs. J. D. Rankin, Sr., Tarkio, Mo.; Mrs. Owen Saddler, Omaha, Nebraska; Mrs. J. B. Shaum, Sr., Tarkio, Missouri; Mrs. E. S. Welch, Shenandoah, Iowa; Mr. Zay Greenfield, Villisca, Iowa; Mr. & Mrs. Don Drake, Clarinda, Iowa; Cynthia Betts, Nebraska City, Nebr.; Mrs. Pearl Harland, Omaha, Nebraska; Mrs. Mona Pace, Malvern, Iowa; Mrs. Earl May, Shenandoah, Iowa; Mr. Merrill Langfitt, KMA, Shenandoah, Iowa; Mr. Edward May, KMA, Shenandoah, Iowa; Dr. J. F. Aldrich, Clarinda, Iowa; Mr. & Mrs. Clifford Young, Bedford, Iowa; Mr. & Mrs. Morris Woodfill, Strahan, Iowa; Mr. & Mrs. Frank Retz, Atlantic, Iowa; Mrs. Blanche Bibby, Atlantic, Iowa; Mrs. Stanton LeMoind, Iowa Falls, Iowa; Mr. & Mrs. Roger S. Jeck, Fairmont, Minn.

## Clarence Erickson Radio Pastor

Reverend Clarence Erickson began his radio ministry during a series of Revival Meetings which he and Mrs. Erickson were conducting in Decatur, Illinois, 25 years ago. Thereafter, he broadcasted from each city in which their meetings were held.

Eighteen years ago Rev. and Mrs. Erickson moved to Chicago, and each week day morning for many years, it was necessary for them to make the 35 mile trip to Waukegon, Illinois, in all kinds of weather, to broadcast on the 7:00 A.M. program there. The Sunday broadcast was made from the platform of the Chicago Gospel Tabernacle.



**Reverend Clarence Erickson**

This arrangement continued until the Waukegon station moved to Chicago and then the broadcast was carried on from there.

Six years ago, Reverend Erickson's program, "The Heaven and Home Hour," began to be heard over short wave from HCJB in Quito, Ecuador. Within the past year KMA has been broadcasting Reverend Erickson's inspiring message to thousands all over the KMA area.

Heard every Sunday at 10:00 A.M. over KMA, "The Heaven and Home Hour" has brought comfort to millions right in their homes.

## Many Ladies Receive Prizes From "Stump Us" Show

Throughout the KMA-area, many ladies have stumped the musicians on KMA's popular "StumpUs" Gang show, and have been sent a beautiful prize.

So ladies, if you want to win a beautiful 5 piece mirro aluminum starter set, stump the "Stump Us" Gang. Just tune in KMA at 11:35 for full particulars, and join in this fun filled game yourself.

We have received entries from housewives all over the KMA-area who are trying for this valuable prize. Why not get in the game yourself?

In the last three weeks the following ladies won the 4 piece mirro aluminum starter set as their prize. These include:

Mrs. Alfred E. Last, Grand Junction, Iowa; Mrs. Jack Shiflett, Diagonal, Iowa; Mrs. Bessie Thomas, Hopkins, Missouri; Mrs. Evelyn Russell, Jefferson, Iowa; Mrs. Esther Riddle, Dow City, Iowa; Mrs. Charles O'Neal, Farragut, Iowa; Mrs. Floyd Fletchall, Grant City, Mo.; Mrs. Dale Manson, Correctionville, Iowa; Mrs. Bill Morgan, Rockport, Missouri; Mrs. Otis Gearhart, Harlan, Iowa; Mrs. Ray Keating, Peru, Iowa; Mrs. Henry F. Seil, Churdan, Ia.; Mrs. Hazel Moore, Murray, Iowa; Mrs. Alfred Stewart, Blockton, Iowa; Mrs. Lola Webb, Bedford, Iowa; Mrs. L. V. Pool, Clarinda, Ia.; Mrs. Forrest Cook, Shenandah, Iowa; Mrs. Orville Slemp, Tarkio, Missouri; Mrs. J. C. Kirk, Rockport, Missouri; Mrs. Forrest Robison, Ellston, Iowa.

Sponsored by the Manchester Biscuit Co., the "Stump Us" program is heard on KMA every morning, Monday through Friday, from 11:35 to 11:55.

## New Daily Program Features Betty And Lynn On KMA

Starting February 9th, KMA listeners will hear a new novelty program "The Berry Maids", on the station each weekday morning at 6:55.

"The Berry Maids," features Betty and Lynn in a new sparkling, novelty program, offering songs and clever jingles. There will always be something new happening, says Betty and Lynn, on our new five-minute program every day.

"The Berry Maids," featuring Betty and Lynn, is sponsored by the Berry Poultry Farms of Clarinda, Iowa.

# KMA's Newscasters Bring You The Up-To-The-Minute News....



**Ralph Childs — News Editor**

RALPH CHILDS, our KMA news editor started in radio in 1934. His first paying radio job was as Santa Claus for Christmas, 1933. "I liked radio so well," he said, "that I became an announcer in February 1934." Being one of the our oldest personalities, Ralph started with KMA in 1939 and has won many friends and admirers throughout the KMA area. Besides editing the news Ralph is heard at 6:00 A.M. News and Weather, 7:00 A.M. News, 7:55 A. M. weather, 12:00 Noon News, 12:45 Market Reports, and 2:00 P.M. news.

Ralph is married and has 4 children; Steven 12 years, David 9, Michell 8, and Susan 5. Asked what his hobbies were, Ralph said, "Raising kids is a full time job! I don't have time for hobbies."



**Larry Parker — Newscaster**

From farm boy to radio announcer is the story of Paul Pippert's life.

It seems that while Paul was in South Dakota working on a farm, he visited the local radio station, and after visiting with the station personnel, was offered an announcers position — and took it.

