

The

# KMA GUIDE



October, 1963

# COVER STORY

# The KMA Guide

OCTOBER, 1963

Vol. 9

No. 10

All set for Halloween, Randy Gowing, nine year old son of Farm Service Director, Jack Gowing, takes a look at the eery light source of a huge jack-o-lantern. Randy is in the fourth grade this year and at the age where trick-or-treatin' is appreciated as a lucrative source of goodies. The neighborhood goblins, all sizes, shapes, and descriptions, will be out in droves before long, so stock up the cookie jar and prepare a pile of goodies if you want to stave off "tricks". The children are a lot of fun to see in their elaborate spook outfits.

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## Mail Bag

"Dear Mike: (Mike Heuer)

I am one of your newer listeners. We were transferred to Omaha in June. We spent a weekend in Nashville enroute, and after hearing you on KMA, I realized we were there the same time you were so I heard you first on WSM. I had no idea we would be within listening range of your station, but are so pleased to find that we are. Your program projects such a genuine and sincere quality, that I think even non country music believers would, and do, find it most enjoyable. If I may, I will take this opportunity to say thank you to all of you at KMA, for offering the best in all types of good music and interesting programs. It isn't always easy, when moving into a new area, to find a radio station that hasn't lost its individuality. All of you, with your informal and friendly manner, are quite adept at sharing your best with others. I am enclosing a check for the KMA Guide."

Mrs. G. C. R.  
Omaha, Nebraska

"... It is the best little newsy magazine I've ever read. I don't know how anyone could ever leave a subscription to it pass by if he has ever seen just one copy and read the good articles in it. Thank you for your nice pictures and this month's picture of the new Homemaker. I know we will all enjoy her a lot and those good

recipes she gives us over the air as well as in the Guide. I believe she will be well welcomed as one of KMA's family of homemakers. I know I am listening to her every time she is on the air if I possibly can. She's wonderful! More happy days and a wonderful welcome to Billie McNeilly in her venture over KMA. We're all pulling for her, so keep up the good work. Thanks again for the good pictures, articles and recipes."

Your Radio and Guide Fan,  
Mrs. D. W.  
Corning, Iowa

The two preceding letters, one from a new listener, the other from a long time KMA friend, are the type which mean so much to the staff.

"Thanks for the reminder. I wouldn't want to be without my Guide. I pass it on to a friend when I have read it. The red star was a very good idea on someone's part."

Mrs. H. N.  
Adel, Iowa

Passing along your Guide is a good idea, too, Mrs. N. We hope your friend establishes such a habit reading the Guide, she will subscribe herself. Then you will be able to keep yours, or pass it along to another friend. The more people there are enjoying the Guide the better. We have had much favorable comment about the red star on the back cover of expiring issues. We know from our own experience keeping track of when magazines expire in the home is nigh impossible. The red star or similar system would be a boon to many other magazines. They are welcome to use it if they wish.



## A Chat With Edward May

Do you know what time it is? If you don't, ask any of the three men in the photo with my mother. All three are recipients of watches for having been with the May Seed & Nursery Co. and/or the May Broadcasting Company twenty five years or longer. This is a policy we have at both companies and to date fifteen people have received watches. Owen Saddler, who is Executive Vice President and General Manager of the May Broadcasting Co., received his watch for 25 years service last June.

The above photograph was taken shortly after both J. D. Rankin and myself had been presented our watches. Believe me, both of us were completely surprised. I knew about J. D.'s because I made the presentation. We really caught him by surprise. However, after he had received his, Owen Saddler stepped up and presented me a watch "For more than 25 years service". (No one knows exactly how long I have been at the Seed House or KMA because I used to broadcast some with my father when I was eight or nine years old). Believe me, I was just as surprised as my brother-in-law, J. D. My mother knew about

both watches so she was enjoying the entire affair.

Incidentally, Owen Saddler, Executive Vice President and General Manager of the May Broadcasting Co. and J. D. Rankin, Jr., Executive Vice President of the May Seed & Nursery Co. are brother-in-laws, as Owen is married to J. D.'s sister, Elizabeth. For the purpose of identification, in the photo from left to right are J.D. Rankin, Mrs. Earl May, Owen Saddler and myself. We are mighty pleased with our watches and we will always wear them with great pride.

We have our daughter, Annette off to college. She is a Freshman at Grinnell College at Grinnell, Iowa and so far likes it fine. She is taking Psychology, German, Humanities and Music Appreciation. This is a general course to start with as Annette is undecided just what she would like to do. At her age, she has plenty of time to decide. Annette is finding out college is quite a change from high school. She will have several adjustments to make, but this is just part of growing up.

We had quite a Farm-Industry Day in  
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J. D. Rankin, Jr., Mrs. Earl May, Owen Saddler, Ed May. J. D. and Ed, surprised recipients of 25 year service awards.

# Frank Comments

By FRANK FIELD

Jennie and I didn't go fishing the entire month of August simply because the garden wouldn't let us be away for that long. By the middle of September we couldn't stand it any longer, so on Thursday, September 19th, Joe and Nellie Hunter and Jennie and I took off for Minnesota about daylight heading for Marvin's Place on Lake Koronis near Paynesville, Minn. Our daughter, Zo, and her husband Robert Fishbaugh, had gone up to the same place on Monday and were waiting for us when we got there.

Fishing was good as usual, as you can see from this picture. This is the result of one morning's fishing. The string that Joe is holding are all Walleyes, ranging from 1½ lbs. up to 3 lbs. The string I am holding are all pan fish, mostly Spotted Perch, running from ½ lb. to 1 lb., not very big but surprisingly good eating.

