

The

KMA GUIDE

Vol. 9

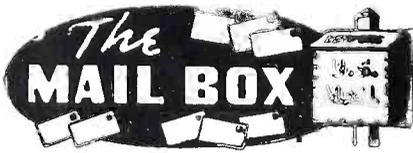
APRIL, 1952

No. 4



KMA Takes To The Air

(Story on
Page 2)



Lyons, Nebraska . . . I'm enclosing one dollar to renew my subscription to the KMA GUIDE. I've been a subscriber from the very first issue and have enjoyed every one. I think it's an interesting magazine to read, and too, the pictures are getting bigger and better.

Myrtle Carlson

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Ridgeway, Missouri . . . Thank you for reminding me of my expiration date on the KMA GUIDE. I have received every issue and still refer to them many times. Here's hoping you can keep on publishing as good a magazine for years to come at the same reasonable price of \$1 a year.

Claudine Lobba

(In the eight years' of publication the subscription price of the KMA GUIDE has remained the same and we intend to keep it that way, regardless of the rise in printing costs.)

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Omaha, Nebraska . . . Find enclosed \$2 for the renewal of my GUIDE for two more years. Nothing will ever take the place of this wonderful magazine in our home.

Mrs. Ida Owing
1112 North 17th St.

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Centerville, Iowa . . . I am enclosing a \$1 bill to renew my subscription to the KMA GUIDE. We enjoy having it come into our home every month, because of the many helpful ideas it has for aiding mother in planning our meals, taking care of the garden and flowers and also it is so pleasant to read about the happenings at the studio.

Miss Elsie Phillips

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Sheldon, Iowa . . . Enclosed is my renewal. I have every issue from the beginning, and a magazine my whole family can read and enjoy. I hope to come to Shenandoah this summer to see all the flowers and homes of the radio personalities.

Mrs. Bernie Rensink

(You would be most welcome, Mrs. Rensink . . . our welcome mat is always out to our listeners who visit us!)

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Cover Story—

New Plane To Speed On-The-Spot Reporting

Pictured on the cover of the GUIDE this month is KMA's new Beechcraft Bonanza airplane and four of the men who will make steady use of it in gathering news stories, observing crop conditions and on business trips.

Left to right on the front cover, they are Tony Koelker, KMA ass't manager; Merrill Langfitt, farm service director; Edward May; and Ralph Childs, newseditor.

The plane, which also is being used for May Seed Co. and KMTV activities, is a sleek low-wing monoplane which really cuts down time and distance at its 165 mile an hour cruising speed.

For instance, on March 25th Merrill Langfitt took off for a quick inspection trip of the tornado hit Arkansas, Southern Missouri, Tennessee area. He wanted to obtain material for a series of documentary broadcasts on the nature of tornadoes for the enlightenment and possible future protection of KMA listeners.

Leaving the Shenandoah airport at 8:30 a. m., Merrill was inspecting the area from both the air and the ground by noon and several phone recordings were broadcast over KMA yet that day.

The plane is completely equipped with all the latest radio and electronic instruments. It has a two-way radio system and is equipped for bad weather instrument flying and for night flying.

The plane will carry three persons in addition to the pilot. Its normal cruising altitude is at 8,000 feet, approximately 1-1/2 miles from the ground, and is capable of speeds of almost 200 miles per hour.

A Chat With Edward May

The long awaited spring has finally arrived. It didn't arrive as early as we had hoped but it's here and, with everyone grabbing the opportunity to be out in the yard and garden, I think the colds, the flu and many other ailments associated with winter will be reduced to a minimum. Now it will only be a short while until the tulips, hyacinths, daffodils, and other spring flowers burst into bloom.

We all look forward to the arrival of spring but I am sure most housewives do not have the same enthusiasm for one spring chore, namely, housecleaning. The picture on the right below shows my mother, Mrs. Earl May, thinking about one of the spring housecleaning jobs of her house —dusting off her antique goblet collection. With a start of some goblets that belonged to her grandmother, mother has been adding to her collection and, to date, she has well over 100 goblets representing over 100

different patterns. She has one or more of the Shell and Tassel Westward Ho, and Paneled Daisy patterns and many others. She uses them frequently and she particularly likes to set her table with amber, blue and other colored goblets. It gives the table a beautiful appearance and mother has received many compliments upon her arrangements. She says she is going to stop collecting goblets but I notice she finds it difficult to pass an antique shop — so time will tell whether or not she stops or continues adding to her collection.

I know you are anxious to start working in the yard and garden. We all are, at our house. We intend to fertilize our lawn and a few days later sow our grass seed. These steps of the spring work can be done immediately as grass seed likes the cool, moist weather of spring. I believe five pounds of grass seed planted in April will give a person a better stand than ten to twenty pounds of grass seed planted the first of July. Therefore, plant that grass seed as soon as you can. This also holds true for some of the annual flowers, like sweet peas, larkspur, petunias and others.

The early bird gardeners are reporting a little activity and if you are a gardener I hope you will enter my Early Bird Garden Contest this year. The rules are the same as the past few years and, in the case of the Early Bird Gardener's Club, "The early bird gets the dollar!"



Mrs. Earl May — reading in her home, and (right) examining her goblet collection.

June KMA Fishing Trip To Wyoming Fisherman's Paradise Is Announced

Midwestern fishermen are going to be given a chance to fish in some of the finest fishing waters in America during the eight-day KMA Fishing Trip to the Sunlight Basin country of Wyoming this June.

Warren Nielson, KMA outdoor editor and head man of "Outdoor Mid-America" (heard every Monday night at 7:45 on KMA) will take charge of the touring party in person and promises fishing the likes of which most midwestern fishermen have never experienced.

Leaving from Omaha on Sunday, June 15, the fishing party will proceed by train to Billings, Montana, arriving there the next evening. Guides from the Sunlight Ranch will meet the party there and escort them by bus to the luxurious, yet rustic, ranch in extreme northwestern Wyoming near Yellowstone National Park where they will spend Monday evening.

Tuesday morning, June 17, everyone will be up early and from then until Friday the KMA fishing party will visit numerous streams and lakes in this beautiful northwestern Wyoming wilderness country. The fishermen will leave Wyoming Saturday morning for the trip home, arriving in Omaha Sunday morning, June 22.

Warren Nielson will carry complete KMA program recording equipment along on the trip in order to make numerous tape recordings which will be rushed back to Shenandoah for broadcast on the air while the tour is still in progress so the folks back home will be up on all the details of the trip.

"I want to sincerely invite all fishermen in KMA-Land and their friends to come along on this trip," Nielson said.

