

The

# KMA GUIDE

December 1962

Merry Christmas  
and a Happy New Year



# COVER STORY

Our December cover picture is a preview of Christmas morning excitement at KMA accountant Earle Crowley's home. December is a big month for our two cover youngsters, David and Janet Crowley. In addition to Santa's visit, both celebrate their birthdays this month. David will be five on the 20th and Janet three on the 7th. A few issues back we had a picture of David with both arms in casts from a teeter-totter accident. As you can tell by the way he's handling the toy flute, he has fully recovered. The Crowleys also have a younger son, Scotty, 16 months. David appears to be tooting a Merry Christmas to all, expressing the sentiments of all the KMA staff to you.

# The KMA Guide

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Here it is! The new Fleischmann Treasury of yeast baking! Four separate recipe and instruction booklets in one folder. The recipes are illustrated in beautiful color, so realistic you'll want to try them as soon as possible. Each booklet covers a different category of yeast baking. They are:

**BATTER BREADS**—Easiest of all. The new fashioned way of making yeast breads with full instructions and quick-easy recipes.

**BEAUTIFUL BREADS AND ROLLS**—the time honored methods of bread and roll making . . . discusses kneading, shaping, baking.

**VERSATILE SWEET ROLLS**—recipes for

many different rolls and breads made from a basic sweet dough.

**INTRIGUING FOREIGN BREADS AND ROLLS**—Simplified recipes from European sweet breads. If you are just starting your yeast-baking "career", or if you want to know how to improve your yeast breads, these booklets fill all needs.

The booklets are the work of Mary Lynn Woods, home economist for Standard Brands, Inc. Baking with yeast is one of the most rewarding forms of culinary art, particularly when you hear the compliments from family and friends. These yeast baking sets are available (all four in a set) to Guide subscribers only, for just one dime to help defray postage and handling.



## A Chat With Edward May

Have you ever seen a radio and speaker like the one pictured below? If so, you are probably past forty years of age for any one much younger has a difficult time remembering such radios and the early days of radio. They were very exciting and many enjoyable hours were spent trying to tune in stations like KMA, Shenandoah, KMOX, St. Louis, WGN, Chicago, KOA, Denver, WHO, Des Moines, WLW, Cincinnati, and others. In those days there weren't nearly as many stations as we have today and, with luck, it was possible to tune in nearly every radio station in the country.

The radio in the picture is a gift from Mr. and Mrs. Ed Dale of Gilman City, Missouri. It is a 1926 Neutrowound. Mrs. Dale said in her letter, "I can recall many pleasant memories listening to the radio. How well we liked your father. We also liked to hear your mother sing GOLDEN SLIPPERS. Have always enjoyed KMA. It might be interesting to note that some of the tubes in the radio came from KMA."

I personally want to thank Mr. and Mrs. Dale for their generosity. I might add the Dales are both in their seventies and they have been happily married for 55 years. They live on a farm south of Gilman City, and at one time farmed east of Bethany, Missouri.

Mrs. Dale sent the instruction book which says, "Ten minutes a week to get good radio — 1926 model Neutrowound super-six radio receiving set." The instructions as to how to operate the set say, in part, "The first thing to do is to insert the horn plug in the jack, pull the little switch on the right hand side of your set, and turn the small knob on the right hand side of your set as you face it. Next, turn on, about three-quarters the third knob from the right hand side of the set. For the present, leave the small knob in the center turned off until you tune your first station—now you have the tubes lit and in position for reception.

"The next thing is to tune the three large dials to match some incoming wave. They tune approximately together. As an illustration, you will find that KMA, Shenandoah, can be found by setting the dials on numbers 17-27-27, that is, dial number one on 17 and dials two and three on number 27."

Does it sound a little complicated? It certainly is a far cry from the radio sets of today. I imagine our children would find it difficult to believe that just a few years ago we had no push-button tuning. In fact, it was quite a challenge and a thrill to turn the dials on a radio set and hear a far off sound coming into your home. The poet said:

"And the night shall be filled with music  
And the cares that infest the day  
Shall fold their tents like Arabs  
And as silently steal away."

During the period the Dales were listening to KMA on their Neutrowound, KMA was using the carbon mike you see just to the right of the set in the picture. In all probability their receiver reproduced the sounds this old microphone picked up in our studios.

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## Frank Comments

By FRANK FIELD

You would never guess it from the looks of this picture, taken on December 1, but by the time planting time rolls around again, this spot will be occupied by one of the most modern nursery and garden centers in the midwest. Plans for it have been in the making for several years with actual construction set up for the spring and summer of 1963. Everyone concerned admitted readily that such a garden center was badly needed but to build it would mean doing away with the display gardens where the various varieties of evergreens, shrubs and all the newer and finer roses and perennials were growing.

The continuing success of the Trial Ground Open House in July each year pointed out the obvious solution — take over part of the trial grounds for the nursery display gardens and build the garden center directly west of the retail store and really, a part of it. Construction was started about the middle of November and will continue as long as this Indian Summer weather holds. Another two weeks of mild weather will see the principal construction job completed, with only the final finishing touches to be left for spring.

