



The

# KAMA GUIDE

March, 1964

# COVER STORY

# The KMA Guide

Our March cover pictures the first member of the fourth generation of the May family, Gordon Michael Sherman, born January 28 at Clarkson Hospital in Omaha. Gordon weighed in at a hale and hearty 6 lb. 12 oz. Mike and Betty Jane Sherman are the proud parents. Mike is working at sister station KMTV, Omaha. Betty Jane is the eldest daughter of the proud maternal grandparents, J. D. and Frances Rankin of Shenandoah. J. D. is Vice President of the May Broadcasting Company. Frances is the daughter of Mrs. Earl May, who became a great-grandmother for the first time. Mrs. J. D. Rankin, Sr. of Tarkio, Missouri is also a great grandmother. Paternal grand parents are Mr. and Mrs. Gerald Sherman of Wilmette, Illinois, who came to Omaha to visit their first grandchild. It's easy to see why Gordon Michael is a very popular young fellow.

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A number of organizations have taken the opportunity to tour the new KMA broadcasting facilities as a group. Pictured above is the Altrusa Club of Shenandoah as they enjoyed a prearranged evening tour with several members of the staff on hand to conduct segments of the group through the various operations in the KMA radio center. It is interesting to note several of

the Altrusas are alumni of KMA. Mrs. Earl May is pictured at center in the front row, Adella Shoemaker, former KMA Homemaker is to the right, Homemaker Florence Falk is in the back row, center, and the Little Minister Edythe Stirlen whose program "Sunday School Lesson" is heard each Sunday at 9:00 a.m. is on the right.



## A Chat With Edward May

"Good morning, friends, in Radio Land." These are the words used on KMA by my father for several years to open the broadcast day shortly after five o'clock in the morning. This was in the late 20's and the early 1930's.

One of the rather unusual stories about the early days of KMA concerns that of another person at the station who felt he could bring KMA on the air at the early hour of five o'clock and, thus, save my father the need of arising quite so early in the morning. This was agreeable with my father, the founder of KMA, since he was at the station from five o'clock in the morning until about ten o'clock in the evening. So, the first morning the new man brought KMA on the air, he started by saying, "Good morning, friends, in Radio Land." That is, he fully intended to say "Friends in Radio Land," but, being unaccustomed as he was to the microphone, when he stepped up to that rather small but fearful object, which oftentimes confuses a person, what actually came out was, "Good morning, wrens in Fradio Land." He repeated himself two or three times and, after several unsuccessful attempts to say, "Friends, in Radio Land," he finally gave up, and never again asked if he could bring KMA on the air early in the morning.

This experience happened many years ago, and it's quite possible some of the KMA Guide readers today might have heard this. If so, there is a strong possibility these individuals may have heard these very words on one of the old radios which we have in our radio museum. In fact, the picture on this page shows an old Atwater Kent radio. This one still is in good working order. Actually, the radio pictured isn't as old as several we have, but our museum, together with our outstanding picture gallery of nearly every prominent national radio figure down through the years, plus most of the outstanding performers formerly heard regularly on KMA through the years, are attracting a great deal of interest and attention. The number of visitors through our new studio facilities is daily increasing, and I most cordially invite you to visit KMA.

Quite frequently, we are reminded that

we live in a small world. This was again brought to my attention recently, shortly after we started collecting old radios. We were particularly looking for a "MAYOLA." This is a fine radio set sold by KMA in the late 1920's and early 30's. I mentioned several times on my 12:15 program the desire to locate a MAYOLA. As a result, several people mentioned that, at one time, they had had a MAYOLA but had discarded it several years ago. However, one day I had a letter from a person in Atlantic, Iowa, saying he heard me say I was looking for a MAYOLA. It just so happened this individual was listening to KMA on a MAYOLA. The result is we now have this MAYOLA in Shenandoah and, after nearly thirty years, it still works fine. The cabinet needs some refinishing, but the radio itself still is in excellent condition. As soon as we have the cabinet refinished, we will take a picture of the MAYOLA and have it in the KMA Guide.

