

The

KMA GUIDE



Announcing...

Edward Welch May, Jr.

JULY, 1954



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Despite the hot weather many loyal readers of the KMA Guide took time to drop us a friendly note . . . Writes ALBERTA ISHMAE of Dante, So. Dakota, “. . . best magazine in the whole wide world.” Thanks for the pat on the back, ALBERTA. . . . Editor's error and apologies to our readers and especially MRS. LYLE R. SMITH, Atlantic, Iowa, who called it to our attention—FDR did die on April 12, 1945 and not 1942, as was stated in the May issue of the GUIDE in DICK MILL'S COLUMN . . . DELORES BJERRUM, nenews and says, “Now I can look forward to 12 more months of good reading.” Good idea, DELORES, and say perhaps the rest of you had better CHECK YOUR RENEWAL DATE TODAY! . . . BETTY & LYN have a big fan in MRS. MAY DUNCAN, Elliott, Iowa . . . ELMA OLSON, Soldier, Iowa; MRS. L. A. KENNEDY, Lewis, Iowa; and AMELIA SCHRADLE, Austin, Minnesota; EDITH would love to hear from you — here's her address — EDITH HANSEN, 3840 Shellbrook, Fort Worth, Teaxs . . . Heard from MRS. MERTHA FAIRCHILD, Wakita, Oklahoma, who tells us that the GUIDE “is a must at my house.” . . . MRS. TOMMY ARNOLD, Hamburg, Iowa, renewed her GUIDE and ordered her pastry set . . . We also received some very pleasant notes from the following subscribers: MRS. ANNA TERWILLEGER, Beatrice, Nebr.; MARGRETA GIESLER, Washington, Kansas; ELIZABETH HANSELL, Union, Nebr.; MRS. CHRIS ALBERTSEN, Danbury, Iowa; MRS. ELMER SPRENG, Arion, Iowa; MRS. CLARENCE WILLIAMS, Brownville, Nebr. . . . MRS. MEINHARDT BLOCK of Denison, Iowa, writes to tell us that her hobby is saving the Guides . . . Frank Field has an avid garden fan in MRS. FRANCES HARFORD, Manchester, Iowa, who believes Frank should have at least another page in the Guide. Both of these ladies are charter subscribers and say, we reached in the mailbag and pulled out the names of these other charter subscribers or as we like to call them — members of the “Second Decade Club”: MISS MARY HOEKMAN, Clearmont, Mo.; MRS. WILBUR FUDGE, Brooks, Iowa; MRS. T. S. OSBORN, Albany, Mo.; MRS.

COVER STORY—

Into Hand Community Hospital in Shenandoah, Iowa, last week, strolled Edward May, president of the May Broadcasting Company—KMTV in Omaha, Nebraska and KMA, Shenandoah — and the May Seed Company. The Guide photographer was close behind and attempting to keep up with Edward's rapid pace. Actually the photographer had both feet on the ground, while Edward was suspended a few feet off the ground on an ethereal carpet of delight commonly referred to as “cloud seven” or fatherhood. In front of the nursery on the second floor, he stopped, shirt pockets bulging with cigars, and beamed his approval as nursery attendant Mrs. Ruby Black held up a small white bundle to the window and Edward May, Sr., spoke to his son, Edward May, Jr., a silent sort of conversation that takes voice only in the hearts of new fathers.

The vital statistics are listed in Edward's column, “A Chat With Edward May.”

The “MY, BUT YOUR EDITOR'S FACE IS RED” Department.

Shortly after young “Eddie,” Jr., arrived your editor received a phone call from two very attractive but vexed young ladies. They were the younger members of the May family, Edward's daughters, Karen and Annette. They informed me that with the arrival of their new brother, perhaps I'd better get their ages straight. It seems that in the June issue of the Guide I had listed their ages in error. My apologies and ice cream sodas are in order. Karen is six and Annette is nine.

T. W. BRANHAM, Albany, Mo.; MRS. WM. PRICE, Minden, Iowa; and ELMA OLSON, Soldier, Iowa. Remember—CHECK YOUR RENEWAL DATE, TODAY!

A Chat With Edward May, Sr.

and

Edward May, Jr.

Here is your July Issue of the KMA Guide. Many wondered why it was delayed so long. The reason it didn't reach you sooner was due to the late arrival of Edward Welch May, Jr. He was scheduled to make his entry into the world June 24 but he delayed his arrival until the evening of July 6. We purposely delayed printing the Guide until the baby arrived in order to have little Eddie's picture on the front cover. He arrived at 6:58 p.m., and when the doctor told me it was a boy I know I must have jumped a foot or more.

We were hoping for a boy, of course, but both Eleanor and I agreed that the most important thing was for the mother to get along fine and for the child to be healthy in every way. We have so thoroughly enjoyed our two girls that I am positive we would have enjoyed a third girl. Everyone at KMA seemed almost as happy as the immediate members of the family that our third child was a boy. The child's grandparents were more than pleased for little Eddie is the first grandson for either Eleanor's parents or my mother. I am happy to report both mother and child are doing nicely and are coming along fine.

Annette and Karen are very pleased to have a baby brother and you might enjoy learning of their reaction when they were told they now have a little brother. Both Annette and Karen jumped up and down and paced the floor and seemed so happy. About an hour later Annette said to me, "Daddy, Karen and I are so happy that we have been jumping up and down and pacing the floor." Karen retaliated by saying, "We

sure have and, Annette, let's go pace some more."

I wish to acknowledge the many congratulatory messages and cards received from so many interested people. It is indeed gratifying to have so many people show sincere interest in the arrival of someone else's baby. Eleanor and I take great pride in our family and as parents we have a great responsibility and we are trying to raise all three of our children to be responsible citizens.

To this point, this column has been devoted to the joys of a family having a new baby. However, I would like to

change and express my sympathies to the families of the Blackwood Brothers Quartet for the tragic loss of two members of their famous group. R. W. Blackwood, who sang baritone, and Bill Lyles, who sang bass, were both killed recently in a plane accident. It seems ironic that such an accident should take the lives of two members of the quartet shortly after their triumph in New York where they won "Arthur Godfrey's Talent Scouts" program. All of us hope replacements can be found in order that the quartet may continue to bring their gospel songs to their thousands of admirers all over the country.

