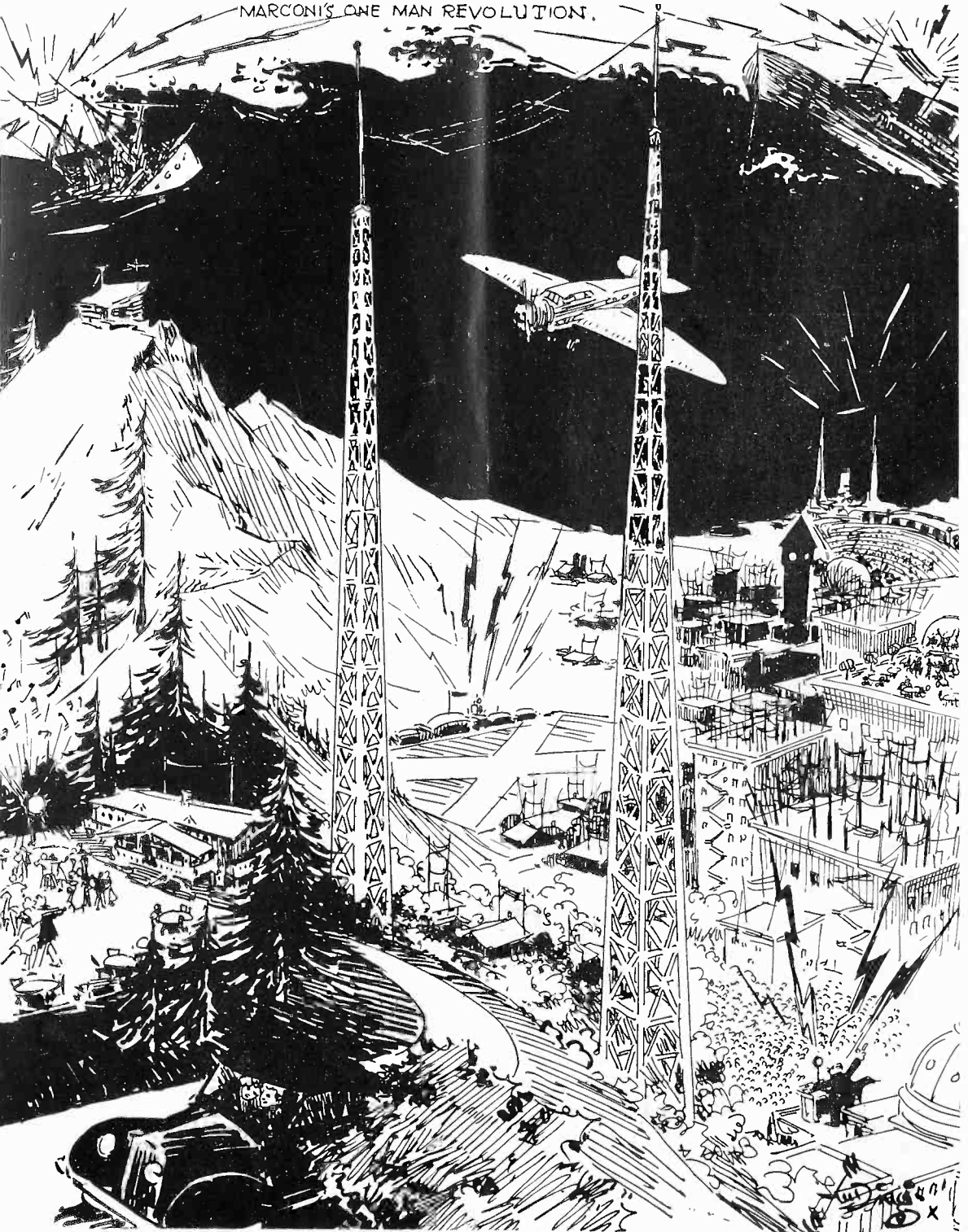


The

# KMA GUIDE

August 1955

MARCONI'S ONE MAN REVOLUTION.



## COVER STORY

Our cover this month is one of the finest examples on record to show that radio is everywhere.

It is a cartoon by famed J. N. (Ding) Darling, who for years pleased America with his cartoons in the Des Moines Register and Tribune, and to subscribers of the New York Herald Tribune Syndicate.

The cover cartoon was sketched by Ding the day after the death of the father of radio, Marconi, back in 1937. A young farm editor for the Chicago office of NBC (National Broadcasting Company) by the name of Tony Koelker spotted the cartoon. He was engulfed by the significance and wrote to Mr. Darling, asking if he could have the original. Very graciously, Ding obliged, and the large 16 x 24 inch original sketch hangs framed in the office of KMA's station manager, Tony Koelker today.

Because KMA celebrate's its 30th year of operation on August 12, we thought the cartoon was very appropriate to symbolize the anniversary.

## The KMA Guide

Vol 1

No. 10

AUGUST 1, 1955

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

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KMA is very pleased to learn, too, that on August 14 Schlitz baseball network will salute the station, in observance of 30 years of service. The Shenandoah daily newspaper, the Evening Sentinel, will publish a special edition commemorating KMA's 30 years of progressive service to "the corn country."



KMA's farm service director, Merrill Langfitt was kept hopping during July, as he joined the press corps that attached themselves to the visiting Russian farm delegation. Merrill has been giving KMA listeners factual, first-hand reports on the various phases of the Russians, trip thru Iowa. He is shown here at one of the cocktail parties talking with Aleksandr Tulupnikov, one of the high Russian officials.



# A Chat With Edward May



This column was written from Mercer, Wisconsin where the family spent a most enjoyable vacation. The weather was on the warm side and the natives complained about the heat, but seldom did the temperature go above 85°

Our place is located 3 miles from the town of Mercer on Echo Lake. There are six cottages and most of the owners of the other cottages are from Iowa or Nebraska. We have no set schedule and do about *what* we want to, *when* we want to. The lake is approximately two miles long and is one of probably 300 or 400 lakes in the area. The number one industry is the tourist business.

From our front porch it is only about 30 feet to the lake. The woods start in back of the house and one could walk straight back for miles without seeing anyone.

Occasionally you see some people in the woods picking berries and this year there was a heavy red raspberry crop. The blueberries were few and far between but it looked like there would be a big blackberry crop.

The most popular sport is fishing, but it isn't too good this year. Most people are eagerly looking forward to catching a big mess "tomorrow". Annette and Karen fished up the river one afternoon and caught seven or eight Red Horse. They aren't good for eating except in the spring, but they are fun to catch because they average 12 to 15 inches in length and give quite a tussle.

