

The

KMA GUIDE

September 1953



Adella Shoemaker



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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; Doris Murphy, feature editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two weeks notice for changes of address and be sure to send old as well as new address.

COVER STORY—

Adella Shoemaker

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Adella will soon be celebrating her 13th year in the radio field. However, the year 13 doesn't bother this friendly and helpful woman who has become a daily "must" in thousands of radio homes throughout the KMA area.

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Adella has two children giving her some first-hand information on the joys and tribulations of being a housewife and homemaker. To get better acquainted with Adella, tune to KMA for "Cook Book Time" — 11:00-11:25, Monday through Saturday.

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A Chat With Edward May

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I am no interior decorator, and I couldn't describe the exact colors of paints used in the new KMTV plant, but everything from the new, modern reception room to the remodeled offices and studio facilities is harmonized in both color and design. Most of the walls are painted a dark green, but here and there a soft-rosy-red wall will brighten

an office or a corner. And the floors are covered with new asphalt tile in a variety of colored-square designs.

If you KMA GUIDE readers have not yet visited the new KMTV studios, I sincerely urge you to do so. During the station's Open House Celebration (August 26-September 4), guests are given conducted tours from 5:00 to 10:00 p.m., daily. Beginning Monday, September 7, tours of the complete studio will be given at 10:00 a.m., 2:00 p.m., and 4:00 p.m., Monday thru Friday.

I sincerely think everyone would really enjoy seeing this wonderful new plant, and have a chance to see some of the behind-the-scenes activity of television, as well as see some of the KMTV on-the-air personalities.

I am naturally very fond and very proud of the KMA-KMTV staffs, and you must excuse me if I sound overly enthusiastic about this new KMTV plant. But, when you see it I believe you will agree that it is truly an enjoyable and exciting experience.

Below: KMTV's Newly Remodeled Reception Room.





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Governor Dan Thornton Appears At KMA Auditorium August 11

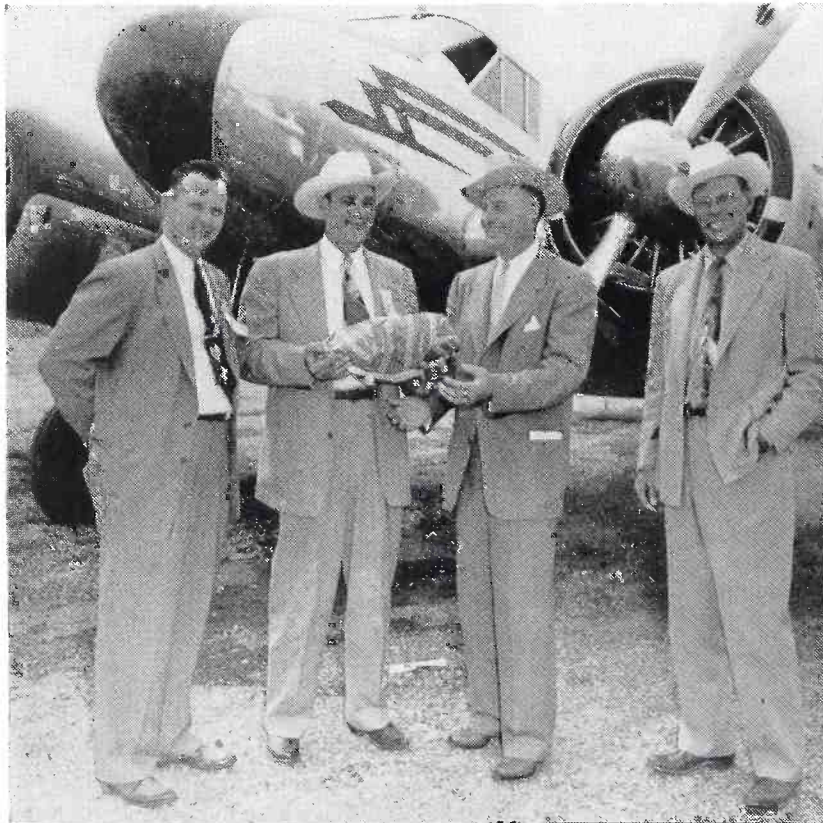
August 10 and 11 was a big day for KMA. On the 10th, 1200 men and women showed up for the Livestock Feeders and for Home-maker's Day. On the 11th, Governor Dan Thornton of Colorado flew in from playing golf with President Eisenhower and spoke to the people from the KMA auditorium.

The picture shows Merrill Langfitt, KMA Farm Director; O. C. Swackhamer of Tarkio, Missouri; Governor Dan Thornton and Warren Gregory of Tabor, Iowa, beside the plane which brought the governor to Shenandoah. That's a big Iowa ham the Governor is receiving to take back to prepare for the President. The Governor has plenty of beef . . . he's a cattle raiser with a 2,000 acre ranch in Colorado.

O. C. Swackhamer is president of the Midwest Livestock Feeders Association which co-sponsored the two day event with KMA. The farm tour was made by about 400 farmers and feeders and featured Dr. George Browning of Iowa State College, who spoke at the Page County Experimental farm near Shenandoah.



Dr. George Browning of Iowa State College is speaking to a group of farmers and ranchers gathered around KMA's station wagon during the farm tour to the Page County Experimental farm.