EDITOR'S NOTE:

Both Merrill Langfitt, KMA's farm service director, and Warren Nielson, KMA's program director, attended the services for the two members of the Blackwood Brothers Quartet who were recently killed in a plane crash. Services were held in Memphis, Tenn.



Edward Welch May, Jr.

REVEREND TUCKER ON KMA



Reverend Buddy Tucker and his wife Levaugh

"America's greatest need is to turn back to God."

These are the words of the Reverend Buddy Tucker, and he continues, "Too many people are existing solely for the present and they are not thinking or planning for the future." Buddy Tucker recognizes this necessity more readily than most men because he can no longer see the metallic gods that people have built for themselves, but he senses this idolatry in the hundreds of people he meets daily. He has become more and more aware of people living only on a day by day basis, surrounding themselves with materialistic splendor and forgetting the true spiritual meaning of life.

Twelve years ago Buddy Tucker lost his sight in an unfortunate accident, and it was during his convalescence that he embraced Christianity at the highest level. This physical affliction opened up an entirely new world for him of understanding, and perception.

Reverend Tucker was married three years after he lost his sight, and the Tucker family now includes three very attractive children; Judy, 2; Jane, 5; Don 7. Both Buddy and his wife Levaugh play the guitar and the hammond organ, and he also plays the accordian. This musical ability came to light only after he had lost his sight. He was born in Birmingham, Alabama, and has traveled most of his life throughout the South, most of his earlier broadcasts originating from Atlanta, Georgia.

"The medium of radio," Reverend Tucker says, "affords us the opportunity to reach the many people who are deprived of going to church."

The Reverend Tucker's "Gospel Faith Hour" can be heard at 7:30 a.m. and at 4 p.m. every Sunday, on KMA.

MIKE ON THE MOVE

Mike Heuer is KMA's evening announcer and the genial host of "Club 960." And it seems that whenever Mike has an evening off, he pilots the KMA station wagon somewhere throughout KMA-Land for a recorded interview with one of the many orchestras he features on his evening record program.

On June 26th he pulled into the Royal Grove at Peony Park in Omaha, Nebraska, and was questioned about his shirt sleeves. Mike explained that he wasn't about to do any dancing, but that all he wanted was a recorded interview and a chance to renew an old acquaintance with Jimmy "Dancing Shoes" Palmer, (pictured above) whom he had known during his announcing days in Minnesota.

Les Brown's "Band of Renown" was at Peony Park on July 2nd, and Mike was once again on hand for an interview, which he played back for KMA listeners the following Monday.

Mike's wife, Betty, says that, "It hasn't reached the point where I have to introduce him to the children, but their dad's show is on a little late for them to enjoy."

About "Club 960," Mike says: "I try to keep it very informal, a minimum of chatter and plenty of good recorded music . . . if you want to relax, go ahead . . . if you want to dance, roll back the carpet, that's what we're here for, and who knows, maybe one of these evenings, I may be able to bring my wife down to the studio and do some dancing ourselves."

"Club 960" can be heard every weekday evening at 8.



Jimmy "Dancing Shoes" Palmer and "Shirtsleeves" Mike Heuer

The KMA Guide

"VOICE OF FIRESTONE" NOW ON KMA



Howard Barlow

With more than 400 musical arrangements in his library to choose from Howard Barlow puts plenty of variety into his "Voice of Firestone" broadcasts, now heard every Monday at 7:30 p.m. on KMA. Barlow has conducted the Firestone Orchestra and Chorus for ten years. Every week, a famous vocalist is starred and Mr. Barlow states that during the past decade he has given the musical cue to almost every great concert star in America.

"MUSIC THAT ENDURES" ON SUNDAYS

Last month KMA inaugurated a new program, "Music That Endures," on Sunday afternoon, at 12:15. The program is designed to provide the listener with the type of music that has survived the taste of millions — nothing but the best. It is the music of the masters — favorite concertos, symphonies, and light concert arrangements, played by the world's greatest symphony orchestras. The narrator for this series is KMA's afternoon personality, Dick Mills.

WINNERS OF THE \$100 "DICK MILLS CONTEST"

During the month of May, Dick Mills, on his afternoon record program, conducted a simple contest (contestants sent in the serial number of a dollar bill and if it matched the number or was the closest one to the dollar bill KMA had locked in its safe, then that particular person won).

Last month the winners were announced: 1st Prize, \$100; Nettie Gray of Maryville, Missouri; 2nd Prize, \$75 wrist watch; Paul Clayton of Fontanelle, Iowa.

July, 1954

MILLS ON REMOTE

The past few weeks Dick Mills, KMA's afternoon personality, has been bundling up his record show and making personal appearances throughout KMA-Land. These remote broadcasts, as they are called, require all of the technical know-how of KMA's engineering staff.

The Fourth of July weekend proved to be a busy one for Dick and engineers Don Burchrichter and Bill Kirk. On Saturday, July 3rd, Dick was in Clarinda, Iowa, and on Monday, July 5th, he was in Nebraska City, Nebraska, to partake in that city's centennial festivities.



Marlin, Dick Mills and free ice cream.

Dick is pictured during his Clarinda appearance with one of his more ardent admirers, who was obviously enjoying the free ice cream that was available. The young gentleman is Marlin Herzberg, age 2 years, and the son of Mr. & Mrs. Leland Herzberg of Essex, Iowa. In conjunction with this appearance, Dick also autographed free records for all of his fans.

Dick wants to meet his listening audience and he figures that the best way to do it is to bring the show to them. This gives him the opportunity to show them how it operates and to chat with them in person, on the air.

KMA TOUR FOLDER AVAILABLE

Radio KMA and the May Seed Company have recently published a four page, colorful folder for the benefit of those persons who came to Shenandoah, Iowa, and tour our town. This folder contains pictures of KMA's personalities and the May Seed Company, together with a detailed cartoon map of the town and pictures of groups that have visited. You can obtain this folder by simply writing your name and address on a two-cent postcard, and indicating, "please send tour folder," to: Jim Ross; Radio KMA, Shenandoah, Iowa.

