

The KMA GUIDE

Vol. 9

MAY, 1963

No. 5



*KMA Covers
The Flood*

(Page 4)



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Mount Ayr, Iowa . . . Here is my entry for the contest "Radio is a Dog's Life!" which appeared in the April KMA GUIDE. Please have the dogs and their owners as they should be in the May issue, so I can see for myself how many I had right. Hope I am a winner!

Mrs. John Hall

(For the correct answers and the winner to the contest, see page 16 of this issue. From the hundreds of entries we had to this contest there were only three that had the correct answers. Better luck next time, Mrs. Hall).

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Minden, Iowa . . . We sure enjoy the GUIDE . . . it makes me feel as if you are my next door neighbor. We certainly like this magazine since the pictures are bigger and more interesting and it is easier to read. My contest entry is enclosed.

Mrs. C. J. Kuhl

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Barnard, Missouri . . . My entry to the dog contest is attached. If this is all wrong, you should trade dogs, as I'm quite sure it should be this way. However, there is one in the group of dogs that looks like it should belong to Frank Field.

Mrs. John Tullock

(Frank Field does not own a dog).

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Fontanelle, Iowa . . . My subscription is enclosed for the GUIDE. It is certainly the best magazine of its kind. How about a picture of Bob Stotts and family?

Mrs. Homer Tanner

(For a picture of Bob Stotts and his daughter, see page 8).

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Craig, Missouri . . . Mayor I. F. Dopp, the members of the City Council and the people of Craig, Mo., and community wish to extend to KMA our sincere appreciation for aid rendered in preventing a flood disaster in our city. Your broadcast for help brought scores of workers from everywhere to our aid. This factor helped us to win the almost hopeless fight against the flood waters.

John L. Pflaumer,
City Clerk



Meet The Archers!

Pausing in their lively lives just long enough for the camera to click are Corliss Archer, her boy friend, Dexter Franklin, and her long-suffering but ever-loving parents.

The four are stars of "Meet Corliss Archer", the family comedy series which is heard over KMA and the ABC radio network each Sunday evening at 8:15.

Janet Waldo portrays the role of Corliss, and Dexter is Sam Edwards in private life.

Fred Shields and Irene Tedrow are cast as Mr. and Mrs. Archer.

The KMA Guide

A Chat With Edward May

Looking through some old scrap-books the other day, I ran across this picture that was taken 25 years ago and that really brought back some old memories.

It shows my sister Francis, my mother and myself all dressed up for a family picture. I can't remember where dad was when the picture was taken.

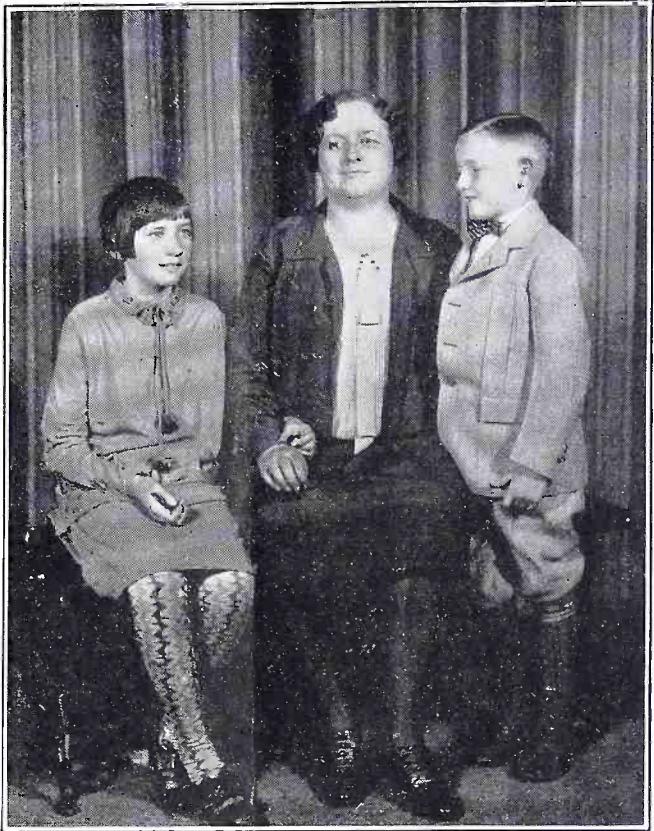
At that time, 1927, KMA had been on the air only two years. I was in grade school then and I can remember hurrying down to the station after school was out to watch what was going on and maybe even broadcast myself.

Sometimes they would put me on a program to "help sell garden seeds." I did about the same duties then as my daughter Annette does now on some of my programs.

Mother did quite a bit of broadcasting over KMA from the first day the station went on the air. Quite a few KMA GUIDE readers will probably remember the program that mother had on Sunday, when she would sing mostly German songs. She still receives letters from many of her former listeners asking her if she sings anymore. Unfortunately, however, she had a bad case of laryngitis about 1938, lost her singing voice for a few months, and hasn't done much singing since.

When I think about the early days at KMA I always remember the system I had worked out to get nickels and dimes out of my father for my favorite treat — hamburgers! I'd wait until dad was in the studio making a broadcast and then walk in and ask him for a nickel or so while he was still on the air. He couldn't stop to say 'no' so nine times out of ten the scheme would work!

