

The

KMA GUIDE



Thanksgiving, 1954

AMERICAN STYLE

November, 1954





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Or look at it another way . . . the average American eats about 323 pounds of meat . . . while his counterpart in the Soviet gets along on 33 pounds. We have nearly 38 pounds of sugar to sweeten our lives and 18 pounds of butter or margarine . . . while behind the Iron Curtain they get 18 pounds of sugar and less than four and one half pounds of margarine.

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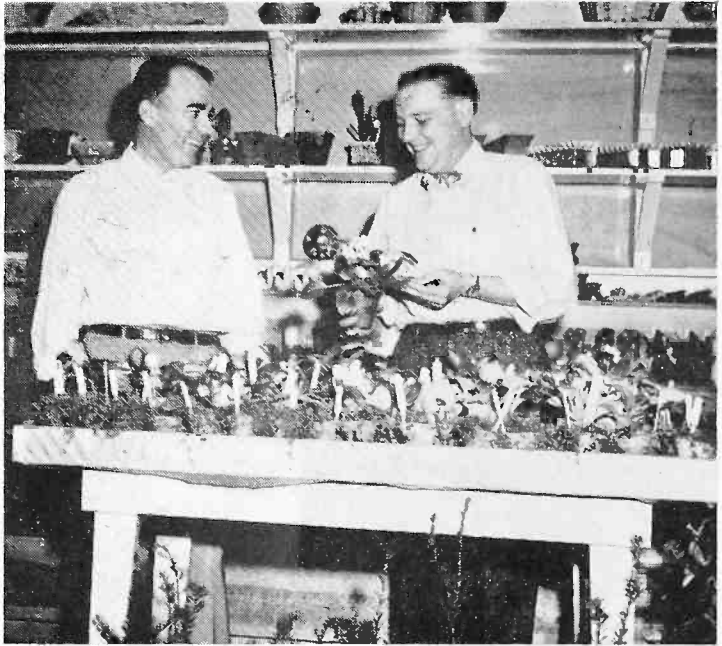
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A
Chat
With
Edward
May



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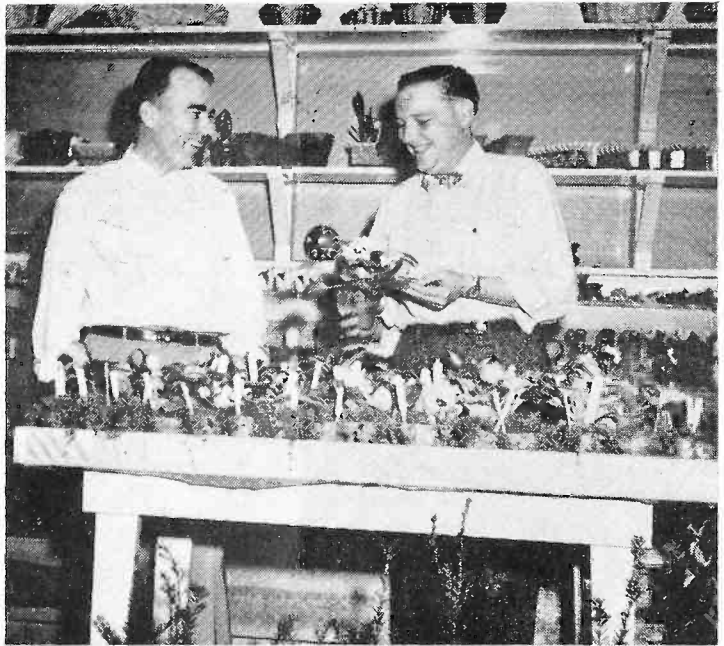
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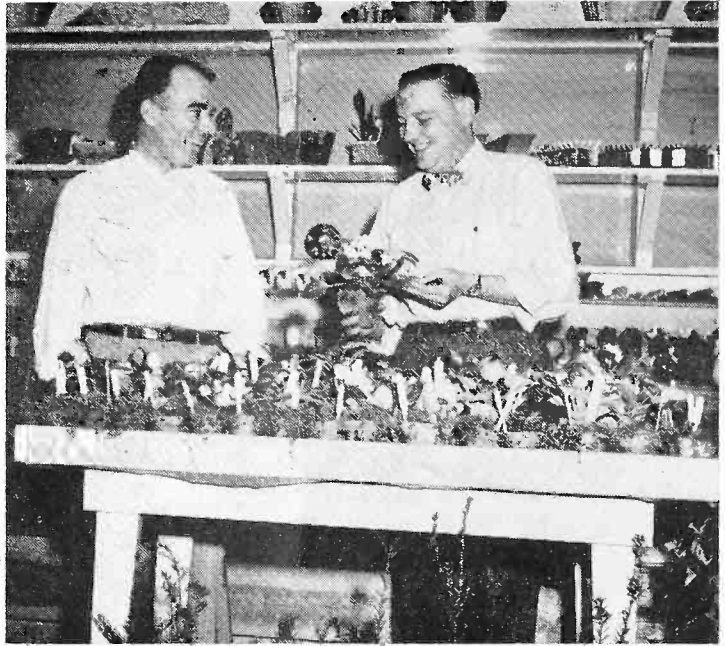
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DON JOE CAR IS DEMOLISHED



Here's what the shining, new Studebaker of KMA's Don Joe looked like after Don was blasted, head-on, by a 17-year-old Missouri youth in mid October on Highway 4, just west of Rock Port, Missouri.

Don Joe, KMA Sports Voice, Is Injured In Head-on Crash

Durable Don Joe, KMA's amiable sports director and advertising salesman, nearly met his Waterloo recently when he figured in a devastating head-on collision, when his car and another banged together near Rock Port, Missouri. You can see what happened to Don's car . . . and the other one, driven by a 17-year-old Phelps City, Missouri, youth, was worse than that.

