

The

# KMA GUIDE

*My! My! How We've Grown!*



JUNE 1954

Once in a while it's a lot of fun to reminisce, and that's just what we're doing on our 10th anniversary cover. This is a reproduction of our 5th anniversary cover, which showed the daughters of Edward May, when Karen was not a year old and Annette was almost five. These two little ladies gleefully consented to depict 5 more years of our growth, and it also gave them the opportunity to show off their new swimsuits. By the way it is also a birthday for Karen May, as she celebrates five years the 5th of June.

Congratulations, however, are due to you the reader as you have made it the most successful radio magazine of its kind in the world, and we appreciate your loyalty, what with publication costs sky-rocketing, the Guide has always remained a dollar a year for 12 months. You have been responsible for our growth and we enjoy hearing from you, and your letters of praise as well as of criticism are equally appreciated.

The Guide has always attempted to keep pace with the changing times and during the last year we added two new columns, one in which we feature a letter from one of our homemakers, Adella Shoemaker, Bernice Currier, or Florence Falk, the three alternating every third month, and the other in which we give our new afternoon personality, Dick Mills, the opportunity to discuss with you the happenings in the record world. Also we have tried to include many more pictures, as your letters and cards have suggested. This is your magazine and we will always try to keep it on a friendly and informative basis.

For our 10th anniversary issue, we have selected a very special premium, which we hope will appeal to all the homemakers in KMA-Land. Details are listed on the back cover.

Since the vacation season is at hand, we sincerely hope that you will have the opportunity to visit us in Shenandoah and in this issue we have attempted to photograph some of the pleasant moments that you will experience in touring the home of radio KMA.

### ★ MAIL BOX ★

Someone once wrote: "The proof of the pudding is in the eating." We would like to re-phrase that to the proof of the KMA GUIDE recipes are in the testing. And MRS. HERMAN KLAWITTER, of Norfolk, Nebr., will back us up on that. As she

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writes that she enjoys the GUIDE very much and "especially the good recipes" . . . "Quite a stack of good reading," writes MRS. JAMES RUSSEL, of Abilene, Kansas. And MRS. RUSSELL has taken the GUIDE since the first one was published. . . . MRS. MILTON BLANKENBALLER, Juniata, Neb., calls it "The Newsy Guide" and she also writes: "I have them all in book form for five years back." Her friendly letter also informs us that she enjoys Billie Graham's "Hour of Decision" on Sunday afternoon . . . Don't miss out on the KMA GUIDE special pastry set premium offer, check the back cover for details . . . "Cover to cover," reading says MRS. ANNA BROWN, Creston, Iowa . . . MRS. WILLIAM SLOCUM, Melbourne, Iowa, writes to tell us: "They have planted their 4th of July corn and that it is up." And she also tells us that she and her husband are spending their "golden days" by continuing to work and enjoy their garden . . . Better check your renewal date now as the GUIDE rolls into its second decade of good reading for loyal KMA fans, or as MRS. CYRIL STYSKAL, Seward, Nebr., says "I love to read the GUIDE and would hate to miss a copy." . . . Heard from MRS. L. E. CASTEEL, Maryville, Mo., who writes: "I look forward to the GUIDE and to see who we are listening to." . . . A share the GUIDE plan is practiced by MRS. C. A. PEARSON, Sidney, Nebr., and MRS. W. H. MURPHY of Darlington, Mo., who let their neighbors and other people enjoy them. Perhaps if you two could entice your friends into subscribing to the KMA GUIDE you could take advantage of the GUIDE'S special premium offer (see back cover) both are charter subscribers . . . And we also heard from the following readers, who are now members of the "First Decade Club." MRS. M. H. STRICKLER, Topeka, Kansas; MRS. EFFIE WINE, Bayard, Iowa; MRS. JENNIE DALE, Blythedale, Mo.; and MRS. VIRGIL RICKEETS, Vincent, Iowa.

# A Chat With Edward May



On Tuesday, May 18th, eighty-five women from Colfax County, Nebraska, visited KMA, the May Seed Co., and the other points of interest in Shenandoah, Ia. They are pictured in the show garden behind the KMA Auditorium, and the Earl E. May Seed Co. Front row, kneeling, l. to r.; Ridge Hutchinson, tour guide; Ethel Baldwin, chief tour guide; Edward May. Mrs. John Shinonek, leader of the group, is pictured, standing, third from the right.

In the above picture you see most of a group of eighty-five women from Colfax Co., Nebraska, who spent a day with us recently. They all had a pleasant time and we were very happy to show them the things which people like to see when they come to Shenandoah. This group is one of many who has visited Shenandoah during the past few weeks and I hope you and your group will be able to come and see us sometime in the near future. If you are planning a tour to Shenandoah we would appreciate it if you would let us know in advance, so that we can make the necessary preparations to make your visit more enjoyable. We welcome any and all groups and I am certain those who have visited Shenandoah during the past few weeks have felt their trip was certainly worthwhile.

In last month's column I mentioned a forthcoming trip to the Naval Air School at Pensacola, Florida. I arrived home in time to write briefly about it for this issue of the KMA Guide. I was one of nineteen fortunate persons from this area to be chosen to accompany the Navy on a tour of the Naval Air Training School at Pensacola, Florida. When our plane landed at Pensacola we were greeted by Vice Admiral Price and his staff. We were greatly impressed by a Navy band which was playing for our benefit.

