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# KMA GUIDE

Vol. 8

MAY, 1951

No. 5



Mrs. Earl May and Souvenirs

(See Page 2)

**"THE MAGAZINE ABOUT YOUR FAVORITES ON YOUR FAVORITE STATION"**



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## 1700 Enjoy "Grand Ole Opry" Stars During KMA Personal Appearances

More than 1700 Midwesterners packed the KMA Auditorium in April for three personal appearances of the "Grand Ole Opry" stars, including Hank Snow, Cowboy Copas and many other favorites.

Western and hillbilly music fans came to Shenandoah from at least four states—Nebraska, Kansas, Missouri and Iowa—to laugh at the antics of Lazy Jim Day and applaud to Hank Snow's singing of his juke box favorites "The Golden Rocket" and "Rhumba Boogie" and Cowboy Copas' version of "Filipino Baby".

KMA hillbilly disc jockey Lee Sutton was introduced to the large crowd by Hank Snow and received a warm applause. Earlier, Snow and Cowboy Copas were guests of Lee's on his popular afternoon record show "Hillbilly Jamboree" (5:00 to 5:30 P.M.,

Monday through Friday). Lee has been very instrumental in popularizing in the Middlewest many hillbilly recordings by some of America's greatest artists.

It was Lee's first meeting with Snow, but Lee and Copas are old acquaintances.

Many of the members of the KMA talent staff are personally acquainted with members of the "Grand Ole Opry" troupe, also. The personal appearance gave everyone a chance to get together in some intimate bull sessions.

Keep listening to KMA for news about some future special shows that will be staged in the KMA Auditorium!

At right, top: Hank Snow (left), Lee Sutton (center) and Cowboy Copas read over some of the requests sent in to Lee's "Hillbilly Jamboree" KMA program.



At bottom, left: Lee and Snow laughing over a joke during one of the evening performances.



At bottom, right: Part of the huge crowd laughing at the jokes of Lazy Jim Day. The crowd was so large at the evening performances that many people had to be turned away.



At one time during the evening the crowd, waiting to get in the auditorium, extended for two blocks. Everyone was very courteous and mannerly, however.

## KMA Staff Members Chat With "Breakfast Club's" Don McNeill

At a reception in Omaha recently for Don McNeill and the rest of his "Breakfast Club" Gang, KMA GUIDE Editor Harold Arkoff and Glenn Harris, general program manger of KMA-KMTV, had the opportunity to visit with Don and discuss many aspects of his program with him.

Don is a very friendly fellow who immediately makes you feel very much at ease. He has always had a special interest in KMA because of the length of time that his program has been carried by the station.

In the picture at right Harold (left) Don and Glenn (right) are discussing a recent issue of the KMA GUIDE (January, 1950) which carried a picture and feature story about the Don McNeill radio gang.



**KMA GUIDE** Editor Harold Arkoff (left,) Don McNeill (center), and Glenn Harris chat about one of the **GUIDE** issues. Don is a regular **GUIDE** reader.

"I really get a big bang out of every issue of the **GUIDE**," Don remarked, "I've never seen another magazine quite like it."

Glenn and Don then discussed Don's TV show which is carried by KMTV, KMA's sister television station in Omaha, every Wednesday evening.

"You fellows really have us covered," Don chuckled, "They can hear us on your radio station, see us on your television station and read about us in your magazine!"

The rest of the "Breakfast Club" Gang was on hand, too, including Patsy Lee, Aunt Fanny, Sam Cowling and Eddie Ballantine among others. They, too, were just as friendly as they sound on the air.

After the evening rolled along, though, the whole cast excused themselves and proceeded to retire for the night.

"You guys can sleep late," Don shouted back, "But, we have to get up every day before six to be ready to broadcast by eight o'clock."

### GLENWOOD, IOWA WOMAN WINS WASHER ON FRITOS SHOW

Mrs. Herman Jurgens of 307 North Locust, Glenwood, Iowa, was awarded the jackpot prize of a Norge triple-action washing machine on the "Fritos-Free-For-All" recently.

Paul Pippert, KMA Fritos quizmaster, asked her by phone to identify the mystery tune on the program after her name had been selected at random from Midwestern telephone directories.

Other winners of cash prizes on the program in recent weeks include:

Mrs. Shelton Thompson, Maryville, Mo. ....	\$ 4
Mrs. C. N. Utterback, Shenandoah, Iowa .....	\$ 5
Mrs. M. Plumer, Glenwood, Iowa....	\$ 4
Mrs. Lyman Sherlock, Essex, Iowa..	\$12
Mrs. B. F. Dunham, Onawa, Iowa..	\$ 6
Mrs. Lee Crabtree, Rockport, Mo....	\$12

The "Fritos-Free-For-All" is heard on KMA every weekday morning from 11:30 to 11:45 A.M.

## On The KMA Party Line

With **DORIS MURPHY**

KMA is proud of the recognition recently given Homemaker **ADELLA SHOEMAKER** by Morningside College of Sioux City. After returning home from Parents Day at college, Dec. 14, **ADELLA** told about her reactions to the event, on her afternoon program. A scout for the college happened to hear about it, and immediately asked for a copy of her radio script. She replied she didn't use a script, but consented to write for them, as nearly as possible, what she had said that day. Upon receiving this information, the college was so impressed and pleased, they called wanting her picture, and had thousands of pamphlets printed carrying **ADELLA'S** picture and her radio story of: "What I think about Morningside College". These pamphlets have been distributed thru churches in Northern Iowa. **ADELLA'S** son **DONNIE** who is a student at Morningside College, is also mighty proud of the recognition given his mother. **DONNIE** attended Simpson college 2 years and is now completing his first year's work at Morningside.