Don (as we go to press) is still resting easy at the Hand Hospital in Shenandoah, where he underwent surgery to reset his fractured jaw. Don also had a big hole in his right leg . . . and had to have numerous stitches taken in his tongue. But, observers who saw the wreck, said Don was lucky to be alive . . . and he and his wife and three boys are very thankful right now.

The youth coming the opposite direction passed two school busses on top of a hill, and when Don came over the hill, he smacked right into the Missouri car, which was in the wrong lane. The boy suffered only scratches. Two loads of school children witnessed the big smashup . . . and though it was quite a sight for such young eyes, Missouri Highway Patrolmen thought it was also a very vital lesson for them during the tender years.

Don was unable to do his popular sports show and football broadcasts . . . but we were fortunate in getting some good friends of his to pinch-hit for him.

FLORENCE FLOODED WITH GIFTS, LETTERS

Our lovable Farmer's Wife, Mrs. Florence Falk, casually mentioned to her listeners early in October that she was going to the hospital for a few days, for an operation.

Well Flo entered the hospital, had the operation, and things went very well. But her listeners remembered her in the hospital, although she hadn't said too much about it . . . just mentioned it.

She had, on her first day home, counted more than 500 letters and get-well cards, still had a pile at home to count, and we had a big batch here at the office . . . and they still continued to roll in. In addition, there were more than 15 beautiful handkerchiefs, most of them with handwork on them.

Neighbors around the farm home came in to help, and they would bring in the meals for Byron, Karen and Bruce . . . did the washing, ironing, and chores . . . and just generally proved to be GOOD NEIGHBORS.

Florence stayed up mighty late at night for about a week before she entered the hospital and cut recordings so that her program would be on the air every day during the week she was hospitalized.

She's back on her feet, in good shape again now . . . and wanted us to pass along her grateful thanks to all her listeners and friends for their wonderful neighborliness.

The KMA Guide

Outlook For
"Good Year"
 Is Predicted For
CATTLE FEEDERS
 In KMA's
4-State Area



KMA's farm service department held another Feeder's conference at the Auditorium during October and more than 250 members of the Midwest Livestock Feeders association heard Francis Kutish, a national expert predict "optimistic" futures for feeders. In the photo are Merrill Langfitt, Jack Gowing, Larry Ehlert of St. Joseph, Missouri; Bill Wenstrand, Essex, Iowa and Francis Kutish of Iowa State College.

**"GOOD YEAR" FOR
 FEEDERS IS SEEN**

"You can look for a good year, a profitable year, in cattle feeding," Francis Kutish, nationally famous farm outlook predictor, told more than 200 men at the annual fall conference of the Midwest Livestock Feeders, held during October at the KMA Auditorium. The conference is sponsored by the association and KMA's farm service department.

Kutish, who founded the Agricultural Outlook program at Iowa State College, said all indications were for a "good year" for the boys feeding cattle . . . and pointed out the many reasons why.

Dr. Tom Dowe of the University of Nebraska was another featured speaker, and he described the various winter rations for feeders . . . and gave farmer-feeders an insight into what was being done in that type of research.

Farm service director Merrill Langfitt was emcee for the event.

IF YOU HAVE TALENT . . .

Do you have some hidden (or unhidden) talent? If you do, then Dick Mills, KMA's genial disk jockey, is looking for you.

Dick is conducting a big Talent Hunt right now . . . and wants all vocalists or instrumentalists, or vocal groups, or instrumental groups, 16 years or older to take part in his big show. The winners will take part in a big KMA elimination contest at a

November, 1954

date to be announced soon. The KMA winner will compete against winners from some of the other major stations in the Midwest, and the winner of that contest will get a contract as a Recording Star with Mercury Records. The contest is being sponsored by Ma Brown Pickles and Preserves.

So listen every Monday, Wednesday, and Friday for details. If you desire information, just write to Dick Mills, KMA, giving him the low-down on your talent, age, and other pertinent information . . . and you'll be hearing from us.

We want the winner of Dick's contest to win that BIG prize, though, so plan to enter . . . you'll have lots of fun.



It was a pleasant re-union in Omaha's Colony Club recently for three troupers of the show business circuit. KMA's Dick Mills renewed friendship with two of his old-time trouping buddies, Alan Cross and Henry Dunn. The trio performed together at the Last Frontier Hotel in Las Vegas several years ago.

FRANK COMMENTS

By FRANK FIELD

Here is a picture of our newest grandchild, James David Bellamy, born September 26, weight is 7 pounds 14 ounces. His mother as you know is our youngest daughter Peggy, officially known as Mrs. James L. Bellamy of Kansas City, Missouri.

Peggy decided along in the summer that she would like to have little Jimmy born here in Shenandoah in more familiar surroundings, where she knew the doctors and nurses and where her old school friends could come and see her. Jimmy was expected to arrive about the last week in August. So about the middle of August Peg and the boys came up to Shenandoah so as to be here in plenty of time. They planned on staying with her sister Zoe, as she had plenty of room and the three boys could be company for one another.

The second day after she arrived Zoe's boy Johnny Fishbaugh, came down with polio and was rushed to an Omaha hospital. Naturally Zoe went right along with him and stayed right by him for the next two weeks. Peggy and the two boys moved out to our house thinking it would only be for a week or ten days. However Jimmy wasn't

in any hurry and didn't put in his arrival for almost six weeks. In the meantime the first day of school rolled around so Peggy just entered Shannon in the primary grade at Central school and he got in a whole month of first grade while he was waiting for the arrival of his little brother.

All this time, Jim, Peg's husband was putting in full time every day at his job as Production Engineer with the Ford plant in Kansas City and spending his weekends here in Shenandoah with his family.

Peg spent one week in the hospital and then stayed another week at our house resting up and getting her strength back before undertaking the task of not only running her house but also looking after three small boys instead of two. They finally loaded up and pulled out for home Saturday morning, October 9th and apparently had an uneventful trip home. However I did hear in a round about way that Peg has called Dr. Powell twice in the past week about the baby's formula. Seems it wasn't agreeing with him 100% but that is all straightened out now and everything is running along smoothly.

