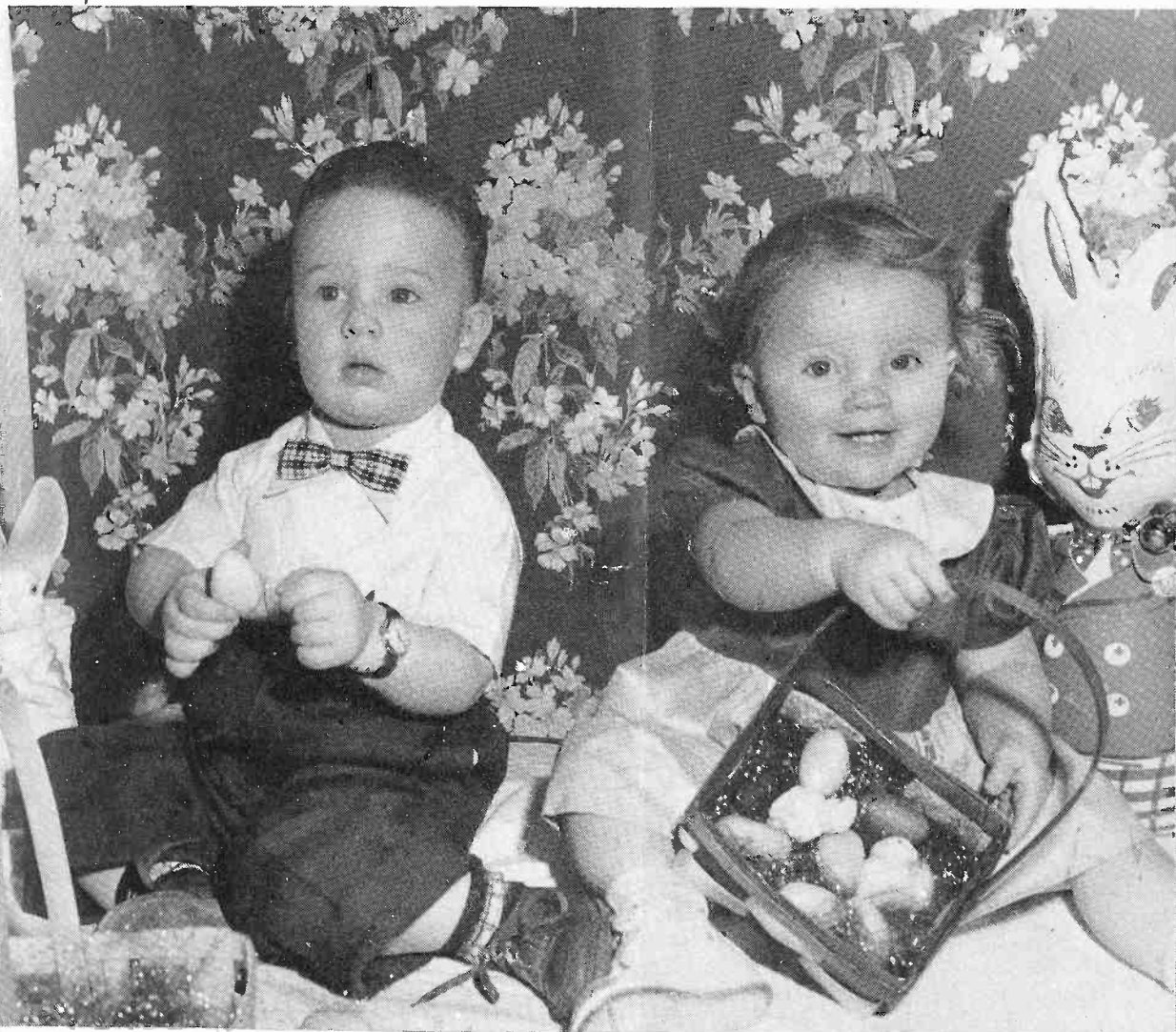


April, 1954

The

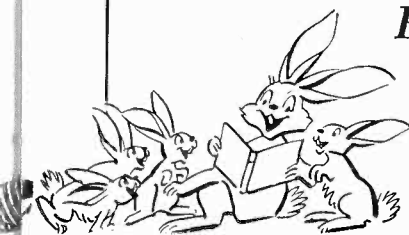
KMA GUIDE



BOY: *Now which came first--the chicken or the egg--and just what's a rabbit got to do with it?*

GIRL: *Oh, you always complicate things! Here folks--have an Easter Egg and*

HAPPY EASTER!





April Cover Story—

The little gentleman on the cover surely does complicate everything with his question about the "chicken or the egg". That's a tough one to tackle, but there is, however, a simple explanation for the Easter bunny. We have come to accept the white coat of the Easter hare as the symbol of purity and innocence. The little lady on the cover is probably unaware that she is practicing one of the oldest of the Easter traditions — that of offering folks an Easter Egg. On Easter Eve the eggs were taken to the church and blessed and then placed in the living room of the home together with all the decorative items of the household, in honor of the Easter Eggs. It was the custom also to color the eggs to provide a more attractive offering. The eggs were then to be eaten, as the first nourishment after the abstinence of Lent.

The most human symbol of purity and innocence, however, is the younger generation, so aptly portrayed in this issue of the KMA Guide. The young lady on the cover is Valerie Jo Douglas, 15 month old daughter of KMA's early morning announcer, Merl Douglas. The young man is none other than Marvin Jones, 17 month old son of KMA's popular guitarist, Morrie Jones. Both Merl and Morrie appear on KMA's "Country Jamboree" every morning at 4:30. Edward May is seen with a group of young 4-H members in his column and on page 5 are the newest additions to the KMA Gang. Both Merrill Langfitt's and Frank Field's columns feature the younger members of their clan.

The younger generation is truly the symbol of spring and of growing. And this spring marks a change of programming for a growing KMA. A big new "Country Jamboree" show at 4:30 in the morning heralds the day for the early riser, and presents an hour and a half of fun with the "eye-opener gang" (see back cover). This show features the top talent in the midwest together with the time and the latest news and weather report. The afternoon programming welcomes Dick Mills, playing the best in recorded music (see page 9), with time out at 3:30 for a friendly visit with the "Farmer's Wife", Florence Falk.

KMA has never stopped growing and it points with pride to its loyal listeners and their spirit of friendship that has made this possible.