See the smile on the face of the young man in the picture, proudly holding on to the handle bars of the brand new shiny bicycle? That smile belongs to **TUCKY SADDLER**, son of Station Manager **OWEN SADDLER**, who is thinking of the many good rides he is going to have on the new bicycle just presented him as a gift on his seventh birthday. In honor of the event **TUCKY'S** mother invited 15 young friends to help him celebrate. Standing on **TUCKY'S** right is his sister **Barbara**, age 10, and the little fellow in front in the white sailor suit is his brother **DAVID**, age 2½. **DAVID** seems as proud as **TUCKY** of the new bicycle. On **TUCKY'S** left is his cousin, **DIANE RANKIN**, daughter of **MR. and MRS. J. D. RANKIN, JR.**, and directly back of her is **ANNETTE MAY**, daughter of **MR. and MRS. EDWARD MAY**. Also included in the group are two sons of newscaster **RALPH CHILDS**. The children had a big time playing games, and at the close of

the afternoon refreshments of ice cream, cake, and chocolate milk were served. Favors of guns were given each guest, and an additional cowboy atmosphere was carried out in the clever table decorations with nut cups filled with candy.

If you're hungry, drop in at the home of clarinetist **EDDIE COMER** or entertainer **DOC EMBREE**, because they have an extra supply of groceries on hand right now, thanks to Lady Luck. At a recent drawing in one of the Shenandoah grocery stores, these two KMA families each won a \$5.00 basket full of groceries. Not a bad gift, in these days of high prices!

Would YOU get flustered if you answered the telephone and heard the voice on the other end say: "This is Sammy Kaye talking from Sioux City." Well, control operator **JACK JOSEPHSON** did get flustered one Sunday morning when the fam-



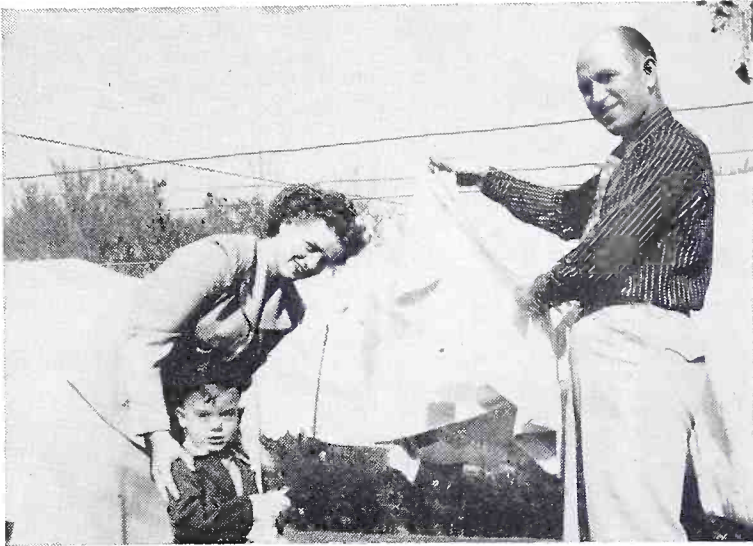
ous band leader called KMA unexpectedly to check on his program. **JACK** was taken so by surprise that he misquoted the hour KMA was carrying the Sammy Kaye show. A little later, realizing his mistake, **JACK** hurriedly placed a call for the band leader to tell him his show would be heard at 1 instead of 1:30 on Sunday. Sammy was glad to get the correction and thanked Engineer **JOSEPHSON**. Next time **JACK**, don't get so excited . . . you never know when Faye Emerson might call and you don't want to make a mistake then!

After renting living quarters in the same home, entertainer **BECKY BOWMAN** and steel guitarist **COY MARTIN** and his wife decided they would cook their meals together. **COY'S** wife, **IRENE**, is also working during the busy season at the May Seed Co., so it makes it easier for the

two girls to prepare their meals at the same time. In the evening they enjoy popping corn and eating apples.

Announcer PAUL PIPPERT and wife will long remember their experience driving to Mason City to spend Easter with their folks. MRS. PIPPERT who is employed in a beauty shop, and PAUL started Friday morning, but due to the blizzard did not reach Mason City until midnight. Then they tried to get out to the farm home of PAUL's parents. After trying 6 different gravel roads leading around the farm, they finally gave up, as the snow was so high they couldn't make it. They returned to town and spent the night in a hotel. Next morning after the snow plows had gone thru, they reached home, driving thru roads banked with snow twice as high as the car.

Regardless of all the precaution you



take . . . seems like something always happens on moving day. HERMAN HOUSH, KMA's new fiddler, who recently moved to Shenandoah from Atchison, Kansas, found this out recently. HERMAN had warned the movers about taking care in moving the floor lamp. But . . . when the lamp was unloaded at the end of its destination . . . it was discovered the movers had lost the lamp switch. Now the lamp can't be used. Oh well . . . guess that's part of the trials and tribulations of moving!