Another day, we drove 40 miles to Little Girl's Point on Lake Superior. The waves were rolling and we had great sport playing

in the surf. Karen thought that was the most fun she had ever had swimming. After our swim we built a fire and grilled steaks. Even Eddie seemed to join in the spirit of the occasion to help make the day a memorable one.

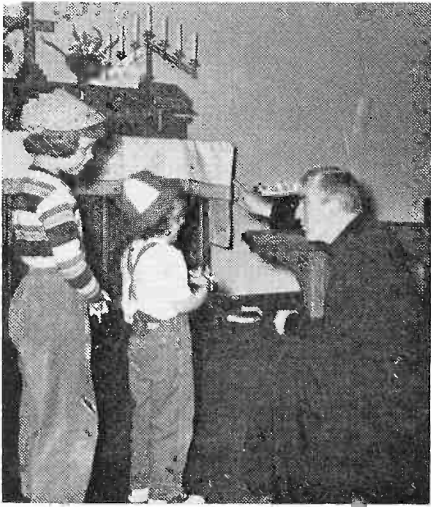
One day when it rained we drove 20 miles to the Lac du Flambeau Indian Reservation. Many tourists were there and we probably would have stayed until evening for the "Pow-Wow" except for the rain. At the "Pow-Wow" the Indians do native dances, but we had seen them twice before so decided to return to Mercer.

One morning while driving to town for groceries we saw a deer taking a drink in the river. We stopped the car and watched the deer for several minutes until it leisurely sauntered off into the woods. We used to see lots of deer but after about five consecutive hunting seasons when you were allowed to shoot either bucks, does or fawns, the hunters thinned the deer to the point where they are scarce. At least for the next few years hunters will only be allowed to shoot bucks so the number of deer should increase rapidly. Every time Annette sees a deer she asks how anyone can shoot such a pretty, graceful animal. I have often had the same thought since I am not a hunter.

I could write page after page about this country because I came to Mercer the summer I was one year old, and have missed very few summers since without spending a week or two in the northern woods. Our family likes the place equally as well and I hope we can spend some time at Mercer each summer.

Edward May

## KMA's Family Album



### VACATION BIBLE SCHOOL FUN FOR SUSIE, CRISTI

Susie Childs, eight, and Cristi Nelson, four, are all dressed up for picnicking, to close the end of a two-week vacation bible school at their church. They are learning about altar decorations from Reverend Henry Robbins, rector of St. John's Episcopal church in Shenandoah. Susie's daddy, News editor Ralph Childs is back on the air again now after two weeks vacation trip to Denver.

### FUN IN THE SUN FOR TAMI & JERI

Since they have moved to their spacious "country place" on the outskirts of town, News Editor Dean Naven's two little lassies enjoy the wide open spaces. One of their favorite playtime sports is the new swing set which Daddy erected. That's Tami, five, at left; and Jeri, nearing her third birthday, on the right.



### FUN ON THE FARM FOR RANDY GOWING

When he isn't outside playing, Randy, the 17 month old husky shown here, likes to spend his time on the telephone. He's the son of Mr. and Mrs. Jack Gowing. Daddy is KMA's Midwest Farmer, who brings KMA listeners the earliest market summary in the Midwest each day at 11:45, and then has a very interesting half-hour show from 12:30 to 1 o'clock each day.







## Frank Comments

By FRANK FIELD

This picture was taken on July 15 looking directly south east so that it shows the west side and the north side of the house, and about half of the front yard. I know I promised you folks last month a closeup of the florabunda roses under the living room window but the roses didn't cooperate by all blooming at the same time. And some of them have such dark red blossoms that they wouldn't show up at all, so I thought I would show you this general view this month.

The hybrid elms in the front yard are making a splendid growth and we have hopes that in three or four years they will be up to where they will give us some afternoon shade, which we miss badly. The rose bed around the birdbath in the foreground is an L shaped bed with 22 Eutin roses planted in it. They were planted on April 20th and by the first of June had started to bloom and since then they have been one solid mass of very dark red small double roses with as many as forty to fifty blooms in each cluster. We planted about a dozen seeds of Scarlet Runner beans around the front porch, spaced about a foot apart. That wrought iron railing is pretty well covered now and they are just starting to bloom. The porch itself is just about a foot above the ground and in front of it we planted four bright red geraniums and in between those we planted Little Red Riding Hood zinnias, all of which are blooming gloriously now. Early this spring we put out a row of pansies on each side of the walk which runs from the front door out to the street. Then in between the pansy plants we set Comanche petunia plants. The pansies quit blooming when the hot weather started and the petunias took over, and will be a riot of color from now till frost. The accent is



The landscaping at Frank's home is breath-taking right now. It's a pity we can't reproduce this scene in color.

certainly on red in the front yard. The only exceptions are the roses next to the house. It is true that about half of them are red varieties, but the rest are pink, yellow and white. Then too, that row of petunias which divides the parking area from the front lawn, is a new variety called Pink Glory, which is a very dark rose pink.

The foundation planting across the north side of the house consists of two or three varieties of Japanese Yews which stand the shade beautifully. In between the Yews we planted Rex Begonias, the kind with the large variegated leaves. In between the Yews and the house, Jennie planted a row of salvia plants which will make a wonderful showing along in September and October. In front of the Yews is a row of Tuberous begonias in all different colors which are just now coming into bloom. Next to the walk is a row of portulaca or rose moss. In fact this row of portulaca goes clear around three sides of the house and is very beautiful up until around noon when the flowers close up for the hot part of the day.

The lawn is coming along beautifully and looks as if it has been planted for years instead of less than three months. Of course, I fertilized it with Maytone fertilizer and have been using plenty of water to keep it growing vigorously. In fact I still have to mow it at least twice a week and I never cut it less than three inches high. The authorities now say that you should never cut off more than  $\frac{1}{3}$  of the grass at a time, for best results. That means if you want to keep your grass at 2 inches high you should mow it whenever it gets three inches. To let it grow longer than that would be too much of a shock to the grass when you mowed it. I am keeping my grass at three inches so that means it has to be cut whenever the grass reaches  $4\frac{1}{2}$  inches high.

I don't remember if I ever told you or not but our house is painted dark grey trimmed in white, and is the only grey house in Hillcrest Addition, so far. The number is 300 E. Pioneer. You can't see them for the lamp post but the numbers are tacked up on the side of the house just to the right of the garage door.

So many people ask what kind of grass seed we used to get such a nice lawn so quickly. The answer is Maypark Lawn Grass Mixture fed with Maytone Fertilizer and copious quantities of water. Mow it often and high. That's all there is to it.