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★ ★ MAIL BOX ★ ★

Writes MRS. THOMAS ALBERTSON, Milan, Missouri, "JACK GOWING looks like ALAN LADD— very handsome." There is a reason (see page 5) . . . MR. HENRY ALBRIGHT, Skidmore, Missouri, your subscription will continue, thanks to MRS. EDWARD BALL, Fairfax, Missouri — happy 95th birthday . . . "Biggest bargain I know of", says MRS. RALPH ROSENBERGER, Guthrie Center, Iowa. Many thanks . . . Requests for more pictures of "The Farmer's Wife", her home and her family, from MRS. VIRGIL E. FLEMING, St. George, Kansas. Watch for the May issue . . . Proof of the pudding from MRS. E. R. ROBERTS, St. Joseph, Missouri. "I tried a lot of the recipes— they all turned out grand", also from MRS. BLANCHE BEZEMEK, Topeka, Kansas . . . MRS. EMMET NOBEL, Allendale, Missouri, see page 5 regarding proud papa Nielson . . . Heard from the following charter subscribers and cheers for "taking the Guide since the first issue." MRS. E. R. ROBERTS, St. Joseph, Missouri; MRS. T. L. RUSSELL, Windfield, Iowa; MRS. BERNARD RENS-KING, Sheldon, Iowa; MRS. A. R. ROBINSON, Maryville, Missouri; MRS. WILLIAM J. PILLER, Paullina, Iowa; MRS. EVERETT MIERS, Seward, Nebraska; MRS. CLARENCE ELLIS, Oskaloosa, Iowa; MRS. DELLA HINES, Lincoln, Nebraska; and MRS. EFFIE MESLER, Diagonal, Iowa.

Adella Shoemaker Now At 10:30 A. M.

KMA's popular mid-morning home-maker, Adella Shoemaker, can now be heard at 10:30 instead of 11:00. This allows for the fine new inspirational series, "Back to the Bible" (see page 5). "Cook Book Time" with Adella Shoemaker has always provided KMA listeners with the best and the latest in tasty recipes and household hints for a pleasant and more leisure homemaking.

A Chat With Edward May



A friendly tribe of 4-H Stanton Scalpers held a pow-wow in the lobby of the KMA auditorium two weeks ago, to tour the radio station and the May Seed Company. Front row, l. to r.: Eldon Anderson, Kit Johnson, Jerry Swanson, Dean Burke, Richard Alinius, Richard Burke, Larry Swanson, Don Peterson, and Max Peterson. Back row, l. to r.: Associate Leader Duane Magneson, Darrel Bryant, Edward May, Robert Anderson, Leonard Mainquist, Leader Don Hunt, Robert Peterson, Lyall Olson, Dal Mimrod, Bobby Arnold, Dick Kennon, Dinnis Benskin, Ralph Palmquist and Phil Kennon.

April and spring have arrived. This is the month and season we anticipate with joy. To most, the arrival of spring not only means the end of cold weather, but also heralds the awakening of trees and flowers which have been dormant throughout the winter months. In addition, spring calls for increased activity on the part of practically every individual. Farmers commence their planting, housewives their spring cleaning, gardeners start their plants, children start the final phase of the school year, etc. I could name many more things, but these point out that spring is certainly a busy season for all, but a season we thoroughly enjoy. To me, the out-standing part of spring is to watch the marvels of nature unfold, resulting in the growing of all living plants.

Everyone is busy at this time of the year, but among the groups who are extremely active are the 4-H Club members and the F.F.A. boys. We have had several such groups visit KMA during the past few weeks. The above picture shows one of the groups while enjoying a visit to KMA. I, for one, particularly like to see the enthusiasm displayed by 4-H Club members and F.F.A. groups. We like to encourage them as much as possible. KMA has a program at 7:30 Saturday morning

entitled "A Place in the Sun", which honors farm groups, county agents and outstanding farm leaders. On page 4 of this month's GUIDE is a picture of Jack Gowing, KMA's Associate Farm Service Director, and a 4-H leader from Lancaster County, Nebraska. The picture was taken during a recent recording session for this program. If you have heard this program, I am certain you have enjoyed it. If not, then perhaps you will hear it sometime in the near future.

Another fine feature of the month of April is brought out in the adage "April showers bring May flowers." In addition to producing May flowers, the spring rains are beneficial to the production of all crops. Following our drought of last summer and fall, many folks are naturally concerned about the moisture situation as we go into a new planting season. None of us can forecast the future with any degree of accuracy; however, the long range forecast of the United States Weather Bureau predicts both temperatures and rainfall to be normal, or slightly above, for the period of March 15 to April 15. I certainly hope this forecast is accurate. It always has rained and it always will. I believe our rain this spring and summer will be adequate to produce good crops.

Buck's Wife Approves Home Study Courses



Buck Dilley

Buck Dilley, KMA's "Country Jamboree" fiddler and one of the hired hands of "Curly's Tumbleweed Ranch", has been studying, for over five months, a home study course in industrial electronics. From the moment his wife Betty found out about this she has been providing Buck with plenty of homework. Buck's wife owns a beauty parlor in Shenandoah, Iowa and it's up to Buck to keep all the electrical equipment in working order. That's a part of a hair dryer he's pictured repairing. Besides the course in electronics he has already completed a course on refrigeration.

Buck is pictured above at a work bench he recently built in the basement of his home, and most of his studying is accomplished in the afternoon now, due to the new early, 4:30 a.m., "Country Jamboree" show. (see back cover).

"BACK to the BIBLE" NOW DAILY ON KMA



Theodore H. Epp

Every Tuesday through Saturday, 11:00 a.m., Theodore H. Epp broadcasts his inspirational messages to listeners in the KMA area. This devoted series originates from 12th and M streets in Lincoln, Nebraska, and was founded in 1939 by Theodore Epp.

These messages of faith are broadcast on radio stations throughout the United States and Canada. Theodore Epp says: "The sun never sets on the ministry of the Back to the Bible Broadcast, for somewhere in the world the broadcast is heard every minute of the day and night by long wave, short wave, or FM."

In addition to speaking on the daily broadcast, Mr. Epp serves as co-ordinating director of all phases of the Back to the Bible ministry, which includes correspondence on a world-wide basis. A large secretarial staff processes over half a million letters a year from listeners asking for assistance about their spiritual problems.