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When Governor Dan Thornton of Colorado prepared to leave Shenandoah, Merrill Langfitt, KMA's Farm Director, and O. C. Swackhamer, Tarkio, Missouri, President of the Midwest Livestock Feeders Association, presented him with a ham as Warren Gregory of Tabor, Iowa, looked on.

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A Report On Homemaker Day

Homemakers from 126 different towns and cities in the KMA area gathered at the KMA Auditorium for the annual Homemakers Day program on August 10. The auditorium was loaded to capacity fully an hour before the program was scheduled to start.

The three-and-a-half hour program provided a variety of entertainment for those who were able to crowd into the auditorium. KMA talent started the program with a half-hour of musical entertainment. Miss Martha Logan then presented a full-hour demonstration of how to prepare and serve meats (see cut below).

Professor Ed Kline of Iowa State College was featured in a half-hour demonstration of how to cut meats. Professor Kline was followed by well-known Martha Bohlsen who performed "Household Magic" for the homemakers from the KMA area. Miss Bohlsen ably demonstrated many helpful household hints, and then distributed many

of her Tidy House products as door prizes.

Television personality Glenn Harris was also on hand, and he presented his famous KMTV - "Penny Auction" program. This portion of the Homemakers Day program was recorded, and was aired on KMA on the evening of August 10. Glenn Harris used six participants from the audience in performing his "Penny Auction" stunts.

The program was climaxed with the awarding of more than fifty door prizes. The prizes consisted of sacks of groceries, meats from the Martha Logan demonstration, jewelry, hardware and a host of items that made this year's Homemaker Day one of the most successful in KMA history.

With this program successfully completed, the KMA homemaker staff is already starting to plan a Spring style show — a program that is again destined to pack the KMA auditorium and provide further entertainment and service to the listeners in the KMA area.

Below: Martha Logan During KMA Homemaker Day.



Television Homemaker Visits Farm of "The Farmer's Wife"

Your reporter took a tour of the farm one day this month . . . the farm where "The Farmer's Wife" originates her KMA broadcast. Not having been on a farm for some 12 years, it was a happy experience, renewed and refreshed, along with memories of 17 years on the farm.

Bettie Tolson, television homemaker from Omaha and KMTV was also on the tour. During the tour we were shown many new Spring arrivals . . . a dozen tiny kittens and rabbits with pink eyes. Tippy and the Red Rooster, of course, knowing there was a tour under way made sure they were noticed.

The picture shows the two homemakers very much at home in Florence Falk's living room before the KMA microphone. Florence interviewed Bettie on one of her programs and both enjoyed themselves.

Six days a week you can hear "The Farmer's Wife" on KMA at 3:30 p.m. A picture of the farm home of the "Farmer's Wife" is on the back cover.



Two homemakers well-known to our readers are pictured in front of the KMA microphone. It's Florence Falk, KMA's "The Farmer's Wife", and Bettie Tolson, KMTV Homemaker.

PATTERN FOR THE MONTH



These gay and comfortable bedroom slippers can be done in a jiffy. They are made of felt, with a pair of men's insoles used for the soles. It isn't too early to be thinking of Christmas presents, and these attractive slippers should make any girl happy.

The trimming on the wide band which covers the instep is done with brass curtain rings and coin dots of many colors in felt. Of course you could trim them with your own ideas — buttons, felt cut in the shape of initials, or outlined designs.

If you would like to have the pattern for the slippers, send a self-addressed, stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for leaflet No. E. 2441, FELT SLIPPERS. Patterns such as the one shown here appear in each month's issue of the KMA GUIDE, and are FREE OF CHARGE.

Grass Root Notes

By MERRILL LANGFITT
KMA Farm Service Director

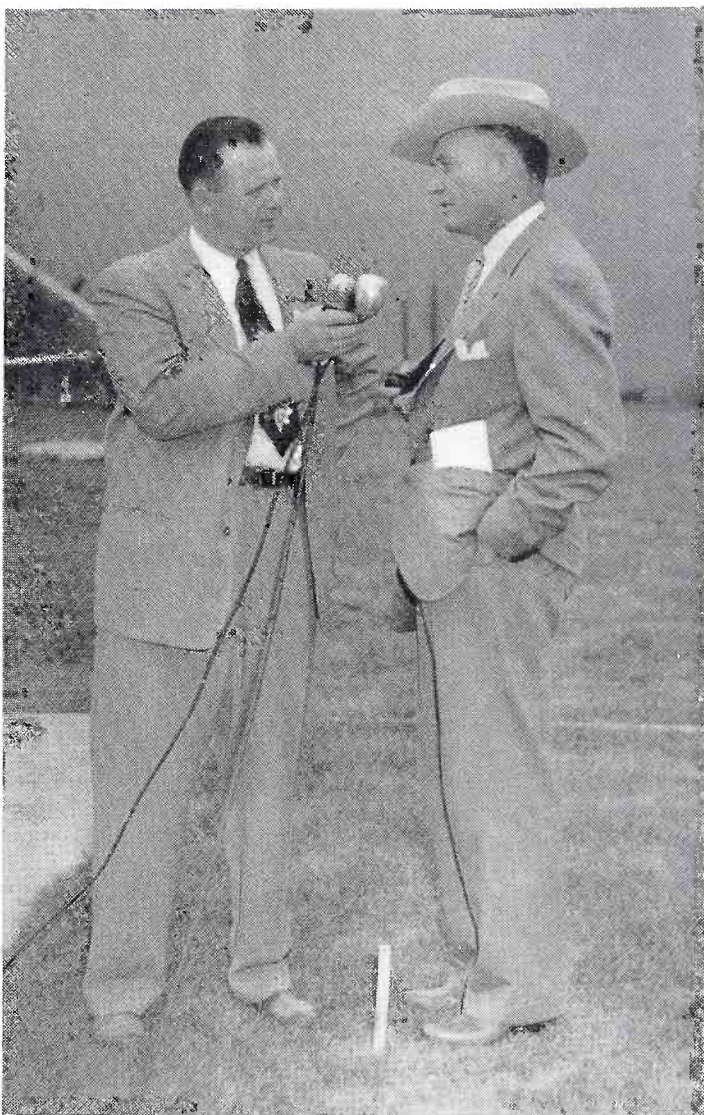
Fair time is over and school time is here, so I know most of you have the problem of adjusting to the quiet of the noon hour, packing lunches and hearing the evening chatter about school activities.

