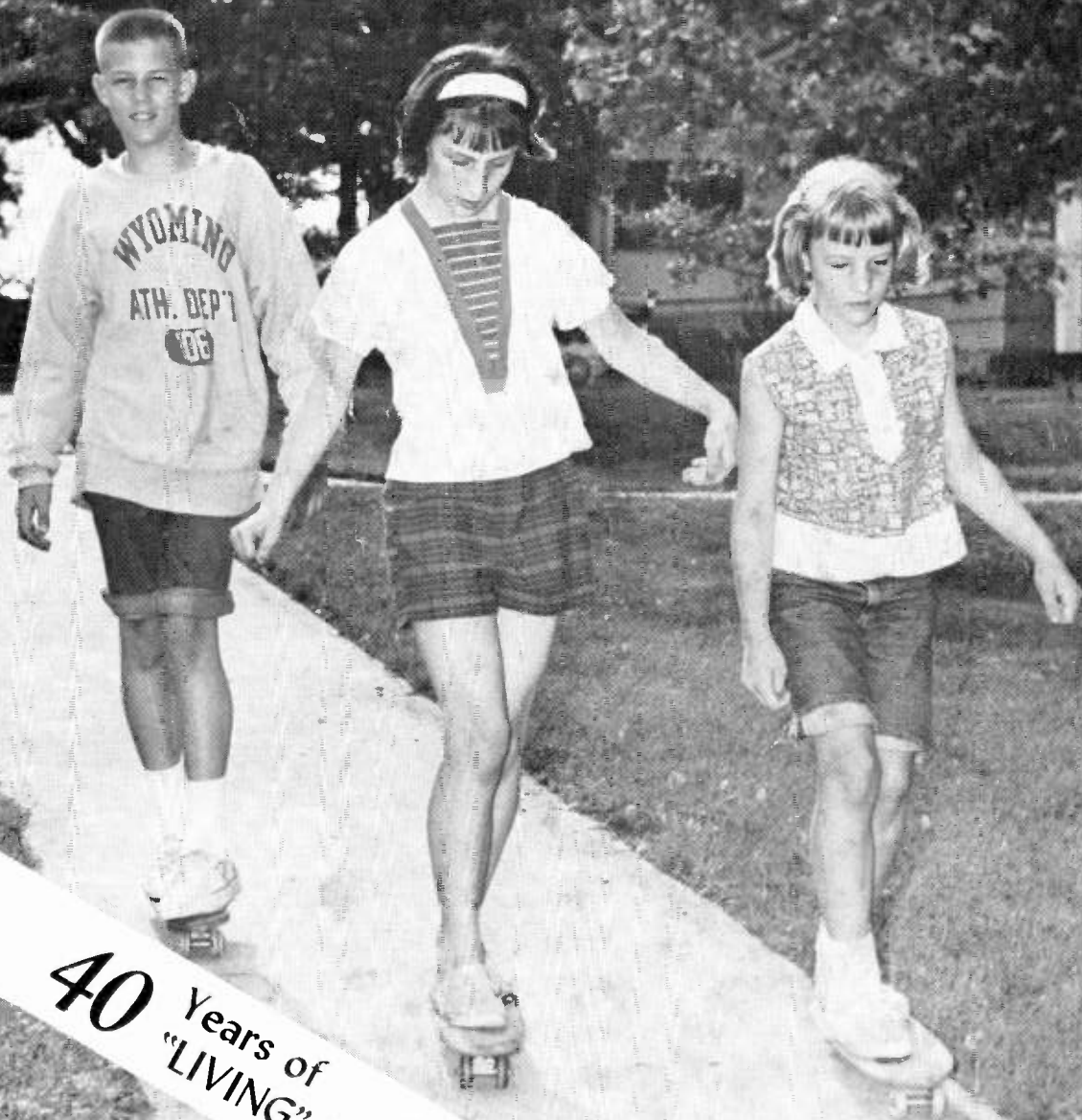


The

KMA GUIDE

June, 1965



40 Years of
"LIVING" RADIO

COVER STORY

The KMA Guide

Vol. 12

No. 6

JUNE, 1965

Our cover picture shows three of our KMA youngsters enjoying one of the most controversial fun sports to enter the scene for some time . . . skateboarding. Pictured l. to r., Dan Andersen, son of KMA local sales manager Andy Andersen, Jana Voitenko, daughter of announcer and KMA Sportsman, Pete Howard, and Barbara Andersen. Skateboarding is controversial because of the high number of accidents, some serious. The hazard seems to be in direct proportion to speed and daredevilishness. The sport seems best suited for the young and agile. Your editor tried it, has the bruises to prove it, and says it's great fun . . . just be careful, wear knee pads, and stay off the streets and steep hills.

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Their first record! Mike Hoyer, morning announcer and host on Saturday night KMA Bandstand Countrystyle, and Dale Eichor, afternoon music host, are shown turning over 300 new records to Ivan Taylor (center) of Glenwood, Iowa. Ivan is the leader of an area country music band known as the Blue Strings. Ivan approached Mike and Dale some time back for assistance in making a commercial phonograph record. Ivan wanted a record of favorite tunes to sell from the stand wher-

ever they play in the area. Mike and Dale knew of a record company in Nashville, Tennessee that has a custom recording service. After making all the arrangements, the recording session was held one Sunday evening in the KMA studio. The tape was mailed to the recording lab and in a few weeks 300 copies of the finished product arrived. Mike and Dale call their record label "Bucketlid," a name suggested by a friend. The professional sound they achieved in their first session is very good.



A Chat With Edward May

At this time of the year we have many visitors at KMA. Many of these are flower groups or other organizations who like to take a nice trip, and if nothing else, get away from home. These groups are human in the fact that they enjoy seeing different things and come to Shenandoah where we take them on a tour of the town, the nursery, KMA, and other points of interest.

I like to visit with these groups and tell them a little of the history of KMA and relate a few of the experiences that have taken place at the station during the past forty years. We are always pleased to see the clubs, and we believe we show them an interesting time. If you belong to an organization that would like to come to Shenandoah, drop us a line and we will try and arrange for a date which is satisfactory to all parties concerned. There is always something to see. During the summer months everyone enjoys seeing our trial grounds. Incidentally, these trial grounds are always open, so if you are in the vicinity of Shenandoah feel free to stop.