4-H Leaders Honored On KMA

Jack Gowing, KMA's Associate Farm Service Director, is pictured on the right, presenting a 4-H Leader's award to Don Crawford of Lancaster County, Nebraska. It was necessary for Jack to travel to Lincoln, Nebraska to record a new series of interviews for his Saturday morning, 7:30 a.m., program, "A Place in the Sun". This program was heard, March 27th.

l. to r.: Carl Hill, Assistant County Agent, Lancaster County, Nebraska; Don Crawford, 4-H Leader; Jack Gowing.



Two Proud Papas And A Prouder Grandmother



Warren, Holly K. and Florence Nielson.
Warren is KMA's Program Director.



Randall Paul, Jack and Pauline Gowing.
Jack is KMA's Assoc. Farm Serv. Director.

VITAL STATISTICS

Upper left: Holly Kathleen Nielson; Born, February 20; Weight, 7 pounds 2 ounces. This is the Nielson's first.

Upper right: Randall Paul Gowing; Born, March 14; Weight, 7 pounds 1 ounce. This is the Gowing's first.

Lower right: Linda Marie Shoemaker; Born, March 10; Weight, 7 pounds 7 ounces. George Shoemaker, Joan's husband, is Adella's son and this cuddlesome spring bundle makes Adella a grandmother three times over for this particular family.

Watch this column for further additions and changes.



Linda Marie, Adella, and Joan Shoemaker.
Adella is KMA's mid-morning homemaker.

"OH, A NEWSMAN'S LOT IS NOT AN EASY ONE!"

So sayeth KMA's News Editor, Ralph Childs. Besides preparing three newscasts a day, 6:30, 10:00 and 11:00 p.m., he must also be present at all the news making

civic events in the KMA area, handle the secretarial chores of the local Elks Lodge, be a good husband, and get to know his four children.



Cy Rapp, James R. Kearney and Ralph Childs.

Ralph is pictured interviewing Cy Rapp, Chairman of the Industrial Committee of the Shenandoah Chamber of Commerce, and James R. Kearney, President of the James R. Kearney Corporation of St. Louis, Missouri. The occasion was a noon press and radio luncheon in Mr. Kearney's honor at the Elks Club, following the ground breaking ceremonies for a new plant, which the Kearney Corporation is erecting in Shenandoah, Iowa, west of town on the airport road. Mr. Rapp is also founder of the Tidy House Products Company and a past manager of Radio KMA.

Immediately following this recorded interview, Ralph had to rush back to the KMA studios and prepare the noon market reports—another facet of his career that wasn't previously mentioned.

Ralph Childs is also a very active member of the Episcopal Church in Shenandoah, Iowa.

Grass Root Notes

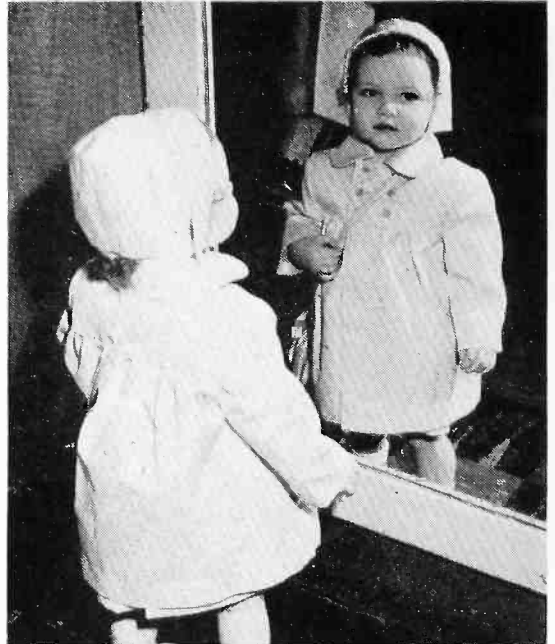
By MERRILL LANGFITT
KMA Farm Service Director

A picture of our young daughter at the ripe old age of 1½ years could easily be the basis for a column in the Guide. She is now at that age when she is into everything. But we aren't trying to adjust Jeannine to our schedules and our way of doing things. On the contrary, we are rapidly adjusting to hers. She calls the plays, runs the show, and we fall in line whenever she demands it. You say we are spoiling her? Oh, no, not much!

I did want to talk about hogs in this issue, and I am not making any reference to our young lady. We helped sponsor a Market Barrow Show in Shenandoah last month, and we were all convinced that a revolution is taking place in hog production. The housewife has been shying away from our hams and pork chops, because they were too fat—too wasteful. It was not uncommon for the old-fashioned, lard-type hog to go to market carrying 3 or more inches of back fat. Unfortunately, that fat was and is of equal thickness around the ham, across the sides, and throughout the carcass. Too much fat in relation to the red meat, and the housewife discriminated against it.

The modern meat-type hog has from 1.2 to 1.6 inches of back fat and is proportionately lean throughout the carcass. If the hams, loins, and sides are lean, the housewife is again attracted to pork, and she and her family like it. In agriculture, we are looking for expanding markets, better markets for farm products. If we want markets, we have to produce the things our customers want. With the meat-type hog, we have a real opportunity to increase consumption of pork. How some folks argue that it costs less to produce that lardy hog that is hard to sell. That argument is false. The champion barrow at our show was 5 months old and weighed 180 pounds. Most of our top hogs were less than 5½ months of age and averaged 200 to 220 pounds, and finishing a market hog in less than 5½ months represents pure, unadulterated efficiency. You can produce this meat-type hog with any breed or with crosses.

As hog producers, you now have a chance to develop new and better markets for your product. It can't be done with the old-fashioned lard hog. You have no choice. The sooner you convert to the modern, streamlined meat hog, the better off you will be. Give me and my neigh-



Merrill Langfitt's 18-months-old daughter, Jeannine K, admires her Easter outfit in the mirror of the KMA lunchroom.

bors pork chops and hams with little or no fat and we will buy them. We will cook and bake with lard at our house, but don't make us eat it in big chunks on our chops and ham.

A Fertilizer Meeting was held in the KMA Auditorium Monday night, March 29, with Dr. C. R. Duncan from Iowa State College as speaker. Dr. Duncan, one of the midwest's best authorities on fertilizer, stated that in most counties of this area the phosphorus level is too low to get any appreciable corn yield increases from straight nitrogen. His statement was based on research and field tests conducted by Iowa State College. He went ahead to say that many farmers will spend thousands of dollars on fertilizers that will not do any good. Dr. Duncan emphasized the need for an accurate soil test before any large expenditure for fertilizer is made. "Too many farmers are shooting in the dark", according to Dr. Duncan.