The weather was beautiful; crimpy in the mornings, but warming up nicely by noon. The surprising thing is that on this trip we did not catch any Black Bass, only one Northern, and only two Punkin Seeds. Another difference was that in July we caught most of our fish on nightcrawlers and this trip they were all caught on minnows, with the exception of a couple of nice Walleyes that Bob Fishbaugh caught on frogs. We had the lake practically to ourselves this trip as most of the resorts

close on Labor Day, putting an effective stop to water skiers and speed boats that were so much in evidence during the summer months.

Yes, we are already making plans for the third week-end in October, but this time it will be back down in southwest Missouri at Barnett's Place on Table Rock near Reed Springs.

The garden isn't requiring very much attention now, although the tomatoes do have to be picked about twice a week. The Tomboys have about quit bearing now, but both the Surprisæ and Stake 5 are still going strong. The tomatoes are much smaller in size now and have all been picked off up to about shoulder high. They are still blooming and setting on tomatoes, but naturally those smaller ones will never mature, as we are due for a frost anytime after the first of October, with October 14th being about average for this section of the country.

Our fall crop of Contender Bush Beans is about ready to start on and the Blue Lake Pole Beans are still producing heavily. The Kentucky Wonder Pole Beans have just about quit, for which we are really rather thankful as the Blue Lake are so much better in quality. Next year we plan on planting quite a lot more Blue Lake and not any of the other pole beans.

When we laid out the garden this spring we planted two rows of gourds down through the center allowing about 10' of space on each side. This was a big mistake as the gourds took over two rows of bush beans on either side and also two rows of sweet corn on one side and three rows of

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with  
*Jack  
Gowing*



This month I will write about my observations on the big cattle drive in South Dakota.

Gene Racine, our KMA pilot, and I flew to Pierre, South Dakota in the KMA plane and then drove from Pierre to Akaska, South Dakota, about 75 miles north of Pierre.

The area is a combination farm and ranch country. It is quite common to see cribs full of corn and lots of silos. Corn yields about 35 bushels per acre; it doesn't grow very tall and by our standards appears to be about a half a stand. They receive about 25 inches of moisture there annually. They raise quite a lot of tame hay and wild hay. The tame hay is baled or stacked but the wild hay is mowed, then windrowed with a dump rake and left lay until it is needed. From the air their windrows look almost like terraces.

There is a lot of cattle feeding done in the area; however, many of the ranchers told me that cattle feeders usually bid the cattle so high that they don't feel that they can afford to feed them out in that area. What cattle are fattened are usually marketed at Sioux City yards.

They raise a lot of hogs and these usually are trucked to Portland and Seattle where they are slaughtered.

Ranchers told me that they expect to receive about 2 dollars per hundred less for their feeder cattle this year than what they received last year.

Roy Houck, former Lt. Governor of South Dakota was the rancher who owned the cattle that were being driven from Akaska to another ranch west of Pierre. The drive would cover about 125 miles and they were taking about 1800 head of cattle on the trip.

We spent 3 days with them on the start of the drive, helped with some of the camp chores and slept in the camp too so we had some first hand experiences with the event.

We usually stopped and made camp about 4 o'clock each day and would break camp about 6:30 each morning after cooking breakfast.

The food was exceptionally good and of course our appetites were big too. Our camp's outfit consisted of a trailer house, chuck wagon, a Scout and several pickup trucks. All the food was prepared over an open fire unless the wind was blowing. When it was very windy, camp stoves and the stove in the trailer were used to cut down the danger of starting a grass fire.

Our breakfast meal was always fried eggs, ham or bacon, fried potatoes, toast and lots of boiled coffee. Our noon meal for one day consisted of barbecued spare ribs, creamed potatoes, green beans, peas, baked beans, cornbread, 2 kinds of pie, cake and coffee. Other meals included either roast beef or steak.

The drive attracted people from all over the country. For example there were 2 men from Boston, a woman school teacher from Detroit and a couple of men from Texas. On an average there were about 25 or 30 around all the time.

I believe an event of this kind could and maybe should become an annual event. Of course it would have to be held in range country but would give many people a chance to actually take part in the work involved in a cattle drive and also give them a chance to spend a few days close to nature.

Mr. Houck said that he wanted to attract visitors to the Oahe Reservoir on the Missouri River. South Dakota has several such lakes now and there are hundreds of thousands of acres under water. Ranchers have built many smaller lakes and ponds on their ranches, too. As you fly over the area you can see that the people of the area are very much aware of the value of lakes and ponds not only for a water supply but also for recreation.

# "COLLEGE ROUNDTABLE"



Pictured above are six Shenandoah college girls with hostess Billie McNeilly, as they discussed educational plans and summer activities on a special program, "College Roundtable", presented Saturday, September 7 at 9:00 a.m. and repeated the following day at 12:15 p.m. The girls are former high school classmates. They had decided to have an informal reunion at a local restaurant. Their discussion of things they had been doing this summer, the different colleges they attend, and future plans, were of such world-wide scope they were asked to carry on their discussion as a public interest for the KMA audience. Pictured in the KMA studios are (l to r): Beverly Miller, Kay Rogers, Juli Sullivan, Pat Warin, Billie McNeilly, Susan Vaughn, and Natalie Gee.

Beverly Miller will enter Iowa State University at Ames as a Junior. Her summer was spent working at a resort in Maine. Kay Rogers will be a Junior at

Creighton University, Omaha, where she is preparing a teaching career in English or Spanish. Juli Sullivan graduated from Christian College, Columbia, Missouri and will enter the University of Iowa as a Junior. Juli spent the summer in the East working summer stock. Pat Warin will enter Maycrest College, Davenport, Iowa as a Junior. She worked with her father in his dental office this summer. Susan Vaughn will return to Grinnell as a Junior. Susan attended summer school in Oslo, Norway where she lived with the same family who were her hosts when she was an exchange student in high school. Natalie Gee has been attending Colorado College, Colorado Springs. She will enter her Junior year as one of 500 students on a special "University of the Seven Seas", which leaves next month on a world cruise. All facilities of college study will be available on board ship with a staff of 35 faculty members. The cruise will last one semester covering 16 countries and 23 ports of call.