After our room assignments we boarded buses and were taken about the post where

we were given demonstrations of strafing attacks by jet fighters, a fire fighting demonstration, a sea rescue of a flier by a helicopter and several more interesting events. All of this was part of a build-up to the highlight of the entire trip; namely, spending a day aboard an aircraft carrier, the U.S.S. *Monterrey*. I had never before had the opportunity to board a carrier so you can imagine how impressive it was to approach the *Monterrey*. This particular ship had seen service in the South Pacific, during World War II, and now is stationed at Pensacola and is used solely for training purposes. We saw Cadet Pilots make landing after landing on the flight deck and all were successful save one minor mishap. Fortunately no one was injured in this minor accident.

The Navy went all out to show us everything. We were free to take all the pictures we desired and every member of the entire group was shown every phase of operation aboard an aircraft carrier. It is a regular city within itself and carries a crew of nearly 1,000 men. The full height of the *Monterrey*, which is a medium-sized carrier, is the equivalent of a twelve-story building.

All in all the nineteen members who took the trip felt privileged to be included and we all returned home with the feeling that the Navy pilots are given the best training possible. My congratulations to the Navy and for the courteous treatment shown every member of the group.

## CURTAIN GOING UP — AT THE DOUGLAS'



"Yes, sir, that's my baby!—both of them," says Merl Douglas. l. to r.; Sharon Lynne, Merl, Valerie Jo, and Ruth Douglas.

Merl Douglas is KMA's morning announcer, disc jockey, guitarist and humorist. And versatility, as far as show business is concerned, is synonymous with Merl Douglas.

But Merl's greatest show is truly in his own home. The little lady dancing on the living room coffee table, to the strumming of "Yes Sir, That's My Baby," and much to the mixed dismay and delight of her mother, is Merl's 9 year old daughter, Sharon Lynne. Sharon has been studying dancing, both ballet and tap, for over four years. She is looking forward to a recital on June 15, at the KMA Auditorium. Merl plays the guitar, and his 17 month old daughter, Valerie Jo, yodels. This is the type of yodeling the Douglas' appreciate, as opposed to the early morning outbursts. Merl has been playing the guitar for over 24 years and his first experience was with the steel or Hawaiian guitar. Of late, however, he has been playing only the Spanish style guitar. Merl's interest in the instrument was first aroused by his mother, who played the guitar for her own amusement. His wife, Ruth, also plays the guitar. Forsaking all other forms of entertainment, and Merl's big sport is baseball, the family hour comes first. Life at the Douglas' is as Merl described it, "a harmonious din," but seriously he loves every moment of it.

Merl Douglas can be heard on "Country Jamboree," every morning at 5:00, the "Merl Douglas Show," Monday, Wednesday, Friday, and Saturday morning at 6:15, and as the "Saturday Shopper," at 8:00 on Saturday mornings.

## THIS WAY, PLEASE!



Ethel Baldwin

That simple but genial greeting by Ethel Baldwin has been welcoming visitors to Shenandoah, Iowa for over 11 years. Although Ethel is not employed by the May Broadcasting Company, acting in her capacity as chief tour guide for the May Seed Company, this unsung good will ambassador has made many friends for radio KMA. Anyone visiting the radio station or the May Seed Company has never had a question go unanswered. Not only does Ethel book all the tours but she also serves as Frank Field's girl "Friday" and assistant. And attempting to catalog the daily activities of Frank Field is a 24 hour job in itself. Visitors to Shenandoah are received and registered in the main lobby of the KMA Auditorium; conducted through the KMA radio station; from there through the perennial fields and Mount Arbor nurseries; then a visit to several of the outstanding private gardens; and stops are made at the home of all KMA Homemakers, as well as the homes of Mrs. Earl May and Frank Field. Following this, a trip is made through Shenandoah's fine new residential section, to the trial grounds, peony fields, and the May Seed Company.

Ethel would appreciate it if any group desiring to make the trip, no less than 10 are accepted on these tours, would drop a card or letter to ETHEL BALDWIN, MAY SEED COMPANY, SHENANDOAH, IOWA.

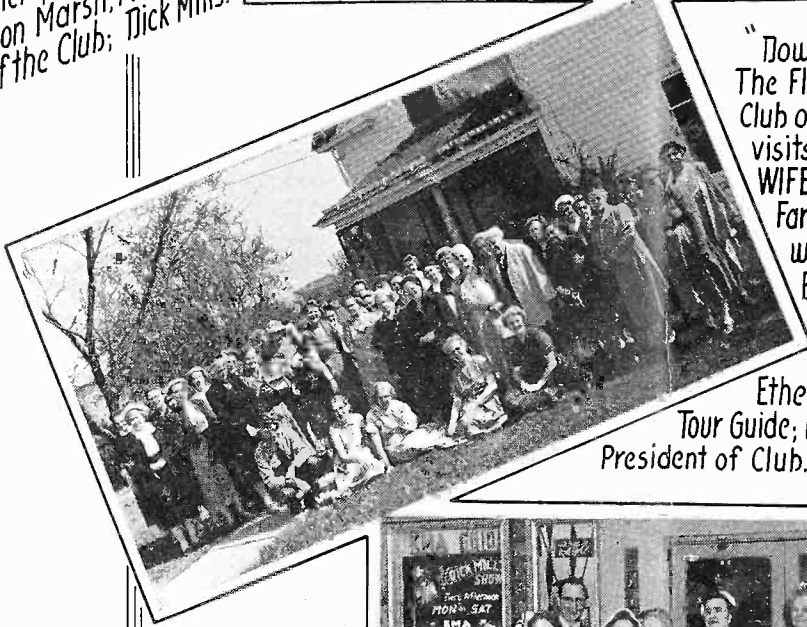
Please list at least 2 possible dates when the group can be available to make the trip, and also; number of group, traveling by bus or car, approximate time of arrival, and whether or not you want Ethel to make your luncheon reservations. Any group desiring to make the trip to Shenandoah, Iowa would find it to be one of their most memorable experiences, especially in the delightful company of Ethel Baldwin.