In the KMA Farm Department we are and will continue to search out new information that will help make your fertilizer dollar "pay off" for you. Keep tuned to our farm shows for up-to-date information on this and all other farm problems.

Frank Comments

By FRANK FIELD



Danny and Polly Field—"His sister's keeper."

One of those nice Sundays early in March, before we had that last spell of ice and snow, Jennie and I drove down to Hamburg to see how the John Field family was getting along. Our excuse was that we wanted to get some pictures of the grandchildren to use on my page in the Guide. I took five or six and decided to use this one as it is most typical. Danny is not quite four and Polly is not quite one. She doesn't walk yet, and you will notice that Danny is holding on to her quite carefully. She crawls like a blue streak but, so far, hasn't gotten up enough nerve or confidence in herself to try walking. I don't think it will take very long now, as she is already at the age where she helps herself up by pulling on tablecloths, lunchcloths, dresser scarves and anything else that hangs down within her reach. Sometimes the results are pretty disastrous.

Like most cities and towns, Hamburg has a housing problem and when John and Maxine moved to Hamburg two years ago to take over the Hamburg Reporter, they had the usual difficulty in finding a place to live. They wound up by buying a big, old house and they are gradually modernizing it as they have the time, and the finances will permit. So far, they have done all the work themselves. They started out by rebuilding the kitchen and overhauling the plumbing system. Their project for April, 1954

this summer is to tear off the back porch and make it over into a patio.

They have a beautiful, big yard with plenty of fine, old trees and shrubs. They even have a pretty fair start at a rose garden, which John is enlarging considerably each year. When we were down there early in March, Johnny had already given his lawn an application of fertilizer and had even planted a young Pin Oak tree already.

Peg and Jim and their two children came up from Kansas City last week and spent the week end in Shenandoah getting some dental work done on all of them except Chris. Naturally, I got some pretty fair pictures of Shannon and Chris to use on this page in the May issue of the Guide. They are all getting along very nicely, and seem to like Kansas City very much. Jim is in the Engineering Division with the Ford Assembly Plant out in the northeast section of town, and they live in a new housing project not far from the plant. Jim has been keeping up with his flying, and finally passed his final test for his commercial license. They have a strong Air National Guard there and he is doing considerable flying with them.

There isn't anything new, interesting, or exciting to report about any of the other members of the Field tribe as everything is going along about as usual. Zo and little Johnny are still working hard on their piano lessons, but I must admit that Zo practices more faithfully and diligently than Johnny does.

It is really surprising how well everything came through the winter this year. The climbing roses here in Shenandoah seem to be alive clear to the tips, so very little pruning is going to be necessary. About all you do on climbing roses is cut out the dead wood and you can wait until they start to leaf out, if you like. The Hybrid Tea Roses also stayed alive clear out to the tips, and many people are hesitating about cutting them back any. It won't hurt the bushes in the least to let them go without any pruning at all, and you really will have more blooms, but they will be much smaller in size. I am going to cut mine back this Spring, but not as severely as I usually do. I probably will leave an average of about eight inches up from the ground on each bush.

The month of April is nursery planting month throughout this whole area and the sooner you get your planting done now, the better it will be. That applies to trees, shrubs, roses, strawberries, raspberries, blackberries and, in fact, practically everything in the nursery line.

KMA DAILY PROGRAMS FOR APRIL, 1954

5000 WATTS — ABC

960 ON YOUR DIAL

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

4:30 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Bob Stotts (M.W.F.S.)
6:15 a.m.—Practical Land Use (Tu. & Th.)

6:30 a.m.—Merrill Langfitt
7:00 a.m.—Dean Naven News
7:15 a.m.—Frank Field
7:30 a.m.—Merl Douglas
7:45 a.m.—Morning Headlines
8:00 a.m.—Breakfast Club
9:00 a.m.—Bentley Crocker
9:25 a.m.—Whispering Streets
9:45 a.m.—When A Girl Marries
10:00 a.m.—Kitchen Club
10:15 a.m.—Modern Romances
10:30 a.m.—Adella Shoemaker
10:55 a.m.—Betty Crocker (M.W.F.)
11:00 a.m.—Back To The Bible
11:30 a.m.—Tumble Weed Ranch
11:45 a.m.—Jack Berch
11:50 a.m.—Morning Markets
11:55 a.m.—Joe Faassen
12:00 noon—Dean Naven, News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
12:45 p.m.—Markets
1:00 p.m.—Dick Mills' Show
1:30 p.m.—Betty Crocker (M.W.F.)
1:35 p.m.—Dick Mills' Show
2:00 p.m.—News
2:05 p.m.—Dick Mills' Show
3:00 p.m.—News
3:05 p.m.—Dick Mills' Show
3:25 p.m.—Betty Crocker (M.W.F.)
3:30 p.m.—Florence Falk
4:00 p.m.—Dick Mills' Show
6:00 p.m.—Bill Stern
6:15 p.m.—Farm Bulletin Board
6:20 p.m.—Let's Go Visiting (T.T.)
6:30 p.m.—Ralph Childs News
6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Your Land And Mine
7:45 p.m.—Martin Block
9:00 p.m.—Metro. Opera Auditions
9:30 p.m.—Tarkio, College Story
9:45 p.m.—Lum 'N' Abner

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

TUESDAY NIGHT

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

WEDNESDAY NIGHT

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

THURSDAY NIGHT

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

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

FRIDAY NIGHT

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

SATURDAY PROGRAMS

4:30 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Bob Stotts
6:30 a.m.—Merrill Langfitt
7:00 a.m.—Dean Naven News
7:15 a.m.—Frank Field
7:30 a.m.—A Place In The Sun
7:45 a.m.—Morning Headlines
8:00 a.m.—Saturday Shopper
9:00 a.m.—Bernice Currier
9:30 a.m.—Space Patrol
10:00 a.m.—"Platterbrains"
10:30 a.m.—Adella Shoemaker
11:00 a.m.—101 Ranch Boys
11:30 a.m.—Am. Farmer
12:00 noon—Ralph Childs News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
1:00 p.m.—Metro. Opera
1:00 p.m.—Dick Mills' Show (ST 4/24)
3:30 p.m.—Florence Falk
4:00 p.m.—Dick Mills' Show
6:00 p.m.—Bob Edge
6:15 p.m.—The Three Suns
6:30 p.m.—News
6:45 p.m.—Know Your High School
7:00 p.m.—Dancing Party
9:00 p.m.—Anonymous
9:30 p.m.—Lawrence Welk's Band
10:00 p.m.—Ralph Childs News
10:15 p.m.—At Ease

