

The

# KMA GUIDE

February, 1964

# COVER STORY

# The KMA Guide

Our February Guide cover picture captures some of the enthusiasm expressed by visiting Rotarians who enjoyed a special conducted tour of the new KMA facilities following one of their regular meetings. Ed May was the feature speaker at their meeting, reminiscing many of the experiences of pioneer radio days. The Radio Hall of Fame, some 175 pictures of reknown radio personalities, held the greatest attention. Here a group clusters around pictures of the old days at KMA. Many fond memories were recalled by "old timers" who remembered much of the early day activity in surprising detail.

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## Ralph Childs — 25-year Award



Ralph Childs is pictured above being presented an engraved wristwatch for 25 years service with KMA by Company President Ed May at the annual Christmas party held December 24. Ralph joined KMA January 1, 1939. He is a master Journalist and one of the best known radio newsmen in the midwest. His voice is instantly

recognizable to everyone within range of KMA. He has been referred to as a "veteran" KMA newsmen for many years. In covering special news stories he has produced many journalistic masterpieces. Ralph's exceptional talents and fine radio voice have played a major roll in KMA broadcast history.



## A Chat With Edward May

When 1964 draws to a conclusion, I hope I can say, "We sure know our onions." The onions I refer to are not necessarily growing in a garden, in a salad or on a nice juicy hamburger, but, rather, the accuracy of the onion weather forecast.

Most people scoff at the idea of using onions to forecast the weather. However, for several years radio listeners have sent to me a method of forecasting weather by using onions. As a result, I decided to try the system. I will give you the results of my test and, as the year progresses, we will see just how accurate the system turns out to be.

On the first day of January, you take twelve onions, cut them in half and hollow them out so that each half forms a nice little cup. Use only the bottom half. Place the onion cups on a board and number from 1 to 12. The numbers correspond to each given month of the year — No. 1 for January, No. 2 for February, etc. Then, fill the onion cups with salt, and place in an attic, a cellar, or some similar place, and leave for twelve days. Then, at the end of the twelve-day period, examine the salt in the onions. Presumably, extremely dry salt indicates an extremely dry month, and, conversely, wet salt indicates a wet month, etc.

The results of my experiment indicate the following: January, dry; February, moderately wet; March, moderately wet; April, quite wet; May, moderately dry; June, wet; July, moderately dry; August, moderately wet; September, moderately wet; October, dry; November, dry, and December, moderately wet. So, a short resume of the above indicates excellent growing conditions throughout 1964, with the two wettest months to be April and June with a moderately dry July, followed by a moderate amount of moisture in August, then good drying weather for crops in October and November. I haven't heard of

anyone else who tried this for 1964 but, if anyone has it would be interesting to compare notes and see whether we agree or disagree.

The KMA Radio Museum is taking shape. Every few days finds the addition of something to our new KMA Radio Center. More and more people are stopping to see the many pictures of well known national radio personalities plus an outstanding collection of pictures from the very beginning of KMA in 1925 to the present.

We are having a fine response from listeners who have old radios tucked away in attics and basements, but, as of the date of this writing, we still have not added a Mayola to our museum. Mayola was the brand name of the radio sold by KMA in the late 20's and the early 30's. I am hoping that sooner or later a good Mayola might turn up.

The photograph on this page shows a few members of the Shenandoah Rotary Club when the club toured the new KMA Radio Center. Those in the picture are Leo Warin, myself, Earl King, president of Rotary, Harold Bertram, and Willard Nixon. They found the tour extremely interesting. I hope you, too, will visit Shenandoah in the future. If you do, I personally want to invite you to stop and see our new KMA Radio Center.



Visitors enjoy artifacts of pioneer radio days.

# Frank Comments

By FRANK FIELD

Again there is no picture on this page this month for the same reasons as given last month. As I am writing this page, about the middle of January, it is pretty hard to even guess what the weatherman will bring us the rest of the month, but so far it has not been at all bad. The really severe storms all seem to either go around us or jump over us. The heaviest snow storm we have had during the entire winter has been a scant 4 inches, while Texas and the Gulf States have been having a foot or more and the eastern states as much as 2 feet, along with extremely high winds drifting the highways and paralyzing the cities. Here at Shenandoah we have no snow on the ground to speak of as I am writing this. We have had enough warm days to melt what little snow we did have.

The picture has its bad side also. We are beginning to worry a little about the lack of sufficient sub-soil moisture. If we have an early spring with normal rainfall and then normal rainfall throughout the summer spaced out just about right, there will be nothing much to worry about. That is what happened last year — we didn't have any floods or heavy washing rains to speak of and although the season was a little dry, we seemed to get a good rain whenever it was needed and the result was that the middlewest harvested the biggest corn crop on record. We had a very generous supply of sub-soil moisture and the corn roots went down deep enough to take advantage of it. The result is that the sub-soil moisture is practically all used up now and we will not have that reserve to fall back on this coming season.