Little Johnny is recovering nicely from his bout with polio last month and it looks now as if there will be no crippling effects whatever. He takes very strenuous exercises every day to strengthen all the affected muscles and while it is true that he did limp a little the first week or so even that has passed away now. You can easily guess how thankful we all are that he was so fortunate.

There is nothing new or exciting to report about any of the other members of the Field family as everything is running along just about as usual. I told you that when John moved to Hamburg to take over the Newspaper there that he had to buy a big old house in order to get a place to live. I also told you that he is gradually modernizing the house. He is doing as much as possible of the work himself and quite often he will have five or six projects running simultaneously and none of them finished as yet. Right now he is just completing a down stairs bathroom and the enlargement and modernizing of the kitchen.

All of this gave the building fever to Jenny and me and for the past month we have been studying plans and there is a strong possibility that we might get something started before the snow flies. Certainly not later than next spring.

P. S. No we didn't get to go on another Minnesota fishing trip the middle of October. Too busy.

Frank Field



Here's a picture of youthful James David, the newest addition to the Bellamy household. Born September 26, J. D. weighed in at 7 lbs., 14 ounces.

Grass Root Notes

By

MERRILL LANGFITT

KMA Farm Service Director



Look at the size of these eggs, being shown to KMA's farm service boys by Floyd Bloom, Shenandoah hatcheryman, left.

Eggs, Eggs everywhere and plenty for everyone to eat! These are grade A eggs and what beauties they are. Unfortunately we are producing too many of them right now. So many in fact that people can't eat them as fast as we produce them. Eggs have higher quality protein than most foods and certainly are a wonderful bargain in your grocery store today. I doubt if many people are paying more than 25 cents per pound for eggs today. What other food of comparable quality can you buy at that price—nothing that I know of. Now is the time to eat more eggs — they are a real buy compared to other foods. Another egg each day will keep the doctor away. Include plenty of eggs in your diet and enjoy better health.

Eggs aren't bad on the Thanksgiving Day menu either! Start Thanksgiving day out with two eggs and sausage for breakfast. Serve deviled eggs on the noon dinner menu — everyone likes them. Use lots of eggs in the various dishes also for dinner that day. You will like them — they are good for you.

Doesn't seem possible that Thanksgiving Day will be here before we hardly realize it. Even though prices are somewhat lower this year, we still have many things to

be thankful for. Thankful that we are living in a country where people are free, where we have adequate food and other necessities of life. Thankful that we have a free vote, that we have a chance to retain our identity as individuals and can each do something to contribute to the dignity of the community.

This is the season when farm folks in years past smoked their meat and prepared for the winter meat requirements. We had fun at our house smoking meat recently. We used our picnic charcoal grill, added to the portable grill for equipment is the old fashioned oven, open on the bottom, the kind you used on your kerosene burner cook stove. With this equipment Hickory smoking is very simple. We build a charcoal fire, smother it with hickory bark, set the oven with the meat in it on top of the charcoal burner and you are in business. Smoking for one hour will give a nice flavor to most meat. A roasting chicken, hickory smoked for an hour, is really something. The art of smoking meat has almost faded out of the picture, but we are reviving it at our house.

Have a pleasant Thanksgiving and count your blessings one by one. You are one of this troubled world's favored people.

KMA DAILY PROGRAMS FOR NOVEMBER, 1954

960 ON YOUR DIAL

5000 WATTS — ABC

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:00 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Merl Douglas (M.W.F.S.)
6:15 a.m.—Practical Land Use (Tu. & Th.)
6:30 a.m.—Merrill Langfitt
7:00 a.m.—Dean Naven News
7:15 a.m.—Frank Field
7:30 a.m.—Markets
7:35 a.m.—Betty & Lynn
7:45 a.m.—Morning Headlines
8:00 a.m.—Breakfast Club
9:00 a.m.—Bernie Currier
9:25 a.m.—Whispering Streets
9:45 a.m.—When A Girl Marries
10:00 a.m.—Kitchen Club
10:15 a.m.—Modern Romances
10:30 a.m.—Adella Shoemaker
10:55 a.m.—Betty Crocker (M.W.F.)
11:00 a.m.—Back To The Bible
11:30 a.m.—Hiland Tater Quiz
11:45 a.m.—Morning Markets
12:00 noon—Dean Naven, News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
12:45 p.m.—Markets
1:00 p.m.—Dick Mills' Show
1:30 p.m.—Betty Crocker (M.W.F.)
1:35 p.m.—Sheila Graham (T.Th.)
2:00 p.m.—News
2:06 p.m.—News
2:06 p.m.—Dick Mills' Show
3:25 p.m.—Betty Crocker (M.W.F.)
3:30 p.m.—Florence Falk
4:00 p.m.—News
4:05 p.m.—Dick Mills' Show
6:00 p.m.—Bill Stern
6:16 p.m.—Farm Bulletin Board
6:30 p.m.—Let's Go Visiting (T.T.)
6:30 p.m.—Ralph Childs News
6:45 p.m.—Edw. May, Mkts. & Weather

9:30 p.m.—Tarkio College Story
9:45 p.m.—Join The Navy
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Treasury Bandstand
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.—Silver Eagle
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
8:00 p.m.—Club 960
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Treasury Bandstand
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.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
8:00 p.m.—Club 960
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Treasury Bandstand
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.—Silver Eagle
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
8:00 p.m.—Club 960
10:00 p.m.—Ralph Childs News
10:15 p.m.—Ted Malone
10:30 p.m.—Treasury Bandstand

MONDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Voice of Firestone
8:00 p.m.—Your Land And Mine
8:15 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.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Martin Block
8:00 p.m.—Club 960
10:00 p.m.—Ralph Childs News
10:15 p.m.—Sports Scoreboard
10:30 p.m.—Treasury Bandstand
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.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Merl Douglas
6:30 a.m.—Merrill Langfitt
7:00 a.m.—Dean Naven News
7:15 a.m.—Frank Field
7:30 a.m.—This Week In Sports
7:45 a.m.—Morning Headlines
8:00 a.m.—Saturday Shopper
9:00 a.m.—Bernie Currier
9:30 a.m.—Space Patrol
10:00 a.m.—Tops In Pops
10:30 a.m.—Adella Shoemaker
11:00 a.m.—Back To The Bible
11:30 a.m.—Am. Farmer
12:00 noon—Ralph Childs News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
12:45 p.m.—Game Of The Week
3:30 p.m.—Florence Falk
4:00 p.m.—Dick Mills' Show
6:00 p.m.—Scoreboard Roundup
6:15 p.m.—At Ease
6:30 p.m.—News
6:45 p.m.—Serenade In Blue
7:00 p.m.—Gridiron Victory Dance
9:00 p.m.—Ozark Jubilee
9:30 p.m.—Lawrence Welk's Band
10:00 p.m.—Ralph Childs News
10:15 p.m.—Hotel Statler Band
10:30 p.m.—Proudly We Hail

11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

SUNDAY PROGRAMS

6:30 p.m.—Musical Clock
7:00 a.m.—News and Weather
7:05 a.m.—Musical Clock
7:30 a.m.—Gospel Faith Hour
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.—Wings Of Healing
10:00 a.m.—Heaven & Home Hour
10:30 a.m.—Wes Haines' Sun. Album
12:00 noon—News
1:00 p.m.—Music That Endures
1:30 p.m.—Light & Life Hour
2:00 p.m.—Back To The Bible
2:00 p.m.—Newstime
2:15 p.m.—Sunday Worship Service
2:30 p.m.—Hour Of Decision
3:00 p.m.—Revival Hour
4:00 p.m.—Gospel Faith Hour
4:30 p.m.—Greatest Story Told
5:00 p.m.—Monday Morning Headlines
5:15 p.m.—Paul Harvey Comments
5:30 p.m.—O. L. Jagers
6:00 p.m.—Youth On The March
6:30 p.m.—Living Room Frolics
8:00 p.m.—Walter Winchell
8:15 p.m.—Taylor Grant
8:30 p.m.—Living Room Frolics.
9:00 p.m.—Paul Harvey
9:15 p.m.—Am. Town Meeting
10:00 p.m.—News
10:15 p.m.—Guest Star
10:30 p.m.—Revival Time
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:35 p.m.—News

Listings Correct at Time of
Publication.

However, all Programs Are Subject
to Change.

Letter from Betty and Lyn

Hi Everybody,

Your editor said he wanted a story from us this month and it occurred to us you might like to know how we got started in radio.

We've been singing together since 1938—we were 6 and 8. In 1942 Lyn and Mother made a trip to Washington, D. C. to visit our brother Fred and his family. Since I stayed home, Freddy bought me my first guitar. From then on we entertained for local affairs.

In 1946 at Beaver City, Nebr., we entered an amateur contest and won the five dollar first prize. In 1949, a radio station in Lincoln (our hometown) had a talent show. The winner would appear on Ted Mack's Original Amateur Hour program. A dancer won the contest but a few weeks later in May we received a letter telling us we had been selected to go to Omaha and audition for Ted Mack.

The letter couldn't have come at a worse time. I had injured my back and had been in bed for over a month. Our brother Bill carried me to the car and Dad and Mother drove Lyn and me to Omaha. We sang on the Ted Mack show that night, I don't believe I was ever in more pain in my life. In August of '49 when we returned from a vacation, we found that another local radio station had called and wanted to hire us. We started to work immediately. In August of '51 we came to KMA.

As most of you know our inspiration is the wonderful harmony of the Sons of the Pioneers. We like best to sing their songs and it was a great thrill for us to meet them in person.

You've undoubtedly heard us talk about our nieces and nephews. They're all the apple of our eyes. Freddy, Jr. will be 16 in December, and it seems like only yesterday when he'd sneak our paper dolls and throw them under the bed. He's still a tease and incidentally, he's pretty good with a bow and arrow. Bobby, soon to be nine, loves trains and his record p'ayer, and Johnnie, almost five, thinks his kitten "Purrie" is just about IT.

Dolly, Donna, Shirley and Patty adore their 4½ month old baby sister Beverly Jo. By the way, Patty started to kindergarten



Here's the latest picture of Betty and Lyn, our guest columnists in this issue.

this year (loves every minute of it except having to rest her head on her desk after recess) and Dolly began her junior high years.

If we didn't mention our big yellow cat "Tom" he'd be unhappy. He's living with Mother and Dad in Lincoln now and rules their home with an iron "paw."

Oh yes, if you're an early riser, hope you'll join us on Country Jamboree from five until six with Merl Douglas. Also at 7:35. See you then.

Betty and Lyn

KIDDIE KORNER GOES ON AIR NOVEMBER 1

Hey, Mothers. Here's just what you've wanted to hear. KMA will have 25 minutes of special children's records, starting November 1.

Dick Mills, KMA's genial record spinner, will start his Kiddie Korner program on Monday, November 1. The program will be heard from 4:05 to 4:30 each day, and Dick invites your requests for particular songs. He has a library of more than 500 of the very finest, most delightful records ever put on wax, all especially for the small fry.

So, get your kiddies' afternoon schedule worked out so that they can spend 25 minutes listening to these wonderful records. We believe they'll be thrilled with Dick's wonderful assortment of songs and fairy tales.

A LETTER FROM "THE FARMER'S WIFE"

Dear KMA Guide Friends:

Greetings from the Farm this November of 1954!!

So many pleasant things have happened in the three months since I wrote to you. Maxine Stanbrough, my right hand for 7 summers was married the last Sunday in August in a beautiful church wedding and she and her husband Bob are now fast becoming 'old married folks' just joking of course! Karen hit a high peak in her rosy clouds as she was one of the candlelighters and with her very first grown-up formal of lovely green, a real highlight.