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

SUNDAY PROGRAMS

7:00 a.m.—News and Weather
7:05 a.m.—Musical Clock
7:45 a.m.—Worship Service
8:00 a.m.—Radio Bible Class
8:30 a.m.—Your Worship Hour
9:00 a.m.—Sunday School Lesson
9:15 a.m.—Bible Truth
9:30 a.m.—Wings Of Healing
10:00 a.m.—Heaven & Home Hour
10:30 a.m.—Wes Haines' Sun. Album
12:00 noon—Ralph Childs News
12:15 p.m.—Highways To Safety
12:30 p.m.—College Spotlight
1:00 p.m.—Light & Life Hour
1:30 p.m.—Back To The Bible
2:00 p.m.—Newstime
2:15 p.m.—Truth For Today
2:30 p.m.—Hour Of Decision
3:00 p.m.—Revival Hour
4:00 p.m.—Evening Comes
4:30 p.m.—Greatest Story Ever Told
5:00 p.m.—Monday Morning Headlines
9:15 p.m.—Paul Harvey Comments
5:30 p.m.—Geo. Sokolsky
5:45 p.m.—Don Cornell
6:00 p.m.—This Week Around The World
6:30 p.m.—Whats The Name Of That Song
7:00 p.m.—American Music Hall
8:00 p.m.—Walter Winchell
8:15 p.m.—Taylor Grant
8:30 p.m.—Answers For America
9:00 p.m.—Paul Harvey
9:15 p.m.—Elmer Davis
9:30 p.m.—Milton Cross
10:00 p.m.—News
10:00 p.m.—Guest Star
10:15 p.m.—Revival Time
11:00 p.m.—Newstime
11:15 p.m.—Music In The Night

— Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.

DICK MILLS INTERVIEWS THE STARS

One of the special features of the new "Dick Mills Show", 1:00 to 3:30 and 4:00 to 6:00, is his recorded interviews with the celebrities that make personal appearances anywhere in the KMA area.

He is pictured above with three Hollywood favorites attending a party at the Blackstone Hotel in Omaha, Nebraska, given in their honor. The party followed the benefit premiere performance of "Night People", starring Broderick Crawford and Gregory Peck, at the Orpheum Theatre in Omaha, March 10. The proceeds of this performance were turned over to the Omaha Variety Club's Heart Fund, which provides for the care of needy crippled children. The gracious attitude of these celebrities enabled Dick to record for KMA listeners a sincere message of the charitable workings of the Variety Clubs of America, and also allowed the listeners to become better acquainted with a very human quality, prominent in all of these entertainers—that of availing themselves of every opportunity to make close friends with their public.

Dick Mills presents the best in recorded music every afternoon, and together with his wife "Millie", who handles all



Dick Mills, Mitzi Gaynor, Thelma Ritter and Broderick Crawford.

the secretarial chores and accompanies him on all of his recording sessions, they plan to keep the listeners posted on all the happenings in the entertainment world.

Dick also plans to make numerous personal appearances throughout the KMA area, as he has an extensive background in show business himself, and has been a featured singer at numerous entertainment spots in the east and along the west coast—having been featured in the "Last Frontier" in Las Vegas, Nevada.

Special Music For Good Friday On Dick Mills Show

On Good Friday, April 16, the "Dick Mills Show" will feature selected religious recordings. The first quarter hour, sponsored by Baker's will present Hymns of all Christian Churches by Perry Como. The next hour and a half will be devoted to

the "Missa Solemnis", performed by the NBC Symphony Orchestra under the direction of Arturo Toscanini, and featuring the Robert Shaw Chorale. This will be the premiere performance in the KMA area of this recorded religious message.

"Bible Truth Program" Observes 14th Year On Radio

Every Sunday, 9:15 a.m., Radio Pastor Edgar Lippincott, from his home in Stanberry, Missouri, brings to KMA listeners his inspiring messages of the gospel. In 1940, when the program first went on the air, it was necessary for Mr. Lippincott to travel some 85 miles to the radio studio for his Sunday morning visits. Six years later, however, through the support of loyal listeners, he was able to establish a studio in his own home.

April, 1954

Cardinal and Nebraska City Relays On KMA

The finals of the Cardinal Relays will be broadcast over KMA, direct from Cardinal Field in Clarinda, Iowa, Thursday, April 15th, 7-10 p.m. Over 45 high schools from Iowa, Missouri, and Nebraska will compete in this annual event. KMA's sportscaster Don Joe, will present the action with color by Dean Naven.

KMA will also broadcast the Nebraska City, Nebr. Invitational Track Meet, Tuesday, April 20th, 7-10 p.m.

A LETTER FROM BERNICE CURRIER

Dear Homemakers,

As I write this letter to you, we are having typical March weather, and as you read it, we will be nearing Easter Time, when we hope the sun will be shining, the soft winds blowing and you will have your new Easter bonnet all safe in its box ready to wear to church.

Some of you new readers of the Guide are not acquainted with my family, so very briefly I will tell you who they are and where they live. My oldest girl is Helen (Mrs. J. T. Armstrong) of Houston, Texas. She has four children and there are two of them that I have not seen. I hope I can visit them this spring. Her husband is a doctor and Helen was a registered nurse. She graduated from the Presbyterian Hospital in Chicago. My next is Merrill (Red) who is married to Janet, has two children and is manager of the radio station in Cairo, Illinois. He loves radio as I do, and works 26 hours a day at it. Janet says she didn't marry a husband, she married a radio station. They will probably be here this summer. Next, is my daughter in New York who is a writer, has published one book and has another one ready for the publishers. She is married to Alfred W. Boylen, who is designer for the Kleig Light Corporation in New York. They do not have any children. Margaret was here for a visit last spring and talked with you several times. She has given me some unusual recipes from eating places they have found on the eastern seaboard. My youngest is Ed, whose wife is Patti. They have one child, Carol Ann, who is just a year old and a VERY smart child (grand-

mother speaking). Ed is a Chemical Engineer with the Argonne Laboratories. They live in Elmhurst, Illinois. Patti sews beautifully. She designs many of her own outfits and makes them. She is a wonderful cook, too.

With that background, you can see why I enjoy your letters about your families and all the problems that go with them.