"You'll be in for some of the most restful, yet exciting days of your life. Sleeping under canvas, packing in to the hills, the smell of bacon and eggs sizzling over a camp fire . . . brother that's living!" Warren exclaimed.

Inquiries concerning the trip are already starting to pour in and, since only a limited number of reservations are available, if you like to fish you'd better drop a card or letter to Warren Nielson at KMA in Shenandoah very soon. He'll send you back all the details, costs, etc. Of course, this is a stag trip, men only!

However, women will be able to go along on a KMA tour and cruise to a yet undis-



Warren Nielson

closed destination later this fall, plans for which are now being formulated. An announcement concerning this trip will be made soon.

DORIS MURPHY AT DETROIT RADIO CONVENTION

Doris Murphy, KMA women's program director, was in Detroit April 3-6 attending the national convention of the National Association of Women in Radio and Television at the Hotel Statler.

Doris is chairman of the Heart of America Chapter, which includes radio and television women from Iowa, Nebraska and Missouri, and membership chairman for the central area, which includes 12 midwestern states.

Highlights of Doris' Detroit trip included a tour of the Ford River Rouge plant, a party at the Dearborn Inn, a tour of Greenfield Village, a fashion show and numerous special luncheons and dinners.

Doris was instrumental in founding the organization one and one-half years ago. It now has nearly 700 members nationally.

"MEET CORLISS ARCHER" NOW ON KMA SUNDAYS

"Meet Corliss Archer", one of radio's most popular and sparkling comedies made its bow over KMA and the ABC radio network Sunday, April 6. The program is heard from 8:15 to 8:45 p.m., immediately following radio's favorite commentator, Walter Winchell.

"Meet Corliss Archer" depicts the comic capers of typical American family life and is now in its 10th broadcast year. The title role stars Janet Waldo. Featured on the program are Sam Edwards in the role of "Dexter Franklin" and Irene Tedrow and Fred Shields in the roles of the long-suffering parents, Mr. and Mrs. Archer.

The program is sponsored by America's business-managed, privately owned Electric Companies.

BERT COONS TO JOIN KMA SUMMER STAFF

Bert Coons, personable announcer who KMA listeners became acquainted with last summer, (GUIDE, July, 1951, page 15) will again join the summer announcing staff at KMA.

Now a student in the radio department at the State University of Iowa, Bert has done extensive radio work on WSUI, the university's educational station. Bert will assume his KMA duties on June 9.

NEW DAUGHTER FOR KMA ENGINEER ALLEY

In keeping with the bumper crop of babies born to KMA staff members during the past few months, KMA engineer and Mrs. Darrell Alley became the parents of a baby girl recently. Name: Deborah Jean.

NEW "JELLY ELLIOTT" SERIES

KMA is now presenting the 3rd series of popular "Jelly Elliott and the Three Knot-heads" every Saturday evening at 9:15. The programs are produced by the U. S. Forest Service.

WHO DO YOU WANT FOR PRESIDENT?

Who do the citizens of KMA-Land want for President of the United States? Just drop a postcard with the name of YOUR candidate to: KMA GUIDE Poll, Shenandoah, Iowa. We'll present the results in the May issue. Be sure you back YOUR man!

DR. GEORGE GALLUP JOINS ELECTION NIGHT STAFF

Famous pollster Dr. George Gallup has been added to the growing list of nationally known personalities who will participate in the election night coverage over KMA-ABC next November 4.

Top newsmen have also been lined up for KMA-ABC coverage of the Republican and Democratic conventions, the weeks of July 7 and 21, respectively. Heading the distinguished list are John Daly, Elmer Davis, Drew Pearson, Mary Margaret McBride, Walter Kiernan, Paul Harvey and others. All of the numerous broadcasts will be sponsored by the Admiral Corporation.

Mercedes McCambridge Plays Lady Lawyer In "Defense Attorney"

The unique role of a female lawyer is that played by Mercedes McCambridge on KMA-ABC's "Defense Attorney" heard each Thursday night at 7:30.

Miss McCambridge, a former motion picture Academy Award winner, champions the underdog and the wronged in the dramatic series, defending them against everything from shoplifting to murder.

In private life, Miss McCambridge is the wife of Hollywood director Fletcher Markle. They live in a home in Westwood, California with their new-born baby and her son, John.



Mercedes McCambridge

Frank Comments

By FRANK FIELD

It looks as if we are going to be a little late getting any garden made this year. Along about Saint Patrick's Day the frost was all out of the ground here at Shenandoah, but it was still too wet to work. It looked as if two or three bright sunny days would dry things out to where we could start making garden by the last week in March.

Then the whole thing just blew up in our faces. It wasn't so bad here, but most of Nebraska and the northern two-thirds of Iowa had what was probably their worst storm of the season. Luckily, since there was no frost in the ground when the snow came, it will not last very long. One or two warm days will clean it away completely here in southwest Iowa. The way it looks now we will be extremely fortunate if we can get any gardening done by the first week in April, which is at least two weeks, and possibly even three weeks, later than we usually get started.

Then if we have normal weather through May and June we won't notice any difference. I think the first thing to be planted in my garden this year will be onion plants and plenty of them. We put a little over two bushels of Yellow Sweet Spanish in the basement last fall, but it wasn't quite enough. We ran out last week and had to buy onions, and believe me I don't figure on having to buy onions next year and pay 15¢ a pound for little shriveled up, sprouted things, which are about all you get right now. We actually threw away lots better onions last fall at digging time.

Following the onions the next thing to be planted will be Pontiac potatoes. We ran out of potatoes also last week, and until the seed potatoes came in we were paying 6 to 9 cents a pound for third grade potatoes.

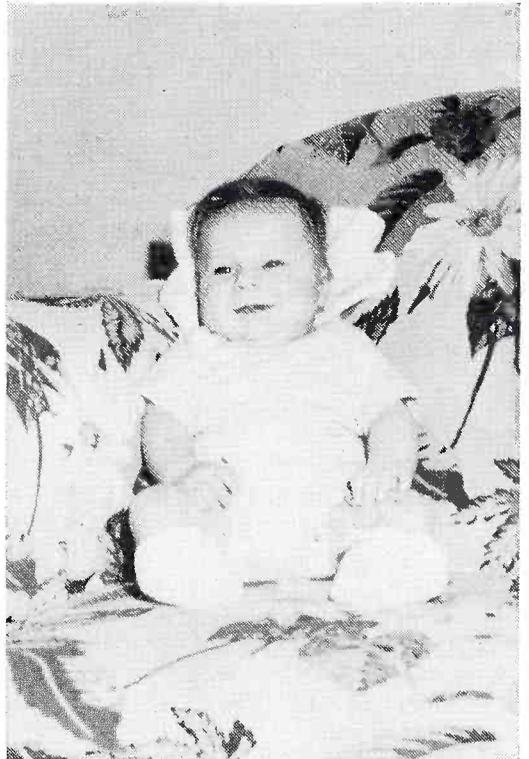
Then after the potatoes and onions are planted will come the other early stuff, including the peas, beets, carrots, radishes and lettuce. The other things can go in later on after danger of frost is past.