Pippert started working at KMA in 1950 as an announcer and disc-jockey, and soon became one of our leading newscasters.

Paul was just recently married in Jan. 1951 and has one girl, Paulette, 14 months.

You can hear Paul at 6:30 P.M. for National, International & Regional news; at 10:00 P.M. for regional and weather; and at 11:00 P.M. for Newstime.



**Paul Pippert — Newscaster**

You hear Larry Parker or "Parks" everyday on KMA's 4:30 P.M. news, Monday through Friday; and on Sundays, he does the evening news at 10:00 and 11:00.

Larry went to Iowa State but became interested in music while he was in high school where he was a baritone for the high school vocal trio; two years later he played instrumentally with a professional orchestra — playing guitar, banjo and violin.

Larry started in radio in 1923 and became an announcer in 1928. "Parks" first came to KMA on May 5, 1947 and again later after a brief absence in 1952.

His many listeners also probably recognize Larry's voice on many KMA broadcasts throughout the day, including the one he does with his wife Marge, on "Marge's Song Shop."

## Cowboy Em Is New KMA Artist

The lack of something to do started Cowboy Em in show business. It all happened this way:

At the age of 11, Em contacted a childhood disease, and was confined to bed. His mother, nearly frantic, finally remembered an old guitar in the closet. Em quickly learned to play this guitar, and was soon playing in neighborhood shows in Marshalltown.

At the age of 14, Cowboy's brother who played an accordin in a dance band, taught Em how to play, and as he, (Em's Brother), was quitting the band, talked the leader into letting Em play in his place. So at the young age of 15 Em was playing for dances and it was at this time he entered radio.

Em served in the Navy for 4 years in the Pacific Theatre and upon leaving the service, joined a dance band. He decided that radio was his first love so re-entered radio soon after.

Cowboy Em is married, has a wife named Delores and three lovely daughters 6 yrs., 4½ yrs., 21 months old.

Being very versatile, Cowboy, sings, plays the guitar, bass, accordin, is a square dance caller and instructor. He is heard on his own program, "Ranch Hands" 11:00 a.m., the "Stump Us Show" 11:35 a.m.; "the Midwesterners" 2:05 p.m., and "Bar Nothing Ranch" at 5:00 p.m.



Cowboy Em, Versatile Entertainer

## Two Shows With A "Tomorrow" Slant Heard Over KMA

Through a planned coincidence in programming, two shows with a "tomorrow" element will be heard one after another with the addition on February 12th, of "Time Capsule" to KMA's Thursday night lineup.

From 8:00 to 8:30 P.M. on Thursday is heard "Tales of Tomorrow", dramatizations of outstanding science fiction, with emphasis in the world of the future. From 8:30 to 9:00 P.M., beginning on February 5th, will be heard "Time Capsule", which, while concerned with the things, people and events which make up the world of today — is destined for re-broadcast in exactly 100 years.

## Rejuvenating KMA Studios

For the past month the KMA talent staff have been busy deciding what to do about the decorating of the talent room.

With Studios A and B recently decorated and looking fresh and clean, the talent room looked drab in comparison, and so the entertainers banded together to get the talent room painted.

The doors on all the studio rooms have new signs painted on the doors, and the painters are going to start painting the talent room next week. So — along with new signs, and freshly painted room, the talent staff say they will be very content with their room.

## Wayne Bowman Returns to KMA As Engineer

We don't usually write much about our engineers but in Wayne Bowman's case we are making an exception. Wayne Bowman is a former KMA engineer and he will resume his duties as engineer at KMA soon.

Wayne left KMA to serve in the army and spent considerable time in the service, part of which was overseas in Korea. But, safely home, Wayne is starting out on another venture. He just got married! February 1st was the lucky day and he and his lovely bride, Pat Lucas, will return to Shenandoah after the honeymoon, where they will live. Wayne will then take up his duties as engineer for KMA.

# Grass Root Notes

By **MERRILL LANGFITT**  
KMA Farm Service Director

Here is the new member of our KMA Farm Service Department. KMA is one big happy family, so we like to have you meet the wives too. Jack Gowing and his wife, Pauline, returned to Shenandoah to live after an absence of one year. Jack took over his duties as Associate Farm Service Director at KMA on January 1st, coming to us from a radio station at St. Joseph, Missouri.

Jack was raised on a farm here in Page County, Iowa and was one of my outstanding vocational agricultural students when I was teaching in the Shenandoah schools.

After his graduation from high school, Jack enlisted in the Air Corps, where he served two years. Following his Air Corps service he enrolled in the Agricultural Division at Iowa State College where he graduated in 1949. Immediately after finishing his work at Ames, Jack became Veteran Farm Instructor here in Shenandoah. He served in that job for one year. During the past year he has been Farm Service Director at a local radio station in St. Joseph, Missouri.

During two of his summers, while in college, Jack was 4-H Youth Assistant in Page and Fremont Counties here in Iowa. So he has a well rounded experience in agriculture. Of course, the experience we rate the highest here in the farm department is his actual experience on the farm. We feel that the sooner one forgets his college degree and gets down to work; the better he will be. That is the philosophy I have assumed toward my own degree from Iowa State College.

Jack will take over the morning farm show when I am out in the KMA area and will have a three week hitch at it while we are on the KMA Cruise to South America, which you are hearing about on KMA right now. In addition, he has his own farm show at 6:00 p.m. daily and will be developing other farm programs as time goes by.

We know you will like Jack and his lovely wife, Paula, as much as we do. I am sure he is taking a great interest in the farm problems of KMA-land as I have tried to do.

We have many plans under way to be of greater service to you, our listeners. Your suggestions are always welcome and your letters are warmly received.

