

The

KMA GUIDE

March, 1956



Reward for hard working disc jockey

Oh For the Life
of a KMA Disc Jockey!

"All in the day's work," grins genial Mike Heuer, the proprietor of KMA's Club 960 show, which is heard each night from 7 until 11. Mike was given this pleasant treatment recently by the famous McGuire Sisters after an Omaha interview. The gals are featured nationally on the Godfrey show, and have hit the record-making jackpot. That's Chris on one side of Mike, and puckered-up on yon side is Phyllis, while Dottie (at right) looks as though she felt bad at not getting another shot at the smiling Minnesotan, whose Club 960 is rated tops in 23 counties in and around Shenandoah.

MARCH 1, 1956

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TODAY IS OURS

The sooner each of us understands that nothing is owed to him, that all he has is just a gift that he cannot possibly establish a right to, the sooner will he find his soul at peace. Today there may be the blue sky and the green earth and the eyes that see them; Today there is health and strength; Today there is a little happiness; let us take them Today, for Tomorrow we do not know. The Present moment is the only moment we can live in. The Past comes with us, it is true; and the Future is before us and we must aim our lives towards it; but they both meet in the Present and they can never meet anywhere else.

— A. Powell Davies

KMA Baseball Excursion to See Kansas City Athletics Opening Game

We have made arrangements to set aside a limited number of tickets for the opening home game for the Kansas City Athletics, which will be held on Friday afternoon, April 20th. The A's will be meeting the Chicago White Sox.

Radio KMA also has made arrangements with the local bus company to get a special reduced price for this opening game excursion. . .and we can give A's fans a good reserved ticket and bus transportation both to and from Kansas City. . .and here's the best news. The price for the trip is just \$7.00.

We were only able to secure a small number of reserve seat tickets this far in advance, so the rule will be "first come, first served."

The bus will probably leave Shenandoah

at 10:30 on Friday morning, April 20th, arriving in time for fans to get seated and grab something to eat before the opening pitch of the 1956 season is tossed out.

If you want to be included in this excursion you should be among the first to assure accommodations. Simply mail your check for \$7.00 to Athletics Excursion, Radio KMA, Shenandoah, and we will mail immediate acknowledgement.

Radio KMA will carry all the A's games, at home and away, again this season, with Larry Ray and Merle Harmon describing the action. The broadcasts will commence on Saturday, March 31, in spring training and will run thru the last week of September. We will list a broadcast schedule each month in the program log of the KMA Guide.



A Chat With Edward May

The main topic of conservation throughout this part of the country is the over-all farm situation. Regardless of what our business might be and how we gain our livelihood none of us are very far removed from the farm, because what effects the farmer affects everyone of us either directly or indirectly. Consequently we are carefully watching the farmer, the farm economy, the weather situation, which is the most important factor in producing a farmer's crop, and other factors that affect all of us. Naturally we hope a national farm program will be one that meets the approval of all and will be of benefit to everyone.

Recently the Shenandoah Chamber of Commerce had a Farmer-Businessman's Day. On this occasion over 125 farmers in the Shenandoah area spent the day in town as guests of 50 local business concerns. Previously the businessmen had spent a day on the farm, so we were pleased to have the opportunity to repay the hospitality they had shown us. We had six farmers at KMA and the May Seed Company. The six are shown in the picture below and they are Ed Miles, Herb Goodman, Bill Tyner, Merl Sweeney, Vern Lightfoot and Dale Scott. These men were guests on my noon program and I asked them their opinions regarding the proposed soil bank, current hog prices, the parity program and many other interesting questions. Each man had given considerable thought to the farm program so they were not lacking in words. I am sure the audience found the program very interesting. Following the program we joined the rest of the farmers and businessmen and all sat down together for a good steak dinner. I know the farmers enjoyed the day and certainly the businessmen enjoyed it too.

Have you stopped to think the knowledge the farmer must have? He has to have a knowledge of machinery, agronomy, veterinarian medicine, principles of accounting and many other subjects. He is a well grounded individual and certainly a tremendous asset to our economy.

I have received many interesting letters from listeners and many of these pertain to weather. Those that have been discussing the weather feel we will have an early spring and with it will come the needed moisture to prepare the soil for spring planting. The majority of the private weather forecasts call for rainfall to be normal or above during the next month to six weeks and I certainly hope these forecasts are correct. This part of the country has been dry but we are hopeful the spring rains will be adequate and make up the moisture deficit we now have. To me, spring is one of the best seasons of the year and I anxiously look forward to seeing the grass turn green, the leaves appear on the trees, the blooming of the first flowers and many other things that we associate with spring.

I am pleased to report our family has gone through the winter with no major illness and I hope you can say the same for yours.



Here is Ed at the mike for his noon show, flanked by his six Southwest Iowa farm visitors.

A Day with a KMA DeeJay



Waiting in the dressing room of the three McGuire Sisters when they arrived recently for a performance at the Omaha Auto Show was Mike Heuer, KMA's genial disc jockey and proprietor of Club 960, the popular 7-11 p.m. show. Mike made a seven-minute taped interview with the girls, going into their background and personal life. His listeners loved the fine, personal glimpse when he played it back on his nightly music show. From left to right are Chris, Phyllis, and Dottie. Phyllis had just completed a liquid diet for six weeks, after suffering a broken jaw in a playful scrap with her husband.



Moving right up the line to another dressing room, Heuer also made a behind-the-records interview with the famous Harmonicats, the nation's most widely recognized harmonica-playing trio. The trio has been together for 11 years, under the direction of Jerry Murad, right. . .and has made many hit records. The largest of the assortment of mouth harps that the fellas play weighs six pounds, and costs \$250. Mike played the interview back on his Club 960 show, along with some of the Harmonicats latest hits.

