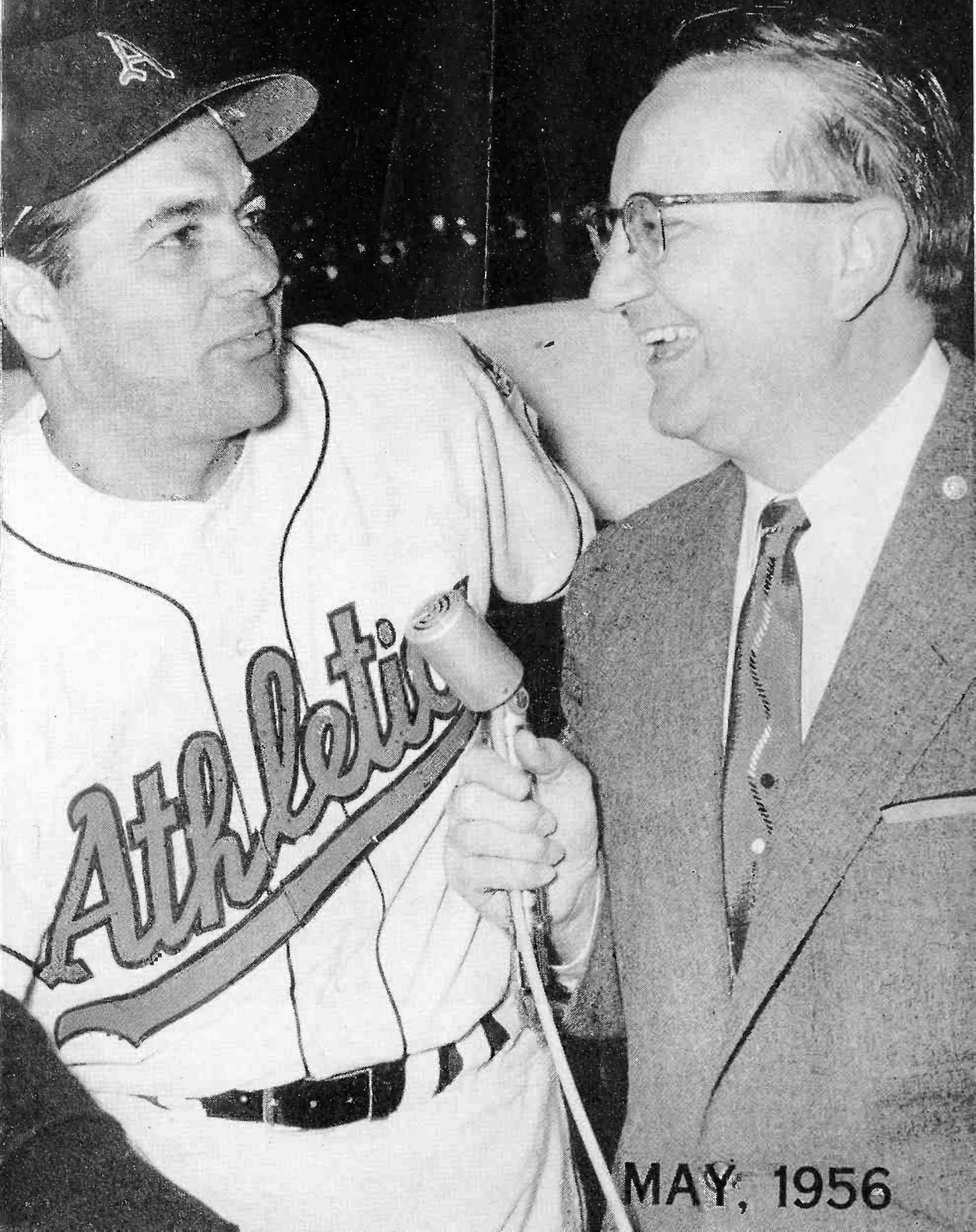


The

KMA GUIDE



MAY, 1956

MAY 1, 1956

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Baseball is very much in the air these days, as the warm Midwest sunshine brings out the May flowers, grass, and youngsters. And on Radio KMA, the Kansas City Athletics baseball team is also very much in full swing. You can hear every single game of the season played by the A's over KMA. And a special feature this year is the ten-minute pregame interview show, emceed by personable Sam Molen, longtime Kansas City sports expert, who is shown interviewing Lou Boudreau, manager of the A's. Molen features a behind-the-scenes, in-the-dugout interview each day on his broadcasts, and the fans who listen along the way are heartily in favor. The show is sponsored by the bakers of Butternut Bread, which is served on the training tables of the A's. The Butternut Warmup is bringing baseball fans much closer to the A's, because of the close, per-

sonal and humorous interviews Molen has with the various A's players. See page 14, for the air time of all A's games during the month.

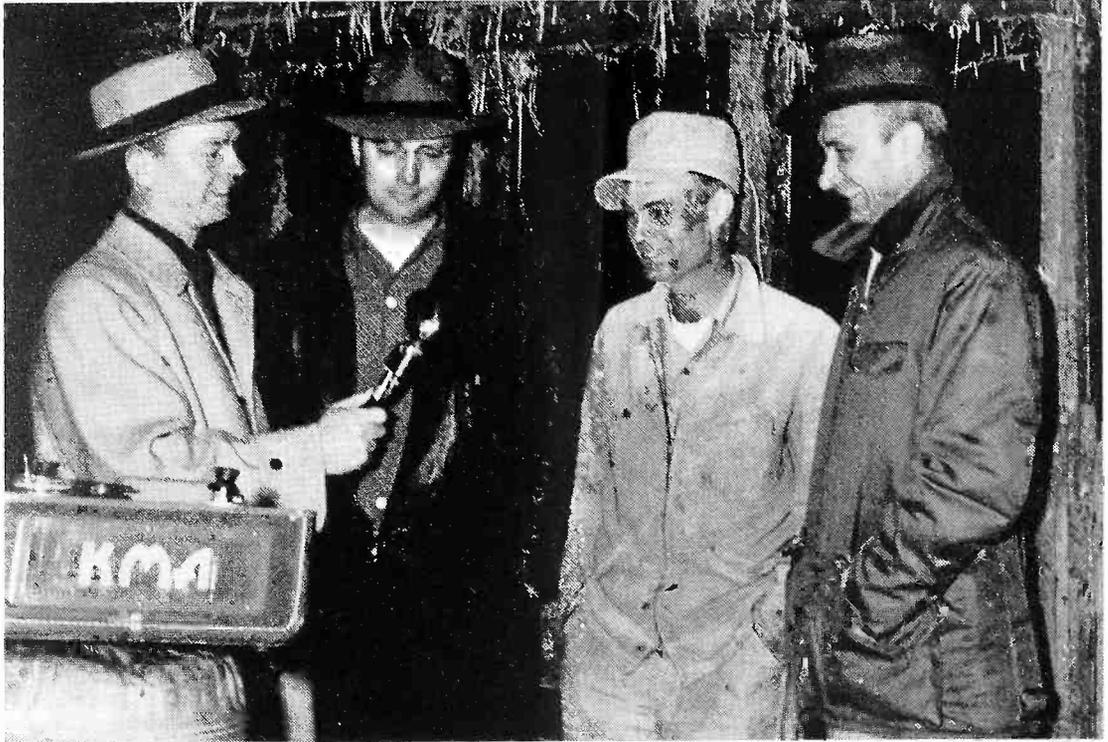
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DUGOUT WARMUP—Here's an overall shot of Sam Molen and Lou Boudreau (see cover) discussing Kansas City A's strategy and "inside dope" on Sam's 10-minute pregame show "Warm-up", sponsored by Butternut Bread. The informative 10-minute show precedes every single A's game this season, and listeners are acclaiming the show for the "personal, inside information" it brings to A's fans. Molen interviews one of the A's on each of the shows.