*February, 1953*



**Jack Gowing and wife, Pauline**

I'm sure you will see more of Jack and me in the months ahead as we find more time to visit your respective communities.

## Forecast For The Month

### BIRTHDAYS:

- Feb. 1—Ezra Hawkins, staff artist.
- Feb. 2—Ralph Lund, transmitter engineer.
- Feb. 11—Betty, wife of staff artist Morrie Jones.
- Feb. 13—Mike, son of Staff artist Coy Martin.
- Feb. 22—Beverly Langfitt, daughter of Merrill Langfitt, Farm Service Director.
- Feb. 24—Walter Ely, transmitter engineer.
- Feb. 28—Allen Johnston, KMA Guide Editor.

### ANNIVERSARIES:

- Feb. 6—Betty and Ralph Lund, transmitter engineer.

BIRTHSTONE: Amethyst.

FLOWER: Violet.



# On the KMA PARTY LINE

With **DORIS MURPHY**

Steak is a rare treat these days, and MARGE and LARRY PARKER had looked forward to a steak dinner for days! LARRY, who enjoys cooking, volunteered to fry the steak. Just as he started to give it a dash of salt and pepper, the cork in the bottom of the pepper shaker fell out, spilling the entire contents all over the steak, skillet, stove and floor. The shaker had just been filled! Realizing they couldn't eat the steak black with pepper, they decided there was only one thing to do. Wash it off! With this accomplished, they wondered what to do next. Quickly they decided to put it back in the skillet, cover with tomato sauce and simmer. With thoughts of a tender, juicy steak still running through their minds, they sat down to supper. But, to their sorrow, discovered the steak they had looked forward to for so long, was tough as shoe leather!

It's back to his old job, and back to the girl he loves for CORP. WAYNE BOWMAN, former KMA engineer. Having recently completed 2 years of service with the army in Japan and Korea, WAYNE is home again and ready to take over at the KMA controls. But before he returns to

work this month, he plans a wedding trip with his bride, Miss Pat Lucas of Shenandoah.

The happy couple you see pictured at the desk receiving a wedding gift, presented by HAROLD ARKOFF, KMA SALES MANAGER, is Miss Inez Keeton and John D. Johnston. The occasion was a buffet luncheon given by the KMA office staff in honor of Miss Keeton and Mr. Johnston of Westboro, Missouri, who were married January 11th. Miss Keeton has been a secretary in the promotion department for the past 5 years. The newlyweds will make their home on a farm near Westboro.

Did you ever see imitation Chipmunk fur? I hadn't, until recently, when MORRIE JONES showed me the new guitar case he just finished making, and inside was a lining of this attractive brown and tan fur-like material. It's ideal for this purpose and makes a soft lining for the new single neck guitar he made. It is unusual for a person to be able to MAKE his own instruments, as well as PLAY them.

It wasn't much fun for Carol Ann, 8 yr. old daughter of CHIEF ENGINEER DON BURRICHTER, to have her tonsils removed the day after Xmas. But she got along fine, even though she did have to spend her vacation eating soup instead of turkey!

Just because it was cold, dark and 6 o'clock Christmas morning, newscaster RALPH CHILDS didn't think there would be anyone listening. So when he came on the air for his 6 a.m. newscast, he mentioned there wasn't any news worth reading because all reporters were taking Christmas day off, and he didn't think there was anybody listening anyway, so he started chatting with ANNCR. MERI DOUGLAS. They were having a big time visiting, when the phone started ringing. One farmer reported that the cows didn't know it was Christmas and he was listening while milking. Another said she had gotten a portable radio for Xmas and was tuned in.



**Inez Keeton and Johnny Johnston with Harold Arkoff.**



Call after call came in . . . sixteen of them! But before the phone had stopped jangling RALPH realized he was wrong . . . folks DO get up on Xmas morning and want their news. He gave it to them! Even after the phone calls were a thing of the past, many cards and letters came in, reporting they were early risers on Christmas Day and RALPH was fooled if he thought no one was listening!

Getting up at 4:30 a.m. to open up the day's broadcasting at 5:30 is rugged and it's easy to oversleep. But ENGINEER JACK JOSEPHSON and ANNCR. MERL DOUGLAS thought they had a "fool-proof" method worked out. If either overslept, one would call the other. But one morning, the "perfect set-up" failed! BOTH overslept. For 30 minutes the transmitter engineer played records, until the boys arrived on duty. Oh well, even best laid plans, sometimes goes awry!

Have you ever had the thrill of attending a real Swedish Smorgasbord, One where the buffet table is laden with 40 different kinds of delicious food, lavishly garnished in true Swedish style Well, WE of KMA have, and it's something we'll always remember. Thirty were invited to partake of the elaborate Smorgasbord prepared by KMA's afternoon HOMEMAKER, FLORENCE FALK, "THE FARMER'S WIFE". Upon reaching the FALK farm home near Essex, we were first served fruit punch and hor d'ourves. . . . Then our hostess graciously explained the names of all the dishes before we started to dine. The traditional Swedish colors of blue and yellow, with Swedish flags were used in decorations. The waitresses were dressed in Swedish costumes. The affair was planned by FLORENCE after she had visited about Smorgasbords on her afternoon broadcasts, and had received over 1,500 requests from listeners for her Smorgasbord leaflet and Swedish recipes. Many organizations requested large numbers of the leaflets, using the information for the planning of large public Smorgasbord dinners. And we of KMA have the PROOF, FLORENCE knows how to serve one of the most delightful Smorgasbords you ever tasted.