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Ed May tunes Old Atwater Kent, still going strong.

# Frank Comments

By FRANK FIELD

Jennie and I are now proud great-grandparents. The picture on this page is the proof. Meet Mr. and Mrs. Bill Field and their daughter Sandra Renne. Sandra was only about 10 days old when this picture was taken but she looks big enough to be a month old; that is because she weighed almost 8½ lbs. She was born February 3 at the Hand Community Hospital here in Shenandoah. Bill, you remember, is the only son of our eldest boy, Bob, who has worked here at the seedhouse almost as long as I have. Bill's wife, Marcella, was a Clarinda girl. He works at Brannen's Super Market, just east of the seedhouse and he and Marcella have an apartment on Clarinda Avenue. Marcella did her week's washing that morning and at noon she told Bill she believed she had better go to the hospital. About 4:00 that afternoon, Bob called me, all out of breath, to inform me he was now a grandfather and of course, that made me a great-grandfather.

One of these days, I will have to run a four generation picture again. When Bob was born, his great-grandfather was still living so we had a four generation picture showing Bob, me, my father and my grandfather; then when Bill was born, the four generation picture showed Bill with Bob, me and my father.

As you can see from her picture, Sandra is a healthy husky baby all right, but Bill insists she has her days and nights mixed up. She wants to sleep all day and stay



Bill Field and Wife, Marcella, present us with first great-grand child.

awake most of the night. Little does he realize that is the usual pattern for the first few months.

Back in the January Guide, I gave you a sort of preview of a new high-powered lawn fertilizer that was going to be introduced this year but at that time a new name for it had not been decided upon. I can now announce the new name is Royal Maytone Fertilizer. It is now in stock in all Earl May Stores and is going over quite well. The carrier for the actual fertilizer is Vermiculite which makes it very light in weight and very easy to handle. It is truly a high nitrogen fertilizer as the analysis is 20-10-5 — 20% Nitrogen, 10% Phosphorus, 5% Potash. This makes it extremely desirable for lawns where the main thing you are after is leaf growth. It is a true slow-release fertilizer, so you can put on quite a heavy application early in the spring, and since the Nitrogen is released slowly, that one application will last all summer.

By the time you are reading this, I will probably have some of the garden already started; by that I mean the tomatoes and peppers which I like to start about the first of March in order to have plants big enough to set in the garden about the first of May, under Hot-kaps, of course. The bulk of the tomato planting, of course, will be Surprise but there will also be two or three new crosses from the University of Missouri for trial as to how they perform here in Iowa. The peppers will be that new Hybrid from Japan — Tokyo Bell. The first radishes planted will probably be Champion; the onion plants will be Yellow Sweet Spanish and the peas, Progress No. 9 which we now call Early Giant. The beets will be Baby Canning and the lettuce, Butter Crunch. All those things will go in-

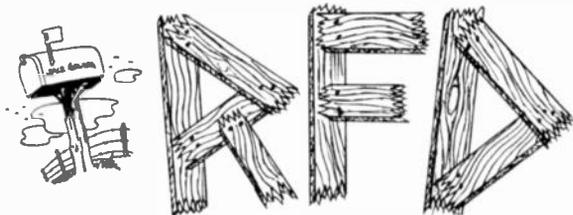
to the ground as soon as the frost is out and it is dry enough to work — probably the latter part of March. It all depends of course, on the season. Oh, yes, I forgot the potatoes which will go in at the same time. They will probably all be Norland, a new early red potato which has out-yielded all other varieties in the trial grounds the last two years. It is a medium size, very smooth, with shallow eyes and very early. For later potatoes I still like Kennebeck.

I will let you know next month how things are coming along.

Until then.

Frank Field

The KMA Guide



with  
Jack  
Gowing



This past month I attended the Convention of the National Livestock Feeder's Association and believe that the livestock feeder had many things said in his behalf even though he may not have been there or may not even be a member of this organization. One day of this convention was devoted to the beef import problem.