DeeJay Mike Heuer Scores Three Big Scoops Same Day

By **MIKE HEUER**

"Club 960" record spinner

As you can tell by the pictures, I had a very busy and pleasant day, one day several weeks ago. Three groups of recording artists were appearing at the same time in Omaha and it was a chance for some interviews that were pretty hard to pass up. So, on Friday (my day off) Toke Nelson and myself made the trip with a 60 pound tape-recorder and a camera. We met Rusty Draper at his hotel and had a very pleasant time talking over his career and records. Rusty has a very popular Mercury record many of you have heard called, "Are You Satisfied". We also found that his uncle is Cy Perkins, who was an entertainer at KMA many years ago. Rusty originally is from Kirksville, Missouri.

Lugging the heavy recorder back to the car, we went to the new auditorium to keep our appointment with the McGuire Sisters. The tape-recorder was set up in their dressing room and after a few minutes the girls came in. And right here and now I want to say that television does not do these girls justice. They are much lovelier "live" than on the screen. They were very pleasant and easy to talk to. . . just as easy as talking to someone you've known all your life. They asked me just as many questions. I believe, about my record shows, KMA and Shenandoah, as I did during the interview. The McGuires have been singing professionally for only five years and they really appreciate the public buying their Coral records and requesting them on disc jockey shows. Success couldn't come to anyone finer than the McGuire Sisters. It's always a pleasure to meet such nice people.

Then we managed to snag an interview with Jerry Murad and the Harmonicats. These harmonica virtuosos were also swell fellows. They've been making Mercury records for around five years and have always had a large following. I think they are just about the best in their field. We talked a bit about their instruments, which

are by no means the dime store type harmonicas. I asked Jerry if the harmonica is hard to play and he replied, "Only as hard as you make it." I imagine that applies to any musical instrument.

We watched the McGuires and the Harmonicats perform and needless to say they certainly know what they're doing. I'm sorry we couldn't stay longer in Omaha to watch Rusty Draper's act but maybe next time. Rusty did mention that he really appreciates getting letters from the fans. He showed me a handful of mail he had just received. It gives them a good feeling to receive these letters. I know that many recording artists feel the same way. If you ever want to write to any recording artist, I urge you to do so. They may not be able to answer each letter, but they are read and appreciated.

I enjoyed doing these interviews and I fully intend to record some more in the future if it's at all possible. In closing I'd like to invite you to listen to "Club 960" Monday through Friday from 7 to 11 p.m. and to "Saturday Matinee" from 1:05 to 5:45. Of course I hope you're already listening and would like to hear some comments from you listeners. How about dropping me a line?



Mike caught Rusty Draper of "Satisfied" and "Shifting, Whispering Sands" fame just getting out of bed in his hotel. Draper was appearing at the Seven Seas in Omaha, and was pleased to chat with Mike. . . who wormed out the information that Rusty got his start from an uncle at Kirksville, Missouri. Uncle Cy Perkins, onetime KMA entertainer, who helped Rusty on his way to fame and fortune.

Frank Comments

By FRANK FIELD

The picture this month is a little different than we have been having. In fact it shows me in action on my television program "Over the Garden Fence." I find that a surprisingly large proportion of the regular KMA listeners also watch KMTV and I thought you might like to see how a television program originates.

Most of you have either seen the black and white television cameras or pictures of them, but I'm sure that very few of you have ever seen a picture of a color TV camera. They are just about twice as large as the cameras used on black and white TV and about three times as complicated. As a matter of fact, they cost about three times as much, also. A good camera for black and white can be bought now for around \$20,000 completely equipped. The two color cameras in this picture actually cost a little over \$60,000 each.

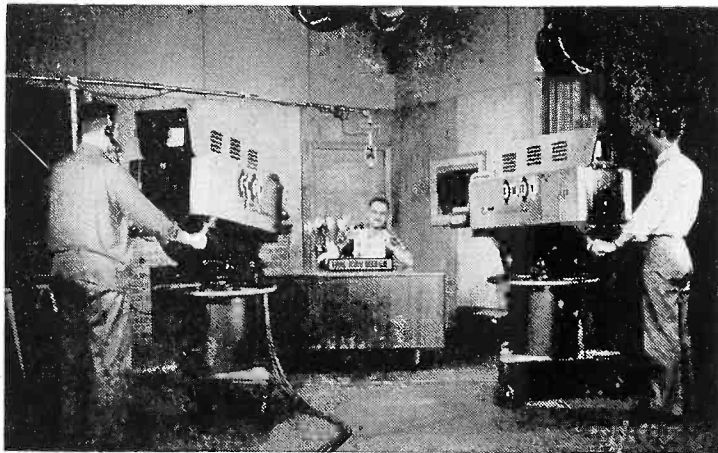
The camera on the right is used for medium shots and the one on the left is used for close up shots. At the time this picture was taken, I was holding up a copy of the new spring catalog and the camera on the left was focused on the tuberous begonia picture on the lower right hand corner. On your screen that little corner of the catalog would be enlarged to where it covered your whole screen. If you look real closely you will notice that each of the two cameras has three cables running back to the control room. That is because each color camera consists of three separate cameras combined into one. One part sees nothing but red, one nothing but blue and the other nothing but yellow, so it takes a separate cable for each part of the camera. These various electrical impulses are all blended together as they go

through the television station, so that on your color receiver they come out in full natural color, exactly like what the camera was looking at, at the time.