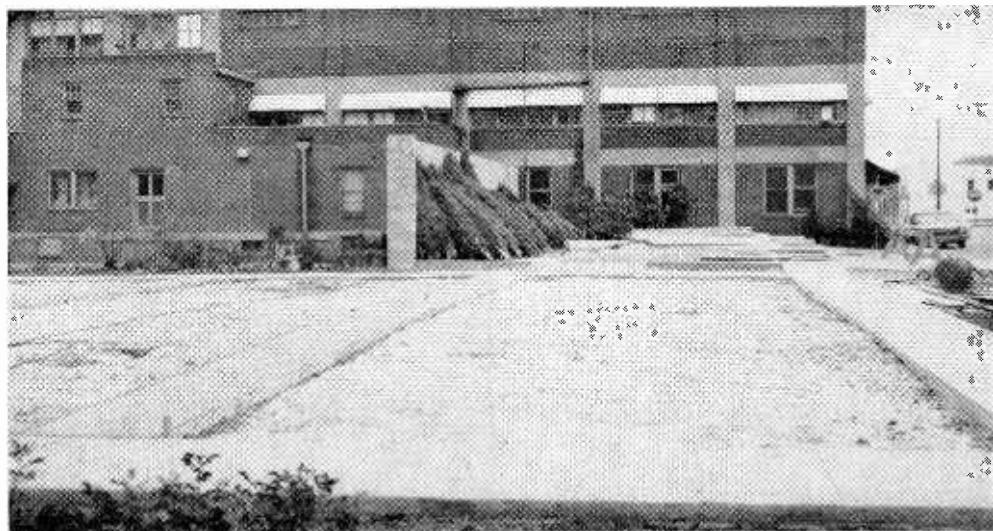
In the meantime, as you can see, it makes a wonderful place for displaying Christmas trees in all the various kinds, sizes and shapes. The three large outside beds, such as the one in the foreground, will be for the display of balled and burlapped evergreens, shade trees, fruit trees and items

of that nature. The entire outdoor part will be enclosed by a highly decorative picket fence, probably of Redwood or something equally attractive. This means that prospective customers may look at various suggested plantings of evergreens in their natural surroundings. Cement sidewalks mean that even after heavy rains, the customer may walk around and see them all. The portions between the cement walks are covered with crushed rock.

Work was started back in October on the display beds in the Trial Grounds with one each of the various kinds of evergreens already planted, along with one each of the shrubs, and as soon as planting time comes next spring, all the other plantings will be completed, including a row of each variety of rose, including the Floribundas, Grandifloras, Hybrid Teas, and even the Climbers.

It is extremely difficult to explain on paper what all this is going to look like—so I will just say, come and see us next spring!

The unseasonably mild weather the latter part of October and all through November, after that first sharp cold snap we had early in the fall, has brought about a peculiar situation. Many of the perennials and shrubs, and most of the trees, have been fooled into thinking that winter was over, and that it was spring again. Peonies are up two inches high. Tulips are also several inches high. Buds on many of the trees are swelling. Forsythias are blooming. Every one is wondering what will happen if we have a severe winter. Frankly, I don't know. All we can do is to wait and see, and hope for the best. Mother Nature has probably been through this same situation many times before, and knows how to counteract it. My guess is that come spring, everything will grow as usual.



Among the folks who work behind the scenes at KMA are to be found a number who blossomed forth with all sorts of hidden talents at the annual Knights of Columbus Children's Christmas Party Fund show November 19 at the American Legion Country Club at Shenandoah. For the tenth consecutive year the KC's have presented a huge program of comedy, songs, and the serious side, too, using strictly local talent. Over 350 persons attended from Shenandoah and surrounding communities. Following dinner, the program "Happy Holidays" got under way with Master of Ceremonies, Warren Nielson, introducing acts representing holidays of the year, beginning with the "morning after" the New Year. Pictured at top right are five gals with the "craziest" bonnets singing their version of Easter Parade. Second from left is KMA managerial secretary, Evelyn Saner. With her are L to R: Marie Laughlin, Isabell Hanzlick, Marcella Slough, and Judy Gilmore. Their wild chapeaus were a milliner's nightmare. Somewhere between April Fools Day and Mothers Day the quartet of banjo pickers you see in the center picture did a fast and furious pantomime of "Banjo Boys". We aren't sure of the holiday connection here, but if you tie the two holidays together you get something like "Look, Ma, no strings!" On far right is Earle Crowley, of the KMA accounting department. Others in the act are: L to R Elmer Mattern, Dee Martin, and John Hughes. At bottom are two gals you'd never recognize doing a blackface pantomime of "Hey There Baby, Don't Go Away Mad." The gal has on a most vivid attire which includes purple hose and another of these nightmarish hats. Gayle Maher of the Guide mail office, says, "I'm sure glad I had on that black stage makeup so no one could tell who I was." Her partner in minstrel costume is Gayle's sister-in-law, Laline Maher.





Pictured following wedding vows October 26th at the Presbyterian Church in Essex is the former Susan Morgans (KMA promotion dept. secretary and Guide Copy Editor) and Junior Victor Eckley. The Rev. Clement D. Loehr preformed the double ring ceremony in candlelight. Candles and bows marked alternate pews, with four candelabras at the altar. Susan's beautiful gown of formal length was fashioned from Skinners Dulcette satin. Bridal attendants were Miss Karenann Falk, daughter of Florence Falk, the Farmer's Wife, on KMA, as maid of honor; Miss Sharon Bopp, of KMA Continuity Dept.; and Miss Elsie Eckley, Boone, Iowa, sister of the groom as bridesmaids. The newlyweds honeymooned in Kansas City. Mr. Eckley is an accountant with the Consumers Co-Operative Association in Shenandoah.



Annette May and Lynn Scheib are pictured at left in a scene from the Shenandoah High School Senior Class play presented November 7th. The couple are saying their last goodbyes as she leaves for college in a story about a young girl's first love, "Seventeenth Summer." Annette, daughter of May Broadcasting Company president Ed May, is well on her way toward a budding career. Dramatics has played a large part in Annette's school activities. She attended a speech and dramatics workshop at Iowa City during the summer of her sophomore year. During her junior year she directed the junior class play and a one-act play which received an "I" rating in the state contest. Annette has not yet selected a choice of college, but it will be interesting to follow her dramatic activities.