## Sportscasters

KMA Sportscasters Jim Winegardner, spotter; Andy Andersen, play-by-play; and Dean Naven, commentary and commercial, open KMA "Game of the Week" broadcasts from the new press-booth at the Clarinda Cardinals' gridiron. The Cardinals long, two years winning streak was momentarily threatened by the Farragut Admirals. The Cards came from behind to wrap up the game in the second half with a 26-13 victory. The Farragut squad has good prospects of capturing their own corner conference trophy. The Cardinals are defending last year's Hawkeye Seven Conference championship. Dean, Andy and Jim will follow the Hawkeye Seven game of most universal interest each week. Broadcast time,

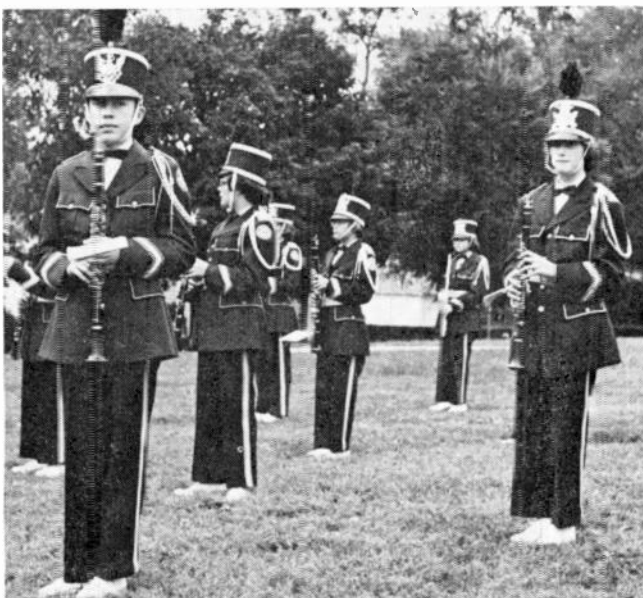


7:15 every Friday night. Be sure and stay tuned for high school scores from around the region at 10:15 p.m. and a complete score roundup every Saturday morning at 7:30.

When these gals are busy you won't find anyone around trying to take a snooze. They instigate a terrific din cheering the Shenandoah Mustangs on to victory. Our cheerleaders are Connie Burrichter (right), daughter of KMA chief engineer Don Burrichter, and Janie Schlick (left), daughter of May Seed Company Research Director of the Hybrid Corn division, Dick Schlick. Both girls are seniors in their second year as cheerleaders.



Something new has been added to the Shenandoah Junior High School Band. In past years their uniforms have been jeans and white shirts. This year they inherited the former uniforms of the Senior High School Band, which has new uniforms. Here are Tommy Heuer, son of KMA announcer Mike Heuer, and Josie Modrow, proud as peacocks in their new uniforms. Shenandoah can now field two fully uniformed Bands. Their first appearance was the big Farm-Industry Day celebration in Shenandoah September 21.



## Peter Pan Peanut Butter Cook Book

Here it is! The new Peter Pan Peanut Butter Cook Book, with 59 exceptional recipes and dozens of sandwich ideas using Peter Pan, the smoothest, creamiest, P-nuttiest Peanut Butter ever!

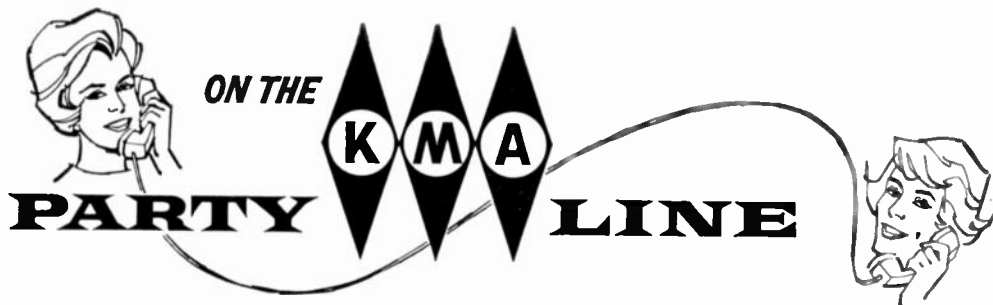
Peanut Butter is not only one of America's most popular foods, but one of the most versatile. Homemakers over the country use peanut butter in hundreds of different ways. Peanut butter recipes are

delicious and one of the most nutritious you can prepare.

The new Peter Pan book covers every category from appetizers to desserts. You'll find the best, all tested so you will get perfect results, from Peter Pan's test kitchens. Here are some of the general categories covered: Appetizers, Breads, Cakes, Cake Frostings, Confections, Cookies, Pastries, Sauces, Sandwiches, Puddings and other desserts, and quick treats.

Just send a dime with your name and address to cover postage and handling to the KMA Guide and we'll get yours right in the mail.





**ON THE**

**KMA**

**PARTY LINE**

By **DORIS MURPHY**

Even though Billie McNeilly's theme is: "It's a Woman's World", she finds there are times when a "Woman's World" quickly turns into a "Man's World" in times of emergencies! And such a time occurred at her Omaha apartment one recent Saturday morning, when both sides of her kitchen sink got plugged up. Using a plunger, Billie frantically tried to open it up, turning on the hot water at the same time, to help clear it up. But to her astonishment, she discovered the faucet handle was broken and it just turned round and round, leaving her with hot water pouring into the stopped-up sink. Yelling for help, she started bailing out the water and pitching it into the yard. A next door neighbor tending his baby in the back yard, heard her calling for help and rushed in to assist, but in the excitement he couldn't locate the cut-off for the hot water pipe. Finally another Boot Strapper living in the apartment, came to her rescue, and located the cut off. To top it all off . . . just as Billie was trying to hold the water pres-

sure down by holding a screw driver on the faucet, the door bell rang! Needless to say it was an inappropriate time for anyone to answer the door bell . . . and needless to say the plumber's arrival on Monday was the most welcome caller in the household that day.