Nearly every group shows some concern about the weather. This I am sure reflects the closeness to the soil and how dependent we are upon crops. Everyone hopes that some time in the near future it will be possible to actually forecast the weather weeks or months in advance. Today there are a few private concerns that attempt to forecast the weather, but frankly I have no idea of their accuracy.

One of the concerns that does this bases their study of weather records, and the positions of the planets when these records were made. The planets with orbits outside the orbits of Mars determine the general weather conditions for the year as a whole, while the positions of Mercury, Venus, Earth and Mars make the changes from month to month.

When Mars periods are indicated, pay close attention to the weather at the beginning of the Mars period. The total precipitation for a whole Mars period generally agrees with the indications of precipitation for the first three weeks of Mars period.

If the first three weeks are wet, then the total precipitation for the whole Mars period will generally average more than normal. The last Mars period started in March and ended the last of April. In March we had moisture twelve of the first twenty-one days. The next Mars period begins the last of July and ends the last of November. This might be something to follow if you have an interest in the weather. (Incidentally, the onions call for average rainfall during June, which is an even five inches.)

The picture shows Karen at the Junior-Senior Prom, which was a highlight of the year for most Juniors and Seniors. Karen's escort was a young man by the name of Sandy Pierson, who is a friend of hers that she met at a church conference. Sandy attends a Junior College in Central Iowa and came back to Shenandoah for the Prom.



Karen and date, Sandy Pierson at school prom for class of '65.

Frank Comments

By FRANK FIELD

Early in May, Jennie and I, our grandson John Fishbaugh, and his wife Donna, spent a very enjoyable weekend on Table Rock Lake down in the southwest corner of Missouri. As usual, we stayed at Barnett's Resort at Reed's Spring. This picture shows John with his morning's catch . . . all Catfish. That biggest one weighed a shade over 5 pounds and the others between 2 and 3 pounds. The big one is a Blue Cat and the others Channel Cats.

Ordinarily, Table Rock Lake is famous for its Bass and Crappy fishing but we hit there just at the wrong time — both the Bass and the Crappies were spawning and were not interested in either plugs or live bait; however, the Catfish were very cooperative and seemed especially hungry for Shrimp. The biggest one we got weighed 2 ounces over 8 pounds — the next biggest was 1 ounce under 6 pounds, then this one of John's, a little over 5 pounds. Two others were between 4 and 5 pounds; all of the rest were between 2 and 3 pounds . . . just nice eating size.

Yes, this John Fishbaugh is the same one who was hospitalized for weeks with Polio eleven years ago. As you can see, he made a complete recovery with no lasting ill effects. He and Donna will both graduate from Buena Vista College this June and Donna has already signed to teach English

in the Malvern, Iowa, High School. John, of course, will go into the bank with his father.

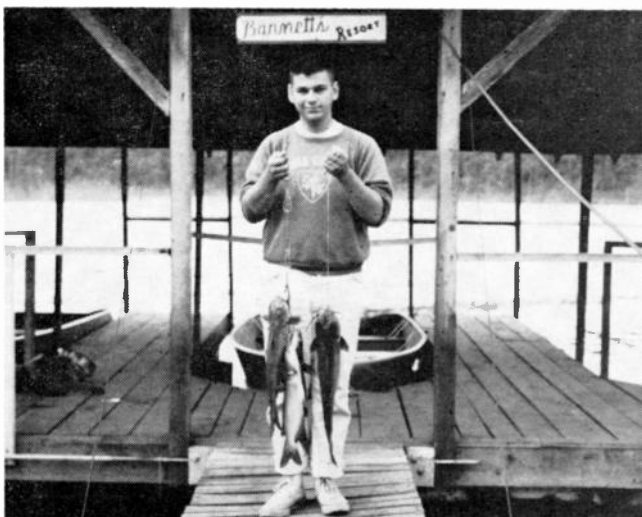
Although we were only gone 4 days, it took me a full week to get the garden back under control again. For one thing — the Mexican Bean Beetles moved in while we were gone and had the bean leaves pretty well riddled. One spray with Sevin took care of that and of course, the potatoes had to be sprayed with the same material to keep the Potato Bugs from getting a start. While I was at it, I went ahead and sprayed the tomatoes with Zineb and Sevin to ward off any attack by Tomato Worms and to prevent the early Blight from getting a foot-hold. Incidentally, the tomatoes will be sprayed every week or ten days until they are through bearing, which will be about September 1. The tomatoes have been pruned once and by the time you are reading this, I will have driven the stakes and tied them up.

Two varieties will not be staked — Sun-Upp, you know, is a rather dwarf variety which does not need staking and Roma seems to do better if it is allowed to sprawl around on the ground. One row of Romano Pole Beans will also be given stakes just like the tomatoes. Of course, they will not have to be tied up, they do their own climbing on anything they can get hold of.

The gambling row of Contender Beans which was planted about mid-April came through beautifully as they were not yet through the ground when we had that sharp freeze May 1. They should give us some real early beans. The freeze didn't seem to hurt the peas and they are in full bloom

now. The potatoes were 2-3 inches high but I covered them with dirt the night before so they didn't get any injury either. In fact, they are beginning to bloom — at least the Norland's are. The first planting of radishes have all been pulled from the beet rows and the beets are taking over nicely. The cucumbers are just coming through the ground and sometime this week, I will plant the Okra and the Lima Beans, both of them are really tropical plants and it is no use to plant them until the ground is thoroughly warm — the seed will just rot in the ground if it is planted too early. At the same time, I expect to plant another row of beets as I got rather a poor stand on the first planting, due to a

continued on page 15



Grandson, John Fishbaugh, displays a nice string of cats taken on fishing trip to Ozarks.



ARFA

with
Jack
Gowing



Here it is time to start making hay again. Last month I mentioned that it had been a long hard winter and that it seemed like spring would never come. Well, it came on fast once the month of May got here.

