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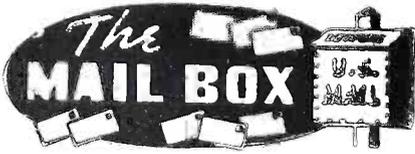
KWA GUIDE

April, 1953



The Feelin' of Easter

Story on Page 2



The KMA GUIDE

Vol. 10

No. 4

APRIL, 1953

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; Allen R. Johnston, editor; Doris Murphy, feature editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two week's notice for changes of address and be sure to send old as well as new address.

Diagonal, Iowa... I received one of the first KMA GUIDES in 1944, and have saved everyone of them for 9 years. I love to look through all of them, and feel that I cannot do without it.

Mrs. Effie Mesler

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Denver, Colorado... Am sending my subscription for another year to the KMA GUIDE. I enjoy the KMA GUIDE, and have taken it since it was first published. I still have each and every one.

Mrs. Gladys Randall

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Sheldon, Iowa... Here's my \$1 for the KMA GUIDE. I like the whole magazine, and think the pictures are tops. In receiving the GUIDE each month, I read all the news that I might miss over the radio. I especially enjoy Doris Murphy's column. It puts life in the magazine.

Mrs. Bernard Rensink

(Glad that you are such a faithful GUIDE reader, and Doris hopes you will keep on reading THE PARTY LINE.)

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Eddyville, Iowa... I am sending the \$1 for the KMA GUIDE as I surely don't want to miss an issue. Please put a picture of Cowboy Em' and his family in one of the future issues.

Miss Casey Ann Kralier

(In answer to many requests we have put a picture of Cowboy Em' and his family on page 9 of this issue.)

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Homer, Nebraska... I am enclosing \$3 for three years subscription to the KMA GUIDE. I enjoy this little, big magazine very much, and don't want to miss a single copy.

Mrs. Kathleen M. Hart

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Trenton, Missouri... Enclosed find a dollar for my subscription for the KMA GUIDE, for another year. We just can't get along without the GUIDE, as we enjoy it so very, very much. We have taken the GUIDE since it was first published, and have not missed an issue. There is not another book that is worth more to us than the KMA GUIDE.

Mrs. Edmond Atkinson

Our Cover Story

Our cover this month features Susan Elizabeth Childs, daughter of Ralph Childs, KMA newseditor.

"Suzie", a petite young miss, enjoyed the opportunity, even for a short while, of playing with the chicks we used in the picture. When it came time for your GUIDE photographer to go, "Suzie" reluctantly gathered up the chicks, and put them back in their box.

Susan is five years old, and is a kindergarten pupil at Central Grade School, in Shenandoah, Iowa.

The material for this month's cover was furnished by Mayway Hatchery, and the McLellan Stores Co.

"Friend In Need" Popularity In Heart Appeal

"Friend In Need" will have an exciting game to offer, and will give the listening audience, as well as the studio audience, an opportunity to participate. It has a wide appeal to the KMA daytime audience with its heart appeal, humor, impressive prizes, suspense and excitement.

Listeners will be invited to send in their reasons for a particular need. Those selected will be invited to the show, and interviewed to bring out the full details of the circumstances. The studio audience will then be asked for volunteers as a "Friend In Need". The volunteer and the needy contestant will then take part in a quiz game that will always pay off with substantial prizes.

The excitement and the close relationship established between the contestant and the volunteer, should make this high in listening pleasure.

"Friend In Need" can be heard over KMA every Tuesday, Thursday and Friday at 10:30 a.m.

A Chat With Edward May

Officially Spring is here, which means the snow and cold weather is behind us and will be quickly forgotten. In spite of our first snow, which occurred at Thanksgiving and stayed with us for quite a spell, the Winter in southwestern Iowa was not too severe. All reports indicate most items came through the Winter in good shape.

Trimming the climbers is going to be fairly simple this year. Just wait until they start to grow and then cut off the tip ends that are dead. Cut out any old canes which you failed to remove last summer when they were through blooming.

Now that April has arrived we are looking forward to Easter which, as you know, is early this year. Many folks have already ordered their Easter Lilies, and the picture below shows a greenhouse bench of lilies that should be at their peak at Easter. These lilies are part of those grown in Shenandoah by the Shenandoah Floral Co. Do you know how long it takes the florists to force lilies in order to have them in bloom for Easter? It take from 145 to 150 days. First the bulbs are taken from cold storage where they have been held at temperatures of approximately 34 degrees. After they are removed they are placed in pots and the bulbs are started at temperatures of 50 to 60 degrees. From this point it takes from 145 to 150 days to bring them into bloom. It takes six weeks from the time the buds show to the flowering period. During this time the florist hopes for good weather. If we have cloudy days then artificial lights are used to take the place of the sun. If we have too much sun the plants are shaded to hold them back. Usually we don't give much thought as to how Easter lilies are grown or how much time is required to grow them but we do thank the florist for having them for us.

This comparatively mild weather has been very beneficial in a number of ways, but principally in the very small amount of winter damage to the roses. The Hybrid Teas come through almost 100% even where they were not given very much protection. The climbing roses here in Shenandoah are alive clear to the very tips, which means that the Paul's Scarlet will be an absolute blaze of color, come June. It also means that we are going to have another big peach crop this year, unless we have a killing frost at the time the peaches are coming into bloom.