It doesn't take any more light for color TV than it does black and white TV, and consequently no more heat. Usually there are five of those big flood lights like the one you see hanging just above the right hand camera. The studios are all air conditioned so that even in midsummer it is quite comfortable even under the lights. When I first started my TV program back in 1949, the lights did bother me a little but after a week or two I got so I didn't mind them in the least.

There are some new and interesting things to tell you about the Field tribe since last month, principally about the Robert Fishbaugh family. A few days after I wrote last month's guide copy, Robert Fishbaugh, Zo's husband, went to the hospital and had his gall bladder removed. It had been bothering him ever since he came home from the navy so he finally decided to have it out. The operation was highly successful, but before getting back into the harness, he and Zo decided to take a much needed vacation. They piled in their car and headed for southern Florida and they are having the time of their lives. Bob has been out fishing nearly every day and you should read some of the letters he writes back about the fish he is catching. Apparently, fifty or sixty isn't anything at all, some of them pretty big ones, too. Zo took plenty of colored film along so Bob will have proof to back up his tall tales.

About the time Bob and Zo left for Florida, Jennie took off for Dallas, Texas, to visit Peg and Jim and the kids, but she went by train. She hit Dallas just at the time they had that cold snap early in February, and all the time she was there (nearly two weeks) they had much worse weather than we had here in Shenandoah. They had snow and sleet and freezing rain and then more snow. One morning it was down to 18° and it didn't get above freezing while she was there. Of course their houses are not fixed for winter weather, no insulation at all, and only a small gas log in each room for heat. Jennie had a nice visit, but you never saw anyone so glad to get home to an insulated house with an oversized furnace. Just to make her feel bad, Peg writes now that the temperatures have been up in the 70's and 80's every day since Jennie came home.



Here's a picture of Frank at May Broadcasting Company's Omaha station.

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Grass Root Notes

By
MERRILL LANGFITT
KMA
Farm Service Director



If you are like me you are getting somewhat tired of talking about the farm price situation. As individuals, we cannot do anything about it anyhow. I would prefer to look forward to spring, the flowers and shrubs that come to life and the first new blades of grass peeping through from the soil which only a few weeks ago were sleeping under a cold sky. I like springtime. I like to see things come to life and grow as they rehearse for the full-dress show that typifies summer. No, I'm not trying to be poetic, but I do look forward to spring and summer.

We will have all of our landscaping and planting to do around the new house this year. The plans are all drawn and when spring seems to be here for sure we will be digging holes and planting shrubs, trees and flowers. My lawn was well seeded and fertilized last year but I will re-work the thin spots and add more mixed fertilizer solutions.

Spring and summer are my favorite flying seasons too, and I hope to explore some new areas this year in the airplane. I even have distant hopes of flying to Alaska, but perhaps not this year. Maybe it will be a trip to the mountains or to Canada for a few days of fishing. Or maybe it will be like so many other summers—just too busy to go anywhere. Or possibly like so many farmers—too poor to take a vacation.

I like summer flying for many reasons. First, one looks down on a blanket of green. Nature is in full bloom, crops are growing, farm ponds glisten in the sun, trees take on a majestic green foliage and the towns and cities look alive. Tractors creep

through the fields like tiny mice crawling on black dirt and from the air one can see planting operations take shape. Everyone is busy and people find new things to occupy their minds and old problems lose their importance.

In the summer the flyer can point the nose of his airplane into the sky and seek out a comfortable temperature. I have flown on days when it was 100° in the shade on the ground, yet by climbing to 6000 feet, one might cruise along in a temperature of 65°-70°. On a clear day one might see, from one spot, fifty miles of the Missouri River winding its way toward the Gulf of Mexico. One of the thrills of flying West is the first glimpse of the Rockies, the vague outline perhaps 80 miles away then watch the mountains take shape as you fly nearer. Majestic Pike's Peak looms out ahead and the snow caps sparkle in the sunlight. Finally, Denver is in sight and you cut the throttle. The plane settles down to a nice smooth runway and you bring it in for a landing and step out of the plane into one of the beauty spots of America.

By now I hope you have forgotten your farm problems, at least for a little while. By now maybe you think life for me is a bowl of roses, but it isn't. Everyone has problems, but all of us need to walk away from our worries on occasion and take a look at some other part of our world. By so doing we may be able to return to our respective little worlds with a more objective attitude. If so, then life might be more gratifying and pleasing to each of us.

Merrill Langfitt



On the KMA PARTY LINE

By DORIS MURPHY

"Blackie", the 2 year old black cocker dog of announcer Mike Heuer, barked too much! The family stood it as long as they could. Finally they decided the dog must go. Being such an ambitious barker, they thought he should have a good home on a farm. Arrangements were made for Warren Nielson to announce on his KMA Party Line, the Heuer's were looking for a new home for "Blackie". It didn't take long to get results. In a short time a farm family from near Hamlin, Iowa, came to take the dog home with them. But, in order to make the children happy, Mike promised he would get them a parakeet if they would give the dog away. The exchange worked out pretty well, except Mike says: "The parakeet chirps like a son-of-a gun, but it doesn't bark." Mike swears. . . from now on . . . he's quitting dogs!