*The KMA Guide*

# It's Tour Time at KMA



MAKING MUSIC with MILLS! - The Verdon, Nebr. KENSINGTON CLUB Joins with KMA'S Popular Afternoon DJ to say Hello to the Folks Back Home. Back Row, next to KMA Microphone, L to R. Mrs. Don Marsh, President of the Club; Dick Mills.



"Down on the Farm!" The Floral Culture and Study Club of Atchison, Kansas, visits with KMA'S "FARMERS WIFE" - Florence Falk at her Farm Home near Essex, Ia., where her 3:30-4:00 Broadcast originates - Front Row, Center, L to R, seated; Florence Falk; Ethel Baldwin, May Seed Co. Tour Guide; Mrs. Charles N. Houston, President of Club.

WAVERLY Says Hi! to KMA. The Davey Women's Club of Waverly, Nebr. Takes time out from tour to pose on the steps of KMA Auditorium. Front Row, 3rd. from left; Mrs. John Finigan, President.



In the Background is Warren Nielson, KMA'S Program Director, who Conducts the Tours thru KMA'S Studios.

## "Frank Comments"

By FRANK FIELD



"Over the Garden Fence" with Frank Field.

This picture was taken at 10 minutes until 4:00, on the afternoon of Wednesday, May 19, while I was in the midst of my television program, "Over the Garden Fence." That was the afternoon we started the special offer of three Hybrid Tea Roses for \$2.19, which had a guaranteed actual value of around \$4.50. One of three roses was a patented rose and the other two were extra good standard varieties. All were strictly two year old field grown number one bushes in perfect planting condition. The KMTV photographer came along right while I was in the midst of showing people the roses and telling them what a good bargain they were.

You will notice at the right hand side of the picture a piece of picket fence fastened to the top of the desk. Normally I am sitting down at the desk, directly in front of me and the picket fence. That is where the program gets its name "Over the Garden Fence." It is on KMTV every Monday, Wednesday, and Friday afternoon at 3:45, the year around, and it is almost exactly

like my 7:15 morning show on KMA. That is, it consists of answering letters sent in by the listeners with questions about their various problems. In addition to telling them what to use or what to do I can also actually show them the product and if necessary draw pictures on the blackboard explaining in detail just how to do it.

Remember in last month's issue of the Guide I told you about how Johnnie Fishbaugh had acquired a riding horse and that Zo was getting the bug and was looking for a good gentle riding horse. Well she finally located just what she wanted. He is a light colored palomino in color, but is not a purebred. I think there is some Shetland Pony back along the line somewhere and considerable American Standard Bred with maybe a trace of Cow Pony. At any rate he is very gentle and biddable and just as soon as Zo learns more about riding she is going to get lots of enjoyment out of him.

The unseasonably cold weather all though the first three weeks of May have held the Peonies back so that they are going to be at least a week later than usual in coming into bloom this year. At the time I am writing this it looks very doubtful if there will be any Peonies out for Memorial Day at all, and apparently they will reach their peak about the 6th of June. Then too, the crop of bloom was only about 25% as large as normal this year because of the extremely dry weather last summer and fall. Ordinarily a three year old Peony Bush will have from 12 to 15 blooms on the average. This year the average was nearer 4 or 5 with many bushes not having any blooms at all. For that reason the Peony field will not be nearly so colorful this year as it has been in past years.

This cool spring has certainly been ideal for planting nursery stock of all kinds. We have planted out several hundred roses in the show garden back of the seed house and in Mrs. May's yard and in my yard, and I was checking a day or two ago and absolutely every one of the roses that we planted along about the first of May is alive and growing, and will be blooming nicely by the middle of June.

Keep in mind that right about now is the time to do any necessary pruning on your Spirea Bushes in case they are getting too tall and scraggly. You can trim them back just as much as you like as they have plenty of time to make a lot of new growth this summer and fall and will bloom just as beautifully as ever next spring on that new growth made this summer.

# Grass Root Notes

By MERRILL LANGFITT  
KMA Farm Service Director

Since Merrill Langfitt is on a short, well earned vacation to Canada, the column this month is written by Jack Gowing, KMA's Associate Farm Service Director.

Our boy is getting to the place now where he knows that he can get attention when he cries. He will sleep the nights through, almost, but he is an early riser. Our big problem is to find enough for him to eat.

He weighed 7 lbs. 1 oz. at birth, on March 14th, and now he tips the scales at over 14 lbs.

We have him on all foods now, including meat. He happens to be one of those that started on cereal at 2 weeks.

Our big problem had been getting enough for him to eat, but since we started giving him meat he seems to be easily satisfied.

Well I think we should get back to farming, which the title of this column calls for.

By the time this reaches you, corn planting will be completed and many of you will be well on your way into the job of making hay. Haying time means one thing and that is hot weather and lots of it.

Here are some things you might check around your farm to see if you can improve the situation: Are your hogs able to get in the shade? Keeping hogs cool during June, July and August is not only humane but it's economical too. If you do not have some good shade trees where your hogs can cool off, it would be a good idea to think about building a shade for them. There are a lot of materials that you can use for this, such as stretching some woven wire and covering it with straw or using some aluminum roofing. Be sure that you allow for ventilation under and around the area covered.