A heavy bonnet worn by Paulette, 14 Mo. old daughter of ANNCR. PAUL PIPPERT, is credited with saving her from serious injury, when her head broke the windshield of their car, during a collision recent-



Florence and Warren Nielson

ly. Paulette was riding with her daddy when the PIPPERT car collided on an icy street corner, with a car driven by Mrs. Duane Modrow of Shenandoah. The accident caused Mrs. Modrow and 20 mo. old daughter Josie Dee to be thrown from their car. Josie suffered burns on her leg when she was thrown against the exhaust pipe. Damage to the cars amounted to around \$650.

The old fashioned organ at the home of PGRM. DIRECTOR WARREN NIELSON has been replaced by a beautiful new piano, and WARREN'S wife, Florence, has realized her lifelong dream. The NIELSON'S enjoy fine music and although Florence has never taken any lessons, she is an accomplished player. In the picture you see Florence at the piano with WARREN adding the "extra furbelows." Florence not only plays, but has taken voice lessons for 10 years, is a good cook, can paint, and do a good job of sewing. She has another talent too! The art of making their home most attractive with choice antiques and quaint old-fashioned pieces of china, pictures and lamps. I loved all of it from the 1890 antique organ lamp to the marble top commode, silver butter dish, set of blue Willow ware, milk glass collection, red ruffled valence at windows and around fireplace, to the Currier and Ives prints in the large old-fashioned gold frame over the bed, and the old wooden shoe and footstool beside the fireplace. Yes, it's comfortable living at the NIELSON'S and their life is going to be even more pleasant now with the addition of the new piano to bring them music by their favorite composers.

## Frank Comments

By FRANK FIELD

In addition to their work with Tulips, Hyacinths and Narcissus, the Holland Bulb Growers have been doing a lot of breeding work the last few years with Amaryllis. As a consequence they have come out now with a number of named varieties very much finer than the old time Amaryllis or the newer improved Hybrid strains. The principal drawback so far has been the price, which runs around \$5.00 per bulb, which is a little more than most people are willing to pay. However, the results more than justify the expense.

To begin with, the bulbs are very large in size, running much larger than a baseball, and usually producing at least three spikes of blooms. This particular variety (in the picture) is called Queen Superiora and is blood red in color. That bulb is about 6 inches in diameter and is planted in a 12 inch pot.

We ordered 25 of the bulbs last fall to come along with the Tulips and Hyacinths. We sold most of them but kept 5 or 6 to bloom here in the store, just to see what they were like. So far, 5 or 6 bulbs have bloomed and the 6th one is budded. Three were a pure white variety called Albino and each carried three spikes of blooms, which followed one another so that before the first spike had faded the second spike had started to bloom. Only one spike carried three blossoms, all of the others had four out at a time.

This one in the picture started its three spikes all at the same time and the second two were both in full bloom before the first started to fade. The first spike had four blooms and each of the others had five blooms, so that there were actually 14 enormous blood red blooms out at once. You can imagine how showy it was. Notice that there are no signs of any leaf growth yet. That leads us to believe that this particular bulb may send up one or two more bloom stalks before it starts making leaf growth.

As soon as it is all through blooming it will start making its leaf growth and we

will keep it well watered and feed it occasionally with some Maytone Fertilizer. As soon as danger of frost is past we will very carefully knock the plant out of the pot and plant it in a sunny spot out in the garden, where the soil is fairly rich and where it will get plenty of water. We will give it a little fertilizer about once a month to keep it growing just as vigorously as possible throughout the summer and fall. This will enable the plant to store up plenty of plant food and nourishment in the bulb for next year's bloom.

Then, before cold weather comes we will dig the bulb and lay it on the floor in the basement, leaves and all. The leaves will gradually dry up as the plant food in them goes back into the bulb.

Then, about Christmas time or before, we



will plant the bulb back into a 12 inch pot in Growfast Potting Soil, being very careful not to disturb the roots anymore than necessary. We hope that next year we can have 5 or 6 bloom stalks out all at once, as the bulbs get better and better each year if you handle them as I have outlined above.

Nothing new or exciting to report about the Field Tribe, except that both Jennie and I had the flu during the past month and Zo was laid up more than a week with a badly sprained knee, as a result of tripping on her front steps during that icy spell.

*The KMA Guide*



# HOMEMAKER'S GUIDE

## Homemaker Visit

By **BERNICE CURRIER**

### VALENTINE PARTY TORTE

- A—1 cup sifted flour  
1 teaspoon baking powder  
1/4 teaspoon salt
- B—1/3 cup shortening  
2/3 cup sugar
- C—3 egg whites unbeaten
- D—1/2 teaspoon vanilla  
1/3 cup milk

Sift A. Cream B till fluffy, add C and beat. Alternately add D and A. Pour into lined and greased 8 inch layer pan and bake 30 minutes at 375°. Slice through the center and spread CHERRY FILLING on lower half. Replace top layer and frost with CHERRY FROSTING.

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### CHERRY FILLING

- A—1/2 cup sugar  
1/4 cup flour  
1/2 teaspoon salt
- B—2/3 cup cherry juice
- C—3 egg yolks beaten
- D—2/3 cup cherries
- E—1 tablespoon butter  
1/2 teaspoon vanilla

### CHERRY FROSTING

Combine in top of double boiler and mix well, 1-1/2 cups sugar, 6 tablespoons cherry juice, 1 tablespoon corn syrup and 2 egg whites. Place over boiling water, beat constantly and cook until it holds shape. Remove from heat, add 1 teaspoon vanilla and a few drops of red coloring. Beat till cool. While soft, form the words "FOR YOU" with white candy hearts.