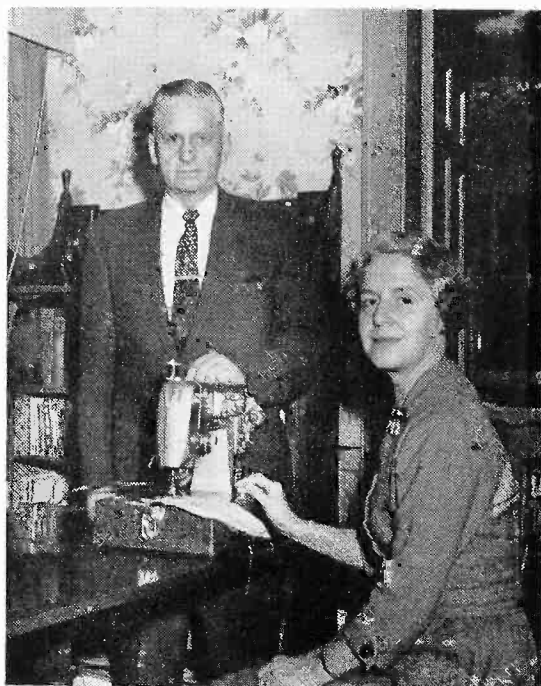
Even though it was her tenth grandchild, KMA's Homemaker Bernice Currier, was as excited as if it were her first, when she received word of the arrival of Mary Patricia, February 26th, at the home of

her son Ed. The little miss weighed 8 lbs. 3 oz. and was born in Elmhurst, Ill., where her daddy is employed at the Argonne Laboratories. Things promise to be pretty lively around the Ed Currier home with another little girl added to the family, as she has a little sister Joyce Elaine, age 1 year and 5 months, and Carol Anne, age 3. Grandma Bernice visited them at Christmas time, but now she can hardly wait for another visit, so she can see the new baby, Mary Patricia.

When engineer Bill Kirk bought a snow shovel this winter, he kidded his wife Liz, about buying it for her! Little did he realize then, that Liz was the one who would really end up using it. Yes. . . Liz got the snow shoveling job when Bill accidentally stepped on a stone in the garden, and broke a bone in his left foot. The accident put him on crutches! Of course, Bill couldn't shovel snow with bedroom slippers on! But he did manage to get to the studio every day, missing only one day's work.

For twenty years, Florence Falk has been baking her husband Byron an angel food cake as a Valentine gift. This year was no exception. . . Byron got his favorite cake. She started the tradition three years before they were married, and at that time, her friends called it "Bait Cake". If it was "bait", it proved to be right, because it "hooked" Byron 17 years ago, and all through the years he has continued to get a delicious angel food cake every Valentine's Day. What a nice way to say: "I Love You."

What a vocabulary! Mrs. Fletcher D. Slater of 4175 Chicago St., Omaha seated at her new prize winning Stradivaro electric sewing machine, entered a list of sixteen hundred words made from the letters in the words "sewing machine" to win the contest. The contest on KMA was sponsored by the Sewing Machine Center of Council Bluffs. Around \$2,500.00 worth of valuable gifts were given away. Pictured here is Ernest Dougherty, owner of the firm sponsoring the contest, as he presented the \$300.00 machine to Mrs. Slater. This wonderful machine is completely automatic and not only sews, but makes button holes, embroiders, monograms, appliques, and other kinds of stitches. Mrs. Slater was certainly thrilled when she received the news she had won the contest!



Here is a picture of Mr. Dougherty with the lucky winner.

Frank Field has lots of listeners on KMA. And his son, Johnny, in Hamburg has lots of friends. This was proven not long ago when Frank mentioned on his morning broadcast that Jennie would be home from Texas at noon, and would arrive at the Hamburg depot. He casually remarked that it might be a good idea if someone in Hamburg called Johnny to remind him his mother was arriving at noon, and to meet the train. Frank would drive down for her later in the day. Sure enough. . . Johnny had forgotten she was coming. . . but he got the message all right. In fact. . . the phone started ringing and kept it up. . . After about 36 calls at his newspaper office Johnny finally had to leave the phone off the hook, so he could get some work done. Guess that's what you call getting action!

Just five days after he was interviewed and had his picture taken by Asst. Farm Service Director Jack Gowing of KMA, Judson Zentmire, Audubon County Work Unit Conservationist, died. Strangely enough, the interview was recorded on tape and broadcast Feb. 11th, the same day he was stricken with a heart attack and passed away. The interview was on "Practical Land Use", a soil conservation program sponsored by the Keystone Steel & Wire Co. Two others from Audubon, Iowa, Earl Scott, a lumber dealer and Christian Larsen, a farmer also participated in the interview.

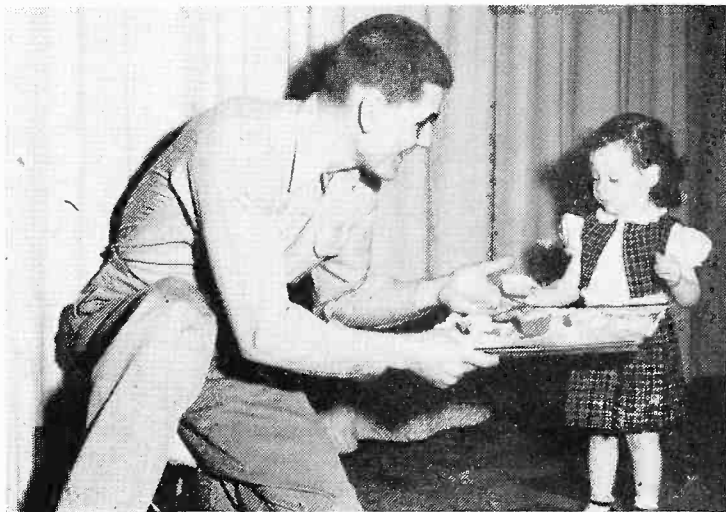
After 8 years of signing off the air at 25 minutes after 9 o'clock, it got to be such a habit with Bernice Currier, she slipped back into the old groove one day, without even realizing it. She had been signing off at 9:30 only a short time, when one morning, while broadcasting, she suddenly looked at the clock and noticed it was 9:24½ a.m. Thinking it was time to sign off she quickly told her listeners goodbye. Then she heard silence. Seconds past and still the announcer at the studio did not give the closing announcement. Finally it dawned on her that she had signed off 5½ minutes too early and the control operator was madly trying to find a record for filling the program. Realizing she had pulled a prize boner, she immediately grabbed the phone. . . called the engineer and said, "Put me back on. I've just discovered my mistake!" They did. . . and after only a minute and a half interval. . . Bernice was back on, chatting as if nothing had happened. That shows what habit will do to people!