The Harrison County Land Use Story



KMA's Midwest Farmer, Jack Gowing, is shown interviewing some of the outstanding farm experts of Harrison County, Iowa on Practical Land Use programs in effect there. The show is one of very great value to farmers, who are constantly on the alert for new, money-making ideas to get a greater dollar-return from their farming operations. From left to right are Gowing, George Holmberg, work unit conservationist; Floyd Mahan, the farmer whose program was discussed; and Gene Brinèy of Great Plains Lumber Company, the Keystone dealer in that area. Sponsored by Keystone Wire, the 15-minute interview show is heard each Saturday at 11:45 on KMA.

"It's Time" Feature Long Famous Voice of Westbrook Van Voorhis

The distinctive and perhaps best known voice on the air in America, that of Westbrook Van Voorhis, is back on radio! As narrator and producer of IT'S TIME, Van Voorhis is heard 18 times every weekend over Radio KMA, and the ABC Radio Network in 5-minute capsules of dramatized news vignettes.

The "Voice of Time" since 1931, Van Voorhis has been heard in motion picture houses all over the world and on radio and television in a career that spans 24 years.

Born in New York City, he started with WPCH, an early independent New York station, as an announcer. That was after two major networks had auditioned and

turned him down! Three months after his debut on radio, Van was offered a network news commentator's job on a free lance basis. He held down this position for a year and then joined Time, Inc., and has been associated with the organization ever since.

Van Voorhis' father was a railroad official and the necessity of traveling forced young Van to change schools almost as often as he changed grades. He attended four different prep schools before earning an appointment to Annapolis. Just before graduating from the Naval Academy, Congress decided in favor of disarmament and Van, along with some 400 or 500 other cadets, was excused from the cruise which normally preceded graduation.

Shortly after, his grandmother died and he found himself heir to \$100,000! Losing no time in taking advantage of his good fortune, he bought his mother a home and fancy car and then set out for Europe. Only

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Father Child Relationships Can Help To Mould a Stronger, Active Nation

Most of the folks at KMA are "family" people. . . and most of the KMA Guide Readers are also members of closely-knit families. Because May 17 thru June 17 is set aside this year as Father-Child month, dedicated to the building of a permanently free democracy through wise parental influence, we thought Guide readers would be interested in taking "hold" of this program and getting things started in their communities. The KMA family believes the results obtained will be ever-lasting.

We received the following literature from the National Father's Day committee, with national headquarters in New York. They have outlined a program which we think would be very worthwhile to follow.

Says the nat'l. committee: "The foundations of good citizenship are laid in the relationships that are developed between fathers and sons or daughters. These relationships can be stimulated by the following suggested activities.

1. *Father and Child Tours*: Families of the employees could be taken on tours of the company. The members of the family are usually interested in seeing where their fathers work. The family might be shown how their father's work contributes to the betterment of community life.

2. *Father and Child Dinners*: Theme for speakers might be discussion of community problems. The selection of your town's "Father of the Year" should be announced. Suggestions might be made for more active Father participation in youth problems. A Paul Bunyan party might be organized. Give prizes to the Tallest Dad, the Father with the largest Family, the Father with the Most Sons, etc. The press should be notified of the affair.

3. *Father and Child Sports*: Sponsor local school, town, club, industrial Father vs Son Sporting events; softball, bowling, golf or tennis tournaments.

4. *Additional Father and Child Activities*: Hiking and camping trips, Spelling bees, Hobby and interest shows, Educational trips, Amateur talent shows.

5. *Father and Child Motion Picture Parties*: A local theatre could run a suitable film on a Saturday morning. To round out the program the 1954 World Series baseball films could be shown. The children could take their Dads or vice-versa.

6. *Father and Child Discussions*: Among the themes that might be used are: "Getting Along with Parents," "How Can Fathers Help Make Us Better Citizens?" "Growing Up With Dad," and "Father and Child: What Each Means to the Other."

Formula For The Future

*What shall you give to one small boy?
A glamorous game, a tinseled toy,
A barlow knife, a puzzle pack,
A train that runs on curving track?
A picture book, a real live pet. . .
No, there's plenty of time for such
things yet.
Give him a day for his very own —
Just one small boy and his dad alone.
A walk in the woods, a romp in the
park,
A fishing trip from dawn to dark,
Give him a day for his very own —
The companionship of his Old Man.
Games are out grown, and toys decay
But he'll never forget if you "Give him
a day."*

Anonymous

7. *Father and Child Contests*: Checkers Bowling, Chess, Baseball, Ping-pong, Badminton, Horseshoes, Dancing, Handball.

The local press should be notified in advance of any activities planned.

Mike Heuer's Show Now Includes Some "Live" Name Bands

Have you noticed the new streamlined "listening" on Mike Heuer's Club 960 show, which is heard Monday thru Friday night from 7 to 11 p.m. (except when baseball games are at night).

At 9:30 each night during the week, now, Mike's show features 25-minutes of live band music from some of the top bands in the nation, who are brought to us direct from their engagement location by ABC Radio.

Monday nights feature Lawrence Welk; Tuesday it's Russ Morgan; Wednesday is Ralph Marterie; Thursday night it's the the Dorsey Brothers, Tom and Jim's band; and Friday night is Ralph Flanagan.

The live music adds some more balance to Mike's show, which more and more each month is gaining acclaim as the most enjoyable music program on Midwest radio at nighttime.