I went to Billings, Montana to attend the convention of the Montana Stock Growers Association. I attended the meeting with a group from the Omaha Stockyards. We left Omaha on a Tuesday night by train and arrived in Billings on Wednesday night.

It looked exceptionally dry in the Western Nebraska Sandhills area. When we stopped in Alliance, the wind was blowing about 50 miles per hour and the sand was really moving that day. It was dry in the southwestern part of South Dakota and into eastern Wyoming for some distance, but then it was much prettier in western Wyoming and into Montana because they had received rain in that area.

It rained most of the two days that we were in Montana. There was lots of snow during the winter up in that country, too. You may recall that this last winter was one of the worst in history in some parts of the state.

Montana has lots of beautiful river valleys and in these valleys, they do quite a

lot of irrigating. They raise lots of alfalfa and sugar beets in these irrigated areas. Up on the high lands, they raise wheat and barley. In Montana, they raise a lot of barley and are beginning to feed out quite a few cattle. Their problem is the same as in most other agricultural states, in that they are trying to increase their total income. They believe that cattle feeding is one way to do it. Right now most of the barley they produce is shipped into Idaho, Utah, Arizona and Hawaii for feeding.

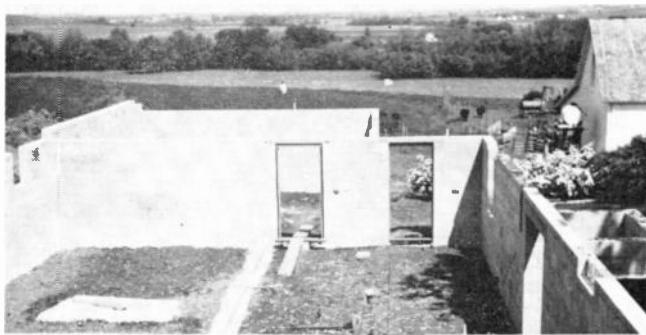
Montana has quite a large mining and oil industry but beef is still probably the largest single industry in the state. Most of the ranchers and bankers that I talked to told me that it cost about 22¢ to 23¢ per pound to produce a calf and they believe that in order to stay in business they need about 30¢ for a 400 to 500 pound calf.

It may be a surprise to you, but rustling is still quite common in that area. Just recently there was a case where 125 cows and calves were stolen. They have a brand inspection in that country and when cattle are bought and sold a bill of sale is an important piece of paper for the purchaser to carry to prove ownership. The brand office must be notified of all livestock movement within the state.

Our picture for this month was taken on the 18th of May and could have been taken about 3 weeks before that. We let the foundation and block walls set for about that length of time. In the picture, you are looking east over the basement towards the garage. The doorway on the left will go into the garage and the doorway on the right will be our back door.

In the background you can see Pauline chasing some cattle out of the alfalfa with the help of one of our neighbors, Larry Varley. They were able to get them out and back into the pasture just as I got home.

We had a discussion that evening about fences and cattle.



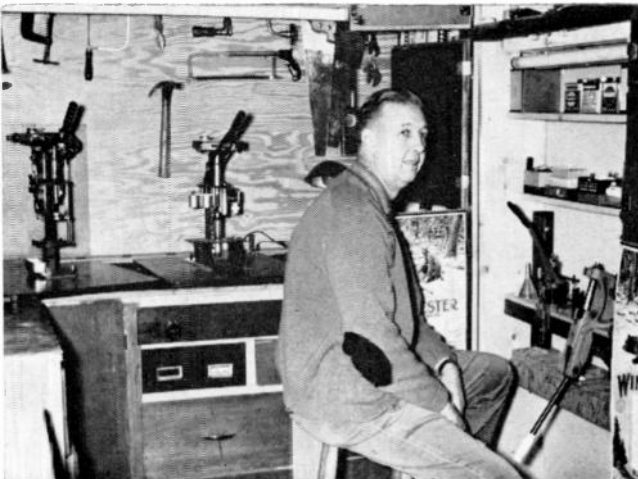
Foundation in . . . ready to go on up with new Gowing home.

Prom Highlights School Year, '65



The Shenandoah High School Junior-Senior Banquet and Prom held Friday, May 14 was a glamorous grand finale in tribute to the '65 graduating class. It never ceases to amaze admiring parents and onlookers how our young folks always manage to outdo themselves with such beautiful decorations for their annual shindig. This year's theme was "Grand Ole South." The students transformed the old armory into a beautiful southern mansion garden scene. The promenaders entered through a door simulating a coach, "exited" through a

garden gate into the ballroom lined with a perimeter mural of a white brick wall with stately southern mansions in the background. The garden was decorated with a sparkling fountain, a large magnolia tree, and a garden swing with flower roping. Pictured above are (left) Susie Childs, daughter of veteran KMA newsman Ralph Childs with her date Denny Knittle. On the right is Darwin Horrigan, son of KMA regional Sales Manager Kenn Horrigan with date Ann Lund, daughter of KMA engineer Ralph Lund.



KMA engineer Ralph Lund, trapshoot and hunting buff, disposes of a lot of ammunition in a year's time. To help defray the expense of buying shells and cartridges, Ralph has set up his own shell loading equipment in the basement of his home. Ralph is pictured at his tidy setup, two shotgun shell loaders on the bench behind him and a cartridge loader in front of him. His equipment looks like a small ammo factory, which Ralph needs to load the some 5,000 shells he expends each year.

Ambling Down Memory Lane

From a modest beginning 'way back in the fall of 1926, KMA Jubilees were to become one of the entertainment showplaces of the four-state area. Large audiences visited the annual KMA event which hit its peak in 1941 when 35,000 people lined the streets for the big parade, the Pan American Days Celebration.

In 1926 and 1927, the Jubilees were held indoors in the main building, the latter in the foyer of the new auditorium. By 1928 the event had grown to such proportions, it was decided to hold it outdoors in a huge tent where the KMA-May Seed Company parking lot is now located.

Pictured below is the line of people going into the tent in 1928, where chefs at hot griddles were serving up pancakes, sausage, hot cereal, coffee, milk, butter and syrup. The old cars in the picture were new or near new at the time.