We did as a family get to the State Fair and even brought our tent along, camping out like old troupers, and we even woke up to hear that traditional "Oh, Joe, here's your mule!" Later my first airplane ride when Bernice, Adella and I flew to the Fair to spend a day visiting with hundreds of you wonderful people.

School has now gone along for over 2 months and Karen and Bruce keep busy with homework and evening chores, practicing and what have you.

The farmer has been busy in spite of the shortage of everything due to drought and heat. The last and fourth cutting of alfalfa was a beautiful green. The barns now have feed for the cattle this winter. Most of the spring pigs have gone to market, the pul-

lets, housed and everything on the farm has been buttoned up or down for the winter, the replacement "red roosters" already add their clarian call to the daily broadcasts. The new seedings really welcomed the wonderful 5 inch rain we were fortunate in getting in this area early in October. Corn picking will probably be in full swing for about 2 weeks this year. But warn your farmers, please be careful with the mechanical pickers.

In the big farm kitchen new recipes have been tested and shared with you during our afternoon visits Monday through Saturday 3:30 to 4:00 p.m. Even some Christmas baking has been stored away in the big freezer.

The recipes I have shared with you this month in the KMA Guide are really fine for "packages from home."

The 6 state area American Women in Radio and Television meeting was held in Omaha early in October and we from KMA really enjoyed a wonderful convention, coming home not only with lots of 'loot' but best of all ideas for helping us share our program material with you.

October seems to be our month — it seems as though if any one in the Byron Falk family must be hospitalized it's in October. This year was no exception and I landed in the Hand Hospital in Shenandoah for major surgery the second week in October. Quite a deal but with care a person soon recovers and work goes on. Doctors said "take it easy" for about three months, however.

Thank you all so very very much for all the wonderful mail, cards and flowers. I appreciated every bit of it, only wish time and strength would permit me to answer each of you personally. But Thanks.

So now until I write you again in the KMA Guide of February 1955 please try to KEEP SMILING!!!

"The Farmer's Wife"
Florence Falk

WEDDING BELLS

Maxine Stanbrough, the right-hand of Farmer's Wife Florence Falk, stepped to the altar on August 29, and was married to Robert Crouse of Essex, Iowa. You've heard Florence talk about both of them a good deal, and we thought perhaps you'd enjoy a picture taken at the St. John's Lutheran Church, where they were married.





Homemaker's Guide

HOMEMAKERS VISIT

By **BERNICE CURRIER**

TWIN ANGEL CAKE PIES

With many thanks to Mrs. Esther Findley of Shenandoah, Iowa.

- 1 ten inch angel food cake
- 1 envelope unflavored gelatin
- $\frac{1}{2}$ c. cold water
- 4 tsp. lemon juice
- 2 pkgs. thawed frozen strawberries or raspberries
- $\frac{1}{8}$ t. salt
- 2 egg whites beaten stiff
- 1 c. heavy cream whipped
- $\frac{1}{2}$ c. heavy cream whipped
- 1 banana sliced
- 1 c. coconut (optional)

Cut cake in half crosswise by measuring carefully and placing toothpicks at the exact center all the way around cake. Put your slicing knife thru to the tube opening and then slice around just above the toothpicks. Do not try to slice thru the whole cake at once. Hollow out each half to a 1 inch shell. Save the cake removed for later use. Stir gelatin and water over hot water until dissolved, add to fruit and lemon juice then let this congeal to the soft jelly stage. Fold in the egg whites and salt beaten together. Whip 1 c. cream and fold in. Chill for a few minutes then heap this into the two shells. Decorate with $\frac{1}{2}$ c. cream whipped, banana slices and coconut. Make this several hours before serving, or it can set overnight and the last whipped cream put on just before serving.

HOT APPLE ROLLS

Thanks to Mrs. Albert Clausen and her two girls, Janell and Jolene. These 4-H girls won second in the Junior Division at the Adair County Fair demonstration at Greenfield, Iowa with this recipe.

- 1 c. firmly packed brown sugar
- 2 T. butter
- 2 c. hot water

Combine this & and put over low heat & let simmer while preparing biscuits.

BISCUIT DOUGH

- 2 c. sifted flour
- 3 t. baking powder
- 2 T. sugar
- $\frac{1}{2}$ t. salt

Sift together into a bowl and add

$\frac{1}{4}$ c. shortening and cut in with blender or two knives.

Add: 1 c. milk and mix with fork to make soft dough. Pat this out on floured board to $\frac{1}{4}$ inch thick rectangle. Place $1\frac{1}{2}$ c. sliced apples on dough and sprinkle with cinnamon. Roll up like jelly roll then slice in rolls one inch thick. Grease an oblong cake pan and place 2 c. sliced apples over the bottom. Place rolls over the sliced apples. You should have about 12 to 15 rolls. Pour hot syrup over rolls. Bake about 30 minutes or until apples are completely done, at 375°. This may be served warm as is, or use whipped cream over it. YUMMY!!!!

"THE FARMER'S WIFE"

By **FLORENCE FALK**

Recipes from the farm kitchen this month are devoted to one thing and that is sending through the mails. Whether to service men and women or to those boys and girls away in college, these will be appreciated!

HONEY NUTLETS

- 1 c. shortening
- 1 c. honey
- 1 c. brown sugar
- 1 egg, beaten
- 4 c. cake flour
- $\frac{1}{2}$ t. soda
- 1 t. salt
- 1 t. cinnamon
- 2 c. broken nut meats

Melt shortening, add honey and sifted sugar, beat thoroughly. Add egg, sifted dry ingredients and mix well. Stir in nuts and drop by spoonfuls on greased cookie sheet. Bake at 350° for 15 minutes. Makes about 4 dozen cookies. Store in airtight jar or can 10 days to ripen. (See why it's so perfect for shipping).