## KMA ANNOUNCES NEW BUILDING

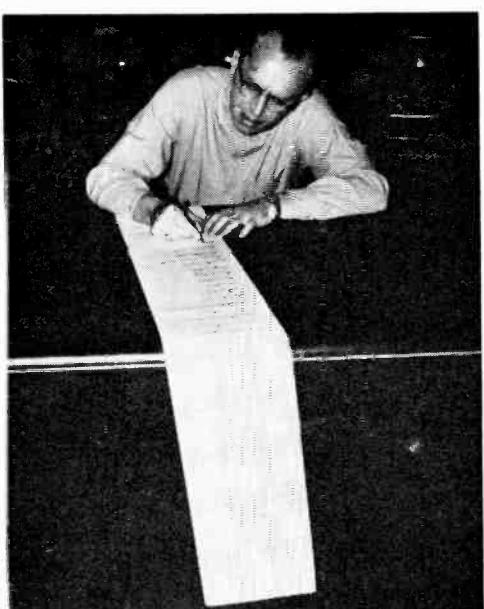
Santa paid an early visit during mid-November by presenting something on the order of a gift certificate to the KMA staff at one of our staff meetings. We say certificate since the present won't arrive till next spring. Even so the whole staff responded enthusiastically to the news. Ed May, President of the Company, announced plans for spring construction of an entirely new building to house all of the KMA broadcasting and office facilities under one roof. The

new building will replace the present KMA offices, which are located across the street east of the main May Seed Company building and Auditorium. The new building will be one story construction the full width of the present building, which will be torn down, and extend considerably deeper, making the overall dimensions 59 wide by 90 feet deep. There'll be a period of inconvenience for the staff, but it will be welcome with all new facilities in store.

Esther and Dale Eichor are busily engaged getting their Christmas card mailing ready well ahead of time. Dale is the newest member of our announcing staff, joining us last September as evening announcer. This is the first opportunity we've had to show you a picture of his wife. Christmas is the one time of year we all make a special effort to send greetings to all our old acquaintances, possibly the only time many folks hear from each other, so Christmas cards are very nice in this respect. Take the Eichor's example and get those cards mailed.

Pictured center are a couple operators you should look out for. They pulled a fast one on your Guide Editor Duane Modrow in a scheme he was originally taking part in to surprise the father of the young lad on the left. As it turned out, your Editor got the surprise! The plan originally took shape when Benny Kling, 14, on the left called Duane Modrow and asked him if he would secretly give him his Novice Radio Operator's test so that when he got his license he could surprise his parents for Christmas. Benny's dad is Norm Kling, one of our KMA Engineers. On making application it was necessary to have the test sent under seal to Benny's home. The day before Thanksgiving, the exam came through the mail. Lo and behold Norm spotted it and knew immediately what was up. Benny was, to say the least, a little disappointed, but still desirous to surprise someone. He called Virgil Williams, another radio ham and asked him to give him the exam so he could surprise Duane. Virgil is pictured in his "ham shack" giving Benny the exam, which he passed with flying colors. The following day, seeing Duane, Benny grinned and handed his completed exams to a very surprised and delighted Guide Editor.

Mike Heuer, your afternoon host on "Mike's Matinee" and Saturday night "KMA Bandstand Country Style" is pictured at right making out a list of all the things he'd like to have for Christmas. Mike didn't have any trouble writing us a long, long list for this Christmas gag shot. We hope you get your stockings full of something besides feet and holes.





# Christmas with TIME

Christmas is a precious time. A time to celebrate the renewed kinship between families... a time for love and laughter... a time to extend best wishes for Happy Holidays to each and every one of you, and may the New Year bring with it all the good things in life which start with peace on earth... goodwill towards men.

The great big letter being mailed to Santa Claus by the cute little 5 year old pictured on this page, is Julie, daughter of Farm Service Director Jack Gowing. Julie's birthday comes on Christmas Day, so the holiday has a double meaning for her. For the first time, Julie is going to have a birthday party this year. In the letter she has told Santa she wants a Kissy doll and a doll buggy, and that her 8 year old brother Randy wants a real wrist watch and a tent. Randy has visions of camping out in the yard some nights next summer. The Gowing family will have their usual family gathering Christmas Day with Mrs. Gowing's parents, Mr. and Mrs. Paul Youngmark of Coin.

KMA Homemaker Bernice Currier is happy to have her sister, Mrs. Lee Craig of

Billings, Montana, with her for a holiday visit.

People attending the children's Christmas programs at churches enjoy seeing and hearing them speak their little pieces and sing songs. But sometimes we forget these programs would not be possible if it were not for the faithful work of church officers and teachers who have spent many hours rehearsing the kiddies for the programs. KMA announcer Mike Heuer is one who added this responsibility this year, to his already heavy weekend work schedule. Mike works until midnight Saturday nights at the radio station. Then gets up at 6:30 Sunday morning to drive his son Tom, age 10, around his paper route. Then it's back home for breakfast, and off at 9:30 to the Trinity Lutheran Church in Shenandoah for Sunday School, where he serves as assistant Sunday School Superintendent. At 10:30 he attends church. On top of this, every Sunday this month he has returned to the church at 2 o'clock, to help Christmas eve. Mike hopes to relieve his schedule a little next spring, when his wife will take driving lessons, then she can drive Tom around his route, giving Mike a couple more hours of sleep over the weekend.