In just a few years the KMA Jubilee grew so, several buildings were needed to handle the crowd of hungry visitors. There were always a number of entertainment attractions every day. A large stage was set up in the street in front of the main building. The large staff of KMA entertainers performed on the stage between appearances on the air in the studios.

At times there were indoor and outdoor shows going on simultaneously. There was also an exhibition tent where farmers brought their prize produce for judging, similar to county fairs.

One of the annual events which always



1928 Jubilee . . . first outdoor.

made the headlines was the pancake eating contest. The all-time champ consumed 23 pancakes in five minutes in 1940. Another event which was one of the founder, Earl May's, favorites, was the cow milking contest. Earl was raised on a farm and milked many a cow in his day. He would challenge one of the dignitaries on the political scene to a cow milking contest right in the middle of the street. Pictured below are Earl and Arthur M. Hyde, then Secretary of Agriculture, just finishing a contest in which the winner had to be first to fill a pop bottle with milk. The contestants not only had to be good milkers, they had to have pretty good aim. Earl got very good at it and to our knowledge, never lost a milk contest.

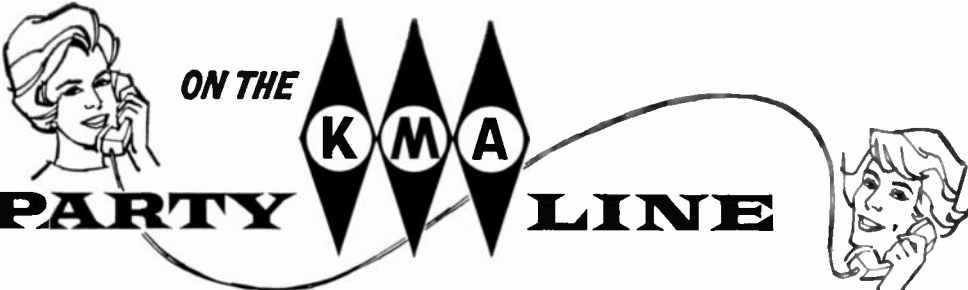
Other events at the Jubilees were amateur contests, running the gamut from foot races to musicians. The old-time fiddlers' contest was probably the largest attraction among these events. There were always carnival rides, circus performers, and many other special entertainment events going on so a person hardly found a dull moment throughout the day or evening.

People enjoyed the Jubilees so much they traveled great distances each year to attend. The travel was made worth while by the inducement of free food and lots of entertainment, however, there were always special offers such as five gallons of gas or free oil with some purchases to even defray the cost of transportation.

Those were great days when the whole family climbed in the car for the journey to Shenandoah and the big annual KMA Jubilee.



Earl May, Arthur Hyde, milking contest.



ON THE
PARTY **KMA** **LINE**

by Billie McNeilly

When confronted for news for the Party Line column, newsman, **RALPH CHILDS** replied, "This is a time of flux at the Childs residence." Only daughter, **SUSIE** graduates from Shenandoah High School this month, and plans to remain at home, helping in the Record Room most of the summer. She will journey to Detroit to visit a cousin, then get set for her entry into the realms of higher education this fall. Susie is enrolled at Wartburg College in Waverly, Iowa. **RALPH** and **MURIEL'S** son **MIKE** will be home from school only a day or so; then he heads for Colorado, and a summer's work. **DAVID** still isn't positive about his plans, so he hesitates to make a statement. We suspect his plans may include more school this summer, though we have to wait and see. The Child's "Navy son", **STEVE** will finish his studies in Washington, D.C. soon, then be on his way to Viet

Nam. Steve has been studying the Viet Namese language, and is connected with Language and Intelligence in the Navy. As Ralph says, "This leaves Mom and Dad to hold up the home front." Ralph and Muriel have four fine young people to be proud of.

I'll never write that **MIKE HOYER** is lazy, or anything like that, but he does have some strange ways of getting out of work. Since Mike didn't have the lawn raked recently, his wife, **BETTY** offered their son, **TOM** a little deal. If he would get the lawn raked, and if he got a friend to help, they could have all the steaks they wanted. That little bout cost Mike two big steaks apiece for two ambitious boys. Now, we'd never say that Mike is lazy, you understand, but we understand there's another plan in the making regarding the lawn mowing at the Hoyer house. Mike does have a good sized lawn, that we'll admit!

NANCY O'DAY got a call one day in May, from her mother, who told her to hurry home because she was quite ill. Nancy wasted no time, because her mother is not a gal who's apt to cry wolf. When she got there, her mother told her to call the doctor because she was having a heart attack. Nancy says she hurried to do her bidding, because, in Nancy's words, "When my mother says she's going to do something, she does it!" The doctor thought it was just a reaction to a drug, but, like all good doctors, took a cardiograph to be sure. Sure enough . . . "when she says she's going to do something, she does it" . . . The cardio showed a slight heart attack. All is fine now, and Nancy reports her mother is home, feeling good, and rapidly on the mend.

Keeping a wary eye out for revenoo'ers, his trusty musket in hand . . . and an "authentic Mountain Dew Hat" shading the eyes, is **KENT (JETHRO) KELSEY**. This young man keeps the Kelsey household perking as well as Grandpa and Grandma Thomas's. We credit the harried expression on **NADINE KELSEY'S** face to Kent, too. Busy little hunter, this one.

This is moving month for station manager, **NORM WILLIAMS** and his family.



Kent Kelsey, ready for them varmit revinoors.

Their foursome will be cut down to three for most of the summer, for son **TOM** starts his summer at Luther College, Decorah, Iowa, the day before the rest of the family move to Shenandoah. That leaves eleven year old, **JOHN**, to keep things moving for the family after the move. Now, with the family together under one roof, and **LOIS** doing the cooking, Norm can look forward to some hot, home-cooked meals instead of a bachelor's fare throughout the week. This has been a long . . . hard winter, hasn't it, Norm? We all say "WELCOME" to Lois and John . . . and to Tom, when he finds time to join his family in Shenandoah.