SALTED NUTS

Heat $\frac{1}{2}$ c. salad oil in a skillet until bubbles appear when a nut is added. Add 1 c. each of shelled pecans, walnuts, filberts, and almonds. Add nuts about 1 c. at a time; cook over very low heat until lightly browned. Remove nuts with a skimmer to absorbent paper; sprinkle with salt. (1 lb. shortening cans, sealed with tape or covered plastic freezing containers make excellent containers for shipping these. They keep well for 3 months.



PEANUT SUGAR DROPS

- 1 c. softened shortening (butter or margarine)
- ½ c. sugar
- 2 t. vanilla flavoring
- ¾ c. finely chopped salted peanuts
- 2 c. sifted, all-purpose flour.

Combine above and mix well. Roll into small balls and place on ungreased cookie sheet. Bake in slow oven 325° for about 25 minutes or until delicately browned. Cool on cake rack. Place ½ c. of powdered or granulated sugar in a soup bowl; roll the warm cookies in sugar. Makes about 6 dozen. A rich, crunchy all-purpose cookie. They pack and store beautifully.

Hints on packing: Containers should be sturdy and airtight. Plastic boxes are welcome for they are reusable. Cushion the cookies with shredded wax paper around and between. Further cushion the container with popped corn, but! don't butter or salt the corn. Mail the package, being sure to protect the address after the ink dries, with scotch tape or colorless nail polish.

"COOKBOOK TIME"

With **ADELLA SHOEMAKER**

CORN BREAD STUFFING

The "post Christmas" KMA Turkey we cooked last year, had a corn bread stuffing we liked. Try it, just once, and see if you don't agree it's delicious.

- 6 T. butter
- ¾ c. chopped celery
- ¼ c. chopped parsley
- 1 small onion chopped
- 1 quart corn bread crumbs
- ¼ t. thym
- 1 t. salt
- Pepper

Cook celery, parsley and onion in butter a few minutes; and mix with the rest of the

ingredients. Moisten with a little stock or hot water.

UPSIDE DOWN DATE PUDDING

This is the quickest! It's good hot or cold. Sift 1 c. sifted flour with 1 c. white sugar and 2 t. baking powder. Stir in ½ c. milk and 1 c. pitted dates, chopped. Spread in an oblong, greased baking pan. Mix 2 c. hot water, and 1 c. brown sugar. Pour over batter. Dot with 2 T. butter. Bake in a moderate oven 350° for 40 minutes or until cake is firm. Top with whipped cream. This is another delicious version of the puddings where the batter starts on the bottom, and ends on top as cake with a sauce underneath!

PECAN FRENCH DRESSING WITH FRUIT SALAD

Did you ever try the California custom of serving salad for the first course? This salad would be perfect for your Thanksgiving dinner as a "starter."

Pour ½ c. salad oil and ¼ c. orange juice into a pint jar. Add 1 t. vinegar, 2 T. sugar, and a dash of salt. Chop ¼ c. pecans fine, and add. Shake until dressing is mixed. Makes about 1 c. dressing. Toss together 2 bananas, sliced; 1 c. seedless grapes, 4 apples diced, ¼ c. chopped dates. Pour dressing over fruit, and toss lightly. Serve in lettuce cups.



(Ed: Note: If you enjoy fine recipes, keep tuned to all three homemakers each day. They bring you countless recipes over the air which never appear in the Guide. Listen, too, for some real big news about a special new surprise which they have in store for all their listeners and KMA Guide subscribers.)





KMA's Family Album



WARNING !!

D. J. AT WORK

That's the sign which should have been placed on the door of Studio "B" when we caught friendly Mike Heuer, proprietor of the popular Club 960 record show, in action . . . spinning the latest hit tunes. You can hear Mike each night from Monday thru Thursday from 8 until 10 p.m. . . . and he'd love to hear from you.

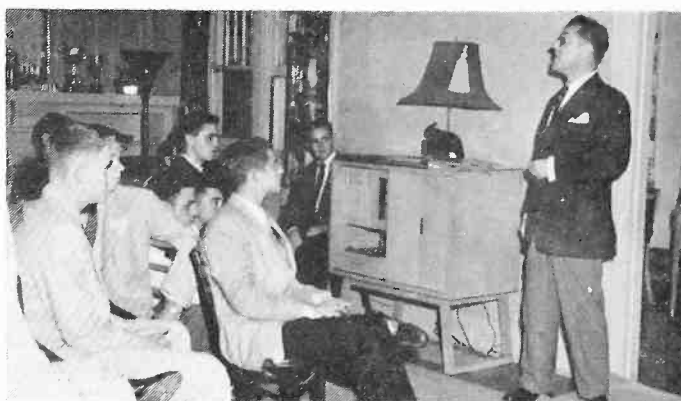


DON JOE AND HIS FOOTBALL TEAM

KMA's sports director Don Joe's pride and joy in life is his three boisterous boys . . . shown here going thru a signal drill with the old man. From left to right are Jim, 4, a tackle; Jerry, 8, a mean center; and smiling Chuck, 6, another vicious tackle. Guy in back is you-know-who.

DICK MILLS SINGS FOR "RUSH" CLASS

Dick and Milly Mills went to Drake University in Des Moines during "Rush" week at the fraternity house of one of their boys, and Dick was called upon to sing a few numbers.





On the KMA PARTY LINE

By DORIS MURPHY

Just what they ordered . . . a chubby 7 lb. 13 oz. baby girl! Yes, you can imagine the joy of Engineer NORMAN KLING and wife, October 13th, when the nurse announced they were the parents of a girl, to go with their two fine boys, Bennie age 7 and Bobbie 3. She has been named Carol Lee and is the center of attraction now at the KLING home. NORMAN is an expert engineer and can repair any kind of radio or television, but when it came to taking over Mother's job of looking after the boys, he ran into a few snags. But he solved them in a hurry! When he couldn't find clean clothes for Bennie to wear to school, he dashed to town and bought new blue jeans. Am afraid it would get pretty expensive if all mothers did that, every time they ran out of clean clothes for the kids, but it was alright under these circumstances. He was the father of a GIRL, and that called for a little splurging! Watch next month's KMA Guide for a picture of the new baby and her family.