Yes, this is the youngest grandson, Christopher Bellamy, and he was four months old April 1st. He looks so much like Shannon that anyone could recognize him on sight. Chris weighs two or three

pounds more than Shannon did when he was four months old, however, and has an entirely different disposition. Shannon is wiry, active as a cricket and on the go constantly and continually. Chris on the other hand, is the easy going, good natured type, who believes in taking things just as they come. In fact, the pose here is so characteristic that Peg calls him the smiling Buddha.

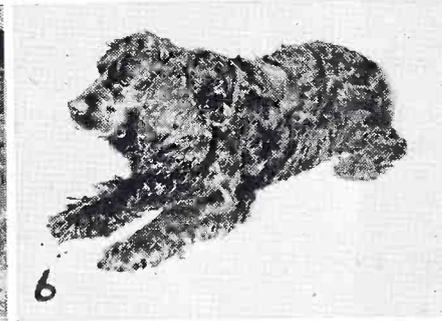
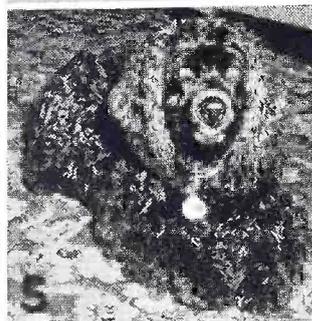
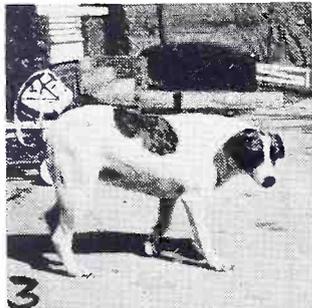
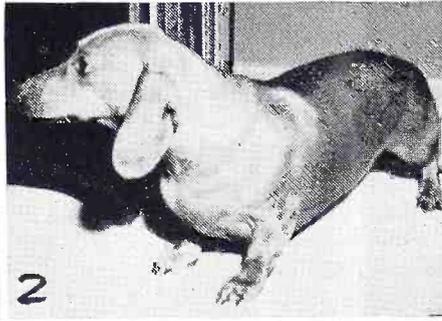
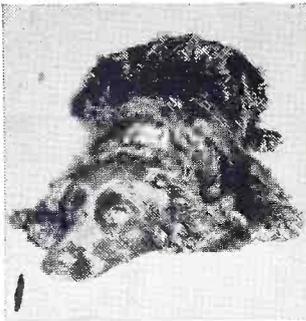
No, he doesn't have any teeth yet. I know, it looks in the picture as if he had three or four already, but those happen to be just bubbles. We were a little bit worried for fear Chris would come down with chickenpox a month or two ago, but apparently the mother's immunity holds good for longer than we had figured.

The flu hit in the Field tribe last month, including me, who hadn't consulted a doctor since the big flu epidemic in 1917. I was off for about a week and then Jennie was down the following week. Bob's wife, Elsie, was down about the same length of time, and little Bill was out of school for nearly two weeks with the flu. However, these modern wonder drugs kept the germs under control without any ill effects. At the present writing everyone is back about to normal and feeling pretty fair.



Radio is a Dog's Life!

The First In
A Series Of
Monthly Contests



Match These KMA
Dogs With Their
Owners!

WIN \$10!

Here's an interesting little contest that should bring you a lot of fun and maybe the big \$10 FIRST PRIZE! There's nothing to buy—it costs you nothing. Here are the simple rules:

1. At the left are the pictures of eight dogs, all of which belong to KMA personalities. Each dog is numbered. At the bottom of the page are the owners of the dogs. (Their names are NOT printed in the same order as their dogs appear.)
2. Enter the number of the dogs in the blank opposite the man or woman that you believe is its owner.
3. You may either tear out and send in this page as your entry blank or list the NAMES of the owners and the NUMBERS of their dogs on a separate page on the back of a post card.
4. Send your entry to: Contest, KMA GUIDE, Shenandoah, Iowa. Your entry must be postmarked not later than midnight, April 23. Everyone is eligible to win except employees of the May Broadcasting Co., affiliated companies, and their families. Only one entry may be submitted per family. In case of ties, the entry with the earliest postmark will be declared the winner. Decision of the judges will be final. All entries become the property of KMA and none can be returned.
5. The name of the winner will be announced in the May issue of the KMA GUIDE.

Enter the dog's number after its owner's name:

Ralph Childs _____
Curly Dale _____
Tony Koelker _____
Coy Martin _____

Edward May _____
Doc & Esther _____
Mrs. Earl May _____
Bob Stotts _____

SEND YOUR ENTRY IN EARLY!
YOU MIGHT BE THE WINNER!



With **DORIS MURPHY**

Two important events have occupied the interest of homemaker **ADELLA SHOEMAKER's** family recently . . . the baptism of her 5 mo. old grandson **GREGG**, and announcement of the approaching marriage of her son **DONNIE** to **MISS MARGIE MOODY** of Sioux City, Iowa. **GREGG** was the first to be baptized from the new Baptistal Fount dedicated at the Methodist Church. Now . . . the **SHOEMAKERS** are looking forward to **DONNIE's** wedding on June 1st at the First Methodist Church in Sioux City.

Why do telephones ring at such inopportune times? A call at the wrong time proved **MICKEY COTTEY's** "down-fall". **MICKEY** was painting the ceiling of his apartment when the phone rang. Quickly he put down his brush and started down the 12 foot ladder . . . but missed his footing and fell from the top step clear down to the floor, knocking over the telephone as he fell. Amid groans and grunts as he lay on the floor, unable to get up, he answered the call. Luckily he didn't break any bones, but suffered a skinned and bruised leg, knee and shin.

Rich, thick, creamy mayonnaise is the "added touch" to a salad, but **LOIS JEAN PETERSON** of the Continuity Dept. can assure you the sight of a whole gallon of oily, slick mayonnaise spilled on the floor in the early morning doesn't have much appetite appeal! The accident happened when a delivery boy delivered a gallon jar of mayonnaise to the **KMA Fountain**, leaving it on an unstable block near a door. As **LOIS JEAN** passed by, her coat accidentally hit the jar, knocking it to the floor and breaking it in many pieces. You can imagine the unpleasant sight of facing a full gallon of messy mayonnaise all over the floor at 9 a.m.! **LOIS JEAN** figures that's **ONE** way to **NOT** start the day right!