Two KMA non-cooks are fast learning the trade. **NANCY O'DAY** is shouldering a lot of the responsibility for meals and cleaning, now that her mother is home from the hospital. And **PETE HOWARD** finds time between announcing . . . working up his "KMA Sportsman" broadcasts . . . and calling folks on the Tater Quiz, to help out at home. Wife, **EVELYN**, has been on the sick list for several weeks, and Pete boasts a tremendous acceptance, on the family's part, of his tremendous cooking prowess. Now, this is all hear-say, and this "columnist" doesn't want to be quoted. (Frankly, I'll bet on Nancy taking the honors between those two!)

The **ED MAY** family will be glad when Rags, the family pooch becomes adjusted to thunder and lightening, or the weather settles down a bit. Rags sleeps in Ed's greenhouse, along with Annie the cat. Annie doesn't mind the storms, but Rags is verbal about the whole thing, and someone has to go out to the greenhouse, which is attached to the house, and bring the poor little guy in where he's "safe". Ed says he's willing to put up with the howling to break Rags of his cowardice, but he's afraid the neighbors will object.

Guide Editor, **DUANE MODROW** took his two week vacation this past month, and when someone chided him about taking his vacation while his wife was still working . . . Duane replied, "Well, it's quieter that way." This issue of the Guide should be a hum-dinger, now that the editor is all rested and ready for another year's work.

Who knows . . . someday we may see the name of **BOBBY KLING** scrawled in the corner of a famous painting. An untrained painter, Bobby has a number of paintings and sketches to his credit, and we think he's pretty fine. KMA's own Michael Angelo, maybe? Bobby is shown here with an unfinished painting, and we wish we were reproducing this in color. Engineer, **NORM KLING** and wife, **MARGARET** are justly proud of son, Bobby.

JACK GOWING reports that progress is slow on the new home being constructed at their place. **PAULINE** has to detour around

the great pile of dirt from the excavation to get to the garden, and the thought has occurred . . . "Why not plant some garden on the pile of dirt?" Can't you see it now? A military row of radishes running over the heap of dirt . . . a few stalks of sweet corn right on top, and a border of cabbages. That ought to make the construction men sit up and take notice. The Gowings have a lovely home site, and it will be wonderful when the house is finished, but this does promise to be a busy summer for them.

Now that **FLORENCE NIELSON** knows what **WARREN** does after he finishes his Saturday morning broadcasts at KMTV, we understand there have been some changes made in his schedule. One weekend Florence and **HOLLY** accompanied Warren to Yankton, South Dakota to visit Warren's two aunties who reside there. They also visited Lewis and Clark Lake while in the vicinity. One could say the Nielsen's are "water babies", in a sense. That kind of family fun is the basis of wholesome living, and we're all for 'em, tho' it's fun to kid WCN a little.

Poor old **DALE EICHOR**, who hates mosquitoes and other night insects, is ready for the course again. He's already dreading the exposure to their sharp little teeth and such, when he again goes to Guard Camp this summer. The Eichors will vacation after that is over with, Dale reports.

The last letter from **DORIS MURPHY** tells us they are doing nicely, and she says those two adorable grandchildren real-

Continued on page 15



Bobby Kling shows art talent.

A Letter From Billie McNeilly

Enter now the "Wedding Month." Most of my activities this month will be directed toward Marcie and Ed's wedding the 27th of June. Next month we will have pictures for you. Need I say, I have mixed emotions at this point?

The picture on this page shows little Janie Beth McNeilly, daughter of the John McNeillys of Shenandoah, as she points out a "birdie" on Reg's prize table. This table, made of Burmese teak wood, has the famed Taj Mahal pictured on the top, and the legs are shaped like the head of an elephant. All of the pattern is done with tiny squares of ivory, hand carved, and hand set by the natives of India. Reg was stationed in India with the Air Force during World War II, and made a special effort to get to Calcutta and purchase the table. He then had native carpenters build cases to hold the legs and the top, and sent the table home to his Mother in Springville, Utah. It took nearly two years to get all of the parts delivered, then they had to be put together again. After his Mother's death, Reg again had the table to care for. It has been in storage until a few weeks ago, and now we are looking for someone who has the know-how to refinish it. Janie Beth, like most children who see the table, are interested in the legs . . . and all want to feel the elephant's ears.

This past month was a busy one. I loved attending the style show and seeing Reg



Billie and little niece look at fine artwork of ivory inlaid teakwood table.

make his fall selections of clothing. I fear I wasn't much help to him, but perhaps I'll learn more about such things in years to come.

Ken Horrigan, our Regional Sales Director, and I attended an interesting luncheon in Des Moines, hosted by the American Dairy Association. We also had an opportunity to call on some other accounts in Des Moines who use the Woman's World Program. This is always gratifying, and lets me know a little more intimately the people and services of which I speak.

One of the highlights of Marcie's wedding, to me, will be a visit from my brother Richard's family from Cottage Grove, Oregon. Their daughter, Cheri Lynn, will be a bridesmaid, and their son, Scott, will have a chore to do, too. Mother and Dad feel that the trip would be too difficult, so they will not be able to be with us. As my mother says, "The old grey team just ain't what they used to be." A statement which is pretty typical of her fine sense of humor. We will miss them, but we'll depend upon plenty of good colored pictures to help fill them in. Wish we could show you folks the colored pictures, too. Marcie has chosen a cool shade of turquoise and pale yellow for her colors. These colors, along with her red-gold hair should make for a colorful wedding.

Another six weeks or so, and John will be packing for his trip to Louisiana. Friends are tipping him off on the heat of the south in July, but this isn't exactly a pleasure trip. The Air Force is sending him down there to one of its bases to take some special IBM training, so he will, probably, be working inside with the machines most of the time. Some of his good friends are now in Viet Nam, so the south will look pretty good to him, I'm sure.