It was the last washing day at the home of entertainer STEVE WOODEN before breaking up house keeping, and in this picture you see STEVE taking down the wash as his wife KATHLEEN and 3 yr. old son STEVIE stand by ready to help. Both STEVIE and his mother suffer from bronchial asthma, so it is necessary for

them to seek a different climate. This winter they spent six weeks in Arizona and Texas, hoping for relief, but found Arizona too dusty and Texas too damp and low. They returned in April, only to have STEVIE become ill with an ear infection within a few days after their return. Realizing it is impossible to remain in this climate, the WOODENS have sold their furniture and STEVE will rent a room until vacation time. In the meantime, KATHLEEN and STEVIE will visit her parents in Columbia, Mo. Next month they plan to drive to Denver, Colo., to see if the climate there agrees with them. We wish the WOODENS the best of luck in seeking a new location.

It's plain to be seen 4 month old KAREN SUZZANNE, has won the heart of her daddy, DON SOLIDAY, KMA's new announcer. And why shouldn't she? Because everybody loves a baby with a good disposition! SUZZANNE seldom ever cries according to her daddy, and she always greets you with a smile. No wonder SUZZANNE has made such a hit. There is another member of the family who thinks she is mighty nice too . . . and that is her two year old brother JEFFRY PRYOR. When I inquired of DON where he got the name PRYOR for his young son, I learned there was quite an interesting story back of that name. He was named after ARTHUR PRYOR, DON's

great grandfather on his mother's side, who was a landscape architect, and at one time was commissioned to landscape the gardens for the Czar of Russia. At that time his great grandfather lived in England, but was called to Moscow to fulfill his commission. Don's grandfather got his education in Moscow, graduating from the University of Moscow and was also an Oxford student.

Bad luck overtook DOC and ESTHER EMBREE while on a personal appearance at Nodaway, Iowa. DOC accidentally dropped ESTHER's guitar, breaking it. That makes this entertaining team minus one instrument for several weeks, while a big crack across the front is being repaired. On top of all this, DOC had to take over the duties of his son's paper route, while JOHN was ill with the chicken pox two weeks.

# KMA DAILY PROGRAMS FOR MAY, 1951

960 ON YOUR DIAL — 5000 WATTS

## DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:30 a.m.—Blackwood Bros.  
5:50 a.m.—News and Weather  
6:00 a.m.—Landon & Ernie  
6:30 a.m.—R.F.D. 960  
7:00 a.m.—Mel Mains, News  
7:15 a.m.—Frank Field  
7:30 a.m.—Becky & Blue Sky Boys  
7:45 a.m.—Morning Headlines  
8:00 a.m.—Breakfast Club  
9:00 a.m.—Homemaker's Visit—Bernice Currier  
9:25 a.m.—Betty Crocker  
9:45 a.m.—Modern Romances  
10:00 a.m.—Edith Hansen  
10:30 a.m.—Quick As A Flash  
11:00 a.m.—Luncheon Club  
11:15 a.m.—Victor H. Lindlahr  
11:30 a.m.—Fritos Free For All  
11:45 a.m.—Stump Us Gang  
12:00 noon—Ralph Childs, News  
12:15 p.m.—Edward May  
12:30 p.m.—Half Past Nooners  
12:45 p.m.—Mel Mains, Markets  
1:00 p.m.—Eddy Arnold  
1:15 p.m.—Jack Hunt  
1:30 p.m.—Landon & Ernie  
1:45 p.m.—Becky & Blue Sky Boys  
2:00 p.m.—David Amity  
2:15 p.m.—KMA Cowboys  
2:30 p.m.—Bob Stotts  
2:45 p.m.—Nishna Valley Boys  
3:00 p.m.—Doc and Esther  
3:15 p.m.—Steve Wooden  
3:30 p.m.—Kitchen Klinik—Adella Shoemaker  
4:00 p.m.—Mickey Cottey  
4:15 p.m.—Camp Meeting Time  
4:30 p.m.—Ralph Childs, News  
4:45 p.m.—Hawkeye Rangers  
5:00 p.m.—Hillbilly Jamboree  
5:30 p.m.—Big Jon & Sparky

## MONDAY NIGHT

6:00 p.m.—KMA Sports Parade  
6:15 p.m.—Doc & Esther  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Lone Ranger  
7:30 p.m.—Henry J. Taylor  
7:45 p.m.—Outdoor Mid-America  
8:00 p.m.—United Or Not  
8:30 p.m.—Dreamboat  
9:00 p.m.—Ralph Flannagan's Band  
9:30 p.m.—Guest Star

9:45 p.m.—Talking It Over  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—Sports Report  
10:30 p.m.—Jerry Gray's Band  
10:45 p.m.—Dream Harbor  
11:00 p.m.—Newstime  
11:15 p.m.—Dance Orchestra  
11:55 p.m.—News

## TUESDAY NIGHT

6:00 p.m.—KMA Sports Parade  
6:20 p.m.—Let's Go Visiting  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Jelly Elliott  
7:15 p.m.—Know Your Iowa Industry  
7:30 p.m.—Armstrong Of SBI  
8:00 p.m.—Am. Town Meeting  
8:45 p.m.—Melody Club  
9:00 p.m.—Time For Defense  
9:30 p.m.—Fine Arts Quartet  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—Sports Report  
10:30 p.m.—National Guard  
10:45 p.m.—Dream Harbor  
11:00 p.m.—Newstime  
11:15 p.m.—Dance Orchestra  
11:55 p.m.—News