Frank

The KMA Guide

# Grass Root Notes

By

**MERRILL LANGFITT**

**KMA**

**Farm Service Director**

This is KMA's 30th year of service to agriculture. Of course, I haven't been associated with KMA that long, but I have listened to this radio station's programs for that many years. As a small boy on the farm little did I realize that someday I would be associated with this greatest of all farm radio stations.

When KMA went on the air 30 years ago, we were virtually in the horse and buggy era. Most folks were plowing with horses and using one or two row horse drawn cultivators. Combines and corn pickers were unheard of at least for the majority of farmers and the forage cutter and hay baler were not even dreamed of then.

Think of the progress that has come too agriculture in the last 30 years. Modern tractors with multiple use. Irrigation systems, commercial fertilizers used by the thousands of tons, chemicals to kill every insect, antibiotics and hormones to stimulate animal growth. The development we have seen in 30 years are so many and varied that hundreds of pages could be filled telling of these great advancements.

With all of these forward strides, however many problems of the twenties remain with us. We still have the eternal problem of matching supplies of farm products with current demand. Weather has not been controlled by man even though progress along that line has been made. Wars seem inevitable and evidently can be associated with all generations. Much progress has been made in controlling diseases of animals and man, but so much remains to be done in this field. The airplane has taken its place in the field of agriculture as we find new uses for this machine each year. Today we can be transported from coast to coast in a few hours whereas 30 years ago it took several days of uncomfortable traveling.

Earl May was a great agriculturist and humanitarian. I feel proud that I had a



**Earl E. May, founder of KMA**

chance to know him and that he started me in radio. He was a born leader with great vision always with the well-being of his fellow men foremost in his mind. Only hard work and long hours and confidence in the future brought forth achievement such as Earl May and his family attained. I would like to use this opportunity to salute Earl May as a wise custodian of the soil, and honorable citizen and above all one who had confidence in people and wise counsel for those who sought his advice.

KMA carries on today in much the same manner as its pioneers established it. This heritage of wise operational procedures and the spirit of public service have guided us into a second generation of ownership and management.

We think radio is stronger than it has ever been and that radio will always continue to be a great media of service to agriculture.

The fair season is here. I hope we will see many of you at your local, state and national agricultural expositions. The fair is a great institution, a vital part of the American farm scene. Our Russian visitors are returning home now. We hope they felt the pulse beat of the American farmer. We hope they found out why American Agriculture is productive and prosperous. You and I know the reasons. We hope people of all the world can profit by our examples of ingenuity, deep reverence and the freedoms which typify America. Ours is a great heritage and must be preserved at any cost.

*Merrill Langfitt*



*On the*  
**KMA**  
**PARTY LINE**

By **DORIS MURPHY**

This sweet little miss having a tea party all by herself is 1½ year old Holly, daughter of Program Director WARREN NIELSON. Holly is trying out mother's new silver tea service, she just bought with Gold Bond stamps. And mother is letting her use the last of the doll dishes she had when she was a little girl. Holly really isn't drinking tea. . . she's drinking orange juice, and loves it! Mother gave her a new permanent recently and now her thick dark brown hair is a mass of lovely soft curls that gives her a real grown-up look. In fact, Holly is very precocious and quite grown-up in her ideas. She likes to try on mother's pink sandals, scarves, belts and is fascinated by powder puffs and perfume. One of her special pastimes is getting a magazine and pointing out different objects such as a chair, curtains, windows, lamp, etc. Some of the newest words she has learned to say are "cookie", and "bread box." She weighs 20 lbs. and is 30 inches tall. Holly has learned a lot in her 1½ years, and is quite a little lady already.

Homemaker BERNICE CURRIER of KMA decided there are a lot of good cooks around Riverton when she judged the cakes, pies, breads and cookies at their Riverton Day Celebration, July 21st.



Holly Nielson enjoys solo tea party, using Momma's silver service.

Everyone makes claims of youngest on-the-air personalities on radio stations, but EDWARD MAY is convinced his son, Edward Welch May, Jr., age 11½ months old, is probably the youngest pantomime comedian to pull a 15-min. stint. ED was broadcasting from his second-floor "studio" in his home, when he heard a ruffling at his feet. He looked down to find little Eddie had climbed the long stairs, and was seriously intent on getting dad's attention. Being afraid the baby might decide to go back downstairs, ED grabbed up the youngster and put him on his lap. Junior was fascinated with all the "gadgets" on the desk, and while pop talked he rifled the sheaves of papers, shook the mike stand and let out a few unguarded burps. Every time ED would look at him, he would just grin and continue to rattle things. Listeners were so tickled when ED told them what was happening, the mail poured into the station asking for Eddie, Jr. to appear on the program more often. His unscheduled appearance, made a big hit, and put his dad in stitches several times, with his antics.

What happened to the family Christmas picture postcard, KMA announcer WES HAINES mailed his cousin, Clarence Nichols in Flushing, Ohio, back in 1953? This was a mystery for a long time. But WES finally learned the answer when his cousin and family came for a visit recently. It seems the Clarence Nichols family received the card just ONE YEAR LATE. Where it had been for 12 months puzzled them, as it was mailed at Christmas time 1953 and they got it at Christmas time 1954. Upon investigation they learned there were two men living in Flushing, Ohio with the name of Clarence Nichols. The Christmas card went to the wrong one, by mistake. Being ill, he allowed his mail to accumulate, and did not look at it. Upon his death a year later, his daughter going over his effects, came upon the card among his papers and letters. Knowing it had been missent, she put it back in the mails and it was delivered to the right Clarence Nichols one year later. Of course, . . . the WES HAINES family didn't look exactly the same one year later. . . especially the children. . . but who is going to worry over a little thing like that. It proves. . . NOTHING stops the mail coming thru!