Speaking of Christmas, I am sure there is ONE member of the KMA staff who will have plenty of cokes and Pepsi Cola for entertaining guests over the holidays. It's secretary Evalyn Saner who won two cases and a carton of pop for bowling a 244 game and having a 577 series. She hopes that she can do that well the rest of the season, but she says that she was just lucky.

If you heard Production Mgr. Warren Nielson make a KMA station break at 9:55 one Sunday night, that sounded almost like he was in distress, there was a reason for it! He WAS in distress! Just as he started to say: "This is KMA . . .", a full 110 volts of electricity shot thru his body. He had been warned by announcer Jim Ross to watch out for a



Julie Dawn Gowing, who will be five years old on Christmas Day, gets off a nice big letter to Santa.

# KMA Gang

BY Doris Murphy



short in the equipment, but naturally a "shock" is something you are never prepared for. Warren had just pulled out of a taped show, then turned to the control panel and pressed a button, which caused a complete circuit of electricity to go through his body. The shock not only frightened him terribly, but hurt him for a while. Guess that proves you never know what is going on behind the scenes, when you are on the receiving end of a delightful radio program.

When Engineer Norman Kling's wife shook him in the night and said: "Get up, you're going to be late for work . . . the alarm has just gone off," Norm was too sleepy to doubt her word, even though he hadn't heard the alarm. So he got up, shaved, dressed and was ready to go to work. Before leaving, however, he re-set the alarm so it would waken his wife later. As he was resetting the clock, he looked to see what time it was. Imagine his feeling when he saw it was just 5 minutes after 1 o'clock. "What's the deal?", he asked his wife. "Well, I THOUGHT I heard the alarm go off" was her sleepy reply. By this time Norm was undressing and soon back in bed to catch a few more winks before he had to leave for the studio to put the station on the air at 5 a.m. Oh well, Norm hopes his wife doesn't mistake Christmas bells for the alarm clock.

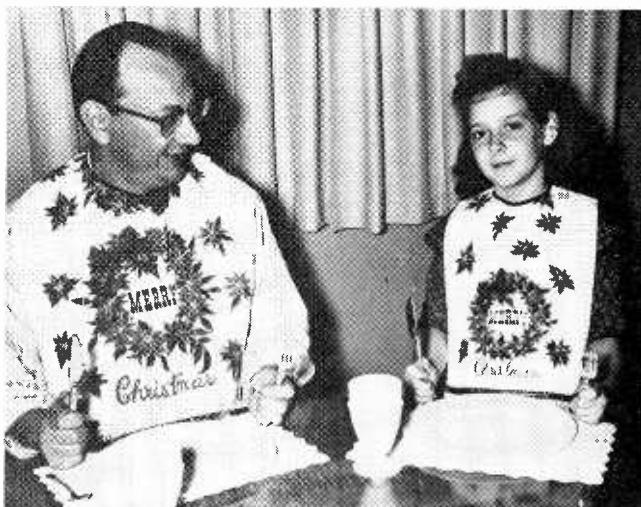
One of the signs of Christmas at the Byron Falk home is when Mom gets out the extra tables and lines up the long sheets of papers with Christmas ideas on them, and everyone who goes by the tables stops and folds a few. This is the way Florence, The Farmer's Wife, was able to get out around 5,000 Christmas folders to her listeners, in jig time. The sheets contained ideas for making net Christmas wreaths, a Feather Christmas tree, Hot Mats for the Christmas season, Felt door knob "warmers", Christmas angels plus a half dozen recipes for Christmas goodies.

Assistant Farm Service Director Tom Beavers had the honor of presenting the Boss of the Year Award to Robert Morrison, manager of the HY-VEE FOOD STORE in Shenandoah. This award is made to the outstanding Boss of the year. Tom is Jaycee first vice president. Tom also had another thrill last month when he went deer hunting down by Elmo and Clearmont, Mo. and shot a deer the second day he was out. It weighed between 120 and 150 pounds, so should be tender. The deer is all cut up into steaks and deerburger now, and stored in the family freezer.

The self-addressed envelopes for the Christmas suggestions started pouring in as soon as she announced it on her program, and that meant it was time for the family to go into action and help Mom take care of the thousands of requests, that have come from 38 states. For their own Christmas, the Falks will have their traditional tree and decorations. Karen will be home from the State Teachers College at Maryville. Thru the holidays, Florence plans to have several Christmas Coffees.

"I always have trouble spilling soup on my ties," said Production Mgr. Warren

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Warren and Holly Nielson model terry-towel Christmas bibs made by his wife Florence.

## A Letter From Bernice Currier

Dear Homemakers:

Henry Van Dyke once wrote "The Gift Of Christmas"

"Are you willing to forget what you have done for others and to remember what others have done for you . . . to ignore what the world owes you and to think what you owe the world . . . to stoop down and consider the needs and desires of little children . . . to remember the weakness of those no longer young . . . to stop asking how much your friends love you and ask yourself whether you love them enough— are you willing to do these things, even for a day?

If so, then you can keep Christmas. And if you keep it for a day, why not always?"

It is so easy to forget isn't it? Sometimes we feel sorry for ourselves and think the world has asked too much of us. How wrong we are! Have you told that little youngster today how much you love him or her? and how thankful you are that he lives with you?

I've just been looking back over my daily calendar for the last two months and it makes me wonder how the human race was going to survive the next hundred years.

Then I remembered all the good times I have had at all the broadcasts, interviews, Coffees, Club Meetings, dinners and trips down town and also that there was the reason for this picture today. Duane Modrow came out one day when the mail had been especially heavy, and when I least expected him to show up, and suggested we get a picture of me working for a change! So here it is and there I am actually enjoying it. What would I do without knowing you were listening and writing to me?