To get back to the present time for the next few paragraphs I'd like to tell you about the tentative plans we have been making at KMA for another Friendship-Goodwill Tour this winter.



Two years ago, you will remember, we had the KMA Alaskan Tour and last year I went with a fine group of midwesterners to old Mexico.

This time we are thinking about changing the time of the tour from the fall, when it has been held in the past, to the winter time so that people who have not been able to get away from home for a vacation in the fall (especially farmers) will be able to participate. Then, too, it would be a delightful time of the year to travel south to Florida, Cuba, possibly the Carribbean, or to the southwestern part of the U.S.

No plans have been made yet. We're trying to get everybody's suggestions. I'd be very happy to hear from YOU, regardless of whether or not you will be joining the touring group.

Our annual Peony Day this year will be either Sunday, May 25 or Sunday, June 1, depending on the weather. The fields are shaping up in almost record time this year and the spectacle on Peony Day should be more colorful than ever. I hope that you will be able to come to Shenandoah that Sunday.

KMA Staff Keeps 24-Hour Vigil During Great 1952 Missouri Flood

The Great Missouri Flood of 1952 is now history, but the news and special events staffs of KMA are just now getting caught up on all the sleep lost during the 24-hour emergency vigils they kept during the crisis. KMA followed the flood all the way from Sioux City, Iowa to Kansas City, Missouri with often as many as four different news reporting crews walking on muddy dikes, boating through inundated towns or flying over the stricken area at the same time.

Under the supervision of news editor Ralph Childs, KMA tried to cooperate to the fullest with disaster officials, army engineers, the Red Cross and other flood workers by broadcasting emergency flood warnings at all hours of the day and night.

Several KMA staffers scored some thrilling scoops during the flood. Farm service director Merrill Langfitt was flying low over the Blencoe, Iowa area when PMA

grain storage bins starting exploding like tin cans under the pressure of expanding, water-soaked corn.

Warren Nielson was gathering news on strategic Plum Creek dike in Southwest Iowa when suddenly thousands of tons of water began boiling through that gigantic dirt emplacement that protected more than 75,000 acres of farmland, and the towns of Percival and Hamburg, in Fremont County, Iowa. Shortly after a tide of water began sweeping across the Iowa countryside.

Now that the flood is over, KMA will stand by to help with the tremendous job to be done in restoring normal living and facilities in the area, and in finding a permanent solution to the problem of keeping the muddy Mo harnessed so that this — “the greatest flood the white man has ever seen”— may be the last.

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● KMA wants to congratulate its sister station, KMTV, Omaha on its outstanding job of covering the Missouri flood, particularly in the critical Omaha-Council Bluffs area.

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● Two KMA engineers who are also amateur short wave radio operators saw double-duty in the flood. The engineers, Norman Kling and Roger Peters, served many off-duty hours patrolling the dikes of Council Bluffs, Iowa with their remote ham transmitters.

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● KMA entertainer Curly Dale volunteered the services of the Shenandoah Boat Club, of which he is president, and did extensive rescue work with other club members in the flooded areas. Sometimes it would be only a matter of minutes between the time Curly would be playing a guitar and singing over the KMA mike to when he would be evacuating furniture from a flooded home in his motor boat.

COVER PICTURE

On the cover this month are KMA's Warren Nielson (right) and Sheriff Al Christopher of Fremont County, Iowa, surveying the approaching waters of the flooding Missouri from the top of strategic Plum Creek dike in Southwest Iowa, west of Thurman.



Merrill Langfitt interviews the Gerry Vrbas in their farm home south of Pacific Junction, Iowa as National Guardsmen stand by to remove the rest of the furniture.



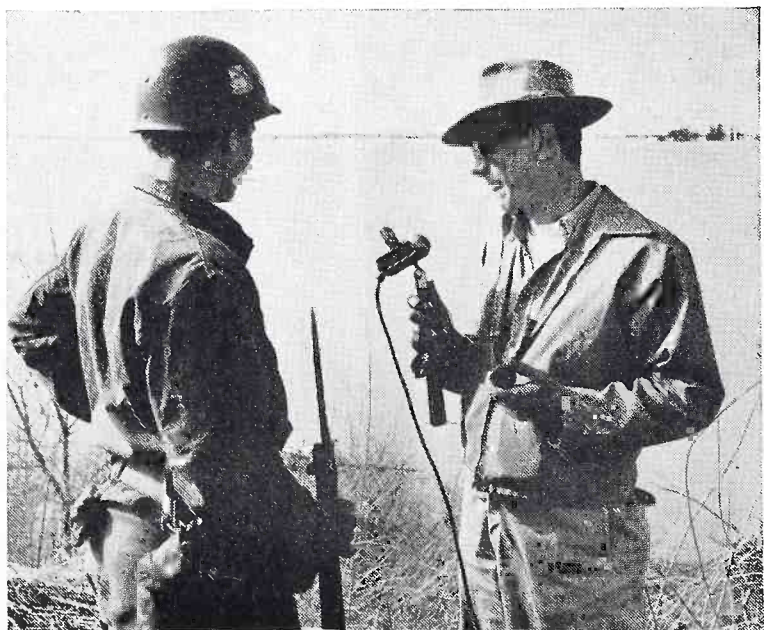
BOATING IN HAMBURG
 — Ralph Childs pulls the KMA boat up to dry land as Warren Nielson (left), Paul Pippert (center of boat) and Darrell Allely return from an inspection tour of flooded Hamburg, Iowa. In this spot the water was over ten feet deep in places when this photo was taken.