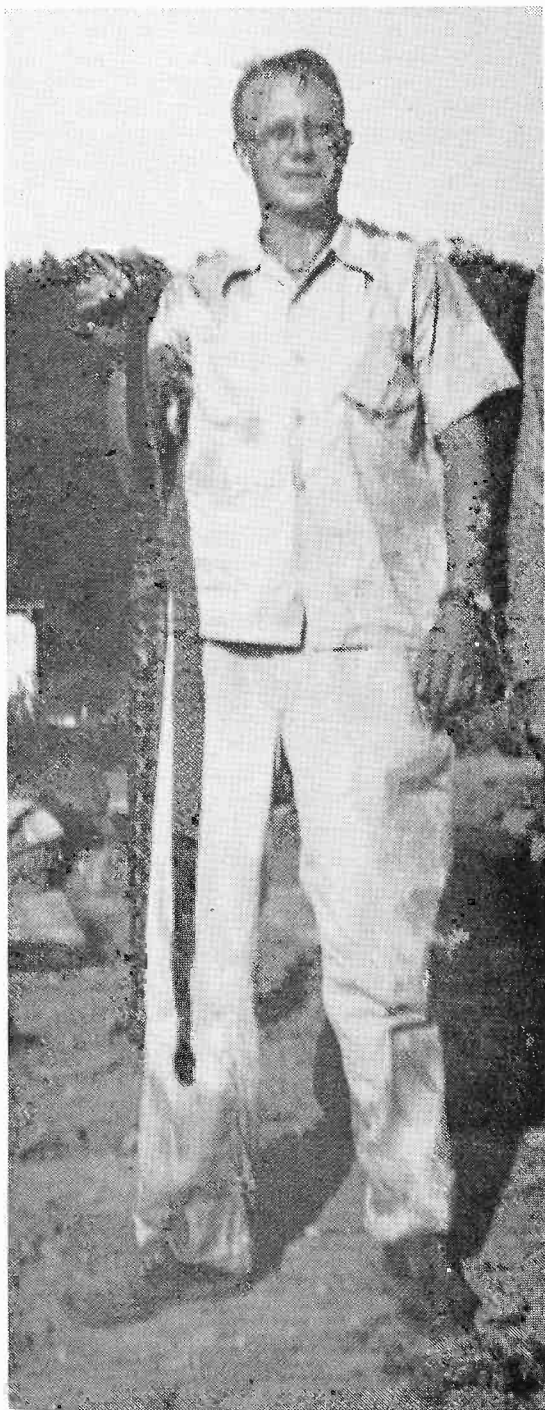
Announcer MIKE HEUER has a quick answer for people asking: "What color are you painting your house?" He just holds up his arm, and there. . . in true natural colors are the bluish-gray of the siding and the gay yellow, trim color. He really didn't do it on purpose. Just happened to spill a little of each color on his arm while painting. When he washed up, he happened to miss these two spots, so decided to leave them until they wear off. In the meantime, he surprises people with a sample of the colors right on his arm. Hope the paint wears off by the time the HEUER family moves, in September! By then. . . he can take folks outside and show them the real thing.

Broadcasting direct from the arena at the Four State Roundup Rodeo in Fairfax, Missouri, provided lots of laughs and plenty of "color" for the spectators and announcers, DON JOE and DEAN NAVEN. And the "color" was dust and dirt, flying thru the air into the KMA broadcast booth, during the Brahma bull riding contest, when one of the bulls got furiously irritated. The bull had just been detracted from it's rider by Charlie Davis, well-known rodeo clown, and was backed up against the booth, when it started pawing the earth, and throwing a gigantic cloud of dust and dirt back on the announcers. Mr. Davis enjoyed it so much and the audience got such a big laugh out of it, the clown continued irritating the bull for several minutes. In the meantime, DON and DEAN changed colors. from white to black and got as big a kick out of the antics of the mad bull, as the rodeo spectators. Another time, one of the broncs dove straight into the side of the booth, then bounced back out in the arena, giving the announcers plenty of thrills during the broadcast. "On the spot" coverage of the rodeo, not only sent the announcers home covered with dirt. . . but also the commercial copy!

Can you imagine spending a vacation hunting rattlesnakes? I can't. . . but that's what announcer WES HAINES did. And here's the proof. Pictured on this page, you'll see WES holding up a big, long snake he caught that had 11 rattlers in it. WES had fun doing it. just like he did when he was a kid out on dad's farm in northeast Iowa. WES got the idea for rattle snake hunting, while visiting his cousin who lives on a farm in the rugged country in Dubuque and Clayton counties in Iowa. This cousin's farm is right in the timber and bluffs country where WES lived as a boy. And it brought back lots of happy memories to him, as he wandered up the large bluffs looking for snake holes. Well, swimming and golfing are all right for some fellows, but WES goes for the more ad-

venturous sports, and a good old rattlesnake hunt suits him fine.

Betty and LYN, KMA entertainers and their mother are vacationing in California. at San Francisco, Oakland, Los Angeles, Hollywood and Pasadena.



Here's the proof, Smiling Wes Haines holds up his "catch", a 11-year-old Iowa rattler.

## A LETTER FROM BERNICE CURRIER

Dear Friends:

As I sit here staring at my hot little typewriter, I am trying to fix in my mind the various dates I have to remember the rest of this month and next. And I find I would rather think about the vacation I had with my sister and brother-in-law in Billings Montana. I had looked forward to a week with them and weather such as "we always have in Billings." That last is a direct quote from anyone who has ever lived there! ! Well—we didn't have the regulation weather, but it was just as much fun. I left here with the temperature soaring up around 95. Took the bus to Omaha and the train (through train, no change) on to Billings. Arrived there an hour and a half late, but Elizabeth had supper ready. She had told me not to eat supper on the diner because I was due there at 6:30. She had a small roast of beef, mashed potatoes, gravy (nice and brown), a tossed green salad with Russian dressing, fruit, cookies and coffee. That was the Fourth of July week end; it was rainy, cold and the traffic was terrific and terrifying, so we decided to go up to the cabin on Tuesday. Go we did. Packed up with sweaters, heavy red wool lumbermans shirts, wool socks and away we went. It was cozy and warm in the cabin where they now have electricity and water. The old sleeping giant mountain was still serenely sleeping and watching over the valley.

I slept in the bed that was made by Lee's father who was a cabinet maker. They also have the matching dresser and com-

mode. In their home in Billings they have several pieces of his work, a leather top table, hand carved, and a corner whatnot of black walnut.

We had planned to spend our time in the new chairs on the porch. They are aluminum frame that lie straight out or sit up at any angle you want, or they fold up to be stored. There are wonderful mattress-like pads on them but the wind blew so hard we couldn't stay out in it. We tried it one afternoon but spent most of our time chasing the blankets. It was while we were up there that they had the terrible hail storm in Billings. Hail stones the size of base balls slammed against the windows, house sidings, roofs, cars, and airplanes that were left out. It all looked like a giant machine gun had raked the whole area. Tile roofs were shattered and the aluminum awnings were crumpled.

I think you will like the recipes I have on the opposite page. They are some of Elizabeths and I think they are very, very good. Hope you will try them and let me know how you like them. The **BIG ORANGE CAKE** recipe can be cut in half if you want a small cake. It is really a huge one. Elizabeth and Lee said for me to tell you "hello" and they hope to be here again some day to talk to you and hear from you.

Thank you for your letters. I love to get them and my answer is the visit I have with you every morning at 9:00. So until then, Bless your Hearts, Good Bye.