Whether it's growing flowers or something else, about everything we do is connected in one way or another with the weather. According to Berke & Wilson in a book entitled "Watch Out For The Weather," there is evidence available to show that we are apt to have our bad days when the barometer is low and still dropping. The barometer is low preceding a storm and this is the time when people tend to be on edge. More than 2,000 school children were studied and their deportment records show that they misbehaved most often and most persistently on muggy days preceding a storm. There is also more insomnia and general restlessness when the barometer is low. If Junior gives you a particularly trying time check the barometer. If it is low, blame Junior's activities on the weather.

Speaking for the folks at KMA, I personally want to wish you a pleasant Easter and a very pleasant Spring.



Edward May, President of KMA, is pictured above examining Easter lilies.

CAL TINNEY Country Philosopher

Because we have had so many requests from GUIDE readers for a picture, and story on Cal Tinney, we have bowed to public demand.

Oklahoma-born Cal Tinney is now presenting his own "Cal Tinney" program, at 3:00 p.m. each Monday through Friday, over KMA. Cal describes his program, the humorist-philosopher talks about anything and everything, talk he promises will not do anybody a "lick of good."



Cal Tinney stops to exchange some "horse-sense" with one of the many animals on his huge Oklahoma ranch.

Tinney is equally blunt when it comes to describing his career in general, which covers such various fields as radio, and movie actor, newspaper columnist and lecturer. He spent five years in a High School in Tulsa; "they wouldn't give me a diploma for endurance, so I quit," and one year at the University of Oklahoma.

From New York, in 1928, Tinney set out to see the world, and worked his way to Germany on the North German Lloyd Liner. He traveled to France, where he worked on the Paris edition of the New York Herald Tribune. His travels took him next to Shanghai, China, where for several months he worked on "The China Press."

His start in radio was launched from a bit part on an early ABC comedy show, "Tim and Irene," the home-spun philosopher soon rose to prominence as a news commentator, a comedian and an M. C.

Adella Shoemaker Featured On New Time

"Cook Book Time", Adella Shoemaker's new program is heard by KMA listeners at 11:00 every weekday morning. Lengthened to a 25 minute program, Adella gives the KMA homemaker more household hints and recipes than ever before.

Born on a farm at Mante, Iowa, Adella says that on the farm her playtime was spent playing house and making mud pies. That, she says, accounts for the fact home-making is still her favorite pastime. She tries all the recipes that she uses on her program, and loves doing it. Most of her recipes are favorites of her listeners, who hearing the recipes she reads over the air, feels that she would like their favorite recipes. She does too!

Variety Keynotes 'The Midwesterner's' Show On KMA

Talk about talent, Warren Nielson, KMA'S Program Director, was counting the instrumentals and vocals on The Midwesterners program the other day. He figured it out, that if you are a steady listener to this snappy variety show, you hear an even dozen instruments and 10 vocal combinations.

Featuring Buck Dille, Betty and Lynn, Cowboy Em', Coy Martin, and Morrie Jones, this breezy show is heard over KMA at 2:05 p.m. Monday through Saturday.

NEW ENGINEER TO KMA ENGINEERING DEPARTMENT

Tall, quite Bill Kirk joined the KMA engineering staff the 29th of March. Coming from Council Bluffs, Iowa, Bill has been a radio-ham operator there for years.

When asked how long he had been interested in radio, Bill replied, "for as long as I can remember, it seems, I've been interested in radio."

Bill takes Wayne Bowmans place who is going to KMTV in Omaha, Nebr.

Huge Crowd Attends KMA's

First Homemakers' Night

More than 1400 homemaker's from 55 towns in Iowa, Nebraska, Missouri and Kansas packed the KMA auditorium March 5th, for KMA's—Schoenberg's Spring Fashion Show.

The style show set for one night only had to be held over to the next night as the auditorium would not hold the huge crowd. This made it the biggest KMA Homemaker's Show on record.

Schoenberg's Style Shop of Clarinda and Red Oak, was host for the evenings program which included the latest in spring fashions; audience participating quiz games, and music by KMA organist, Marge Parker.

Introduced during the program by Warren Nielson, who acted as emcee, were KMA homemaker's Adella Shoemaker, Ber-

nice Currier, Edith Hansen and Florence Falk. Women's Director, Doris Murphy was also introduced. Doris and the four homemaker's described the spring outfits they were wearing from Schoenberg's Shops, as they were introduced from the stage.

Also introduced from the stage during the program, was Edward May, President of KMA, and his lovely wife, Eleanor. Together they officially welcomed the homemaker's to Shenandoah.

At the conclusion of both programs, Mr. & Mrs. Schoenberg presented numerous door prizes to lucky homemaker's after her name was chosen from the registration fish bowl by a small girl.

An electric roaster, electric coffee maker, deep fry, spring suits and coats were some of the prizes given during the evening.

'BUCK' DILLEY JOINS KMA AS FIDDLER

That hot fiddle that you have been hearing on KMA lately, belongs to "Buck" Dilley, who recently joined KMA as staff artist.

"Buck" started playing the fiddle in his Grandfather's concession stand at picnics and fairs, when he was seven years old. At the age of 15, "Buck" learned to play the guitar and banjo, and was at this time, playing the fiddle for square dances around the country.

He became interested in radio on the West Coast, where he had played with several bands. Joining a Hawaiian Band that played at a local Mexican station, Buck received his baptism into radio.