A Chat With Edward May

You have heard the saying, "Everybody talks about the weather but no one does anything about it." There is no question but what everyone has been talking about the dry weather the past few months, but Mother Nature did something about it by breaking the drought with a perfect rain on May 1. People had become very pessimistic about crop prospects but now they have a vastly improved outlook and it is a pleasure to see people with smiles on their faces instead of frowns. I am confident rainfall over the next few months will be sufficient to produce good crops. The official long range forecast calls for above normal rainfall for the month of May. Normal rainfall for Shenandoah and south-western Iowa is 4.10 inches. In addition, I have seen a private forecast which calls for normal rainfall for the months of June and July.

There is no doubt but what our season is behind schedule. Perhaps this season might be comparable in a way to the spring of 1923. Recently I received a clipping from one of our listeners giving crop conditions for the areas during May 1923. Shortly

thereafter I received a very fine letter from a listener who stated that he and his wife were married in May 1923 and while the season was cold and backward in many respects the crops turned out very well.

One thing, however, that appears to be on schedule is the asparagus. One afternoon I stopped at the patch to pick a mess and while I was picking, Toke Nelson, the Guide Photographer, stopped and snapped a picture which you see on this page. Actually most people don't cut asparagus but prefer to snap it with their fingers. By snapping it one is able to pick only the tenderest part of each shoot. I gathered a bushel of asparagus and that evening we froze over 13 pint and a half boxes and put them in the freezer. Asparagus is probably one of the easiest of all vegetables to freeze and it will be mighty delicious about December or January.

Another school year is about to draw to a close. Our girls both like school but naturally are looking forward to summer vacation. We are hoping to take the girls on a long week end after school is out and drive them to the Black Hills. Annette has studied about Mount Rushmore and is quite anxious to see it. So, if things work out, we hope to take a trip to see Mount Rushmore and the Black Hills.

Edward Jr. will soon be two years old and he is certainly a typical active boy in every respect. He loves to be outdoors and gives us plenty of exercise chasing him. So far he is not particular about confining his activities to our yard so naturally we have to stay with him every minute he is outside. Annette and Karen do a good job of watching him, and as he grows a little older he will learn to understand more about staying in our yard.



Ed May cuts a basket of the spring's first asparagus.

Ed May

Frank Comments

By FRANK FIELD

It has been quite a while since I showed you a picture of our house so I thought you might like to see how it looks exactly one year after the yard was graded and seeded the first time. If you will remember we had a gully-washing rain on the 24th of April last year, just 4 days after the yard had been graded and seeded. It washed so badly that I had to completely re-do the lawn and re-seed it. Then about the 1st of June after the grass was nicely started, we had 3 or 4 inches of rain in just a couple of days so that I had to re-seed the whole yard a second time after filling in all the gullies. This is what it looks like exactly one year after it was seeded the first time.

That is a hybrid elm in the foreground and there is another just like it just out of the picture on the right hand side, where you can't see it. These elms made about four feet of new growth last year and this year will make nearly twice as much. Incidentally, there is no use trying to get any to plant in your own yard this year as we've been sold out of them for more than a month. Next year we hope to have enough to go around.

In the left foreground just inside the sidewalk is a bed of Eutin roses which will be a blaze of color in about another month. Yes, we have been completely sold out on Eutin roses also, for more than a month. But we will have more than twice as many for next year as we had this year.

That clump of tulips in front of the bird-bath is Red Emperor and the clump in front of the hybrid elm is probably Queen Elizabeth. Those two clumps up by the steps on either side of the sidewalk are also Red Emperor. If you look real closely you can see Floribunda roses planted between the evergreens along the front of the house and

there is a clump of tulips in front of every evergreen, also.

Those white spots you see here and there over the lawn are corn shucks. You see, there is a corn field about half a block to the north of us and there is another corn field adjoining our lot on the back. If you look real closely at the extreme right of the picture, you can see the corn stubble quite plainly. Whenever we had a strong northwest wind this spring, I always had to get out the next day and dig the corn shucks out of the evergreens and roses. Then a few days later we would have a strong wind from the southeast or south and I would have the same thing to do all over again. The day this picture was taken we were having strong northwest winds and I hadn't got around to it yet to clean up the yard.

That bunch of brush showing just over the top of the fire hydrant is a young clump birch which is starting off very nicely. It is actually five young white birch trees planted separately in a group to make it look like a natural clump as you see up in the North woods.

We hadn't planned on having awnings over the windows and doorways but we discovered last summer that they were going to be necessary. It will be several years yet before those trees get high enough to give us any shade. And from about 2 o'clock on, the sun really poured into those windows so that we had to keep the drapes pulled completely. This picture was taken a little after 5 o'clock in the afternoon and you can see the shade line just beginning to creep up on the very lower part of the windows. The awnings, incidentally, are made of heavy aluminum and are of the double or ventilated type.

You can't see them from where you sit, but there is a row of pansies on each side of that sidewalk going from the steps out to the street and a little later on I'm going to plant some Commanche petunias in between the pansies so that by the time hot weather comes and the pansies stop blooming the petunias will take over from then until frost. Those low evergreens under the windows are Pfitzer Junipers and the tall ones at the corners are Dundee Junipers. The ones across the north end of the house in the shade are Japanese Yews with tall ones at the ends and between the windows and spreaders under the windows. The lawn of course is Maypark Lawn Grass Mixture helped along with Maytone fertilizer with a slight assist from the city water department.



Here's the way the Frank Field home looks now.

Frank Field

Grass Root Notes

By
MERRILL LANGFITT
KMA
Farm Service Director



Many people have raised the question about a "check off" when livestock is sold, what would be done with the money and how it will help farmers.

First of all, let's recognize that farmers are the only producers of products who leave the selling job to someone else. If someone else doesn't do an effective job of selling meat, for example, then it doesn't get sold, at least not for the price it should.

Some people say "let the packer sell the meat." I can't subscribe to that idea at all. Packers might concentrate on selling their brand names, or they might concentrate on selling hams at the expense of other parts of the carcass. Furthermore, if packers advertise meat, the producer pays the bill anyhow. If you are going to pay the advertising bill on meat indirectly, why not take the bull by the horns and control the use of that advertising money as a producer of the raw material?

These are some of the thoughts that have been presented as we have tried for the last several months to get livestock producers all over the nation to find some basis for agreement on how much money should be checked off at the point of sale. With a universal checkoff, the range cattleman will pay his share, the producers of veal calves in the dairy states will pay their share and everyone that produces live animals will be spending part of their money to sell their products.

At present we will need some enabling legislation to set up a nation-wide check off system. The dairy folks already have such a system in operation on milk as do the orange growers of California, the apple growers and many others.