It was in October that Dr. Frankel of Clarinda, Iowa was guest of honor at dinner at the Country Club. He is President of Page County Heart Association and had colored slides showing the Open Heart Surgery that Zoanna Fishbaugh (Frank and Jenny Field's daughter) had not very long ago. This meeting was sponsored by the Altrusa Club.

Also in September I had interviews with Mrs. Earl Fishbaugh Jr. who is Iowa State Chairman of the DAR Good Citizen Committee, and with Mrs. Ermal McMichael, DAR State Regent.

There were interviews with Elsie Nordstrom of the Home and Garden Club. She told us about the "Hall Of Flame" exhibition at the Country Club. On the back of the November KMA Guide there is a picture of Mrs. Earl May and the gorgeous table she had at that time.

Doris Reed was another interviewee telling us about the B.P.W. activities. I know you all enjoyed hearing Doris Murphy the

two mornings she came over to tell us about her vacation visit with her son Tom and family. It was extremely interesting and I wished she had time to come again. From your letters I know you wished the same thing.

I am gradually getting all of those self addressed stamped envelopes back to you with your requests filled to the best of my ability. Right now I have here beside the typewriter the recipes for "Lasagna" and for the "Heath Candy Bar Cake". And I have just finished making 24 copies of the New Lemon Pie. When you make that be sure you do not substitute any ingredient.

You probably have your menu all decided for Christmas dinner; and a list made out of everything you need for each item. It is the best way to have the situation under control at the last minute of serving. Things get pretty hectic on Christmas morning if you have children and grandchildren with you. A solidly frozen turkey should have at least two days to thaw in the refrigerator. If it must be thawed more quickly, leave it in the plastic bag so the water doesn't

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Bernice is pictured with one day's mail laid out neat and orderly, ready for processing. Each letter must be read carefully, many have requests for several things. Bernice answers them all, meanwhile has her mixer out ready to try a new cake recipe. A busy girl, but she certainly enjoys the mail, and resultant helps she can give to others.

# Homemaker's Guide

## Homemaker's Visit

By BERNICE CURRIER

The sweetest way to greet your friends is with a lovely box of home-made candies. There have been so many requests for them that I thought all of you might like a few suggestions.

### CHOCOLATE CLUSTERS

- 1 pkg. (6 oz.) semisweet chocolate pieces  
1/4 c. corn syrup  
1 c. raisins  
1 c. salted peanuts  
red cinnamon candies  
angelica  
1 T. water

In top of double boiler combine chocolate, syrup and water. Set over hot, not boiling water and melt the chocolate. Remove from heat and divide into two parts. Add raisins to one part, mix well. Add peanuts to other part. Mix well. Drop by tsp. onto waxed paper. Decorate with red hots and angelica. Refrigerate just until chocolate is hardened. Makes about 3 dozen.

\* \* \*

### COCONUT PASTELS

With a wooden spoon beat—  
1 pkg. (3 oz.) softened cream cheese  
Gradually beat in—  
2 1/2 c. sifted powdered sugar  
Beat in—  
1/4 t. vanilla  
dash salt  
enough green coloring to make pale green

Refrigerate for 1 hour then make into small balls; roll each in grated coconut. Place on waxed paper on a cooky sheet and refrigerate for several hours. Makes about 20.

\* \* \*

### HOLIDAY PUMPKIN PIE

1 nine inch single crust unbaked pie shell  
In a bowl blend together—  
1 c. sugar  
1 1/2 t. cinnamon  
1/2 t. cloves  
1/2 t. nutmeg  
1/2 t. salt  
1 t. ginger  
Add—  
2 eggs unbeaten  
1 1/2 c. canned pumpkin  
1 large can evaporated milk  
1/2 c. grated coconut

Beat at medium speed until well mixed. Pour into pie shell. Bake about 15 min. at 425°; turn heat to 350 and bake about 40 minutes more; or until knife inserted in pie comes out clean. Sprinkle with additional grated coconut if desired.

### DIVINITY FUDGE

- A— 1/2 c. water  
2 1/2 c. sugar  
1/2 c. light corn syrup  
B— 2 egg whites  
1/4 t. salt  
C— 2 t. vanilla  
1 c. chopped pecans  
D— 12 candied cherries halved

Combine "A" in saucepan. Cook over low heat, stirring just until sugar is dissolved, then cover for 1 min. Uncover and cook, without stirring, to soft ball stage.

In large bowl beat egg whites and salt to stiff peaks. Pour 1/2 the syrup in a very thin stream over the whites, beating constantly at high speed until stiff peaks form. Continue cooking remaining half of syrup to hard ball stage; then pour it in thin stream over the beaten mixture, beating this time with wooden spoon. Beat in the vanilla and pecans until it holds its shape. Turn it out into a lightly greased 11 by 7 by 1 1/2 in. pan. Do not scrape bowl. Let stand until firm, then cut into 24 one inch pieces. Top each with a cherry half.

\* \* \*

### FRUITCAKE CONFECTION

- A— 1/2 c. soft butter  
1/4 c. brown sugar packed  
B— 1/2 c. molasses  
2 t. vanilla  
C— 1 1/2 c. sifted flour  
1 t. bkg. pwd.  
1 t. nutmeg  
1 t. cinnamon  
1/2 t. salt  
D— 2 c. raisins  
1 lb. jar of candied fruit  
1 c. chopped pecans

Cream "A"; beat in "B"; sift "C" and blend it into mixture; put "D" through grinder and blend with first mixture. Roll with palms of hands into 1 inch balls; flatten and on the center place your choice of 3 chocolate bits or 1/2 date or 1 candied cherry. Reshape balls around filling. Place on lightly greased cooky sheet and bake about 6 min. at 375°. Cool on wire rack and roll in powdered sugar. Makes about one hundred confections.