You can hear Buck and his fiddle everyday over the Nish-

na Valley Neighbors at 1:35 p.m., The Midwesterners at 2:00 p.m., and Tumble Weed Ranch at 5:00 p.m.





Arlene Francis and Bill Cullen, as they look broadcasting their new quiz program.

Arlene Francis and Bill Cullen Co-Emcee New Quiz Show

Every Friday evening from 7:30 to 8:00 there's "Fun For All" over KMA. Lovely Arlene Francis and breezy, Bill Cullen, bring you the most exciting quiz show, "Fun For All."

Miss Francis and Bill Cullen each head a team of three contestants, who attempt to identify the parody their leader is acting out. Skits are drawn from popular plays, movies and books, with prizes awarded to the winning team.

Bill's team-mates are all male, while Arlene, his co-emcee, captain's a female group. To make it more interesting, the teams are usually rivals to begin with — such as bridge fans against canasta sharks; or housewives versus career girls.

When Arlene and Bill aren't "acting their parts," the twosome sing specially-tailored lyrics of popular songs, and ask their team-mates to fill in the correct words. Sometimes, without warning, they indulge in take-offs of dramatic shows, or whatever comes to their minds.

"Fun For All" is presented to you through the courtesy of The Toni Company, makers of White Rain Shampoo and Prom.

"STUMP US" QUIZ POPULAR IN KMA-LAND

The "Stump Us" gang, headed by that genial master-of-ceremonies, Warren Nielson, brings fun and prizes to ladies throughout the KMA-area.

Thousands of housewives have sent in entries and won for themselves a beautiful 6-piece mirro alumnium starter set. One of the most popular quiz programs in the midwestern area, "Stump Us" brings to the KMA-listeners 20 minutes of music and entertainment.

If you haven't won a 6-piece mirro alumnium starter set — don't dispare. Starting April 6th, a 7-piece deluxe Stainless Steel Flint Kitchen Tool Set will be given to the lucky winners on "Stump Us."

In the past two weeks these are some of the lucky winners:

Mrs. Charles Edie, Emerson, Iowa; Mrs. R. E. King, Massena, Iowa; Mrs. Jonas Merritt, Shannon City, Iowa; Mrs. R. W. Steadman, Nodaway, Iowa; Mrs. W. R. Spalding, King City, Missouri; Mrs. Pearl Roberts, Coburg, Iowa; Mrs. Helen Braymen, Shendoah, Iowa; Mrs. Katherine Kuhl, Woodbine, Iowa; Hazel Miers, Hepburn, Iowa; Mrs. John Robinson, Lineville, Iowa; Mrs. Grace Keesler, Red Oak, Iowa; Mrs. Cletis Haynie, Glenwood, Iowa; Mrs. D. B. Gohn, Clearmont, Missouri; Mrs. Lloyd W. Brown, Afton, Iowa; Mrs. L. D. Shannon, Shannon City, Iowa.

Sponsored by the Manchester Biscuit Company, the "Stump Us" program is heard on KMA every morning, Monday through Friday, from 11:35 to 11:55.

Forecast For The Month



BIRTHDAYS:

- April 5—Judy Stotts, daughter of Bob Stotts, staff artist.
- April 5—Muriel Childs, wife of Ralph Childs, newseditor.
- April 8—Ray Schroeder, chief engineer KMA-KMTV.
- April 15—Irene Martin, wife of Coy Martin, staff artist.
- April 19—Annette May, daughter of Edward May, president of KMA-KMTV.
- April 20—Kenneth Robert Stotts, son of Bob Stotts, staff artist.

ANNIVERSARIES:

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

BIRTHSTONE: Diamond
FLOWER: Daisy

Grass Root Notes

By **MERRILL LANGFITT**
KMA Farm Service Director

Lo and behold! It's time for another issue of the KMA GUIDE. With so many activities in the Farm Department at this season it seems like we just get one GUIDE out and it's time to write something for the next one. Well, we did think about a picture several weeks ago, and here it is. This is our little Jeannine K., who was 5 months old when this picture was taken. She was born September 18, and has never had a sick day in her life. As you might imagine, she more or less rules our household. She hardly ever cries, but she has her own way of letting us know when she isn't happy. As I am writing this she is in the process of cutting teeth so she has a few unhappy moments. She weighs about 16 lbs. now, and has been eating solid food since she was 3 weeks old. We started her on Similac, and now have her on straight cow's milk. She particularly enjoys going out doors. We have her out in the buggy everyday when the weather permits. She wakes up every morning when my alarm goes off at 5:30. If I get the alarm turned off right away, she usually goes back to sleep for another hour. Ever since she was about 3 weeks old she has slept the entire night through, so you can see she has been a very good baby, and certainly has brought a lot of joy to our house.

You may remember that we have a hereford heifer, born the same day as Jeannine

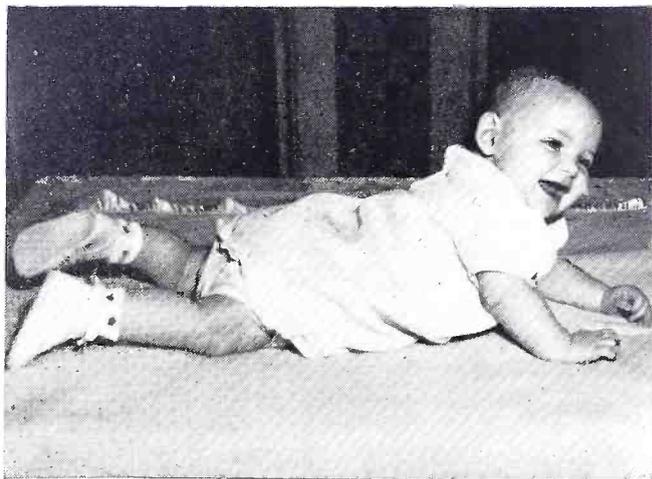
K. Maybe next month I can show you a picture of the baby and the calf together.