An independent meat packer told of his problems of trying to compete with imported beef. He stated the meat packer can no longer sell on the virtues of high yielding, domestic meat, freshness, bacteria control, dependability and uniformity. They still have these virtues but today's buyer will not recognize them unless our selling price is as low as foreign prices. Right there is the cause of most of our trouble from foreign beef because our meat must sell for what the consumer is willing to pay.

One other thing this packer pointed out in his speech was the fact that when he was in Holland representing USDA at a variety Meat Conference he found that Europeans make no apology for their protectionist attitude. John De Veer, chairman of the Netherlands Commodity Board for Livestock and Meat had this to say, "Trade in Agricultural products between America and the countries forming the EEC (common market) must be based on two funda-

mental premises: Soil which is suitable for producing Agricultural products must remain in cultivation, and the farmers who cultivate this soil must make a reasonable living." In order to achieve this they are and will continue to regulate agricultural imports into the common market area. Again I wish to point out that Europeans make no apology for their protectionist attitude.

If the Australians and New Zealanders lose their market in the Common Market area they most surely will attempt to dump more meat into our United States market. Can we ever hope to improve the cattle feeders income position if we do not regulate beef imports in some way.

The plans are being made now for the conference on tariffs which will be held in Geneva, Switzerland. It is very important that you write to your Senator and Congressman and even the President and express your views and concern over the import situation.

This month's picture shows me with a part of an old player piano which I am in the process of rebuilding. I can remember the many hours that I spent as a boy pedaling a player piano that we had at home. It is my hope and ambition to get this one

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You push the little valve down and the vacuum goes round 'n round.



## Hall of Fame Interests All

One of the satisfying aspects of the great amount of work which has gone into the KMA radio hall of fame by our station manager Tony Koelker, is the fact that even the youngsters who come through in groups seem to show unusual interest in the pictures of famous radio people. The only noticeable difference in age groups is the direct proportion between age, and the number of pictures a person is able to identify. At any rate everyone gets a kick out of looking over the old time prints. They bring back many fond memories of earlier days. Pictured at top are a group of Brownie Girl Scouts in the control room, which is the nerve-center of station operations. Mike Heuer is spinning records on his 4:00 - 5:40 afternoon program, "Mike's Matinee". Mike explained how the equipment worked and answered questions between records. The second picture shows part of the Altrusa Club ladies (see picture page 2) looking over the gallery. The Little Minister, Edythe Stirlen and Adella Shoemaker, former KMA homemaker, are in foreground. Their pictures are in the hall-of-fame. Pictured at bottom are a group of wives from the Red Oak, Essex, Villisca vicinity who are enjoying a tour while their husbands attend a meeting of Johnson Brothers Mill. As you can see the pictures are engrossing. Best tour times are 8:00 - 4:00 p.m. Monday through Friday, or by special group appointment during evenings or weekends.



# KMA Radio Center

Starting with this issue of the Guide we will take you on a pictorial tour of the new building. Here are two views as you enter the lobby and one looking down the south hallway. The top picture shows the waiting area and the hall of fame along the north hallway. Offices, three studios and record library are off this hall to the left. The second picture shows the foyer and receptionist desk along the west (front). Conference room and managerial offices are off this area to right. The third picture shows the south side hallway, with Guide, Promotion, News and Program offices and restrooms off to the right. More next month.



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

By **DORIS MURPHY**

Imagine how frantic **MIKE HEUER**, announcer of the **KMA BANDSTAND COUNTRY STYLE** would have been, if he had walked in to the studio at 6 o'clock Saturday night, and discovered the forty records he had selected to play on the evening show were all gone. He would have been in a real jam as it takes considerable time to put a record show together. But luckily, Mike did some checking the day before, only to find out that is exactly what had happened. Some one had mistaken the bin of rejects and duplicate records for the rack of country and western records that Mike had so carefully compiled. Fortunately Mike found the records and had them back by Friday noon. It gave Mike quite a scare however, and from now on he plans to have the record rack clearly labeled, so everyone can easily distinguish between the rack of rejects and those ready for broadcast purposes.