Getting stuck in a mudhole isn't unusual for a car, but is for an airplane! And that's what happened when Farm Service

Dir. **MERRILL LANGFITT**, engineer **ROLAND JENNINGS** and pilot **KENNETH MOLES** were flying to Denver to attend the 7th Natl. Rural Health Conference. At Yuma, Colo., the new **KMA** plane, landed for refueling. In taxiing out to the runway, the plane hit a mud hole and was soon bogged down. The more gas they gave it, the deeper the front wheel got buried in the mud. Finally **MERRILL** and **ROLAND** got out and pushed. Still . . . no go! Pilot **MOLES** then shut off the motor and put his weight on the tail, raising the front end up enough to twist the plane around and get the front wheels on solid ground. Then by giving the motor full throttle, the plane finally pulled out. The irony of it all, was that after landing at Yuma, they discovered there was no one at the field to service the plane and they had to fly on to Akron.

Here's a lesson in safety, all cigarette smokers should heed! Announcer **MERL DOUGLAS** knew he should close the book of matches before striking the match, but he got careless one Sunday while visiting friends. As he struck a match to light a cigarette . . . sparks flew off . . . and in a flash the rest of the matches on the folder were in flames. Throwing it to the floor, he soon had the flames stomped out, but not before he had a burned hand.

A good sense of humor often saves the day, when unexpected things happen. Announcer **MERL DOUGLAS's** wife found this out, when one of her beauty parlor customers, said she didn't like **MERL DOUGLAS's** program! You can imagine what a bang **RUTH** got out of it knowing the woman was unaware she was talking about **HER** husband! The conversation started when **RUTH** turned the radio on while fixing the lady's hair, and **MERL** came on the air. **RUTH** never let on at first . . . but soon got to laughing and the customer's daughter, waiting for her mother, sensed **WHY**. **RUTH** then admitted she was **MRS. MERL DOUGLAS!** Everything turned out all right though, when the elderly lady, leaving said: "I know I'll enjoy his program more now, since I know you!"

You women might think YOU have trouble doing your Easter shopping, but not as big a problem as announcer BILL HARE, trying to find shoes in a size 12A. BILL first tried Shenandoah shops but couldn't get fitted. Next, he went to Lincoln . . . still he didn't find them! Now he wonders—What's a feller to do, if he has big feet?

Each day following his program, COY MARTIN disassembles his electric steel guitar, and locks it up in a case. But trouble loomed up the day he arrived at the studio minus the key to the case. He had just taken his car to the garage for repairs, leaving his ring of keys in the ignition. He frantically tried to unlock the instrument case first with a wire, then a finger nail file. But to no avail! With time running short, he had to give up and go to the garage for his key ring. Back in the studio, he soon had his guitar assembled, but with less than ten minutes to spare before air time.

You heard it on the air . . . now you can see the picture taken March 15th, when Homemaker BERNICE CURRIER celebrated her 25th Anniversary in radio. During the broadcast a number of the KMA staff dropped in to extend congratulations and reminisce about the early days of broadcasting. Here you see EDWARD MAY, presenting BERNICE with a beautiful engraved silver pitcher in commemoration of the event, ANTHONY KOELKER, KMA Assistant Station Manager; GRETTA BELLAMY, a member of the entertaining staff for many years; FRANK FIELD, ADELLA SHOEMAKER, MYSELF, and MRS. GERTRUDE MAY. During the show, congratulatory wires were read from sponsors of BERNICE's morning homemaker program. Following the broadcast everyone enjoyed a cup of coffee and hot pecan rolls while they talked of early days in radio.



Ed May presents Bernice Currier with an engraved silver pitcher to commemorate her 25th Anniversary in radio. Left to right are: Tony Koelker, Edward May, Gretta Bellamy, Frank Field, Bernice Currier (sitting), Adella Shoemaker (behind Doris Murphy), Doris, and Mrs. Earl May.

Grass Root Notes

By MERRILL LANGFITT
KMA Farm Service Director

Rural America is growing up. Growing up in the sense that living is more comfortable than it was twenty-five years ago. Even though we enjoy many modern conveniences on the farm today, the mud road still presents a serious problem to many farmers. This I know from first hand experience. Recently I acquired part ownership of a 200 acre farm in Clark County Iowa. At the present time we have three miles of mud from the gravel road to the buildings. At the time of this writing, we have two tractors stuck in the mud and I mean really stuck.

Counties, states and the federal government are working on the problem. Many roads have been surfaced in the last few years, but too many people are still in the mud. In too many cases the farmers have been obliged to surface their roads at their own expense. In many other cases there have been "preference" or "political favoritism" roads surfaced for the benefit of only a few.

Most counties are trying hard to solve their road problems, but progress has been too slow.

In the next ten years, every county in the KMA area should have 90% of their farmers out of the mud. If this is not accomplished, the county governments are failing in their responsibility.

Road problems were not very important to the people of Arkansas, Tennessee, Missouri and the southern states when the recent tornadoes struck them recently. As we flew over the area we were shocked at the terrible loss of property and lives. We saw many farmsteads completely wiped out and several towns almost completely destroyed.

In the face of this disaster, however, these folks are determined to "build back". Their home is their world, and already the storm victims are trying to patch their lives



Merrill Langfitt interviews Allan Kline (left), President of American Farm Bureau; and Herman Prager, Kansas Farm Bureau President.

and their property together so they can start living again.

With the full realization that you and I live in a tornado belt of the United States, we are preparing a leaflet telling how you can protect your life during a tornado. You may have a copy of it free by asking for it.

The above picture has nothing to do with roads or tornadoes, but shows just another aspect of the activities of the KMA farm department. You see in the picture Allan Kline, President of the American Farm Bureau, and Herman Prager, President of the Kansas Farm Bureau. Our visits with these and other farm personalities are heard each morning from 6:30 to 7:00 on KMA.

KMA WOMEN BOWLERS ENTER STATE MEET

The KMA Women's Bowling team bowled at Waterloo, Iowa April 5th in their quest for honors in the Iowa state tourney.

Members of the KMA team are: Gayle Maher, KMA office manager; Evelyn Saner, traffic manager; Inez Keeton, promotion department; Lois Jean Peterson, continuity department; and Joyce Campany.