I suppose many of you have gardens planted, oats seeded and baby chix started. Of course, that means spring is really here. We planted radishes on the 20th of March; onions, lettuce and peas on the 21st. We probably jumped the gun a little, but not much effort is lost even if we do lose those first plantings.

It pleases me very much to see the grass getting green, which means my cattle are starting to graze again, thereby cutting down the feed bills. We have to buy all of our feed and for 27 head of cattle, along with pigs and chickens, our feed bills seem awfully high to us.

We hope the weather favors the farmer again this year, and that 1953 will mean a bumper crop and a big year for you.

It looks like another year of maximum production if the weather man treats us right. We have rented out the crop land over on the Clark County farm, so I won't be a commuting farmer quite so much this year. We do have fences to build, however, and many things like that, so I will be putting some time in on that. We expect to have lots of grass, but the big question is—shall we buy cattle to use up the grass—or stay out of the cattle business, and let the grass go to waste.



Isn't she cute? It's young Miss Jeannine Langfitt, daughter of Merrill Langfitt, Farm Service Director.

'Organ Serenade' a KMA-listener Favorite

Marge Parker brings beautiful organ music to her KMA listeners on "Organ Serenade," every Monday, Wednesday and Friday on KMA at 6:15 p.m.

On "Organ Serenade," Marge plays the tunes that we all remember, tunes like "When Your Hair Has Turned To Silver," "Sweet Sue" and "Margie." These are tunes that while you are listening, you catch yourself humming the melody. Marge says she will play all requests that are submitted.

On the KMA PARTY LINE

With **DORIS MURPHY**

Getting hold of the wrong "jug", certainly got **BUCK DILLEY**, KMA fiddle player, in trouble! **BUCK'S** wife, **Betty**, a beauty operator, is in the habit of bringing home a jug of shampoo for family use. One night **BUCK** decided to wash his hair. He grabbed a jug, poured part of the contents on his head and rubbed it in. Soon he discovered it wasn't lathering . . . just a sticky, goeey mess. Calling his wife, she took one look at him, and realized he had gotten hold of the wrong jug. He had poured floor wax, instead of shampoo, on his head! It took several shampoos to get the floor wax out . . . and to top off everything . . . **BUCK'S** friends nicknamed his "Waxy."

You heard about it on the radio! Now you can see a picture of the models who appeared in the Style Show at the KMA Auditorium, March 5 and 6, sponsored by Schoenbergs of Red Oak and Clarinda. Below the picture appears the name of each model who appeared. Fashions for spring and summer were shown.

The cat at the home of **BETTY** and **LYNN SOFLIN** is in bad! Here's why. They had a nice beef roast for Sunday dinner. That evening **BETTY** made beef sand-

wiches for supper, and had taken them into the other room, leaving the remaining roast beef on the kitchen table. Hearing a noise in the kitchen she went out to investigate. There sat the cat in the middle of the table licking up the beef roast!

CURLY DALE doesn't pretend to be a doctor, but he did prescribe a trip in his plane to help open up **ENTERTAINER COY MARTIN'S** ear that had been plugged up for a couple of months. **COY** got in with **CURLY** at the controls and away they went up in the air 3,000 feet. Pop went his ear! It had opened up! Thanks to "Doc Dale!"

Frosted car windows and icy pavement came near causing **ENTERTAINER CURLY DALE** to run over his wife with the car this winter. She had just gotten out and closed the door, when her feet flew out from under her, and she fell partly under the car. Not being able to see because of frosty windows, **CURLY** drove on. Miraculously, she was able to get her feet out from under the car, just a fraction before the wheels with heavy chains, passed by!

When a little feller 9 years old, delivers papers until he's earned and saved \$29.00, you know he's worked. That is what **David**, son of **NEWSCASTER RALPH CHILDS**, did to earn a bike. When he had nearly



Left to Right: Mrs. Lois Ridgeway, Miss Catherine Costello, Mrs. Wanda Lawger, Mrs. Jo Ann Bredensteiner, Miss Ruth Troeger, Miss Jonith Anderson, bride, Miss Jane Billings, Miss Karen Okerlin, Mrs. Marilyn Wills, Mrs. Edith Foley, Mrs. Gertrude McQuown, Mrs. Marge Schoenberg of Schoenbergs, Red Oak; and Mrs. Helen Schlachter of Schoenbergs of Clarinda.

reached the necessary amount, his father rewarded him by paying the last few dollars and letting him get the bike of his choice . . . a racer.

ENTERTAINER'S BETTY and LYNN SOFLIN will serve as bridesmaids at the wedding of their brother, Bill of Lincoln. His marriage to Miss Doris Snodgrass of Seward, Nebraska, will take place at a church in Seward at 7 p.m., April 4. The couple will live in Lincoln.