KMA FARM SERVICE DIRECTOR MERRILL LANGFITT prepares to broadcast from a McPaul, Iowa Missouri River dike as frantic efforts were being made to reinforce the barrier. Broadcasts over KMA, originating from this point, helped warn thousands of Mills and Fremont County (Iowa) residents to safety. The day after this photo was taken water was already seeping over the dike and at the peak of the flood this portion of the dike was under nearly eight feet of water.



WARREN NIELSON JOINS A National Guardsman on his lonely watch over a dike in southwestern Iowa. This dike, on Plum Creek in Fremont County, Iowa, broke the day before this photo was taken only to be repaired again after a desperate effort by dike workers. Later, Missouri River waters poured over the top of this dike and flooded over 50 square miles of rich southwestern Iowa farm land.



Frank Comments

By FRANK FIELD

I thought that since the Missouri River flood in mid-April established new, all time records, that I'd depart from my regular type of subject matter this month to discuss that great tragedy.

This picture was taken from the KMA plane at the height of the flood, when conditions were at their very worst. The trees and rooftops in the center of the picture is the town of McPaul. The straight, black line running from the extreme left side of the picture out to the center is what remains of the famous Plum Creek dike.

The black arrow in the upper center of the picture points directly to the break in the dike, which was responsible for flooding as much as 200,000 acres of the finest farming land in the middle west. That same break also flooded the towns of Percival and Payne, as well as the entire south and east part of Hamburg. The dark area in the upper right hand part of the picture is in Nebraska, with high bluffs coming down to the waters edge.

The little, narrow, light streak just in front of the Nebraska shore shows the regular channel of the Missouri River. The dark streak just this side of the main channel shows the levee which was supposed to hold back the high water, but which failed a few miles futher north.

The breaking of the Plum Creek dike was the immediate cause of the flooding of the big area to the south of it, and while it is true that there were no breaks in the big

levee paralleling the river from this point clear around to a point south of Hamburg, it was probably the breaking of the Plum Creek dike which saved the balance of the levee. In other words if the Plum Creek dike had held, the river might have gone over at some point farther down, in fact, anywhere in about 30 miles of levee.

The water is still too high, as I write this, to make a very accurate estimate of the amount of damage actually done to the land, but apparently it is not going to be as bad as it first appeared. Most of the fields, which were flooded by as much as 6 or 8 feet of water, didn't get covered up with sand nor was there much silt left. All that will be necessary is to just wait until the soil dries out enough to work, and go ahead and put in a crop.

By far the biggest loss is going to be in fences. In fact, there are literally thousands of acres without a single cross fence running either north and south or east and west. In most cases the flood waters pulled out posts and all.

Most of the wheat which was flooded is killed out, but the oats were not up yet. In those places where the water didn't stay on over 4 or 5 days the oats are apparently coming through in good condition. Most of the vegetable gardens are in poor shape, but they will probably dry out in plenty of time for planting the later things, such as beans, sweet corn, cucumbers, etc.

If a person could possibly say that anything good comes out of a flood it would have to be in marveling at the spirit of unselfish helpfulness of one neighbor for another in time of need. Many men actually closed their business establishments a hundred miles from the flooded area to help a fellow American who they had never seen before and will probably never see again. Even with floods, it's still a good place to live, don't you agree?



Picture of the flood area taken by Frank from the KMA plane.

Grass Root Notes

By **MERRILL LANGFITT**
Farm Service Director

We will have roses at our house again this summer, as you can see in this picture which was taken the day I planted three hybrid Peace roses. It is still my favorite. The blossoms grow as large as a saucer and this yellow flower with a fringe of red is certainly a beauty.

As soon as I catch my breath from the flood coverage I must plant our annual flowers. I'm no authority on flowers, but we enjoy all of them. Our garden is coming along fine. We will soon have radishes and onions on our table and will be looking forward to peas and new potatoes.

Our farm work over near Osceola is beginning to make progress. I have been over nearly every weekend helping put in the oats and grass seedings. We still have a great deal of plowing to do and, of course, corn and soybean planting season will be here before we know it.

I suppose there are very few people that commute 250 miles round trip nearly every week to farm, but that is just what I am doing.



We have been buying a few small, thin cattle, rather common in quality, but the kind that can eat a lot of grass. They will be kept on grass until late fall and then sold.

I feel that farming is a way of life that returns satisfaction and happiness that no one can place a dollars and cents tag on.

If at times, you become discouraged with farm prices and other disappointments, just count your blessings one by one—there are many when you take him to see them.



SERVICE INTERVIEWS BROADCAST ON KMA

In the photo at left are KMA news editor Ralph Childs (right) and Mel Mains, former KMA farm service man now in Uncle Sam's army, discussing a recording made in Korea by the armed forces with a sailor from the KMA area. Soldier Mains helps process these interviews as part of his army duties. These interviews are used frequently on KMA's 4:30 pm news-cast.

Mains is now stationed in the Kansas City Army Information Office.