HOMEMAKER'S GUIDE

Kitchen Klinik

By ADELLA SHOEMAKER

EASTER SALAD

- 1 cup boiling water
- 1 box prepared raspberry gelatin
- 1 cup apple sauce (the kind you sieved or put through the food press when you canned it)
- 1/2 cup drained crushed pineapple

Dissolve raspberry gelatin in the boiling water. Add apple sauce and pineapple. Pour into a flat pan, cut in squares and serve on a lettuce leaf with a bit of mayonnaise or salad dressing. This has a lovely pink color.

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HONIKEN CHICKEN

- 2 cups cooked chicken, bite-sized pieces
- 2 cups cooked macaroni
- 1 cup grated American cheese
- 2 tablespoons pimientos, chopped
- 4 tablespoons flour
- 1 cup broth
- 1 cup light cream

Mix the chicken, macaroni, cheese and pimientos together, lightly. Make a white sauce of flour, broth and add to chicken mixture. Add salt and pepper to taste. Put in baking dish and sprinkle buttered crumbs on top. Bake till a golden brown in a moderate 350° oven.

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COFFEE SHEET COOKIES

- 1 cup raisins or currants
- 2/3 cup hot coffee
- 1/2 teaspoon cinnamon
- 2/3 cup shortening
- 1 cup brown sugar
- 2 eggs
- 1-1/2 cups flour
- 1/2 teaspoon soda
- 1/2 teaspoon baking powder
- 1/4 teaspoon salt

Combine raisins or currants with hot coffee and cinnamon and let stand. Cream shortening with sugar, add eggs, and blend

well. Sift flour, measure, and sift again with soda, baking powder and salt. Stir into creamed mixture. Add coffee and raisin mixture. Spread batter in a 10" x 15" baking sheet and bake in a moderate oven 350° for 20 to 25 min. Remove from oven, spread while warm with coffee icing, cool, and cut into squares. Makes about 4 dozen cookies. (The icing is made by adding hot coffee to powdered sugar. Spread it on thinly so it gives a shiny glaze to these tender, cake-like cookie squares).

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SLOPPY JOE

Split long buns and fill with this mixture. Serves about 15.

- 1-1/2 pounds hamburger
- 1/2 pound sausage
- 1 cup dry bread crumbs
- 1 onion ground
- 1 pint tomato juice
- 1-1/2 teaspoon salt (or more)
- Pepper to taste
- 1 tablespoon Worcestershire sauce

Mix and spread 2" deep in a shallow pan. Bake about 1 hour in a 325° oven. Stir twice while baking to keep the meat broken up.

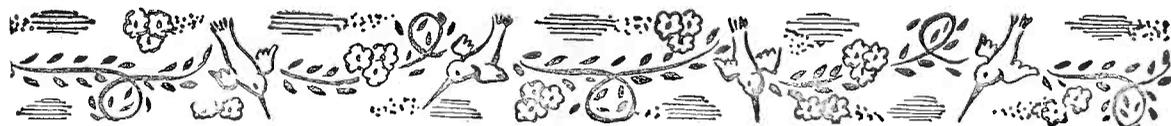
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DIFFERENT LEMON PIE

- 1 cup sugar
- 2 tablespoons flour
- Juice and rind of 1 large lemon
- 2 egg yolks
- 2 tablespoons butter
- 1 cup milk
- 2 egg whites
- Pinch of salt
- 1 pie shell, not baked

Mix sugar and flour. Add lemon rind and juice. Now add well-beaten egg yolks and butter (use softened butter, or melt it if you prefer). Stir well. Add milk and stiffly beaten egg whites to which a pinch of salt has been added. Pour the mixture into an unbaked pie shell, and bake in a 325° oven for about 45 min.





Homemaker Visit

By **BERNICE CURRIER**

BROILED FISH STEAKS

- 1 cup mayonnaise
- 1/4 cup finely chopped parsley
- 3 tablespoons pickle relish
- 1 tablespoon lemon juice
- 1 teaspoon minced onion
- 1/4 teaspoon salt
- 2 egg whites beaten stiff
- 4 fish steaks, salmon, cod or halibut

Blend mayonnaise, parsley, pickle relish, lemon juice, onion and salt. Fold in egg whites, set aside.

Turn broiler flame on and heat for 5 min. Place fish steaks in broiler pan, butter on both sides, place fish under broiler and sprinkle with salt and pepper. Broil about 3 inches from flame for about 6 min. then turn steaks over and broil on second side. Spread top of steaks with the sauce, broil 2 or 3 min. longer till puffed and lightly browned. Serve immediately on a heated platter.

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CREAMED EGGS AND PEAS

- 1 No. 2 can peas
- 3 hard cooked eggs, diced
- 1/4 cup pimiento chopped
- 4 tablespoons melted butter
- 4 tablespoons flour
- 2 cups milk
- 1 teaspoon salt
- 1/8 teaspoon pepper

Empty can of peas into saucepan and heat to boiling point but do not boil. Blend together in a saucepan the melted butter and flour. Combine the milk and the liquid from the peas and add to the butter and flour mixture, stirring constantly until thick and smooth. Blend in seasonings and the peas and eggs. Serve over toast or over tenderly cooked noodles.

* * * * *

HEAVENLY DESSERT

- 1 cup milk
- 16 marshmallows
- 1 cup nutmeats cut

- 1 cup maraschino cherries whole
- 1 banana diced
- 1 cup crushed pineapple drained
- 1 cup whipped cream (measure after whipping)

Heat milk and marshmallows together until melted. Cool until beginning to get thick. Add nutmeats, cherries, banana, and drained pineapple. Then fold in the whipped cream. Put in refrigerator tray and freeze. This is wonderful with angel food cake.

* * * * *

TULIP APPLES WITH SPICED CREAM

- 1 recipe pie crust
- 6 medium sized red apples peeled about 2/3 down from stem end and cored.
- 3/4 cup sugar
- 1 teaspoon cinnamon
- 1/2 teaspoon nutmeg
- 2 tablespoons butter

Roll pie crust out on board to thickness of regular pie dough. Cut in strips 6 in. long and 2 in. wide. Place two strips together in form of cross. Place cored apples on center of pastry. Mix the sugar and spices together and fill apples. Dot with butter. Pinch pastry up around apples to form tulips. Put tulips in gem pans and bake in 450° oven for about 10 min., then turn heat to 350° and bake till apples are tender. Serve with spiced cream.

SPICED CREAM

Heat to scalding: 1 1/2 cups light cream or evaporated milk, 1 tablespoon sugar, 1/8 teaspoon cloves, 1/4 teaspoon cinnamon, nutmeg and vanilla. Serve hot.