Seems like we have been awfully busy here in the KMA Farm Department. The Feeders Institute was a big success. Many evening meetings were required to complete that project. We were highly honored to have Colorado's Governor Dan Thornton with us, and so many other top notch people on our program.

Last summer I visited Governor Thornton's ranch near Gunnison, Colorado and observed first hand an efficient ranching operation. His land is all irrigated and he can diversify his cropping and livestock program much the same as most of our corn belt farmers. Governor Thornton is basically a cattleman, but can and does produce grain, alfalfa and most other crops as well.

For those of you who didn't attend the Feeder's Institute, Governor Thornton is a young and handsome man, has a most pleasing personality and is a great leader in agriculture and politics. I saw him in action at Amarillo, Texas in July and certainly he and Governor Shivers of Texas displayed great leadership qualities and seemed to sense the problems of the farmers and ranchers in the drought stricken area of the southwest.

The activities of the past month or two have taken so much time that my garden has grown up to weeds and the cattle and chickens have been neglected too. Our hens are still giving us over 70% production even through that hot weather. Several days they have produced 95 to 100% and that's really shelling out the eggs.



Merrill Langfitt, KMA's Farm Director records an interview with Governor Dan Thornton of Colorado with a big hangar at Shenandoah's airport as a backdrop.

Eggs at 36¢ per dozen are too cheap. They are worth more than that but the farmer never has anything to say about the price he receives. We need more stability in farm prices and that is the job the KMA Farm Department is working on, and will continue to work on. It may be a losing battle, but we will keep on fighting. No one else will fight our battle for us, so we, as farmers, will have to do it ourselves. Let me know the kind of farm program you think agriculture should have.

On the KMA PARTY LINE

With **DORIS MURPHY**

After interviewing all the Iowa boys who had calves at the big Gooch Red Circle Calf sale at Brookfield, Kansas, July 25th, ASSISTANT FARM DIRECTOR JACK GOWING was very pleased. He thought he had gotten some of the best tape recordings he had ever made. When the sale was over JACK, together with ANTHONY KOELKER, KMA STATION MANAGER, and JOHN BUSBY, REGIONAL SALES REPRESENTATIVE, boarded the KMA plane to return to Shenandoah. Upon reaching the station, JACK rushed his five tape recordings to the transmitter to get them ready to be played back on his show. Then he learned the sad news! He had only ONE instead of FIVE recordings. Four had failed to record when a wire had come loose in the recorder. You can imagine his disappointment to lose all those interesting on-the-spot recordings he had planned to bring you listeners! Better luck next time, JACK.

Going over the dusty, rough detour to reach the Nebraska City bridge had become almost a habit with MARGE and LARRY PARKER. They had gone over it many times enroute to the home of MARGE'S

parents in Lincoln. And had always griped about it, because they didn't like the dust. One day in August they had just gone over the detour and pulled up to the toll station when the smiling attendant greeted them with: "Well, how did you like the new pavement?" You can imagine their disgust to learn the new pavement had been opened a short time before, but the detour sign was still up, and they had needlessly gone over the detour! And to top it off, they had ANOTHER detour when they reached Lincoln. It might have been "rough going" enroute to Lincoln, but they had "smooth sailing" coming back!

Doesn't this young man look like a real tourist? He's wearing a cap with Estes Park written across the front, and was snapped by the photographer . . . his daddy . . . just as he turned around after looking into the window full of souvenirs. I don't think he planned to buy anything, but it doesn't cost a feller anything to look! Young Marvin Elbert Jones, age eight months, was vacationing in Colorado with his parents, entertainer MORRIE JONES and his wife, with his grandparents Mr. & Mrs. Elbert Thomas of Hopkins, Missouri. Marvin was a good traveler and enjoyed the trip as much as the rest.