Another thing that many farmers are doing is to construct concrete or plank wallows so that their hogs can get wet and this helps keep them cooler. Our state colleges can furnish you information on the various types of wallows.

Tests at one of the college stations show that hogs grow fastest and make the most efficient use of feed at 70 degrees. At 68 degrees, 400 lbs. of feed are required for 100 lbs. gain. At 80 degrees, 500 lbs. and at 91 degrees, 1296 lbs of feed are required per 100 lbs. of gain. I think this indicates the importance of keeping hogs cool during the summer months to increase their efficiency in utilizing feed. So a little time and



Pauline, Randall Paul, and Jack Gowing.

a few dollars invested in a shade or shelter and a good hog wallow will pay off. The old mud wallow is unsanitary and costly.

Probably the most important thing to remember is that you must provide good feed and plenty of clean water in order to get hogs to gain. A hog doesn't drink very much water at one time but he drinks often. We might take a look at hog numbers for some ideas on what can possibly happen to the hog business.

A survey taken by Iowa State College recently shows that farmers will sell fewer hogs in the next 2 or 3 months than they did a year ago. On the other hand marketings will increase this fall and winter.

I might say too that nearly 600 farmers were questioned in this survey and in an area where 1/3 of all the hogs in the United States are produced. So it was taken where people are really in the hog business.

Farmers who had less than 10 litters last year showed an 88% increase in spring farrowings this year. Those who had 10 to 19 litters boosted their production by 19% and those with 20 litters, and over, boosted their production by only 5% from last spring. So our increase in hog production is coming from the smaller producer.

I think it is interesting to note that the larger producers have shifted their farrowing dates to one month earlier than usual this year. Those who had most of their sows farrowing in March of last year, had most of their sows farrowed in January and February.

# KMA DAILY PROGRAMS FOR JUNE, 1954

960 ON YOUR DIAL

5000 WATTS — ABC

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

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

6:30 a.m.—Merrill Langfitt  
7:00 a.m.—Dean Naven News  
7:15 a.m.—Frank Field  
7:30 a.m.—Markets  
7:35 a.m.—Betty & Lyn  
7:45 a.m.—Morning Headlines  
8:00 a.m.—Breakfast Club  
9:00 a.m.—Bernice Currier  
9:25 a.m.—Whispering Streets  
9:45 a.m.—When A Girl Marries  
10:00 a.m.—Kitchen Club  
10:15 a.m.—Modern Romances  
10:30 a.m.—Adella Shoemaker  
10:55 a.m.—Betty Crocker (M.W.F.)  
11:00 a.m.—Back To The Bible  
11:30 a.m.—Betty & Lyn  
11:45 a.m.—Jack Berch  
11:50 a.m.—Morning Markets  
11:55 a.m.—Betty & Lyn  
12:00 noon—Dean Naven, News  
12:15 p.m.—Edward May  
12:30 p.m.—Jack Gowing  
12:45 p.m.—Markets  
1:30 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.—Martin Block  
7:45 p.m.—When A Girl Marries  
8:00 p.m.—Club 960

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

### TUESDAY NIGHT

7:00 p.m.—Silver Eagle  
7:25 p.m.—Les Griffith  
7:30 p.m.—Martin Block  
8:00 p.m.—Am. Town Meeting  
8:45 p.m.—Club 960  
9:15 p.m.—Revolving Bandstand  
9:30 p.m.—Club 960  
10:00 p.m.—Ralph Childs News  
10:15 p.m.—Art & Dottie Todd  
10:30 p.m.—Ted Malone  
10:45 p.m.—Tom Arden  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night  
11:30 p.m.—Back To The Bible

### WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger  
7:25 p.m.—Les Griffith  
7:30 p.m.—Martin Block  
8:00 p.m.—Club 960  
8:30 p.m.—Mystery Theatre  
9:00 p.m.—Forward March  
9:15 p.m.—Revolving Bandstand  
9:30 p.m.—Club 960  
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.—Silver Eagle  
7:25 p.m.—Les Griffith  
7:30 p.m.—Martin Block  
8:00 p.m.—Club 960  
9:15 p.m.—Revolving Bandstand  
9:30 p.m.—Club 960  
10:00 p.m.—Ralph Childs News

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

### FRIDAY NIGHT

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

### SATURDAY PROGRAMS

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

10:00 p.m.—Ralph Childs News  
10:15 p.m.—At Ease  
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

6:30 p.m.—Musical Clock  
7:00 a.m.—News and Weather  
7:05 a.m.—Musical Clock  
7:45 a.m.—Worship Service  
8:00 a.m.—Radio Bible Class  
8:30 a.m.—Your Worship Hour  
9:00 a.m.—Sunday School Lesson  
9:15 a.m.—Bible Truth  
9:30 a.m.—Wings Of Healing  
10:00 a.m.—Heaven & Home Hour  
10:30 a.m.—Wes Haines' Sun. Album  
12:00 noon—News  
12:15 p.m.—A Sunday In June  
1:00 p.m.—Light & Life Hour  
1:30 p.m.—Back To The Bible  
2:00 p.m.—Newstime  
2:15 p.m.—Serenade In Blue  
2:30 p.m.—Hour Of Decision  
3:00 p.m.—Revival Hour  
4:00 p.m.—Music That Endures  
5:00 p.m.—Monday Morning Headlines  
5:15 p.m.—Paul Harvey Comments  
5:30 p.m.—Geo. Sokolsky  
5:45 p.m.—Highway Frolics  
8:00 p.m.—Walter Winchell  
8:15 p.m.—Taylor Grant  
8:30 p.m.—Highway Frolics  
9:00 p.m.—Paul Harvey  
9:15 p.m.—Elmer Davis  
9:30 p.m.—Milton Cross  
10:00 p.m.—News  
10:15 p.m.—Guest Star  
10:30 p.m.—Revival Time  
11:00 p.m.—Newstime  
11:15 p.m.—Music In The Night

Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.