If you happened to be listening one day in February, you were probably startled to hear "Maggie" starting out her Hide commercial with the statement: "Imagine you're knee deep in Christmas shopping". Well, it IS nice to start your Christmas shopping early, but not THAT early. Maggie really wasn't urging such fast action. . . it was all a mistake by the engineer when he happened to put on the wrong transcription.

Jerry Josephson, 5 year old son of engineer Jack Josephson loved his stay in the hospital, even though he did have to take ether and have eight back teeth extracted. To some little fellows that might have seemed pretty bad. But not to Jerry. He had a "ball" and insisted on staying for lunch. Since then, whenever he gets an audience, he gladly tells about his "operation".

If you've ever had to diet, you know how it makes you drool to see someone eating something you love! Well. . . that's what we do at the KMA fountain when we see disc jockey Dick Mills with his afternoon snack. He has the waitress fix up a special concoction of chocolate ice cream covered with strawberries, marshmallow, chocolate and butterscotch. Imagine being able to eat ALL those calories and STILL not get fat.

She isn't a movie star, but she certainly knows how to roll those beautiful, big brown eyes! The little miss casting her pretty eyes on announcer Merl Douglas is Holly, daughter of Pgm. Director Warren Nielson. The occasion? Why its her second birthday, and she is offering him one of her pink birthday tea cakes! Who wouldn't like to take "sweets" from such a sweet, little girl. Holly got a new pair of patent leather shoes, and a spring Easter coat for her birthday. And the coat is navy blue. . . just like mama's! She loves pretty clothes and was delighted with her gifts.



Merl Douglas receives a "birthday cake" from Holly Neilson.

A LETTER FROM THE FARMERS WIFE

Greetings from the farm! ! !

Here on the farm we've enjoyed the winter weather since last visiting with you. In January the weather cooperated in the form of snows and we did get in two bobbed parties. The seventh grade descended in numbers as did the Essex Cub Scouts and Den Mothers. We all had fun and did get some good sledding down the barnyard hill.

Tippy III had to be tied of course because she insisted on stopping everybody. Here were her beloved "human-beans" doing such a dangerous thing. The children tried and tried but never did get her to stay on the sled and go down the hill. Tippy I was the dog that enjoyed that. Sitting in the front and someone holding her sitting up. She almost seemed to smile as they coasted down.

Now the bobs have been returned and we doubt very much we'll have a good sledding snow anymore this season. But then the weather has been known to change and mighty fast at that.

So many have requested the cornmeal cookie recipe to be in the guide, didn't get it in the recipe section so here it is:

GOOCH'S CORNMEAL COOKIE RECIPE

Cream $\frac{1}{2}$ c. butter or margarine

$\frac{3}{4}$ c. sugar

Add 1 egg

2 t. Amred's lemon flavoring

Sift together

$1\frac{1}{2}$ c. Gooch's Best Enriched Flour

1 t. baking powder

$\frac{1}{4}$ t. salt

1 t. nutmeg

$\frac{3}{4}$ c. Gooch's Best Cornmeal

Add dry ingredients to creamed mixture. Blend thoroughly. It will all work in. Roll out cookies. Cut with cutters or knife to make interesting shapes. Bake on ungreased cookie sheet in 375° oven for 8 to 10 minutes. Really is different and one you can get the family to eat, not knowing they are getting their cereal quota.

This kind of weather, so cold, makes for staying in the house and reading. I finished my quota of 25 books for our Federated club deal and duly reported on them. Really enjoyed doing this and wonder if we all shouldn't do a little more reading of the good books around. Bruce has been reading the Thornton Burgess books, in fact has almost finished the series. The farmer has been keeping up with the daily papers and the farm magazines, so many controversies he often throws them down and takes a nap. Karen has been working on her clar-

inet practicing, and with school and confirmation keeps plenty busy.

In the farm kitchen I've been busy trying many of the one-dish meal recipes that came in for our contest. Some really different and should appeal to everyone. We're getting into that season now when a one-dish meal suffices for the evening eating. The Gooch recipes have had some good new ideas too with new tastes treats.

February and March are busy months in the Scouting field with birthdays coming right and left. The Cub Scouts held their annual Blue and Gold dinner in February and this was a real event. The boys look forward to this as do the Den Mothers. The boys in my den made knot boards and did a very creditable job. They have studied a varied group of themes and of course now are deep in the "sea".

The Girl Scouts will have their birthday dinner in March as usual and this of course means tying up a lot of loose ends at the last minute. But the badges, bars, emblems will be awarded in due time.

When time permitted Bruce set up his electric train in the downstairs room and often had to get Dad to help him with this and that. I hope by the time this letter reaches you that the basement room will be finished, painting, lights and all. Then we will have a corner for the boys to keep their Cub Scout materials and Bruce for his train.

I have enjoyed your letters so much and have appreciated the orders, too. The big announcement was made one morning and as of now can still hold to it. The Farmer's Wife finally caught up with all her mail. Each day's mail is now answered and ready to go the next day after being received. You helped me empty the shelves of all the Gooch recipes and now we're caught up with that.