\* \* \*

### BROWN SUGAR FUDGE

- 1 c. brown sugar  
3/4 c. milk  
1/2 c. nutmeats  
1 c. white sugar  
1 T. butter  
1 t. vanilla

Combine sugars and milk and cook to 234° or the soft ball stage, stirring occasionally. Remove from heat and add butter. Cool to 110° or until bottom of pan feels just comfortably warm. Add nuts and vanilla, beat until creamy pour into buttered 8x8" pan.

# "The Farmer's Wife"

By FLORENCE FALK

Happiest and Cheeriest of Holiday Greeting!!! The recipes for this month are the Christmas favorites of our family.

Traditional Swedish Spritzbakelser or "Spirits"

1 c. butter (or  $\frac{1}{2}$  butter and  $\frac{1}{2}$  lard)  
 $\frac{2}{3}$  c. sugar  
3 egg yolks (whites tend to toughen)  
1 t. vanilla flavoring  
or  
 $\frac{1}{2}$  t. ea. vanilla and almond flavoring  
 $\frac{2}{3}$  c. all-purpose flour

Cream shortening and sugar until fluffy. Combine with rest of ingredients. Pack into cookie press and use the star plate; form into the traditional letters "S" or into small rings as desired. The rings may be decorated as wreaths. Bake in  $375^{\circ}$  oven until lightly browned for 6 to 8 minutes. There are so many cookies you can make with this basic recipe. Use as the basis for the popular thumb-print cookie: roll into a ball and make an indentation. Bake and fill hollow with frosting cream or jelly or whatever. Roll some of the dough into small balls and roll in unbeaten egg whites and then in thinly sliced brazil nuts, or toasted, coarsely ground almonds. They all require the same oven but all should be very lightly browned. If you are trying for the popular "Coffee and Seven" use this recipe as basic. Pat out and bake small circles which can be put together with sweet chocolate for sandwiches. Work out more ideas as you go along.

\* \* \*

## NEVER FAIL MERINGUES

2 egg whites  
 $\frac{1}{8}$  t. salt  
 $\frac{1}{8}$  t. cream of tartar  
1 t. vanilla  
 $\frac{3}{4}$  c. sugar  
1 6 oz. package chocolate chips  
 $\frac{1}{2}$  c. nuts

Beat egg whites, salt, cream of tartar and vanilla. Add sugar gradually, and beat until stiff. Fold in the chocolate pieces and nuts. Cover cooky sheet with plain brown paper, drop meringues by teaspoon swirling the very tip. Bake in a slow oven  $300^{\circ}$  for about 25 minutes, or until dried. Makes about 4 dozen. A secret in this recipe Do Not Underbeat.

\* \* \*

## SPRINGERELE

4 eggs  
1 lb. powdered sugar  
1 T. grated lemon rind  
 $\frac{4}{2}$  c. sifted cake flour  
1 t. baking powder  
anise seeds (if desired)

Beat eggs until light. Then stir in the sugar, and beat until thoroughly combined.

Add lemon rind, flour which has been sifted with the baking powder and mix thoroughly. Chill dough for 1 hour and then roll out to  $\frac{1}{2}$ " thickness on a floured board. Make picture designs by pressing roller or board well into the dough. Grease or oil cooky sheets and sprinkle with anise seeds (if you like the flavor of licorice). Arrange cookies on the sheets and sprinkle with more anise (or leave plain). Leave exposed, not covered, to the air for 12 hours. Then bake in a moderate oven of  $350^{\circ}$  for 30 minutes. When cool store in a covered jar for 2 or 3 weeks before serving. Makes about  $3\frac{1}{2}$  doz. If you wish to serve these within a few days put into cooky jar and lay slices of apple on waxed paper over the top. Place on lid and the cookies will soften. These are really good!!

## SANDIES

(rich but delightful)

1 c. butter  
4 T. powdered sugar  
2 t. vanilla  
1 T. water  
2 c. all-purpose flour  
1 c. chopped pecans

Cream butter and sugar. Add vanilla and water. Add flour. Mix well. Add nuts. Form small rolls,  $1\frac{1}{2}$ " long. Bake on ungreased cooky sheet for 20 minutes at  $300^{\circ}$ . While hot roll gently in powdered sugar.

\* \* \*

## PEANUT BLOSSOM COOKIES

$\frac{1}{2}$  c. shortening  
 $\frac{1}{2}$  c. white sugar  
 $\frac{1}{2}$  c. brown sugar  
 $\frac{1}{2}$  c. peanut butter  
1 whole egg  
1 t. vanilla  
 $1\frac{3}{4}$  c. sifted all-purpose flour  
 $\frac{1}{2}$  t. salt  
1 t. soda

Cream sugar, shortening and peanut butter. Add egg and vanilla. Beat well. Add dry ingredients and blend. Shape into small balls, using a rounded teaspoon of dough for each. Roll balls in granulated sugar and place on greased baking sheets. Do not flatten. Bake in  $350^{\circ}$  oven for 10 minutes (by the clock). Remove and press down into the center of each cooky a solid milk chocolate candy kiss. Press firmly so cooky cracks around the edge. Return to oven and bake for 2 to 5 minutes longer until golden brown. Makes about 3 dozen.

\* \* \*

Please note: Due to the difference in flour textures, go back to grandma's way and make out a sample or two to bake—then if more flour is needed, add as necessary. Happy Christmas and Holiday Eating!!