## WEDNESDAY NIGHT

6:00 p.m.—KMA Sports Parade  
6:15 p.m.—Doc & Esther  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Lone Ranger  
7:30 p.m.—The Fat Man  
7:55 p.m.—Les Griffith  
8:00 p.m.—Richard Diamond  
8:30 p.m.—Mr. President  
9:00 p.m.—Lawrence Welk's Band  
9:30 p.m.—Treasury Band  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—Sports Report  
10:30 p.m.—Navy Startime  
10:45 p.m.—Dream Harbor  
11:00 p.m.—Newstime  
11:15 p.m.—Dance Orchestra  
11:55 p.m.—News

## THURSDAY NIGHT

6:00 p.m.—KMA Sports Parade  
6:20 p.m.—Let's Go Visiting  
6:30 p.m.—Ralph Childs, News  
6:45 p.m.—Edw. May, Mkts. & Weather  
7:00 p.m.—Les Griffith  
7:15 p.m.—Alcoholics Anonymous  
7:30 p.m.—Armstrong Of SBI  
8:00 p.m.—Amateur Hour  
8:45 p.m.—Life's Fuller Measure

AMERICAN BROAD



CASTING COMPANY

9:00 p.m.—Screen Guild Players  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—KMA Showcase  
 10:45 p.m.—Dream Harbor  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

### FRIDAY NIGHT

6:00 p.m.—KMA Sports Parade  
 6:15 p.m.—Doc & Esther  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts. & Weather  
 7:00 p.m.—Lone Ranger  
 7:30 p.m.—This Is Your FBI  
 8:00 p.m.—Ozzie and Harriet  
 8:30 p.m.—The Sheriff  
 9:00 p.m.—Boxing Bout  
 9:30 p.m.—Am. Sports Page  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Report  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

### SATURDAY PROGRAMS

5:30 a.m.—Blackwood Bros.  
 5:50 a.m.—News and Weather  
 6:00 a.m.—Landon & Ernie  
 6:30 a.m.—R.F.D. 960  
 7:00 a.m.—Mel Mains, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Becky & Blue Sky Boys  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Alarm Clock Club  
 9:00 a.m.—Homemaker's Visit—Bernice  
     Currier  
 9:30 a.m.—Organ Moods  
 9:45 a.m.—Ranger Bill  
 10:00 a.m.—Junior Junction  
 10:30 a.m.—Down A Country Lane—  
     Evelyn Birkby  
 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.—Half Past Nooners  
 12:45 p.m.—Mel Mains, Markets  
 1:00 p.m.—Andy Parker  
 1:15 p.m.—This Week On The Farm  
 1:30 p.m.—Landon & Ernie  
 1:45 p.m.—Becky & Blue Sky Boys  
 2:00 p.m.—Nishna Valley Boys  
 2:15 p.m.—Polka Party  
 2:30 p.m.—KMA Hillbilly Hits  
 3:00 p.m.—Doc and Esther  
 3:15 p.m.—Steve Wooden  
 3:30 p.m.—Kitchen Klinik—Adella Shoe-  
     maker  
 4:00 p.m.—Mickey Cuttey  
 4:15 p.m.—Camp Meeting Time  
 4:30 p.m.—News

4:45 p.m.—Hawkeye Rangers  
 5:00 p.m.—Roger Renner Trio  
 5:15 p.m.—Una Mae Carlisle  
 5:30 p.m.—Baron Elliott's Octette  
 6:00 p.m.—KMA Sports Parade  
 6:15 p.m.—Serenade In Blue  
 6:30 p.m.—Mel Mains, News  
 6:45 p.m.—Holland Today and Tomorrow  
 7:00 p.m.—Shoot The Moon  
 7:30 p.m.—Dancing Party  
 9:00 p.m.—Sat. At The Shamrock  
 9:30 p.m.—The Buccaneers  
 9:45 p.m.—Treasurey Band  
 10:00 p.m.—News  
 10:15 p.m.—Dance Orchestra  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

### SUNDAY PROGRAMS

7:00 a.m.—News  
 7:15 a.m.—Favorite Hymns  
 7:30 a.m.—Lyrically Speaking  
 8:00 a.m.—Rev. Gene Phillips  
 8:30 p.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—Negro College Choirs  
 10:00 a.m.—Worship Service  
 10:30 a.m.—Milton Cross' Opera Album  
 11:00 a.m.—Navy Band  
 11:15 a.m.—The U. N. Story  
 11:30 a.m.—Piano Playhouse  
 12:00 noon—Foreign Reporter  
 12:15 p.m.—Denoma Darling  
 12:30 p.m.—Ralph Childs, News  
 12:45 p.m.—Here's To Veterans  
 1:00 p.m.—Sammy Kaye's Serenade  
 1:30 p.m.—Back To The Bible  
 2:00 p.m.—Newstime  
 2:15 p.m.—Blackwood Brothers  
 2:30 p.m.—Hour Of Decision  
 3:00 p.m.—Revival Hour  
 4:00 p.m.—Concert Of Europe  
 4:30 p.m.—Greatest Story Ever Told  
 5:00 p.m.—Drew Pearson  
 5:15 p.m.—Monday Morning Headlines  
 5:30 p.m.—Ted Mack  
 6:00 p.m.—Stop The Music  
 7:00 p.m.—Buzz Adam's Playroom  
 7:30 p.m.—Q. E. D.  
 8:00 p.m.—Walter Winchell  
 8:15 p.m.—Jergens-Woodbury Journal  
 8:30 p.m.—Salute To Reservists  
 9:00 p.m.—Let's Be Healthy  
 9:15 p.m.—Gloria Parker  
 9:30 p.m.—Proudly We Hail  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Thoughts In Passing  
 10:30 p.m.—Dance Orchestra  
 11:00 p.m.—Newstime  
 11:15 p.m.—Dance Orchestra  
 11:55 p.m.—News