That doesn't worry me very much though, as I have enough hose to reach the farthest corner of the garden, and if we don't get the rains, I can always turn on the city water and irrigate. The tomatoes especially will have to have additional water through July and August. From the time the blos-

soms start setting on fruit, they will need an absolute minimum of the equivalent of an inch of rain a week. Then when the tomatoes start ripening, it will have to be increased to at least an inch and one half of water a week. If it doesn't fall from the skies in the form of rain it will have to be added through the garden hose, and that will mean a pretty heavy water bill. In fact, I am seriously considering putting down a well with an electric pump outfit. I figure such an outfit would pay for itself in 2-3 years, especially if 2 or 3 neighbors go in together to share the original cost.

The garden spot was fall plowed along in November and allowed to lay rough all winter. First we spread three big loads of barnyard manure from the stockyards, which was turned under along with all the trash, stalks, and old tomato vines. This will add the necessary nitrogen and humus to the soil, and keep it from packing and running together.

Just as soon as the frost goes out of the ground in the spring and it gets dry enough to work, I intend to spread an application of regular Maytone Fertilizer on top of the ground and then rake it down level ready for planting. Regular Maytone is high in phosphorus and that is what is needed for most vegetable crops, such as tomatoes, green beans, and sweet corn.

Then, just as soon as possible, I will plant the early things, including the peas, beets, radishes, lettuce, onion sets and plants. I hope to get these in the fore part of April or just as early as possible. The first beans and sweet corn will go in about the 20th of April and the first tomato plants and pepper plants about the first of May. The tomato plants, of course, even planted the first of May, will go under Hotkaps to prevent them from being caught by a late frost. Next month I will go into detail about varieties and the reasons why. In the meantime, take another look at the cover of the January Guide. That is just exactly what I have been doing the last few weeks—impatiently waiting for spring. How about you?

Frank Field

The KMA Guide



with  
*Jack  
Gowing*



At the time I am writing this column we are enjoying a very pleasant winter day, and of course we are looking forward to Spring but know there is a lot of winter left.

Our picture this month shows how the cattle follow the hay wagon. We can be glad that we have been able to scatter hay out in the fields because this will save the job of hauling manure in the Spring.

We now have twenty-three head of Angus counting some early December calves.

We have been hearing some fancy or high sounding ideas as to why we can't or shouldn't reduce imports of beef. The one most frequently used is that we cannot cut down Australian imports here unless the Australians agree to do so. It would appear to me that all of our farm organizations could certainly meet in common agreement here and not hurt each of their own programs, policies or philosophy either. I am quite surprised that the farm organizations haven't really joined hands and worked over the import problem with a fine tooth comb.

When one of our own basic industries is in trouble, does it make any sense to let foreign producers add to our problem. I don't believe that our beef producers would be given that privilege if the situation was reversed.

Our own Agriculture Department said

at one time, that all or most of the beef imports were cow beef and it was not affecting our fed beef markets. I recall when we have had government economists tell us that the reason hog or cattle prices broke was that the broiler people were selling large amounts of their production.

If broilers affect hog and cattle prices why doesn't imported cow meat?

We have had a long siege with the Mumps at our house. Randy came down with them two days after Christmas, Julie got them two days later and they didn't go back to school until the 6th of January. Pauline came down with them on Friday, January 10th on one side only and had an awful time with them for few days and then on the 17th got them on the other side.

I had them on one side when I was a Freshman in high school, so far I haven't had them on the other side and am hoping I can escape. We've had enough for this time.

I don't believe that old soft soap in the Dishwashing Detergent ads anymore. My hands were beginning to get that "dish-pan look" while Pauline was down with the mumps.

It is income tax time again and I'll close with this quote I saw one time. "At one time ambition used to be rewarded; now it is punished with higher taxes."



# Radio Hall of Fame Attracts Interest

As you step into the foyer of the new KMA broadcast center, the first thing which catches your eye is the huge display of 8 x 10 framed photos of radio's most famous personalities. The pictures are triple-decked over the entire perimeter of the interior hallways of the new modern structure. The pictures constitute the KMA Pictorial Radio Hall of Fame. The pictures are arranged in sections, a great many of them dating back to pioneer days of network radio. Among those honored in the gallery are such renowned radio people as Marconi, Amos 'n Andy, Madame Schuman-Heinck, Ma Perkins, Graham McNamee, Eddie Cantor, Fred Allen, Rudy Vallee, Bob Burns, Don McNeill (still going strong on KMA at 9:00 a.m. every weekday morn-

ing), Franklin D. Roosevelt, Alec Templeton and many more. Pictured top left is May Broadcasting president Edward May and KMA station manager Tony Koelker looking over a section of the prints. Mr. Koelker is pointing to a picture of Thomas A. Edison. Immediately above is Major Bowes of Amateur Hour fame. You may recognize others such as Roosevelt, Eisenhower, Edgar Bergen and Charlie McCarthy, H. V. Kaltenborn, Red Skelton, Will Rogers and many others. Many of these personalities will be total strangers to the younger generation, but to those who remember, the pictures bring back many fond memories of an exceptional entertainment era.