The present plan calls for a check off of 10¢ per head on cattle, 5¢ on hogs and 2½¢ on sheep. On a carload of cattle this represents about \$2.00 per car. The Washington apple growers through their mar-

keting co-op now spend about \$50.00 per car to seal their apples and a carload of apples does not have the value that a carload of livestock has.

For those producer groups who have tried it, good results have been obtained. For example, the dairy folks spent about 5 million dollars last year to sell dairy products and in so doing they increased dairy products by about 30 million dollars. The dairy folks think that is a good investment.

If we could, through an advertising campaign, sell 32 million people on the nutritional values of eating one ounce more of meat per week we would increase consumption by 2 million pounds per week. Look at our sales position if we could sell those 32 million people one more ounce per day—730 million pounds more meat consumed per year. Keep in mind too, that we have about 175 million people in the United States now so our potential increased sales could be 5½ times greater than the above figures represent.

This is a field that farmers must get into. If we don't we will likely continue to receive a smaller percentage of the consumers dollar. If we don't sell them more meat, eggs, milk, etc., then our customers may continue to commit a large percentage of their incomes for new automobiles, refrigerators, radios, television sets, etc.

We in agriculture have a real challenge, particularly the livestock producer. I urge all of you to get behind this program and have a part in marketing your produce. The end result is bound to be more sales at better prices. Such an accomplishment will surely be worth the effort and cost. Let's prove that farmers can get together on a nation-wide project and make it work. Let's prove that we can do some things for ourselves rather than always turning to the government for help.



On the KMA PARTY LINE

By DORIS MURPHY

Because of sentiment for her mother's old sewing machine, KMA's Homemaker Bernice Currier found it hard to make up her mind about giving it away. All the early recollections of her mother, were of her seated at the machine, sewing and mending for the family. And it was this same machine that Bernice used in making clothes for all her four children when they were little. Finally she decided it should be given to some family or organization who could get good use out of it. But where she made her mistake, was announcing it on her program on a Monday. . . wash day. As she left the air, the phone rang. It was Mrs. Carrol Johnson of Shenandoah, calling in behalf of the Y.W.C.A. girls of Shenandoah. Bernice was happy to give it to these young girls learning to sew. But that was only the beginning! The phone kept on ringing. . . call after call, until it was 1 o'clock before Bernice could go to the basement to do her wash. And on top of all the calls, she got 2 to 3 dozen letters asking for the machine. Yes. . . there were plenty of "takers" even if the machine was an "old timer", and Bernice wishes she could have filled ALL requests!

Little did Florence Falk, the "Farmer's Wife" realize what an impact it would

make, when she went on the air one day and said that in ten minutes she was going to the kitchen and take out the two angel food cakes she had baking in the oven. She found out her listeners liked her friendly way of doing things. It was just like a person would do, if a neighbor had dropped in for a visit. And they liked knowing what was going on in the Falk farm home that morning! As a result of her little "homey" gesture, Florence received 25 letters from listeners referring to the incident.

Needless to say you'll find no casserole dishes among the Homemaker's recipes this month, as our Casserole Cook Book containing over a hundred recipes, will be out soon. It is at the printers now. These are choice recipes sent in by YOU listeners. We received close to 2,000 recipes and the homemakers found it very hard to make the selection as every recipe we received was fine. But they did their best to select as wide a variety as possible, and I'm sure you'll all want one of these cookbooks. Listen to the KMA Homemakers and they'll tell you all about it, as soon as it's off the press!

Going to Omaha to appear on television station KMTV with Bettie Tolson, April 2, had an added thrill when KMA's two Homemakers, Florence Falk and Bernice Currier, flew to the city in the KMA plane. They were accompanied by Guide Editor Toke Nelson who took this picture of them just as they were ready to board the plane for the trip back to Shenandoah. Florence is on the left, Bernice on the right, and in the center is Mrs. Frank Kessler, wife of the owner of the Amred Flavoring Co. No doubt you listeners have heard Florence visiting with you on the air about Amred flavoring. Mrs. Kessler, better known as Barbara Blake, a former radio homemaker, was hostess to the girls to a "cup of coffee" at the Blackstone, before they started home. They enjoyed the flight and were back in Shenandoah by 11:30 a.m.



KMA's airborne homemakers, Florence Falk (left) and Bernice Currier (right) pose by KMA plane with their friend, Mrs. Frank Kessler of Omaha.

Now that Warren Nielson, KMA's Pgm. Mgr., has traded his car for a station wagon, the Nielsons are looking forward to going on a vacation this year, and back to their set-up of camping out. They will put a bed in the back of the station wagon and hope 2 year old Holly is old enough to take it. The first week in June, Warren plans to take a bachelor fishing trip to Minnesota. Then later in the summer the family will drive to Colorado. If Holly objects to 'roughing it', the Nielsons will probably end up in cabins every night.

Announcer Mike Heuer didn't know, if his wife was superstitious but, he wasn't taking any chances. When it was decided on the spur of the moment that she should undergo the tonsil operation she had been postponing for some time, Mike discovered the date was Friday, the 13th. But he kept it a secret from his wife until after the operation. Then he sprang it on her! by that time it didn't make any difference, because she got along fine and was glad the operation was over!

Vacation time for Newscaster Ralph Childs this year won't be exactly a "picnic", because he hopes to spend most of his time papering the upstairs and painting the woodwork. The family, however, do plan a brief visit with Ralph's sister, Mrs. Inez Snyder in Winnetka, Ill. in July. The Childs had a brief scare recently when 8 year old Susie had symptoms of the rheumatic fever, but tests disproved them. "When raising children, you always have something coming up," says Ralph, "Yes, many little tribulations and pleasures go with raising a family."

While in Chicago recently, Dick Mills and wife Millie, had the pleasure of greeting a friend they hadn't seen for 11 years. Dick had gone to the Chez Paree Club for a radio interview with Jack Eigan, to promote his new recording for Decca. While seated at a table, Dick spotted Gy Cherney, a singer and recording artist from San Francisco, who he knew when both were working at night clubs at Las Vegas, 11 years ago. You can imagine how much they enjoyed their brief visit!

Florence was honored at the Page County Homemaker's Day Tea held at the United Presbyterian Church in Clarinda, April 10th, sponsored by the Page County Farm Bureau. Over 200 attended the tea, among them, many of Florence's radio friends and listeners. In honor of having been chosen Page County Homemaker for

1956, Florence was presented a beautiful rhinestone necklace, matching earrings and a carnation corsage.