The farmer and I attended a roast pig dinner that was a highlight and we enjoyed it so very much. Have tried in a little way to get pork recipes into your hands and help promote this cause. Everyone has cooperated in a grand way.

If the spring is early as everyone hopes, we'll soon be into gardening and working with the little chickens. By this time I may have the chickens here on the farm. Will see how work permits.

All in all we have been busy but it's wonderful to be able to do things for these young people, whether they be scouts, Sunday school pupils or just plain children. So now until in May—Thanks for listening and Keep Smiling.

Florence Falk

The KMA Guide

Homemaker's Guide

"THE FARMER'S WIFE"

By FLORENCE FALK

You don't have to receive a "Bunnygram" to know Spring is in the air. Easter is on its way. Fluffy, cottony chicks, chocolate bunnies and the new hats are in the store. If you have children, chickens and bunnies predominate the "new life" at Easter time. Just as sure as April showers bring May flowers—the Easter egg brings many wonderful dishes. Let's use it as a base for an Easter breakfast:

- Grapefruit or Orange Easter Baskets
filled with chilled fruit
- Poached eggs with cheese sauce*
- Bacon Curls
- Hot Cross Buns
- Biscuit Bunnies*
- Blackberry Jelly

POACHED EGGS WITH CHEESE SAUCE*

- 6 poached eggs
 - 2 c. white sauce
- Add to the white sauce:
- 1½ c. grated cheese
 - 1 T. pimento

Pour the hot sauce over rice nests or crisp rosettes and top with the poached egg and garnish with parsley.

BISCUIT BUNNIES*

Use your favorite baking powder biscuit recipe. Roll out and cut in the following way for the bunnies. Cut out a 2 inch circle for the body using a smaller circle (about 1 inch) for the head. Make small ears by rolling bits of dough in your hand. Moisten each part where it joins just before assembling on the cooky sheet. A fluff of cocoanut for a tail may be added upon taking from the oven. Bake in a hot oven 450° until lightly browned and baked. Watch the kiddies go for these! ! !

* * *

Favors:

Use suckers or lollipops, preferably with straight stick. Cut out or trace and color a bunny's head, with big ears. Fasten to the lollipop and tie a big ribbon bow directly beneath the bunny head (under the chin).

Or make "Egg heads". Stand in tiny paper cups or fasten bottle caps with a bit

of flower clay, your empty egg shells. Broken end down. Use your imagination, ingenuity and scraps. Fun for you and the children. Work together! ! !
Reminder ideas! !

Easter eggs in a nest salad. Run lime flavored gelatin through the potato ricer or through the colander, shape into a nest on one of your prettiest platters. Fill with eggs of gelatin. Make these in the empty eggshells (made by making a small hole in one end and shaking the egg white and yolk through, rinsing well and drying). Fill with partially cooled gelatin. Chill until firm. Peel as for hard boiled eggs and there you are! ! Poor old Biddy Hen, take all her trade secrets away!

* * *

Sure and it's Green with envy ye'll be if ye fail to come to a St. Patrick's luncheon such as this! !

Centerpiece: Use well scrubbed Irish potatoes. Between potatoes "grow" sprigs of parsley. Use potatoes as candle holders on either side. Menu Ideas to use as you wish:

Cream of Asparagus soup with little rings of green onion floating around.

Peas and spinach in tiny individual patties.

Hot Cross Buns

Chocolate ice cream in paper cups with Shamrocks planted on top.

Kilarney Jelly*

Nut and Potato Croquettes (ideal Lenten dish)*

Stuffed Eggs on Rich Toast*

KILARNEY JELLY*

- 6 tart green apples
- 3½ c. water
- 1 envelope plain gelatin
- ½ c. cream or 1 egg white
- ½ c. lemon juice
- 1 c. sugar, granulated
- 2 T. powdered sugar
- green vegetable coloring
- ½ c. nutmeats

Soak gelatin in ½ c. cold water, and after cutting up apples without paring or coring, cook them in the rest of the water until pulpy. Strain off the apple juice without squeezing the bag, and dissolve into the softened gelatin. Add the sugar and stir until dissolved, then add strained lemon

Continued on Page 15

HOMEMAKER'S VISIT

By **BERNICE CURRIER**

St. Patricks Day and Easter will be the two days this month to prepare special foods. A delicious salad for either day that is colorful and gay looking is the following—

LEMON OR LIME

COTTAGE CHEESE SALAD

- 1 package lemon or lime gelatin
- 1½ c. hot water
- ½ c. salad dressing
- 1 c. cottage cheese
- ½ c. diced green pepper
- 2 T. minced onion
- 1 c. diced celery

Dissolve gelatin in hot water and stir in the salad dressing and let cool to thick sirupy. Add remaining ingredients and chill in a square pan. Cut in squares and serve on lettuce leaf. Stuffed olives or a bit of pimento may be used either as garnish or part of the salad. Makes 8 to 9 servings depending on size.

So many requests are coming in for the RING A LING ROLLS and nothing could make your family happier on Easter Morning.