On the KMA PARTY LINE

With **DORIS MURPHY**

Guess the weatherman decided to put on a little "extra" celebration in honor of announcer **BILL HARE**'s birthday, March 30th, by turning loose a hail storm that kept things mighty exciting for awhile. **BILL** had spent the weekend with his parents in York, Nebr., and was returning, when he ran into the storm 8 miles east of Seward. With hail the size of golf balls pounding the top of his car, he pulled into a farm yard, only to find ten other motorists had sought shelter in the same driveway. Maybe it was a good thing though, as the cars all got stuck in the mud, and had to help each other in getting out. Outside of a dented top and hood on his car, the storm caused no further damage . . . but **BILL** has decided it will be all right with him, if the weatherman doesn't put on such a big celebration next time!

Men have always scoffed at the "mechanical ability of women" but entertainer **DOC EMBREE** sheepishly admits his wife **ESTHER** knows some of the answers.

When **DOC**'s car refused to go recently, he tried everything to get it started. Finally gave up and asked **EZRA HAWKINS** to give him a push. **EZRA** faithfully pushed **DOC**'s car all over town. Still . . . no go! Suddenly **ESTHER** had a bright idea: "Maybe we need some gas!" Yep . . . that was it! This proves women may not be such hot mechanics, but they **DO** come up with a good idea occasionally.

This bright little girl who seems so pleased to be sitting on daddy's lap, is year-old **JUDITH ANNE**, daughter of entertainer **BOB STOTTS**. Picture was taken in the new home **BOB** has almost completed building. **JUDITH** is very fond of daddy and follows him all over the house. She has inherited her fathers love for singing and even tries to yodel, when she hears him singing a yodel song.

Fishin' . . . that's the thing **EZRA HAWKINS** likes the mostest! First thing in the spring he started using every invention possible to catch night crawlers for bait. He stuck an electric rod in the ground to scare out the little worms, and at night used a flashlight to attract the big ones. He finally succeeded in getting a half bushel of fishworms gathered and thought he was all set for that long-looked-for fishing trip. The irony of it all! But when he straightened up he found his back was so sore from bending over catching the fast-moving slippery crawlers, that he couldn't go fishing.

Kids are still having the same old disease . . . measles . . . but to 4 yr. old **SUSIE**, daughter of newscaster **RALPH CHILDS**, it's something new! When asked by her father why her 8 yr. old brother **DAVID** was not



KMA's yodeling Bob Stotts poses in his new home with daughter Judith.

in school, SUSIE replied: "He has the WEASLES!"

Remembering the old tradition of the theater that "The Show Must Go On" regardless of what happens, DOC EMBREE wondered what he was going to do the night he arrived in Galt, Mo. for a personal appearance and found he was suffering from a sprained back. Finally he inquired if anyone knew of a doctor in the audience. Within a few minutes the word had reached a woman osteopath who was attending the show, and soon she was back stage giving DOC a treatment, with only the hard floor as a table. His back responded to the treatment, enabling him to go on with his part of the evening's entertainment. Just to make sure he was comfortable for his return trip home, she gave him another treatment before he left town.

By the time MICKEY COTTEY had kept the same program prepared for a full week, and had never given it on the air, it sounded pretty stale to him, even though you listeners might of liked it. That was what happened during the flood. Each day he prepared his 4:45 p.m. program . . . and each day when the time arrived, the 15 minutes were given over to the latest flood news, and MICKEY would stand by. Guess he finally ended up by getting his long prepared program on . . . but not before it was "old stuff", to him!

It's pretty hard to fool the KMA office gang, but LOIS JEAN PETERSON of the Continuity Department, did succeed in keep-

ing her wedding a secret until the night before. Then the cat was out of the bag when she announced "due to circumstances beyond her control she would not be at work next day." That was all they needed for a tip off . . . they knew it would soon be wedding bells for pretty LOIS JEAN, daughter of MR. and MRS. OSCAR PETERSON, and RICHARD D. WARNER of Shenandoah. Only one member of the staff was in on the secret . . . MRS. WILLIAM YATES of the Traffic Department, whose desk is next to LOIS JEAN's, and who with her husband, were witnesses at the wedding. The couple were married at the Mission Covenant Parsonage near Essex, Iowa April 12th, the day before Easter. LOIS JEAN wore a light blue wool suit with matching flower trimmed blue hat, and navy accessories. She wore a white orchid. In this picture you see the KMA office staff with the bride and groom in the center, as they were serving themselves at the buffet luncheon given in the office, in honor of the newlyweds.

You can imagine the hazards experienced by CURLY DALE, KMA entertainer, and two others members of the Shenandoah Boating Club, who were called upon to remove the household goods of a family flooded near Bartlett, Iowa. Trouble arose when the water pump on the motor boat got plugged up with trash, and when the motor got so hot it quit running . . . but the boys finally succeeded in getting the furniture to a safe, dry storage place.

* * *
THE KMA OFFICE GANG HONORS THE WARNERS —

* * *
Left to Right: Virginia White (programming), Gayle Maher (office manager), Helen McCullough (mail department), Tony Koelker (KMA ass't mgr.), Dick Warner (the bridegroom), Lois Warner (the bride), Martha Yates (traffic), Doris Murphy (women's program director), Ina Burdick (KMA GUIDE circulation), Merrill Langfitt (farm director), Joyce James (sales), Evalyn Saner (traffic mgr.), Carol Doiel (mail department), Inez Keeton (promotion) and Lucille Lawson (switchbord).