When Annette May came rushing down the stairs to announce that her turtle which she had received for her 11th birthday was missing, Eddie, Jr. replied with a "Gee Whiz." The search was on! Edward came home to find Eleanor Jean, Annette, Karen and even Eddie, Jr. down on their hands and knees searching frantically for the lost turtle. And "Gee Whiz" there it was under the desk. Annette also received some gold fish and a lovely art paint case for her birthday.

Pretty but puzzled! Yes, KMA's new librarian Mrs. Joan Skallberg, who lives on a farm 5 miles south of Shenandoah, was in a quandry the first few days on her new job, when she found herself in the midst of 20,000 records and three eager disc jockeys. Pictured here is Joan with Merle Douglas, Dick Mills and Mike Heuer, bewildered and trying to figure out all the answers! She is responsible for the labeling, cataloging and filing of all new records, as well as knowing the classification and filing system of the many classical, hillbilly, popular and commercial records. Around 50 new tunes are received a week. In addition, Joan is secretary to Pgm. Manager Warren Nielson. Joan's office is proving very popular, especially since the boys found out she keeps a dish of candy on her desk. They can help themselves to "sweets" and beautiful music, all at the same time!

Oh my. . . what a shock! The Falks came home from church one Sunday to find their collie dog Tippy, the Third, had not one. . . not two. . . not three. . . but ELEVEN brand new puppies. And Silver, the 9 year old

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Discs, jockeys, and Joan — that's the title of this picture. That's Mike (left), Dick Mills and Doug surrounding Joan.

A LETTER FROM THE FARMER'S WIFE

Greetings from the Farm! ! !

A this writing the wind is blowing hard, the dust is flying but we have hopes that while you're reading this the rain will be here. On the farm it is dry and dusty, just like it is at your place, short of water and grasslands for the cattle. But the rains have always come and for those of us in Iowa, if we but wait long enough, the weather changes.

Much has happened since last writing you. It was my extreme honor and privilege to be chosen Page County Homemaker of 1956, an honor that had been beyond any thoughts of mine. An honor that is a challenge, for if the work I have tried to do is noteworthy, then there is much more to do. I was honored April 10th at our Annual Homemaker's Day in Clarinda. Received a gorgeous corsage of carnations with the tiniest of butterflies—so lovely—also a gift of rhinestone necklace and matching earrings, truly beautiful. The meeting was so interesting. Music by the Page County Women's Chorus, demonstrations by the Pierce Township women, beautiful cakes and decorations and many exhibits of handwork. I learned the intricacies of sugar molding but haven't had time to try it yet—must try the gumdrop roses, too.

On April 2, the KMA plane, with pilot Gene Racine, promotion manager Toke Nelson and Homemakers Bernice and Florence, headed for Omaha—KMA Homemakers day on television via KMTV. It was Bernice's first experience on TV and my first on color television, fun though. Had coffee with Barbara Blake of the Amred Company and then back to the plane for our trip home. It was a bit rougher than the trip going up but nice to get back in a hurry.

And hurry I did to get ready to leave for a wonderful 2 days at Family Life Conference at Ames, Iowa. I was sent by the Page County Farm Bureau women's organization. The program was very fine and so filled with thought, messages, ideas and fun that it will last long in my memories. In fact I cherish these days as jewels and lovingly take them out of my box of memories and then tuck them back in.

The family seemed to get along fine without me but of course they were glad to see "Mother" back—especially at the dishpan again.

Thanks so very much for all the congratulatory messages, cards and letters that you fine listeners sent. It is impossible to acknowledge them all, so here is my thank you.

The farmer is as busy as the rest of you and rather hesitant about going ahead until the government decides what to do. (At this writing, Pres. E. has just vetoed the farm bill.) I'm sure things will work out, they always have. Much reseeding has had to be done.

Karen and Bruce are busy coming down the last few weeks of school. Our school will be out May 18th. Heavy winter coats

Continued on Page 15



KMA homemakers Bernice (left) and Florence (right) appeared during April on Betty Toisen's KMTV program and displayed some unusual household helps.

Homemaker's Guide

"THE FARMER'S WIFE"

By FLORENCE FALK

Greetings from the farm kitchen:

Needless to say after wading through reams of recipes, trying out many and getting others to the Guide Editor, there will be no casseroles in this writing. Lots of fun though!

This is the time of the year you begin asking for strawberry recipes. For those of you planning to can or freeze fruit, may I again repeat this syrup? In my estimation the finest.

Mix well together:

- 3 c. granulated sugar (beet or cane)
- 2 c. white corn syrup
- 6 c. water

Bring this to a boil and it is then ready for use.

For freezing purposes:

Be sure to cool and then refrigerate so it will be cold to put over the fruit. Pack fruit to within 1 inch of the top of your container. Pour over the syrup and press the fruit down with a small piece of cellophane paper to keep it under the syrup. This prevents darkening. Put on the lid and freeze. Remember when thawing all frozen fruits to leave the lid on the container.

This syrup is very successful with pears, peaches, cherries and raspberries in open kettle canning. Of course, don't put more than fruit enough for 1 or possibly 2 quarts in the canning kettle at one time. The juice may be saved back and heated from quart to quart. We like it very much. It is a heavy bodied syrup without being too sweet. Really fine for raspberries.

STRAWBERRY CREAM

- 2 c. frozen strawberries, crushed and drained
- ½ c. juice, drained from berries
- 1 T. unflavored gelatin
- 2 c. heavy cream or chilled evaporated milk
- ¼ to ½ c. sugar, to sweeten

Combine the gelatin and juice in the top of a double boiler and stir over heat until gelatin is melted. Remove from the heat, stir in the strawberries and cool thoroughly. When the gelatin has begun to set, whip

the cream (or chilled milk), add the sugar and fold into the cold strawberry mixture. This is enough filling to put between 2 layers and cover the sides and top of a cake, or to cover sides and top of a 3-layer cake.

STRAWBERRY CHIFFON PIE FILLING

- 1 T. gelatin
- 1 T. lemon juice
- ¼ c. granulated sugar
- ¾ c. strawberry juice or water
- 3 egg whites
- 1 pint fresh or frozen strawberries, sweetened to taste
- ½ c. whipped cream (or chilled evaporated milk)

Combine the lemon juice, gelatin and ¼ c. cold water and set aside. Combine the sugar with the strawberry juice or water, bring to boil, pour over the gelatin mixture and stir until the gelatin is dissolved.

Cool, and allow to set—this will take an hour or longer. When set beat the egg whites until stiff, whip the gelatin until light and fluffy, add the beaten egg whites, fold in the whipped cream and berries. Pour into a pie shell (baked) and freeze. Garnish with whipped cream and berries if you wish.