"Frank Comments"

By FRANK FIELD



Bernice can "bake a cake, billy boy!" I. to r.; Ethel Baldwin, Bernice Currier and one place setting for the Guide photographer ummmmmmmmm!

By the time this goes to press, Frank will be back on the job, I hope! I know he will be as surprised as you are to see what has happened to his Guide copy. I was so busy with all of the tours, with my own work, and getting him ready to leave on vacation, I forgot to mention it to him. So they said, "Well it's up to you." So, here it is, and I hope he approves.

I am just Frank's "hired girl," or as he sometimes says "his assistant." I do the work he doesn't have time to do. We have always been friends and have always had a lot of things in common — including our Grow Fast Potting Soil Company and a small greenhouse.

There are a few things about the office routine that I'd like to explain. The first thing is to be sure and sign your name and address to all cards and letters. Although Frank never uses names on the air, quite often, we have leaflets that we like to send that would give the answers to the questions in so much more detail than the time would allow over the air.

Another thing I have always wondered is if you realize just how busy Frank is and just how much he has to do. He gets up about five-thirty every morning to take a weather report at his home and another one at a quarter to six and again at six-fifteen. Then he rushes down to the studio to make up his program. He never writes a copy of anything — just chats as if he were in your own home. As soon as he gets off the air, he makes up the other weather report for the News Editor, Dean

Naven, to use at 7:45. Then he lines up the garden work for the men for the day, goes home, and has breakfast. He comes back about nine and the regular routine starts: taking pictures of the flowers and seeds, as he takes all the pictures to be used in the various catalogues; getting things lined up for the TV show on Monday, Wednesday and Fridays; going over letters (his mail is very heavy); visiting with the various people who drop by. At 10:30 we usually go to his home and take the weather, getting back about 11:30. Then we make up the chart for Edward May to use on his noon program, and check up on the loose ends at the office. After lunch he leaves for Omaha the three days he is on TV. The other days there are meetings, trips to the Trial Grounds, records and other regular office work to do. On the days he is gone, he gets home about six o'clock, which makes a mighty long day in a strenuous life.

It is about time for us to start working at our Grow Fast Potting soil plant. We do our work there after supper, employ about fifteen people, and, on the nights we work, we begin about 6:00 p.m. and work until nine. Then we have a small greenhouse which requires a little time and attention each day.

Last week I left for Nebraska on Saturday afternoon. When I got back about three o'clock, Sunday, worms had completely defoliated the lower half of my Clematis and were working like everything to get them all eaten by the time we got home. I got the sprayer and went after them, using four teaspoons of Chlordane to a gallon of water. Then, Monday night I had to do most of the entire garden; they had eaten the tops of the Petunias, Asters, Iris and Hasta. One variety had the buds eaten, while another was entirely gone with the exception of the mid-ribs of the leaves. They had eaten the buds of my Regal Lilies so I will have only a few blooms. I thought we had dusted and sprayed enough to keep them and everything else under control, but of course the hard rains keep washing off the poison and it must be done over. I do hope the pesky things have not been bothering you. Yesterday, when I was at Frank's, I noticed someone had sprayed in his yard for the worms, too. That is one of the nice things about our Seed Company and KMA. Whenever anyone is away for a little while, someone always looks after the other's interest.

Well, Frank will be back next month, so goodbye for now. Ethel Baldwin

Grass Root Notes

By MERRILL LANGFITT
KMA Farm Service Director

The picnic season is really here, and I guess it would be appropriate to write about summer outings and picnics. Many farmsteads now boast an outdoor fire-place and family recreation center. Those who don't have such an outdoor family area can very easily have one with a small amount of work. If you have a few old concrete blocks and some new or used tile around your place, you can have an outdoor fire-place in a short time. If you don't want to go to that much trouble, take the old steel wheel barrow, which most of you have, fix up a make shift grill for it, put a little sand in the bottom so it won't burn through, and you have an outdoor fire place you can move about as you wish. After building two fireplaces for someone else, I decided to be lazy this year so I bought an outdoor grill, as you can see in the picture, and it does the job very nicely. After you get the equipment for your picnic area, you then want of course, to use it for the benefit of the whole family.

Immediately I think of charcoal broiled steaks, broiled hamburgers, broiled chicken, baked beans, and potato salad — brother that's real "eatin".

Last year we tried broiling chicken wrapped in aluminum foil, but we decided plain old fried chicken, fried outdoors in an iron skillet, was best of all. Potatoes, however, wrapped in aluminum foil and baked in live coals turned out swell for us.

To me, the trimmings are about as important as the meat on picnics. I like baked beans of course, celery, radishes, green onions, potatoes of one kind or another and, if possible, home made ice cream. The ice cream really tops off the picnic. For beverages our family prefers ice tea above all others.

With no discredit to the cook at our house, it always seems to me that food cooked outdoors always tastes better. If you can tell me why that is, I would sure like to know.

This year we hope to combine flying with picnic dinners. Many airports have nice picnic areas near by now, so the Langfitt's will be loading food baskets in the plane one of these Sundays and taking off for parts unknown. We have one piece of equipment for the plane which we like very much. It is a thermos packed in a nice leatherette bag. It contains two large thermos bottles, a sandwich tray, and salad



Merrill Langfitt is pictured trying out his new portable grill. Actually it's a posed picture for that roast had just been taken out of the deep freeze and was frozen solid. It was also one of the hottest afternoons on record in Shenandoah, and about the only person who enjoyed herself is the little lady in the wading pool — Merrill's younger daughter, Jeannine K. Seated behind Merrill, supposedly waiting for the big treat, are his daughter, Bev. and his wife, "Cel."

tray. It's very compact and zips shut into a nice compact unit.

On our fishing trip to the Lake of the Woods, we filled one thermos with coffee and the other with tomato juice. Flying along at 5000 feet above the ground a hot cup of coffee and a sandwich really "hit the spot."

On the second day we stopped at Bemidji for gas, opened up the coffee thermos and it was still steaming hot. I believe you could keep coffee hot for three days in our thermos kit.

Why don't you visit some of our near by state parks this summer and enjoy a picnic dinner. The whole family will enjoy the outing.