Enter The KMA GUIDE'S Recipe Contest- Your Favorite Recipe May Win A Prize!

One of YOUR favorite recipes may win you a prize in the KMA GUIDE'S second monthly contest!

A total of \$20.00 will be awarded—\$4.00 each to the person submitting the best recipe in each of the five divisions. The five divisions are : 1. Meat, Fish and Fowl dishes; 2. Salads; 3. Bread and Rolls; 4. Vegetables and Casseroles; 5. Desserts.

You may send in as many recipes as you want in each division and enter as many divisions as you desire. There is nothing to buy — it costs you nothing!

Read the simple rules below and get your entries in early. Don't worry about having entered a recipe in the wrong division, either. The judges will put them in the proper category. However, if you will write the proper division on the recipe it will be of help to the judges.

RULES:

- A. You may submit as many recipes as you like in any or all divisions—the more the merrier!
- B. Try to submit recipes that are favorites of your own family. Please do not send in copyrighted recipes such as those published by a flour company, etc.
- C. Each recipe should be submitted on a separate sheet of paper. Your name and address, and the division in which the recipe is entered should be on EACH recipe.
- D. A check for \$4.00 will be sent to the person who submits the best recipe in EACH of the five divisions—a total of five prizes of \$4.00 each. The same person is eligible to win in all divisions that they enter. The divisions are:
 1. Meat, Fish and Fowl dishes
 2. Salads
 3. Bread and Rolls
 4. Vegetables and Casseroles
 5. Desserts
- E. Send your entry to: Contest, KMA GUIDE, Shenandoah, Iowa. Your entry must be postmarked not later than May 24.

Everyone is eligible to win except employees of the May Broadcasting Co., affiliated companies, and their

families. Decision of the judges will be final. All entries become the property of KMA and none can be returned.

- F. The names of the winners will be announced in the June issue of the KMA GUIDE.

KMA Fishing Trip Starts June 15

There is still time to make your reservation for the KMA Fishing Trip to the beautiful Sunlight Country of Wyoming, KMA outdoor director Warren Nielson has announced.

Nielson and the KMA fishermen-tourists will leave for Sunlight Ranch, near Yellowstone National Park, on Sunday June 15 at the start of a fisherman's dream vacation. The party will arrive at the rustic lodge the next evening. Tuesday, Wednesday, Thursday and Friday will be spent in the great outdoors, fishing in some of the best fishing waters in America!

All of the details for the trip have been worked out by the capable, experienced guides from Sunlight Ranch, who will escort the KMA group throughout the fishing vacation. "I want to urge all men in KMA-Land who like to fish to look into this fishing trip of a lifetime", Warren said. "Fishing in streams untouched by civilization, eating over a campfire, and sleeping under the sturdy canvas of big hunting tents — this is the trip that most fishermen dream about." The group will arrive home from Wyoming on Sunday, June 22.

Warren Nielson will be happy to send full details about the trip, which is for men only, to anyone requesting it. Write to: Warren Nielson, Radio Station KMA, Shenandoah, Iowa.

NEW HONOR TO HARRIET

Harriet Hilliard, co-star on KMA-ABC's "Adventures of Ozzie and Harriet", (8 pm Fridays) was voted "Hollywood Mother of the Year" recently by the Screen Children's Guild. She is the first winner of the award which will be made an annual honor.

HOMEMAKER'S GUIDE

Kitchen Klinik

By ADELLA SHOEMAKER

RHUBARB DEMIJOHN

- 2 cups diced rhubarb
- 1/2 cup sugar
- Pinch of salt

Put rhubarb in a greased 8-inch square pan or round baking dish; sprinkle with sugar and salt. Cover rhubarb with the following batter:

- 1 cup sifted all-purpose flour
- 1 teaspoon baking powder
- 1/4 teaspoon salt
- 3/4 cup sugar
- 1/2 cup chopped nuts
- 1 egg
- 1/2 cup sour cream

Sift flour, baking powder, salt, and sugar; stir in nuts. Beat egg until light; beat in cream; add to dry ingredients, stirring just until well mixed. Spread mixture over rhubarb. Bake in a moderate oven (350°) for 30 to 35 minutes. Serve warm with cream. Serves 5 or 6.

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COOKED SALAD DRESSING

Put into a bowl, but do not beat or stir:

- 2 eggs
- 2 teaspoons dry mustard
- 4 tablespoons sugar
- 3 teaspoons salt
- 3/4 cup salad oil
- 1/2 cup vinegar

In a pan, mix together 2 cups water and 1/2 cup cornstarch. Cook over slow heat, stirring constantly, until it is clear. Add this hot mixture to the ingredients in the bowl and beat well with rotary beater until smooth.

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FROZEN STRAWBERRY SALAD

- 16 marshmallows
- 2 tablespoons strawberry juice
- 1 cup crushed strawberries
- 1 three ounce package cream cheese
- 1/2 cup crushed, drained pineapple

- 1/2 cup mayonnaise (or boiled salad dressing)

- 1 cup whipping cream

Dissolve marshmallows in top of double boiler in strawberry juice. Cool. Add fruit. Mash cheese with fork and blend until creamy. Combine with mayonnaise and cream which has been whipped. Blend two mixtures and pour into refrigerator tray. Freeze until firm. Cut in squares and serve on lettuce leaf. Serves 8 to 10.