*Bernice*



This is a picture of Bernice in front of the cabin at East Rosebud Lake, Montana, 85 miles from Billings. The temperature was about 40 degrees, so Bernice borrowed wool shirt and socks from her brother-in-law, Lee Craig.



## Homemaker's Guide

### HOMEMAKER'S VISIT

By BERNICE CURRIER

Here are some of the recipes I brought back from Billings, plus one or two others I hope you will like.

#### BIG ORANGE CAKE

- A—2 c. sugar  
1 c. butter or margarine  
B—6 eggs  
C—1½ c. buttermilk  
2 T. grated orange rind  
D—4 c. sifted all purpose flour  
1 t. soda  
dash salt  
E—1 c. finely chopped pecans  
1 c. chopped dates

Sprinkle a little of the flour mixture over the "E" section. Cream A, add B one at a time, beating well. Sift D and add alternately with C. Add E. Pour into ungreased large tube pan and bake 50 to 55 minutes at 360°. Test for doneness by pressing lightly with finger tips.

ICING—Dissolve 2 c. sugar in 1 c. orange juice—do not heat or cook. Take about an hour to put this over the cake on a serving platter, letting it all soak in before adding more.

#### Elizabeth's Pancakes Light as a feather

- A—1 c. sifted flour  
1 T. sugar  
dash of salt  
2 t. baking powder  
¼ t. soda  
B—1 c. buttermilk  
C—1 egg  
D—2 T. shortening melted

Fry your sausage or bacon and use the drippings for shortening. Sift A and combine with B and mix well, add C and beat hard, then add D.

#### IMPERIAL SUNSHINE CAKE

- A—1½ c. sugar  
½ c. water  
B—6 egg whites beaten  
C—6 egg yolks beaten

- D—1 c. sifted flour  
½ t. cream of tartar  
dash salt  
1 t. flavoring

Combine A and boil until it forms a thread when dropped from edge of teaspoon. Pour this slowly over B, beating until cool. Add C and continue beating until well blended. Sift D and fold in. Add flavoring of your choice. Bake in ungreased tube pan about 50 minutes at 375°. Invert on cake rack to cool.

#### SUMMER SALAD

Cooling and delicious

1 c. applesauce sweetened, hot and sieved.  
Add 1 package strawberry gelatin, 1 small package red hots.

Stir until dissolved. Add 1 bottle Seven-Up. Mix well and pour into mold rinsed with cold water, and chill till firm. Serve with or without a mild mayonnaise.

#### SPICED PEACH JAM

3 pounds peaches, peeled, pitted and ground. Add ¾ t. each of cinnamon, cloves and allspice. Add ¼ c. lemon juice. Add 7½ c. sugar and mix well.

Place over heat, bring to full rolling boil and boil hard 1 minute, stirring constantly. Remove from heat and at once stir in one bottle of Certo. Stir and skim for 5 minutes. Ladle into glasses, cover with parafin. Makes 11 or 12 glasses.

#### GRAPE, PEACH, CITRUS MARMALADE

- 1½ pound seedless ripe grapes  
1½ pound soft ripe peaches  
one 3 ounce can of candied orange peel  
5½ c. sugar  
1 box fruit pectin

Stem and crush the grapes. Peel and pit peaches and grind or chop them.

Measure 4 c. sugar into large sauce pan, add the orange peel and fruits. Set aside and stir often until sugar is dissolved, then place on stove and bring to a boil for 1 minute. Stir in remaining sugar and the pectin and boil hard for 1 minute. Remove from stove and pour into jelly glasses. cover with parafin. Makes about 9 glasses.





## "THE FARMER'S WIFE"

By FLORENCE FALK

Greeting from the Farm this August 1955. Because of so many requests the recipes for you this time will concern outdoor cookery. Where you work with children or youth groups the following is a "3rd helping."

### BASIC PANCAKE RECIPE

- 3 c. flour
- 1 t. salt
- 1½ T. baking powder
- 2 eggs
- 2 c. milk
- 2 T. melted fat
- grease for frying

Mix the dry ingredients, add eggs slightly beaten, then milk gradually, last of all melted fat. Batter should just pour from the spoon. Have frying pan or griddle hot and well greased. Pour spoonful of batter on pan, cook until bubbles appear on top, then turn. The smaller the better for beginners to cook. Try flipping, using individual pans. When using batter for a large group, give each camper a paper cup of batter.

For flavor change try: 2 teaspoons sugar and 2 tablespoons sugar added to the batter or 2 cups blueberries or 2 cups rice (cooked).

### MOCK ANGEL FOOD

Cut unsliced bread into long strips and then strip in finger length. Dip these into sweetened condensed milk and then roll in cocoanut, toast over coals until light brown. Make plenty for these are delicious.

### ROAST CORN

Peel the ears of sweet corn, leaving the husks on at the bottom, remove the corn silk. Then replace husks, covering the ears, and tie around the top. If you wish, dip entire ear, husks and all, in salted water. Have a good bed of coals and if you wish wrap ears in two thicknesses of heavy aluminum foil and bury in the coals. The ears take about 20 minutes to cook. If you wish, place wire screening above the coals. Turn the ears often. When done split the husks down and use for a handle in eating the ear of corn. If you should like brown kernels, strip ears when done and brown by the coals. Plenty of salt, pepper and good butter.

### SOME-MORES

- About ½ pound marshmallows (16)
- 1 large package graham crackers
- Six 5 cent chocolate bars, the flat kind without any nuts. (break in thirds.)
- Make a sandwich of a piece of chocolate and two crackers. Toast a marshmallow golden brown and well puffed. (slowly over the coals does it). Pop the hot marshmallow into the sandwich, press together gently and eat. Tastes like "some more."

In the early morning after a nights camp-out good cocoa.

### COCOA

For each person use.

- 1 t. cocoa
- 2 t. sugar
- 1 c. milk or ½ c. evaporated milk with ½ c. water or 4 T. powdered milk plus 1 c. water. Mix cocoa and sugar with water in kettle, and cook to a smooth paste, letting it bubble vigorously. Add milk and stir all together. Heat almost to a boil. A pinch of salt points up the flavor. Beating with a whip will prevent any scum from forming.

### POCKET STEW

This is fine for a hike and supper. Each person brings a handful of cleaned cut up vegetables, meat, etc. in a piece of waxed paper. Fry onions ( if any) and bacon together in a pot, add a little water and any meat and vegetables. Simmer slowly until done. (Add a few bouillon cubes to help give a better flavor.