One section the display honors past and present KMA staffers, a number of them wearing 25-year-service watches. Among the KMA alumni are luminaries such as the Blackwood Brothers Quartet, the Everly Brothers and Al Sloey of the Riders of the Purple Sage, all attaining national fame.

Another feature attraction of the new radio center is a display of artifacts centering around the gold cup trophy awarded founder Earl May by Radio Digest Magazine in 1962 for winning the title "World's Greatest Radio Announcer" in a national poll. The cup is being held by Ed May, son of the founder, on the right in the bottom picture at left. Earl May polled 426,000 votes, the largest cast in any similar contest by more than 118,000. Radio Digest editors at the time stated Mr. May's heavy vote was almost unbelievable.

Among other objects of interest is the original carbon microphone used by Earl May, being held by Station Manager, Tony Koelker, on the left. Below the picture of the founder Earl E. May, is a six-tube 1926 model, three-dial, "B" battery radio, which has a written diary of KMA listening. The set's six tubes carry the label "Special KMA Custom Made Tube". Many of you may recall when KMA sold tubes, batteries, and even a private

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brand radio called the Mayola. By the way, Ed May is in search of a good condition (doesn't have to be operating) model of an old Mayola. If you have one, or know anyone who has, please get in touch with Ed.

Also you will note in the same picture two large walnut plaques on the wall on which are mounted original KMA transcriptions of major historical events. There are a number of these transcription plaques throughout the building with recordings of such things as Earl May at the United Nations Conference in San Francisco right after VE Day, Walter Winchell on Pearl Harbor night, Iowa Rural School Graduation Exercises, the old KMA Country School, and others. Behind Mr. May on the far right is the original Country School bell which Earl May used to open Country School. This bell has probably been seen and heard ringing by more people than any other bell in existence.

The Hall of Fame gallery and old KMA artifacts are being enjoyed by many visitors every day. Pictured at top on page 7 are a group of Shenandoah Rotarians who toured the facilities en masse with Ed May and Tony Koelker conducting separate groups. Mr. May, in welcoming the many thousands of tourists who visit KMA and the May Seed and Nursery Company each year, always has an infinite repertoire of humorous stories about old time incidents around KMA. He entertained the Rotarians with many of these stories as a guest speaker at their meeting. This, capped off by their tour, drew admiring comments from the organization. Many of the Rotarians had fond memories and a few stories of their own from back in the early days of KMA. Ed May asked the group to write down recollections of the Twenties and early Thirties and forward them for the record. More emphasis will be placed on gathering such information in the future.

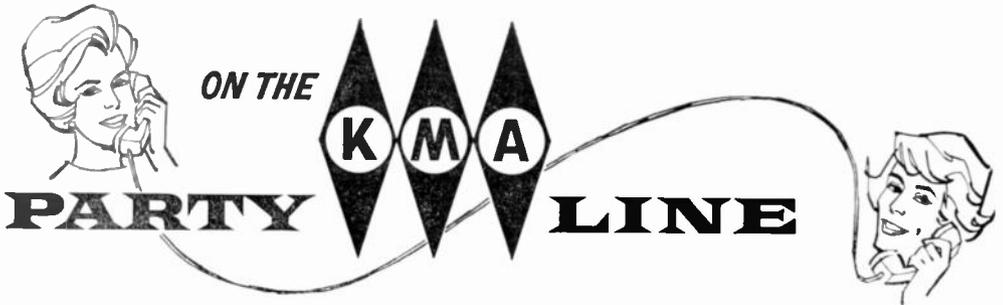
Another item of special historical interest is the 22 x 28 inch framed original cartoon executed by two-time Pulitzer Prize winner J. N. "Ding" Darling upon the death of Marconi in July 1937, entitled "Marconi's One Man Revolution of the World". Here a pack of tour-

ing Cub Scouts view the cartoon which hangs in the office of Mr. Koelker, who was presented the original by Ding Darling. Another feature, which is beginning to blossom into something unusually interesting, is the displays of old radio sets. Ed May aired an appeal on his 12:15 visit for such sets, and has been pretty busy looking over the response. The sets are superb antiques, some irreplaceable. The hope now is to set up a museum showing the evolution of radio construction and style. This may develop into the dominating attraction if the collection continues to grow with such excellent specimens as have been received so far.

In future issues of the Guide we will bring you close-up shots of these old sets, inside and out. We are in the process of

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**ON THE**

**KMA**

**PARTY LINE**

By **DORIS MURPHY**

Maybe it is because Kim, 7 year old daughter of Dean Naven has been exposed to lots of radio music, that she has become interested in playing a guitar. Whatever it is . . . she wanted the instrument, so that was one of the gifts Santa brought her . . . a brand new guitar for Christmas. Thrilled? You bet she is!