Mother's Day we spent in Lincoln, Nebraska, enjoying a picnic with all three kids, and "theirs". Donna and Bill brought Bill's Mother, Edna Cole, from down Kansas way. Both little boys enjoyed the picnic more than any of us. The rest of the group, John and Linda Burdick, Marcie and Ed all spent their time roasting wieners, and trying to keep warm. It was very cool in Pioneer Park that day, but we all took the trek up the hills to see the buffalo and other wild game. We do recommend that park for game-loving picnickers! We recently had a steak-fry at Waubonsie State Park, but were too early to enjoy much warmth there, too. So many times I think we miss the beauty spots near us, in quest of that "something different . . . and something entertaining." It has been said, and I'm sure it's right, that we can have a different vacation every month with-

Continued on page 15

Billie's Kitchen Tested Recipes

SWEDISH CREAM WAFERS

Crust:

- 1 c. soft butter or oleo
- 1 c. thick cream
- 2 c. sifted flour

Mix well, chill, heat oven to 375°. Roll out $\frac{1}{8}$ in. thick (roll about $\frac{1}{3}$ dough at a time, keep rest refrigerated). Cut with $1\frac{1}{2}$ in. round cutters. Use spatula and put rounds on granulated sugar covered waxed paper and turn to coat both sides. Bake on ungreased cookie sheet, first pricking dough with fork. Bake 7 to 9 minutes till puffed and very light brown. Cool and put two rounds together, just before serving, with the following filling:

- $\frac{1}{4}$ c. soft butter or oleo
 - $\frac{3}{4}$ c. powdered sugar
 - 1 egg yolk
 - 1 tsp. vanilla
- Coloring if desired

* * *

SOUR CREAM CUPCAKES

- 1 c. thick sour cream
- 1 c. brown sugar
- 2 eggs
- $1\frac{1}{2}$ c. sifted flour
- $\frac{1}{2}$ t. baking powder
- 1 t. soda
- $\frac{1}{4}$ t. salt
- 1 t. vanilla
- 2 squares melted chocolate, if desired

Method:

1. Combine sour cream and sugar. Add eggs and beat well.
2. Sift together dry ingredients and add gradually. Add vanilla and stir in chocolate, if you wish to make chocolate cakes. Fill paper-lined or greased muffin pans nearly two-thirds full and bake at 375° 20 to 25 minutes.

* * *

CHOCOLATE DROP COOKIES

- 1 c. light brown sugar
- $\frac{1}{2}$ c. melted butter
- 1 egg
- $\frac{1}{2}$ c. milk
- 1 t. vanilla
- $\frac{1}{2}$ t. soda, dissolved in a little milk
- $\frac{1}{4}$ t. salt
- 2 scant cups sifted flour
- $\frac{1}{2}$ c. chopped nuts
- $\frac{1}{2}$ c. raisins
- 2 squares chocolate, melted

Method:

1. Thoroughly mix sugar, butter and egg. Stir in milk and vanilla. Add dissolved soda and salt.
2. Combine flour, nuts and raisins and add. Stir in melted chocolate last. Drop from teaspoon onto greased cookie sheets and bake at 375 degrees about 10 minutes.

DEEP DISH RHUBARB PIE

- 2 pounds rhubarb
- $\frac{1}{2}$ c. flour
- 1 c. sugar
- $\frac{1}{2}$ c. light corn syrup
- 1 T. butter
- Cream cheese pastry
- 1 pint heavy cream, whipped and sweetened

Prepare cream cheese pastry and chill. Preheat oven to 425 degrees. Wash rhubarb. Trim ends and cut into one inch pieces. There should be about 6 cups. Toss the rhubarb with flour and turn into 8x2 inch round cake pan or 8x8x2 inch square pan. Sprinkle any leftover flour over rhubarb. Mix sugar and corn syrup, bring to a boil over medium heat, stirring constantly. Pour over rhubarb and dot with butter. Roll out pastry between two pieces of waxed paper to a size one inch larger than baking pan. Remove top piece of waxed paper. Cut several small gashes in center of pastry to let steam escape. Place pastry over rhubarb with waxed paper side up. Remove waxed paper. Fold edge under and flute double-thickness pastry against the inside edge of pan. Bake in a 425 degree (hot) oven 25 minutes. Remove from oven and let cool slightly before serving. Spoon into bowls and serve with whipped cream.

* * *

APPLE DELIGHT WITH SAUCE

- 1 c. sugar
- 1 egg
- 1 t. soda
- $\frac{1}{2}$ t. cinnamon
- $1\frac{1}{2}$ c. chopped apples
- 1 t. vanilla flavoring
- $\frac{1}{4}$ c. butter
- 1 c. flour
- $\frac{1}{4}$ t. nutmeg
- $\frac{1}{4}$ t. salt
- $\frac{1}{2}$ c. chopped pecans

Cream together the sugar and butter. Add egg and vanilla. Sift together the flour, soda, nutmeg, cinnamon and salt and add to creamed mixture. Stir in the apples and nutmeats. Bake in 8x8 inch greased and floured pan at 350 degrees for 45 minutes.

SAUCE

- $\frac{3}{4}$ c. sugar
- $\frac{1}{2}$ c. orange juice
- $\frac{1}{2}$ c. water
- 2 T. cornstarch
- 1 t. lemon flavoring

Mix sugar and cornstarch in saucepan. Add orange juice, lemon flavoring and water. Stir as the sauce cooks until thickened and clear. Serve hot over the pudding.

My Best Recipes for June

STRAWBERRY MARMALADE

Mrs. Lyle Siefering, Coin, Iowa

1. Cut rind from 1 lemon and 1 orange, taking as little of the white membrane as possible. Slice this outer rind very fine, or grind it, and add $\frac{3}{4}$ c. water and $\frac{1}{16}$ t. soda (a tiny pinch).
2. Bring to a boil and simmer, covered, for 10 minutes; stir occasionally.
3. Remove as much of white membrane as possible from the lemon and orange. Cut the fruit into small pieces and add, with juice, to undrained, cooked rind. Simmer, covered, 15 more minutes.
4. Crush thoroughly about $1\frac{1}{2}$ qts. fully ripe strawberries. Combine with citrus fruits and measure 4 cups of the combined fruit into a large saucepan.
5. Measure $5\frac{1}{2}$ c. sugar and set aside.
6. Add 1 box powdered fruit pectin to fruit in saucepan and mix well. Place over high heat and stir until mixture comes to a hard boil.
7. Cook gently 1 minute. Then, at once stir in sugar. Bring to a full rolling boil and boil hard 1 minute, stirring constantly.
8. Remove from heat and skim off foam with metal spoon. Stir and skim by turns for 5 minutes to cool slightly and prevent floating fruit.
9. Ladle quickly into glasses. Cover at once with $\frac{1}{8}$ inch hot paraffin. (Makes about 9 medium glasses.)