For a one-pot recipe try:

### SCRAMBLED POTATOES

- 8 medium-sized cold boiled potatoes, diced.
- 2 small onions, peeled and diced
- 4 pieces of bacon, cut in small pieces, or small amount of bacon fat
- 8 eggs
- salt and pepper
- Fry the onions with bacon pieces, or in bacon fat fryings, until light brown. Add potatoes, and fry until brown and crisp. Break eggs into mixture, stirring while it cooks, cook until eggs are set. Season well. Serve hot. If you like try a little cheese or tomato catsup or both if you wish.



# BIG KMA BASEBALL BUS TOUR TO KANSAS CITY, SUNDAY AUG. 28

Here's GOOD NEWS for Kansas City Athletics baseball fans.

We are going to have a Bus Excursion to Kansas City on Sunday, August 28, to see the A's do battle with Ted Williams and the pennant-contending Boston Red Sox.

The biggest and best news is the price. No matter which of the six towns you board the bus, it will cost you only \$7.50. That price includes your roundtrip bus fare, plus a wonderful reserved seat at the ball park.

Here's how you get in on this offer. Simply send \$7.50 for each ticket you desire to Continental Buslines, 530 Thomas Avenue, Shenandoah, Ia. Tell them where you plan to board the bus, and a notification will be sent to you at once.

KMA has reserved a limited block of tickets for this game. When they are exhausted, we'll have to close reservations, so first come, first served is the rule.

Special Baseball Excursion busses will leave from Council Bluffs, Atlantic, Clarinda, Corning, Red Oak and Shenandoah. Busses leave Council Bluffs and Atlantic at 8 a.m.; the Red Oak bus leaves at 9; a.m.; the Corning and Shenandoah busses will leave from depots in those towns at 9:30, and the Clarinda bus departs for Kansas City at 10:00 a.m.

When you send your money order or check to Continental Buslines in Shenandoah, be sure you tell them what town you'll get on the bus.

While in Kansas City, Miss KMA will compete against other beauty queens from the Athletics' baseball network, and the Queen of the A's will be crowned in a colorful ceremony at home plate.

Plan to take the entire family. At these special prices, it's a day that everyone can afford. . .and it's a day of entertainment that you and your family will remember for years to come.

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Western Auto dealers sponsoring these two weekly programs are located in Hamburg, Shenandoah, Atlantic, Clarinda, and Red Oak in Iowa. Missouri stores are located at Rockport, Maryville and Tarkio, and Nebraska City and Falls City in Nebraska.

## Would You Like To Be "Miss KMA"

Radio KMA is seeking candidates from which to choose a Miss KMA. The one chosen will compete for the title of Miss Kansas City A's, and can receive a \$500 bond, and other prizes. Listen to KMA for complete details.

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# 960 ON YOUR DIAL KMA DAILY PROGRAMS FOR AUGUST, 1955

5000 WATTS — ABC

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Rural Electric Reporter (Tu. & Th.)  
 6:15 a.m.—Merl Douglas (MWF)  
 6:30 a.m.—Merrill Langfitt  
 7:00 a.m.—Dean Naven, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Markets  
 7:35 a.m.—Betty & Lyn  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Breakfast Club  
 9:00 a.m.—Bernice Currier  
 9:25 a.m.—Whispering Streets  
 9:45 a.m.—When A Girl Marries  
 10:00 a.m.—Kitchen Club  
 10:15 a.m.—Betty & Lyn  
 10:30 a.m.—Florence Falk  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Party Line  
 11:45 a.m.—Morning Markets  
 12:00 noon.—Dean Naven, News  
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 12:30 p.m.—Jack Gowing  
 12:45 p.m.—Markets  
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 5:45 p.m.—Bill Stern  
 6:00 p.m.—Farm Bulletin Board  
 6:15 p.m.—Andy Parker (MWF)  
 6:15 p.m.—Songs From The Hills (TTH)  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & weather

### MONDAY

7:00 p.m.—Club 960  
 7:30 p.m.—Voice of Firestone  
 8:00 p.m.—Club 960  
 9:00 p.m.—Town Meeting  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Martin Block  
 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  
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 10:15 p.m.—Martin Block  
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5:00 a.m.—Town & Country Hour  
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 6:15 a.m.—Merl Douglas  
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 7:00 a.m.—Dean Naven, News  
 7:15 a.m.—Frank Field  
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 4:00 p.m.—Dick Mills' Show  
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 6:30 p.m.—News  
 6:45 p.m.—Serenade In Blue  
 7:00 p.m.—Dancing Party  
 9:00 p.m.—Hotel Edison Orch.  
 9:30 p.m.—Treasury Band Orch.  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Let's Go To Town  
 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 PROGRAM

6:30 a.m.—Musical Clock  
 7:00 a.m.—News and Weather  
 7:15 a.m.—Musical Clock  
 8:00 a.m.—Radio Bible Class  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—Wings of Healing  
 10:00 a.m.—Sunday Worship  
 10:15 a.m.—Wes Haines' Sun. Album  
 12:00 noon.—News  
 12:15 p.m.—KMA Roundtable  
 12:45 p.m.—Platter Party or Baseball Game  
 4:30 p.m.—Platter Party  
 5:00 p.m.—Mon. Morn. Headlines  
 5:15 p.m.—Paul Harvey  
 5:30 p.m.—Disaster  
 6:00 p.m.—Light & Life Hour  
 6:30 p.m.—Valentino  
 7:00 p.m.—Revival Hour  
 8:00 p.m.—Paul Harvey  
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### AUGUST 1955

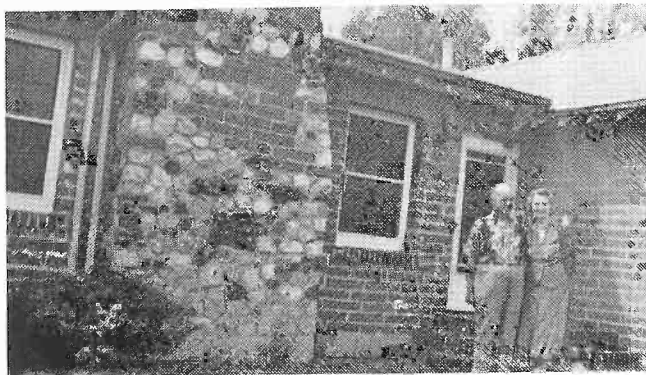
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1—OPEN	7:00
2—Baltimore	3:55
3—Baltimore	12:55
4—Baltimore	7:00
5—Boston	12:55
6—Boston	12:55
7—Boston	11:55
8—OPEN	
9—Chicago	7:55
10—Chicago	7:55
11—Chicago	1:55 & 7:55
12—Cleveland	7:55
13—Cleveland	7:55
14—Cleveland	1:55
15—OPEN	
16—Chicago	6:55
17—OPEN	
19—Chicago	1:00
19—Cleveland	7:00
20—Cleveland	5:55
21—Cleveland	11:25
22—OPEN	
23—Washington	7:55
24—Washington	1:55
25—Baltimore	7:55
26—Baltimore	7:55
27—OPEN	
28—Boston	1:55
29—Boston	1:55
30—New York	7:55
31—New York	7:55

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KMA's morning homemaker Bernice Currier has told you all about her vacation with her sister and brother-in-law, the Lee Craigs. Here's Bernice in front of the Craig home in Billings. Bernice says the home is made of special adobe brick and stone. The fire-place was made by a Scotchman who charged about \$45 per day for his work, and wouldn't take suggestions from anyone.