Life on the farm is different from the city life. Terry, toy terrier of the Dean Naven family, has been learning the ways of the farm the hard way. One day Terry ventured out into the feed lot with the sows and pigs. A big old sow gave one grunt at the little dog, and Dean standing in the yard, died laughing as he saw nothing but a black and white streak racing toward the house, as fast as the dog's feet could carry him, jumping through the boards of one gate, and over the top of another. It isn't likely Terry will bother the old sows any more!

It is a good thing KMA GUIDE EDITOR DUANE MODROW is resourceful! Otherwise he might have been in a predicament, one bright and early January morning,

while installing an electrical outlet in the bathroom, a Christmas present he had given his wife. All of a sudden, he dropped one of the mounting screws into the wash bowl and down the drain. As it disappeared out of sight, Duane wondered how he was ever going to get that screw out. Finally it dawned on him that the kids had gotten a game called "Tickle Bee" for Christmas, that had a magnet on the end of the little stick about the size of a pencil. Duane got the magnet, dropped it down the drain and quick as a flash the little screw clung to the magnet and out it came.

Many fair ladies thrill over the addition of a new dress or something for their wardrobe, but Pat, wife of Station Manager Tony Koelker, gets her biggest thrill over something added to her collection of tools. Pictured on this page is Pat, in her workshop located in the basement of the Koelker home, where all her many tools are neatly lined up ready for use. Here Pat makes things for the children, frames pictures, paints pictures in oil, water colors, enamel, does

Sumi ink drawings, and has around 50 different sizes and kinds of paint brushes. She has carving tools for wood sculpturing, tools for clay sculpturing, has a drill, an electric sabre saw so she can cut out anything, and many more pieces of equipment. Knowing her favorite Christmas gifts are things for her shop, her husband this year gave her a heavy duty stapler for use in upholstering, in tacking canvas on frames in preparation for painting a picture, and many more uses. Pat is very original. She goes to auction sales and buys many things that she later converts into something beautiful in her workshop. At Christmas-time a number of friends received artistic tall antique gold candle holders made from



**Pat Koelker, basement workshop grows with expanding artistic talents.**

legs off an old table, with bees-wax candles Pat had fashioned herself. A touch of artificial holly at the base of the candles gave them a beautiful holiday appearance. Many pictures painted by Pat have been purchased through the Joslyn Art Center in Omaha, and the Art Center in Des Moines by business firms and by art lovers for their homes. Pat's first tool was a power drill given her as a Christmas present from a friend who is a fine craftsman, and who realized how much she enjoyed making things. From then on her collection started to grow. Now her workshop is filled with art equipment of all kinds, where she can go and quietly do painting, sculpturing, wood carving, upholstering, framing, and other things she enjoys doing. Many art objects of beauty have already come and many more will come from these tools in the hands of artist Pat.

Eight below zero weather . . . and even colder in Omaha, presented problems to KMA **HOMEMAKER BILLIE McNEILLY** who drives from Omaha to Shenandoah twice a week to cut her shows. On January 13 Billie's car refused to start. Billie dashed to a nearby oil station, but they had no facility for starting cars. Quickly she hurried to another station, which was swamped with business because of the extreme cold weather. Finally she told them she had to have help immediately in order to get here in time for her program. They gave her service . . . got the motor started . . . and she headed for Shenandoah, arriving at the studio only 9 minutes before air time. Fortunately Bernice Currier, who was waiting at the studio to go on Billie's show that morning for the first time, was ready to go on for a visit with the homemakers, in case Billie was delayed and didn't arrive by 10:30. But she made it, and the program went on as scheduled!

Mrs. Earl May, accompanied by three friends, Mrs. Win Brown and Mrs. Ross Smith of Shenandoah and Mrs. DeForrest Brown of Hollywood, will leave Iowa winter winds and snow behind when they sail from New York, February 21st for a 41 day Mediterranean and Near East Cruise. They will travel 13 104 miles on the Italian Liner Leonardo Da Vinci, visiting eleven countries and stopping at 15 ports. Ports visited will include Lisbon, Portugal; Palma on the Island of Majorca; Palermo, Sicily; Alexandria and Cairo in Egypt; Beirut, Lebanon; Jerusalem, Israel; several stops in Greece; Istanbul, Turkey; Dubrovnik, Yugoslavia; Naples and Genoa in Italy; Barcelona, Spain; Casablanca, Africa; Bermuda, and arrive back in New York April 2nd.

Mike Heuer's Saturday night program of Country and Western music on KMA appeals to many listeners. One retired farmer at Peru, Nebraska, who is serving as a

volunteer fireman, is one of his most loyal listeners. As fireman, he often has to stay up all night, so his children gave him a new record player for Christmas to help him pass the time. Knowing Ralph Child's Record Shop in Shenandoah carries one of the biggest stocks of country and western music in the area, he drove here to get a supply. He bought \$60 worth of records . . . enough to last 6 to 8 hours . . . a whole shift while he is serving as fireman. NOW he is all set to enjoy country and western music to his heart's content.