Ever since **KMA Announcer Jim Ross's** wife **Barbara** got her automatic washing machine, she has been wanting an auto-

matic dryer. But little did she know she was going to get it for her birthday . . . February 7th. Jim planned it as a surprise. He got off work in the afternoon, slipped home and met the men who were to install the dryer, and they had it all hooked up by the time **Barbara** arrived home from the office. In order to get **Barbara** to go to the basement, Jim arranged for his mother to come to the house and ask if she could use their washer. His plans worked beautifully! **Barbara** took her to the basement and it was then she saw the beautiful brand new automatic dryer, for the first time. She was so thrilled she fairly jumped up and down! No gift could have pleased her more!

**Mrs. Gayle Maher** of the **KMA** mail department underwent surgery at the **Clarkson Hospital** in **Omaha** February 7th. She is getting along fine now and back in the **KMA GUIDE** office.

Unposed pictures are often the best, as proved by this snapshot taken Christmas night of 14 month old **Ronda Kay**, daughter of **Mr. and Mrs. Roland Tiemeyer** of **Farragut**, and **Teri**, 4 year old daughter of **KMA** announcer **Jim Ross**. Jim had already taken about a dozen pictures of **Ronda Kay**, (left). By this time she was tired and when they tried to get her to smile once more, she gave way to her feelings and opened up with a big cry. They told **Teri** to sit down beside the baby, in hopes it would quiet her. But to no avail. **Teri** plugged her ears with her fingers, just as a big tear rolled down **Ronda Kay's** face . . . and Jim caught this priceless picture at the right moment. Previous to the arrival of **Ronda Kay**, her mother **Monica** was employed in the library at **KMA**. **Teri** looked especially chic this day in her dress with not one . . . but three



**Ronda Kay Tiemeyer and Teri Lightfoot, not quite ready for picture-taking.**

pockets . . . one marked for "hanky", one for "candy" . . . one for "money". That should take care of all the needs of a little 4 year old girl!

Holly, daughter of Warren Nielson had much to be thankful for on her tenth birthday, February 20th, because just a few days before, she had slipped on the ice at school and hurt her right arm. Luckily, Xrays proved no bones were broken. The arm was just sprained. Right away, Holly thought of the things she COULDN'T do with her arm taped up, such as wipe the dishes or do her catechism! Another young daughter of a KMA announcer had an accident, but she too, came out unhurt! Cynthia, 6 year old daughter of Mike Heuer decided it would be fun to swing on the door of the big metal cabinet in the bathroom. She did . . . and ended up on the floor with a cabinet, towels and all the other things stored in the cabinet on top of her. Hearing her crying the family ran to her rescue. After this frightening experience, I don't imagine Cynthia will be swinging on the cabinet doors any more!

Ed May knows what one of his *Creston*, Iowa listeners was going to buy at the grocery store, not because he is psychic, but because the listener apparently sent Ed his grocery list instead of a letter. Ed is still wondering what the listener wanted! You can imagine his amazement when he opened the envelope only to find a narrow strip of paper listing: 3 pounds of beef, peanut butter, mush, jam, cream cheese, potato chips, milk, bleach and chocolate stars. No doubt the person receiving the letter intended for Ed, was equally surprised.