## "I'LL GET BY . . ."

. . . "as long as I have you!" That's the way the song goes . . . and how true! Last month thousands of you entered the Dick Mills Contest, and I want to thank each and every one of you who did.

We promised in our last column to spend some time discussing records in this issue . . . so here goes. There's no use wasting space by listing all of the nation's top ten, we'll just mention that we played every one of them from the moment they came out of the package from the factory, and that there are three new ones in the top ten which I have been "Plugging" on my show; "Cross over the Bridge," by Patti Page on the Mercury label; "Young at Heart," by Bing Crosby on Decca (who was it said the "Ol Groaner" was finished?); and the great newcomer, "Little Things Mean a Lot," by Kitty Kallen, another fine Decca. This last number published by Feist is at long last starting to get the spins it so well deserves from many of the DJ's around the country who had ignored Kitty on her first "go-around".

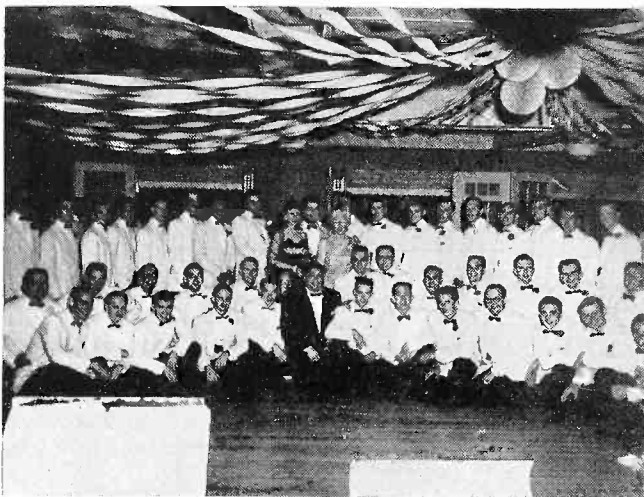
In the newer releases I'll still stick by my original decision on the air that "The Happy Wanderer," published by Fox will make top position . . . in fact, I believe by the time you read this, it will already be there. I'm inclined to like the London recording by Frank Weir (the one with the sax) the best, altho RCA Victor has a great record of this one by Henri Rene. I'll also go way out on a limb and put in a plug for "Three Coins in the Fountain," by the Four Aces, a Decca Record. It's a great song, and if not ignored by the DJ's, should go far. Another song I'm pushing right now is "Hernando's Hideaway," done by Archie Bleyer on the Cadence label . . . in fact BOTH sides of this record are good,



Dick Mills is pictured interviewing Mrs. Ruth Phillips, the newly elected president of the Seventh District American Legion Auxiliary. The district convention was held in the KMA Auditorium on May 12th. Mrs. Phillips is from Henderson, Ia.

the flip is "S'il Vous Plait," a little Frenchy song meaning, "If You Please". I also like "Carnival in Venice," by the Mills Bros. and "Wedding Bells," by the Four Aces, both great Decca records. RCA Victor has two great new sides in "Suddenly," with the Voices of Walter Schumann; and "I Understand," by June Valli. Of course Eddie Fisher will have another big one in his fabulous list of hits with "My Friend." Did you know that Bing celebrated his 50th Birthday last month and Decca gave him a plaque with 19 gold discs, for his 19 million hits! So long for a little while.

—Dick Mills



June, 1954

The occasion was Sigma Phi Epsilon's "Queen of Hearts Ball" at Drake University in Des Moines, Ia. Dick Mills entertained by singing a selection of all time favorite ballads, and his wife, Millie served as pressboy—that is she took this picture. But it wasn't all work for Millie, as this was also the Mills' wedding anniversary and Dick, and the fraternity, surprised Millie, by serenading her—the song, "I'll Get By!" And she was presented with a very special gift by her son, Bill, who, by the way, is a member of this fraternity. Back row, center, l. to r.: Queen, Mary Alice Collins; Dick Mills; House Mother, Lillian Nolan; and Bill is third, to the left of the queen.

## A LETTER FROM ADELLA SHOEMAKER

Dear Friends:

The first month of vacation is upon us—vacation from school for the youngsters, that is. It's a glorious time for family ties to be strengthened by picnics, going fishing, perhaps a trip to another state. Twice we tried the plan of renting a cabin at a resort in the central part of a state, and making side trips out to all the places of interest. This worked fine for us in Missouri and Minnesota. It's especially good if time does not permit you to be gone longer than a week. I wish you would write me about your vacation trip if you take one. Other listeners enjoy hearing about far away places you have been to and enjoyed. There are many of us arm-chair travelers who would appreciate your letters.

I'm planning a trip to Seattle, Washington. I'm keeping my fingers crossed—and for good luck, my feet as well. It makes getting up quickly a little tricky, but if it will help—what's a stumble or two?

In the meantime, I'm enjoying a breather once a day in the midst of a busy summer. Every afternoon about four-thirty, I get the "goodies" that can walk (the grandchildren you see in the picture) and bring them over to my house to play until their Daddy gets home from work about six-thirty. Linda, the baby, stays home with Mummy. And Joan, after a strenuous day

with three little tykes, feels she is free indeed with only one child to look after while she gets supper. It's a joy for us all. I anticipate the playtime as eagerly as the children. We read, build block garages, race dime store cars down planks and over sofa pillows, play horse and cowboy: I feel slightly silly when caught by a visitor with my holster on—but this seems to be expected of today's grandmothers. I'm not the only fortish woman yelling "stick 'em up" when the grandchildren are visiting—judging by your letters.