STRAWBERRY MARSHMALLOW ICE CREAM

- ¼ lb. marshmallows
- 1 c. milk
- dash salt
- 1 c. cream, whipped

Cut marshmallows into small pieces or use the tiny bits. Add milk and salt and heat over low heat until marshmallows are melted. Cool until syrupy. Fold in 2 c. fresh strawberries, washed, hulled and sweetened to taste (1 pint).

Pour into 1 quart refrigerator tray; freeze stirring once or twice, about 1 hour or so or until almost firm. Remove from freezer, turn out into chilled bowl and stir with fork until blended (do not beat or allow to melt). Return to tray and freeze until firm (about 2½ hours).

For a different spread try this one:

- 5 c. strawberries
- 4 c. sugar

Cook until strawberries are tender. Add 1 package lemon flavored gelatin. Pour into container and let cool. Store in refrigerator.

HOMEMAKER'S VISIT

By **BERNICE CURRIER**

Try this with your pork roasts or baked ham. It is a real conversation piece.

GARNISH RELISH FOR

BAKED HAM AND ROAST PORK

3 oranges

5 apples

½ c. sugar

Cut oranges in half crosswise, scoop out pulp and dice. Save skins. Core apples and dice without paring. Cook orange pulp and diced apples and sugar until thick and clear. Refill orange cases, sprinkle with brown sugar and put in hot oven 15 minutes. Serves 6.

* * * * *

It is time now to get out your rhubarb recipes. This is from a Shenandoah friend who is a best cook.

RHUBARB CHUTNEY

1 qt. cubed rhubarb

1 qt. chopped onions

1 pint white vinegar

2 lbs. brown sugar

1 T. salt

1 T. ground ginger

½ t. cayenne pepper

½ t. paprika

1 t. each — black pepper, cloves, nutmeg, mace, allspice and cinnamon

Mix all together and cook till thick like catsup. Stir often. Pour into sterile jars and seal.

* * * * *

Here is a main dish that has everything. Don't be frightened by the length of it. It is easily assembled.

SUMMER SHRIMP AND CHEESE MOLD

Light Green Layer:

6 to 8 thin slices of unpeeled cucumber

1 package lime gelatin

8 to 10 pineapple wedges

1¼ c. boiling water

2 to 3 T. lemon juice

Score cucumber with fork and cut the slices. Dissolve gelatin in water and add lemon juice. Pour half of this into loaf pan rinsed with cold water. Arrange cucumber slices overlapping down the center. Place pineapple along each side of cucumber. Place in refrigerator to harden. When set, pour remaining gelatin over it and replace in refrigerator.

Now prepare Creamy Mold:

A—1 package plain gelatin

¼ c. cold water

B—¼ c. boiling water

C—1 8 oz. package cream cheese

2 T. lemon juice

1 t. salt

¼ t. pepper

¼ t. onion juice

½ t. worchestershire sauce

D—½ c. chopped celery

3 T. chopped green pepper

3 T. chopped pimiento

1 lb. cooked shrimp cut in very small pieces.

Mix A and add B. Place in refrigerator until thick. Blend C and beat with fork then fold in A and B. Add D and fold in. Pour this over Light Green Layer in refrigerator. When ready to serve, unmold on large chop plate. Garnish with the following.

Garnish:

Cook and clean 1½ lbs. shrimp. Chill. Marinate thin slices of peeled cucumber in ice water and vinegar and a little salt. Let stand ½ hour. Put the shrimp into lettuce cups set around the loaf mold. Place cucumber slices between cups. Decorate with parsley and radish roses. At each guests place serve small paper cups of horseradish sauce to dip shrimp in as it is eaten. For the sauce—Mix 2 T. horseradish with 1 bottle chili sauce and juice of 1 lemon.

MAPLE BISQUE

A—1 c. maple syrup

4 egg yolks beaten

B—1 pint heavy cream whipped

4 egg whites beaten stiff

1 c. broken nut meats

Combine A and bring to boil, then strain, whip and cool. Add B. Pour into refrigerator tray and freeze.

BUTTERCRUNCH ICE CREAM

2 c. milk

1 T. cornstarch

⅔ c. sugar

3 eggs

4 oz. chocolate covered buttercrunch candy

⅛ t. salt

1 t. vanilla

1½ c. cream whipped

Scald milk in double boiler. Mix cornstarch and sugar, add slightly beaten eggs and combine with milk slowly. Cook until thick stirring almost constantly. Cool. Add crushed candy, salt and vanilla. Pour into freezing tray. When almost firm, remove and whip in cold bowl till light then fold in whipped cream, return to tray and freeze, stirring once or twice while freezing.

* * * * *

FROZEN RICE DESSERT

Sweeten 2 c. cooked rice to taste using either white or brown sugar. Add 3 egg whites beaten stiff and 1 c. cream whipped and 1 t. vanilla. Place in freezing tray and stir several times while freezing.

DECCA--9-29867

They Finally Gave Me a Number

by DICK MILLS

KMA's Afternoon Disc Jockey

I do want to thank the many people in KMA-land who have written to ask about my new DECCA recording. To keep the record straight, the titles of the two selections are: "A Letter to My Lord", and "Somewhere Beyond the Blue". The label and number of the record appear above. To obtain it, try your local record store first; if they will not supply you, Hospe Music Shop, 1512 Douglas, Omaha has a supply on hand. In fact, they maintain a fine mail-order business and will supply any record you hear on the Dick Mills Show. Now, this may sound like a commercial for Hospe's, but we feel that it is simply another of KMA's messages of public goodwill. We know from thousands of your letters that many times you would like to purchase a particular recording that you have heard on KMA, and, altho we have told you the number and label of the record on the air several times, you can't seem to locate it. So, we feel that by telling you about Hospe's wonderful service, we are performing a service to you. There is nothing more frustrating than to want something badly and not know where to get it.

"Letter to my Lord" and "Somewhere beyond the Blue" came about in a rather unusual way. One day as I was spinning records during the afternoon, two smiling, happy-looking gentlemen walked in and said, "Dick let's get acquainted, because we're going to be making records together for a long time to come!" One of the men was Deb Dyer, composer of "Letter to My Lord", and the other was Gene Hart, famous composer-singer, whose many songs have been heard on Capitol and Velcille labels.

The following week-end Milly and I travelled to Kansas City where we met Clarabelle Mumford, composer of "Somewhere Beyond the Blue". Clarabelle originally hails from Beatrice, Nebraska; she has one of the finest personalities I have met. Deb Dyer, of course, is the friendly "Uncle" Deb Dyer of Midwest radio fame.