Listings Correct at Time of Publication  
 However, all Programs Are Subject to Change

## Frank Comments

By **FRANK FIELD**

The picture this month probably looks familiar to folks who have television sets and who live within range of KMTV on Channel 3. The only thing lacking is the title which appropriately enough is "Over The Garden Fence". That is the name of the weekly program over KMTV in which I visit with the folks over the garden fence about their nursery and garden problems.

All through April the time has been 12:00 to 12:30 on Friday noons; however daylight savings time went into effect on May 1, as you know, and this caused quite a scrambling of programs. At the time I am writing this, we are a little bit undecided as to the exact time, but it looks now as if the new time will be 12:45 to 1:15 on Fridays.

For the benefit of you people who either do not have TV sets or who live too far from Omaha to get KMTV successfully, I will tell you a little about the show. Basically, it is exactly the same as my 7:15 radio program has been for the past 20 years or more.

First, of course, comes local weather and the weather outlook for over the weekend. Then the balance of the half hour is devoted to answering questions sent in by listeners about various planting and gardening problems. The nice thing about television is that it is possible to actually demonstrate the proper way to plant rose bushes and shrubs, the proper way to prune grape vines and raspberries, and all of the many other things so the eye can see just how it is done.

The cold, wet spring has certainly been hard on farmers trying to get their spring work done, but on the other hand it has

been a blessing to people planting lawn grass seed and nursery stock in general. In fact, this is about the most ideal nursery planting season we have had for a number of years. There is plenty of moisture in the ground, it has been cloudy a large share of the time and the weatherman in his 30 day forecast says that this kind of weather is supposed to continue at least until the middle of May.

Of course, it has been a little hard to get the early garden in at the right time, but by working between showers and taking advantage of every opportunity when the ground was at all dry enough to work, most people are just about on schedule, especially from Southern Iowa on South. Up in Northern Iowa it has been quite a problem.



Everything has been running along just about as usual with the various members of the Field tribe, with one or two minor exceptions. For one thing, little John had two back teeth pulled one night last week, or rather at 3:00 in the morning. His jaw is still swelled some, but he will soon be back to normal.

Big John has practically all his early garden in now, and is already beginning to worry about space for enough tomato plants and still leave room for lima beans and late sweet corn.





# HOMEMAKER'S GUIDE

## Kitchen Klinik

By **ADELLA SHOEMAKER**

### NEVER FAIL ANGEL FOOD

- 1-1/2 cups sugar
- 1 cup sifted cake flour
- 1-3/4 cups egg whites
- 2 teaspoons cream of tartar
- 3/4 teaspoon salt
- 1 teaspoon vanilla

Sift sugar on a paper. Sift flour on another paper. Take 1/2 cup of the sifted sugar and put it with flour. Sift this mixture 3 times. Beat egg whites with a rotary egg beater until frothy. Add cream of tartar and salt, and beat until they are stiff but not dry. Divide sugar in four parts on paper. Take one of these parts (1/4 of the sugar) and add it to egg whites and beat 60 turns after each addition. When all sugar has been added put in vanilla and beat an extra 100 times

Divide flour into fourths. Fold 1/4 of it in with wire spoon. Fold 15 times. Do rest of the fourths the same way. Fold each 15 times, then when all is in, fold 15 more times for good measure. Put in large ungreased tube pan, and drop pan several times from about 6" above table. Bake at 250° for first half hour, 350° the last half hour or until cake is done. Usually takes about 1-1/2 hours to bake.

\* \* \* \* \*

### CHOCOLATE RIPPLE COOKIES

- 1/2 cup shortening
  - 2/3 cup sugar
  - 1 teaspoon vanilla
  - 2 eggs, well beaten
  - 1-1/3 cups sifted all-purpose flour
  - 1/2 teaspoon baking powder
  - 1/2 teaspoon salt
  - 1 package semi-sweet chocolate, melted
- Cream shortening, sugar, and vanilla thoroughly. Add eggs and beat until light, and fluffy. Mix and sift flour, baking powder, and salt. Add to egg mix-

ture, blending well. Swirl the melted chocolate, which has been cooled, through cookies mixture, giving marbled effect. Drop from teaspoon on greased cookie sheet. Bake in moderately hot oven (375° F.) for 12-15 minutes. Makes 26 cookies.

