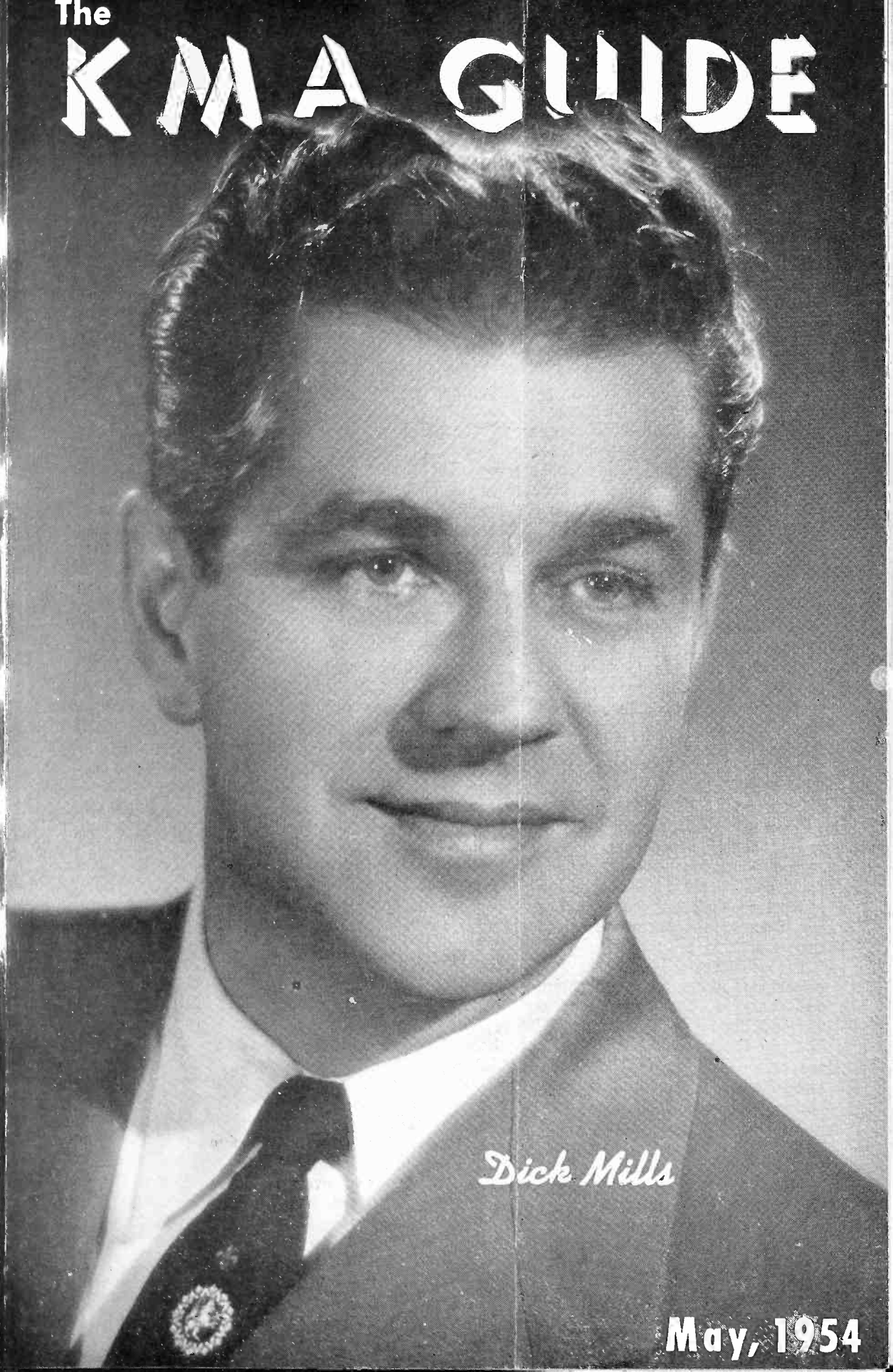


The

KMA GUIDE

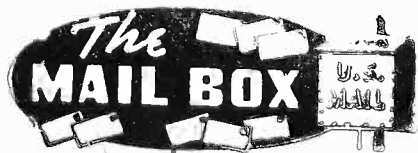


Dick Mills

May, 1954

MAY, 1954

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; Jim Ross, editor; Doris Murphy, feature editor; Carol Lewis, 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.



Cover to cover that's the reading habit of MRS. HOWARD W. CARLSON, who writes: "I received my April copy today — sat down and read every word in it." And she also requests "more pictures and short stories." Happy to oblige . . . "This wonderful magazine!" so says MRS. EDGAR H. ROENING, Homestead, Iowa, and her sentiments are echoed by MRS. VIOLET ESANCY, of Council Bluffs, Iowa, and MRS. OSCAR OLSON, Dell Rapids, S. D., who drops us a line to say, "she likes the GUIDE very much." . . . From Audubon, Iowa, MRS. PETER C. PETERSON, writes: "I look forward to the GUIDE each month — don't want to miss a single copy." Many thanks for your loyal listenership MRS. PETERSEN, as she also writes: "Keep the dial on KMA all day long as I'm interested in all programs, weather, markets and all." . . . And also heard from another loyal reader and listener in Cainsville, Missouri, MRS. J. M. ARVIN, who says "Keep the GUIDE coming. I like to hear the news and weather over your station and to see the pictures in the GUIDE." . . . Better check your renewal while you're thinking about it and to insure not missing an issue subscribe ahead as did LENA GROEFFER, Harlan, Iowa, who sent us "\$2.00 for a two year subscription to the KMA GUIDE — think it is the best little magazine there is." . . . Received letters from these charter subscribers, MRS. VIRGIL CAMPBELL, Maysville, Missouri, who has "taken the KMA GUIDE ever since it was published," and MRS. W. J. EGLESTON, Lenox, Iowa, "I have every issue since the first one." . . . Check your renewal now, don't miss out on the good reading and the fun we have planned for the months to follow.

"I'll Get By As Long As I Have You." That theme song extends an open invitation to all the folks in KMA-Land to enjoy an afternoon of recorded music. It also introduces KMA's new afternoon personality, Dick Mills, (1-3:30, 4-6). It's an invitation to a variety of melodies, and it doesn't mean the top ten popular tunes played over and over and over again all afternoon long. Rather it means the gay, cheerful tunes that were popular in the past as well as some of the current favorites that lend themselves to a more pleasant atmosphere, as the housewife tends to her homemaking, or as she shops in her favorite grocery store, drug store, or department store. Dick believes that too much emphasis has been placed upon current popular ballads. And, as a majority of the people are tired of repetitious record programs, Dick draws upon his own collection of over 5,000 records and KMA's extensive music library, to add the necessary flavor and variety to his show.