Mr. and Mrs. Mike G. Sherman are new residents of Omaha, where he is affiliated with KMTV as floor manager. Mrs. Sherman is the former Betty Jane Rankin, daughter of Mr. and Mrs. J. D. Rankin, Jr.

A tiny piece of acrilon thread is hardly noticeable in a carpet, but when it gets lodged in back of a person's eye, it feels as big as a mountain and can really cause discomfort. KMA Homemaker Billie McNeilly can vouch for this, because that is what happened to her one weekend. This tiny thread lodged in her eye was very painful and it took a couple of days before Billie finally succeeded in getting it washed out. How such things happen no one knows, but Billie hopes it doesn't happen to her again!



**Bernice joins Billie as special guest.**

It probably seemed strange for Bernice Currier to be a "guest" on a radio show, as she had her own homemaker show on KMA and other stations for over 35 years. But, here you see Bernice pictured with KMA Homemaker Billie McNeilly (left) as she was making a guest appearance on Billie's show recently. Bernice is still a "pro" and she was delighted to come to the station and have a visit with all of her many listeners. Since she has retired from the air, she has gotten into the habit of sleeping late in the morning, but with a radio show to do, Bernice was up bright and early that morning. She said it gave her an incentive to get up. I am sure all of you listeners were happy to hear Bernice and Billie hav-



ing a good chat, while you had your second cup of coffee at home.

Youth can find a way to do the things they want to do these days! And Dave, 20 year old son of Newscaster Ralph Childs is realizing one of his ambitions. Dave decided he wanted to spend the next nine months in France, learning the language and deciding just what he wants to do, before continuing his Junior year at the University of Iowa. So he got a summer job in Sioux City in construction work, working for the father of one of his college classmates, Gene Rasmussen. Gene shared Dave's ambition. By the end of the summer, the two 20 year old boys had saved up enough money to pay their passage to Europe. After a brief visit with Dave's family in Shenandoah, the boys headed out for Chicago. Luckily they were able to hitch hike a ride into Chicago, where they visited a short time with Dave's aunt and uncle before leaving for the East. The next word from the boys came from New York, when Ralph received a postcard saying: "I'm in New York and have my ticket and am all ready to go. We leave September 12th. We're staying with some of Gene's relatives and right now we are taking in the sights of New York. I'll write again sometime." signed Dave. The boys will be making the trip by boat, and plan to stay at Youth Hostels in Europe. By working they will save money and take side trips into other countries, hoping to make it to Denmark where the boys will visit relatives of Gene's. In late spring the boys plan to return to the States to work during the summer to help defray their expenses when they go back to college a year from this fall. While Dave is thrilling over his trip abroad, his younger brother Mike Childs, age 18, was equally as thrilled when he left recently for Iowa City to enter his Freshman year at the University.

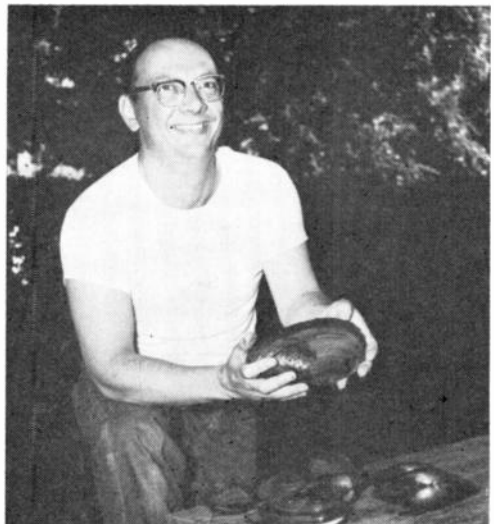
I guess the early morning rain at 8, just when the family of Engineer Jack Josephson had to go to work, should be blamed for the confusion it caused later in the day. It was decided their daughter Julie, who usually walks to work, could drive the car and take her mother to work at the May Seed Co., at 8, and then go on to her own job at 8:30. Arrangements were made that she should pick up her mother at noon. But when noon time came, the sun was shining brightly . . . Julie forgot all about having the family car, so she walked home forgetting all about her mother, until she walked in the house and her dad inquired: "Where's mother?" "Oh, I forgot to go after her!" replied Julie. That meant her dad had to walk to town . . . get the car and go after his wife Delores who had been left waiting at the seed house door. Next time it rains and Julie takes the car, I'll bet she puts on her thinking cap.

Claudine, wife of Pgm. Director Dean Naven has her work cut out for her this winter. She plans to knit three coats . . . a dress coat for her daughter Kimberly age 7, a car coat for Tammy who is 13, and a dress coat for herself. Kimberly's coat will be red wool, Tammy's and Claudine's will be beige. She hopes to have the girl's coats ready by the time the cold weather sets in. Claudine has also just finished an orange sweater for Tammy and Jeri, who is 10½, and a pink mohair sweater for Tammy's birthday the week of September 16th. Claudine keeps the knitting handy, so when she has a few minutes while cooking dinner, or in the evening she can pick up the needles and work. "It's surprising how much you can get done when you have a free evening!", exclaimed Claudine.