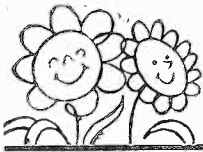
Thanks so much for them, the letters, I mean. I do enjoy them so much, and I'm always so glad to hear from you. I'm hoping you will all eventually get to Shenandoah for a visit. We have had many, many radio friends call this summer. Three bus loads from Schuyler, Nebraska came today. Ethel Baldwin who is in charge of the tours, is doing a grand job. She takes you to all the points of interest including the fields where the blooming flowers are putting on a show. She knows flowers! You couldn't be with a more competent guide. Write her and tell her when your group can come, and she will make all arrangements.

Be sure to tune in to "Cook Book Time" at 10:30 to 11. Until then, good bye, and Happy Day To You.

—Adella Shoemaker.



The three kids pictured here are, l. to r.; Jeanette, Adella, and Greg Shoemaker. Didn't catch the bunny's name. Far-be-it from grandmother to forsake a second childhood with these "goodies" around. Who wouldn't look forward to scampering across the carpet with this cuddly duo? It took some doing to settle this threesome for a portrait, and closer examination might prove the book in Adella's hand to be upside down. A warm combination, however, of children anticipating more cops and robbers, and a grandmother's smile of satisfaction, knowing that this moment, and many more like it, belongs solely to her.



# Homemaker's Guide



## "THE FARMER'S WIFE"

By FLORENCE FALK

June!! The month of loveliness, flowers, graduates, brides. What's more appealing than foods that have eye appeal!

### HARD MERINGUE SHELLS

Beat with a rotary beater or electric mixer until foamy:

6 egg whites

Add and continue beating:

¼ tsp. cream of tartar

¼ tsp. of salt

1 tsp. vanilla

Add gradually ½ c. at a time while beating, 1½ c. of sugar

Beat until sugar is dissolved and meringue is stiff. Spoon meringue onto heavy white paper forming a hollow center with a spoon. Bake at 250° for 1 hour. Turn off the oven heat and let the meringues stay in the oven until cold. Use these shells as a foundation for ice cream or fruit.

These will be puffy in appearance and have a smooth crisp crust. They should be tender all the way through. A lemon custard may be made with the egg yolks and this served with whipped cream.

\* \* \*

### HONEY EGGNOG PIE (chiffon method)

Prepare and bake a plain 9" pastry (pie crust). Soften 1 Tbs. of gelatin in ¼ c. cold water. Mix in the top of a double boiler and cook until thickened stirring all the time.

4 beaten egg yolks

½ c. honey

½ tsp. salt

½ c. milk

Add the gelatin which has been soaked in cold water. Mix well. Cool mixture until it has congealed slightly.

Add 1 tsp. vanilla and ½ tsp. nutmeg. Beat together to make a meringue.

4 egg whites

½ c. sugar

Fold custard mixture into the meringue. Pour into cooled baked crust and chill until set (about 1 hour).

Top with whipped cream if desired.

1 c. heavy cream or chilled evaporated milk

2 Tbs. sugar

Garnish with grated sweet chocolate.

\* \* \*

### CRUMB CRUSTS

Crush enough graham crackers to make 1½ c. of finely rolled crumbs. Takes 12-14 crackers.

Mix together:

1½ c. graham cracker crumbs

½ to ½ c. softened butter or shortening.

2 Tbs. sugar.

Press firmly into greased 9" pie pan with sloping sides. Bake in hot oven 400° for 8 to 10 minutes. Cool and use as crust.

Variations:

Vanilla or chocolate wafer crust.

Crushed corn flakes, crisp rice cereal or dry delicately toasted bread crumbs. Sugar may be varied too. Use granulated, brown or powdered sugar.

## "HOMEMAKER'S VISIT"

By BERNICE CURRIER

Here is the recipe Betty Lindburg uses for a large angel food cake. The method of mixing is the important feature.

### ANGEL FOOD CAKE—Large

1½ c. egg whites (about 12 medium)

1 c. plus 2 Tbs. sifted cake flour

¾ c. sifted granulated sugar

½ tsp. salt

1½ tsp. cream of tartar

1 c. sifted granulated sugar

1 tsp. vanilla

¾ tsp. almond

About 1 hr. before mixing, set egg whites out at room temp. Start heating oven to 375°. Sift flour & ¾ c. sugar 5 times. In large mixing bowl beat whites and salt at high speed with electric mixer or by hand, until foamy. Add cream of tartar by sprinkling it over, and beat till whites stand in stiff peaks (about 2½ min.) Rapidly sprinkle 1 c. sifted sugar over whites, keep beating only until sugar is blended in (about 1 min.). Scrape bowl





toward beater, then up and over with rubber spatula, never lifting spatula out of whites. Add flavorings and blend in. Discard the beater and finish with wire whisk. Fold in flour and sugar mixture a small amount at a time with an up and over motion, turning the whisk over and over but never lifting it out of batter. Turn batter into large tube pan. With a knife cut thru batter around tube, do not lift knife out. Bake 35 min. or until it tests done by pressing lightly with finger tips. Do not open oven door while baking until the end of 35 min. Immediately invert pan and leave until cold, then remove cake by using rubber spatula to press cake away from pan.

\* \* \*

### EGG YOLK COOKIES

Use the yolks left from the angel food.