## PARTY LINE

Continued from Page 8

Nielson when telling me about one of his Christmas presents. "So THIS year my wife took care of that," he added. Pictured on this page is Warren with his daughter Holly with knife and fork in hand and wearing their big generous MERRY CHRISTMAS BIBS, which will be just the trick to ward off any spills. These bibs can be easily made out of MERRY CHRISTMAS towels with a semi-circle cut at one end for their neck, and ties sewed on. Warren showed them on his new KMTV program shown at 7:30 Saturday mornings.

Knitting needles are flying fast these days at the home of Pgm. Director Dean Naven, with his wife Claudine making three hand-knit sweaters for gifts. "I will probably be knitting frantically Christmas Eve, trying to get the sweaters done" exclaimed Claudine. She is knitting a grey cardigan with V neck for Dean's father; a white sweater trimmed in blue for her sister Mrs. Jamae Finnell of Central City, Iowa, and a beige cardigan with a sailor type collar for her other sister, Mrs. Helen Tyler of Des Moines. Dean has been wanting some hand knit golf socks, but Claudine thinks he will have to wait until spring for these. However, knitting isn't the only hand-work she is trying to turn out in time for Christmas. She has made the frame for a screen for the bedroom of the three Naven daughters, and plans to cover the screen in a fabric, with matching pillows and vanity skirt for the girl's dressing table. Tami is 12 years of age, Jeri is 10 and Kim is 6 years old. Another interesting project going on at the Naven home is the making of a coffee table out of a round solid walnut dining table Claudine bought at an auction sale recently. Dean cut the legs off the table and it is now made into a beautiful coffee table. They hope later to make a long narrow slat table out of the five walnut table leaves that came with the dining table.

Three different times they have planned to have Jeffrey Alan Bunn's tonsils and adenoids removed, but each time he developed an infection which prevented the operation. However, he was in good condition December 1st, so Jeffrey, who is 7½ years old, underwent the operation at the Hand Hospital and came thru with flying colors. His sister and brother Cindy and Greg had their operations a year ago, but Jeffrey was not in shape to undergo the operation then. Their father, Charles Bunn, sales manager of KMA, was glad the "third time proved to be the charm."

Congratulations to John Sawyer of the KMA Accounting department, for the recognition he received recently, for his faithful performance on the stage crew of the Southwest Iowa Theater Group. The beautiful plaque was presented John at the close

of the play: "Sabrina Fair" given by the group November 2, 3, and 4 at their new theater in the Municipal Park. In addition to John, three members of the KMA staff took prominent parts in the play, Dean Naven, Jim Ross and Mike Heuer.

A mix-up in luggage at the Hotel Robidoux in St. Joseph, Mo. left KMA News-caster Ralph Childs out on a business trip with another man's suitcase! It all happened when Ralph left his suitcase in the hotel lobby, while he went into the coffee shop for a cup of coffee before leaving town. When he came out he picked up a Samsonite bag that looked exactly like his, and headed out on his trip into Northwestern Kansas and Southeastern Nebraska, where he was picking up sample ballots to be used on election night, in giving returns on KMA. When he got back to Rockport, Mo., he decided to look in his bag for something. Imagine his surprise upon opening the suitcase to not recognize anything inside. It was some other man's clothing. His bag had been picked up by mistake and taken to Wichita, Kansas by the time the error was discovered. The buying of a razor and a few accessories to see him through, didn't worry Ralph, but he was anxious to get the bag back, because it contained ballots that had taken him a whole day to gather up, in Iowa and Missouri. Luckily the bag mix-up was straightened out thru the assistance of the hotel personnel, and by Sunday his bag arrived back by bus from Wichita, in plenty of time for the election broadcast on the following Tuesday. Next time Ralph goes on a trip he says he is going to have an identification tag on his suitcase! He's not going to take any more chances. "Anyway, I wasn't the only stupid one that day," he said.

It has often been said a dog is a man's best friend. Certainly the same holds true in the case of Ethel Baldwin of the May Seed Company, and her dog Smokie. Saturday, December 1st, was a sad day for Ethel when she buried her little toy shepherd dog in the back yard. Smokie had reached the age of 15 years and 10 days, the equivalent of a person's lifetime of 100 years. He was the most faithful companion anyone could have. If Ethel was in the kitchen, Smokie would follow her. Everywhere she went, Smokie wanted to go along. Shortly before her husband John passed away, he asked Ethel if she would allow Smokie to stay in the house. She promised she would and Smokie has lived in the household ever since. No doubt many of you visitors to the radio station, will remember Smokie. He accompanied Ethel on the tours many years, until he became too feeble to go along. He was a very good watchdog, and I am sure Ethel and all her neighbors will greatly miss this little dog who had given such faithful companionship to his mistress.

Continued on Page 15

# KMA Daily Program for December, 1962

## DAILY DAYTIME PROGRAM

### MONDAY THROUGH FRIDAY

**MONDAY** 7:00 p.m.—Night Flight  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—The Late Show  
11:00 p.m.—News  
11:05 p.m.—The Late Show  
11:30 p.m.—Back To The Bible

**TUESDAY** 7:00 p.m.—Night Flight  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—The Late Show  
11:00 p.m.—News  
11:05 p.m.—The Late Show  
11:30 p.m.—Back To The Bible

**WEDNESDAY** 7:00 p.m.—Night Flight  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—The Late Show  
11:00 p.m.—News  
11:05 p.m.—The Late Show  
11:30 p.m.—Back To The Bible

**THURSDAY** 7:00 p.m.—Night Flight  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—The Late Show  
11:00 p.m.—News  
11:05 p.m.—The Late Show  
11:30 p.m.—Back To The Bible