There are a couple of recipes in my section of this issue of the Guide that I hope you will try. They are the Daffodil Salad and the Daffodil cake. Both would be lovely for your Easter dinner and could be prepared the day before.

Have you ever made an Easter Special Cake by using your favorite white cake recipe (two layers), then frost with a beautiful fluffy seven-minute icing, sprinkle with colored sugar and decorate with some of those cute little pink chicks and rabbits made of candy frostings? From the sublime to the ordinary, did you ever try grated raw potato added to sauerkraut the last ten minutes of cooking, and then add enough sugar to suit your taste? That is really fine eating!!

Another taste treat is a sauce for asparagus. In a double boiler, mix well and heat; one package (3 ounces) of cream cheese, one egg yolk and a tablespoon of lemon juice. I always keep the bottled pure lemon juice in my refrigerator to use when I find I have no fresh lemons on hand. It is getting late and I must get some sleep so I can say "Good Morning Homemakers" tomorrow morning at 9:00 o'clock as usual. Be with me then, and until then, Bless Your Hearts,

Goodbye.
Bernice.

P.S. Write to me soon. I love you and your letters.



Seen at a recent dinner party at Bernice's for the new members of the KMA staff, l. to r.: Millie Mills, Dick Mills, KMA's new afternoon disc jockey; Doris Murphy; Bernice Currier; Carole Ambler; Dean Naven, KMA's new Special Events Man; Claud Naven; Byron Falk; Adella Shoemaker; and Florence Falk.



Homemaker's Guide



Homemaker's Visit

By **BERNICE CURRIER**

DAFFODIL SALAD

- 1 No. 2½ can large pear halves
- 1 small can pineapple tid-bits
- 1/2 cup coarsely shredded coconut
- 1 package cream cheese (3 ounces)
- 1/2 cup finely chopped nuts
- Mayonnaise or salad dressing
- Salad greens

Line salad plates with crisp lettuce. Drain pear halves and place one, cut side up, on each plate. Combine coconut and pineapple and sprinkle in a circle around the pear half. Divide the cheese into 8 equal portions and form into balls. Roll the balls in chopped nuts and place them in the pear cavity. Serve with a small amount of mayonnaise or salad dressing as a meat accompaniment. This serves 7 or 8, according to the number of halves in the can of pears.

DAFFODIL CAKE

- 1 cup sifted cake flour
- 1¼ cup egg whites
- ½ teaspoon salt
- 1 teaspoon cream of tartar
- 1 1/3 cup sugar
- ½ teaspoon vanilla
- ½ teaspoon orange extract or 1 teaspoon grated orange rind
- 4 egg yolks

Sift flour twice. Beat egg whites until frothy, sprinkle salt and cream of tartar over them and continue beating until stiff, but not dry. Gradually beat in sugar, sprinkling about 2 tablespoons at a time over. Gradually fold in the flour, sifting a little at a time. Divide the batter into two equal parts. To one part add vanilla, folding it in as gently as possible. To the other, add the orange extract or grated rind and the egg yolks, which have been beaten until thick and lemon colored. Spoon into ungreased tube pan about 9 inches in diameter and 5 inches high, alternating the white and yellow. Bake 1 hour at 325°. Remove from oven, invert pan so the surface of cake hangs free of rack or board. When cooled, remove from pan by loosening edges and tube with rubber spatula.

Have you ever tried mashing a ripe banana and adding it to your meat loaf ingredients? The loaf will stay moist

longer and have a very special good taste.

Also, try adding crisp fried bacon, crushed, to the batter for Oatmeal cookies. The flavor is wonderful.

In making chicken salad, try adding pineapple tid-bits. It's good.

Cook Book Time

By **ADELLA SHOEMAKER**

MRS. JIM ROSS' COFFEE CAKE

This is extra good because there's an extra amount of crumble on top. Try it for your next coffee, or for Easter morning breakfast.

- 1 beaten egg
- ½ cup sugar
- ½ cup milk
- 2 tablespoons melted shortening
- 1 cup flour
- ½ teaspoon salt
- 2 teaspoons baking powder

Combine egg, sugar, milk, and shortening. Add flour, sifted with salt and baking powder. Mix and pour into greased 8" pan. Sprinkle with this mixture made by combining ½ cup brown sugar, 2 teaspoons cinnamon, 2 tablespoons flour, and 2 tablespoons melted butter. Bake in a moderately hot oven 375° for 20 to 25 minutes.

FROSTED FRUIT SALAD

Mrs. Raymond Sawyer served this lovely salad at a club meeting recently. It's glamorous looking—and delicious.

1 package lime gelatin, dissolved in 2 cups hot liquid (part fruit juice may be used). Let set until syrupy.

Then add:

- 1 small can crushed or chunk pineapple, drained
- 1 small can white cherries, seeded and drained
- 8 marshmallows, cut up

Grease a 9" x 9" pan with salad oil, and pour in mixture.

Let set until congealed

Then frost with this dressing:

To the juice of the pineapple, add enough water to make 1 cup.

Then add ½ cup sugar

- 2 tablespoons flour
- 2 tablespoons butter
- 1 egg

Cook until it coats a spoon. Cool.

Add 1 cup cream, which has been whip-



ped. Spread over salad. Sprinkle with grated American cheese. Cut in squares, and top each square with a green maraschino cherry. Serve on a lettuce leaf.

This salad would be very nice for your Easter dinner.

MARGIE'S GOULASH

$\frac{1}{2}$ pound macaroni cooked in boiling salted water, drained, and blanched.

1 pound hamburger and 1 small chopped onion, cooked together until lightly browned.

1 No. 2 $\frac{1}{2}$ can red kidney beans.

1 can tomato soup

Combine, and simmer for about 20 minutes. (This is even better re-heated—you might save time for yourself by making a double batch for a second meal.)

BANANA NUT BREAD

This is the best nut bread I've ever tasted. I got this recipe from Mrs. Rolland Crandall, our minister's wife.

$\frac{1}{2}$ cup butter or margarine

1 cup sugar

2 eggs

3 medium bananas, mashed

2 cups sifted flour

1 teaspoon soda

$\frac{1}{4}$ cup nuts

$\frac{1}{4}$ cup chocolate chips

$\frac{1}{4}$ cup maraschino cherries, chopped

Cream butter and sugar. Then add ingredients and mix in order given. Bake in greased pan 40 to 45 minutes in a 350° oven. I use a 9" x 9" pan for this, as it makes a large loaf.