* * *

CHOCOLATE ANGEL PIE

(Makes 1 9-inch pie)

- 2 egg whites
- $\frac{1}{4}$ t. salt
- $\frac{1}{4}$ t. cream of tartar
- $\frac{1}{2}$ t. vanilla
- $\frac{1}{2}$ c. sugar
- $\frac{1}{2}$ c. chopped walnuts

For pie shell, combine first four ingredients; beat till soft peaks form. Gradually add sugar; beat till mixture stands in soft peaks. Fold in nuts. Bake in buttered 9-inch pie plate in slow oven (300°) for 45 minutes. Cool. For filling, heat 4 1-ounce squares sweet chocolate with 3 T. water till chocolate melts; cool. Add 1 t. vanilla; fold in 1 c. heavy cream, whipped; turn into pie shell. Chill.

* * *

EASY-WAY STRAWBERRY PRESERVES

- 4 c. strawberries
- 4 c. sugar
- 2 T. vinegar

Put strawberries in good-sized kettle, stir in vinegar. Bring to a good rolling boil, cook 3 minutes. Add sugar, bring to a boil, cook again for 8 minutes, take from heat, set aside to cool. Every little bit stir up good, let set overnight, then seal. Makes 3 pints.

STRAWBERRY DREAM DESSERT

- Graham cracker crumbs
- 1 qt. fresh strawberries, halved
- $\frac{3}{4}$ c. sugar
- 2 envelopes (2 T.) unflavored gelatin
- 2 beaten egg yolks
- $\frac{1}{2}$ t. salt
- 2 T. lemon juice
- 2 8-oz. pkgs. cream cheese
- Red food coloring
- 1 c. heavy cream, whipped
- 2 egg whites
- $\frac{1}{4}$ c. sugar

Butter sides of 9" spring-form pan and pat graham cracker crumbs along the sides. Set aside $\frac{1}{2}$ c. strawberries for garnish. Sprinkle remaining strawberries with the $\frac{3}{4}$ c. sugar; mix lightly and let stand $\frac{1}{2}$ hour. Drain syrup from berries and add enough water to make $1\frac{1}{2}$ c.; add gelatin, egg yolks and salt. Blend well. Heat and stir till mixture comes to a boil and thickens slightly. Cool about 5 minutes; add strawberries and lemon juice. Whip cream cheese till fluffy. Gradually add strawberry mixture, beating till smooth. Add a few drops red food coloring, if desired. Chill till partially set; fold in whipped cream. Beat egg whites till soft peaks form, gradually add $\frac{1}{4}$ c. sugar, beating till stiff peaks form. Fold into cream cheese mixture. Turn into spring-form pan; chill till firm. Garnish with reserved berries.

* * *

LIME SHERBET

- 1 pkg. lime flavored gelatin
- 1 c. boiling water
- $1\frac{1}{4}$ c. sugar
- Dash of salt
- 1 6 oz. can frozen lemonade concentrate
- 4 c. milk
- 1 c. heavy cream

Dissolve gelatin in boiling water. Stir in sugar and salt till dissolved. Add lemonade concentrate, stirring till thawed. Slowly add milk. Pour into 2 quart freezing tray and freeze until partially firm. Break into chunks in chilled bowl and beat with chilled beater until fluffy. Fold in whipped cream; return to freezer tray and freeze till firm.

* * *

CREAM CHEESE PASTRY

- 1 three-ounce package cream cheese, softened
- 6 T. butter, softened
- $\frac{3}{4}$ c. sifted flour
- $\frac{1}{2}$ t. salt

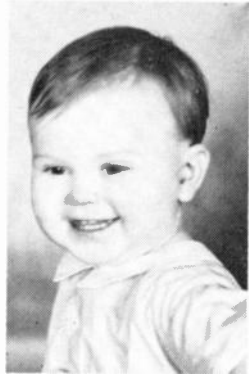
Mix cream cheese and butter until fluffy. Add flour and mix with fork until well blended. Form into a ball with hands. Wrap in waxed paper and chill before rolling.

WHO'S WHO?

Here we go again. Last month we had some good matching pictures because some members of the staff couldn't figure out who was who from their baby pictures. Here are four more of our staff, this time with their names under pictures as they appear today and baby pictures above. Last month's correct matches were 1-D, Dean Naven; 2-A, Pete Howard; 3-B, Warren Nielson; and 4-C, Jack Gowing. We'll have the correct matching for this month's Guide next month. Give it a try.



A



B



C



D



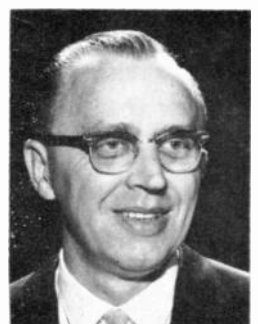
Ralph Childs



John Sawyer



Tom Beavers



Mike Hoyer

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June, 1965

**JUNE
IS
DAIRY
MONTH**

KMA Program News for June

ENJOY FULL-SERVICE PROGRAMMING EVERY DAY ON KMA

Daylight Saving Time

All KMA programming moved to daylight saving time May 29. For the benefit of listeners remaining on standard time, KMA has arranged its program schedule to repeat some programs so you may still continue to hear important news periods at your accustomed listening times. News periods added for the benefit of Standard Time listeners are:

12:55-1:00 p.m. DST Mon. thru Sat.
7:30-7:40 p.m. DST Mon. thru Sat.
1:00-1:05 p.m. DST Sundays
7:25-7:30 p.m. DST Sundays

Most Sunday afternoon and early evening programs have been moved forward one hour so they will also be heard by Central time listeners at their regular time (one hour later for DST listeners).

Billy McNeilly

10:30 a.m. Mon. thru Sat.

Every Saturday morning, Billie presents a special feature — "FAMILY FORUM" — which is a series of weekly productions heard on Billie's regular Saturday programs. This outstanding series is designed in the interest of better family living. Billie interviews experts in classified fields related to the home and family. Presently she is doing a series at the Glenwood, Iowa State School for the Mentally Retarded. The programs explain the great strides being accomplished at Glenwood in training and rehabilitating the mentally retarded so they may become useful citizens.