**FRIDAY** 7:00 p.m.—Night Flight  
10:00 p.m.—Ralph Childs, News  
10:15 p.m.—The Late Show  
11:00 p.m.—News  
11:05 p.m.—The Late Show  
11:30 p.m.—Back To The Bible

## SATURDAY PROGRAMS

### MONDAY NIGHT

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

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11:00 p.m.—News  
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11:30 p.m.—Back To The Bible

## SUNDAY PROGRAMS

### SATURDAY & COUNTRY HOUR

5:30 a.m.—Town & Country Hour  
6:00 a.m.—News & Weather  
6:15 a.m.—Hymn Time  
6:30 a.m.—Sun. Worship Service  
6:30 a.m.—Morning Headlines  
7:00 a.m.—News  
7:15 a.m.—Frank Field  
7:30 a.m.—Lawrence Welk's Band  
7:45 a.m.—Morning Headlines  
8:00 a.m.—Take 30 for Music  
8:30 a.m.—Bernice Currier  
9:00 a.m.—Saturday Shopper  
10:30 a.m.—Florence Falk  
11:00 a.m.—Back To The Bible  
11:30 a.m.—Polka Party  
12:00 noon—News

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### SUNDAY AFTERNOON

5:30 a.m.—Town & Country Hour  
6:00 a.m.—News & Weather  
6:15 a.m.—Hymn Time  
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## A CHAT WITH EDWARD MAY

Continued from Page 3

These old carbon mikes were the most popular from the beginning of broadcast radio in about 1921 to 1930-32, when newer types began to appear on the scene. Many were still in use as late as 1935. It is correctly called a "double carbon", meaning it has a deposit of carbon granules on both sides of the diaphragm, which picks up the sound waves. This particular model has an "acoustic can" on the back side so it was unidirectional, picking up sounds from the front side only. These old microphones were a little tricky in that occasionally a bump or jar would pack the carbon granules and the microphone would cease to function. This was corrected simply by turning off the current across it, banging on it a couple of times to loosen up the carbon, and you were back in business. To talk on these old carbon mikes, one talked closely and across the mike. If you spoke directly into it, it tended to spit and sputter the words. If you talked too loudly or if too much current was applied, a hole would burn in the diaphragm, requiring replacement of that part. This old microphone is still in working order. It weighs about 7 pounds, heavy in comparison to present models. Some new models are no bigger than a button. In just a generation after the discovery of radio we now have high fidelity radio and color television. It is a fabulous era we are living in. We feel very proud at KMA to have pioneered in the broadcast industry.

On behalf of the KMA folks, I want to wish you a Merry Christmas and a Happy New Year. It has been said, "Christmas is more than a commemoration of something that is past. It is an abiding attitude toward life, a fragrant, lingering perfume that never fades."

MERRY CHRISTMAS and A HAPPY NEW YEAR!

## Christmas Eve Choir Concert

As families gather together on Christmas Eve and the spell of Christmas spirit is felt most strongly in homes throughout KMA land, thousands of voices will be heard during the 16th annual KMA Christmas Eve Choir Concert. Warren Nielson has been busily engaged for several weeks traveling to communities throughout the area to bring you beautiful Christmas music sung by high school, college, and church choirs. The concert begins at seven in the evening and will continue until midnight. Included in the program are high schools from Clarinda, Red Oak, Farragut, Sidney, Glenwood, Shenandoah, Iowa and Boys Town, Nebraska; colleges in Clarinda, Iowa and Tarkio, Missouri and a number of church groups. So, join us on KMA Christmas Eve and fill your home with beautiful music in the spirit of Christmas.

## PARTY LINE

Continued from Page 13

Things are getting so tough it is sometimes better to not accept a paycheck rather than to assume the expense of carrying it home. Such is the situation in which Carl R. (Andy) Andersen of the KMA sales staff and announcer Jim Ross, found themselves. During the Sidney Rodeo last August, while Andy and Jim were broadcasting for KMA, the Daystar Production Co., which film the Stoney Burke television show seen weekly on Channel 7, made some location shots at the rodeo to use as background on the Burke show. Andy and Jim were asked to play a part in the shots and did so. The particular portions of the films in which they appeared were telecast November 26, and for this bit Andy and Jim would be paid \$125 each. The ironic catch in the scheme is that if they should accept the payment they would have to join the Screen Actors Guild. Membership fee . . . \$215.00.

I would like to end my column with this little poem written by Barbara Norton. It's a pleasure to wish before the year end Lots of Christmas cheer to you my friends. May Santa be good to one and all And not forget to give your house a call. Hope you receive gifts both spiritual and material

So that your joy might be close to ethereal, For this time of year seems to glow with love

For our fellow man and God above. And I hope like you that "Peace On Earth" May become the "by word" of the universe!

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## LETTER FROM BERNICE CURRIER

Continued from Page 10

touch it, put it in the sink, or large tub and let cold water run over it or stand around it. It will thaw in a few hours that way. A 15 lb. turkey, or up to 20 lbs. should roast  $7\frac{1}{2}$  hours at 325°. A Beltsville turkey of 4 to 6 lbs. will roast in 3 hours. An 8 lb. bird will take 4 hours and a 12 pounder will take 5 or 6 hours. 16 lbs. will take 6 hours and never have the oven over 325°.

I hope you will try the Coconut Yam Croquets this year, and maybe a cranberry salad or Cole Slaw with a dressing of commercial sour cream with vinegar and sugar to taste. Have some pickled peaches or spiced crab apples.

Let us pray that the blessings of peace be ours—

The peace to build and grow,  
To live in harmony and sympathy with others,

And to plan for the future with confidence.

Bless Your Hearts,

Bernice Currier, KMA Homemaker

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