Every time tiny Lois Helena, daughter of ANNOUNCER JOE LAHADER is weighed, the family eagerly watches the scales. They are anxiously waiting until she tips the scales at five pounds, then she can leave her bedroom and join the family. Until then, she must remain in the bedroom with only her mother allowed in the room. Lois was born prematurely, July 31st, at the Hand Hospital in Shenandoah; weighing only four pounds and 13 ounces at birth. Like most babies, she lost weight at first, going down to three pounds and 13 ounces. Now she is gaining it back, and is up to four pounds. She was only three days old



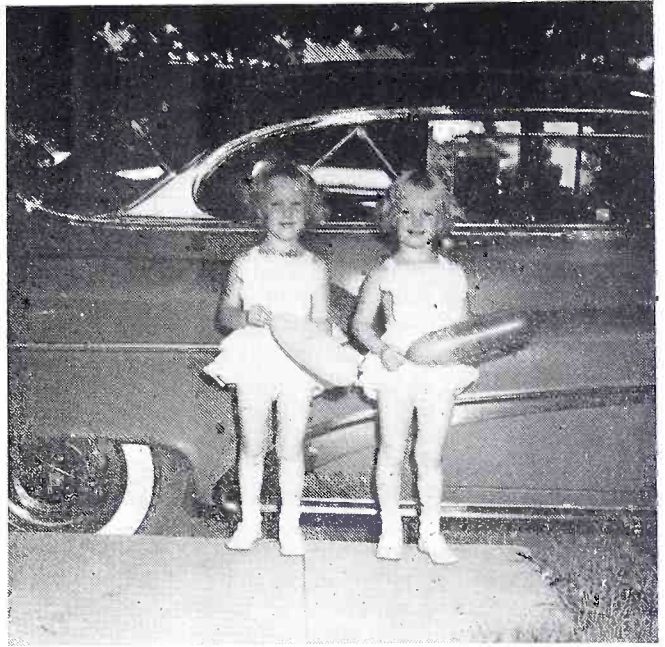
when she left the hospital, but has gotten along fine and is very active. Her mother, Ginny, feels fine too, and canned ten quarts of corn the day after she got home from the hospital. Linda, age 21 months, was a little jealous when her new baby sister first arrived home, but mother and daddy gave her a big new doll she loves, and now she is as thrilled with her new sister as the new doll. In fact, the doll named "Susie" has become so real, Linda tried to give her a drink of milk one day, and was amazed to see the whole glass poured all over the sofa. Just imagine that . . . the doll couldn't swallow!

Just for fun . . . on the day FLORENCE FALK, "THE FARMER'S WIFE", celebrated her first anniversary on the air, August 18th, she reminisced by repeating the same recipe and menu she had given the first day of her broadcasting. She also recalled the names of the engineer and announcers who had helped her get started.

It looks like Karen, the "FARMER'S WIFE'S" daughter, is going to be equally as efficient as her mother. Even though she is only 11 years old and it was her first year for showing in the 4-H Junior Classes at the Page County Agricultural Fair, she won 19 blue ribbons, three red ribbons and one white ribbon. And her skirt will be entered in the Tri State Fair. That's a mighty fine record and we're proud of Karen's achievement.

With the coyotes howling and bears in the mountains, ANNOUNCER PAUL PIPPERT, wife Wava, and 21 months old Paulette, camped out on top of the highest peak in the Big Horn range in Wyoming one night on their vacation. PAUL loved it . . . and Paulette slept like a log! But not Wava! It was her first experience camping out in the mountains, and she was scared to death and about frozen. Even though it was August, there was a heavy layer of frost all over the car the next morning. And the howling and sniffing of animals outside their tent, kept her awake and frightened most of the night. During their three weeks trip, the PIPPERTS drove 4,200 miles going through the Black Hills, Wyoming mountains to Yellowstone, Montana, Idaho, Colorado, Kansas and Missouri.

Recognize these cute little blue eyed blonde twins in pink sunsuits? Yes, it's



Beverly and Barbara, twin daughters of my niece, Mrs. James Barnitz of Baltimore, Maryland, just after they had appeared on ADELLA SHOEMAKER'S program, August 13th. They sang their Sunday School song: "Jesus Loves Me", and gave the blessing they say at the dinner table. Then ADELLA gave them balloons and I took them outside to play, while ADELLA interviewed their mother, Betty. They spent a two week's vacation here visiting the twin's grandparents, Mr. and Mrs. Paul Ambler.

ANNOUNCER BILL HARE finally realized one of his dreams! But it cost him! BILL had always wanted to go surf board riding. So one Sunday afternoon he went to Schenk's Lake Boat Club in Clarinda, borrowed a surf board, then got ENTERTAINER CURLY DALE to hook him on behind his motor boat and take him riding. It was a lot of fun even though BILL was new at it, and would fall off the board and take a lot of duckings. Finally, a big wave came and down went BILL and the board. BILL came up . . . but NOT the surf board! It had dived into the mud at the bottom of the lake, and stuck there. The boys combed the lake, but couldn't find the board. So BILL . . . very disgusted . . . finally gave up . . . paid the man \$5.00 for the board he had borrowed and went home. But . . . he liked the sport so well, he is going to get his own surf board and go back for MORE surf riding.

Frank Comments

By FRANK FIELD

This picture was taken on July 10th at the same time as the one on this page in the August issue. The sweet corn in the upper left-hand part of the picture is the same sweet corn which shows on the right-hand side of last month's picture. At the extreme left-hand end of the row you can see the second planting of Hybrid Stowell's Evergreen. Next comes the third planting of Hybrid Iochief and if you look real close you can just see the fourth planting of Hybrid Iochief. It was only about 10 to 12 inches high the day this was taken. It was ready to use the 20th of August and naturally it is all gone now.

Then next to the sweet corn you can see two rows of beans which were just ready for picking when this picture was taken. The nearest row is Contender and the next row is Logan.