RING A LING ROLLS

- A—2 packages dry yeast
- ¼ c. warm water
- B—½ c. butter
- ¾ c. hot scalded milk
- ½ c. sugar
- 2 t. salt
- 2 t. grated orange rind
- C—2 eggs unbeaten
- D—4½ c. sifted flour
- E—¼ c. orange juice
- 3 T. sugar
- F—½ c. butter
- 1 c. sifted powdered sugar

Combine A. Combine B and let stand till melted and lukewarm. Add C and blend well. Add A. Gradually add D until well blended, then put dough out on floured board and knead till smooth. Do not knead in any more flour. Put dough in greased bowl then turn it over so top is greased. Cover and let stand in warm place out of draft for about 30 min. Put out on board and roll it out to 22 by 12 inches. Beat F till very fluffy. Spread ½ the dough along the 22 inch side with F then fold down the

other half till edges are even. Cut into 1 inch strips across the 6 inch width and as you cut the strips pick up each one and twist it several times then coil it around snail fashion on greased cooky sheet, tucking ends underneath and placing them 2 inches apart. Cover and let rise to double. Bake just until a very light brown at 375°. It takes about 15 minutes. But watch carefully. Meantime combine E and stir until dissolved. When rolls are light brown, take them out and brush over the tops with E. Return to oven for about 5 minutes until deep golden brown. Remove from pan immediately to rack to cool. Makes 24.

PRETTY PINK PINEAPPLE CAKE

Dissolve 1 package Cherry Gelatin in 1 c. boiling water. Add 1 pint vanilla ice cream and stir until melted and smooth. Add 1 c. crushed pineapple undrained. Line bottom of tube pan or loaf pan with waxed paper. Break up a small angel food cake into small pieces and arrange them to a depth of 1 inch in bottom of pan. Pour in the gelatin mixture. Chill till firm. Unmold on serving platter, serve with whipped cream tinted pale pink or green and sweetened.

CHICKEN AND OLIVE CASSEROLE

Cut frying chicken into pieces. Mix 1 t. salt and 3 T. flour then dust the chicken pieces lightly. Melt 6 T. butter or margarine in heavy skillet and brown chicken well on both sides. Place chicken pieces in casserole. Stir remaining flour into the skillet, add 1 c. boiling water and 1 bay leaf. Stir till it boils then pour it over chicken, cover and bake about 45 minutes or until chicken is very tender. Pit and slice 8 ripe olives, dice 2 pimientos and fry 4 slices bacon crisp. Add olives and pimientos to chicken before serving and sprinkle with crumbled bacon. Serves 4.

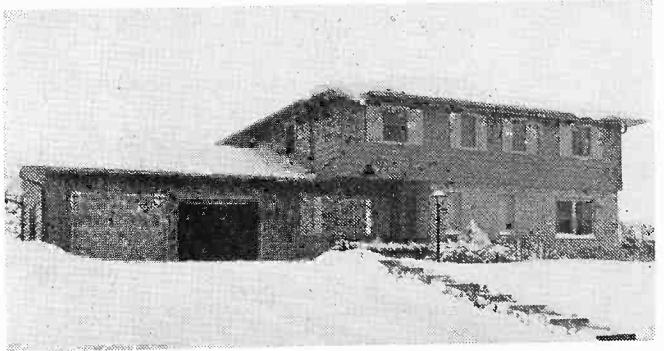
CHEWY BUTTERSCOTCH BARS

Makes 32 bars 1 x 2 inches. Melt in saucepan—½ c. butter. Add 1½ c. brown sugar packed. Bring to boil over low heat. Stir constantly, then cool slightly. Drop in 2 eggs one at a time and mix well. Add 1 t. vanilla. Stir together and add 1½ c. sifted flour, 2 t. baking powder. Stir in 1 c. chopped nuts. Pour into greased 9 x 13 x 2 inch pan. Bake 30 minutes at 350°. Cut in bars when cool.

KMA's Family Album

WINTER PAINTS MAY HOME WITH SPLENDOR

The mid-February snow-storm left the large spacious home of the Edward May family a very pretty picture, and we thought perhaps you would enjoy a picture of it.



NAVEN'S HOME POSES IN WINTER'S BEAUTY

As you know, the Dean Navens live "on the edge of town", and their neat home posed a pretty winter picture, nestled among the large pine and white birch trees. There's a drawback, though, Dean laughs. . . "it takes a lot of shoveling to reach the road." Naven is KMA news editor, and has newscasts every morning at 6-7-7:45 and noon on KMA.

FARMERS PASS HAT TOO RAISE EXPENSES

At a recent farmers meeting held in the large KMA auditorium, farmers passed a hat to raise money to send two of their number to Washington, D. C. to present their views to high officials. See back page for results of the hat-passing.



KMA Daily Programs For March, 1956

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:00 a.m.—Town & Country Hour
6:00 a.m.—News & Weather
6:15 a.m.—Western Star Time
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.—Merl Douglas
7:45 a.m.—Morning Headlines
8:00 a.m.—Breakfast Club
9:00 a.m.—Bernice Currier
9:30 a.m.—When A Girl Marries
9:45 a.m.—Whispering Streets
10:00 a.m.—Kitchen Club
10:15 a.m.—Tater Quiz (M.W.F.)
10:15 a.m.—Housewives Serenade
10:30 a.m.—Florence Falk
11:00 a.m.—Back To The Bible
11:30 a.m.—Tennessee Ernie
11:45 a.m.—Morning Markets
11:55 a.m.—Joe Faassen
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
10:30 p.m.—KMA Sports Roundup
10:45 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
9:05 p.m.—Boxing Bout
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
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Club 960
10:30 p.m.—Sports Roundup
10:45 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

SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour
6:00 a.m.—News & Weather
6:15 a.m.—Western Star Time
6:30 a.m.—Merrill Langfitt

7:00 a.m.—Dean Naven, News
7:15 a.m.—Frank Field
7:30 a.m.—Merl Douglas
8:00 a.m.—Morning Headlines
9:00 a.m.—Saturday Shopper
9:30 a.m.—Bernice Currier
10:30 a.m.—No School Today
10:30 a.m.—Florence Falk
11:00 a.m.—Back To The Bible
11:30 a.m.—Electrical Reporter
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
12:45 p.m.—Market Review
1:00 p.m.—Sat. Matinee
5:45 p.m.—Bob Edge
6:00 p.m.—Farm Bulletin Board
6:15 p.m.—Manhattan Melodies
6:30 p.m.—News
6:45 a.m.—Here's To Veterans
7:00 p.m.—Dancing Party
9:00 p.m.—Hotel Edison Orch.
9:30 p.m.—Lawrence Welk's Army Show