Isn't this a wonderful compliment to KMA's Homemaker program broadcast by FLORENCE FALK, "The Farmer's Wife?"

The women of a rural church near Grand Island, Nebr., start their Aid Society meeting at 1:30, so they can be home in time to hear "The Farmer's Wife" from 3:30 to 4 p.m. They enjoy these broadcasts direct from the farm so much, they don't want to miss a single one!

Julie, ten-year-old daughter of JACK JOSEPHSON, one of KMA's veteran control engineers, isn't likely to forget her tenth birthday for quite a long time. Her daddy gave Julie a crisp five dollar bill, her very first one, for a present . . . but that wasn't all! There was a big birthday party for 10 friends . . . with pop, candy, ice cream and all the trimmings. And daddy capped it all off by taking the whole shebang to a movie.

Recognize the eight radio and TV women in this picture? You should . . . they are all associated with KMA and KMTV, and you, no doubt, have heard or seen them many times. The picture was taken October 2 while all were attending the fourth annual convention of the Heart of America Chapter of American Women in Radio and Television. Over 80 members attended

the convention which was held at the Blackstone Hotel in Omaha. One of the highlights was a tour of KMTV, and this picture was taken in the lobby, just before the tour. Omaha and Shenandoah members were co-hosts to the convention. We were honored to have Eva Bowring of Merriman, Nebr., United States Senator from Nebraska, as guest speaker at the banquet held in the Blackstone Ballroom. Anne Hayes of KCMO, Kansas City is our new Heart of American President, succeeding Martha Bohlsen of Tidy House Products Co. of Omaha.



Eight gals at convention . . . from left to right are Jean Sullivan, KMTV; Betty Tolsen, KMTV; Adella Shoemaker, KMA; Martha Bohlsen, KMTV; Bernice Currier, KMA; Virginia Dawson, KMTV; Florence Falk, KMA; and Doris Murphy, KMA, your Party Line columnist.

News-caster RALPH CHILDS second boy, 11 year old David, isn't to be out-smarted on a proposition. David wanted to go to a football game, so RALPH gave him the 40¢, suggesting he might prefer to save the money for something else, rather than go to the game. It was his money to do with as he liked. After deciding to save the 40¢, David came up with another proposition. Could he have the money he would save by not going to the circus that was coming to town, next day? RALPH slowed down on that one . . . thinking of all the things David might decide to go to, if he could get the money and then not go, and save it. If all four children . . . would start putting the pressure on Dad on this kind of a proposition, Dad would soon be snowed under! Pictured here you see the whole Child's gang gathered together watching TV. Usually the only time they get together according to RALPH is on pay day or at meal time! Is that the way it is at your house?



A rare photo . . . it's ALL of the Childs family together. In front is Susie, Steve, then David. In back is News-caster Ralph, wife Muriel, and Michael . . . Ralph has been bringing you the news at KMA now for 15 years.

Control Operator BILL BENJAMIN can't figure out why his car never gives him trouble, except when he starts to go some place! Then it balks. He started to drive to Onawa, Iowa, on his vacation one Sunday morning. But by the time he reached Imogene, he had lost all his oil pressure, so he knew there was nothing to do but turn around and come back. After getting it fixed, he started out Monday morning and got to his destination all right. Oh well . . . I guess his car wants to be just an "old-stay-at-home."

With 8 people to sleep and only 3 beds, Homemaker ADELLA SHOEMAKER had to do some fast figuring one night when her son Georgie and family found the installation of their new furnace was not completed, and they would have to sleep at Mothers. But . . . Mom already had one guest, 9 year old Bobby Crandall, who was staying with ADELLA while his parents, Rev. and Mrs. J. R. Crandall were in Cleveland, Ohio, attending the Family Life Conference, and a roomer in the home. With five more to sleep it meant making up extra beds. Pallets were made on the floor for the babies, Janette, and Linda, beside the bed where their mother, daddy and

brothers slept. And ADELLA slept on the davenport. Next morning, Georgie and Joan were amazed to see the babies had done some "rolling" in the night, and Janette was sound asleep under a chair, and Linda was clear under the dresser!

To 21 month old Valerie Jo, daddy's new car is a big, wonderful plaything, and she loves to push all the mysterious buttons on the dash board. But her daddy, announcer MERL DOUGLAS is concerned over her enthusiasm, since a recent experience he had while driving. It seems that when he took his foot off the foot feed to stop at a stop sign, the car kept right on going. Puzzled, he took it to a garage for a check-up! You can imagine his embarrassment when the mechanic discovered the choke clear out. Some of Valerie Jo's work!

"Tippy" No. 2 has gone from the Falk farm! A passerby happened by . . . admired "Tippy" and promised to give him a good home . . . so "Tippy" was soon on his way with his new owner. The reason the Falk Children consented to let their pet dog go, was because he had killed some of their chickens and a kitten. Now . . . they're looking for a real farm dog . . . a nice Collie, who probably will get the name of "Tippy" too. Since "Tippy" No. 1 was killed by a car, they have not exactly found the right dog, but they will one of these days, and you'll probably hear him bark on "The Farmer's Wife's program. Hope the new dog doesn't get scared out, when he hears Bruce practicing on his new trombone!



On the KMA PARTY LINE

By DORIS MURPHY

Just what they ordered . . . a chubby 7 lb. 13 oz. baby girl! Yes, you can imagine the joy of Engineer NORMAN KLING and wife, October 13th, when the nurse announced they were the parents of a girl, to go with their two fine boys, Bennie age 7 and Bobbie 3. She has been named Carol Lee and is the center of attraction now at the KLING home. NORMAN is an expert engineer and can repair any kind of radio or television, but when it came to taking over Mother's job of looking after the boys, he ran into a few snags. But he solved them in a hurry! When he couldn't find clean clothes for Bennie to wear to school, he dashed to town and bought new blue jeans. Am afraid it would get pretty expensive if all mothers did that, every time they ran out of clean clothes for the kids, but it was alright under these circumstances. He was the father of a GIRL, and that called for a little splurging! Watch next month's KMA Guide for a picture of the new baby and her family.