A—1 c. shortening

2 c. sugar

10 egg yolks beaten until thick and yellow

B—3 Tbs. milk

C—3 c. sifted flour

½ tsp. salt

2 tsp. nutmeg

½ tsp. soda

Mix A, cover well and let set in refrig. over-night or a week. When ready to make cookies add B, sift C and add. Roll out on floured board, sprinkle with sugar, cut out, place on greased cookie sheet and bake 10 min. at 400°. If desired, make them up without chilling and drop by tsp. 1½-in. apart on greased cookie sheet and bake 10 min. at 400°, or until just the edges are brown.

## "COOK BOOK TIME"

By **ADELLA SHOEMAKER**

### CREAM CHIFFON PIE

(Several good cream chiffon pies have been sent in. This is from Esther Finley of Hamburg. We will have more later.)

Soften:

1 Tbs. (or envelope) gelatin in ¼ c. cold water.

Mix in a sauce pan:

½ c. sugar

½ tsp. salt

1¼ c. milk

Cook over low heat, stirring constantly until scalded. Remove from heat, and pour a little of hot mixture into 3 slightly beaten egg yolks. Cook over low heat until it

begins to boil. Remove from heat, stir in softened gelatin. Cool. When pretty well set, beat until smooth.

Whip 1 c. cream until stiff, fold in. Beat 3 egg whites until frothy, then beat in ¼ tsp. cream of tartar.

½ c. sugar

Beat until stiff peaks are found. Fold into mixture. Pour into baked 9" pie shell. Cover with a thin layer of whipped cream sweetened with a touch of powdered sugar. Over the top, spread thickly, grated sweet chocolate. Let stand in refrigerator until set.

\* \* \*

### GRACE MABERRY'S REFRIGERATOR ROLLS

Cream:

⅓ c. sugar

½ c. shortening

Add:

2 eggs, beaten

1½ tsp. salt

Then add:

2¼ c. warm water

Next add:

2 pkg. yeast (dry or cake yeast) soaked in ¼ c. warm water.

Stir in 3 c. flour (not sifted) and beat hard. Stir in 3 more c. of flour, using a wooden spoon — the dough is heavy, and a wooden spoon is easier on your hands. Put in the refrigerator, loosely covered with wax paper. When you want to make rolls, remove as much dough as you wish. Pinch off a small amount at a time, and roll into a rectangle about 6 x 8 inches. Cut off finger lengths of the dough. Dip in melted butter, then in a mixture of sugar and cinnamon. Twist around your finger like a snail. Place on greased cookie sheet. Cover with a clean cloth and let rise until double, about 2 hrs. Bake at 375° about 20 minutes. Watch closely, as sugar mixture can burn easily. These rolls are so easy, and perfectly delicious. You will have fresh rolls all summer once you try these.

\* \* \*

### LEMONADE SIRUP

Dissolve 4 c. sugar in 2 c. boiling water. When cool, add 1½ c. lemon juice. Pour in jar cover. Keep in refrigerator. When needed dilute with cold water to suit taste. This sirup is so heavy it will keep a long time. This is handy to have for picnics, or children's parties.



# KMA's Family Album



## MAYBE THIS TIME . . . A RINGER?

Wes Haines, KMA announcer, and his wife Jennie, practice horseshoes for the season ahead. No, Jennie, doesn't just assist, but pitches a mean game herself. After this picture was taken, Wes's grin was cut short, when his wife outpitched him. To the left of Wes is the family garden, comprising most of the backyard. After the Guide photographer finished his picture taking, he was treated to the Haines family's favorite summer time beverage—ice cold sassafras tea. Next day, he was back for more, and found Wes, not at his usual recreation, but, rather, overhauling his car. Jennie had beaten him again.



## PARKER WITH PIPE

No, he doesn't smoke it—just uses it as a paper weight. Behind that broad grin and pipe is Larry Parker KMA newsman and announcer. "Park" said: "I found it about five years ago in a dime store and because I like pipes, I bought it. It was supposed to have been a planter, but it sprung a leak, and before my wife, Marg, could throw it out, after it ruined a coffee table, I salvaged it for a paper weight." This summer "Park" will be working everyone's shift, at one time or another, to allow for vacation schedules. By the end of the summer "Park" may be smoking that pipe!

## DICK MILLS GOES NATIVE!

First, a prize, and, then the penalty! This grass skirt atmosphere was prompted by the annual Hawaiian Party of the Newcomers Club of Shenandoah, Ia., and Dick Mills, KMA's afternoon DJ, is pictured being presented with a lei by Queen some-thing-or-other (Mrs. Lou Zimmer) consisting of candy, cigarettes, and gum — the prize. The penalty, for Dick, for being the last one to retrieve his shoes, as stocking feet were in order most of the evening, met with the approval of the entire club — Dick had to serenade the group, after he was allowed to put on his shoes.



# On the KMA PARTY LINE

By DORIS MURPHY

WOW . . . what an ending to a good deed! To help their church, a dozen Episcopalians, including KMA's two newscasters RALPH CHILDS and DEAN NAVEN, volunteered to paint the rectory. All are busy men, so it was agreed they would go to church in their old clothes, then immediately to Father Robbins, and give the rectory a fresh coat of white paint. They borrowed a paint spraying machine and got along fast, so by late afternoon the outside was shining. Upon finishing, they sat down in the living room for a little rest, when all of a sudden a big black cloud of smoke poured up from the basement. Rushing to the door, they discovered the basement black with smoke. DEAN dashed to the outside, kicked in a window to let the smoke out. But in doing so, he cut his leg. By this time the fire department arrived and soon had the flames under control, which had been started by some paint seeping thru the walls of the basement from a hole in the yard, and becoming ignited by the gas furnace. This was ONE time our two newsmen were sitting right on top of a hot news item!