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ESTHER'S CHOCOLATE COOKIES

- 1 cup brown sugar
- 1/2 cup margarine or butter
- 2 ounce (squares) baking chocolate
- 1 egg
- 1/2 cup milk
- 1 1/2 cups flour
- 1/4 teaspoon salt
- 1/2 teaspoon soda
- 1 teaspoon baking powder
- 1 cup nuts
- 1 teaspoon vanilla

Cream brown sugar and butter. Add melted chocolate. Then add egg. Add sifted dry ingredients alternately with milk and vanilla. Add floured nuts last. Drop by teaspoon on greased cookie sheet. Bake in hot oven (410°) for 15 minutes, or until done. Frost with this mixture:

- 3 tablespoons cream or milk
 - 1 1/2 cups powdered sugar
 - 1 egg yolk or 1/2 egg
 - 1 1/2 squares chocolate, melted
- Spread on while cookies are hot.

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MILDEW REMOVER

This might be a help to you friends in the flood area. This will remove mildew that has been in clothes for a long time. It can be successfully used on colored clothes that are not dyed.

- Soak garments stained with mildew in:
 - 2 quarts water
 - 1/2 cup liquid bleach
 - 1/2 cup vinegar

Wash, after stain is completely removed, in hot soapy water.

Homemaker Visit

By BERNICE CURRIER

PINEAPPLE COCONUT COFFEE CAKE

A—1 package dry yeast
1/4 cup lukewarm water

B—1 cup scalded milk
1/4 cup sugar
1 teaspoon salt
1/2 cup shortening

3 1/4 cups sifted flour
2 beaten eggs
1/2 teaspoon vanilla
Pineapple coconut topping

Combine A. Combine B and cool to lukewarm. Add 1 cup flour and beat well. Add A, eggs and vanilla and beat well. Add remaining flour and beat well. Cover and let rise to double. Now prepare:

PINEAPPLE COCONUT TOPPING

Combine 1/3 cup melted butter and 1/4 cup brown sugar. Spread 1/2 of this in each of two 8" square pans. Sprinkle 1/2 cup coconut in each, then cover with pineapple using either sliced, chunk or crushed. When batter has risen to double, stir it down and put 1/2 of it in each pan. Let rise to double again, then bake 30 min. at 375°. Invert on racks and let stand a few minutes before removing pan.

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LEMON SPICE PUFFS

A—1 package dry yeast
1/4 cup lukewarm water

B—3/4 cup scalded milk
6 tablespoons sugar
1 teaspoon salt
5 tablespoons shortening
1 tablespoon grated lemon peel or 1
teaspoon lemon extract
1 teaspoon lemon juice

C—2 beaten eggs
3 cups sifted flour
1 tablespoon sugar
1 teaspoon cinnamon

Soften A. Combine B and cool to lukewarm. Add C and A. Add flour 1 cup at

a time beating well after each. Cover and let rise to double (about 1 hour). Stir down and fill greased muffin tins half full of batter. Sprinkle with sugar — cinnamon mixture, cover and let rise to double (about 1/2 hour). Bake 15 to 20 min. at 375°.

If you use homogenized milk you do not need to scald it. Warm it enough to soften shortening.

If you use dry skim milk, sift it with the flour and use 3/4 cup warm water in place of milk, using 3 tablespoons dry milk.

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RHUBARB CREAM PIE

A—2 tablespoons butter
1 cup white sugar
2 cups diced rhubarb

B—2 egg yolks beaten
1/4 cup cream
1/4 cup sugar
2 tablespoons corn starch

1/2 teaspoon lemon extract
1 baked 9" pie shell

Combine A in sauce pan and stir until juice raises then cook for just a few minutes till rhubarb is tender. Combine B and add to A then cook over low heat stirring constantly until thick. Add extract and pour into baked pie shell.

Make meringue using the 2 egg whites and 4 tablespoons sugar. Whip the whites until quite stiff, then gradually add the 4 tablespoons sugar and beat until stiff peaks form as beater is lifted from whites. Spread this over pie touching crust on all sides. Put it in a 375° oven until lightly browned.

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RASPBERRY LEMON MILK SHERBET

Put 4 cups raspberries through sieve to remove seeds. Add 3 cups milk, the juice of 2 lemons and 1 can sweetened condensed milk. Beat with rotary beater until well blended. Pour into freezing tray and put in refrigerator in freezing compartment. After 1 hour scrape sides and bottom to smoothness. Repeat scraping and stirring every half hour until consistency is right. To serve, fill sherbet glasses and cover with fresh raspberries.

Ike Takes Narrow Lead Over Taft

General Dwight D. Eisenhower holds a narrow lead over Senator Robert Taft in the KMA GUIDE'S Presidential Poll. Senator Kefauver was the only other candidate for the presidency to receive more than 5% of the total votes.

KMA GUIDE readers were asked in the April issue to send in the name of the man they personally prefer. No political affiliations were noted.