Recently while fishing WARREN NIELSON collected some huge fresh water clams. Not knowing how to prepare them he secured an "old-time" recipe from Ethel Baldwin. Warren's wife Florence . . . having been thru sessions of Warren's "exotic" cooking before . . . laid down the ground rules:

1. Warren was to do all of the cooking.
2. He should cook a couple at first, to be sure they like them.
3. All cooking was to be done outside on the patio and
4. In case of failure, Warren was to take them out to supper. You guessed it . . . the clams turned out tough and muddy tasting . . . the rest of the clams were released to do whatever clams are supposed to do . . . and Warren took his family out to supper!

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Warren Nielson experiments with clams.

# A Letter From Billie McNeilly

The leaves are turning . . . the evenings are growing cooler and looking up we see waivering vee's of ducks and geese winding their way south, so who are we to doubt 'tis Autumn? It's hard to believe that summer is gone . . . and we're just marking time until the holidays will be upon us.

I hope your summer has been filled with as much joy as mine. This was a busy one, certainly, but "a busy woman is a happy one", so they say. Marcie and John are both back in school, Donna and Bill nicely located in their new home in Salina, Kansas, and we are all in good health, so I feel that all's well in my little world.

John's latest letter from school in Cedar Falls was a happy sounding one. He's getting back into the routine at Baker Hall, with a brand new room mate this year, and a full schedule. We're looking forward to his first visit home . . . and a chance to sit down and talk it over.

Marcie is struggling with Chemistry, (which she deploras), and scads of home work. Youngsters have more home work these days than they used to, but I don't think it hurts them. Perhaps this will help them into a habit of doing some work without supervision, a necessity when they enter the world of business, certainly.

So many of you listeners have expressed concern about my driving so much, in traveling from my home in Benson to Shenandoah. I truly enjoy driving, and until the winter snows slow me up, that time is "thinking time" for me. When the highways are snowy and icy, there's no time for thinking of anything but one's driving! So, don't worry about me on the highways. I'll be very careful . . . both of myself and the others traveling the same road, I assure you.

Many activities coming up promise to be entertaining and enlightening. In October there is to be a convention of American Women in Radio and Television in Des Moines, where I shall meet with other women doing the same kind of work I do. Our exchange of ideas and methods is always interesting and challenging, and you will be hearing about that on the program, "It's A Woman's World".

Our picture this month was taken last summer when the Homer Bucks from Dundee, Illinois visited here. The girls all wanted to see where "Aunt Boodie" worked, so we took them through KMA, and let them appear at the

KMA microphone. Those expressions tell the story of their reactions. They all call me "Aunt Boodie", which looks a little foolish in print . . . but I love it. I don't have to tell you how I adore these nieces, I'm sure. There is a picture of the little Buck girls' father, Homer, with Tom Beavers interviewing on page 13 of this issue.

We have some Earl May tulip bulbs . . . hyacinth and grape hyacinth bulbs tucked away in the earth around the front of our home, and the grass seed is taking hold out in the front lawn, so we can sit back and relax a little, knowing there will be some flowers blooming there come spring. How I miss having enough ground for some real flower beds. I always promise myself I'll retire and raise all the flowers I want some day, but I make that promise "tongue in cheek". How can one ever retire when their work is so much fun, and so rewarding.

Thank you, one and all, for your friendly response to my visits over KMA. I can never express my gratitude for that wonderful welcome you've given me.

On the next page are some favorite recipes. This is the season for more good stick-to-the-ribs kind of cooking, and I do hope you'll try them.

Let's take time to enjoy October's bright blue weather, and save up a little energy for the winter ahead. Don't let the "Goblins gitcha" come Halloween! Goodbye now.



Some more of my youngsters-Susan, Julie, and Debra Buck; Melinda and Joan McNeilly.

# Billie's Kitchen Tested Recipes

## SAUSAGE AND SQUASH BAKE

- 1 lb. bulk pork sausage
- 2 medium acorn squash
- 2 c. sweetened applesauce
- Cinnamon to taste (optional)
- Salt

Cut squash in half lengthwise; remove seeds. Bake uncovered, cut side down, in shallow baking pan in moderate oven (350°) till almost tender, about 35 to 40 minutes. Meanwhile, form sausage in small balls; brown slowly, about 15 minutes; drain. Season applesauce with cinnamon, then add to sausage balls; cover and simmer 15 minutes. Turn squash cut side up and sprinkle with salt; fill with applesauce and sausage. Continue baking till squash is tender, about 15 to 20 minutes. Makes 4 servings.

\* \* \*

## CHOCOLATE CREAM DROPS

- ½ c. butter or margarine
- ½ c. shortening
- 1 3-oz. package cream cheese
- 1½ c. sugar
- 1 well-beaten egg
- 2 T. milk
- ½ t. vanilla
- 2 1-oz. sq. unsweetened chocolate, melted
- 2¼ c. enriched flour
- 1½ t. baking powder
- ½ t. salt
- ½ c. chopped pecans

Thoroughly cream together butter, shortening, cream cheese, and sugar. Add egg, milk and vanilla. Stir in cooled chocolate. Sift together dry ingredients. Add to batter; blend well. Stir in nuts. Drop from teaspoon onto greased cookie sheet. Bake in moderate oven (350°) 12 to 15 minutes. Makes about 5 dozen.

\* \* \*

## CHEESE-SCALLOPED ONIONS

Here's the vegetable for your next oven meal! Thin onion rings baked in a rich cheese sauce.

- 6 c. thinly sliced onion rings (about 6 medium onions)
- ¼ c. butter or margarine
- ¼ c. enriched flour
- 2 c. milk
- ½ t. salt
- 2 c. shredded sharp process American cheese (½ pound)

Place onion rings in ungreased 1½-quart casserole. Melt butter in saucepan; blend in flour. Gradually stir in milk. Cook, stirring constantly, till thick. Stir in salt and cheese. Pour over onions. Bake uncovered in moderate oven (350°) 1 hour or till onions are tender. Makes 6 servings.