Iowans don't usually have the thrill of enjoying golf on New Years Day, but to prove what a beautiful New Years day Shenandoah enjoyed in 1964, Carl Andersen of the KMA sales staff, played his favorite sport golf, in celebration of the New Year.

Mr. and Mrs. Donald E. Burrichter have announced the engagement of their daughter Carole Ann, to Stephen John Peters son of Mr. and Mrs. Shelley F. Peters of Merriam, Kansas. Carole attends the University of Kansas in Lawrence, and plans to complete her Freshman year. Her fiance is a senior at the University of Kansas in the School of Education. A summer wedding is planned. The father of the bride-to-be is Chief Engineer of KMA, and her mother is public school nurse in the Shenandoah schools.

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Carole Burrichter—engagement announced

# A Letter From Billie McNeilly

It can't be February already! But somehow, January has given us the slip, so we know it is. The past month was a dreary one in the beginning, but managed to shape up and give us a few smiles after all. I found myself in the embarrassing position of being "almost an invalid", after a painful bout with Phlebitis.

This month's picture will be a shocker for my delightful Mother and Dad. A shock, because they didn't know I planned to use it in the Guide. So many of you have written expressing a desire to meet these favorite people of mine, and I can think of no better way. This picture is the one taken on their Golden Wedding Day, and the expressions on their faces are the ones I love. Happy and contented with each other and with their lot in life. So it's a pleasure this month to introduce you to Mike and Pearl Cisney, my "Mom 'n Dad". Though the picture is over three years old, they remain the same, and I'm pacing myself to the day I can take off for Oregon and the long-awaited visit with the family.

We've been blessed with wonderful health at our house this past month. Hardly a cold or a sniffle, and aside from that "leg problem" of mine, we're all well and happy. Could it be because of those vitamins Bernice tells you about?

As most of you know by now, Bernice Currier is a welcome guest on my Monday programs, and comes to you each day thereafter by tape recording. It's fun having Bernice with me, and we're taking advantage of her generosity by having Ber-

nice give some of her old favorite recipes now and then. Hope you enjoy them.

Marcie is busy with school these days, and is beginning to realize that her senior year is almost over. The students wound up the month of January with a big "Military Ball" at Benson High School, and that was her big party of the month. Soon those high school dances and parties will be a thing of the past for us both, because every mother "lives" them with her daughter. It's going to seem strange for me to have no high schoolers left.

John surprised us with an unexpected visit the middle of the month, and that was a welcome break in the monotony, I assure you. He is working overtime to hop up some grades this semester, and realizes that college gets more difficult as you go along. A little hard work won't hurt him, but I always wish I could be more helpful. I'm always proud of this tall son of mine. He's a wonderful fellow, and it's a happy day when I come home from work and find him waiting there to greet me. His "hi mom" is music to my ears.

The last letter from Donna found her busy studying for the leading role in a home-town musical in Salina. That, with getting settled in their new home should keep her out of mischief!

As we step into the month of February . . . the month of hearts and flowers . . . the Valentine Month, it suddenly dawns! "Winter is on its way out!" We know we've made it through the longest half, and can expect spring to start peeking at us around a snowy corner any day now. I'm ready for spring. How about you?

Try and keep a smile on your lips as you make out your income tax forms . . . and gaze at your winter fogged windows . . . and watch the February thaws . . . and read the new spring seed catalog. Forget those problems you can't do anything about . . . and do something about those you can lick.

See the next page for some smackin' good recipes. Sec you next month.

Billie



# Billie's Kitchen Tested Recipes

## GERMAN CARAWAY MEAT BALLS

- 1 recipe Meat Balls
- 2 T. fat
- 1 can condensed beef broth
- 1 3-ounce can chopped mushrooms, drained
- ½ c. chopped onion
- 1 c. dairy sour cream
- 1 T. flour
- ½ to 1 t. caraway seed
- 1 recipe Spaetzle

### MEAT BALLS:

Combine 1 lb. ground beef, ¼ c. fine dry bread crumbs, 1 teaspoon salt, dash pepper, ¼ teaspoon poultry seasoning, 1 tablespoon snipped parsley, ¼ cup milk, and 1 egg; mix lightly. Shape in about twenty-four 1½-inch balls. Brown slowly on all sides in hot fat, shaking frequently. Add broth, mushrooms, and onion. Simmer covered 30 minutes. Blend sour cream, flour, and caraway seed; stir into broth. Cook and stir till mixture thickens. Serve with SPAETZLE: Sift together 2 cups sifted all-purpose flour and 1 teaspoon salt. Add 2 slightly beaten eggs and ¾ cup milk; beat well. Place mixture in coarse-sieved colander. Hold over large kettle of rapidly boiling salted water. Press batter through colander. Cook and stir 5 minutes; drain. Sprinkle with mixture of ¼ cup fine dry bread crumbs, 2 tablespoons melted butter. Makes 5 to 6 servings.