He wants to become better acquainted with his listening audience and, at the present time, he is planning numerous personal appearances throughout the KMA area. Dick welcomes anyone who wants to drop by the studio for a friendly visit.

He also believes that personal appearances should be coordinated with some worthy cause. In the east he is widely known for his radio efforts to raise funds for needy children. On one occasion he collected over \$5,000 dollars for the "Bobby Clickner" fund, and he made an appearance on the "Milton Berle Show", for the Damon Runyon Cancer Fund. While working at a Des Moines radio station he recorded greetings from midwestern parents for their son's in Korea. He traveled abroad to seek out their sons and to play for them their parents messages, and in turn recorded a greeting for their family.

Dick's wife, Millie, aids in his record selections, plans his personal appearances, and handles the correspondence on the "Dick Mills Show." Attractive Millie Mills is truly the woman behind the man behind the mike. The Mills have five children, two of whom are currently attending Drake University in Des Moines, Iowa, (picture in Doris Murphy's column pages 14 and 15). The Mills also have a new addition to the family—a parakeet named "Mick." "Mick" was named by one of KMA's listeners during a recent contest which Dick conducted on his show. The name denotes

(Continued on age 4)

A Chat With Edward May



Annette May is pictured above in the center of a group of her many friends, opening some of the wonderful gifts she received on her ninth birthday. This group gathered at the May home at 5 o'clock, and the party lasted well into the night — about 8 o'clock. The attentive little lady at Annette's right is her sister, Karen, carefully examining the gifts — her birthday is in June.

The weatherman has certainly been co-operative these past few weeks and I hope he continues to do so. The rains have been beneficial and sufficient to ease most folks' minds about a drought. The long range government forecast for the periods mid-April to mid-May called for normal temperatures and normal rainfall: The thirty-day forecast generally comes in about the middle of each month and the five-day weather forecast is given on KMA each Tuesday and Friday.

The adage "April showers brings May flowers" has held true and the tulips, hyacinths, daffodils, forsythia, flowering almond, flowering quince, magnolia, red bud and other spring flowering shrubs and trees have been inspiring in all their splendor. From now until a killing frost in the fall the succession of blooms in the flower fields will make a trip to Shenandoah extremely worth while. The largest mass display is when the peonies are in bloom which is usually about Decoration Day. The final display is that of the chrysanthemums which bloom late and stay in bloom until killed by a frost. We will keep you informed on KMA of the progress of the flowers in the fields and I hope you can arrange to visit us sometime during the next few months.

May, 1954

One of the highlights at our household the past few weeks occurred on April 19 when Annette celebrated her 9th birthday. The above picture shows most of the fourteen girls who attended her party. Everyone had a wonderful time and the party was a complete success. Our next party will be early in June when Karen will celebrate her 6th birthday.

I am anticipating a new experience this month when on May 24 I will join a group of about twenty men to be guests of the United States Naval Reserve for three days. The highlight of the event will be spending a day aboard a Naval Aircraft Carrier on the Gulf of Mexico where Cadet Pilots will be making their first landings aboard a Carrier. I have never been close to an Aircraft Carrier before so this should be a memorable experience. In next month's Guide I will write about the trip and I will also be talking about it on KMA.



Enter The

"DICK MILLS CONTEST!"

For Details Listen to the "DICK MILLS SHOW" Every Afternoon from 1-3:30 & 4-6.

... FROM MINNESOTA AND
NO FISHERMAN?



Mike Heuer

A man from Minnesota — that doesn't fish! That's the story in Mike Heuer's case. Mike is KMA's new evening announcer, recently arrived from KWOA, Worthington, Minnesota. He claims he has no interest in fishing, rather his interests tend towards gardening and photography. This native Minnesotan was born in Howard Lake, Minnesota, although, as Mike says, "The Chamber of Commerce may feel a trifle chagrined about the fact."

Mike served in the Korean War and played a vital role in the Armed Forces Radio Service.

Family life at the Heuer's centers around Mike's wife, Betty, and his two sons, Tommy, 3½, and Jeffrey, 2 months.

COVER STORY—Con't from page 2

a combination of Millie and Dick. Recently the Mills were called out of town over night, and "Mick" became so frustrated that he pulled out all of his wing feathers. Currently he is reduced to hopping.

This month we begin a new column by Dick Mills. This gives him the opportunity to discuss with you some of the workings of the record industry, and to chat with you about some of his personal appearances.

LOOK MA, NO PADDLES!



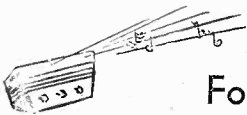
Warren Nielson

The gentleman with the beaming countenance is KMA's program director, Warren Nielson. He holds the distinction of being the sole owner, builder, and operator of this pram (flat bottomed boat) "Slow-Poke II"—Slow Poke I being more than one man could handle.

This vessel was turned out last winter in Warren's basement, and at the last it appeared as if the basement would have to be flooded so that he could enjoy the end results of his labor. However, with a hindsight shove it squeezed through the back door, and is pictured moored majestically on Warren's own private lake (a quarter mile stream located on his Aunt and Uncle's farm near Farragut, Ia.)

In the picture it looks as if the skipper is about to take off for a carefree spin around the lake. Obviously this is posed, what with the anchor on the front, and the bow resting on the bank, he could only hope to motor inland onto eight feet of mud. The KMA Guide photographer did however take a short ride. The positioning of the passenger is rather awkward as the front seat is merely for support, and the rider must of necessity position his posterior snugly into the inner tube on the floor of the boat, while ones feet dangles in the spray (highly recommended for warm days—it was raining that particular afternoon).

The craft is powered by a 2½ h.p. motor and should provide many enjoyable hours this summer for the Nielson family.



Enter The "DICK MILLS CONTEST!"

For Details Listen to the "DICK MILLS SHOW"
Every Afternoon from 1 - 3:30 and 4 - 6.

"I'VE GOT TO KEEP MOVING!"

No, this isn't the true confession of a confidence man on the run, rather "to keep moving" is the nature of Dean Naven's job. Dean



Dean Naven

is KMA's morning news editor and special events man, and wherever a story breaks in KMA-Land, Dean attempts to be there.