## COMPANY BEST PICKLES

Bring out these crisp, sweet, transparent cucumber chunks to spark up midwinter stews, pot roast.

- 10 medium cucumbers
- 8 c. sugar
- 2 T. mixed pickling spices
- 5 t. salt
- 4 c. cider vinegar

Cover whole cucumbers with boiling water. Allow to stand till next morning; drain. Repeat this procedure on next three mornings. On the fifth day, drain and slice in ½-inch pieces. Combine sugar, spices, salt, and vinegar. Bring to boiling and pour over cucumbers. Let stand two days. On third day, bring to boiling and seal in hot, sterilized jars. Makes 7 pints.

\* \* \*

## SOUR-CREAM-DATE DREAMS

Pass these spicy treats with tumblers of chilled milk for the perfect afterschool snack. Or wrap a few for each lunch box.

- ¼ c. shortening
- ¾ c. brown sugar
- ½ t. vanilla
- 1 well-beaten egg
- 1¼ c. enriched flour
- ½ t. soda
- ¼ t. baking powder
- ¼ t. salt
- ¼ t. cinnamon
- ⅛ t. nutmeg
- ½ c. sour cream
- ⅔ c. chopped dates

Thoroughly cream together shortening, sugar, and vanilla. Add egg; mix well. Sift together dry ingredients. Add to shortening mixture alternately with sour cream. Stir in dates. Drop from teaspoon onto greased cookie sheet. Top each cookie with a pecan half. Bake in hot oven (400°) about 10 minutes. Makes about 3 dozen.

\* \* \*

## SPICED APPLE SLICES

Flavor-perfect for a garnish, or to pass with a platter of pork chops, roast pork, or baked ham.

- 2½ c. sugar
- 2 c. white vinegar
- ½ c. water
- 2 t. whole cloves
- 6 inches stick cinnamon
- ½ t. salt
- 6 drops yellow or red food coloring
- 6 large apples

Combine sugar, vinegar, water, cloves, cinnamon, salt, and food coloring. Bring to boil. Pare, quarter, and core apples. Slice each quarter in thirds lengthwise. Add to hot syrup and cook till apples are transparent. Pack in hot, sterilized jars; cover with boiling syrup. Seal. Makes 2 pints.

# "My Best" Recipe Selection for October

## BURGER SNACK STICKS

Serve as a snack food with chili sauce. Or cut 3-inch pieces and serve as a sandwich with soup or salad.

### BROWN:

- ½ lb. ground beef and
- ¼ lb. pork sausage in skillet.

Drain off fat.

### ADD:

- 1 c. grated carrots
- ¼ c. chopped onion
- ¼ c. chopped green pepper and
- ½ t. salt

Cook until vegetables are tender. Cool.

### SIFT TOGETHER:

- 2 c. sifted Pillsbury's Best All Purpose Flour
- 3 t. double-acting baking powder
- 1 t. salt
- ½ t. powdered sage and
- ¼ t. dry mustard. Stir in
- 1 t. caraway seed

### CUT IN:

- ¼ c. shortening until particles are fine

### ADD:

- ¾ c. milk

Stir until dough clings together. Knead on floured surface 6 to 8 times.

### DIVIDE:

... in half. Roll out each half on floured surface to a 15 x 8-inch rectangle. Place on greased cookie sheet. Spread half of meat mixture lengthwise on half of dough to about ½ inch of edge.

### SHRED:

1 ½ c. cheese. Sprinkle half over filling. Fold dough over; seal edge. Repeat with other half.

### BAKE:

... at 400° for 18 to 20 minutes until golden brown. Cut in 1-inch strips. Makes 2 ½ dozen.

\* \* \*

## CRUNCHY SHREDDED WHEAT DATE MUFFINS

- ½ c. finely crushed shredded wheat, bite-size, oblong, round, or spoon-size biscuits
- 1 ¾ c. prepared biscuit mix
- 2 T. sugar
- ¼ t. salt
- ½ c. chopped pitted dates
- 1 egg, beaten
- ¾ c. milk
- 3 T. melted fat

Combine dry ingredients in mixing bowl and mix well. Add remaining ingredients and stir just until all dry ingredients are moistened. Fill greased muffin pans, 2 ½ by 1 ¾ inches, two-thirds full. Bake in hot oven (400°) until done and golden brown, 20 to 22 minutes. Yield: 12 muffins.

## RAISIN PEEK-A-BOO DROPS

These are interesting in the way they go together. The dough is dropped in small mounds on the baking sheet, covered with a mound of raisin filling, and topped with another small amount of dough. As they bake, the dough encases the fruit filling.

- 1 c. shortening (half butter or margarine)
- 2 c. brown sugar (packed measure)
- 3 eggs, beaten
- 3 c. sifted all-purpose flour
- 1 t. baking soda
- 1 t. salt
- 1 t. vanilla

### Rich Raisin Filling

Cream shortening and sugar together until light and fluffy; beat in eggs. Resift flour with soda and salt. Add to creamed mixture along with vanilla. Drop dough in small mounds on ungreased baking sheet (rounded teaspoonful) about 2 inches apart. Press small amount (½ teaspoonful) of cold Rich Raisin Filling in center of each mound. Top filling with a small bit of dough (¼ teaspoonful). Bake in moderate (350 degree) oven about 10 to 15 minutes. Use a wide spatula to remove cookies carefully to wire rack to cool. Yield: 3 ½ to 4 dozen cookies.

## RICH RAISIN FILLING

- 1 ½ c. dark or golden raisins
- ½ c. sugar
- 1 T. cornstarch
- ½ c. water
- 1 T. lemon juice
- 1 T. soft butter
- ¼ c. chopped pecans
- ¼ c. halves candied cherries

Place raisins in saucepan; add well-blended sugar and cornstarch, and the ½ cup water. Cook and stir over moderate heat until thick (about 10 to 15 minutes). Remove from heat; cool slightly. Add lemon juice, butter, nuts, and cherries. Stir to blend. Let stand until cold.