### LINCOLN LOGS

- A—6 tablespoons sifted cake flour  
6 tablespoons sifted cocoa  
1 teaspoon baking powder  
1/4 teaspoon salt
- 4 eggs separated
- 3/4 cup sugar
- 2 tablespoons water
- Powdered sugar
- 2 pints packaged ice cream

Sift A. Beat whites till stiff, add 1/2 of sugar, beat till very stiff. Combine water and egg yolks and beat till light. Fold in 1/2 of sugar, then fold in sifted dry ingredients. Fold in beaten egg whites. Line a 10 by 15 inch pan with waxed paper, extending paper up over edges to make removal easy. Turn batter into pan and bake 12 to 15 minutes at 375°. Sift powdered sugar on brown paper and turn cake out on this. Remove waxed paper and roll cake up like jelly roll. When ready to serve, carefully unroll, put slices of ice cream on cake and smooth down with spoon. Re-roll and serve from tray at table. Makes 8 servings.


### CHERRY DANDY COFFEE CAKE

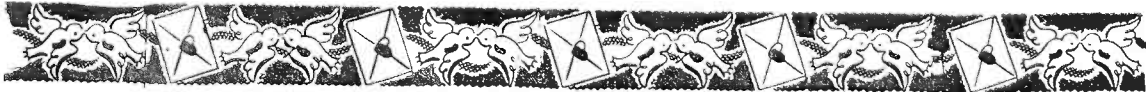
- A—1 package dry yeast  
1/4 cup lukewarm water
- B—1/2 cup milk scalded
- C—1/4 cup brown sugar  
1 teaspoon salt  
2 tablespoons melted shortening
- D—1 egg  
1 teaspoon vanilla  
2 cups sifted flour

Combine A and let set. Combine C with B and cool to lukewarm. Add 1 cup flour and beat well. Add A and D and mix till smooth. Add 1 cup flour and beat well. Cover and let set while making FILLING and TOPPING.

FILLING—Mix 1/4 cup brown sugar and 1 tablespoon cornstarch. Add 1/2 cup cherry juice. Cook till clear, stir in 1 cup pie cherries and cool.

TOPPING—Combine 2 tablespoons melted butter and 1/4 cup flour and 1/4 cup brown sugar till like coarse corn meal. Stir down batter and put 1/2 of it in greased 9 x 9 x 2 inch pan. Pour FILLING over it then spoon remaining batter on top. Sprinkle the TOPPING over all. Cover, let rise to double and bake 45 minutes at 350°.





# The Farmer's Wife

By FLORENCE FALK

Love a party — February brings you three "excuses" to have one. Whether you have a Valentine Party, or you "remember" Lincoln and Washington, may one of the following desserts find its place in your party plans — Have a gay time ! !

## RASPBERRY ROYALE

- 1 3-ounce package cream cheese
- 1 cup sliced raspberries
- 1/4 cup sugar
- Hot water
- 1 box raspberry-flavored gelatine
- Dash salt

Soften cream cheese at room temperature. Combine berries and sugar; let stand 20 minutes. Drain. Add hot water to raspberry juice to make 1 3/4 cups. Dissolve gelatin and salt in hot liquid. Divide in half. Pour one half into oiled individual molds to a depth of 1/2 inch. Chill until firm. Chill remaining gelatine until slightly thickened. Add small amount to cheese. Beat until smooth. Gradually add remaining gelatine, beating till smooth. Whip until mixture is doubled. Fold in raspberries. Chill until well thickened, stirring occasionally. Fill molds. Chill until firm. Serves 6.

\* \* \* \* \*

This dessert has peppermint-candy color, with a wonderful rich chocolate sauce.

## PEPPERMINT FLUFF WITH CHOCOLATE SAUCE

- 1 envelope unflavored gelatine
- 1/4 cup cold water
- 1/2 cup milk
- 1/2 cup sugar
- 1/4 t. peppermint flavoring
- 2 cups heavy cream, whipped
- Red food coloring

Soften gelatine in cold water. Scald milk. Add gelatine mixture, sugar, and peppermint extract. Stir until gelatine is dissolved. Chill until partially set. Tint whipped cream a delicate pink. Fold into gelatine mixture. Chill in oiled individual molds. Serve with chocolate sauce. Serves 6 to 8.

## CHOCOLATE SAUCE

- 1 2/3 cups rich milk
- 1 cup sugar
- 2 1-ounce squares unsweetened chocolate
- 1/2 t. salt

Cook over medium heat until smooth and thickened, stirring well. Remove from heat add 1 teaspoon vanilla. Chill. Thickens on cooling.

\* \* \* \* \*

## FROSTY FRUIT SALAD

- Combine 1/2 cup strawberries, sliced
- 1/2 cup diced pineapple
- 1/2 cup diced orange sections
- 2 teaspoons lemon juice

Chill.

- Soften 1 teaspoon gelatine in
- 1 tablespoon cold water

Dissolve over hot water.

Add 4 teaspoons strained honey and fruit mixture to gelatine.

Fold in 1 cup heavy cream, whipped

1/2 cup mayonnaise

Freeze until firm.

Serve on lettuce leaves with crisp wafers.

\* \* \* \* \*

For a Washington party use little tree stumps and tiny hatchets, or hatchet place cards. Make stumps from 1 1/2 inch tree branches or use paper nut cups turned upside down. Cut hatchets from heavy paper and "bury" each in a stump.

Individual cherry pies may be topped with whipped cream in which is "buried" a cooky hatchet.

\* \* \* \* \*

## LIME-CHOCOLATE DELICIOUS

- 1 box lime-flavored gelatine
- 1 3/4 cups hot water
- Combine and chill until partially set.
- Whip until fluffy and then add
- 1/4 cup lime juice
- 2 teaspoons lemon juice
- 1 cup sugar
- 1 1/2 c. heavy cream whipped

Crush chocolate wafers and using 2 cups with 1/3 cup melted butter mix and press into bottom 13x9 1/2 x 2 in. can. Pour in gelatine mixture. Top with shaved chocolate. Chill until firm. Cut into squares, top each square with walnut half.