Together, we all went over to the Vic Damen Recording Studios in Kansas City, where for several hours I had the pleasure of working with one of the kindest men in the recording industry. Vic is one of those rare people who understands others problems instinctively, and altho he is an ex-

pert in his field, he is also a fine human being who will take the time to help others. With Vic's excellent studio work and Deb's fine direction, I managed to turn out the two records that same afternoon.

Then came the period of waiting while the New York publishers and agencies got busy with the test record. Those five air-hours of mine every afternoon developed into the longest five hours in radio, until finally the day came when Deb called and said, "Dick, we're in!" DECCA had purchased the record. Nat Tannen, our New York representative had done his job well, and my friends Mike Conner and Paul Cohen of DECCA predicted a rosy future for the record.

Al Chapman, DECCA's representative in Chicago, called to say that he had me lined up for several personal appearances on shows there. So, Milly and I left for a long week-end, thanks to the co-operation of my friend and boss, Tony Koelker. In fact, right here I'd like to note how dependent we all are on others. . . if it were not for the help of our KMA GUIDE editor, Toke Nelson, I would not have been able to have such good publicity in this area; if it were not for the help of my Program Director, Warren Nielson and the assistance of Mike Heuer (who filled the DM Show while I was away), I would not have been able to take advantage of Al Chapman's generous offer!

I appeared on several shows in the Chicago area; but I would like to take my hat off to one understanding and helpful radio man there; Jack Eigen, whose two-hour program each nite is broadcast from Chicago's top Nite spot, the Chez Paree. . . thru NBC. Tony Martin was currently appearing at the Chez and we had quite a chat about the recording. I was scheduled for a five-minute interview on Jack's show, and wonderful showman that he is, Jack went all-out to stretch that five minutes to a half-hour and gave me one of the best publicity plugs anyone could ask for.

With the kind of help I've had from KMA's Homemaker's, from Merle Douglas, and just everyone. . . I can't see how the record will miss doing all right. . . and I want to let each and every one I work with know that I am grateful for the help. Thanks. DM.

KMA Daily Programs For May, 1956

TUESDAY NIGHT

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

11:00 a.m.—Back To The Bible
 11:30 a.m.—Electrical Reporter
 11:45 a.m.—Practical Land Use
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 12:45 p.m.—Market Review
 1:00 p.m.—Sat. Matinee
 5:45 p.m.—Big Moments In Sports
 6:00 p.m.—Farm Bulletin Board
 6:15 p.m.—Pee Wee Hunt
 6:30 p.m.—News
 6:45 p.m.—Here's To Veterans
 7:00 p.m.—Best Bands In The Land
 7:00 p.m.—Rhythm On Parade
 9:30 p.m.—Lawrence Welk's Army Show
 10:00 p.m.—New
 10:15 p.m.—Guest Star
 10:30 p.m.—Proudly We Hail
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:55 p.m.—News

WEDNESDAY NIGHT

7:00 p.m.—Club 960
 8:00 p.m.—Boxing Bout
 9:00 p.m.—Club 960
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Club 960
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:55 p.m.—News

THURSDAY NIGHT

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

FRIDAY NIGHT

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

SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Merl Douglas
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 9:00 a.m.—Bernice Currier
 9:30 a.m.—No School Today
 10:30 a.m.—Florence Talk

MONDAY NIGHT

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.—Club 960
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

DAILY DAYTIME PROGRAMS
MONDAY THROUGH FRIDAY

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:45 a.m.—Merl Douglas
 7:55 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Bernice Currier
 9:30 a.m.—When A Girl Marries
 9:45 a.m.—Whispering Streets
 10:00 a.m.—Kitchen Club
 10:15 a.m.—Housewives Serenade
 10:30 a.m.—Florence Talk
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Tennessee Ernie
 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
 5:45 p.m.—Bill Stern
 6:00 p.m.—Farm Bulletin Board
 6:15 p.m.—Dinner With The Stars
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts, & Weather

KANSAS CITY BASEBALL SCHEDULE
MAY 1956

1	Boston	1:00 pm
2	Boston	1:00 pm
3	New York	1:00 pm
4	New York	1:00 pm
1	New York	1:00 pm
6	Washington (2 games)	1:45 am
7	Washington	8:00 pm
8	Baltimore	7:00 pm
9	Baltimore	7:00 pm
10	Baltimore	7:00 pm
11	Cleveland	7:00 pm
12	Cleveland	1:00 pm
13	Cleveland (2 games)	11:15 pm
14	OPEN	
15	Baltimore	7:45 pm
16	Baltimore	1:45 pm
17	Boston	7:45 pm
18	Boston	7:45 pm
19	Boston	7:45 pm
20	New York	1:45 pm
21	New York	1:45 pm
22	Washington	7:45 pm
23	Washington	7:45 pm
24	OPEN	
25	Detroit	7:00 pm
26	Detroit	12:45 pm
27	Detroit	12:45 pm
28	Chicago	8:30 pm
29	Chicago	1:45 pm
30	Detroit (2 games)	
31	OPEN	

SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible
 7:00 a.m.—News and Weather
 7:15 a.m.—Sunday Worship Service
 7:30 a.m.—Musical Clock
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Sun. Album
 12:00 noon—News
 12:15 p.m.—KMA Roundtable
 12:45 p.m.—Platter Party
 1:00 p.m.—Baseball Game
 4:00 p.m.—Platter Party
 5:00 p.m.—Mon. Morn. Headlines
 5:15 p.m.—Paul Harvey
 5:30 p.m.—Wings of Healing
 6:30 p.m.—Light & Life
 6:45 p.m.—Travel Talk
 7:00 p.m.—Old Fashioned Revival Hour
 8:00 p.m.—Sunday In Hollywood
 8:30 p.m.—Greatest Story Told
 9:00 p.m.—Ted Malone
 9:15 p.m.—Richard Hayes Sings
 9:30 p.m.—Hour of Decision

Listings Correct at Time of Publication.

However, all to Programs Are Subject to Change.

"It's Time" Feature Long Famous Voice of Westbrook Van Voohis

Continued from Page 3

21 at the time, Van found that Europe provided ample excitement before he discovered \$100,000 wasn't inexhaustible.

Back in the United States, he decided he would have to supplement his dwindling capital with regular earnings. Since he had always liked the stage, he studied at the American Academy of Dramatic Arts and embarked on a career that saw him in 14 flop plays in less than three years.

A friend suggested he try radio and he did, with great success. During his long association with Time, Inc., Van handled "March of Time" on radio from 1931 to 1946, on the screen from 1935 to 1952, and the same series on television until its discontinuance.

He also had daily network news broadcast from 1942 to 1949 and made from 50 to 60 speeches a year for the "March of Time."

During his 24 year association with Time, Inc., Van Voorhis has worked under numerous producers. Now, with IT'S TIME, he has emerged as a producer himself.