\* \* \* \* \*

### RAINBOW DESSERT

- 1 pound white grapes (need about 4 cups of diced grapes, seeds removed) or use white cherries, a No. 2-1/2 can, drained or seedless grapes.
- 1 pound colored marshmallows, cut up
- 1 No. 2 can crushed pineapple, drained
- 1/2 cup coarsely cut blanched almonds
- 1 cup milk
- 1/2 cup sugar
- 1 heaping tablespoon flour
- Yolks of 4 eggs
- 1 cup cream whipped
- 1 tablespoon lemon juice

Combine fruit. Cook milk, sugar, flour and egg yolks until thickened. Cool. Add whipped cream and lemon juice. Fold fruit into sauce. Let stand 12 hours. Very attractive looking and delicious.

\* \* \* \* \*

### FROZEN STRAWBERRY SALAD

- 1 pound marshmallows
- 3 tablespoons strawberry juice
- 1 cup crushed strawberries
- 1 cup crushed pineapple, drained
- 1 3-oz. package Philadelphia-type cream cheese
- 1/2 cup salad dressing
- 1 cup whipping cream

Dissolve marshmallows in strawberry juice (in double boiler or heavy pan with very low flame). Cool. Add fruits. Blend cheese and salad dressing. Whip cream and fold into dressing. Add to first mixture. Freeze in refrigerator tray. Remove from refrigerator about at room temperature. Serves 8.





# Homemaker Visit

By **BERNICE CURRIER**

## RING OF PLENTY

- 1-1/2 cups cooked macaroni
- 1 cup diced cheese
- 1 cup soft bread crumbs
- 1 tablespoon minced parsley
- 3 tablespoons minced pimientos
- 3 tablespoons melted shortening
- 1 tablespoon minced onion
- 1 cup scalded milk
- 1 egg, well beaten
- 1 teaspoon salt
- 1/8 teaspoon pepper

Cut macaroni into short pieces. Combine ingredients in order given. Put in well greased ring mold. If you haven't a ring mold, grease the outside of a jelly glass and stand it in center of deep baking dish. Place mold in pan of water. Bake in 375° oven till firm. Unmold and serve hot. Center can be filled with creamed meat.

\* \* \* \* \*

## STRAWBERRY CREAM CHEESE PIE

- CRUST - - 12 sweetened zweiback  
2 tablespoons softened butter  
1 tablespoon sugar

- FILLING - - 1 pound cream cheese  
1/2 cup sugar  
2 beaten eggs  
2 teaspoons vanilla

CRUST: Crush zweiback fine, mix with butter and sugar and pat into bottom and sides of a 9" pan.

FILLING: Mix all together till smooth. Pour into crust. Bake in 350° oven for 35 min. Then blend 1 cup thick sour cream with 1 teaspoon vanilla and 2 tablespoons sugar and spread it on top of pie to within 1/2" of edge. Place in 425° oven for 5 min. Cool and add Strawberry Crown.

STRAWBERRY CROWN: Select the largest of 1 quart of strawberries, slice and arrange on top of pie. Crush the remaining berries and place in sauce pan with 3 tablespoons water and 1/4 cup

sugar. Simmer 10 min. and strain. Add 1-1/2 teaspoons cornstarch mixed with 1 tablespoon cold water. Cook, stirring constantly till thickened. Cook 5 min. more stirring constantly. Cool slightly and pour over berries on pie. Let the pie set 1 hour before cutting.

\* \* \* \* \*

## LEMON CHIFFON PIE

- A—1/2 cup lemon juice  
4 egg yolks beaten  
1/2 cup sugar
- B—1 envelope plain gelatine  
1/4 cup cold water
- C—4 egg whites  
1/2 cup sugar
- D—1/2 cup heavy cream whipped  
1 tablespoon sugar  
1-9" pie shell baked

Combine A and cook in double boiler beating constantly till thick. Combine B, let stand while A cooks, then add B to A and partly cool. Beat C very stiff and fold into mixture and pour into baked pie shell. Chill till firm and top with D and serve.

\* \* \* \* \*

## PINEAPPLE GINGER SANDWICHES

- 3/4 cup drained crushed pineapple  
1 tablespoon chopped preserved ginger  
1/4 cup chopped walnuts  
1 teaspoon ginger syrup  
1 tablespoon pineapple syrup
- Mix all together and spread between buttered slices of whole wheat bread.

\* \* \* \* \*

## FROZEN PECAN PUDDING

- 1 cup whipping cream  
1 cup marshmallow cream  
1/4 cup maraschino cherries  
1/4 teaspoon salt  
1/2 cup chopped pecans  
Few drops almond flavoring
- Whip the cream and add salt. Beat in marshmallow cream a little at a time. Fold in chopped pecans, flavoring and cherries. Pour into freezing tray of an electric refrigerator.





### *Bette Waits . . . .*

forty on the farm they lived on near Mason City, Iowa. Now Russ wants to own his own plane. He's looking forward to some future time when he may be able to report special events to KMA listeners direct from a plane.

Wife Bette was a little worried about Russ' flying, but now is getting used to it. Russ even thinks that she's looking forward to her first airplane ride with him.

Bette, however, won't admit it!

## **Russ Bauer Solos -- Wife Crosses Fingers**

When KMA Announcer Russ Bauer went out to the airport to solo for the first time recently, the KMA GUIDE photographer went along to record the event.