* * * * *

BUTTERMILK BAKING POWDER BISCUITS

- A—2 cups sifted flour
- 6 teaspoons baking powder
- 1 teaspoon salt
- B—4 tablespoons shortening
- C—1 1/4 cups buttermilk
- 1/2 teaspoon soda

Sift A, cut in B with blender, combine C and add to flour mixture. Put out on flour-ened board and knead 50 times. Flatten out with hands and cut into small biscuits. Bake on greased pan 12 to 15 min. at 400°.



KMA To Install New 5,000 Watt Transmitter

A new 5,000 watt RCA air-cooled transmitter of the latest type and design will soon arrive in Shenandoah to replace KMA's present 16-year-old transmitter, KMA general manager Owen Saddler has announced. The new transmitter will be put into daily operation as soon as possible after its arrival.

"The new transmitter will present a clearer, more life-like reproduction of all KMA programs and will be in keeping with the KMA policy of presenting the best in radio service to its thousands of regular listeners," Mr. Saddler said.

PATTERN FOR THE MONTH

— FLORAL PATTERN POTHOLDERS

You can use these attractive potholders proudly in full view of your guests. Bright scraps of print and plain cotton are applied in floral patterns to circles of quilted padding. The potholder edges are finished with bias binding.

Why don't you be among the first to send in your request for this free pattern. Send a self-addressed stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. PS 2562. This pattern will solve many of your gift problems!



DON McNEILL TO TAKE EASTERN TOUR

Toastmaster Don McNeill and his ABC "BREAKFAST CLUB" — radio's oldest, daytime variety program — will take a two week trip Monday, April 21 through Friday, May 2 through the east.

Cities, origination sites and broadcast dates on the initial week's itinerary are Boston, Mass., (Boston Symphony Hall) on Monday, April 21; Hartford, Conn., (The Horace Bushnell Memorial Hall) on Tuesday, April 22; Washington, D. C., (Constitution Hall) on Wednesday, April 23; Baltimore, Md., (Hippodrome Theatre) on Thursday, April 24; and Philadelphia, Pa., (Mastbaum Theatre) on Friday, April 25.

The origination site for the five broadcasts (Monday, April 28 through Friday, May 2) from New York will be announced at a later date.

Cast members making the trip with McNeill will include Sam Cowling, Fran Allison, vocalists Johnny Desmond and Patsy Lee, Cliff Petersen and orchestra leader Eddie Ballantine.

Forecasts For The Month



BIRTHDAYS:

- April 4—Ruth Bank, wife of Gail Bank announcer.
- April 5—Muriel Childs, wife of Ralph Childs newseditor.
- April 8—Ray Schroeder, chief engineer KMA-KMTV.
- April 15—Irene Martin, wife of Coy Martin staff artist.
- April 19—Annette May, daughter of Edward May president of KMA-KMTV.
- April 20—Kenneth Robert Stotts, son of Bob Stotts staff artist.
- April 28—Francis May Rankin, wife of J. D. Rankin vice-president of the May Seed Company.

ANNIVERSARIES:

- April 6—Elizabeth and Owen Saddler, KMA general manager and editorial chairman of the KMA GUIDE.

BIRTHSTONE: Diamond.

FLOWER: Daisy.

KMA DAILY PROGRAMS FOR APRIL, 1952

960 ON YOUR DIAL — 5000 WATTS

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:00 a.m.—Hillbilly Jamboree
6:00 a.m.—RFD 960—News & Weather
(Pippert)
6:15 a.m.—Bob Stotts
6:30 a.m.—RFD 960—Langfitt
7:00 a.m.—Paul Pippert, News
7:15 a.m.—Frank Field
7:30 a.m.—Betty & Lyn
7:45 a.m.—Morning Headlines—Pippert
8:00 a.m.—Breakfast Club
9:00 a.m.—Homemaker Visit—Bernice
Currier
9:25 a.m.—Whispering Streets
9:45 a.m.—Against The Storm
10:00 a.m.—Edith Hansen
10:30 a.m.—Break The Bank
11:00 a.m.—Jack Berch
11:15 a.m.—Victor H. Lindlahr
11:30 a.m.—Doc & Esther
11:45 a.m.—KMA Cowboys
12:00 noon—Ralph Childs, News
12:15 p.m.—Edward May
12:30 p.m.—Half Past Nooners
12:45 p.m.—Market Reports, Childs
1:00 p.m.—Western Hit Tunes
1:15 p.m.—Camp Meeting Time
1:30 p.m.—Nishna Valley Neighbors
1:45 p.m.—Bob Stotts
2:00 p.m.—The Midwesterners
2:30 p.m.—Joyce Jordan, M. D.
2:45 p.m.—Evelyn Winters
3:00 p.m.—Betty Crocker
3:15 p.m.—Music For You
3:30 p.m.—Kitchen Klinik—Adella
Shoemaker
4:10 p.m.—Merl Douglas Show
4:30 p.m.—P. Pippert, News
4:45 p.m.—Mickey Cottey
5:00 p.m.—Bar Nothing Ranch
5:30 p.m.—Fun Factory (M.W.F.)
5:30 p.m.—Space Cadet (T. Th.)
5:55 p.m.—World Flight Reporter

MONDAY NIGHT

- 6:00 p.m.—Sports Parade—Douglas
6:15 p.m.—Mickey Cottey
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.—Your Land And Mine
7:45 p.m.—Outdoor Mid-America

- 8:00 p.m.—Paul Whiteman's Teen Club
9:00 p.m.—The Big Hand
9:30 p.m.—Bob Crosby
9:45 p.m.—Elmer Davis
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Time For Defense
11:00 p.m.—Newstime — Bank
11:15 p.m.—Music In The Night
11:55 p.m.—News

TUESDAY NIGHT

- 6:00 p.m.—Sports Parade—Douglas
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.—Silver Eagle
7:30 p.m.—Escape With Me
8:00 p.m.—Am. Town Meeting
8:45 p.m.—KMA Showcase
9:00 p.m.—Serenade In Blue
9:15 p.m.—Dream Harbor
9:30 p.m.—Guest Star
9:45 p.m.—Elmer Davis
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Newstand Theatre
11:00 p.m.—Newstime — Bank
11:15 p.m.—Music In The Night
11:55 p.m.—News

WEDNESDAY NIGHT

- 6:00 p.m.—Sports Parade—Douglas
6:15 p.m.—Mickey Cottey
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.—Mystery Theatre
8:00 p.m.—Richard Diamond
8:30 p.m.—The Top Guy
9:00 p.m.—Mr. President
9:30 p.m.—Here's To Veterans
9:45 p.m.—Elmer Davis
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Crossfire
11:00 p.m.—Newstime — Bank
11:15 p.m.—Music In The Night
11:55 p.m.—News