KMA PROGRAM DIRECTOR Dean Naven was optimistic! Two weeks before the arrival of his son Jeffrey William, Dean promised the Norwich Methodist church he would be the speaker at their Father-Son banquet, February 10th. When the date arrived . . . just as he had hoped . . . Dean WAS the father of a son. "Jeff" arrived February 6th, weighing 7 lbs. 7- $\frac{3}{4}$  ounces, and you never saw a prouder dad. At the Father-Son banquet Dean was awarded a cigar for being the "father with the youngest son". Young Jeff looks considerably like his father, and you can see what a handsome young man he is, by the picture of the baby in the arms of his mother, shown on page 16. Dean's father was especially happy too, over the new arrival, since it is his first grandson, and he is 82 years

old. The baby's three sisters, Kim age 7, Jeri, 11 years old, and Tami, age 13, were so excited over having a new baby brother, they all had to hold him within a half hour after his arrival home from the hospital. Even the family dog has taken responsibility for helping look after the baby, and see if everything is all right. With so many admirers, Dean says Jeff is getting spoiled already. In the days previous to the arrival of the baby, Dean was busy staining a new cabinet in his office. Photographer Modrow caught him in the act, and took this picture, just as he had paint on his suit, hands, even in his hair. The cabinet is finished now and looks real nice. Yes, this is the new father — even though you can see only the top of his head!

Mr. and Mrs. Ralph Childs awoke one morning to find their son David and friend Gene Rasmussen of Sioux City had arrived safely home from their six month stay in Europe. The boys had slipped in quietly during the early morning hours and gone to bed, without awaking the household. Everyone was thrilled to find the boys home and you can bet Muriel fixed a delicious steak and French fries dinner for their homecoming. The boys left in September, going to Liverpool first, then up thru northern England, and down to London. From London they crossed to France . . . then to Paris. At this time they purchased an old scooter. The boys rode piggy back and got down almost to Nice, when they had a crack up and wrecked the scooter. So the boys just walked off and left the broken scooter. By this time David was broke, but his college traveling companion still had a little money. They next went to Venice, then up to Vienna. By then both

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Dean Naven stain-finishes office cabinet.

# A Letter From Billie McNeilly

While gazing out a friend's kitchen window the other day, I noticed the willow shoots looked a little green . . . which brings up the subject of spring. We're all ready for spring, and I'm faithfully watching for the first robin to visit our neighborhood. Frankly, we've had such a painless winter, I really can't complain, but we're all ready for spring and the daffodils and tulips . . . and lovely new green grass.

This is moving month for Marcie and me. From the looks of the storage space in our duplex home, it's time we move . . . or spring houseclean. We are moving into a compact and attractive apartment, which offers us both the challenge of getting our things into order, and into a smaller than usual space. This will be comfortable for us both, and much easier for me to keep up when Marcie trundles herself off to college this coming fall. If we get the kitchen curtains made, the move completed and get settled, I'll try and have a picture of the new apartment in the next issue of the Guide. We're getting pretty excited about the move now . . . but by the time this reaches you we may be pretty weary.

I know spring is coming because Clyde and Cleo (Cleopatra), our two parakeets are moulting. I know spring is coming because the Earl May Seed Company store is buzzing with activity . . . and I know spring is coming because I have the urge for something new to wear. Or is that a sign I'm just another woman? At any rate, let's lick a little of the spring housecleaning early, and be able to get outside and enjoy the spring sunshine when it gets here.

The picture I've brought for you this month is a brand new photo of Marcie. This is her graduation picture . . . the one she is sending to her Grandparents and her uncles and aunts . . . and the one she will always dislike when she grows older. Don't we always dislike our graduation pictures? But I love this shot of her. The only trouble is, her red hair doesn't show, and her hair is truly her "crowning glory", and those freckles she hates so much don't show either. I love them, but they are the blight of her life, so to speak. Forgive my pride in this, my last graduate.

Word from John and Donna is work for both of them. Naturally, Donna's new home is keeping her busy, as are the boys and