After kissing his wife, Russ jumped into the Piper Cub and roared off down the runway, while his wife, Bette, stood on the ground watching with her fingers crossed, as you can see in the picture at left.

After circling the field a few times, Russ made a perfect landing and below you see him stepping out of the plane as it's something he's been doing for years.

Russ has wanted to fly ever since he was six years old and went for his first plane ride in his brother's oldtime biplane. His brother used to fly it off the north

### *. . . . Russ Makes It O.K.*



### **VISIT KMA AND SEE YOUR RADIO FAVORITES IN PERSON**

Everybody at KMA wants to offer you their warmest welcome to visit the studios in Shenandoah.

Every Saturday afternoon all of the KMA entertainers are on hand in the auditorium to give you a lot of free entertainment and meet you personally. Plan on visiting KMA soon.

### **SILVER ANNIVERSARY FOR OLSEN**

Johnny Olsen will observe his Silver Anniversary behind the microphones with a week of special programs on the "Johnny Olsen Luncheon Club" during the week of May 7.

This popular weekday show has been a long time favorite on KMA and is heard from 11:00 to 11:15 A. M., Monday through Friday.

## Program Personals

By HAROLD ARKOFF

Many a criminal has been made to "sing", both in fact and fiction, but only Dick Powell (pictured below), star of "Richard Diamond, Private Detective", has won fame as both a detective and a singer. The program is heard on KMA every



Wednesday evening at 8 P.M.

Dick has virtually enjoyed two separate careers. He first appeared in pictures in 1933, and between then and 1940 starred in more than 30 musical pictures.

His popularity as a singer continued, and Warner Brothers wanted to keep him crooning, but Powell had other ideas and turned free lance to get other roles.

He played his first detective role in "Murder, My Sweet" and soon launched radio's first private eye story, "Richard Rogue". After dropping out of this radio role for a while, Dick returned as an air-waves sleuth in 1949 and created his "Richard Diamond, Private Detective" role.

Richard Ewing Powell was born in Mountain View, Arkansas (population 900). While in college in Arkansas, Dick

began singing in a church choir and at dances and other social events. Later he began traveling with an orchestra and slowly became known through radio and recordings until his work finally attracted the attention of a Hollywood talent scout.

### ANNIVERSARY ISSUE NEXT MONTH!

The June issue of The KMA GUIDE will mark the 7th year of publication for the magazine. Be sure and watch for it!

### WET SPRING KEEPS MAINS BUSY DISPENSING FARM INFORMATION

KMA Farm Service Director Mel Mains has been keeping KMA farm listeners supplied with a great amount of planting information that has become so necessary because of the excessive amount of moisture in the Middlewest this spring.

Below he is shown interviewing Ward Scott (center) on Scott's farm 7 miles N. W. of Shenandoah, while Warren Raney, Fremont County Agricultural agent, looks on. Mel has been working closely with extension men like Raney to obtain information about what agricultural practices to follow this year, and has been passing them on to listeners on his daily "Market" broadcasts at 12:45 p. m.

Mel reports that many farmers are co-operating with government requests to increase their corn acreages, especially now since oat planting was delayed from two to four weeks.

Spot interviews by Mel with farmers and farm authorities in Iowa, Nebraska, Kansas and Missouri are a regular feature on Mains' daily 12:45 p. m. broadcast.



## Here's Herman -- Kansas to KMA!



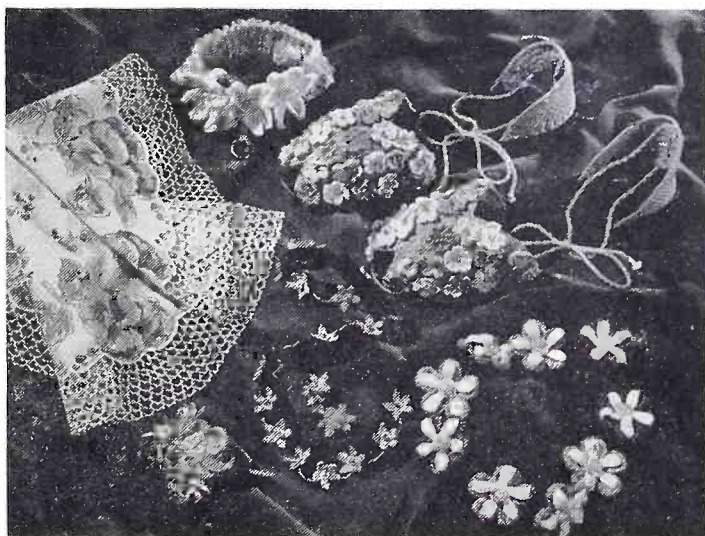
Although he might have been a big league ball player today, Herman Housh, the handsome smiling fellow above, chose a musical career instead and his fiddle playing is now becoming well-known to KMA listeners.

Herman was considered a very promising ball player in his home town of Winchester, Kansas, but his musical career could not be denied. Besides the violin, Herman is also a past master on the mandolin, banjo, guitar and bass fiddle, but

### PATTERN FOR THE MONTH

Do you like accessories with an air of originality? A crochet hook and some colored crochet thread will bring them to you. This group includes a bridal garter, a pair of crocheted slippers, a jewelry set (earrings, necklace and bracelet) and headband or belt of velvet highlighted with flowers, a gay boutonniere and a circular handkerchief frosted with lace.