The Farmer's Wife

By FLORENCE FALK

Greetings!!! Just a little tired of the usual foods this time of the year? Try some of these grand recipes shared with us by our radio listeners.

CAULIFLOWER CROQUETTES

Combine 3 tablespoons butter with 5 tablespoons flour in pan over heat. Add $\frac{2}{3}$ cup milk and cook until thick. Add 1 cup of grated sharp cheese and 1 cup cooked cauliflower broken into pieces. Season to taste with salt and pepper and a dash of paprika. Cool and let stand overnight in refrigerator. When ready to use,

shape into croquettes. Dip in beaten egg and roll in bread crumbs. Be sure these crumbs are dry and crispy. These croquettes may be returned to refrigerator until ready to fry in deep hot fat. Drain on paper and serve hot. These may also be topped with cream of mushroom sauce when serving. Delicious!!

Speaking of hot fat—have you ever tried dipping the great big pecan halves into the hot fat for about 1 minute? Drain on paper and salt. You'll really be back for a second helping of these.

APPLES AND PORK CHOPS

Brown in a frying pan as many pork chops as are desired. Do not cook until done. Place pork chops in a baking dish. Make a brown gravy. Peel good baking apples. Place $\frac{1}{2}$ apple on each pork chop. Fill the centers of the apples with raisins and brown sugar. Pour over all the brown gravy. Bake until the apples and meat are well cooked.

ESCALLOPED TOMATOES AND CORN

2 cups tomatoes

1 cup cooked celery, drained

1 $\frac{1}{2}$ cup corn (whole kernel)

2 beaten eggs

3 tablespoons finely chopped onion

Salt and pepper to taste

Combine the above ingredients and place in a buttered casserole. Cover with buttered crumbs and bake in a slow oven 325° or until custard is of firm consistency.

COTTAGE CHEESE SALAD

Combine 1 package cottage cheese (1 pint) with $\frac{1}{2}$ pound marshmallows (cut) and $\frac{1}{2}$ cup mayonnaise, 1 cup cream, whipped, and 1 orange, cut fine. Mix all together and chill thoroughly for at least 12 hours before serving.

SEA SHELL FRUIT SALAD

1 cup canned fruit cocktail

1 cup chopped apples

1 cup chopped celery

$\frac{1}{2}$ cup pecans

1 cup mayonnaise

3 to 4 cups of cooked, shell macaroni

Combine all ingredients, chill, and serve on lettuce leaves.

If you would like to vary this recipe, substitute pineapple or orange slices for the fruit cocktail.



KMA's Family Album

WELCOME TO THE "DICK MILLS SHOW"

Dick Mills, KMA's popular new afternoon disc jockey, greets Jeffrey Hunter and Debra Paget, of motion picture fame at the Omaha Theatre in Omaha, Nebraska. These stars were on hand to publicize 20th Century Fox's "Siege at Red River", and they spent over two hours autographing pictures for the crowd. Dick's recorded interviews with these stars were heard the following day on his afternoon record show.

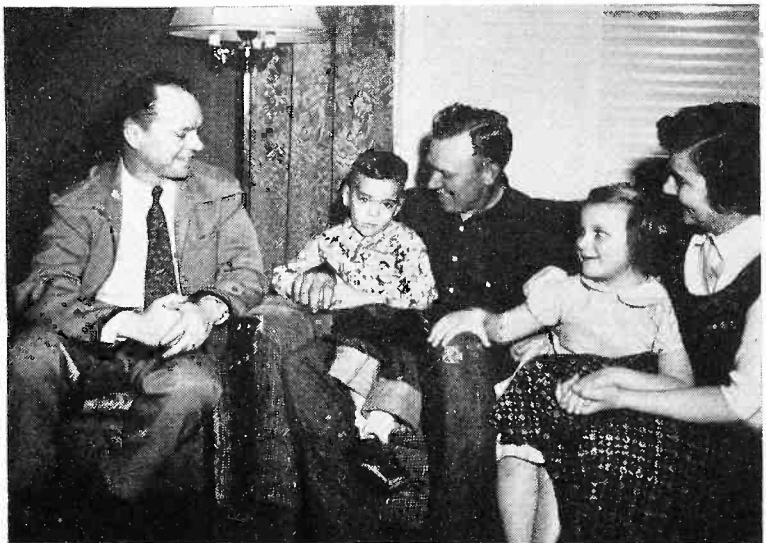


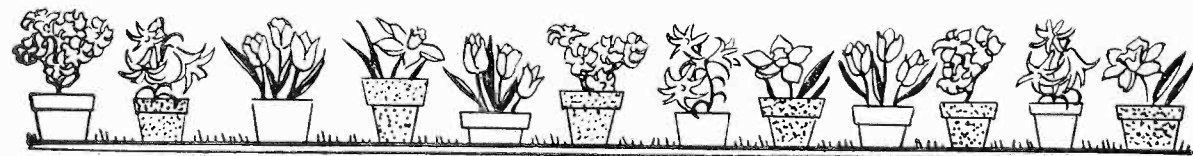
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That's the question that Ralph Childs, on the left, KMA's News Editor, and Dean Naven, KMA's Special Events Man, put to KMA listeners, on their newscasts of March 11, 12, & 13, regarding the controversial Senator Joseph McCarthy of Wisconsin. They received over 250 cards and letters representing 101 towns and cities in KMA's coverage area. The results of this poll were given on Sunday, March 21st. Over 2/3rds of the listeners favored the Senator's handling of his investigations.

WAYNE ANDERZHON— OUTSTANDING FARMER

Jack Gowing, KMA's Associate Farm Service Director, on the left, is pictured congratulating Wayne Anderzhon after Wayne had won the Shenandoah, Iowa, Junior Chamber of Commerce Most Outstanding Young Farmer Award. Members of the Anderzhon family are l. to r.: Jeffrey, age 4, Wayne, Jenifer, age 6, and Evelyn. The Anderzhon family reside on a 1200 acre farm, 3½ miles southwest of Shenandoah.





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By DORIS MURPHY

Four weeks in the land of "sunshine and flowers" is being enjoyed by MRS. EARL MAY, MRS. EDNA BUNTZ, and MRS. KATIE DAVEY. The three left by car March 9th, going to Mobile, Alabama; New Orleans, Louisiana; Tempe, Arizona, and other cities in the south, visiting relatives and friends.