A KMA Field Day in cooperation with the May Seed Company will be held at the May Seed Company trial grounds in Shenandoah, Iowa, Friday, July 30th, at 2 p.m. Dr. C. R. Duncan from the agronomy department of Iowa State College will be on hand to discuss the results of various rates of fertilizer application, rates of planting, and other studies of interest to all farmers. We hope you will be able to visit us that day.

KMA DAILY PROGRAMS FOR JULY, 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
 1:00 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

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.—Club 960
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Let's Go To Town
 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
 8:00 p.m.—Club 960
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Broadway In Review
 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
 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.—Club 960
 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
 7:30 a.m.—Gospel Faith Hour
 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 That Endures
 12:15 p.m.—Music That Endures
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime
 2:15 p.m.—Sunday Worship Service
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—Gospel Faith Hour
 4:30 p.m.—Jan Garber's Band
 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.—Water Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—Highway Frolics
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Am. Town Meeting
 9:30 p.m.—Milton Cross
 10:00 p.m.—News
 10:15 p.m.—Ermer Davis
 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.

. . . as long as there are still folks in Show Business like Spike Jones! Spike, you know, with his entire show, put on a whale of a performance at the Pioneer Theatre in Nebraska City. The picture is of yours truly, Spike, and Clarence Vigen, popular Chairman of the Nebraska City Centennial committee, sponsors of Spike’s show.

. . . but it was the backstage conduct for which I am particularly grateful to have known Spike. Milly, and my sister, Fannie, and her husband Charles, who were visiting from St. Louis, all went to see Spike that night. Fannie and Charles are deaf, and naturally converse in sign language. To top off a very gentlemanly interview and autograph session backstage, Spike did something I’ve never seen another entertainer do. He took the trouble to learn from me (in a very few minutes) how to say “Hello” in the sign language, so that he might greet Fannie and Charles in their own language! That, to me, probably gives the best insight as to why Spike Jones has remained so popular with the public for so many years. He is not only a great showman . . . Spike is a gentleman . . . a very real guy, with a lot of compassion in his soul for a fellow human!

MILLS AVAILABLE FOR PERSONAL APPEARANCES . . . many of you folks already know the Rhythmaires. Marty Baldwin and Clare Horning of Shenandoah have a great little seven piece orchestra, and I have made arrangements with the band to make personal appearances throughout KMA-Land, in response to your many requests. I sing with the band during dance sets, and also do a few solos on the floor, ballad-style. The boys do a very fine job on dance work, and they have two costumes; one is a summer sport shirt ensemble, the other is the more formal attire of evening jacket and bow tie for the more formal affairs. So, if you are planning a dance in the future, and you would like us to be with you, we would sure like to entertain you. We will be able to take care of dances for all types of organizations, including High School and the smaller College jobs.

In addition to the fine job of danceable music I know the Rhythmaires will turn in . . . it would indeed be a pleasure on my part to sing at your affair. You may address all inquiries as to prices and dates to: D. M. Show & Enterprises, Inc.

P. O. Box 198
Shenandoah, Iowa.

Incidentally, we’ll travel anywhere in KMA-Land within sound of the DM Show,

July, 1954



Clarence Vigen, chairman of the Nebraska City Centennial Committee Corp; Dick Mills; Spike Jones.

but on very long-distance hops you may have to fit you affair to our week-end schedule. I’ll be seeing you soon, in person.

DM Favorites
(Played most on DM SHOW)
RCA VICTOR

My Friend & Green Years	-----	Eddie Fisher.
There Never Was A Night, etc.	-----	P. Como.
Hit And Run Affair	-----	Perry Como.
Angels In The Sky	-----	Tony Mar.in.
Boulevard Of Nightingales	-----	Tony Martin.
Magio Tango	-----	Hugo Winte:halter.
Little Shoemaker	-----	Hugo Winterhalter.
"Musio To Read By" (Album)	-----	Melachrino Strings.
"Leave It To Your Heart"	-----	Ames Bros.

DECCA

Take Everything But You	-----	Kitty Kallen.
Chapel In The Moonlight	-----	Kitty Kallen.
The High And The Mighty	-----	Victor Young.
Buglers Holiday	-----	LeRoy Anderson.
Trumpeter's Lullaby	-----	LeRoy Anderson.
Casey Jones	-----	Burl Ives.

CAPITOL

I'm A Fool To Care	-----	Les & Mary Ford.
Make Her Mine	-----	Nat "King" Cole.
I Envy	-----	Nat "King" Cole.
The Vamp	-----	Pee Wee Hunt.

CORAL

I Had Someone Else	-----	Theresa Brewer.
Skinnie Minnie	-----	Theresa Brewer.
Melancholy Baby	-----	Jill Allen; Pee Wee Irwin.

M. G. M.

In A Garden Of Roses	-----	Joni James.
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DOT

I'm A Sentimental Fool	-----	Bob Eberly.
Love Tales & Doll Dance	-----	Jan Garber.
Sweethear's	-----	Hilloppers.
Happy Days & Lonely Nights	-----	Fontaines.
If I Didn't Have You	-----	Fonta.nes.

CADENCE

Hernando's Hideaway	-----	Archie Bleyer.
S'il Vous Plait	-----	Archie Bleyer.

LONDON

Military Samta	-----	Edmundo Ros.
Lover's Tango	-----	Edmundo Ros.
Say It Isn't So	-----	Stanley Black.
Whispers In The Dark	-----	Stanley Black
Mantovani Plays Romberg	-----	(Album)
Evening In Paris (Album)	-----	Frank Chacksfield.

MERCURY

Sh ' Boom	-----	Crew Cuts.
Whistle And I'll Dance	-----	Georgia Gibbs.

COLUMBUS

Hey, There! & This Ole House	-----	R. Clooney.
Upsy Down Town	-----	Ga la Peevey.
A Dog Named Joe	-----	Gayla Peevey.
Through	-----	Sammy Kaye.