The results:

Eisenhower	41.7%
Taft	39.6
Kefauver	9.2
Warren	3.3
Misc.	6.2

Eisenhower led in Nebraska, Missouri and Kansas while Taft polled the most votes in Iowa.

Among the votes in the miscellaneous category was one from an Iowan for Ezra Hawkins, boss of KMA's "Bar Nothin Ranch" and a long-time radio favorite. No candidates other than Eisenhower, Taft, Kefauver and Warren received more than 2% of the total votes.

★ Forecasts For The Month ★

BIRTHDAYS:

- May 2—Betty Jane Rankin, daughter of J. D. Rankin vice president May Seed Company.
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BIRTHSTONE: Emerald

FLOWER: Lilies of the Valley

May, 1952



Jack Berch Plays The Good Samaritan

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KMA DAILY PROGRAMS FOR MAY, 1952

960 ON YOUR DIAL — 5000 WATTS — ABC

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5:00 a.m.—Hillbilly Jamboree
6:00 a.m.—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.—Bernice Currier
9:25 a.m.—Whispering Streets
9:45 a.m.—Against The Storm

10:00 a.m.

EDITH HANSEN'S

"Kitchen Club"
Broadcasting Direct
To KMA Listeners



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.—National Health Aids
2:45 p.m.—Evelyn Winters
3:00 p.m.—Betty Crocker
3:15 p.m.—Music For You
3:30 p.m.—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 NOTHIN RANCH"

With Ezra Hawkins
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Bar Nothin Gang!



5:30 p.m.—Fun Factory (M.W.F.)
5:30 p.m.—Space Cadet (T.Th.)
5:55 p.m.—World Flight Reporter

6:00 p.m.—Sports Parade—Douglas
6:15 p.m.—Mickey Cottey (M.W.F.)
6:20 p.m.—Let's Go Visiting (T.Th.)
6:30 p.m.—Ralph Childs, News
6:45 p.m.—Edw. May, Mkts. & Weather

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7:30 p.m.—Your Land And Mine
7:45 p.m.—Outdoor Mid-America
8:00 p.m.—Paul Whiteman's Teen Club
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9:30 p.m.—Guest Star
9:45 p.m.—Elmer Davis
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10:15 p.m.—Sports Report
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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
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10:30 p.m.—Crossfire
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7:00 p.m.—Silver Eagle
7:30 p.m.—Defense Attorney
8:00 p.m.—Amateur Hour
8:45 p.m.—I Covered The Story
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
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10:30 p.m.—Dance Orchestra
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 7:30 p.m.—This Is Your FBI
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 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.

BERNICE CURRIER'S

“Homemaker’s Visit”
 Every day at 9 a.m.
 Monday thru Sat.



9:30 a.m.—Space Patrol
 10:00 a.m.—For Kids Only
 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.—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.—Sat. At The Shamrock
 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.—Lone Pine Mountaineers
 11:00 p.m.—Newstime — Douglas
 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Favorite Hymns
 7:30 p.m.—Worship Service
 8:00 a.m.—Rev. Gene Phillips
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Lutheran Gospel Hour
 10:00 a.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.—Geo. E. Sokolsky
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Great Adventure
 6:00 p.m.—Stop The Music
 7:00 p.m.—Here Comes The Band
 7:30 p.m.—Musical Etchings

8:00 p.m.

DREW PEARSON

One of America’s
 Most Distinguished
 Commentators!



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.—Bill Tusher
 9:45 p.m.—Vacationland U.S.A.
 10:00 p.m.—News
 10:15 p.m.—Thoughts In Passing
 10:30 p.m.—This Week Around World
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Listings Correct at Time of Publication
 However, all Programs Are Subject to Change

Homemaker Visit

By **BERNICE CURRIER**

PINEAPPLE COCONUT COFFEE CAKE

- A—1 package dry yeast
1/4 cup lukewarm water
- B—1 cup scalded milk
1/4 cup sugar
1 teaspoon salt
1/2 cup shortening
- 3 1/4 cups sifted flour
2 beaten eggs
1/2 teaspoon vanilla
Pineapple coconut topping

Combine A. Combine B and cool to lukewarm. Add 1 cup flour and beat well. Add A, eggs and vanilla and beat well. Add remaining flour and beat well. Cover and let rise to double. Now prepare:

PINEAPPLE COCONUT TOPPING

Combine 1/3 cup melted butter and 1/4 cup brown sugar. Spread 1/2 of this in each of two 8" square pans. Sprinkle 1/2 cup coconut in each, then cover with pineapple using either sliced, chunk or crushed. When batter has risen to double, stir it down and put 1/2 of it in each pan. Let rise to double again, then bake 30 min. at 375°. Invert on racks and let stand a few minutes before removing pan.

* * * * *

LEMON SPICE PUFFS

- A—1 package dry yeast
1/4 cup lukewarm water
- B—3/4 cup scalded milk
6 tablespoons sugar
1 teaspoon salt
5 tablespoons shortening
1 tablespoon grated lemon peel or 1
teaspoon lemon extract
1 teaspoon lemon juice
- C—2 beaten eggs
3 cups sifted flour
1 tablespoon sugar
1 teaspoon cinnamon

Soften A. Combine B and cool to lukewarm. Add C and A. Add flour 1 cup at

a time beating well after each. Cover and let rise to double (about 1 hour). Stir down and fill greased muffin tins half full of batter. Sprinkle with sugar — cinnamon mixture, cover and let rise to double (about 1/2 hour). Bake 15 to 20 min. at 375°.