What a disappointment! Upon returning to the studio, **JACK GOWING, ASSISTANT FARM SERVICE DIRECTOR**, found out the time, money and effort he had spent in covering the District FFA Contest in Exira, Iowa, March 14, had been all in vain! The three lengthy interviews he had made on the tape recorder were blank. Unbeknown to him, a wire in the microphone had broken, and the interviews he planned to use on his farm show at 5:45 p.m. were lost!

What started out to be a pleasant 90 mile jaunt to Lincoln one Saturday, turned into an "ordeal" for **MARGE and LARRY PARKER**. The trip was planned to meet **MARGE'S** brother from Sidney, Nebraska, whom they had not seen for several months. They left Shenandoah at 1 p.m. Four and a half hours later they reached Lincoln, having driven over 200 miles. A jackknifed truck across the road, detours and extra driving to get to a bridge to cross the river, caused all the delay.

Hearing a commotion in the chicken yard, Cel, wife of **FARM SERVICE DIRECTOR, MERRILL LANGFITT**, looked out the window in time to see a big Boxer dog killing chickens right and left. She rushed to the phone and reported to the police, who immediately summoned the owner of the dog. Before the blood thirsty animal was stopped, he had killed thirteen big hens.

Imagine going out to work a personal appearance and losing your voice! That's what happened to Cowboy **EM'**. **EM', BETTY and LYNN** had gone to Villisca to appear at a matinee and night show at the Rialto Theater. **EM'S** voice was fine when he sang at the afternoon show. But when



Left to Right: Mrs. Dolores Mishler, Yvonne, Joelene, Sandra and Cowboy Em. (Embert Mishler)

it came time for the evening show, he couldn't sing a note. By substituting instrumental numbers and vocals by **BETTY and LYNN**, they completed their engagement in fine shape, even tho' **EM'** couldn't talk out loud.

Pictured on this page you see Cowboy **Em'** and family. Seated on her mother's lap is **Yvonne**, age 2, and the other two little girls are **Joelene**, age 4½, and **Sandra**, age 6. When these three little blondes grow up, **EM'** may have a family radio program. At the present time, the girls haven't started playing accordian, fiddle or guitar like their daddy. I'll bet when they get a little older, they'll enjoy square dancing when they hear daddy giving the calls on the air.

The coughing from smoke by a 10 day old baby, **Janet Fay**, is attributed to saving the lives of the 4 members of the **Gene Thomas** family, 6 miles south of Maryville, when their home caught fire 6 weeks ago. The fire, caused by defective wiring, occurred at 4 a.m., completely destroying the two story house and all contents. Mr. and Mrs. **Thomas**, carrying the tiny baby girl, and 6 year old **Larry Gene**, walked a quarter of a mile in their night clothes on a bitter cold night, over frozen ruts to reach a neighbor's home for help. All were badly burned, but are recovering. Mr. **Thomas** has been released from the hospital. Mrs. **Thomas** still remains in the hospital at Maryville, and **Janet Fay** is receiving skin grafting on her hands in Kansas City. Mr. **Thomas** is a brother-in-law of **KMA's** entertainer, **MORRIE JONES**.

Frank Comments

By FRANK FIELD

Last month I showed you what the modern, large flowering Amaryllis looked like. This month it is one of the modern varieties of Gloxinias. This is the variety known as Roi des Rouges, which translated into English means King of the Reds. The background color is pink, and the petals are bordered with a broad band of rich, velvety maroon red, then the entire inside of the flower is covered thickly with red freckles.

I just now put the ruler across that blossom on the left and it measured exactly 4 inches across, and that is a 5 inch pot in which it is growing. The leaves measure about 8 inches long, and about 6 inches across.

The Gloxinia bulbs are imported from Belgium, and arrive in this country about the first of December. This particular bulb was started in damp Terra-Lite on December 11th, and on December 22nd it had made enough growth so that it was taken out of the Terra-Lite and planted in this 5 inch pot in Grow Fast Potting Soil. The first flower opened on March 12, exactly three months after the dry bulb was placed in the damp Terra-Lite. The blossoms usually stay out a week or ten days, and there will be other flowers out before the first blooms fade, so that a good Gloxinia plant will give you continuous bloom over a period of 2 or 3 months. This particular plant has seven more buds showing already with many more yet to come.

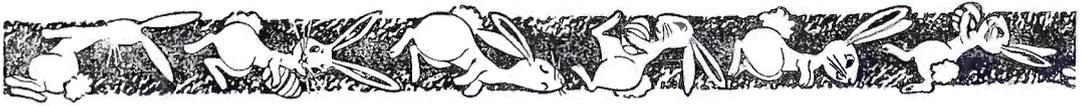
Gloxinias are easy to raise if you plant them in very rich, porous soil with lots of humus in it, and then give them plenty of light. They come in a wide variety of colors, but we are only handling the four most popular, mainly purple, red, pink, and red with a white border. Like so many other plants which grow from bulbs, they require a rest period of 2 or 3 months in the fall of the year in order to bloom the following year. They should be allowed to die down and go completely dormant late in the summer, then started into active growth again in new, rich, fresh soil after resting for 2 or 3 months in a dormant condition.

Since the weather was so mild this past winter, the Hybrid Tea roses didn't kill back like they usually do, and it is just like pulling teeth to get people to cut them back to about 6 inches above the ground. They see all those nice new shoots starting up near the tops of the canes and they hate to cut off all those nice green branches. However, this is necessary if you expect to have fine, large Hybrid Tea Roses this summer on long stems.