Isn't this a wonderful compliment to KMA's Homemaker program broadcast by FLORENCE FALK, "The Farmer's Wife?"

The women of a rural church near Grand Island, Nebr., start their Aid Society meeting at 1:30, so they can be home in time to hear "The Farmer's Wife" from 3:30 to 4 p.m. They enjoy these broadcasts direct from the farm so much, they don't want to miss a single one!

Julie, ten-year-old daughter of JACK JOSEPHSON, one of KMA's veteran control engineers, isn't likely to forget her tenth birthday for quite a long time. Her daddy gave Julie a crisp five dollar bill, her very first one, for a present . . . but that wasn't all! There was a big birthday party for 10 friends . . . with pop, candy, ice cream and all the trimmings. And daddy capped it all off by taking the whole shebang to a movie.

Recognize the eight radio and TV women in this picture? You should . . . they are all associated with KMA and KMTV, and you, no doubt, have heard or seen them many times. The picture was taken October 2 while all were attending the fourth annual convention of the Heart of America Chapter of American Women in Radio and Television. Over 80 members attended

the convention which was held at the Blackstone Hotel in Omaha. One of the highlights was a tour of KMTV, and this picture was taken in the lobby, just before the tour. Omaha and Shenandoah members were co-hosts to the convention. We were honored to have Eva Bowring of Merriman, Nebr., United States Senator from Nebraska, as guest speaker at the banquet held in the Blackstone Ballroom. Anne Hayes of KCMO, Kansas City is our new Heart of American President, succeeding Martha Bohlsen of Tidy House Products Co. of Omaha.



Eight gals at convention . . . from left to right are Jean Sullivan, KMTV; Betty Tolsen, KMTV; Adella Shoemaker, KMA; Martha Bohlsen, KMTV; Bernice Currier, KMA; Virginia Dawson, KMTV; Florence Falk, KMA; and Doris Murphy, KMA, your Party Line columnist.

News-caster RALPH CHILDS second boy, 11 year old David, isn't to be out-smarted on a proposition. David wanted to go to a football game, so RALPH gave him the 40¢, suggesting he might prefer to save the money for something else, rather than go to the game. It was his money to do with as he liked. After deciding to save the 40¢, David came up with another proposition. Could he have the money he would save by not going to the circus that was coming to town, next day? RALPH slowed down on that one . . . thinking of all the things David might decide to go to, if he could get the money and then not go, and save it. If all four children . . . would start putting the pressure on Dad on this kind of a proposition, Dad would soon be snowed under! Pictured here you see the whole Child's gang gathered together watching TV. Usually the only time they get together according to RALPH is on pay day or at meal time! Is that the way it is at your house?

Control Operator BILL BENJAMIN can't figure out why his car never gives him trouble, except when he starts to go some place! Then it balks. He started to drive to Onawa, Iowa, on his vacation one Sunday morning. But by the time he reached Imogene, he had lost all his oil pressure, so he knew there was nothing to do but turn around and come back. After getting it fixed, he started out Monday morning and got to his destination all right. Oh well . . . I guess his car wants to be just an "old-stay-at-home."

With 8 people to sleep and only 3 beds, Homemaker ADELLA SHOEMAKER had to do some fast figuring one night when her son Georgie and family found the installation of their new furnace was not completed, and they would have to sleep at Mothers. But . . . Mom already had one guest, 9 year old Bobby Crandall, who was staying with ADELLA while his parents, Rev. and Mrs. J. R. Crandall were in Cleveland, Ohio, attending the Family Life Conference, and a roomer in the home. With five more to sleep it meant making up extra beds. Pallets were made on the floor for the babies, Janette, and Linda, beside the bed where their mother, daddy and



A rare photo . . . it's ALL of the Childs family together. In front is Susie, Steve, then David. In back is News-caster Ralph, wife Muriel, and Michael . . . Ralph has been bringing you the news at KMA now for 15 years.

brothers slept. And ADELLA slept on the davenport. Next morning, Georgie and Joan were amazed to see the babies had done some "rolling" in the night, and Janette was sound asleep under a chair, and Linda was clear under the dresser!

To 21 month old Valerie Jo, daddy's new car is a big, wonderful plaything, and she loves to push all the mysterious buttons on the dash board. But her daddy, announcer MERL DOUGLAS is concerned over her enthusiasm, since a recent experience he had while driving. It seems that when he took his foot off the foot feed to stop at a stop sign, the car kept right on going. Puzzled, he took it to a garage for a check-up! You can imagine his embarrassment when the mechanic discovered the choke clear out. Some of Valerie Jo's work!

"Tippy" No. 2 has gone from the Falk farm! A passerby happened by . . . admired "Tippy" and promised to give him a good home . . . so "Tippy" was soon on his way with his new owner. The reason the Falk Children consented to let their pet dog go, was because he had killed some of their chickens and a kitten. Now . . . they're looking for a real farm dog . . . a nice Collie, who probably will get the name of "Tippy" too. Since "Tippy" No. 1 was killed by a car, they have not exactly found the right dog, but they will one of these days, and you'll probably hear him bark on "The Farmer's Wife's program. Hope the new dog doesn't get scared out, when he hears Bruce practicing on his new trombone!

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Meet "Uncle Hi" Haines



The friendly looking gentleman shown here is Wes Haines, KMA announcer who is sometimes known as "Uncle Hi". Wes plays a number of gadgets (see photo) that he has invented, as well as the mouth harp, guitar, and banjo. He also yodels . . . sweeps the floor, and other odd jobs. Seriously, though, Wes is a crackerjack entertainer and is now a member of the KMA House-party Gang, who play for various events throughout KMA-land. If you'd like to schedule the Gang, drop a card to Warren Nielson, program director.