10:00 p.m.—Dave Allen, 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

SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible
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.—Sun. Album
12:00 noon.—News
12:15 p.m.—KMA Roundtable
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

2:30 p.m.—Hour of Decision
3:00 p.m.—Old Fashioned Revival Hour
4:00 p.m.—Freedom Songs
4:30 p.m.—Greatest Story Told
5:00 p.m.—Mon. Morn. Headlines
5:15 p.m.—Paul Harvey
5:30 p.m.—Front & Center
6:30 p.m.—Valentino
6:45 p.m.—Travel Talk
7:00 p.m.—Town Meeting
8:00 p.m.—Overseas Assignment
8:15 p.m.—Ted Malone
8:30 p.m.—Sammy Kaye
9:00 p.m.—Edwin Canham
9:15 p.m.—Richard Hayes Songs
9:30 p.m.—Great Moments
10:00 p.m.—News
10:15 p.m.—Lets' Go To Town
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 Will Cover Iowa State Boys Basketball Meet

Radio KMA will send its sports crew to Veterans Auditorium in Des Moines the week of March 15 thru 17 to broadcast the final eight games of the Iowa State Boys' Basketball tournaments, both Class A and Class B. So for all the exciting action, plan to listen to Radio KMA for coverage of the Friday and Saturday final games, all eight of them, over the 960 spot on your dial.

"THE FARMER'S WIFE"

Continued from Page 11

juice and enough vegetable coloring to make the liquid a sparkling green. Strain again into a shallow mold and let congeal. When ready to serve, take up in irregular pieces. Pile nuts, almonds, peanuts or pistachio at regular intervals, and decorate with sweetened whipped cream or meringue made with the egg white.

NUT AND POTATO CROQUETTES*

- 1 c. bread crumbs
- 2 c. finely mashed potatoes
- ½ c. rich milk
- ½ c. chopped nuts
- dash paprika
- 1 T. butter or margarine
- 2 eggs
- ½ t. celery salt

Shortening for deep fat frying

To ¼ of the crumbs add ½ of the milk and cook to a paste. To the hot potatoes add the rest of the milk and the seasoning. Mix with the paste and the shortening, the nuts and the well beaten white of one of the eggs. Let cook slightly, then form into croquettes of any preferred shape. Rub the rest of the crumbs fine. Beat the remaining egg and yolk. Roll croquettes first in egg, then in crumbs and repeat until well coated. Set in cold place until chilled. Fry in deep fat.

STUFFED EGGS ON RICH TOAST*

Eggs

- 1 c. cream sauce
 - 1 T. melted butter
 - 1 T. minced parsley
- salt and pepper to season

Cut bread in slices, then each slice into 2 triangles. Fry golden brown in any preferred shortening. Boil hard an egg for each person. Shell, cut in half lengthwise. Remove yolk and mash fine with the butter, parsley, pepper and salt. Turn each stuffed egg half, filled side downward, on a triangle of bread. Cover with cream sauce and set in oven until tinged with brown. A little minced sardine or salmon may be used in the egg stuffing if a richer dish is wanted.

Recipe for Energy

The other day a lady called on the KMA PARTY LINE, and among other things mentioned that she was a little low on energy. Warren Nielson, who runs the show every afternoon at 2:30, suggested that someone might have a "recipe" for energy, and before the show was over Mrs. Frank Brown of Omaha called in the following, which seems to us to be the most perfect "recipe" for energy that anyone could want. Mrs. Brown said: "Take a long breath and realize the presence of God. . . that He hears you, and thank him for all the good. Thank Him for your every breath, and then get up and be grateful for the work that you can do and have to do. Thank God that you can get around and work. God is just as near as your breath, and your conscience is the Kingdom of God. Thank God for Life!" And our thanks to Mrs. Frank Brown for those inspiring words.

"Forever Alan"

On his morning disc jockey show recently, KMA's Dave Alan, who is heard on Tuesday and Thursday mornings at 10:15; gave a definition of "illegibility". Said Dave: "Illegibility. . . that's when a doctor writes out a prescription, with a post office pen, in the rumble-seat of a second-hand jalopy." And for good measure, the new wit of KMA tossed in another "gleaning" he had picked up. "Chances are", says Dave, "if your parents never had any children, you won't either."

Our Mr. Alan must have found a fresh joke book, wethinks.

CONDITION OF MIND

". . . trouble with the world today is. . . the stupid are cocksure and the intelligent full of doubt."

FRANK COMMENTS

Continued from Page 6

Referring back to the picture on this page again, "Over the Garden Fence" is on KMTV Monday, Wednesday and Friday of each week at 1:15. And since the first of the year has been in full color for those who have color TV sets. Of course, for those with black and white TV sets the program comes in regular black and white.

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KMA's farm experts Merrill Langfitt and Jack Gowing recently called a meeting for farmers who wanted to organize some resolutions to send personally to Washington, D. C. So a hat was passed among the many farmers attending, and Jack (right) is shown counting the proceeds with Vernon Neiens of Wota. Neiens, a young hog producer; and Mylton Roberts, a Corning farmer, were sent to Washington, where they had long audiences with Sherman Adams, Ike's presidential assistant. Mr. Adams said the two men brought the true farm picture to his office, more clearly than he had heard it before.