When a tornado struck in the KMA area on April 5th, Dean was in Omaha, Nebraska on a story, over 75 miles from the scene of the disaster near Blanchard, Iowa. The first news of this tragedy was heard by Dean on Ralph Childs' early evening newscast, 6:30. Dean drove straight through to the scene and covered it for the 10 o'clock news. The next morning he rolled out at 4 o'clock to prepare the first of his three morning newscasts at 6, 7, 7:45, and 12 noon, six days a week.

On April 15th, Dean was on the move again to aid Don Joe, KMA's sportscaster, in broadcasting one of Southwest Iowa's biggest sports events—the Cardinal Relays, direct from Cardinal Field in Clarinda, Iowa.

When Nebraska City, Nebraska kicked off the second highlighted event of its centennial year, the Nebraska City Invitational Track Meet, April 20th, Dean was on hand, and he is pictured interviewing some of the dignitaries.

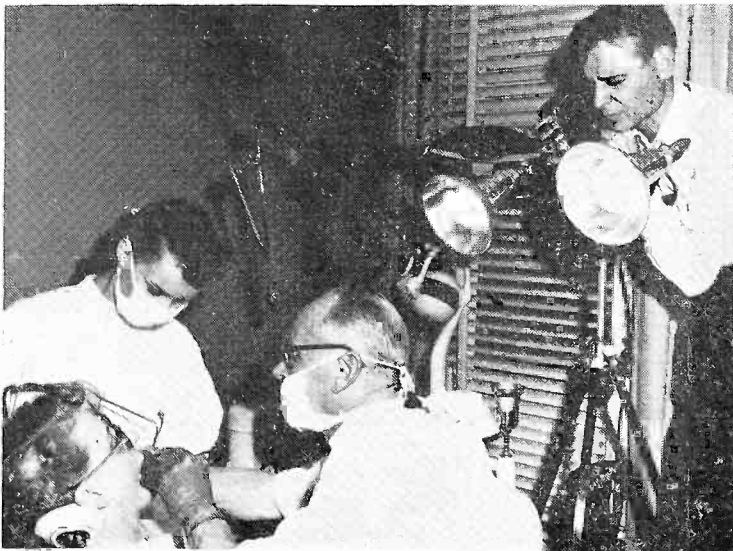
But sometimes a story happens at home, and even then it entails an afternoon of



Bill Kirk, KMA Engineer; Dean Naven; Clarence Vigen, President of the Nebraska City Centennial Corp. Committee; Vern Jones, Chairman of the Parade Committee; Don Joe, KMA's Sportscaster.

work. Dr. Joy Rotton and his son, Dr. William Rotton, of Shenandoah, Iowa, on April 22nd, undertook to perform a dental feat that has never been accomplished successfully—that of transplanting a living tooth from one person to another. After Dean had obtained an interview with the principals involved, he stayed on to film the experiment, as he is pictured. The operation lasted most of the afternoon, and the results will be determinable in a few months. The KMA Guide photographer left shortly after the drilling began.

On all of his activities, Dean said: "Sure I've got to keep moving—after all, you can't hit a moving target!" This he said, with a twinkle in his eye, as he slid behind the wheel of the KMA station wagon, after his noon news on April 30th, and headed for Fort Dodge, Iowa to attend the Iowa Association of Radio and Television News Editors spring convention, on May 2nd, Sunday—his day off!

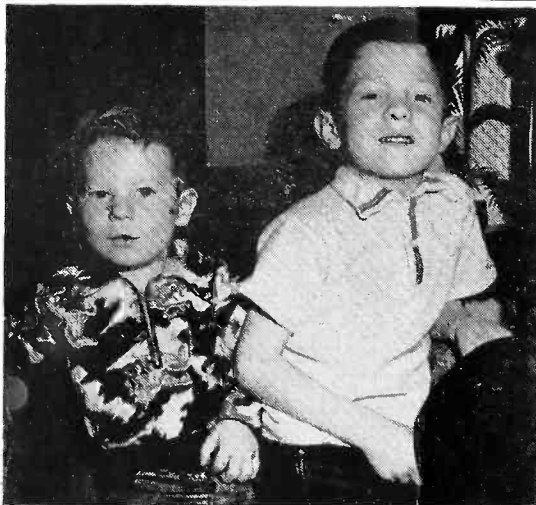


Dean Naven is pictured on the right as he films a dental operation in Shenandoah, Iowa. A living tooth was transplanted from a 14 year old boy to the mouth of Jean Williams, on the left. Dr. Joy Rotton is pictured in the center and Mrs. William Rotton, wife of Dr. William Rotton, is assisting.

May, 1954

"Frank Comments"

By FRANK FIELD



Chris and Shannon Bellamy

Remember last month I told you that Peg and Jim and the two boys were up from Kansas City over the week-end taking care of some necessary dental work. Here are the two boys. Chris is just past two years old and Shannon is six. Shannon is in Kindergarten this year and goes half days and has to ride the bus to and from school. Shannon is already quite enthusiastic about flying, and Sunday afternoons he helps his father fly model airplanes. Right now they are working on a model plane completely controlled by radio from the ground and they hope to be able to give it a test flight before long. Shannon understands the principals of flying pretty well, and Jim lets him take over the controls of their plane once it is in the air and at a safe elevation, but of course he never is allowed to try any take-offs or landings.

The Fishbaugh family is going all out for hobbies this summer. Bob's hobby is collecting antique automobiles and putting them back into good running order. So far he has three; a 1928 Essex, a 1928 Buick and a Model T Ford Coupe of about 1925. He recently heard about a Maxwell supposed to have been made about 1908, but I question that quite a little as I don't believe Maxwells were made until much later than that.

About a month ago little Johnnie decided that he would like to have a horse and learn to ride. He didn't want a Shetland Pony, he wanted a real horse. After considerable searching and inquiry a horse was located which just filled the bill. She is a Tennessee walking horse and weighs in

the neighborhood of 1,000 pounds and is 12 years old — old enough to be very gentle and affectionate and well trained. Johnnie Fishbaugh's Grandparents have about half a block of good pasture immediately behind their house and they have converted the old pigeon house into a stable of sorts, so "Queen" has reasonably good living quarters. Johnnie hasn't been able to figure out yet how many miles he gets to the gallon of oats but he is certainly spending all of his waking hours, outside of school time, on horseback.

After about three days of this Zo got the bug and decided she wanted a horse too. Do any of you have a good, used Tennessee walking horse for sale reasonable? Must be gentle and city broke.