\* \* \*

## LEMON-CUP SOUFFLES

Serve these golden puffed dainties the minute they come out of the oven.

- 5 eggs
  - 6 T. sugar
  - ¼ t. salt
  - 2 t. grated lemon rind
  - 3 T. lemon juice
1. Separate eggs, putting whites into large bowl, yolks into medium-size bowl.
  2. Coat 8 one-cup custard cups with softened butter or margarine (or use straight-sided pottery coffee cups); dust evenly with about 1 tablespoon sugar (save rest of sugar for Step 4).
  3. Beat egg whites with salt just until stiff enough to hold their shape but still moist.
  4. Beat egg yolks until thick and lemon-colored, gradually adding remaining 5 tablespoons sugar; beat in lemon rind and juice.
  5. Fold egg-yolk mixture lightly into beaten egg whites until no streaks of yolk or white appear; divide evenly among prepared cups; set, not touching one another, in shallow baking pan. Place on oven rack; fill pan with boiling water to depth of 1 inch.
  6. Bake in moderate oven (350 degrees) 30 minutes, or until puffy-light and firm in center. Serve immediately.

## EASY STRAWBERRY FROZEN PIE

- 1 8-ounce package cream cheese, softened
- 1 c. dairy sour cream
- 2 10-ounce packages frozen sliced strawberries, thawed
- 1 recipe Graham-cracker Crust

Blend cream cheese and sour cream. Reserve ½ cup berries (and syrup); add remaining to cheese mixture. Pour into Graham-cracker Crust. Freeze firm. Remove from freezer 5 minutes before serving. Cut in wedges; spoon reserved berries over.

### GRAHAM-CRACKER CRUST:

Combine 1 cup fine graham-cracker crumbs, 2 tablespoons sugar, and 3 tablespoons melted butter or margarine. Press firmly into unbuttered 9-inch pie plate; chill till firm, about 45 minutes.

\* \* \*

## SCALLOPED OYSTERS

- 1 can cream style corn
- 1 egg, beaten slightly
- 1 pint oysters
- ¼ c. cream
- ¼ c. oyster liquor (juice)
- 1½ c. crumb mixture (half bread, half crackers)

Season with salt and pepper and dot with butter. Bake in a 350 degree oven for 20 minutes. Grease a shallow baking dish, start with a layer of crumbs, add oysters, and cover with cream style corn and egg mixture. Add more crumbs, pour over liquid and make the last addition a layer of fine crumbs for additional browning.

\* \* \*

## ORANGE HONEY CARROTS

- 1 bunch carrots
- Salt
- ¼ c. melted butter
- ¼ c. honey
- 1 T. grated orange peel

Clean carrots and cook in 1 inch boiling salted water until crispy tender (15 minutes.) Blend in melted butter, honey and orange peel. Pour over cooked carrots and place over low heat until carrots are thoroughly glazed. Serves 4.

# "My Best" Recipes for February

## CHERRIES TOP PUFFS

Cream puffs with a cherry sauce topping are a colorful dessert to serve with coffee or tea.

- ½ c. butter
- 1 c. boiling water
- 1 c. flour
- ¼ t. salt
- 4 eggs
- 4 oz. package vanilla pudding mix
- 1½ c. milk
- ½ c. cream, whipped
- ⅙ t. almond flavoring

No. 2 can cherry pie filling

Melt butter in boiling water. Add flour and salt, all at once, and stir vigorously. Cook, stirring constantly, until mixture forms a ball. Remove from heat. Cool slightly.

Add eggs, one at a time, beating vigorously after each addition. Drop by large tablespoonful onto a greased cooky sheet. Bake 45 to 50 minutes in a hot oven, 400 degrees. Split puffs and allow to cool. Make pudding as directed on package, using only 1½ cups milk. Cool. Fold in whipped cream and flavoring. Spoon into puffs. Spoon cherry pie filling over puffs and serve at once. Serves eight.

\* \* \*

## CANDY COOKIES

- ½ c. shortening
- ¼ c. granulated sugar
- ½ c. brown sugar, packed
- 1 egg
- ½ t. vanilla extract
- 1 c. plus 2 T. sifted all-purpose flour
- ½ t. salt
- ½ t. baking soda
- ¾ c. packed chocolate-covered raisins
- ¼ c. coarsely chopped walnuts

MAKE COOKIES A FEW DAYS AHEAD AS FOLLOWS:

1. Start heating oven to 375 degrees.
2. In large bowl, with mixer at medium speed, beat shortening with brown sugar and granulated sugar until light and fluffy.
3. Beat in egg and vanilla.
4. Sift flour with salt and baking soda. At low speed, beat them into shortening-sugar mixture until batter is smooth.
5. Then fold in raisins and walnuts.
6. Drop cookie batter by teaspoonfuls onto a greased cookie sheet.
7. Bake cookies 10 to 12 minutes or until they are lightly browned. Remove to a wire rack to cool. Makes 2½ to 3 dozen.