**\$1,000 in Prizes - -**

**Fun - Spring Fashions -**

**Presented by Schoenbergs**

Schoenberg Style Shop of Clarinda and Red Oak, Iowa, are the sponsors of the "Spring Fashion Show" festivities March 5 in the KMA Auditorium.

The first showing of new spring fashions, created by America's leading designers will be shown for the first time in this area.

This will be the first program of this type that we have held in Shenandoah in many years and it should prove to be very interesting for everyone who delights in creative fashions.

The Schoenberg "Spring Fashioning Show" will be the most elaborate fashion show presented in southwest Iowa, so make plans now—get a group up and attend this gala affair.

Models for the fashion show will be picked by Mrs. Marge Schoenberg, and will represent several southwest Iowa towns.

KMA radio homemakers will be present, including Edith Hansen, Florence Falk, Adella Shoemaker and Bernice Currier to greet the guests as they arrive.

During the evening 1,000 dollars in new spring merchandise will be given away to lucky ladies in the audience.

Mrs. Marge Schoenberg will be moderator for the fashion portion of the program. She will give a complete description of the gowns as the models appear on the stage.

The program will get under way at 7:30

p.m. with musical entertainment by KMA radio personalities, with the formal part of the program beginning at 8:00 p.m.

There will be several special acts during the course of the evening, featuring KMA entertainers with Warren Nielson as master of ceremonies.

Remember — the admission is FREE! — all ladies are encouraged to come. Come early — stay late at the "Spring Fashion Show" March 5!

### "Smilin' Ed McConnell To Bow Over KMA

Brown Shoe Company, Inc., of St. Louis, Mo., will sponsor Smilin' Ed McConnell every Saturday over KMA, from 10:00 to 10:30 a.m., for Buster Brown Shoes.

Smilin' Ed McConnell stars the genial gentleman with the big smile who brings his songs, humor, and tales of adventure to children of all ages.

McConnell began his radio career in 1922 and in more than 30 years of broadcasting enjoys the distinction of never having been without a sponsor.

### Pattern For The Month GRACIOUS LIVING

The discriminating hostess will like the idea of combining linen and crocheted lace in a tablecloth designed for compliments. The motifs are a new adaptation of the lovely pineapple pattern. We've suggested the lovely pink lace for the napkins. There's a tablecloth classification in the Nationwide Crochet Contest and this particular cloth would make a beautiful entry.

If you want this lovely tablecloth to grace YOUR table, send a self addressed stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. S-240.

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 FEBRUARY, 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.—The Doubledaters  
7:45 a.m.—Morning Headlines  
9:00 a.m.—Bernice Currier  
9:25 a.m.—Whispering Streets  
9:45 a.m.—When A Girl Marries  
10:00 a.m.—Edith Hansen  
10:30 a.m.—Break The Bank  
11:00 a.m.—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.—Adella Shoemaker  
1:30 p.m.—Betty Crocker  
1:35 p.m.—Nishna Valley Neighbors  
1:45 p.m.—Bob Stotts  
2:00 p.m.—The Midwesterners  
2:30 p.m.—Marge's Song Shop  
3:00 p.m.—Cal Tinney  
3:25 p.m.—Betty Crocker  
3:30 p.m.—Florence Falk  
4:00 p.m.—Merl Douglas Show  
4:30 p.m.—News  
4:45 p.m.—Blackwood Brothers  
5:00 p.m.—"Bar Nothin Ranch"  
5:30 p.m.—Fun Factory  
5:45 p.m.—Ronny Kemper  
6:00 p.m.—Farm Bulletin Board  
6:15 p.m.—Organ Serenade (M.W.F.)  
6:20 p.m.—Let's Go Visiting (T.Th.)

- 6:30 p.m.—News  
6:45 p.m.—Edw. May, Mkts. & Weather  
**MONDAY NIGHT**

- 7:00 p.m.—Lone Ranger  
7:25 p.m.—Les Griffith  
7:30 p.m.—Your Land And Mine  
7:45 p.m.—Your 2¢ Worth  
8:00 p.m.—Jazz Beat  
8:30 p.m.—Solo & Soliloque  
9:00 p.m.—Chicago Signature  
9:30 p.m.—Jimmy Dorsey  
9:45 p.m.—Elmer Davis  
10:00 p.m.—News  
10:15 p.m.—Sports Report  
10:30 p.m.—Edwin C. Hill  
10:35 p.m.—Dance Band  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

## TUESDAY NIGHT

- 7:00 p.m.—Silver Eagle  
7:25 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.—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.—Mystery Theatre  
8:00 p.m.—Mr. President  
8:30 p.m.—Crossfire  
9:00 p.m.—Life Begins At 80  
9:30 p.m.—Heres To Vets  
9:45 p.m.—Elmer Davis  
10:00 p.m.—News  
10:15 p.m.—Sports Report  
10:30 p.m.—Edwin C. Hill  
10:35 p.m.—Dance Band  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

## THURSDAY NIGHT

- 7:00 p.m.—Silver Eagle  
7:25 p.m.—Les Griffith  
7:30 p.m.—Heritage  
8:00 p.m.—Tales of Tomorrow  
8:30 p.m.—Michael Shayne  
9:00 p.m.—Top Guy  
9:30 p.m.—Serenade In Blue  
9:45 p.m.—Elmer Davis  
10:00 p.m.—News  
10:15 p.m.—Sports Report  
10:30 p.m.—Edwin C. Hill  
10:35 p.m.—Dance Band  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

## FRIDAY NIGHT

- 7:00 p.m.—Lone Ranger
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—This Is Your FBI
- 8:00 p.m.—Ozzie & Harriet
- 8:30 p.m.—Corliss Archer
- 9:00 p.m.—Boxing Bout
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

## SATURDAY PROGRAMS

- 5:00 a.m.—Country Jamboree
- 6:00 a.m.—News & Weather
- 6:15 a.m.—Bob Stotts
- 6:30 a.m.—Merrill Langfitt
- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Doubledaters
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Saturday Shopper

9:00 a.m.