Jenny and I have been working out in the yard nearly every evening the last week or so and we finally have everything under pretty good control. We only lost one or two roses through the winter and we replanted those and about a dozen more and they are starting very nicely. The Tulips and Hyacinths really out did themselves this spring and the Red Emperors were the most beautiful this year they ever have been. Why don't you try this fall planting a clump of 15 or 20 Red Emperors in front of an evergreen. You can see them for blocks. The perennials all came through the winter beautifully also and we have been enjoying the Bluebells and the various other wild flowers which come on before the regular perennials do.

We have 22 plants of that new Tomato "Giant Staker" planted in the lower yard just west of the garage where we can water them and take real good care of them. In fact I think each one of them will get about a cupful of Maytone Fertilizer before long, or at about the time they open their first blossoms. A little farther west where we had an old patch of strawberries we now have a row of Hybrid Tea Roses. They are in what we call "Jenny's Cutting Garden." Anything back of the garage is fair game and can be cut for the house in as big a quantity as needed. On the other hand everything east of the garage is strictly for decorative purposes and is not to be picked or cut under any consideration. Naturally the Cutting Garden is being expanded quite a little each year.

People are already beginning to ask about Peony Day and when it will be this year. It is too early to tell for sure as it depends entirely on what kind of weather we have the next three weeks, but right now I would say the last Sunday in May

(Continued on next page)

Grass Root Notes

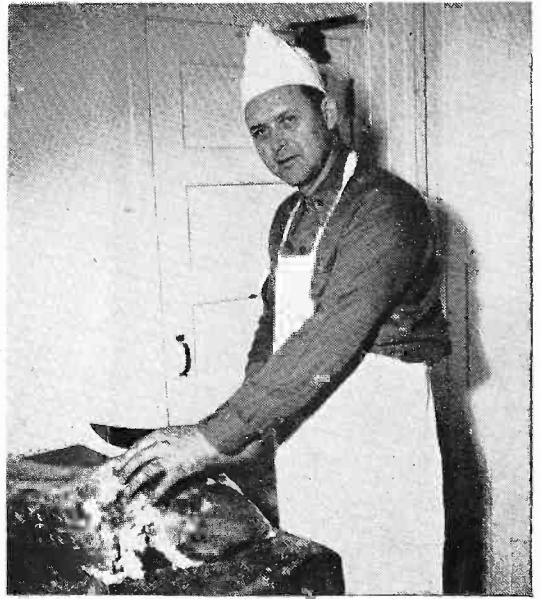
By **MERRILL LANGFITT**
KMA Farm Service Director

May is Beef Promotion month in Iowa, a campaign to increase the sale of Beef has been launched through the Iowa Beef Producers Association and its energetic secretary and field man, Ken Fulk. No such activity has been attempted with beef promotion here-to-fore in the corn belt. The dairymen have promoted June Dairy month, but this new promotion for beef is the first to publicize "red meat". Of course we had to get into the theme, so in our picture this issue you see me slicing a nice big chunk of beef loin. This loin happens to be from a carcass grading U.S. Good. U.S. Prime and U.S. Choice are perhaps in more select demand by some housewives, but you should not over-look the wonderful buy and value of U.S. Good. As you can see, this U.S. Good loin has a nice, balance of lean to fat—just enough fat to give it a fine flavor and get a large balance of lean to provide plenty of eating.

Red meat has a wonderful nutritious value. Meat eating nations produce a more vigorous and progressive population than do vegetarian nations. The protein values of meat in the human diet are far superior to the proteins in vegetables. Take a look at the nations of the world. The strong nations are meat eaters.

Most of the nations red meat is produced right here in the corn belt, therefore it is fitting and proper that all of us help sell our leading product. KMA is happy to have a part in promoting the sale of beef. As the other states in the corn belt adopt beef or pork promotion campaigns, we at KMA stand ready to assist wherever possible.

I have said for a long time that our greatest potential market for farm products is here at home rather than in foreign markets. Today in America we are consuming about 75 lbs. of meat per person per year. If we could sell the consumer on the idea of providing each member of her family another 10 lbs. per year, we'd thereby build a tremendous additional mar-



Merrill Langfitt

ket for our product. In the same thought, if each person in the United States could be sold on the idea of drinking one more glass of milk per day, we would soon have an acute shortage of milk. Improved diets at home is a great benefit to our 165,000,000 people and at the same time provides stable and desirable markets for farm products.

Our people progress as their diets improve. Consequently agriculture has a great responsibility. At the same time this responsibility brings opportunity. Opportunity to produce abundantly and in so doing receive a fair price for the fruits of our toil.

We suggest that you buy an extra beef roast during the month of May. An extra steak or even an extra pound of hamburger will help put this program over. You get a real value in a pound of beef these days. It's nutritious, it's an economy buy, and it will help the beef producer. In other words, everyone wins. Eat more beef in May or better yet, eat more in '54.

FRANK FIELD—Continued

would find the Peonies at about their best. We will know more about it by the middle of May and of course Ed May and I will announce it a number of times on our radio programs as soon as the date is established.

Don't forget that it is just the right time now for planting most of the annual flowers including all of the different kinds of
May, 1954

Zinnias and Marigolds which add such blazes of color to your yards and gardens along in July and August. Sow the seed fairly thick and then thin the plants out to a foot or more apart when they are 4 or 5 inches high. The ones you will pull out can be transplanted just like cabbage or tomatoes, so one or two packets of seed will go a long way.

960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:00 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Merl Douglas (M.W.F.S.)
 6:15 a.m.—Practical Land Use (Tu. & Th.)

6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:35 a.m.—Betty & Lynn
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—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.—Modern Romances
 10:30 a.m.—Adella Shoemaker
 10:55 a.m.—Betty Crocker (M.W.F.)
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Betty & Lynn
 11:45 a.m.—Jack Berch
 11:50 a.m.—Morning Markets
 11:55 a.m.—Joe Paassen
 12:00 noon.—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 12:45 p.m.—Markets
 1:00 p.m.—Dick Mills' Show
 1:30 p.m.—Betty Crocker (M.W.F.)
 1:35 p.m.—Dick Mills' Show
 2:00 p.m.—News
 2:05 p.m.—Dick Mills' Show
 2:55 p.m.—Betty Crocker (M.W.F.)
 3:00 p.m.—News
 3:05 p.m.—Dick Mills' Show
 3:30 p.m.—Florence Falk
 4:00 p.m.—Dick Mills' Show
 6:00 p.m.—Bill Stern
 6:15 p.m.—Farm Bulletin Board
 6:30 p.m.—Let's Go Visiting (T.T.)
 6:30 p.m.—Ralph Childs News
 6:45 p.m.—Edw. May, Mkts. & Weather