Now moving to the extreme right-hand side of the picture you can see the beginning of a row of something down in the corner about five or six inches high. That is a row of Princess Asters, the seed of which was first planted in between the tomato plants in the row where I am squat-

ting. We had a row of German Spinach right where the Asters are now and as soon as it was all used up I cultivated the ground and moved the Asters over from between the tomatoes to their present location. They are up knee high and in full bloom now.

The first row of tomatoes is Hybrid Early Giant, and this picture shows me picking the first ripe tomato which came on July 10th. The next row is Hybrid Best-All, and the farthest row is Rutgers, using the shipped in, field grown plants from Texas.

The tomato rows are seven feet apart and the plants were set six feet apart in the row. Even this was too close, as in many places the plants have vined clear together now, so it is very difficult to get around through them in order to pick the fruit. They are bearing quite heavily now and we are picking them twice a week, getting from half a bushel to a bushel each time we go over them. Of course, they were kept well cultivated during the dry weather and they were thoroughly irrigated twice during that extremely dry, hot weather in June and July. Then too, they were thoroughly dusted two or three times with Tomato Dust to help keep down the disease as well as the insects.

(Continued on Page 13)





HOMEMAKER'S GUIDE

RECIPES

By **BERNICE CURRIER**
BISCUIT TORTONI

- A— $\frac{3}{4}$ cup sugar
 $\frac{1}{2}$ cup water
B—6 egg yolks beaten
C— $\frac{1}{2}$ teaspoon plain gelatin
1 tablespoon cold water
D—2 cups heavy cream whipped
E—1 tablespoon vanilla
 $\frac{3}{4}$ cup chopped blanched almonds
 $\frac{3}{4}$ cup finely crushed macaroons

Boil A to soft ball stage (238°). Pour slowly over B. Cook in double boiler over simmering water until thick (8 minutes). Stir constantly. Combine C and add. Stir until dissolved. Cool. Fold in D. Add E. Pour into 12 paper cups. Sprinkle with macaroon crumbs. Place in freezing part of refrigerator at coldest setting. Freeze without stirring.

CALAS

Try this! Your family will love it.

- A— $\frac{1}{2}$ cup rice
3 cups warm water
B—1 package dry yeast
 $\frac{1}{8}$ cup warm water
C—3 eggs beaten
3 tablespoons flour
 $\frac{1}{2}$ cup sugar

Cook A until mushy. Cool to lukewarm. Combine B until dissolved, add to A and let stand overnight. Combine C in the morning, add rice mixture and beat well. Drop from tablespoons into hot fat. Fry until golden on both sides. Drain, shake in sack with sugar.

ORANGE NUT BREAD

- A—1 egg
1 cup sugar
2 tablespoons butter
B—Juice of 1 large orange
Boiling water to make one cup
C—Orange rind put through grinder
D—2 cups sifted flour
1 teaspoon soda
1 cup raisins
 $\frac{1}{2}$ cup chopped nuts

1 teaspoon vanilla

Beat A, add B & C and beat. Sift D and add. Add raisins, nuts and vanilla. Pour into greased 4x4x8 inch pan. Bake 50 minutes at 325°.

QUICK ICING

Bring to a boil
3 tablespoons brown sugar
3 tablespoons cream
3 tablespoons butter
Remove from fire and stir in $1\frac{1}{2}$ cups powdered sugar.

RECIPES

By **ADELLA SHOEMAKER**
TOMATO SOUP (TO CAN)

- 1 peck tomatoes
6 onions
1 bunch celery
1 cup butter
1 cup flour
1 cup sugar
 $\frac{1}{4}$ cup salt
A little pepper

Wash tomatoes, cut out all the greenish, whitish core. Do not peel! Cook and run through a sieve or food press. Cook onions and celery and also put them through the sieve. Mix vegetables, and return to stove. Add sugar, salt and pepper. When boiling, add butter and flour which have been rubbed together thoroughly. Continue cooking a few minutes longer until soup is slightly thickened. Stir often, so it doesn't stick or burn. Pour into sterilized jars and seal. When opened, bring to a boil, add a pinch of soda, and milk. Add about as much milk as soup, or according to your taste.

WELSH CAKES

Here is a real griddle cake or cooky recipe from England. Mrs. N. I. Powell, the wife of the new Methodist minister at Farragut, Iowa, gave this on my radio program. Reverend and Mrs. Powell and family have just recently moved here from London.

(Many of you have the measuring glasses marked in ounces as well as cups, so you can use this recipe.)





WELSH CAKES (Cont.)

- 12 ounces flour
- 2 teaspoons baking powder
- Pinch of salt
- 4 ounces margarine
- 4 ounces raisins
- 2 ounces sugar
- 1 egg
- A little milk

Place flour, baking powder, and salt in bowl. Rub in margarine until mixture looks like bread crumbs. Add raisins and sugar. Mix the egg with a little milk, and add to make a stiff dough. Roll out on floured board, cut into rounds and fry on greased griddle. Turn and fry on other side. Serve warm or cold. The Powells like to split theirs and serve with butter and jam, or pour cream over them.

PEGGY SULLIVAN'S ICE BOX DESSERT

Cook together until thickened:

- 1 cup sugar
- 1 heaping tablespoon cornstarch
- 2 beaten eggs
- 1 cup crushed pineapple (juice & fruit)

Then add 2 tablespoons butter and a little vanilla. Cool.