### VALERIE GETS ACQUAINTED WITH "SPARKY" DOUGLAS

Valerie Jo is all smiles since daddy, Merl Douglas, brought home a new little black and white puppy. Merl and Ruth and older daughter Sharon Lynn got together to figure out a name. They couldn't agree on a suitable name, so Merl asked some of the morning KMA listeners to send suggestions. He was swamped with ideas, and the family decided "Sparky" would be a fine name. Valerie's daddy can be heard every morning on KMA. He has a regular show from 5 to 6 a.m.; again at 6:15; and he is staff announcer on the entire morning shift.



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These three huskies are the pride and joy of the Don Joe household. From left to right are Chuck, age six; Jerry, eight; and Jimmy, who is just barely five. They attended vacation bible school at St. John's church, and when the Guide photographer stopped by, they were cutting out paper replicas of the disciples, and learning acolyte server's duties. Chuck picked up a nickname at home, he's called "Rocko", and Jimmy is referred to by his brothers as "Sledge". Jerry is still plain Jerry. Their pop is sportscaster and special events broadcaster for KMA, when he isn't out selling advertising in the KMA regions.





## "THE FARMER'S WIFE"

By FLORENCE FALK

Greeting from the Farm this August 1955. Because of so many requests the recipes for you this time will concern outdoor cookery. Where you work with children or youth groups the following is a "3rd helping."

### BASIC PANCAKE RECIPE

- 3 c. flour
  - 1 t. salt
  - 1½ T. baking powder
  - 2 eggs
  - 2 c. milk
  - 2 T. melted fat
- grease for frying

Mix the dry ingredients, add eggs slightly beaten, then milk gradually, last of all melted fat. Batter should just pour from the spoon. Have frying pan or griddle hot and well greased. Pour spoonful of batter on pan, cook until bubbles appear on top, then turn. The smaller the better for beginners to cook. Try flipping, using individual pans. When using batter for a large group, give each camper a paper cup of batter.

For flavor change try: 2 teaspoons sugar and 2 tablespoons sugar added to the batter or 2 cups blueberries or 2 cups rice (cooked).

### MOCK ANGEL FOOD

Cut unsliced bread into long strips and then strip in finger length. Dip these into sweetened condensed milk and then roll in cocoanut, toast over coals until light brown. Make plenty for these are delicious.

### ROAST CORN

Peel the ears of sweet corn, leaving the husks on at the bottom, remove the corn silk. Then replace husks, covering the ears, and tie around the top. If you wish, dip entire ear, husks and all, in salted water. Have a good bed of coals and if you wish wrap ears in two thicknesses of heavy aluminum foil and bury in the coals. The ears take about 20 minutes to cook. If you wish, place wire screening above the coals. Turn the ears often. When done split the husks down and use for a handle in eating the ear of corn. If you should like brown kernels, strip ears when done and brown by the coals. Plenty of salt, pepper and good butter.

### SOME-MORES

- About ½ pound marshmallows (16)
  - 1 large package graham crackers
  - Six 5 cent chocolate bars, the flat kind without any nuts. (break in thirds.)
- Make a sandwich of a piece of chocolate and two crackers. Toast a marshmallow golden brown and well puffed. (slowly over the coals does it). Pop the hot marshmallow into the sandwich, press together gently and eat. Tastes like "some more."

In the early morning after a nights camp-out good cocoa.

### COCOA

For each person use.

- 1 t. cocoa
- 2 t. sugar
- 1 c. milk or ½ c. evaporated milk with ½ c. water or 4 T. powdered milk plus 1 c. water. Mix cocoa and sugar with water in kettle, and cook to a smooth paste, letting it bubble vigorously. Add milk and stir all together. Heat almost to a boil. A pinch of salt points up the flavor. Beating with a whip will prevent any scum from forming.

### POCKET STEW

This is fine for a hike and supper. Each person brings a handful of cleaned cut up vegetables, meat, etc. in a piece of waxed paper. Fry onions ( if any) and bacon together in a pot, add a little water and any meat and vegetables. Simmer slowly until done. (Add a few bouillon cubes to help give a better flavor.

For a one-pot recipe try:

### SCRAMBLED POTATOES

- 8 medium-sized cold boiled potatoes, diced.
  - 2 small onions, peeled and diced
  - 4 pieces of bacon, cut in small pieces, or small amount of bacon fat
  - 8 eggs
  - salt and pepper
- Fry the onions with bacon pieces, or in bacon fat fryings, until light brown. Add potatoes, and fry until brown and crisp. Break eggs into mixture, stirring while it cooks, cook until eggs are set. Season well. Serve hot. If you like try a little cheese or tomato catsup or both if you wish.



# BIG KMA BASEBALL BUS TOUR TO KANSAS CITY, SUNDAY AUG. 28

Here's GOOD NEWS for Kansas City Athletics baseball fans.

We are going to have a Bus Excursion to Kansas City on Sunday, August 28, to see the A's do battle with Ted Williams and the pennant-contending Boston Red Sox.

The biggest and best news is the price. No matter which of the six towns you board the bus, it will cost you only \$7.50. That price includes your roundtrip bus fare, plus a wonderful reserved seat at the ball park.

Here's how you get in on this offer. Simply send \$7.50 for each ticket you desire to Continental Buslines, 530 Thomas Avenue, Shenandoah, Ia. Tell them where you plan to board the bus, and a notification will be sent to you at once.

KMA has reserved a limited block of tickets for this game. When they are exhausted, we'll have to close reservations, so first come, first served is the rule.

Special Baseball Excursion busses will leave from Council Bluffs, Atlantic, Clarinda, Corning, Red Oak and Shenandoah. Busses leave Council Bluffs and Atlantic at 8 a.m.; the Red Oak bus leaves at 9; a.m.; the Corning and Shenandoah busses will leave from depots in those towns at 9:30, and the Clarinda bus departs for Kansas City at 10:00 a.m.