There are a lot of new varieties of roses on the market this year, but don't be stampeded into spending a fortune for new, high priced novelties which haven't been very thoroughly tried out yet. There are hundreds of varieties which have stood the test of years, with widely varying climatic conditions, including drought and bitter cold winters. They still have never brought out a red rose to beat Mirandy or Crimson Glory, and I have yet to see anything finer than Peace.

If you are going to plant some new roses this year, don't put it off until hot weather comes. Get them planted just as soon as you possibly can while the nights are still cool, and there is plenty of moisture in the ground. Don't forget to cut them back very severely when you plant them. Always mound loose dirt up over the tops for a couple of weeks to give the buds a chance to get started before you uncover them. Keep in mind too, that roses like full sun if they can get it, but they will get along very nicely if they have sun half of the day. Another thing, be sure to plant more climbers this year. When June comes and the Paul's Scarlets are the talk of the town you will wish you had planted a few more in April.





HOMEMAKER'S GUIDE

Homemaker Visit

By **BERNICE CURRIER**

CHICKEN DELIGHT LOAF

- 1 large stewing hen cut up
- 3 cups bread crumbs
- 2 cups cooked rice
- 1-1/2 teaspoons salt
- 3 cups milk and broth
- 4 eggs well beaten

Stew chicken until very tender, take meat from bones and cut up with scissors. Strain broth to remove any small bones. Combine meat with remaining ingredients and bake in loaf pan 1 hour with 325 degree oven. Serve hot with the following sauce.

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GRAVY SAUCE FOR CHICKEN LOAF

- 1/4 cup shortening
- 1/4 cup sifted flour
- 1/4 cup light cream
- 1 pint chicken broth
- 1/8 cup pimentos
- 1/2 cup chopped parsley
- 1/8 teaspoon lemon juice
- 1 can cream of mushroom soup

Melt shortening, blend in the flour, then stir in cream and broth until smooth. Add remaining ingredients and heat thoroughly.

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BLUSH PEAR SALAD

- 6 pear halves canned
- Red coloring
- 1/2 teaspoon salt
- Dash pepper
- 1 teaspoon sugar
- 1/2 cup vegetable oil
- 2 tablespoons lemon juice
- 3 ounce package Philadelphia type cream cheese
- 1 tablespoon milk
- 6 crisp lettuce cups

Put about 3 drops of red coloring in the syrup from the pears. Soak pears in this until delicate pink. Drain and chill. Add seasonings to oil and lemon juice and beat well. Blend cheese and milk til creamy, beat as you add oil dressing. Slice pears

length-wise and arrange on lettuce cups, cover with dressing letting the pink of the pears show through.

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DEVILED GREEN BEAN CASSEROLE

- A—1 medium onion
- 1 clove garlic
- 1/2 green pepper
- 2 pimentos
- B—3 tablespoons shortening
- C—2 teaspoon prepared mustard
- 1 can tomato sauce
- 1 cup grated cheddar cheese
- 2 cups cut green beans
- Salt & pepper to taste

Chop A into chunks, cook until tender in melted B. Remove from heat and stir in C. Pour into greased casserole and bake 25 to 30 minutes at 375°. Serves 4.

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SPICY PRUNE CAKE

- A—1 1/2 cups sifted flour
- 2 teaspoons baking powder
- 1/4 teaspoon soda
- 1 teaspoon salt
- 1 teaspoon cinnamon
- 1/4 teaspoon nutmeg
- 1/4 teaspoon cloves
- B—1/2 cup All-Bran
- C—1/2 cup shortening
- 1 cup sugar
- D—2 eggs beaten
- E—1/2 cup prune juice
- F—2 teaspoons grated orange rind
- 1 cup chopped cooked prunes
- 1/2 cup chopped walnuts

Sift A, add B. Cream C until fluffy, add D and beat. Stir in A alternately with E. Fold in F. Spread in greased 9 x 9 x 2 inch pan. Bake at 375° for 45 minutes. Frost with **FLUFFY PRUNE FROSTING**—Place 1 egg white, 3/4 cup sugar, 1/8 teaspoon cream of tartar, 2 1/2 tablespoons cold water and pinch of salt in top of double boiler over boiling water. Beat constantly until it forms peaks. Remove from heat, beat until of spreading consistency, fold in cut cooked prunes.





The Farmer's Wife

By FLORENCE FALK

In response to the many requests for desserts . . . here are several.

RHUBARB AND BANANA SHERBET

- 3 cups diced rhubarb
- 1 cup water
- 1 1/2 cups sugar
- 2/3 cup banana pulp
- 1 tablespoon lemon juice
- Rind of 1/4 of a lemon
- 2 egg whites
- 1/4 teaspoon salt

Cut rhubarb into inch-pieces; do not peel unless skin is very tough. Cook with lemon rind and water until rhubarb falls apart. Add sugar, banana pulp and lemon juice, turn into freezing tray and freeze until of mush consistency. Pour into chilled bowl and add the egg whites whipped stiff, complete freezing in tray.

* * * * *

SPRINGTIME SHERBET

- 1 ripe banana, mashed
- 3/4 cup sugar
- Dash salt
- 1/2 cup orange juice
- 1/4 cup lemon juice
- 1 cup heavy cream

Combine banana, orange juice, sugar, salt and lemon juice. Chill in ice cube tray. Remove when partly frozen to chilled bowl, and fold in the cream that has been whipped. Freeze without stirring. Makes 1 tray. (Chilled evaporated milk may be whipped and substituted for the cream.)