Pictured here are two members of the



Warren Nielson, Holly K., Mike Heuer, and Jeffrey.

KMA staff, MIKE HEUER, the new evening announcer, and Pgm. Director WARREN NIELSON having a big time comparing notes on their babies. MIKE'S son Jeffrey is one day younger and was one ounce lighter at birth, than WARREN'S daughter Holly. Holly and Jeffrey don't seem to mind their daddies doing a little extra bragging trying to "top" each other's stories. The babies were born around Feb. 20th, and from all appearances the boy is tipping the scales a little higher, but the young lady with her beautiful long black hair, is beating in this respect. Holly is very dainty in her eating habits, so I imagine Jeffrey will continue to win in the weight contest. Both are wonderfully good babies and I don't blame these dads for being proud of these cute little "three monthers."

Just to make sure they will always have a replacement for the old red rooster who crows on "The Farmer's Wife" program, the Byron Falks have a number of miniature red roosters growing on the farm. Many have written that you enjoy hearing him crow, so in case anything should happen to the original rooster, another will be ready to take his place. The Falks are raising 250 New Hampshire Reds this spring, and on May 16th enjoyed their first fries. That is . . . they'll have 250 chickens if they can outwit the hungry foxes, who come up to the henhouse every night looking for a "chicken dinner."

Passersby might have wondered why ADELLA SHOEMAKER had her light burning until 3 a.m. one night! Well, I'll let you in on a secret. She was housecleaning! That's right. Awakening about 1 a.m. she couldn't go back to sleep. After considerable tossing, she decided to get up and make good use of the time. Donning her housecoat and slippers, ADELLA tackled the job of washing the woodwork and waxing the floors of her bedroom. About 3 a.m. the job was finished. Just before jumping into bed she took a hot bath, which put her in the mood for sound sleeping until morning. Although she lost a couple hours of good sleep, it was worth it next morning to waken and have that grand and

glorious feelin' that "housecleaning was done!"

Did you ever have a cake raise way up high and then go BOOM! Then you know how BETTY and LYN SOFLIN felt when they were baking an Angel food for a picnic dinner they had planned with their brother and family. Alas . . . the cake was in the oven, when they discovered their cake pan was too small, and their tall airy looking cake suddenly fell flat. Instead of homemade Angel food . . . a chocolate cake from the grocers was the *piece de resistance* at the family picnic that day.

One of life's little tragedies nearly occurred on the Falk farm one noon while the "Farmer's Wife" was peacefully doing the dishes. Suddenly the quietness was broken by an agonizing cry from the mother cat outside the kitchen door. Rushing out FLORENCE discovered a big bull snake coiled up under the drain pipe, right between the cat, who was frozen stiff with fight, and her baby kitten sound asleep. A situation like this required quick thinking. FLORENCE ran to the party line and called her neighbor Janette who came rushing over with her spade. While Janette was getting ready for action, FLORENCE threw a bucketful of hot water on the hissing snake. The hot water relaxed the cold blooded snake, and it straightened out, making it easier for the two farm wives to strike it with their spades. Soon the snake was dead . . . and calm and peace was again restored to life on the farm.

JACK GOWING'S trip to the Larro Research Farm in Detroit, on May 3rd, took an unexpected turn when it SNOWED! The weatherman didn't catch JACK unprepared! He had his top coat along, even tho he hadn't anticipated wearing it. JACK also toured the Ford plant and Greenfield Village.

Three Langfitt brothers and their wives enjoyed a weekend of fishing at the Lake of the Woods in Minnesota, on the Canadian Border.

Did you know BETTY SOFLIN has another wonderful talent, in addition to her music? She does oil painting and has made 30 pictures. She started it as a hobby ten years ago, and still enjoys getting out the oils and canvass and putting the brushes to work. BETTY also enjoys photo tinting. LYN is proud of her sister's work, and is pictured here helping show some of BETTY'S scenes. The picture of the "Castle" is her favorite. She tried portrait painting once, but has not tried it since. While BETTY paints, LYN usually crochets.



Betty and Lyn Soflin

FRANK FIELD'S listeners are loyal. This was proven recently when FRANK mentioned on the air he would like to find a place to fish for bullheads. Shortly after, a listener from Papilion, Nebr. arrived with a package of bullheads for FRANK. Giving him the gift he said: "I couldn't bring in the pond, but I could bring in the bullheads." You can't beat friends like that!

A plane trip to their home in Indianola, for an Easter visit, nearly convinced the MERRILL LANGFITT'S that their 1½ yr. old daughter Jeannine is flying a little too early! Her air sickness was not anticipated and unfortunately they were not prepared for such an emergency. Guess Jeannine will not be taking additional rides in daddy's plane until she is a little older.

I'm afraid "Mick", DICK MILL'S parakeet, has lost all its pride . . . or maybe its modesty! It pulled out all its tail feathers and NOW is busily pulling out its pin feathers. May have to get him a sarong or a bathing suit if he doesn't stop plucking!

Trying to lose a few pounds recently, Farm Service Director MERRILL LANGFITT went on an egg and meat diet. He practiced what he preached . . . and ate 8 or 10 eggs a day! Even though he is in favor of supporting the KMA egg producers, MERRILL finally decided he couldn't eat all the eggs, so now he has cut down on the egg consumption. He wanted to STILL like eggs when he got thru with the diet! How much did he lose. I don't know . . . he was so evasive when I asked the question!

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