What's New

"YOU AND THE UNITED NATIONS"

12:50 Sundays

A weekly program on activities within this vital world organization which affect our everyday lives. Presented by the Red Oak United Nations Chapter with KMA News Director Dean Naven as moderator.

"IOWA STATE EDUCATION ASSOCIATION"

5:25 Sundays

Information on new developments in education and a frank discussion of problems in our school systems. Produced by educational specialists in language students and parents will understand.

"BERNICE CURRIER"

3:15 p.m. Mon. thru Fri.

Daily radio visit with well-known homemaker, Bernice Currier. Bernice will have household hints, favorite recipes, answer listener mail and cover material important to the modern day homemaker. Bernice is presented by Vitamin Industries of Omaha, an outstanding firm which has been a regular advertiser on KMA for 23 years.

"KMA Sportsman"

with PETE HOWARD

4 TIMES DAILY

Monday thru Saturday

7:45 a.m. 6:15 p.m.
1:00 p.m. 10:10 p.m.

Your local sports reporter covering all sports activity in the KMA listening area.

FRANK COMMENTS

Continued from Page 4

heavy crust which they had trouble getting through. As soon as the peas are through bearing, I will pull them up and put the vines around the tomato plants to help hold the moisture and then plant beets back where the peas were — they will come on for a fall crop and be just right for beet pickles.

Yes, Jennie and I will take another long weekend about mid-June only this time we will go up to Marvin's Place on Lake Koronis in Minnesota. How's your garden doing?

PARTY LINE

Continued from Page 9

ly have grandma "sold". Spring is a lovely time in Connecticut, and we know Doris and her family will see the beauty around them, and make TOM'S life as pleasant as is possible.

With JUDY LUND'S wedding scheduled for the last Saturday in May, we will show you pictures of the wedding in the next issue. We won't show you the candid shots of the Father of the Bride, RALPH LUND, however. Ralph says it takes a lot of stuff to give away the bride. Courage . . . and that folding green stuff, too. Judy is a radiant bride, and we will show you her beautiful gown and pretty smile next time. Don't miss it.

The DEAN NAVEN family is settled in their home in town, and Dean says his friends are invited to drop in for a visit anytime. Just be sure and bring a paint brush and old clothes. Dean is showing off his abilities with the brush in a project to paint the outside of the Naven home. Anybody for painting?

The KMA parents are all looking a little strained these days. School's out, and the youngsters are home all day, looking for something to do. HOLLY NIELSEN will have some extra piano practice to help fill her time, and her mother, FLORENCE reports some "slumberless parties" are in the planning. Maybe we can dispatch trusty old DUANE MODROW to take some pictures. The best pictures of a slumber party are taken in the wee small hours of the morning, however, and I don't know if Duane will be up to it.

RON SHOEMAN reports that his wife, MARY, is a whiz at cooking T-bone steaks on the charcoal grill outside. In fact, that's the only way she knows how to cook them properly says Ron, so the Shoemans are enjoying some fine outdoor living this spring. They have picnicked in the parks and are gearing themselves toward a trip to Yellowstone Park later in the summer. Since Mary and Ron had only a three day honeymoon, this will be a combined honey-

moon-vacation trip for them. Mary is Educational Director of the Methodist Church in Shenandoah . . . and Ron, you know from KMA's fine night programs.

RALPH CHILDS reports that son MIKE, a sophomore at Iowa University in Iowa City, is already making plans to combine work with pleasure this summer. Mike and friend, T. J. MICKELSON motored to Denver during their Easter vacation and looked for a resort job for the summer. Another Childs son, DAVID, is gazing hopefully toward Vermont and a summer session at a school there. Ralph says time will tell. SUZIE CHILDS says she will remain in Shenandoah and help Mom and Dad in the Record Room this summer. It's about time for youngsters to get their plans for summer firmed . . . especially if they plan to work.

ESTHER EICHOR has one cute little habit that keeps her "out in the cold" quite frequently, and it isn't likely hubby DALE will let her forget it. Easter Sunday morning, while Dale was working at KMA, Esther walked out of the house to drive to church, where she teaches Sunday School. She carefully closed the door to the house, then remembered . . . the keys were inside the house. With no other alternative, she walked to the station to get Dale's set of keys, so she could drive the car across town to church. A hurried call to the church was answered by another KMA member, MIKE HOYER, who was completely baffled by her call that "someone else would have to teach her Sunday school class until she got the keys from Dale." And as Dale says, this isn't the first time she's locked herself out of the house.

A LETTER FROM BILLIE McNEILLY

Continued from page 10

out traveling over a day to do it. Let's get acquainted with our own midwest one of these days, shall we?

Thanks to those of you who sent in salad recipes for our mailer. The mailer is ready and in the mail to the hundreds of listeners who already sent in for it. The price is only a dime, and there are dozens of wonderful recipes in the mailer. These are always pleasant chores, and I am grateful to you all.

Keep sending your favorite recipes, and your suggestions. It is through our combined efforts, we keep the program filled with the kind of things you're interested in. Since I keep hearing wedding bells in the distance, and since many of you have gone through the same thing, I'm sure I have your understanding if I am a little scatter-brained now and then. I promise to settle down and quit spinning my wheels when the wedding is over.

'Till next time . . .

Love to you all,

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NOTE

If a red star appears by your name above, this indicates your subscription expires with this issue of the Guide. Send \$1.00 with your name and address for renewal.



The handsome young man above joined the KMA sales staff the first week in May. Curtis A. Charter is a new KMA account executive and will assist our local sales manager Andy Andersen. Curt's home town is Lake Benton, Minnesota. He joined KMA from Dun and Bradstreet, Omaha, where he was employed as a sales representative for four years. He attended the University of Omaha while with Dun and Bradstreet, previously completed one year at the Naval Academy and one year at the University of Minnesota. Curtis and his wife, Sandy, have three little daughters, Wendy, Tara, and Stephanie. The Charters have moved to an apartment in Shenandoah.