Put a layer of 12 graham crackers in a buttered pan. Do not crumble. Pour in cooled filling. Top with a layer of 12 crackers. Pour a layer of almost congealed raspberry gelatin on top. It must be nearly set, or the crackers will float to the top. Store in refrigerator. To serve, cut in squares just the size of the crackers. Top with whipped cream.

"The Farmer's Wife"

By FLORENCE FALK

STEAMED RAISIN NUT BREAD

- 2 tablespoons shortening
- ¼ cup brown sugar
- 1 egg
- ½ cup chopped raisins
- ½ cup chopped nut meats
- 2 cups sifted cake flour
- 3 teaspoons baking powder
- ½ teaspoon salt
- ¼ teaspoon cinnamon
- ¼ teaspoon allspice
- 1 cup milk

Cream shortening and sugar and add egg. Beat well. Add raisins and nuts. Sift flour, baking powder, salt, cinnamon and allspice together three times. Add to the creamed mixture alternately with milk. Fill greased mold ¾ full, cover and steam 2½ hours. Makes one loaf.

GRAHAM CRACKER NUT BREAD

Sift together:

- ⅔ cup flour
- ½ teaspoon salt
- 3 teaspoons baking powder

Add:

- ⅔ cup chopped walnuts
- 1 cup brown sugar

Add:

- ⅓ cup soft shortening
- 1 teaspoon vanilla
- 2 eggs

⅓ cup evaporated milk plus ⅓ cup water or . . . ⅔ cup top milk.

Mix all together very quickly but well. Bake in a large loaf pan. 375° oven for 50 minutes.

For a filling for this bread try several combinations: cream cheese and jelly, peanut butter and jelly, apple butter.

HONEY-DATE NUT BREAD

- 1 cup dates
- 1 cup boiling water

Cook dates in the water until the mixture is very thick.

Cream together:

- ¾ cup honey
- 2 tablespoons soft shortening

Add:

- 1 egg
- 1 cup nut meats

Sift together and add to mixture blending well:

- 1½ cups sifted flour
- ¼ teaspoon salt
- 2 teaspoons baking powder

Bake in a slow oven 325° for one hour and 20 minutes. Makes one loaf.

* * * * *

For tasty fillings, don't overlook the fine combinations possible with cottage cheese. Also the peanut butter, banana spreads.



» LOOKING AHEAD «

WALTER WINCHELL RETURNS TO KMA SEPTEMBER 6



Before the microphone which carries his exclusives and flashes to thousands of listeners in the KMA area, dynamic Walter Winchell prepares to begin his 21st season on the air. Walter Winchell's new fall program will be featured on KMA at 8:00 p.m. every Sunday night, beginning September 6.

★ Forecast For The Month ★

BIRTHDAYS:

- September 3—Ann Alice Lund, daughter of Engineer Ralph Lund.
- September 4—Clelice Bailey, KMA Promotion Secretary.
- September 7—Ruby Louise Croy, KMA GUIDE Circulation Clerk.
- September 27—Betty Lund, wife of Engineer Ralph Lund.
- September 29—Susan Elizabeth Childs, daughter of KMA News Editor Ralph Childs.

ANNIVERSARIES:

- September 5—Muriel and News Editor Ralph Childs.

September, 1953

KMA WILL AGAIN FEATURE FRIDAY-NIGHT BOXING

Good news for fight fans! The well-known and well-liked Cavalcade of Sports Friday-night boxing series will again be featured on KMA this fall. Bill Corum and Don Dunphy will give you a blow-by-blow account of the action as two scrappy ring contenders fight for top honors.

The weekly series will make its fall debut on KMA on Friday, September 4. Plan to be near your radio each Friday night when KMA brings you the ring event of the week.

This outstanding fight series is presented by the Gillette Razor Company, and for the most part, the fights originate in Madison Square Garden in New York City. The forthcoming season promises to be the finest in the history of Gillette's long series. There are more top contenders for the titles, and the fight cards during the 1953-1954 series should be the finest yet.

FRANK COMMENTS

(Continued from Page 10)

As soon as those beans were through bearing we pulled the vines, cultivated the ground, and planted back one row of Contender Beans for a late fall crop. The remainder of the space, which was about six feet wide, was planted to turnips about August 1st. The sweet corn is still standing as I write this column but there is a reason for it. It makes a mighty good protection for the tomatoes and keeps them from being blistered by a hot southwest wind.

The only sizeable crop to come out of the garden yet is the tomatoes. The beans are all canned except for that late fall crop; the cucumber pickles are all made; the beet pickles have been put up; the sweet corn has all been frozen and stored in the freezer; the potatoes have been dug and are in the cave; the onions have been pulled and are drying in the garage. The weeds have been pretty thoroughly discouraged so it isn't necessary to do much cultivating anymore, so about all we have to do with the garden is to pick tomatoes twice a week. We have not yet made any catsup or chili sauce as we leave that until the very last.

P. S. No, we didn't make any sauerkraut this year as neither one of us cares very much for it. The surplus cabbage was fed to the neighbor's chickens.

KMA DAILY PROGRAMS FOR SEPTEMBER, 1953

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:30 a.m.—Country Jamboree
- 6:00 a.m.—News & Weather
- 6:15 a.m.—Bob Stotts (M.W.F.S.)
- 6:15 a.m.—Practical Land Use (Tu. & Th).
- 6:30 a.m.—Merrill Langfitt
- 7:00 a.m.—News

7:15 a.m.