THURSDAY NIGHT

- 6:00 p.m.—Sports Parade—Douglas
6:20 p.m.—Let's Go Visiting
6:30 p.m.—Ralph Childs, News
6:45 p.m.—Edw. May, Mkts. & Weather

AMERICAN BROADCASTING COMPANY

7:00 p.m.—Silver Eagle
 7:30 p.m.—Defense Attorney
 8:00 p.m.—Amateur Hour
 8:45 p.m.—Foreign Reporter
 9:00 p.m.—Cafe Istanbul
 9:30 p.m.—Your State Park
 9:45 p.m.—Elmer Davis
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Dance Orchestra
 11:00 p.m.—Newstime — Bank
 11:15 p.m.—Music In The Night
 11:55 p.m.—News

FRIDAY NIGHT

6:00 p.m.—Sports Parade—Douglas
 6:15 p.m.—Mickey Cottey
 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 & Harriet
 8:30 p.m.—Mr. District Attorney
 8:55 p.m.—Sanka News Roundup
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Elmer Davis
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Sports Report
 10:30 p.m.—Proudly We Hail
 11:00 p.m.—Newstime — Bank
 11:15 p.m.—Music In The Night
 11:55 p.m.—News

SATURDAY PROGRAMS

5:00 a.m.—Hillbilly Jamboree
 6:00 a.m.—News & Weather—Childs
 6:15 a.m.—Bob Stotts
 6:30 a.m.—RFD 960—Langfitt
 7:00 a.m.—Ralph Childs, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Betty & Lyn
 7:45 a.m.—Morning Headlines—Childs
 8:00 a.m.—Saturday Shopper
 9:00 a.m.—Homemaker's Visit—
 Bernice Currier
 9:30 a.m.—Space Patrol
 10:00 a.m.—For Kids Only
 10:15 a.m.—Holland Calling
 10:30 a.m.—Pvt. Eddie Fisher
 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.—Half Past Nooners
 12:45 p.m.—This Week On The Farm
 1:00 p.m.—Hank Thompson
 1:15 p.m.—Camp Meeting Time
 1:30 p.m.—Nishna Valley Neighbors
 1:45 p.m.—Bob Stotts
 2:00 p.m.—Western Swingsters
 2:15 p.m.—Polka Party
 2:30 p.m.—KMA Hillbilly Hits
 3:00 p.m.—Hawkeye Hawaiians
 3:15 p.m.—Music For You
 3:30 p.m.—Kitchen Klinik—Adella
 Shoemaker

4:05 p.m.—Merl Douglas Show
 4:30 p.m.—Ralph Childs, News
 4:45 p.m.—Mickey Cottey
 5:00 p.m.—Bar Nothing Ranch
 5:30 p.m.—Junior Junction
 6:00 p.m.—Sports Parade—Douglas
 6:15 p.m.—Una Mae Carlisle
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Dinner Music
 7:00 p.m.—Dancing Party
 9:00 p.m.—The Buccaneers
 9:15 p.m.—Jelly Elliott
 9:30 p.m.—The Three Suns
 10:00 p.m.—Merl Douglas, News
 10:15 p.m.—Buddy Weed's Trio
 10:30 p.m.—Sat. At The Shamrock
 11:00 p.m.—Newstime — Douglas
 11:15 p.m.—Music In The Night
 11:55 p.m.—News

SUNDAY PROGRAMS

6:55 a.m.—Weather Summary — Bank
 7:00 a.m.—News
 7:15 a.m.—Favorite Hymns
 7:30 a.m.—Worship Service
 8:00 a.m.—Rev. Gene Phillips
 8:30 a.m.—Your Worship Hour
 9:00 p.m.—Sunday School Lesson
 9:15 p.m.—Bible Truth
 9:30 a.m.—Lutheran Gospel Hour
 10:00 p.m.—News — Bank
 10:15 a.m.—Morning Song
 10:30 a.m.—Milton Cross Opera Album
 11:00 a.m.—Navy Band
 11:30 a.m.—Piano Playhouse
 12:00 noon—Gail Bank, News
 12:15 p.m.—U. N. Story
 12:30 p.m.—Frank Devol Presents
 1:00 p.m.—Fine Arts Quartet
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime — Pippert
 2:15 p.m.—Your Voice Of America
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—Sammy Kayes' Serenade
 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.—Here Comes The Band
 6:00 p.m.—CBC Symphonies
 6:30 p.m.—The Great Adventure
 7:00 p.m.—Stop The Music
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Corliss Archer
 8:45 p.m.—The Three Sons
 9:00 p.m.—Let's Be Healthy
 9:15 p.m.—Gloria Parker
 9:30 p.m.—Stars For Defense
 9:45 p.m.—Dr. Gino
 10:00 p.m.—News
 10:15 p.m.—Thoughts In Passing
 10:30 p.m.—This Week Around The
 World
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night
 11:55 p.m.—News

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BEHIND THE SCENES WITH

"The Midwesterners"

Every program that goes out over the airwaves from KMA represents long hours of planning, rehearsing and re-rehearsing. In the case of "The KMA Midwesterners" (heard every afternoon from 2 to 2:30), sixteen persons from script writers to musicians play their part in getting the show ready for the air.

Here are a few informal scenes showing some of "The Midwesterners" getting ready to go on the air,