### BERNICE CURRIER'S

"Homemaker's Visit"  
Every day at 9 a.m.  
Monday thru Sat.



- 9:30 a.m.—Space Patrol
- 10:00 a.m.—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.—Shake The Moroccos
- 3:00 p.m.—Andy Parker
- 3:15 p.m.—Voice Of America
- 3:30 p.m.—Florence Falk
- 4:00 p.m.—Merl Douglas Show
- 4:30 p.m.—News
- 4:45 p.m.—Blackwood Bros.
- 5:00 p.m.—Bar Nothing Ranch
- 5:30 p.m.—Navy Hour
- 6:00 p.m.—Harmony Shop
- 6:15 p.m.—Fascinating Rhythm
- 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.—Brunch Time
- 11:30 a.m.—Piano Playhouse
- 12:00 noon—News
- 12:15 a.m.—Let's Go To Town
- 12:30 p.m.—Frank Devol Presents
- 1:00 p.m.—Light & Life Hour
- 1:39 p.m.—Back To The Bible
- 2:00 p.m.—Newstime
- 2:15 p.m.—Highways To Safety
- 2:30 p.m.—Hour Of Decision
- 3:00 p.m.—Revival Hour
- 4:00 p.m.—This Week Around The World
- 4:30 p.m.—Greatest Story Ever Told

5:00 p.m.

### DREW PEARSON

One of America's  
Most Distinguished  
Commentators!



- 5:15 p.m.—Monday Morning Headlines
- 5:30 p.m.—Geo. Sokolsky
- 5:45 p.m.—Vacationland U. S. A.
- 6:00 p.m.—Eddie Fisher
- 6:15 p.m.—Three Suns
- 6:30 p.m.—Time Capsule
- 7:00 p.m.—Dan Dodge
- 7:30 p.m.—American Music Hall
- 8:00 p.m.—Walter Winchell
- 8:15 p.m.—Taylor Grant
- 8:30 p.m.—The Adventurer
- 9:00 p.m.—Let's Be Healthy
- 9:15 p.m.—Gloria Parker
- 9:30 p.m.—Proudly We Hail
- 10:00 p.m.—News
- 10:15 p.m.—Coast Guard Show
- 10:30 p.m.—Marines In Review
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

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

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## “Merl Douglas - Outstanding Father of Year?”

The heading above and the picture below we know don't go together, but Ruth, Merl Douglas' wife, stated that Merl is quite a help around the house even with all his clowning. Your editor can attest to that as Merl took care of Valerie Jo when Ruth went to call on a friend. Of course Valerie Jo didn't wake-up once, even when her picture was being taken — so I don't exactly know if Merl could arise to the occasion of being chief babysitter or not.

One member of the family is missing — little 7 year old Sharon Lynne — she was at school when this picture of her little sister, Valerie Jo, was taken. One of these days we will take another picture of the Douglas Family when Sharon Lynne is at home.

Merl can be heard over KMA in the mornings, and at 4:00 p.m. has a peppy recording show that is guaranteed to give you 25 minutes of real relaxation.

You have probably recognized Merl's genial delivery on many of our morning shows.