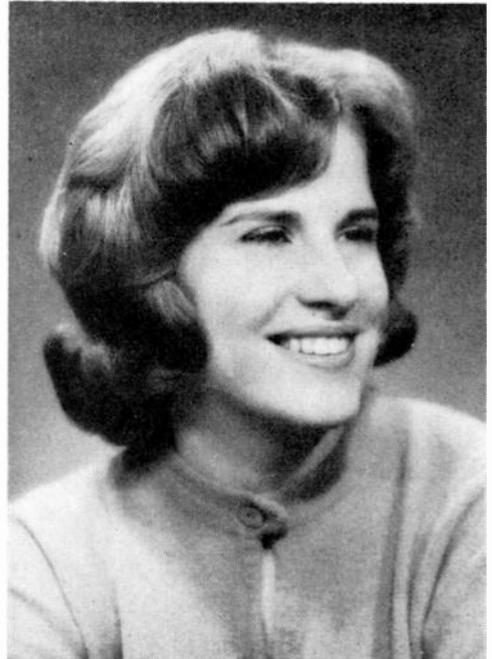
Bill, who she claims is always hungry. John is into his second semester at State College of Iowa . . . and won't be home until Easter. Seems a long way off, but it will be here before we know it.

Remember these tag-end days of winter . . . the wild birds need a hand-out now and then. A few bits of suet and some table scraps will help if you don't have any bird seed or cracked corn.

Let's remember those friends who are shut-ins, and unable to get out and about, too. Perhaps you could run an errand . . . or pay a friendly call and make a shut-in happy this month of March. It takes so very little to bring a smile of happiness to those who don't have the opportunity to be out and about.

Because this is the month of Easter, I am including some Easter recipes for you this time. May yours be a blessed Easter Season.

Sincerely,  
Billie



**Marcie, my youngest, graduates from high school this spring.**

# Billie's Kitchen Tested Recipes

## BLACK BOTTOM CUPS

Combine:

- 1 (8 oz. pkg.) cream cheese
- 1 unbeaten egg
- $\frac{1}{3}$  c. sugar
- $\frac{1}{8}$  t. salt; beat well. Stir in
- 1 6-oz. pkg. (1 cup) semi-sweet chocolate chips

Sift Together:

- $1\frac{1}{2}$  c. sifted all purpose flour
- 1 c. sugar
- $\frac{1}{4}$  c. cocoa
- 1 t. soda
- $\frac{1}{2}$  t. salt - Add
- 1 c. water
- $\frac{1}{3}$  c. cooking oil
- 1 T. vinegar & 1 t. vanilla; beat until well combined.

Fill muffin cups, lined with paper baking cups, one-third full with chocolate batter. Top each one with heaping teaspoonful cream cheese mixture. Sprinkle with sugar and chopped blanched almonds, if desired. Bake at  $350^{\circ}$  for 30 to 35 minutes. Makes 2 dozen.

\* \* \*

An Easter main dish for those who want more than just plain baked ham.

## JUBILEE HAM LOAF

- 1 c. bread crumbs
- 1 c. milk
- 2 eggs, beaten
- 1 t. dry mustard
- $\frac{1}{4}$  t. cloves
- 1 lb. ham, ground (4 cups)
- $\frac{1}{2}$  lb. lean pork, ground

Preheat oven to  $350^{\circ}$ . Combine bread crumbs, milk, eggs, and seasonings. Add meat and mix thoroughly. Press into  $9 \times 5 \times 2\frac{1}{2}$  inch loaf pan. Bake 1 hour. Makes 6 to 8 servings.

\* \* \*

Good with ham . . . ham loaf or any cold cuts.

## CREAMY MUSTARD SAUCE

- $\frac{1}{2}$  pt. dairy sour cream
- 1 T. instant minced onion
- 1 T. prepared mustard
- 2 t. steak sauce
- $\frac{1}{2}$  t. salt

Blend ingredients and chill. Makes about 1 cup.