\* \* \*

## BANANA SPLIT SALAD

- 6 bananas - split and cut in two or three pieces

Place a layer of bananas in a dish, cover with the following dressing and sprinkle crushed peanuts over this — alternate

layers until the crushed peanuts are on top.

DRESSING:

- 1 c. brown sugar
- 1 T. flour
- 3 T. vinegar
- 1 c. thin cream
- 1 egg (beaten)

METHOD:

Cook the first 3 ingredients with ¼ cup of the cream. Boil a minute or so, then add the remaining ¼ cup cream and the egg. Cook until it thickens.

\* \* \*

## CHERRY-O CREAM CHEESE PIE

- 1 crumb crust (9-inch) or 1 baked pastry shell (9-inch)
- 1 pkg. (8 oz.) cream cheese
- 1½ c. (15 oz. can) Eagle brand sweetened condensed milk
- ¼ c. lemon juice
- 1 t. vanilla extract
- 1 can (1 lb. 6 oz.) prepared Cherry Pie Filling or (Cherry Glaze)

Soften cream cheese to room temperature; whip until fluffy. Gradually add Eagle Brand, while continuing to beat until well blended. Add lemon juice and vanilla extract; blend well. Pour into crust. Chill 2-3 hours before garnishing top of pie with Cherry Pie Filling or Cherry Glaze\*.

\*CHERRY GLAZE:

Blend ½ cup of cherry juice, 2 T. sugar and 2 t. cornstarch. Cook, stirring constantly, until thickened and clear. Stir in a few drops of food coloring, if desired. Add one cup (½ of 1 lb. can) drained, pitted, sour cherries. Cool. Garnish top of pie. Pretty as a picture!

\* \* \*

## BAKED CHICKEN SALAD

- 2 c. cooked chicken — ½-inch diced
- 1½ c. celery — ¼-inch diced
- ¼ c. chopped toasted almonds
- 2 t. finely chopped onion
- Grated rind of ½ lemon
- 1 T. lemon juice
- ½ t. pepper
- ½ to ¾ c. salad dressing
- Salt and pepper
- 1 c. (¼ lb.) grated Cheddar cheese
- 1 c. crushed potato chips (4 oz.)

Measure chicken, celery, almonds, onion, lemon rind and juice, and pepper into mixing bowl. Add salad dressing. Toss lightly to blend ingredients. If desired, add additional salt and pepper. Divide into 4 individual shallow casseroles or a 1-quart casserole. Sprinkle cheese over top. Top with the potato chips. Place casserole on baking sheet and bake in a moderate oven (375°) 25 minutes, or until cheese begins to bubble. 4 servings. Cranberry sauce is a good accompaniment.

# Voice of Democracy Speech Contest Finalists

Six finalists out of 25 original contestants in the Shenandoah Voice of Democracy annual scriptwriting contest recorded their three to five-minute speeches in the KMA studios. Pictured are Jim Black, Steve Sawyer, Suzy Hillman, Jackie Greeno, Lenny Hunt, and Pamela Slee. Pamela Slee was selected winner and will compete for the Iowa State award. State winners com-

pete for national scholarship awards and receive all expense trips to Washington, D. C. Second and third place winners were Steve Sawyer and Jackie Greeno who will receive trophy awards from the V.F.W. which co-sponsors the nationwide Voice of Democracy contest along with the National Association of Broadcasters.



## KMA Announcers Cram For F.C.C. Exam

The Federal Communications Commission has a new ruling that announcers must hold a Third Class Radio-Telephone license with a broadcast endorsement. After years in front of the mike, the six men below, with "professor" chief engineer Don Burrichter conducting class, were forced to bone up on

F.C.C. rules and regulations. They took the exam in Omaha in early January. One announcer, Dale Eichor, didn't have to take the exam because he already holds a First Class License. Pictured are, L to R, Merl Douglas, Mike Heuer, Warren Nielson, Ralph Childs, Dean Naven, and Jim Ross.



# KMA Daily Program for February, 1964

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

## MONDAY NIGHT

7:00 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

7:00 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

7:00 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

7:00 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

7:00 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

## 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.—Lawrence Welk Band  
 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.—Saturday Matinee  
 6:00 p.m.—Life Line  
 6:15 p.m.—Music on Deck  
 6:30 p.m.—News  
 6:45 p.m.—Don Beesley & Country Gentlemen  
 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.—Social Security Question Box  
 9:35 a.m.—Sunday Album  
 12:00 noon—News  
 12:15 p.m.—Sunday Album  
 4:55 p.m.—Mon. Morn. Headlines  
 5:10 p.m.—Sunday Album  
 6:30 p.m.—News  
 6:45 p.m.—Radio Liberty  
 7:00 p.m.—Freedom Sings  
 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

### News Flash at Presstime

Mr. and Mrs. J. D. Rankin, became proud grandparents January 29th, when a son Gordon Michael, was born to their eldest daughter Mrs. Michael Sherman, (Betty Jane), at the Clarkson hospital in Omaha. Mr. Sherman, father of the new baby, is associated with KMTV in Omaha. Gordon weighed 6 pounds and 12 ounces at birth. Mr. Rankin is Vice President of the May Broadcasting Company. Mrs. Earl May was particularly happy to hear the news of the arrival of her first great grandchild.