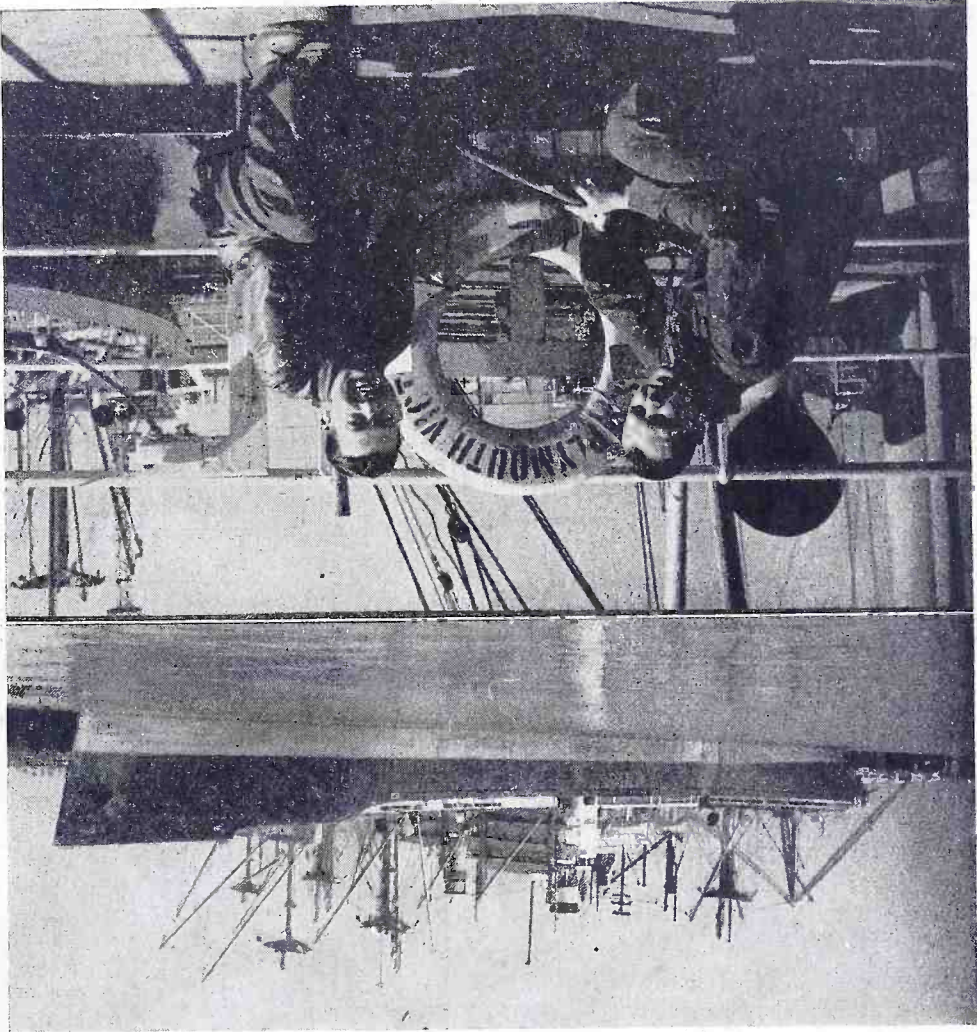


The Douglas Family — Ruth, Valerie Jo and “Papa” Merl



A 12,000 mile ocean voyage is no small treat for a couple of midwestern land-lubbers, but that's the experience Farm Service Director Merrill Langhitt and Engineer Don Burrichter are now having. Pictured above is the "S. S. Plymouth Victory", on which the boys sailed Feb. 13th. This ship, 455 ft. in length over-all and with a cruising radius of 25,400 miles, is carrying one of the last shipments of UNRRA relief supplies to Europe. Merrill tells us that 860 head of cattle, horses and mules, along with 750 tons of hay, were carried, that the ship's crew consists of

52 members and its skipper, Capt. Edward K. Sylvia. There are also 38 cowboys—including the KMA reporters—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt Sylvia told Merrill he estimated the trip to Athens, Greece—the first port of call—would take between 12½ to 13 days under normal sailing conditions. (See story on P.5). The lower picture shows Merrill and Don aboard the "Plymouth Victory". (They look happy here but this was before the trip started. We will report further on that subject later.)



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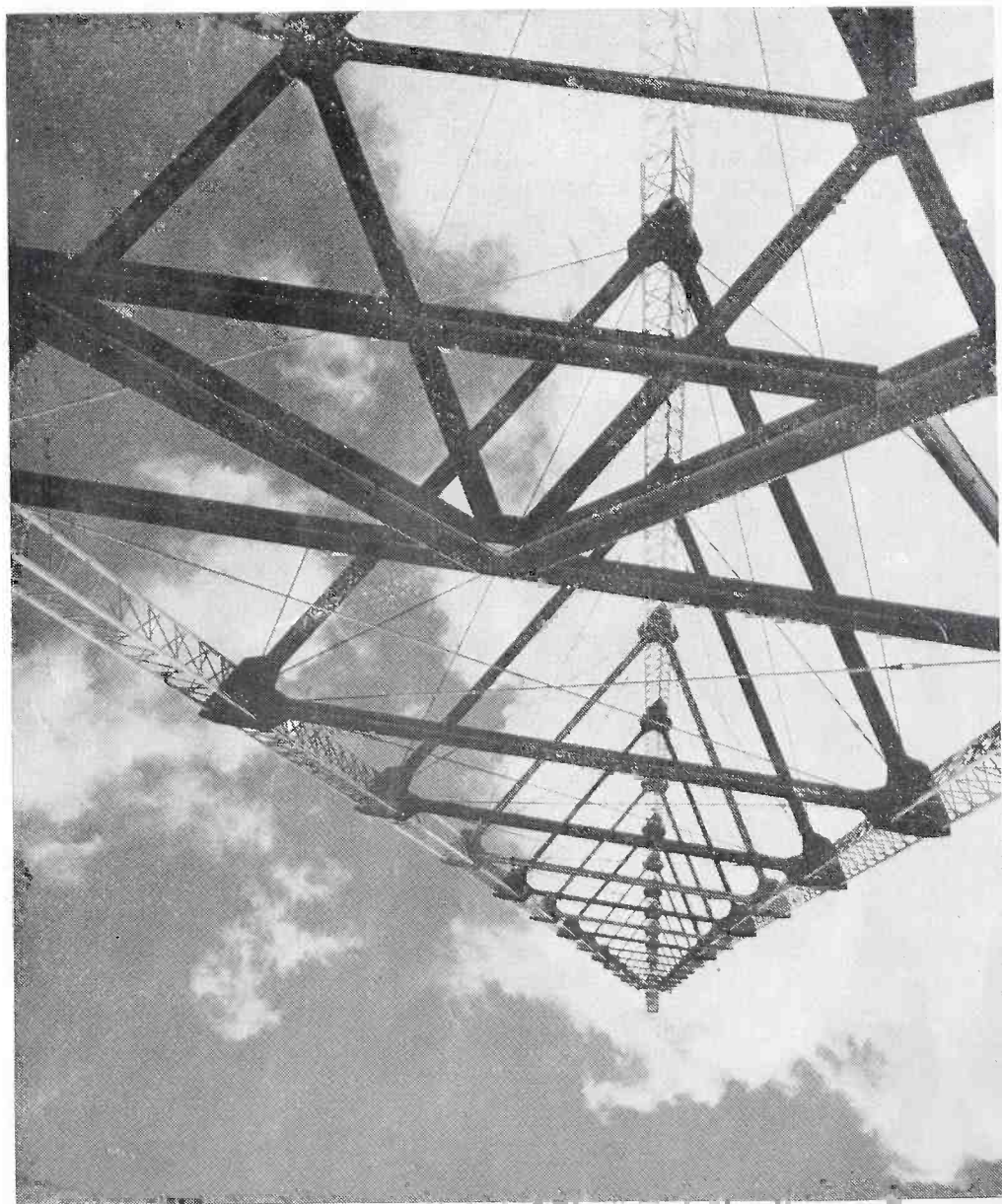
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# A Guide For Tour Visitors



*May Seed and KMA Radio*