* * * * *

PRUNE PUFF

- 4 egg whites
- Dash salt
- 1/2 cup powdered sugar
- 1 cup prune pulp
- 1 teaspoon vanilla

Add salt to egg whites and then beat until stiff. Now add sugar very slowly, then the prune pulp (made from prunes, cooked seeded, and chopped), the add vanilla. Bake in slow oven 325° for 10 or 15 minutes. Serve with a topping of whipped cream, and top with whole pecan halves. Serve iced cold.

STUFFED DATES

Remove stone from dates, place one-half pecan meat inside of date, press together firm and roll in sugar.

* * * * *

MAPLE PECAN DELIGHT

Combine and boil for three minutes:

- 1 cup sugar
- 1/2 cup water
- 1 teaspoon maple flavoring

From this resulting syrup, take 3/4 cup and boil it until it spins a light thread (228°F.)

Beat 2 egg whites stiff and pour the hot syrup very slowly over them. Continue beating until the mixture cools and is quite thick. Fold in 1 teaspoon vanilla and 1 cup of cream, that has been whipped, also fold in 1/2 cup chopped pecans. Pour into molds and freeze. This is nice also in the crinkled baking cups put in muffin pans. Either serve in the paper cups or unmold. In either case garnish with a pecan half.

* * * * *

CANDIED DATE LOAF

- 2 cups pecans
- 3 cups sugar
- 1 cup milk
- 1 pound dates

Mix all together and cook until it leaves the side of cooking pan. Add pecans. Put in a wet napkin and roll. Cut in slices when cold and sprinkle with powdered sugar.

* * * * *

MINT ICE CREAM

- 1 cup hard mint candy
- 3/4 cup milk
- 1 cup whipping cream
- 1 square chocolate

Dissolve hard mint candy in milk. Heat slowly until dissolved then cool. Whip the cream stiff and fold in first mixture. If mint candy is not green, a few drops of green coloring make this a pretty dessert. Place in freezing tray and when mixture is slightly frozen, stir in chocolate which has been grated. Line another freezing tray with thin chocolate wafers and along sides; pour in cream mixture and freeze.



New York's Famous Easter Parade To Be Carried Over KMA

On the spot coverage of New York's famous Easter Parade, will be carried by KMA, Sunday, April 5th at 11:00 to 11:15 a.m.

Julian Anthony and George Gunn, ABC newscasters, will be stationed directly on Fifth Avenue in front of the International Building, across the street from St. Patrick's Cathedral.

The twosome will report the colorful pilgrimage up the avenue, and highlight their commentary with interviews with noted personages.

In order that the news, usually carried in this period, will not be completely eliminated, a very brief headline roundup will lead off the broadcast.

KMA TO CARRY CORONATION CEREMONIES

Tuesday, June 2, 1953, will be the day when all the eyes and ears of the western world will be turned towards London, England.

For on this day the most colorful and spectacular of England's ceremonies will take place. The crowning of a monarch. It will be doubly interesting as Queen Elizabeth will be the first English Queen in 51 years.



The Wayne Bowmans, as they posed in the church after their recent wedding.

Bridal Picture of KMA Couple

After we saw the picture above of Wayne Bowman and his lovely bride, Pat, we knew that you would enjoy seeing it also.

The Bowman's as you know, just returned from their honeymoon. Wayne is taking up his duties at KMA. Lot's of luck, Kids!

SHOW-STOPPER

Pattern For The Month

Here's how to steal the show in one easy lesson. Crochet a stole and wear it over everything, but particularly over your bare-top holiday dresses. This fetching style measures 20 x 72 1/2 inches excluding fringe. It's crocheted of wool in the always lovely shell stitch pattern with a 9-inch deep wool fringe trim. Wear a stole once and you'll never be without one.

Ladies who want this lovely stole may send a self-addressed, stamped envelope to THE KMA GUIDE, Shenandoah, Iowa. Ask for Leaflet No. C-156.

Patterns such as the one shown here appear in each month's issue of THE KMA GUIDE, and are FREE OF CHARGE. Nationwide Crochet Contest rules leaflets are also available.

KMA DAILY PROGRAMS FOR APRIL, 1953

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:30 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Bob Stotts (M.W.F.S.)
 6:15 a.m.—Practical Land Use (Tu. & Th).
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—News

7:15 a.m.

FRANK FIELD

Every day at 7:15
 Monday thru Sat.



7:30 a.m.—The Doubledaters
 7:45 a.m.—Morning Headlines
 9:00 a.m.—Bernice Currier
 9:25 a.m.—Whispering Streets
 9:45 a.m.—When a Girl Marries
 10:00 a.m.—Edith Hansen
 10:30 a.m.—Break The Bank
 11:00 a.m.—Adella Shoemaker - Cook
 Book Time
 11:10 a.m.—Jack Berch
 11:30 a.m.—Betty Crocker
 11:35 a.m.—Stump Us
 11:55 a.m.—Uncle Joe Faassen
 12:00 p.m.—News
 12:15 p.m.—Edward May
 12:30 p.m.—Dinner Belles

12:45 p.m.