KMA DAILY PROGRAMS FOR JULY, 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 & Lynn
 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 & Lynn
 11:45 a.m.—Jack Berch
 11:50 a.m.—Morning Markets
 11:55 a.m.—Betty & Lynn
 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

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.—Club 960
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Let's Go To Town
 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
 8:00 p.m.—Club 960
 10:00 p.m.—Ralph Childs News
 10:15 p.m.—Art & Dottie Todd
 10:30 p.m.—Broadway In Review
 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
 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.—Club 960
 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 & Lynn
 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
 7:30 a.m.—Gospel Faith Hour
 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 That Endures
 12:15 p.m.—Light & Life Hour
 1:00 p.m.—Back To The Bible
 1:30 p.m.—Newstime
 2:00 p.m.—Sunday Worship Service
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—Gospel Faith Hour
 4:30 p.m.—Jan Garber's Band
 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.—Am. Town Meeting
 9:30 p.m.—Milton Cross
 10:00 p.m.—News
 10:15 p.m.—Eimer Davis
 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.

. . . as long as there are still folks in Show Business like Spike Jones! Spike, you know, with his entire show, put on a whale of a performance at the Pioneer Theatre in Nebraska City. The picture is of yours truly, Spike, and Clarence Vigen, popular Chairman of the Nebraska City Centennial committee, sponsors of Spike's show.

. . . but it was the backstage conduct for which I am particularly grateful to have known Spike. Milly, and my sister, Fannie, and her husband Charles, who were visiting from St. Louis, all went to see Spike that night. Fannie and Charles are deaf, and naturally converse in sign language. To top off a very gentlemanly interview and autograph session backstage, Spike did something I've never seen another entertainer do. He took the trouble to learn from me (in a very few minutes) how to say "Hello" in the sign language, so that he might greet Fannie and Charles in their own language! That, to me, probably gives the best insight as to why Spike Jones has remained so popular with the public for so many years. He is not only a great showman . . . Spike is a gentleman . . . a very real guy, with a lot of compassion in his soul for a fellow human!

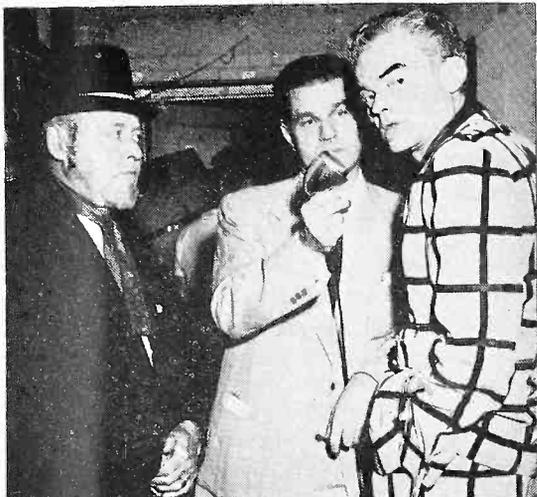
MILLS AVAILABLE FOR PERSONAL APPEARANCES . . . many of you folks already know the Rhythmaires. Marty Baldwin and Clare Horning of Shenandoah have a great little seven piece orchestra, and I have made arrangements with the band to make personal appearances throughout KMA-Land, in response to your many requests. I sing with the band during dance sets, and also do a few solos on the floor, ballad-style. The boys do a very fine job on dance work, and they have two costumes; one is a summer sport shirt ensemble, the other is the more formal attire of evening jacket and bow tie for the more formal affairs. So, if you are planning a dance in the future, and you would like us to be with you, we would sure like to entertain you. We will be able to take care of dances for all types of organizations, including High School and the smaller College jobs.

In addition to the fine job of danceable music I know the Rhythmaires will turn in . . . it would indeed be a pleasure on my part to sing at your affair. You may address all inquiries as to prices and dates to: D. M. Show & Enterprises, Inc.

P. O. Box 198
Shenandoah, Iowa.

Incidentally, we'll travel anywhere in KMA-Land within sound of the DM Show,

July, 1954



Clarence Vigen, chairman of the Nebraska City Centennial Committee Corp; Dick Mills; Spike Jones.

but on very long-distance hops you may have to fit you affair to our week-end schedule. I'll be seeing you soon, in person.

DM Favorites
(Played most on DM SHOW)
RCA VICTOR

My Friend & Green Years	Eddie Fisher.
There Never Was A Night, etc.	P. Como.
Hit And Run Affair	Perry Como.
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I'm A Fool To Care	Les & Mary Ford.
Make Her Mine	Nat "King" Cole.
I Envy	Nat "King" Cole.
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I Had Someone Else	Theresa Brewer.
Skinnie Minnie	Theresa Brewer.
Melancholy Baby	Jill Allen; Pee Wee Irwin.

M. G. M.

In A Garden Of Roses	Joni James.
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Whispers In The Dark	Stanley Black
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MERCURY

Sh ' Boom	Crew Cuts.
Whistle And I'll Dance	Georgia Gibbs.

COLUMBUS

Hey, There! & This Ole House	R. Clooney.
Upsy Down Town	Ga la Peevey.
A Dog Named Joe	Gayla Peevey.
Through	Sammy Kaye.

A LETTER FROM BERNICE CURRIER

Dear Homemakers:

And that includes all of your families too! How are you today? As I sit here at my desk writing to you it is raining as tho it never intended to quit. We had radio visitors this afternoon and they just had to wait until it lessened a bit so they could go back to their cars. In 45 minutes it rained a little over an inch.

I've been doing some house cleaning and one thing has me stumped. What to do with things you don't use every day and yet you don't want to throw away. I look at them and there's many things I haven't used for years. Yet I hang onto them and eventually I just move them to some other place!!

Also I'm planning my vacation. This year I think I will go to Houston, Texas, to visit my daughter Helen and her family. She has four children and two of them I have never seen. So it is high time I was getting down there. The last time I was there was just after the explosion at Texas City when all the Doctors were called from Houston and Helen's husband, of course, went with all the rest. He said there were so many doctors there you couldn't find the patients. But is was a terrible tragedy. Parts of the ship that blew up were imbedded in houses all over town. One house had a ships timber driven right through it. There were literally hundreds of people killed and wounded and rescue workers were there for days. We drove down from Houston to see the wreckage about two

weeks after it happened and it was still appalling.

We went on to Galveston to swim and have dinner at one of the wonderful sea food houses there. The sea wall is built up from the gulf in a very gradual slope from the coast line up to probably 65 feet, but it is such a gentle slope that cars use it for a speedway. And as I was walking along the sandy beach I stepped on a dollar bill. I picked it up and couldn't believe it was real, but it was and we bought ice cream cones with it.