FRANK FIELD

Every day at 7:15
Monday thru Sat.



- 7:30 a.m.—Betty & Lyn
- 7:45 a.m.—Morning Headlines
- 9:00 a.m.—Bernice Currier
- 9:25 a.m.—Whispering Streets
- 9:45 a.m.—Ralph Childs, News
- 10:00 a.m.—Kitchen Club
- 10:15 a.m.—Man In The Kitchen
- 10:30 a.m.—Double or Nothing
- 10:55 a.m.—Betty Crocker (M.W.F.)
- 11:00 a.m.—Adella Shoemaker
- 11:25 a.m.—Jack Berch
- 11:30 a.m.—Turn To A Friend
- 12:00 p.m.—News
- 12:15 p.m.—Edward May
- 12:30 p.m.—Midwest Farmer

12:45 p.m.

RALPH CHILDS

The up to the minute
Market Report



- 1:00 p.m.—Letter From Lyn
- 1:30 p.m.—Betty Crocker (M.W.F.)
- 1:35 p.m.—Nishna Valley Neighbors
- 1:45 p.m.—Bob Stotts
- 2:00 p.m.—News
- 2:05 p.m.—The Midwesteners
- 2:30 p.m.—Marge's Song Shop
- 3:00 p.m.—Jack Owens
- 3:25 p.m.—Betty Crocker (M.W.F.)
- 3:25 p.m.—Late News (T.Th.)
- 3:30 p.m.—Florence Falk
- 4:00 p.m.—Merl Douglas Show
- 4:30 p.m.—News
- 4:45 p.m.—Blackwood Brothers
- 5:00 p.m.—Tumble Weed Ranch
- 5:30 p.m.—Lum 'N Abner
- 5:45 p.m.—Westernaires
- 6:00 p.m.—Bill Stern

- 6:15 p.m.—Farm Bulletin Board (M.W.F.)
- 6:15 p.m.—Let's Go Visiting (T.T.)
- 6:30 p.m.—News
- 6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

- 7:00 p.m.—Lone Ranger
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Your Land And Mine
- 7:45 p.m.—Chautauqua Symphony
- 9:00 p.m.—Proudly We Hail
- 9:30 p.m.—Broadway In Review
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

TUESDAY NIGHT

- 7:00 p.m.—Starr of Space
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Discovery
- 8:00 p.m.—Am. Town Meeting
- 8:45 p.m.—Forward March
- 9:00 p.m.—3 City By-Line
- 9:30 p.m.—Homes On The Land
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

- 7:00 p.m.—Lone Ranger
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—City of Times Square
- 8:00 p.m.—Mr. President
- 8:30 p.m.—Crossfire
- 9:00 p.m.—3 City By-Line
- 9:30 p.m.—Heres To Vets
- 9:45 p.m.—Elmer Davis
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Edwin C. Hill
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

THURSDAY NIGHT

- 7:00 p.m.—Starr of Space
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Heritage
- 8:00 p.m.—Mike Malloy
- 8:30 p.m.—Time Capsule

9:00 p.m.—3 City By-Line
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Platterbrains
 8:00 p.m.—What's The Name of That
 Song
 8:30 p.m.—Ozzie and Harriet
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Frank and Jackson
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SATURDAY PROGRAMS

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

9:00 a.m.

BERNICE CURRIER'S

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



9:30 a.m.—Space Patrol
 10:00 a.m.—Front & Center
 10:30 a.m.—All League Clubhouse
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Midwest Farmer
 12:45 p.m.—Market Review
 1:00 p.m.—Letter From Lynn
 1:30 p.m.—Nishna Valley Neighbors
 1:45 p.m.—Bob Stotts
 2:00 p.m.—News

2:05 p.m.—The Midwesterners
 2:30 p.m.—Tennessee Ernie
 3:00 p.m.—Andy Parker
 3:30 p.m.—Florence Falk
 4:00 p.m.—Merl Douglas Show
 4:30 p.m.—News
 4:45 p.m.—Blackwood Bros.
 5:00 p.m.—Tumble Weed Ranch
 5:30 p.m.—101 Ranch Boys
 6:00 p.m.—Harmony Shop
 6:15 p.m.—John MacVane
 6:30 p.m.—News
 6:45 p.m.—Radio On The Record
 7:00 p.m.—Dancing Party
 9:00 p.m.—Treasury Show
 9:30 p.m.—Lawrence Welk's Band
 10:00 p.m.—News
 10:15 p.m.—At Ease
 10:30 p.m.—Navy Hour
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

7:00 a.m.—News
 7:05 a.m.—Opera Album
 7:30 a.m.—Worship Service
 8:00 a.m.—To Be Announced
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Wings Of Healing
 10:00 a.m.—Heaven & Home Hour
 10:30 a.m.—Negro College Choir
 11:00 a.m.—Sun. News
 11:05 a.m.—Gloria Parker
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 a.m.—Let's Go To Town
 12:30 p.m.—Frank Devol Presents
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime
 2:15 p.m.—Highways To Safety
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—This Week Around The
 World
 4:30 p.m.—This Week In Music
 5:00 p.m.—Monday Morning Headlines
 5:15 p.m.—Paul Harvey
 5:30 p.m.—Geo. Sokolsky
 5:45 p.m.—Don Cornell
 6:00 p.m.—American Music Hall
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—Call Me Freedom
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Guest Star
 9:30 p.m.—Marines In Review
 10:00 p.m.—News
 10:15 p.m.—Eddie Fisher Sings
 10:30 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