If you use homogenized milk you do not need to scald it. Warm it enough to soften shortening.

If you use dry skim milk, sift it with the flour and use 3/4 cup warm water in place of milk, using 3 tablespoons dry milk.

* * * * *

RHUBARB CREAM PIE

- A—2 tablespoons butter
1 cup white sugar
2 cups diced rhubarb
- B—2 egg yolks beaten
1/4 cup cream
1/4 cup sugar
2 tablespoons corn starch
- 1/2 teaspoon lemon extract
1 baked 9" pie shell

Combine A in sauce pan and stir until juice raises then cook for just a few minutes till rhubarb is tender. Combine B and add to A then cook over low heat stirring constantly until thick. Add extract and pour into baked pie shell.

Make meringue using the 2 egg whites and 4 tablespoons sugar. Whip the whites until quite stiff, then gradually add the 4 tablespoons sugar and beat until stiff peaks form as beater is lifted from whites. Spread this over pie touching crust on all sides. Put it in a 375° oven until lightly browned.

* * * * *

RASPBERRY LEMON MILK SHERBET

Put 4 cups raspberries through sieve to remove seeds. Add 3 cups milk, the juice of 2 lemons and 1 can sweetened condensed milk. Beat with rotary beater until well blended. Pour into freezing tray and put in refrigerator in freezing compartment. After 1 hour scrape sides and bottom to smoothness. Repeat scraping and stirring every half hour until consistency is right. To serve, fill sherbet glasses and cover with fresh raspberries.

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 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.—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.—Sat. At The Shamrock
 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.—Lone Pine Mountaineers
 11:00 p.m.—Newstime — Douglas
 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Favorite Hymns
 7:30 p.m.—Worship Service
 8:00 a.m.—Rev. Gene Phillips
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Lutheran Gospel Hour
 10:00 a.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.—Geo. E. Sokolsky
 5:15 p.m.—Monday Morning Headlines
 5:30 p.m.—Great Adventure
 6:00 p.m.—Stop The Music
 7:00 p.m.—Here Comes The Band
 7:30 p.m.—Musical Etchings

8:00 p.m.

DREW PEARSON

One of America's
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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.—Bill Tusher
 9:45 p.m.—Vacationland U.S.A.
 10:00 p.m.—News
 10:15 p.m.—Thoughts In Passing
 10:30 p.m.—This Week Around World
 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

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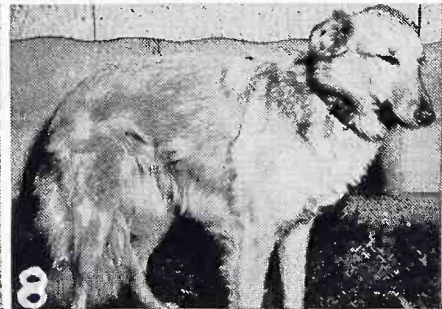
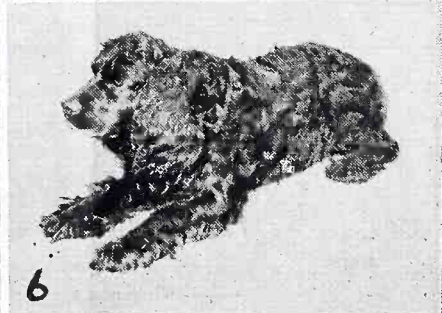
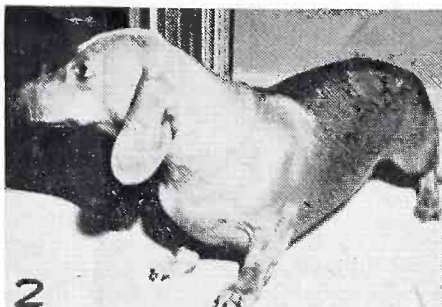
Hopkins, Mo, Woman Wins First Contest

Winner of the April KMA GUIDE "Dogs Contest" is Mrs. C. H. Duffield of Hopkins, Missouri, who was the first of three persons to correctly match all of the dogs with their KMA owners. A check for \$10 has been sent to Mrs. Duffield.

Two other ladies succeeded in giving the correct answers, but Mrs. Duffield's entry had the earliest postmark (April 12), so was declared winner according to rules of the contest. The others who submitted correct answers were Miss Frances Ratcliff, Red Oak, Iowa (post-marked April 20); and Mrs. Herbert Campbell, Murray, Nebraska (post-marked April 23). Both of them will receive a year's subscription to the KMA GUIDE as a consolation prize.

Rules for the second KMA GUIDE contest are on page 10 of this issue.

HERE ARE THE
CORRECT
ANSWERS



The correct answers to the KMA GUIDE dog contest are listed below. The owner's name is listed after his dog's number. Several entrants requested that we print the dogs' names so they are listed also.

1. Bob Stotts (Dixie)

2. Tony Koelker (Schatze)
3. Edward May (Tinker)
4. Ralph Childs (Poochie)
5. Mrs. Earl May (Blackout)
6. Doc & Esther (King Cole)
7. Curly Dale (Duke)
8. Coy Martin (Sandy)