Everything from Brahm to boogie can be found in the large collection of 1,500 records owned by announcer LARRY PARKER and wife MARG! So you see, these two musicians enjoy all kinds of music. Pictured on this page, you see them looking over their records and picking out some favorites. Usually, while MARG does her housework, the player with a stack of 10 records is going. When it reaches the last, the machine starts playing them over. MARG prefers piano and organ numbers, while LARRY seems to prefer the "solid stuff" like Ray Anthony and Ralph Flannagan, and good orchestrations. Maybe the reason is because LARRY played guitar, banjo and violin professionally for six years. He also did vocal work. Now his fine deep voice can be heard announcing on KMA. MARG, KMA's popular pianist and organist, is



Marg and Larry Parker

heard on the early morning "Country Jam-boree" and "Tumble Weed Ranch."

It is a good thing FRANK FIELD has a world of knowledge in his head, and the answer to thousands of gardening questions on his lips! If he hadn't, FRANK might have been on the spot one day recently, when he went to Omaha to do his regular 15 minute television show on KMTV. On this particular day, his wife JENNIE was riding to Omaha with him. Just as he started to cross the Omaha bridge, he asked her to look into the back seat and see if his brief case was riding all right. She looked and said: "What brief case?" Sure enough, it wasn't there. FRANK had left the brief case containing all the mail he was to answer on his program that day, and also his notes, on his office desk at Shenandoah. But that didn't worry FRANK at all. When he got to KMTV, he had another batch of mail awaiting him. He looked it over . . . knew the answers . . . and went on the air without the viewers ever knowing what had happened. I'll bet that was one of the fastest television programs ever worked up on ANY station. Yet, full of interesting, authentic information!

It was luck we took the picture of "TAMMY", 3 year old daughter of newscaster DEAN NAVEN last month, because now she has a new "Italian" hair bob. Well, it really isn't an authentic Italian hair cut, because it was given her by a little neighbor girl, unbeknown to her mother. And what a cut! When TAMMY and her little kindergarten friend came in the house from the garage, where they had been having their hair cutting spree, they were delighted with their efforts. But one look in the mirror at her shorn locks, made TAMMY burst into tears and cry, "I want my hair back!" Her little friend had really clipped her! Cheer up, TAMMY . . . it's always fashionable to wear a bonnet on Easter, so you'll look as pretty as ever in the Easter parade!

Doesn't this Russian Tea cake Bernice Currier is handing me to cut look luscious? It was, too! Bernice served the cake the night she entertained nine guests from

KMA at a dinner party. No doubt you recognize Adella Shoemaker at my right, and Florence Falk, the "Farmer's Wife," at my left. The cake does not have an icing, but is frosted with a whipped cream and gelatin custard mixture. It would make an ideal dessert for your Easter dinner! The recipe is 64 years old and belonged to Bernice's mother. Beautiful roses and carnations, the birthday remembrance to Bernice from her son in Cairo, Illinois, were used in decorating the home.



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

"When sillier accidents happen, it will happen to me!" said MARG PARKER in explaining her freak accident recently. MARG was walking home from the studio with a friend, intently visiting, and not watching the sidewalk. When just as she stepped off the curb on Main street, she struck a stick with her right foot, causing it to flip up and hit her left foot. It happened so quickly, she hardly knew what had happened, at first. Then she looked at her foot! Her hose was torn and ruined, and a gash was cut in her instep. By the time she reached her apartment, even her shoe was bloody. And MARG is still carrying around the scar on her foot. MARG wonders . . . what next?

When announcer WES HAINES' 16 year old daughter RITA remarked at home that she had been kicked out of her biology class, he was a little startled! He wondered what she had done wrong. But his amazement soon turned to pride, when he learned his daughter was so far advanced in her biology work, she had been told she could study on her own from college textbooks, and in that way, go as fast as she wished. No doubt RITA has inherited her interest in biology from her dad, because WES insists every year when he starts gardening, he gets so interested in "fishing worms." A "fishing rod and a warm summer day" will probably increase that interest, too!

Entertainer BOB STOTTS isn't taking any chances! Since KMA has started coming on the air at 4:30 each weekday morn-

ing, BOB has added a second alarm clock to his possessions. He was already using one alarm clock to get him up, but now since it is necessary to arise at 3:30 a.m., he sets two alarm clocks. "Just an extra precaution," BOB says. Getting up so early, isn't too hard on BOB though, as he usually goes to bed at 8 each evening, and has a pretty good night's sleep by the time the old alarm goes off. If you are an early riser, too, be sure to tune in the "Country Jamboree" from 4:30 to 6:00 a.m. and join in the music and fun with the KMA gang. It will help you start off the day with a smile and a song.

Fiddler BUCK DILLEY finds his early rising hour has also changed his living habits. He has always spent many evenings bowling and is one of Shenandoah's best bowlers, but with less practice now, he's liable to not get such high scores. At one time this winter, he got 7 strikes in a row, making a score of 262, the highest in the Shenandoah League this year. BUCK may not score a hit in the bowling alley now, but he sure is scoring a hit with his wife BETTY, as he has a piping hot breakfast of bacon, eggs, toast and coffee awaiting her when she gets up each morning. He finishes his early morning shift at the studio at 6:00 a.m., and by 6:15 he has the coffee perking and the bacon frying at home. Yes . . . BUCK is "bowling" his wife over with his good old breakfasts!

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“This Way to the Studio...?”



So says Curly Dale, the fellow in the checked robe in the foreground, carrying the gas lantern, as he leads the “Eye Opener Gang” into the main studio, at KMA, to do the 4:30 a.m., new “Country Jamboree Show.” The attractive lady on the left is Marg Parker, who plays piano for the gang. Morrie Jones, the “. . . I in my cap” fellow, with the night shirt, lights his way with a small hurricane lamp. Bob Stotts is the “wandering minstrel” on the right with the electric bass fiddle slung over his shoulder like a knapsack, and the gentleman on the left, in the background, wincing at the studio lights, is Merl Douglas, the “Jamboree’s” announcer and guitarist. Next to him is Buck Dille, the gang’s fiddler. The show is an hour and half of midwestern fun and music, together with time, news, and weather. So far, they have heard from early risers in Indiana and Pennsylvania, plus the folks in KMA’s own 4-state area of Iowa, Nebraska, Kansas, and Missouri. The “Country Jamboree” gang enjoy these early morning visits, and they would appreciate hearing from all of their KMA listeners. The entire “Country Jamboree” staff also appears on “Curly’s Tumbleweed Ranch” at 11:30 every weekday morning.