RALPH CHILDS

The up to the minute
 Market Report



1:00 p.m.—Western Hits
 1:15 p.m.—Curly Dale
 1:30 p.m.—Betty Crocker
 1:35 p.m.—Nishna Valley Neighbors
 1:45 p.m.—Bob Stotts
 2:00 p.m.—The Midwesterners
 2:30 p.m.—Marge's Song Shop
 3:00 p.m.—Cal Tinney
 3:25 p.m.—Betty Crocker
 3:30 p.m.—Florence Falk
 4:00 p.m.—Merl Douglas Show
 4:30 p.m.—News
 4:45 p.m.—Blackwood Brothers
 5:00 p.m.—Tumble Weed Ranch
 5:30 p.m.—Lum & Abner
 5:45 p.m.—Farm News & Weather

6:00 p.m.—Farm Bulletin Board
 6:15 p.m.—Organ Serenade (M.W.F.)
 6:20 p.m.—Let's Go Visiting (T.Th.)
 6:30 p.m.—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.—Your 2¢ Worth
 8:00 p.m.—Metro Auditions
 8:30 p.m.—Freedom Sings
 9:00 p.m.—Chicago Signature
 9:30 p.m.—Constant Invader
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Ronny Kemper
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

TUESDAY NIGHT

7:00 p.m.—Silver Eagle
 7:25 p.m.—Les Griffith
 7:30 p.m.—Paul Whiteman's Teen Club
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Forward March
 9:00 p.m.—Sparring Partners
 9:30 p.m.—Music In The Air
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Ronny Kemper
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Mystery Theatre
 8:00 p.m.—Mr. President
 8:30 p.m.—Crossfire
 9:00 p.m.—Life Begins At 80
 9:30 p.m.—Heres To Vets
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Ronny Kemper
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

THURSDAY NIGHT

7:00 p.m.—Silver Eagle
 7:25 p.m.—Les Griffith
 7:30 p.m.—Heritage
 8:00 p.m.—Tales of Tomorrow

8:30 p.m.—Time Capsule
 9:00 p.m.—Top Guy
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Ronny Kemper
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Fun For All
 8:00 p.m.—Ozzie & Harriet
 8:30 p.m.—Corliss Archer
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Elmer Davis
 10:00 p.m.—News
 10:15 p.m.—Ronny Kemper
 10:30 p.m.—Edwin C. Hill
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SATURDAY PROGRAMS

5:00 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Bob Stotts
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Doubledaters
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper

9:00 a.m.

BERNICE CURRIER'S

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



9:30 a.m.—Space Patrol
 10:00 a.m.—Smilin’ Ed McConnell
 10:30 a.m.—Eddie Fisher
 11:00 a.m.—101 Ranch Boys
 11:30 a.m.—Am. Farmer
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Dinner Belles
 12:45 p.m.—This Week On The Farm
 1:00 p.m.—Western Swingsters
 1:15 p.m.—Polka Time
 1:30 p.m.—Nishna Valley Neighbors
 1:45 p.m.—Bob Stotts
 2:00 p.m.—The Midwesterners

2:30 p.m.—Tennessee Ernie
 3:00 p.m.—Andy Parker
 3:15 p.m.—Voice Of America
 3:30 p.m.—Florence Falk
 4:00 p.m.—Merl Douglas Show
 4:30 p.m.—News
 4:45 p.m.—Blackwood Bros.
 5:00 p.m.—Tumble Weed Ranch
 5:30 p.m.—Navy Hour
 6:00 p.m.—Harmony Shop
 6:15 p.m.—Guest Star
 6:30 p.m.—News
 6:45 p.m.—Your Navy Show
 7:00 p.m.—Dancing Party
 9:00 p.m.—Sat. At The Shamrock
 9:30 p.m.—Perspective
 10:00 p.m.—News
 10:15 p.m.—The Playboys
 10:30 p.m.—Dinner At The Green Room
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

7:00 a.m.—News
 7:15 a.m.—Morning Song
 7:30 a.m.—Worship Service
 8:00 a.m.—Rev. Gene Phillips
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Wings Of Healing
 10:00 a.m.—Heaven & Home Hour
 10:30 a.m.—Milton Cross Opera Album
 11:00 a.m.—Sun. News Special
 11:15 a.m.—Gloria Parker
 11:30 a.m.—Piano Playhouse
 12:00 noon—News
 12:15 a.m.—Let’s Go To Town
 12:30 p.m.—Frank Devol Presents
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime
 2:15 p.m.—Highways To Safety
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—This Week Around The
 World
 4:30 p.m.—Greatest Story Ever Told
 5:00 p.m.—Monday Morning Headlines
 5:15 p.m.—Don Cornell Show
 5:30 p.m.—Geo. Sokolsky
 5:45 p.m.—Vacationland U. S. A.
 6:00 p.m.—American Music Hall
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—The Adventurer
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Thoughts For The Week
 9:30 p.m.—Proudly We Hail
 10:00 p.m.—News
 10:15 p.m.—Eddie Fisher Sings
 10:30 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

Listings Correct at Time of Publication
 However, all Programs Are Subject to Change

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Pictured above is the Bob Stotts' family, and although this picture was posed, it is typical of the Stotts' evening at home.

The drummer at the left is Kenneth Stotts, age 13. The kibitzer looking over his shoulder, is Bob Stotts, KMA staff artist. "Mamma Stotts", (known better to her friends as Viola), is showing the younger set what appears to be a very interesting book. Seated from left to right on the sofa are: Jimmy, 9; Roberta, 8; and Judy, 3.