* * * *

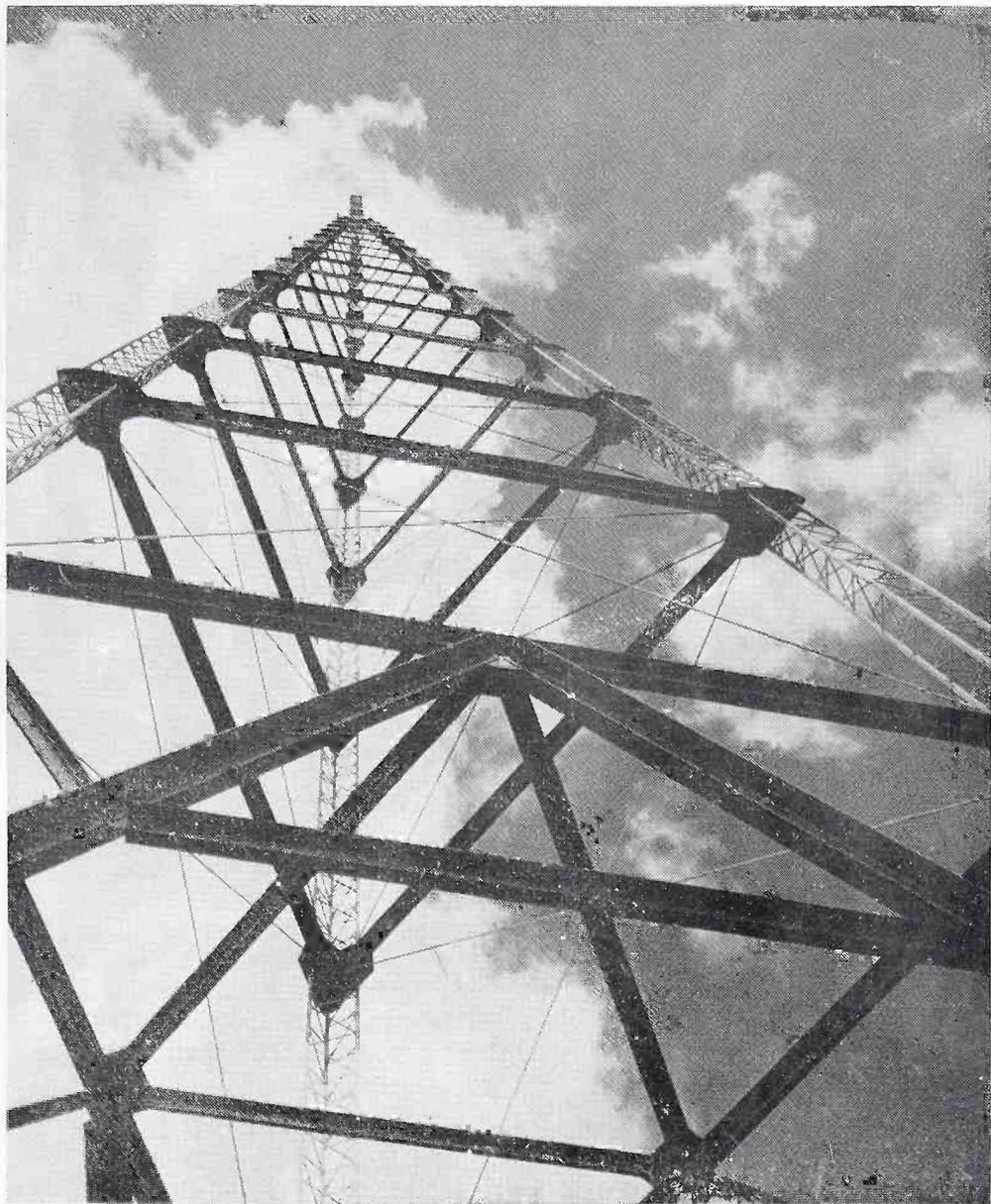
TOP: Bill Hare (right), announcer on the show goes over a cue with Curly Dale.

CENTER: The Betty half of KMA's Betty and Lyn team yanks at Ezra Hawkins "nose" while Lyn looks on.

BOTTOM: Esther, Curly and Doc go over one of the musical numbers.



May Seed and KMA Radio



A Guide For Tour Visitors

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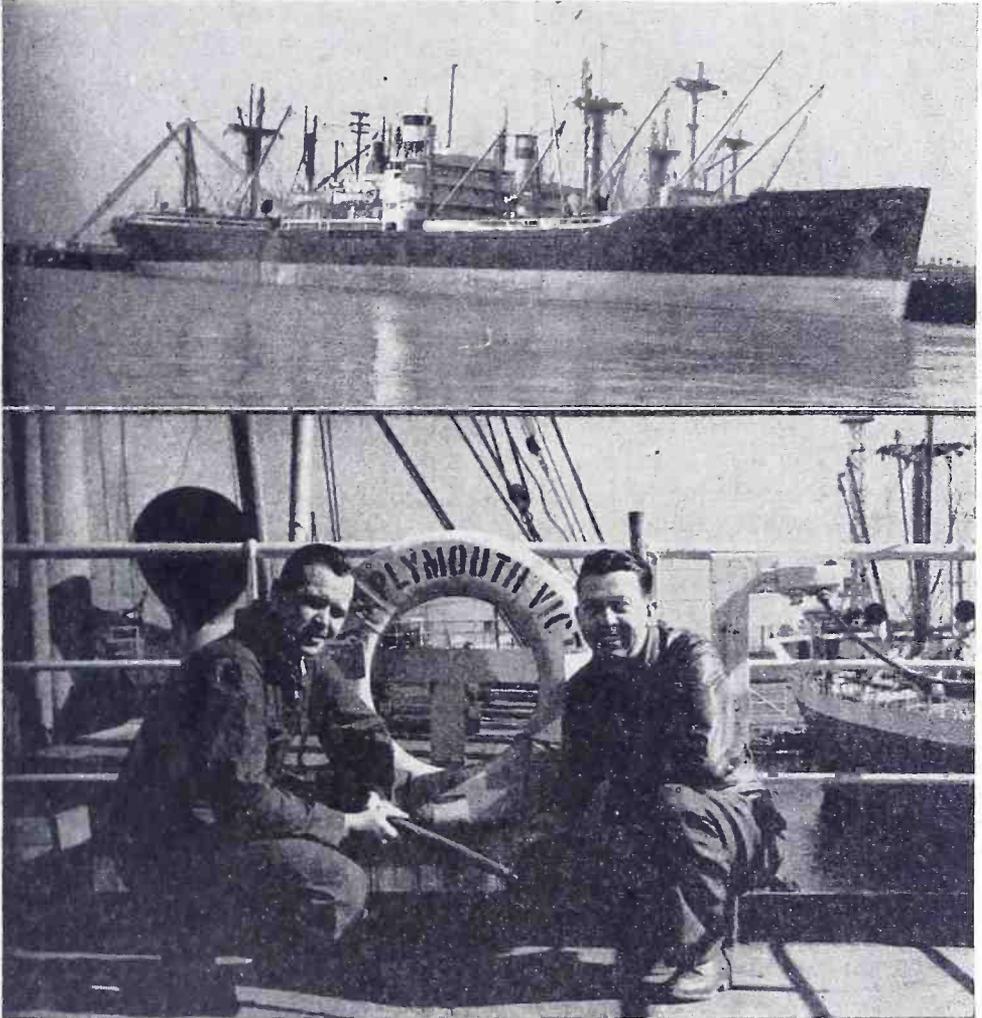
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SEA VOYAGERS SET SAIL



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 Langfitt 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.)