I have a recipe for sour cream corn bread that I am going to make this evening for my supper. Only one thing I like better than corn bread and that is more corn bread, this time with maple syrup on it and butter melting down into it and oozing out onto the plate. ummmmmmmmm.

I have enjoyed the different groups that have visited here this summer. There have been Extension clubs, sewing clubs, Happy Hour, A Floral Culture and Study Club, Womans Club, Homemakers Club and many others.

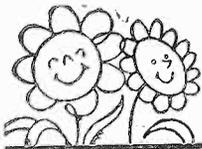
If you are planning a trip to KMA as a group, write to Ethel Baldwin and she will see that you are well taken care of. The tours that come to our homes will be made on Tuesdays and Thursdays, but if you just want to see the gardens and nurseries, the tours will be made Monday through Friday. Hope we can meet every one of you this summer. Be with me every morning Monday through Saturday at 9:00 and until then, Bless your hearts, Goodbye!!!

Bernice

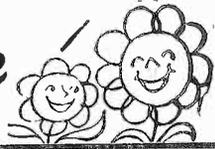


TREAT TIME AT BERNICE'S

One of the highlights of the KMA and the May Seed Company tours is a stop at the home of KMA's Homemaker, Bernice Currier. There's always a delicious treat, especially prepared by Bernice. One of the first hands on that tempting tray of cookies, after this picture was taken, was that of the Guide photographer. Pictured l. to r.: Mrs. Lloyd Wahler, President Happy Hour Club, Exira, Iowa; Mrs. Fred Jayne, Secretary Treasurer, of the club; Bernice; Mrs. Reinhard Gurstorf, President HMS Farmette Club, Schleswig, Iowa; Mrs. Edmond Hamann, Vice President of the club.



Homemaker's Guide



"HOMEMAKER'S VISIT"

By **BERNICE CURRIER**

This is the **SOUR CREAM CORN BREAD** I mentioned in my letter on the opposite page. And would you believe it, it was sent in by Mrs. Geo. H. Cotterill of Leon, Iowa, in January of 1953. Bless her heart, she probably thinks I didn't even try it. It is simply delicious.

SOUR CREAM CORN BREAD

- A—1 c. sifted flour
 ¾ c. corn meal
 ½ t. soda
 2 t. bkg. pwd.
 ¼ c. sugar
 1 t. salt
- B—1 c. thick sour cream
 ½ c. milk
 2 T. melted butter
 1 beaten egg

Sift A into bowl, combine B & add to A, mixing just enough to blend. Pour into a greased 9 in. sq. pan. Bake in hot oven (400° to 425°) for about 25 min.

SUMMER SHRIMP AND CHEESE MOLD

This is a whole meal. Eat potato chips with it and you will want nothing else for your meal.

LIGHT GREEN LAYER

6 to 8 thin slices of scored unpeeled cucumber.

- 1 pkg. lime gelatin
 1¼ c. boiling water
 2 or 3 T. lemon juice
 8 to 10 pineapple wedges.

Dissolve gelatin in water, add lemon juice. Pour ½ into loaf pan rinsed with cold water. Arrange cube slices overlapping down the center & put pineapple wedges down each side. Place in refig. to harden. When set pour remaining gelatin over it & replace in refig. Now prepare—

CREAMY MOLD

- A—1 pkg. plain gelatin
 ¼ c. cold water
- B—1¼ c. boiling water
- C—1 eight oz. pkg. cream cheese
 2 T. lemon juice
 1 t. salt
 ¼ t. pepper
 ¼ t. onion juice
 ½ t. worcestershire sauce
- D—½ c. chopped celery
 3 T. chopped green pepper

3 T. chopped pimiento

1 lb. cooked shrimp in small pieces

Mix A, add B, place in refig. till thick. Blend C & beat with fork. Fold in A & B. Add D & Fold in. Pour this over **LIGHT GREEN LAYER** in refig. When firm unmold on chop plate and garnish with the following.

GARNISH—Cook & clean 1½ lbs. shrimp. Chill. Marinate thin slices of cucumber in ice water and vinegar & salt. Let stand ½ hr., then put shrimp in lettuce cups around the mold. Put sliced cucumbers between cups. Decorate with parsley & radish roses. At each place serve small paper cups of **HORSERADISH SAUCE** to dip the shrimp in. Mix 2 T. prepared horseradish with 1 bottle chili sauce & juice of 1 lemon.

"THE FARMER'S WIFE"

By **FLORENCE FALK**

Recipes are from my files and have been sent in by the grandest people in the world, KMA listeners!!!

BARBECUED BEEF CASSEROLE

Cut 1½ lbs. round steak into one inch cubes. Heat 2 T. butter in a skillet and brown the meat in it. Sprinkle in a little pepper and add 12 peeled small white onions, 2 cloves garlic, minced fine. ½ c. vinegar, ¼ c. water, 1 T. brown sugar, 2 T. Worcestershire sauce, ½ c. catsup, 1 t. salt, 2 t. dry mustard. Bake in a covered casserole 1½ hours at 375°. Uncover and bake another 20 minutes. Serves four.

BROWN BREAD

Boil and cool 1½ cups large sticky raisins in 1½ c. boiling water. Cream together; 1 T. butter, and 1 c. sugar. Beat in 1 egg. Add 2¾ c. flour, 2 t. soda, ½ t. baking powder, 1 t. vanilla. Mix well, place in round cans and bake 1 hour at 350°. Makes 3 round loaves.

PINEAPPLE SALAD

Mix 1 c. of whipped cream with 2 pkgs. foil wrapped cream cheese (room temp.). Cut up 1 lb. of fresh marshmallows and add 1 can of grated pineapple. Mix all together and pour into a flat dish and chill. Serve in Sqs.

This is delicious and a wonderful picnic dessert.



ORANGE SPICE CAKE

- 1/3 c. flour
- 2 t. baking powder
- 1/4 t. salt
- 1 t. cinnamon
- 1 t. allspice
- 1/4 c. shortening
- 2 t. grated orange peel
- 3/4 c. sugar
- 1 egg
- 1/4 c. evaporated milk (top milk may be used)
- 1/4 c. fresh orange juice

Cream shortening with orange peel, add sugar gradually. Mix light and fluffy, add eggs, combine milk and juice, add alternately with dry ingredients. Bake in an oblong greased pan or in paper cups in muffin tins. Bake 375° for 20 min. Makes 12-14 cup cakes.