To receive this pattern, send a self-addressed, stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. FV-404.



fiddling has always been his favorite.

Herman's fiddle is an extremely valuable instrument that was made in Germany in 1660! A veteran of nearly five years of Army service in World War II, Herman married his wife Margaret in Atchison, Kansas, in 1946 when he returned from the service.

## Forecasts For The Month

### BIRTHDAYS:

- May 2—Betty Jane Rankin, daughter of J. D. Rankin, vice president of the May Seed Company.
- May 5—Elizabeth Saddler, wife of Owen Saddler, general manager KMA-KMTV.
- May 7—Inez Keeton, secretary to Harold Arkoff, Editor KMA GUIDE.
- May 9—Bob Stotts, staff artist.
- May 16—Suzanne Ely, daughter of Walter Ely, transmitter engineer.
- May 20—Muriel Swanson, office assistant
- May 24—Glenn Harris, general program manager KMA-KMTV.
- May 30—Don Soliday, announcer.
- May 25—Janet Ely, daughter of Walter Ely transmitter engineer.

### ANNIVERSARIES:

- May 6—Clyde and Ina Burdick, GUIDE circulation manager.

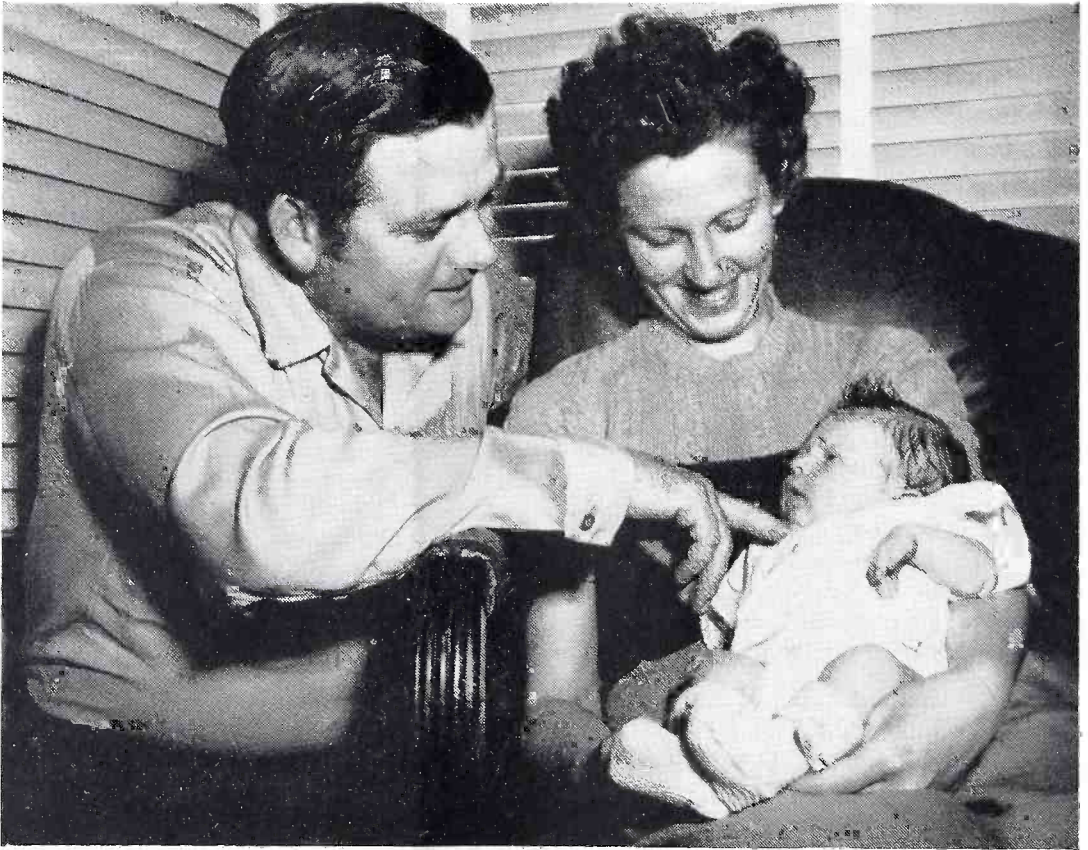
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## Bob Stotts' New Buckaroo!



Here's the reason that Yodeling Bob Stotts has been so happy on all his KMA programs lately. It's his new daughter, Judith Ann, being held here in the arms of Bob's lovely wife, Viola. It appears that Judith can't quite figure out why they're making all that fuss about her.

"I know what she's going to be when she grows up," Bob claims. "She wakes up at five every morning so she's bound to be either a hillbilly entertainer or a milkman!"

The Stotts' have three other children, Kenny, age 10, Roberta who is 8, and six-year old Jimmy.

Jimmy at first wanted them to take Judith back and exchange her for a boy, but now he's fallen in love with her, too, just like the other kids.

Little Judith was born April 5 and weighed in at 7 lbs. 11 ounces.

"Seven come eleven!" Bob remarks. "How lucky can you get."

Bob has been entertaining folks over KMA for nearly six years. He's heard on his own program every weekday afternoon on KMA at 2:30 and on many other KMA shows.