\* \* \*

## PECAN CONFECTIONS

Beat two egg whites to a stiff, good froth. Add gradually two cups brown sugar, beating well. Sift two tablespoons flour with one-fourth teaspoon salt over the meringue, folding gently. Stir in two cups chopped pecans. Drop by spoonfuls on greased cookie sheet, two inches apart. Bake in a slow oven, 300 degrees, for fifteen or twenty minutes.



Pictured is Dan Andersen, son of KMA sportscaster Andy Andersen, learning the fundamentals of line blocking with head football coach Taylor of the Shenandoah school system giving him the pointers. Every Saturday morning at 10:00 all grade schoolers from first through sixth grade are invited out for football practice with the entire coaching staff and high school football boys giving basic instructions. The youngsters will learn fundamentals and play touch-type football with no hard contact. This program in addition to being good youth activity, prepares the boys as better players when they suit-up for the squad in later years. It's a lot of extra work for the coaches but will pay off in years to come.



Wild life conservation is an important subject to the KMA farming area. Also of increasing interest among farmers is land use for commercial recreation. Pictured being interviewed by KMA Associate farm director Tom Beavers is Homer Buck, aquatic biologist with the Illinois State Natural History Survey Division. Homer's main job is the study of fish and their habitats. Homer works near a large private club game reserve where wild ducks are raised for shooting on a controlled flyway.

## Getting To Know You



### THINGS I REALLY LIKE:

1. Mountains!
2. The sound of a pleasant voice answering the telephone.
3. The smell of sheets and linens fresh from the clothes line.
4. Being inside a warm, cozy house when it's snowing outside.
5. People who are consistently friendly and kind.
6. Tiny babies . . . all of them!
7. Somebody else's cooking.
8. Courteous drivers.
9. Sentimental people.
10. Folks who think I've lost weight (even if I haven't!)

### THINGS I REALLY DON'T CARE FOR:

1. Insincerity.
2. Sweeping floors and making beds.
3. Social climbers.
4. Dieting.

### THINGS I REALLY LAUGH AT:

1. The cute antics of small children.
2. Slapstick comedy.
3. A good joke, well told.

### THINGS I NOTICE AND ADMIRE:

1. A line full of clean clothes flapping in the breeze.
2. Senior citizens who wear a pleasant smile.
3. A good Church choir.

### MY HOPELESS AMBITION:

To have energy enough to do all the things I want to do during my time on earth.

### MY NAME:

BILLIE McNEILLY

# KMA Daily Program for October, 1963

5,000 WATTS—ABC

**DAILY DAYTIME PROGRAM****MONDAY THROUGH FRIDAY**

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Western Star Time  
 6:30 a.m.—RFD 960  
 7:00 a.m.—Dean Naven, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Markets  
 7:35 a.m.—Lawrence Welk's Show  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Accent On Music  
 9:00 a.m.—Breakfast Club  
 9:55 a.m.—News  
 10:05 a.m.—KMA Community Calendar  
 10:10 a.m.—Housewives Serenade  
 10:30 a.m.—It's A Woman's World  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Informacast  
 12:00 noon—Dean Naven, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Tom Beavers  
 12:45 p.m.—Markets  
 1:00 p.m.—Paul Harvey  
 1:15 p.m.—Jim Ross Show  
 4:00 p.m.—Mike's Matinee  
 5:40 p.m.—Tom Harmon Sports  
 5:50 p.m.—Alex Dreier  
 6:00 p.m.—Life Line  
 6:15 p.m.—Paul Harvey  
 6:20 p.m.—On The Line With Bob Considine  
 6:25 p.m.—As Naven Sees It  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather  
 7:00 p.m.—Regional Sports

**MONDAY NIGHT**

7:15 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

**TUESDAY NIGHT**

7:15 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

**WEDNESDAY NIGHT**

7:15 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

**THURSDAY NIGHT**

7:15 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

**FRIDAY NIGHT**

7:15 p.m.—Football Warmup  
 7:30 p.m.—Hawkeye 7 Football  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sport's Scoreboard  
 10:30 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

**SATURDAY PROGRAMS**

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Western Star Time  
 6:30 a.m.—RFD 960  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—High School Scoreboard  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Saturday Shopper  
 10:30 a.m.—It's A Woman's World  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Polka Party  
 12:00 noon—News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Tom Beavers  
 12:45 p.m.—Market Review  
 1:00 p.m.—Paul Harvey  
 1:15 p.m.—Iowa Univ. Football  
 5:00 p.m.—Johnson Football Scoreboard  
 5:30 p.m.—Saturday Matinee  
 5:45 p.m.—Week's Rodeo Standings  
 6:00 p.m.—Life Line  
 6:15 p.m.—Music on Deck  
 6:30 p.m.—News  
 6:45 p.m.—Johnson Football Finale  
 7:00 p.m.—KMA Bandstand Country Style  
 10:00 p.m.—News  
 10:15 p.m.—KMA Bandstand Country Style  
 11:00 p.m.—News  
 11:05 p.m.—KMA Bandstand Country Style  
 11:55 p.m.—News

**SUNDAY PROGRAMS**

6:30 a.m.—Back To The Bible  
 7:00 a.m.—News & Weather  
 7:15 a.m.—Hymn Time  
 7:30 a.m.—Sun. Worship Service  
 7:45 a.m.—Morning Headlines  
 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.—Sunday Album  
 12:00 noon—News  
 12:15 p.m.—Sunday Album  
 3:55 p.m.—Mon. Morn. Headlines  
 4:10 p.m.—Sunday Album  
 6:30 p.m.—News  
 6:45 p.m.—Radio Liberty  
 7:00 p.m.—Freedom Calls  
 7:30 p.m.—Revival Hour  
 8:00 p.m.—Sunday Album  
 8:30 p.m.—Issues & Answers  
 9:00 p.m.—Hour of Decision  
 9:30 p.m.—Pilgrimage  
 10:00 p.m.—News  
 10:15 p.m.—Erwin Canham  
 10:30 p.m.—Revival Time  
 11:00 p.m.—Music In The Night  
 11:55 p.m.—News