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.—Martin Block
 9:00 p.m.—Club 960
 9:30 p.m.—Tarkio College Story

KMA DAILY PROGRAMS FOR MAY, 1954

9:45 p.m.—Lum 'N Abner
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Blue Notes
 10:45 p.m.—Ted Malone
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

TUESDAY NIGHT

7:00 p.m.—Starr of Space
 7:25 p.m.—Les Griffith
 7:30 p.m.—Martin Block
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Club 960
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Let's Go To Town
 9:45 p.m.—Lum 'N Abner
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Toni Arden
 10:45 p.m.—Ted Malone
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Martin Block
 8:00 p.m.—Club 960
 8:30 p.m.—Mystery Theatre
 9:00 p.m.—Forward March
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Heres To Vets
 9:45 p.m.—Lum 'N Abner
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Eileen Barton
 10:45 p.m.—Ted Malone
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

7:00 p.m.—Starr of Space
 7:25 p.m.—Les Griffith
 7:30 p.m.—Martin Block
 8:00 p.m.—Club 960
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Lum 'N Abner
 10:00 p.m.—Ralph Childs News

10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Country Music
 10:45 p.m.—Ted Malone
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Martin Block
 8:00 p.m.—Ozzie and Harriet
 8:30 p.m.—Club 960
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Lum 'N Abner
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Join The Navy
 10:45 p.m.—Ted Malone
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

5:00 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Merl Douglas
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven News
 7:15 a.m.—Frank Field
 7:30 a.m.—Betty & Lynn
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 9:00 a.m.—Bernice Currier
 9:30 a.m.—Space Patrol
 10:00 a.m.—Tops In Pops
 10:30 a.m.—Adella Shoemaker
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon.—Ralph Childs News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 1:00 p.m.—Dick Mills' Show
 3:30 p.m.—Florence Falk
 4:00 p.m.—Dick Mills' Show
 6:00 p.m.—Bob Edge
 6:15 p.m.—The Three Suns
 6:30 p.m.—News
 6:45 p.m.—Les Brown's Band
 7:00 p.m.—Dancing Party
 9:00 p.m.—Voice of America
 9:30 p.m.—Lawrence Welk's Band
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—At Ease

5000 WATTS — ABC

10:30 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

SUNDAY PROGRAMS

7:00 a.m.—News and Weather
 7:05 a.m.—Musical Clock
 7:45 a.m.—Worship Service
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Wings Of Healing
 10:00 a.m.—Heaven & Home Hour
 10:30 a.m.—Wes Haines' Sun. Album
 12:00 noon.—News
 12:45 p.m.—Highways To Safety
 12:30 p.m.—College Spotlight
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime
 2:15 p.m.—Truth For Today
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—Evening Comes
 4:30 p.m.—Greatest Story Ever Told
 5:00 p.m.—Monday Morning Headlines
 5:15 p.m.—Paul Harvey Comments
 5:30 p.m.—Geo. Sokolsky
 5:45 p.m.—Don Cornell
 6:00 p.m.—This Week Around The World

6:30 p.m.—Whats The Name Of That Song
 7:00 p.m.—American Music Hall
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—Answers For America
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Elmer Davis
 9:30 p.m.—Milton Cross
 10:00 p.m.—News
 10:15 p.m.—Guest Star
 10:30 p.m.—Revival Time
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.

"I'LL GET BY . . ."

Hello, there! "I'll get by, as long as I have you!" That's been my regular greeting and signature to so many radio programs I lost count several thousand programs ago. But, perhaps you might like to know that "I'll get by" is not only my theme song, but "our" favorite song, Millie's and mine . . . has been for years.

Millie doesn't always like to recall the days, the early ones, that is . . . the harder, leaner days of both Radio and Night Club work . . . the days when the words "poverty may come to me, that's true" rang so close to home. Like many others in Show Biz, we were caught with many a "turkey that will fold", as they say in the song "There's No Business Like Show Business."

But, believe me, Millie is a very strong-minded gal . . . so, we stuck it out. And, along with the "downs", like everyone else, we had our "ups" . . . the many wonderful weeks of being the M. C. and featured singer with scores of great names at the Last Frontier Hotel, in Las Vegas, Nevada, one of the worlds top show spots . . . the years of fun we've had, as we traveled all over the continent.

I don't want any of you to tell her what I said, but I wouldn't trade those years, or Millie, for anything on the face of God's beautiful Earth!

FDR died April 12, 1942! The reason I'm not likely to forget the date is that the next day, Friday the 13th, my Mother and Father both passed on. At the time I was doing a rather tough Night Club routine, and well, you know the old story,



Dick Mills, Ralph Flannagan, Ray King.

"The Show Must Go On!" It did! Millie pulled me thru that one, and I think that no time in my entire career was as rugged for the presentation of my shows to the public. Incidentally, in the trio picture, the nice looking fellow in the center is Ralph Flannagan, and the chap to his left is Ray King, one of the Sigma Phi Epsilon's shining lights at Des Moines' Drake University. It was Ray who was very instrumental in bringing the Flannagan aggregation to Des Moines. The character on RF's right is yours truly . . . mouth open, as usual. At home I have a placard over the desk, which says, "Oh, Lord, please help me to keep my big mouth shut!", but, as you can see, it doesn't take very well. In the picture with the young-uns from Essex, that's me . . . with the hat! In the next issue of the Guide, I'll try to keep my mind off Millie for sixty lines, or at least long enough to talk to you about wax, the kind that spins! Don't take my gripes about Show Biz too seriously, 'cause remember the song ends, "Heck, I wouldn't trade it for a Pot O' Gold, Let's go on with the Show!"



Essex, Iowa's 2nd grade pays a visit: l. to r., 1st row; Sherry Swanson; Harriet Bell; Judy Herzberg; Evelyn Ryan; Jane Wallin; Janice

MacDonald; 2nd row: David Almquist; John Sherlock; Gene Carlson; Mary Lang; Jané Bruland; Karen Hendrickson; 3rd row: Karon York; Cowboy Mills; Mark Hedberg; Carol Rubenking; Keith York; Billy Carlson; Back Row: Sharon Larson; Martha Lang; Patricia Lagerquist; Instructor, Doris Adamson. Martha Spencer is hiding behind Dick.

May, 1954

A LETTER FROM "THE FARMER'S WIFE"

May Greetings to everyone!!!

How time does fly! Almost unbelievable that three months have gone by since the last letter from the farm to all our KMA friends. We didn't even get our sliding snow at that. But nevertheless life on the farm is far from dull, because it is spring. Little pigs, calves and chickens are all here and growing so very fast. Little kittens are still to be found somewhere in the barn among the hay bales.