POTATO DELIGHTS

Left-over mashed potatoes.

Same amount of flour as potatoes, 1 egg and a little milk. Combine to make a soft dough and roll out on floured pastry cloth. Use cookie cutter and cut into squares of diamonds. Place on greased, floured baking pan and bake in a 400° (hot) oven 15 to 20 min. Serve very hot, splitting and buttering as for biscuits.

"COOK BOOK TIME"

By **ADELLA SHOEMAKER**

CHEESE SQUARES

A friend from Red Oak, Iowa, sent this wonderful recipe. She uses it with different kinds of salad when serving her church circle and at small informal TV parties. "They have been quite a favorite", she tells me. Taste them, and you will see why.

1 small box Velveeta Cheese (1/2 lb.)

1 stick (quarter) butter or margarine, softened. Whip together until real fluffy. Use the electric mixer if possible.

1 unsliced sandwich loaf bread. Trim off crusts on all sides. Cut in half the long way, turn over, and cut again. Then slice off cubes about 1 inch square. Spread cubes on all sides with the cheese mixture. Put on cookie sheet. When ready to serve, put in oven 350° for 15 minutes. Watch carefully as cheese burns easily. They will be toasted. Serve immediately in a covered basket. They are not sticky and can be picked up in fingers without being messy.

Do try these squares with a fruit salad—it can be a delicious summer meal. Note — the sliced bread makes the cubes too thin, not as nice.

CHOCOLATE CREAM DROPS

Thelma Krijci, home economist with International Harvester Co. in Omaha, sent me her favorite cooky recipe. They are so good I place them in my top five favorites. They are soft, yet a little chewy, and they stay that way. Are good keepers—if you can. The flavor is delicious.

Cream thoroughly, 1/2 c. butter or margarine, 1/2 c. vegetable shortening, 1 three oz. pkg. of cream cheese, and 1 1/2 c. sugar. Add 1 well beaten egg, 2 T. milk, 1/2 t. vanilla. Stir in two 1 oz. squares unsweetened chocolate, melted and cooled. Sift together and add to batter 2 1/4 c. flour, 1 1/2 t. baking powder, 1/2 t. salt. Stir in 1/2 c. chopped nut meats. Drop by teaspoon on greased cooky sheet. Bake in moderate oven 350° for 12 to 15 minutes. Makes about 5 dozen.

FRENCH DRESSING

You will star this recipe, I'm believing! Mrs. Jay Hammett of Manhattan, Kansas, sends us this. It came from a Kansas City cateress who maintains there is a great difference between garlic powder and garlic salt.

- 1/2 c. sugar
- 1/2 c. cider vinegar
- 1/2 c. salad oil
- 1/2 t. salt
- 1/4 t. each onion and celery salt
- 1/4 t. black pepper
- 1/4 c. powdered garlic (do not substitute with garlic salt)

Mix all in a jar, and shake well.

CORN PUDDING

Here's a delightful way to use left over "roasting" ears, or to cook tender kernels for just especial. Mrs. Frank Johnson of Paton, Iowa, sent this recipe.

Cook until thick:

- 1 T. butter
- 1 T. flour
- 1 T. sugar

Salt and pepper to taste:

- 1 1/2 c. rich milk pour slowly over 2 eggs slightly beaten.

Add:

- 1 t. onion
- 1 t. pimienta
- 1 pt. cooked corn

Bake in a 350° oven about 1 hour.

KMA's Family Album

"... GAL CAN YOU COME OUT TONIGHT?"

There are extreme doubts as to whether any of these performers will be able "to dance by the light of the moon." The fellow on the left is Merl Douglas, KMA's morning announcer, (5 a.m. 'til noon) and his dancing partner is his 9 year old daughter, Sharon Lynne. The charming gentleman on the right is Ralph Childs, KMA's evening news editor, and his attractive companion is his 6 year old daughter Susie. The little ladies had just taken part in Connie Stewart's dance recital at the KMA Auditorium on June 15th. Their fathers felt slighted, but they were on hand for the performance.



BETTY & LYN AND "BUBBLES!"

Actually "Bubbles" is Merl Douglas, KMA's morning announcer, the fellow in the background entertaining Betty & Lyn Soflin's nieces. One of the big treats during their visit with Betty & Lyn was the opportunity to attend their morning programs. Naturally Merl was on hand to clown-it-up. Shortly before this picture was taken, he had borrowed one of the girls bubble blowing sets, and had proceeded to fill Studio A with bubbles. l. to r.; front row; Shirley, Patty, and Donna; second row; Lyn, Merl, Dolly and Betty.



A TENTING WE WILL GO!

That is after Florence Falk's husband, Byron, finishes staking it down, and Florence's two children, Karen and Bruce, finish securing it. Florence is KMA's "Farmer's Wife," heard every afternoon at 3:30. The afternoon this picture was taken, the temperature in the tent was 118°. A few days later, Florence hiked to the hills west of her home in Essex, Iowa, to spend the week-end camping with her daughter's Girl Scout Troop.





On the KMA PARTY LINE

By DORIS MURPHY

Tippy is gone! Tippy, the little farm dog who had endeared himself to thousands of KMA listeners of "THE FARMERS WIFE'S" program, will no longer give a friendly little bark on the air. His voice was stilled one Saturday evening when a car came over the hill, and struck the dog, just as he was chasing a rabbit across the road. Unfortunately the Falk family happened to be in the yard, and saw the accident. Karen and Bruce were saddened by the death of their pet, and even though they like the new little puppy that has come to live with them, they still haven't forgotten Tippy. He had become such an important part of the family life of the Falks, that the mentioning of his activities on the air and in the KMA Guide, had made him a well known personality. Tippy had actually received many fan letters from KMA listeners, and we know you join us in hoping the Falks have found a dog that will bring new happiness to the children and a "friendly bark from the farm."