Every Afternoon  
 Monday Through Saturday

ABC Network News 5 minutes  
 before the hour

Local News on the hour

## A CHAT WITH EDWARD MAY

Continued from Page 3

Shenandoah, Saturday, September 21. We gave away sacks of popcorn to all who came into KMA and the May Seed & Nursery Co. We had a commercial popper running all day and at times still couldn't keep up with the crowd. We popped a little over 150 pounds of popcorn. We figure 2 pounds will make a bushel of popped corn — which filled many hundreds of small sacks.

The thousands of people in town for the occasion seemed to have a mighty fine time. There was a free bar-b-que at noon, and a big parade in the afternoon. Everyone loves a parade. I hope you were able to be here for Farm-Industry Day — if not, perhaps you can come next time.

We are about ready to move into the new KMA building, so the next issue of the KMA Guide will undoubtedly have several pictures showing the new KMA facilities.

### FRANK COMMENTS

Continued from Page 4

potatoes on the other side. Next year if we plant any gourds they are going to have at least 30' of space on each side of the row. Incidentally, we kept up our spray program on the tomatoes, bush beans, and pole beans until the 15th of September using Zineb and Sevin in combination. This controlled the Blight in both the beans and tomatoes. The Sevin kept all insect damage to a minimum.

We haven't done much in the way of fall planting yet except for a few Madonna Lilies, but just as soon as it gets dry enough after these rains we are going to plant some more of the Giant Hybrid Darwins, principally the one called Pheasant Hybrids with maybe a few of the Parrot Tulips, and of course, some more Red Emperors down the front walk.

### PARTY LINE

Continued from Page 9

It had been years since Engineer Ralph Lund's voice had been heard on KMA, but it seemed so appropriate for him to record a series of announcements on gun safety for the National Rifle Association. The reason it was appropriate was because Ralph is President of the Nishna Valley Chapter of the Izaak Walton League of America here in Shenandoah and is an excellent trap-shooter. So after persuasion from Warren Nielson, Ralph kindly consented to be the announcer on the spots, and Warren took his place in the control room. The boys felt strange working in opposite places, but the announcements came out fine. Ralph hopes all hunters heed the messages on gun safety.

Pat Koelker, wife of Station Manager Tony Koelker has always wanted a bicycle. So while they were attending a wedding

in Omaha recently, a friend mentioned about having a bicycle they never used. The Koelkers immediately made a deal for it, the May Seed truck brought it to Shenandoah, and Pat is now enjoying the healthful exercise of bicycling. Pat was also thrilled recently when the Central National Insurance Co. of Omaha purchased one of her oil paintings called "The Dance". Several of her other paintings are on loan from Joslyn in Omaha.

KMA Announcer Mike Heuer found one recent Saturday night that his KMA BANDSTAND COUNTRY STYLE listeners are concerned for his welfare. Mike usually gets coffee from a restaurant uptown in a thermos before going on the air. At 7:30 he opened the thermos, and lo and behold the cream had soured! Mike mentioned while on the air that he didn't really look forward to working until midnight without coffee. In short order two listeners stopped in with big quart thermos jugs of coffee with many offers for more if he needed it. Mike reports it took him until 11 p.m. to finish both thermos, but is grateful for his listeners concern.

Carole, daughter of Engineer Don Burrichter was happy to renew her friendship with a former classmate, when she entered the University of Kansas this fall. She found Miss Linda Tebbe, daughter of Don Tebbe, former KMA sports announcer and Shenandoah coach, who now lives in Memphis, Tennessee was also registered as a Freshman. The girls have enjoyed visiting about their former days in Shenandoah high school. Carole's brother Ed is starting his Senior year in the School of Pharmacy at Kansas University this fall, so Carole is lucky to have a big brother on campus to give her any advice, in case she needs it.

Pitching horse shoes might be an old fashioned game, but Ed May has found it most relaxing. Ed has put up some stakes out in his back yard, and goes out every day to pitch horse shoes. Some times he stays only about five minutes . . . other times up to a half hour, but he is enjoying trying his skill at pitching horse shoes. So far his neighbors haven't come over to join in, but it probably won't be long until he'll be having some competition.

Mrs. Harriett Olson, a KMTV personality, was one of the judges of the HARVEST QUEEN who reigned over the FARM INDUSTRY DAY celebration in Shenandoah September 21st.

In closing here's some Tid Bits for thought:

Happiness is not given but exchanged. There's a difference between good sound reasons and reasons that sound good. Ideas are things that never work unless you do.



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## NOTE

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One of the prettiest floats in the mile long parade at Shenandoah's Farm Industry Day celebration was the May Seed Co. and KMA float pictured above. Thousands of visitors enjoyed the parade, street displays, an antique auction, stage entertainment, western style square and round dance, carnival rides and free barbecue. Gracing the float in beautiful formal gowns are: L to R (front row) Ann Morton, daughter of Leo Morton, stores division supervisor,

May Seed Co.; Janie Schlick, daughter of Dick Schlick, research director of the May Seed Co.; (middle) Connie Burrichter, daughter of KMA chief engineer, Don Burrichter; Karen May, daughter of May Seed Co., and May Broadcasting Co., president, Ed May; and (seated) Diane Rankin, daughter of May Seed Co., and May Broadcasting Co. Executive Vice-president, J. D. Rankin, Jr.