Since writing to you, Valentines Day, Saint Patrick's day, Easter, and Karen's 12th birthday have passed by on the calendar. By the time this reaches you Bruce will be 9. With children, these days really assume great importance, and when you're young how you long to be older, but when you're at that stage a different story.

Schedules on the farm have been rearranged to suit the daylight hours. Breakfast is earlier and the last meal of the day gets eaten very late sometimes. But it's all a wonderful life.

Radio work sometimes entitles a homemaker to some rare privileges. One of these was the opportunity on April 15 to visit with the outstanding homemakers chosen from 10 different counties. This luncheon was held at the Johnson Hotel in Red Oak and was sponsored by the Red Oak Chamber of Commerce. Interviews were made with each homemaker and you heard these on "The Farmer's Wife" program. The following were interviewed: Mrs. Lloyd Brokman of McClelland, Iowa; Mrs. Gerald Steen of Blockton, Iowa; Mrs. Walter Hohlfeld of Mt. Ayr, Iowa; Mrs. Dan Graham of Percival, Iowa; Mrs. John Cornelison of Creston, Iowa; Mrs. Lloy Davis of Oakland, Iowa; Mrs. Otha Wearin of Hastings, Iowa; Mrs. C. W. Givan of

Grant, Iowa; Mrs. Donald Vestal of Cromwell, Iowa; and Mrs. Anselm Warner of Hepburn, Iowa.

A lot of work stands behind each homemaker not only in her home, but in her church and community, her contributions to the extension work, and with the Farm Bureau. All of these were farm women and we all found much in common—farm life, families and the love of serving others and helping wherever and whenever possible.

As I write this we have had the most wonderful rain and only hope we will have several more like it, not only to muddy up things once more but to raise that important water level and get these wells back in working order.

We on the farm realize how very much we must depend on the weather—sunshine or rain. The great food basket of the world shrinks or expands according to the directions of the powers that be. Of course there are good years and there are bad, but with all the hungry people in the world today it is our hope from the farm to do our part in filling that great basket and getting food to the needy. We in this country are so fortunate in that we are almost independent along the food line. With other and smaller countries with large populations it is a much different story.

By the time another letter rolls around many quarts of food will have found their way to the basement or cave shelves or into the freezer and lockers. Take advantage of the services given you by your extension groups and provide yourselves with all the materials available on newer and safer methods of preserving these important fruits and vegetables. And until the next letter, this is the Farmer's Wife saying

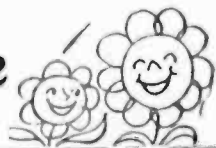
"Keep Smiling!"



Florence Falk is pictured on the left interviewing Mrs. Dan Graham of Percival, Iowa and Miss Snoddy, County Home Extension Agent, Fremont County, Iowa, during a luncheon at the Johnson Hotel in Red Oak, Ia., honoring outstanding homemakers from 10 different counties in Iowa. This event was sponsored by the Red Oak Chamber of Commerce.



Homemaker's Guide



"The Farmer's Wife"

By FLORENCE FALK

With housecleaning all done and everything spic and shiny, now is the time to have those friends in for that long, put off cup of coffee. Try some of the following recipes and have a good time along with everyone:

STRAWBERRY FLOATING ISLAND

- 1 pint of milk
- 2 cups strawberry juice
- $\frac{1}{2}$ cup granulated sugar
- 4 eggs
- $\frac{1}{4}$ cup powdered sugar
- 1 teaspoon vanilla
- Dash of salt

Bring the milk to scalding point, either in the double boiler or over low heat. Beat the egg yolks with granulated sugar and salt. Turn a little of the hot milk over the mixture, stir hard and immediately turn back with the rest of the egg mixture. Cook until it begins to thicken, then remove from the heat and let cool. When cold, add 1 cup of the strawberry juice which has been made by covering strawberries with sugar, letting stand over night, then next morning straining off juice and as much of the pulp as can be put through a sieve. Beat egg whites stiff with the powdered sugar and vanilla, and beat in second cup of berry juice, and drop by spoonful on the custard. Serve as quickly as possible after adding berry juice. Use cream and sugar as sauce, or without any sauce but the meringue. Raspberry or Blackberry Floating Island may be made in the same way, using juice from either in the same quantity as above.

* * *

RHUBARB BAKED PUDDING

Sufficient rhubarb, uncooked, to make 4 cups. Sugar to suit taste.

- $\frac{2}{3}$ cup granulated sugar, extra
- Dash of salt
- 2 eggs
- 2 teaspoon baking powder
- 1 cup rich milk
- Flour enough to make medium batter

Cut rhubarb in inch pieces and put in bottom of baking dish. Sprinkle well with sugar. Beat $\frac{2}{3}$ cup sugar, eggs and milk with the flour which has been sifted with the baking powder and salt. Turn batter over rhubarb and bake until well browned. Serve with cream while hot.

* * *

PECAN ICE CREAM

- 1 package ice cream powder
- $\frac{1}{2}$ cup chopped pecans
- 1 quart of milk

Combine the ice cream powder and 1 cup of the milk and stir until smooth. Add the remaining milk and pecans. Freeze. Makes $1\frac{1}{2}$ quarts of ice cream. If you wish, you may use 1 cup of cream and 3 cups of milk, or 1 cup evaporated milk and 3 cups of water, or $\frac{1}{2}$ cup sweetened condensed milk and $3\frac{1}{2}$ cups of water.

"Homemaker's Visit"

By BERNICE CURRIER

Maytime is Springtime in your heart and in your kitchen. Let the sunshine in and take a deep breath for there is lots to do! First let's make a . . .

RHUBARB SPICE PUDDING

- A—2 tbs. soft shortening
- 1 c. sugar
- 1 egg
- B— $\frac{3}{4}$ c. milk
- C—2 c. sifted flour
- 3 tsp. baking powder
- 1 tsp. salt
- 1 tsp. cinnamon
- $\frac{1}{2}$ tsp. cloves
- $\frac{1}{2}$ tsp. nutmeg

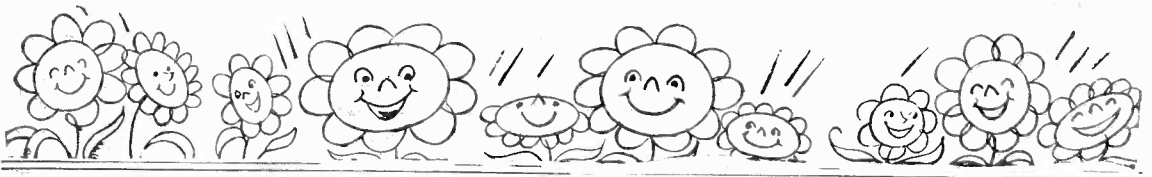
D—2 c. cut up rhubarb

Mix A thoroughly. Stir in B. Sift C and stir in. Then stir in D. Pour into a greased square pan 9 x 9 x 2 in. Bake 45 min. at 350 degrees. Serve warm with lemon sauce.