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### KMA HALL OF FAME

Continued from Page 7

interior architectural photography and will bring you pictures of the entire building. We can't get it all in one issue of the Guide, so be looking forward to forthcoming issues for a pictorial tour, and new developments in tour attractions. Meanwhile, come and visit us.

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### PARTY LINE

Continued from Page 9

What to get a child for Christmas is always a problem. This year Mr. and Mrs. Koelker debated what to give their 7 year old daughter Malia. Finally they decided upon a record player for the big gift, and an inexpensive sewing machine for a second gift. When Malia saw the sewing machine she was thrilled. "Now I can sew like Mommie," she exclaimed. With the patience of Job she tried all day Christmas to make the sewing machine work, but it wouldn't sew a stitch. Next day her mother returned the machine and got the money refunded. Then the family decided since Malia seemed so interested, they would buy her a beautiful electric Singer sewing machine. Now she is sewing on her wonderful children's sewing machine, and no one is at all worried, as the machine is perfectly safe. At first Malia made a scissor holder for mother, and now is working on doll clothes. If she enjoys sewing as much as her mother, I am sure the Koelkers will find their investment in the sewing machine will pay off in many hours of enjoyment for their little girl, as well as teach her how to make things that will save many dollars over the years.

Ethel Baldwin, who directs the May Seed Company tours in the summer, had long anticipated a holiday visit to the home of Bob Phillips at Sparks, Nevada. She left Shenandoah December 23rd to catch a train in Omaha at 2:40 a.m. At first, the passengers were told the train would be a little late. This delay stretched out until she had waited in the Omaha depot 15 hours! While visiting, she took ill . . . had to see a doctor twice and it cost her nearly \$40 for medicine. Planning to return De-

ember 30, Ethel wrote an air mail letter home for John Hiser to meet her in Omaha at 3:10 a.m. The train arrived, but no one was there to meet her. She waited 1½ hours. Then called home, only to learn John had failed to find the letter as it had accidentally gotten stuck in the end of a big catalog in the mail, and had not been discovered. That meant she waited three hours in Omaha before they finally arrived to take her home. You can bet Ethel wished many times she had never started out on her Christmas sojourn! Sitting in a depot for 18 hours isn't much fun!

Zipppers have caused predicaments for many people, but now it appears the new two-way zipppers might even cause funnier-than-ever situations! At least Teresa, daughter of Guide Editor Duane Modrow, found herself in a baffling position, when she arrived at school in her new lightweight insulated jacket with double zipper, and couldn't get out of it. Somehow, the little second grader got the zipper jammed. The teacher came to her aid, but couldn't unzip it . . . and everybody tried including the janitor. But to no avail! Then they called her mother at work, who hurried to the school, to try her hand. But before mother could arrive, Teresa had pulled and wiggled her coat and finally succeeded in getting out of the jacket without unzipping the zipper. If she's that good, Duane thinks they better train her to be a straight jacket escape artist!

One of the first things Carl (Andy) Andersen of the Sales department does when he gets up in the morning, is let the dog Tippy up out of the basement and put him outdoors. But one morning recently, he noticed the dog seemed to have a problem getting up the basement stairs. He wondered why. Soon he found out. With each step the dog had left a footprint of white paint on the kitchen floor. The day before someone had knocked a gallon can of white paint off the basement shelf, and the dog couldn't get up the stairs without going through it. You can bet the dog was willing to have his paws wiped off before he came back in the house. He didn't like the feel of sticky paint.

**OUR DEEPEST SYMPATHY** is extended to Mr. and Mrs. Everett Ivie, whose daughter Mrs. Robert (Virginia Ivie) Heatherington passed away at Davenport, Ia., Jan. 10. Mr. Ivie is an executive with the Earl May Seed Company.

Also to Mrs. Edna Buntz of Shenandoah, cousin of Mrs. Earl May, whose son Robert was killed by a Southern Pacific train in Casa Grande, Ariz., Dec. 19. Mr. Buntz and family made their home in Casa Grande.

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## NOTE

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Pictured is the spacious home which Mike Heuer recently purchased on East Clarinda Avenue in Shenandoah. Mike can be seen coming down the front walk on his way to work. The home has three large bedrooms and bath up. Huge living room the full width across the front of the house, large kitchen with a lot of builtins. One room downstairs will be refinished into a den another is a sewing room. The home is located

on a large double lot with plenty of shade trees. Mike says one of the unusual features they enjoy is a nice crystal chandelier in the dining room. The three Heuer children, Tommy, Jeffrey, and Cynthia now walk to school, have neighborhood children to play with. Compared with previous isolated country living and school bus travel, this is a real welcome to the youngsters. The Heuers all seem very happy with their new home.