Westbrook Van Voorhis is married to a former actress, Constance McKay, and has a daughter, Nancy, a Finch college graduate now employed by Time magazine. The Van Voorhis live in New Milford, Connecticut, on a farm where they raise sheep and collie dogs. Up until he bought the farm, Van's major hobby was boating. For many years, he owned and operated a 46-foot cruiser. His other hobbies, which he finds little time for these busy days, are skiing and painting.

A LETTER FROM THE FARMER'S WIFE

Continued from Page 10

have been replaced by lighter spring jackets. Outdoor jobs have again been taken over. Karen will be confirmed at St. John's Lutheran church in Essex, May 27th. The class has much yet to do. Bible School starts for Bruce May 21st and will be one week all day—that's much more convenient for those of us in the country. So—the summer will soon be upon us.

Gardens, chickens and spring chores keep us all busy, but there is time for enjoying the new things, too—the 4 new kittens of Great Grandmother Silver Cat, those of Yorick's (if we ever can find them), the chickens, ducklings and all.

Have a happy time the next few weeks and so until I'll be with you in July —

Keep Smiling! ! !

Florence Falk

KMA PARTY LINE

Continued from Page 9

cat had four lovely long haired kittens. This made the 68th kitten that Silver has mothered! The "Farmer's Wife" and the children are mighty busy looking after the new arrivals, including some new baby chicks. There's never a dull moment on the farm in the springtime!

It was just what Tami Naven wanted! A new baby sister! When told by her grandmother, Mrs. W. C. Naven who lives near Corning, Ia., that she had a baby sister, 5 year old Tami was so happy, she fell back on the bed and laughed and laughed. Grandmother had heard the news about the new arrival on Frank Field's morning visit, May 3rd, and rushed in to tell Tami and 3 yr. old Jeri, who were visiting Grandma and Grandpa while mother was in the hospital. But the two little girls were home when mother and baby arrived from the hospital, and all morning long had their little noses only about two feet away from the baby. Kimberly is the name chosen by Newscaster Dean Naven and wife, for the new little 8 lb. and 2 oz. "Blonde Beauty". . . the third little girl in the family.

KMA Will Cover Elections In Three States

Arrangements are in the making right now for KMA to have a gigantic coverage pattern for the Primary Elections this June. We plan to bring the election returns from Iowa, Nebraska, and Missouri elections, right down to the county level in places where there are going to be contests.

Several of the KMA newsmen are on the road daily, establishing competent reporting contacts, so that KMA's thousands of listeners in all three states will be given the most up-to-the-minute election coverage they've ever received.

The election operation will be operated by a number of KMA newsmen, who will be located in key counting areas—and returns will be aired by Dean Naven, Ed May and Ralph Childs, with Mike Heuer spicing up the "slack time" with some good recorded music.

Listen to KMA as the election approaches for the complete details.

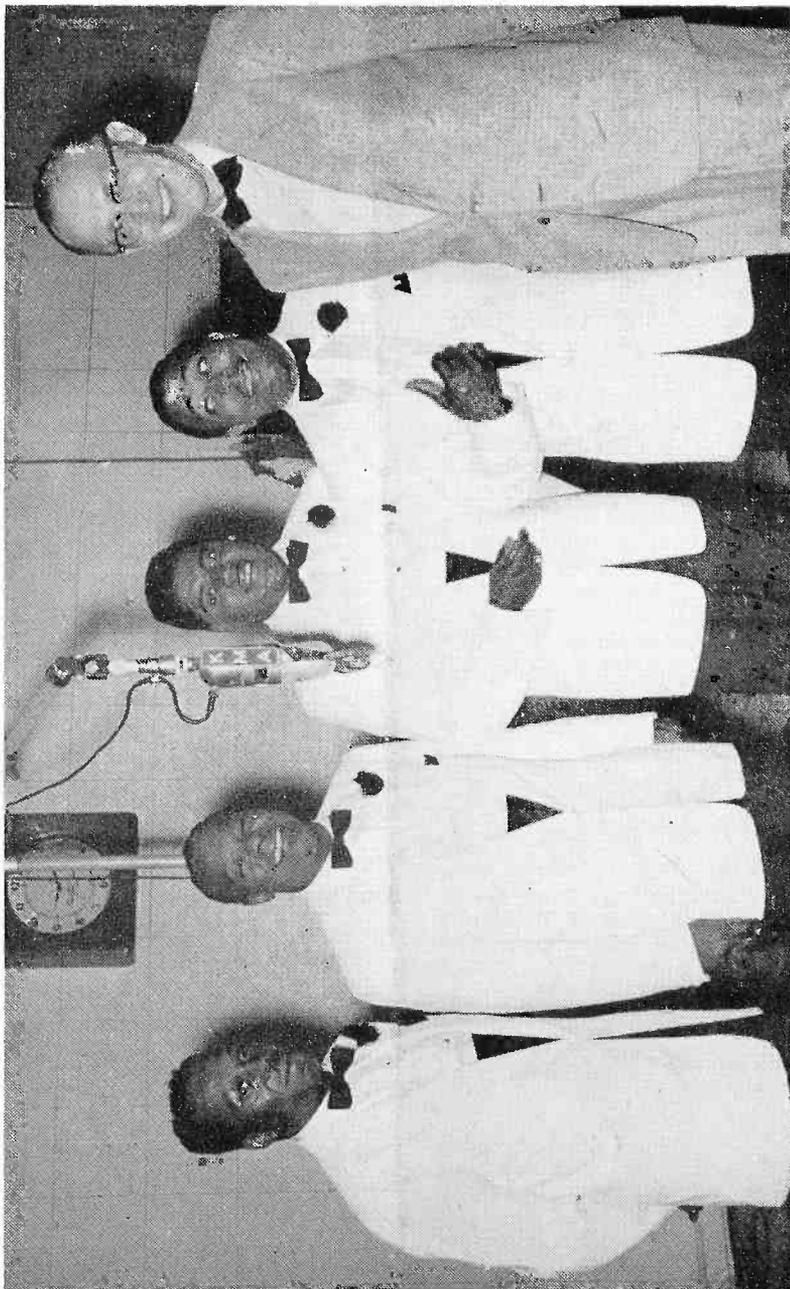
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World Famous Ink Spots and Friend



Friend (at right) is KMA's genial disc jockey Mike Heuer, who introduced the famed Ink Spots when the quartet made a personal appearance at KMA Auditorium recently. Mike also interviewed the leader, Deke Watson, for replay on his popular Club 960 record show, which is heard nightly 7 until 11 (except when baseball games of A's are aired at night.)