With seven baby puppies to feed and only six "places at the dinner table," you can imagine the problem that confronted the



Norman, Margaret, Bobby & Benny Kling.

mother, "Waubonsie Rose," a pedigree Beagle hound, at the home of engineer NORMAN KLING. A normal litter is usually 4 or 5 pups, but "Susie", as she is fondly called by the Kling children, proudly presented the family with seven. That made things a bit complicated. So Mrs. Kling took over the job of feeding the baby pups; first with an eye dropper and as they grew older, she substituted a bottle of milk. They are all coming along fine now and are 2 months old. The Klings expect to keep a couple of the puppies but will sell the others. They are black, white and brown, and their pedigree shows they have the finest of Beagle blood. After giving them so much attention and feeding them by hand, I imagine it will be a little tough for the Klings when they have to part with the little fellows, as they have become very attached to Susie's family of seven.

How thrilling it was to see and hear the Blackwood Brothers on the Arthur Godfrey Talent Scouts show on television, June 14th. You listeners heard them on KMA for many years, no doubt you enjoyed hearing the Gospel Quartet again, and were happy to see them chosen winners.

There have been a number of new babies in the KMA family during the past few months, but the stork still has one more bundle to deliver. Along in October, he is expected to visit the home of engineer NORMAN KLING, and bring a baby sister for Benny, age 7, and Bobbie, age 3.

Here's a new one! I've heard of eating candy to take the place of smoking, but I never heard of chewing coffee beans. That's what Pgm. Director WARREN NIELSON is doing. He keeps coffee beans handy in his coat pocket and every time he gets nervous and feels like reaching for a cigarette, he reaches for a coffee bean instead. So far it has worked. He's NOW starting his third month without smoking. And the fine part about it is that there are no calories in coffee beans!

Planning a surprise on someone is quite a job! Disc jockey DICK MILLS found this out when he planned a surprise on his wife Millie, on their wedding anniversary, May 22nd. With the help of Guide Editor JIM ROSS, who shopped for the present, DICK finished his program at 3 p.m., and hurried home to get ready to go to Des Moines for the evening. MILLIE met him at the door with a long face. DICK knew why! He hadn't dedicated a number to her on his show on their anniversary. Little did she know what was coming! As soon as they were on the road to Des Moines, DICK tuned in the car radio and, to Millie's surprise, she found out Dick had recorded two full hours of his show and the entire show was dedicated to her. No . . . DICK hadn't forgotten this important occasion and he had even included all of Millie's favorite numbers on the program! Finally the BIG surprise came when DICK opened the glove compartment of the car and brought out a package containing an anniversary present . . . a beautiful gift of pearls. It was a memorable anniversary they will never forget!

KMA homemakers believe they have the most loyal listeners in the world. They were amazed recently when a Kansas visitor told them she runs her electric stove, iron and toaster every day in order to pull in enough voltage to run her radio, so she can hear the KMA Homemakers. Yes . . . there is something wrong with the voltage in her home, so it's necessary to run all these electrical appliances in order to get their radio programs. But . . . there isn't anything wrong with her loyalty and the Homemakers feel she has paid them one of the finest compliments they have ever received.

The MIKE HEUER family got a double dose of measles, when the disease hit both sons at the same time . . . Tommy, age 4 years, and Jeffrey, 4 months. Oh well, guess they might as well get it over with!

Why Holly, 4 month old daughter of WARREN and FLORENCE NIELSON, objects so vociferously when they have a picnic supper in the back yard is more than her parents can figure out. They've tried it two or three times, but each time Holly voices her objections so loudly they have decided they might as well eat in the house and keep peace in the family. So far, Holly just can't get used to the picnic idea. Maybe its the great outdoors that overwhelms her!



Pat Koelker, Franz Kriwanek & Adella Shoemaker.

A renewed interest and love for art has developed in Shenandoah since the arrival of Franz Kriwanek, artist and instructor. Under his instruction, many housewives, businessmen and children are developing their artistic talents with oils, water colors and crayons. Pictured on this page you see Mr. Kriwanek, seated by ADELLA SHOEMAKER at the right, and artist Pat Koelker, wife of KMA station Manager ANTHONY KOELKER, at the left. The picture was taken in the SHOEMAKER home, immediately following an interview between ADELLA and her two guests, publicizing the first annual Art Show held in Shenandoah, June 12th and 13th. Over 2500 people attended this first exhibit of the work of the students of the Franz Kriwanek School of Fine Arts. Even though Mrs. Koelker is the mother of a 9 month old son, she finds time in her busy day to work with her brushes, and had a number of outstanding pictures on display in the show.

Maybe "Mick," DICK MILLS' parakeet, read what we said about him in last month's Guide and decided he better stop pulling out his feathers! Because he's now getting his feathers back and can fly clear across the room, NON-STOP! Not only that . . . but his face is getting all yellow! Oh . . . what glamor!

Newscaster RALPH CHILDS got quite a scare one evening while giving the news. The outside studio door was open, and a terrific thunderstorm was going on during the broadcast. Just as RALPH was reading about the HYDROGEN BOMB, there was a big clap of thunder. The noise was so deafening, RALPH was almost convinced a bomb really had hit! It certainly added a realistic sound effect to the newscast.

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The Morning After -- The Night Before -- June 7th



At 2:18 on the morning of June 8th, KMA signed off the air, after having completed one of the most successful election parties in the history of the station. Of the 14 counties in Iowa's Seventh Congressional District, that KMA had said they would cover down to the county level, 92% of the returns had been reported, plus the statewide returns. This was Iowa's '54 primary election, and the KMA Crew pictured above did all of the work. l. to r.: Dean Naven, KMA's news editor, pounded the KMA station wagon into all 14 counties, weeks before election eve, and contacted all of the key officials, broadcast the latest returns, and stayed on during the early morning to compile a 100% report for his 6, 7, 7:45 and noon newscasts; Larry Parker, who covered Page County, and phoned in the latest returns; Norman Kling who performed a very tedious control job switching from a special mike set up in the news room to one in Studio B; Mike Heuer, who provided listeners with recorded music between election bulletins; Ralph Childs, KMA's evening news editor, who kept constant tabulations on all of the returns, and alternated mike duties with Dean Naven.

21 Yes, hail, hail, the gang's all in . . . but so were the election returns.