LEMON SAUCE—Mix together in a saucepan, 1 cup sugar, 3 tbs. flour, Stir in $1\frac{1}{2}$ cups water. Bring to boil, keep heat low. Blend in 3 tbs. butter, grated rind of 1 lemon and 2 tbs. lemon juice.

For a perfect party cookie try this . . .





DIFFERENT CHOCOLATE COOKIES

- 3 egg whites
- 1 c. sifted pwd. sugar
- ½ c. crushed graham crax or saltines
- ½ c. chopped pecans
- 1 tsp. vanilla
- 6 oz. (1 pkg.) semisweet choc. chips

Beat whites to stiff shiny peaks, then **FOLD** in sugar gradually, fold in crax crumbs, add nuts & vanilla, then fold in the choc. chips melted. Drop by tsp. 1½ in. apart on greased cookie sheet. Bake 12 min. at 325, remove with spatula. Makes 3 doz. They are very shiny when done.

PEACH SPONGE A LA MODE SPONGE CAKE

- A—2 cups sifted cake flour
- ¼ tsp. salt
- 2 tsp. baking powder
- B—4 eggs
- C—1½ c. sugar
- D—1 cup milk scalded
- 1 tsp. vanilla
- 3 tbs. butter melted

Sift A three times. Beat B till lemon colored & thick, gradually beat in C. Beat till fluffy. Fold in A. Add D & fold till well blended. Pour into 2 nine inch square greased and lined cake pans. Bake 30 min. at 350°. Cool in pans sitting on racks. To serve, cut in sqs. On top of each sq. put a peach half, topped with a mound of ice cream and covered with a dessert sauce made as follows . . . Cook the liquid from a No. 2½ can peaches down to ¾ cupful. Mix 2 tsp. sugar with the juice & chill. Top this with chopped pecans mixed with 1 tbs. brown sugar. Serves 18.

“Cook Book Time”

By **ADELLA SHOEMAKER**

EVELYN BIRKBY'S APPLESAUCE CAKE

Combine and cream:

- 1 c. shortening
- 2 c. sugar

Add:

- 2½ c. hot applesauce
- 2 eggs (unbeaten)

Sift together 3 times:

- 4 c. all-purpose flour
- 4 t. soda
- 1 t. salt

- 1 t. cinnamon
- ½ t. cloves

Add to flour:

- 2 c. raisins
- 1 c. nuts (or candied fruits)

Combine in shortening mixtures. Grease and flour a 9 x 13 x 2 pan. Bake at 375° for 45 minutes. Cool, and frost with carmel frosting.

Carmel Frosting:

- 2 c. brown sugar
- 1 c. cream

Boil to soft ball stage without stirring.

Take off stove, add:

- 2 t. butter
- 1 t. vanilla

Cool. Then beat until its stiff enough to spread nicely. If it should get too hard, add a little cream.

SUNDAY MORNING BREAKFAST COFFEECAKE

(Mrs. JeRome Adams served this at a coffee recently, and every guest went home with the recipe. It is made the night before.)

Sift together:

- 2 c. all-purpose flour
- 1 c. sugar
- 1½ t. salt
- ¾ t. cinnamon
- ¼ t. mace
- 3 t. baking powder

Then add:

- ½ c. shortening
- 6 T. water
- 2 eggs and 1 egg yolk (unbeaten)°

Beat 200 strokes.

Grease a 9 x 13 x 2 pan. Spread batter over the bottom of the pan.

Put 8 cooked prunes in the batter spaced evenly so each prune will be in a serving of the bread. Cover the prunes over with the dough so they aren't sticking out of the batter.

Whip 1 egg white until foamy, and spread over the batter.

Top with this mixture:

- 3 T. flour
- 6 T. brown sugar
- ½ t. cinnamon
- 3 T. butter
- ½ c. nuts

Store in refrigerator over night. The next morning, or when wanted, bake at 450° for 25 minutes. Serve warm.



KMA's Family Album



OUR TEAMS ARE RED HOT!
Edward May beams his approval, as he admires the top honor sponsor trophies won by both the May Seed Co., and KMA teams during the 1953-54 bowling season.

May Seed Co., team l. to r.; Dorothy Hardman, Velesta Reavis, Farrell Turnbull, Esther Johnson, Captain Evalyn Saner, and Edward May.

KMA team l. to r: Captain Laline Maher, Hazel Blackburn, Ruby Croy, Gayle Maher and Cleaice Bailey.



**OH, WHAT IS SO RARE AS A DAY IN
... MAY?**

KMA's staff announcer, Wes Haines, is pictured on the left enjoying the T-shirt weather that warmed the Shenandoah area for a few days in April. The fellow leaning on the guard rail, outside of the KMA auditorium, is KMA's morning news editor, Dean Naven (see page 5).

Later that week both men retreated to sweaters and top coats as a cold wave closed in on KMA-Land.

COBURG GREETES DICK MILLS

The 7th and 8th grades of Coburg Consolidated Schools, Coburg, Iowa, visited Shenandoah, April 29th, and appeared on the "Dick Mills Show," l. to r. 1st row: LeRoy LaFollette; Allen Nelson; John Shaffer; Marvin Dumler; Richard Dado; 2nd row: Luan Freeman; Sharon Bruce; Ruth Carlson; Ruth Ann Guffey; 3rd row: Deanna Bullington; Carolyn Dumler; Virginia Webb; Dick Mills; back row: Martin Gutschenritter; Howard Towne; Ronnie Bergsten; Glen Lassen; Jerry Josephson; Gary Lewis; Instructor, Mrs. Ruth Carroll.