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 However, all Programs Are Subject to Change

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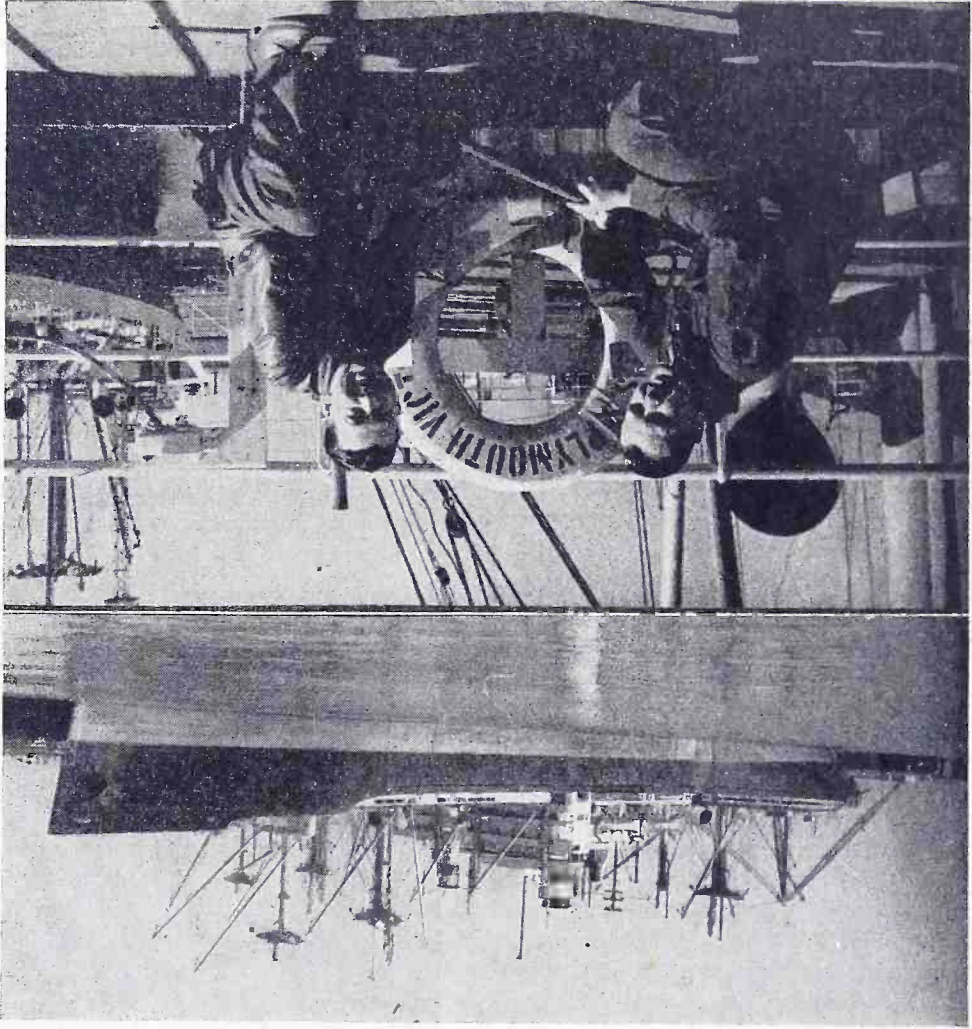
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This is an aerial view of the home of Florence Falk, KMA's "Farmer's Wife." It's located about ten miles from Shenandoah. All broadcasts made by Florence originate in her home at the right center of the picture. She sits near the window looking out toward the left and onto the row of four huge evergreens. The red rooster and Tippy have the run of the yard, naturally, so they sometimes get pretty close to that window . . . and the KMA microphone.

SEA VOYAGERS SET SAIL



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A 12,000 mile ocean voyage is no small treat for a couple of midwestern land-lubbers, but that's the experience Farm Service Director Merrill Langhitt and Engineer Don Burrichter are now having. Pictured above is the "S. S. Plymouth Victory", on which the boys sailed Feb. 13th. This ship, 455 ft. in length over-all and with a cruising radius of 25,400 miles, is carrying one of the last shipments of UNRRA relief supplies to Europe. Merrill tells us that 860 head of cattle, horses and mules, along with 750 tons of hay, were carried, that the ship's crew consists of 52 members and its skipper, Capt. Edward K. Sylvia. There are also 38 cowboys—including the KMA reporters—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt Sylvia told Merrill he estimated the trip to Athens, Greece—the first port of call—would take between 12½ to 13 days under normal sailing conditions. (See story on P.5). The lower picture shows Merrill and Don aboard the "Plymouth Victory". (They look happy here but this was before the trip started. We will report further on that subject later.)

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Summer Time Means Picnic-time For KMA Entertainers



Above: back row, Muriel Childs, Steven, David, Bobby Powell and Michael Childs.
Front row: Ralph Childs and Susan.



Left to right: George Shoemaker holding his son, Gregory George; Adella Shoemaker, George's wife, Joan holding Jeanette.