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Plan to take the entire family. At these special prices, it's a day that everyone can afford. . . and it's a day of entertainment that you and your family will remember for years to come.

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 9:25 a.m.—Whispering Streets  
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 10:30 a.m.—Florence Falk  
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 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & weather

**TUESDAY NIGHT**

7:00 p.m.—Club 960  
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7:00 p.m.—Club 960  
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 6:15 a.m.—Merl Douglas  
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**AUGUST 1955**

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1—OPEN  
 2—Baltimore  
 3—Baltimore (2 games)  
 4—Baltimore  
 5—Boston  
 6—Boston  
 7—Boston  
 8—OPEN  
 9—Chicago  
 10—Chicago  
 11—Chicago  
 12—Cleveland  
 13—Cleveland  
 14—Cleveland  
 15—OPEN  
 16—Chicago  
 17—OPEN  
 19—Chicago (2 games)  
 19—Cleveland  
 20—Cleveland  
 21—Cleveland  
 22—OPEN  
 23—Washington  
 24—Washington  
 25—Baltimore  
 26—Baltimore  
 27—OPEN  
 28—Boston  
 29—Boston  
 30—New York  
 31—New York

**SUNDAY PROGRAM**

6:30 a.m.—Musical Clock  
 7:00 a.m.—News and Weather  
 7:15 a.m.—Musical Clock  
 8:00 a.m.—Radio Bible Class  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
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 9:30 a.m.—Wings of Healing  
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 12:45 p.m.—Platter Party or Baseball Game  
 4:30 p.m.—Platter Party  
 5:00 p.m.—Mon. Morn. Headlines  
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 5:30 p.m.—Disaster  
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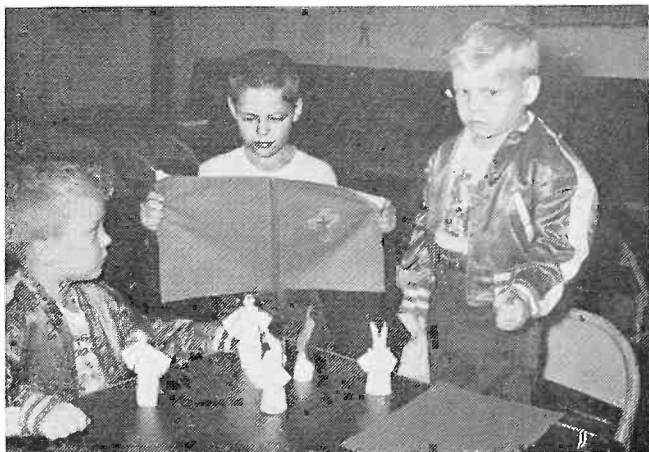
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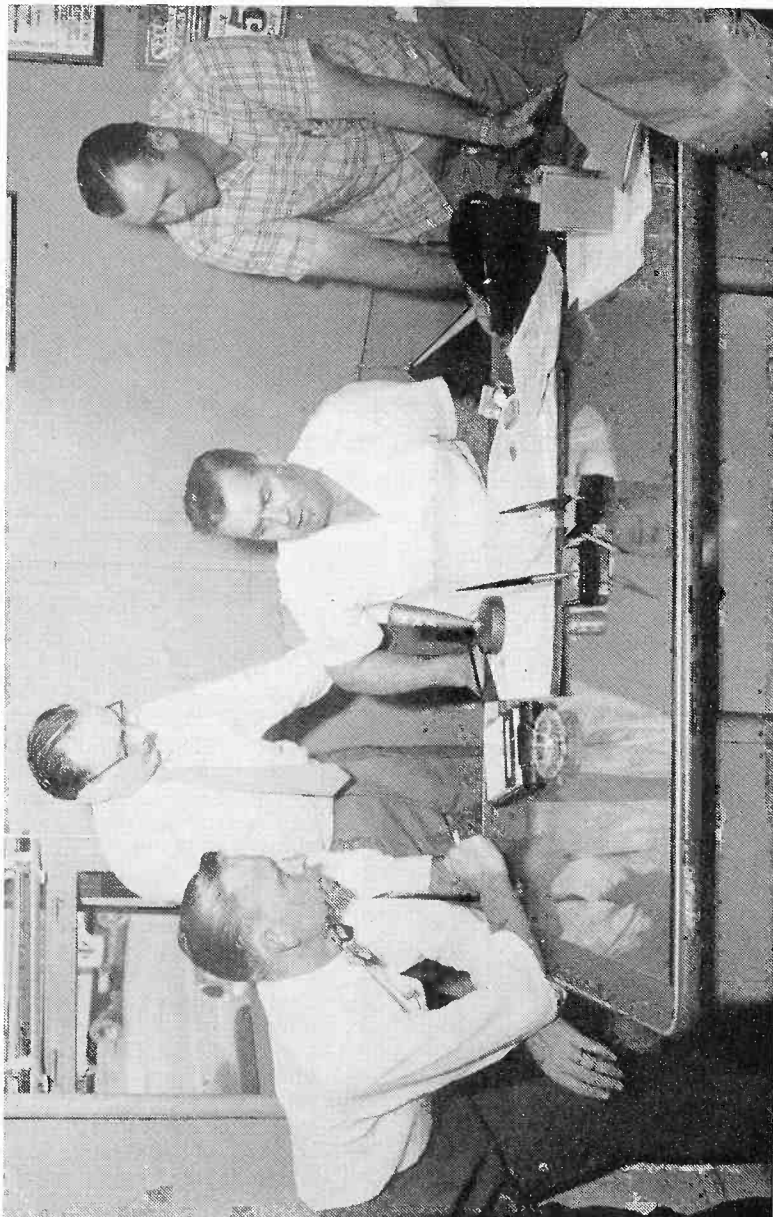
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**Tom Thumb Publishing Co.**  
Shenandoah, Iowa

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108 EAST GRANT  
SHENANDOAH IOWA

**Bulk Rate**  
**U. S. Postage**  
**- PAID -**  
**Permit No. 1**  
Shenandoah, Ia

## Roundtable Panel Discusses Sex Crimes



KMA's popular Roundtable panelists, heard at 12:15 on Sundays, took their equipment to Sioux City to talk with Police Chief James O'Keefe on the subject of "crimes against children." Chief O'Keefe is an expert, and was very busy investigating the assault murder of 21-month-old Donna Sue Davis of Sioux City. KMA received many letters after the informative broadcast. From left to right are Dean Naven, news editor; Warren Nielson, panel moderator; Chief O'Keefe; and Merrill Langfitt, KMA farm director.