On the KMA PARTY LINE

By **DORIS MURPHY**

Four days away from home! Four days away from broadcasting duties . . . office duties . . . and homemaking responsibilities, required considerable work and preparation ahead, before the four members of the KMA staff pictured here, could head for Kansas City and the AWRP convention. Photographer JIM ROSS was on hand to take the picture just as we were loading up. Reading left to right is: BERNICE CURRIER, FLORENCE FALK, ADELLA SHOEMAKER and myself. It was the 3rd annual convention of American Women in Radio and Television, and it was held at the Hotel Muehlebach, April 22-25. Nearly 300 women attended and when that many "behind the mike and camera" women, get together you can imagine the chatter! But it was all informative and interesting, and we enjoyed it. Among the prominent speakers was Harold Fellows, President, Nat'l. Asso. of Radio and Television Broadcasters; Commissioner Frieda Henneck, of the Federal Communications Commission, and Mrs. Alice K. Leopold, Director Women's Bureau of the U.S. Dept. of Agriculture.

It's spring on the farm, and the Farmer's



Bernice Currier, Florence Falk, Adella Shoemaker, and Doris Murphy.

wife FLORENCE FALK and husband Byron are busy looking after 275 baby chicks, 75 pigs, 8 calves and a kitten. But they are never too busy, to stop and chat with friends who drop by. One day a visitor got off to a "flying start" when she parked her car beside the house and it started rolling down hill. She sprinted after it, reaching it just in time to get it stopped before it crashed thru the fence and into the cow pasture.

No use for an alarm clock at the home of Pgm. Director WARREN NIELSON any more! Since the arrival of Holly Kathleen, Feb. 20th, you can bet your bottom dollar WARREN is up between 5 and 6 every morning, feeding the young lady who has taken over the duties of awakening the family every morning. What's more Holly doesn't mind if daddy tunes in KMA, while she drinks her bottle of milk. Already . . . she's getting to be a KMA fan.

Remember how you enjoyed the sweet, soft music of BETTY and LYN SOFLIN on KMA for 3½ years? They were favorites of many of you listeners, and you regretted it last January when they decided to return to Lincoln for a complete rest. NOW, they're back with better music than ever. Hope you'll be listening for them.

The cleverest earrings I've seen are the leather cowboy boot earrings, BETTY and LYN are wearing with their western outfits.

Just being out of matches didn't stop engineer RALPH LUND from smoking. He just picked up the soldering iron in the Control Booth . . . warmed it up . . . then lighted his cigarette.

Before the invention of the Home Freezer, it would have been impossible to serve your Christmas turkey for Easter, but that is what the RALPH CHILDS family did this year. The turkey had been kept frozen and on Easter Sunday their five

guests enjoyed turkey that tasted as fresh as if it had come direct from a farm.

This picture of MILLIE and DICK MILLS with their two sons who are students at Drake University . . . Ted on the right and Bill left, was supposed to have the family parakeet "Mick" in it, but "Mick" wasn't too cooperative. When the pictures were finished, the ones with "Mick" playing a star role weren't good. So here's the DICK MILLS family, minus "Mick" who is busy eating bird seed and trying to learn to talk. The reason "Mick" should have been a good bird and smiled pretty for the camera, was because YOU listeners named him. On his afternoon show, Dick asked you to send in names for his new parakeet. Many names arrived . . . everything from Tweetie, Ezekeal, Dickie bird, and Skippy to Mildie. The winner of the contest was Mrs. Art Flammang of Doniphan, Nebr. A Children's Album of recordings also went to Gary Lee Davenport of Waterloo, Iowa, age 5, who is afflicted with a bone disease. Congratulations!

Ever make an Easter egg tree? They're so attractive for Easter table decorations, I'm sure you'll want to make one next year. This picture of the Easter Egg tree at the EDWARD MAY home will give you the idea. First, Eleanor Jean painted a branch with white temper paint, then sprinkled it with green glitter while still wet. She used a needle pin flower holder to hold the branch so it can be used as a centerpiece. Around the base, green shredded grass was used. Next comes the job the children enjoy . . .

blowing out the eggs and coloring them. Fancier effects are achieved thru the use of gold glitter, decals, sequins and stars that are applied to the pastel colored eggs with nail polish. You can hollow out some eggs at the top and fill them with tiny gay artificial flowers. Your tree can be as colorful and elaborate as you wish. But there IS one drawback! You have to be prepared to eat plenty of scrambled eggs when the kiddies blow out the Easter eggs! It's worth it though, when you see the beautiful finished tree.



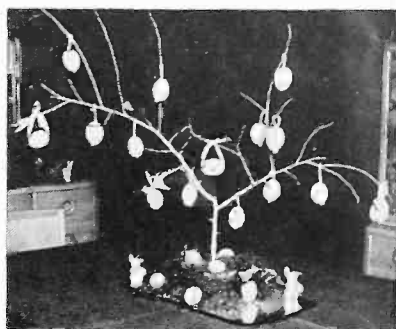
Bill, Millie, Dick, and Ted.

Wonder if the two year weather forecast predicted by Jim Beall, Agricultural Specialist with the U.S. Weather Bureau of Washington D.C. will prove accurate! While being interviewed by MERRILL LANGFITT on KMA, Mr. Beall forecast the next two years will be somewhat warmer than normal, with a little more than normal precipitation. Mr. Beall says the sun spots have a lot to do with temperatures.

We're all hoping for a quick recovery for engineer JACK JOSEPHSON, from his attack of rheumatic fever.

Now that the four children of newscaster RALPH CHILDS and wife, are old enough to be in school, Mrs. Childs has found it interesting to serve as a substitute teacher in Shenandoah. Everyone likes the idea except Stevie, her Eight grade son who is feeling quite grown up, and hopes "Mom" isn't called to teach HIS room. After graduation from the Univ. of Wisconsin, Muriel taught school 7 years. She is renewing her certificate now, by taking correspondence work from Iowa State College. And guess what she did with the money she earned? Re-decorated the downstairs, bought a new carpet and new lace tablecloth. A mother's heart is in her home, and she loved spending her first pay checks for something for the home.

Enter The "DICK MILLS CONTEST!" For Details Listen to the "DICK MILLS SHOW" Every afternoon from 1-3:30 & 4-6.



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KMA's Melody Maids and Merl!



The beaming gentleman sandwiched between that feminine pulchritude is none other than KMA's morning announcer, Merl Douglas, and the attractive duo is Betty, on the right, and Lyn Soflin. This trio provides the early riser in KMA-Land with that pleasant pick-me-up of midwestern music and fun on KMA's "Country Jamboree," every morning at 5. Betty and Lyn have been delighting KMA listeners for over four years with their arrangements of midwestern folk tunes. They can also be heard on their own program at 7:35 every morning, and following the "Back to the Bible Broadcast" at 11:30 a.m., they play the favorite requested hymns of KMA listeners.