## EASTER ANISE BREAD

Soften 1 package active dry yeast in  $\frac{1}{4}$  cup WARM water. Combine  $\frac{1}{3}$  cup each butter, sugar, and milk, and  $\frac{1}{2}$  teaspoon salt; scald, stirring till butter melts. Cool to lukewarm. Add 1 cup sifted all-purpose flour; beat well. Add yeast, 1 slightly beaten egg, 2 tablespoons lemon juice, 1 teaspoon shredded lemon peel, 2 to 3 teaspoons anise seed; beat well. Add  $2\frac{1}{2}$  cups sifted flour (or enough to make a soft dough). On lightly floured surface, knead till smooth and elastic (8 to 10 minutes). Place in lightly greased bowl, turning once to grease surface. Cover; let double in warm place (about  $1\frac{1}{2}$  hours). Punch down; let rest 10 minutes. Shape in loaf. Place in greased  $8\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{1}{2}$ -inch loaf pan. Cover; let double (about 45 minutes). Bake at  $375^{\circ}$  35 to 40 minutes (place foil over top last 20 minutes). Remove from pan; cool. Glaze with icing.

\* \* \*

## TROPICAL FRAPPE'

- $\frac{1}{2}$  c. sugar
- $\frac{3}{4}$  c. water
- $2\frac{1}{2}$  c. canned pineapple juice or grape juice
- 1 t. grated lemon rind
- 1 t. grated lime rind

Combine sugar and water in medium-sized saucepan; cook 5 minutes; cool slightly. Add pineapple or grape juice, lemon rind, and lime rind; mix well. Pour into refrigerator freezing tray; freeze just until firm; beat until fluffy. Serve over fresh fruit as appetizer or dessert. If desired,  $\frac{1}{2}$  cup grated coconut can be added before freezing. Makes 6 servings.

\* \* \*

## APRICOT RAISIN RELISH

- $1\frac{1}{3}$  c. water
- $\frac{1}{2}$  c. sugar
- $\frac{1}{4}$  c. vinegar
- $\frac{1}{4}$  c. horseradish
- $\frac{1}{4}$  t. cloves
- 1 c. chopped, dried apricots
- 1 c. seedless raisins
- $\frac{1}{4}$  c. sliced almonds

Combine water, sugar, vinegar, horseradish and cloves. Boil 5 minutes. Add fruits and almonds and simmer 15 minutes. May be served hot or cold. Makes 2 cups.

# "My Best" Recipes for March

## SOFT MOLASSES COOKIES

- 1/2 c. butter or margarine
  - 1/2 c. sugar
  - 1 egg, beaten
  - 1/4 c. unsulphured molasses
  - 2 1/4 c. sifted all-purpose flour
  - 1/2 t. soda
  - 1 1/2 t. ground ginger
  - 1/2 t. salt
  - 1 t. vinegar
  - 1/4 c. evaporated milk
1. Cream butter, add sugar gradually and blend well. Gradually beat in egg, then molasses; cream the mixture until fluffy.
  2. Sift together flour, soda, ginger and salt; add vinegar to milk and mix together well.
  3. Add flour mixture to butter mixture alternately with milk; mix into dough; turn out onto waxed paper; refrigerate in three separate portions; chill for 1 hour.
  4. To bake, roll out . . . one portion at a time . . . on lightly floured board until about one-eighth inch thick; cut with 2 1/2 inch cutter and place cookies on oiled baking sheet.
  5. Bake in a moderate oven (350 degrees) until lightly browned, 10 to 12 minutes. Cool cookies on cake racks. Decorate with frosting if desired.

\* \* \*

## CHERRY CAKE DESSERT

- Mix together:
- 1/2 c. sugar
  - 1/2 c. milk
  - 1 c. flour
  - 1 t. baking powder
  - 1 T. melted butter
- In another pan, mix together:
- 1 c. sour canned cherries
  - 1/2 c. sugar
  - 1/2 c. cherry juice
  - 1/2 T. melted butter
  - 1 c. boiling water
- Put batter in bottom of baking pan. Pour cherry mixture over it and 1 t. melted butter. Bake at 350° until done, about 40 minutes.

\* \* \*

## HONEY FRENCH DRESSING

- 1/2 c. Honey
  - 1 c. salad oil
  - 1/2 t. salt
  - 1/4 c. chili sauce
  - 1/2 c. vinegar
  - 1 medium onion grated
  - 1 T. Worcestershire sauce
- Place all ingredients in a quart jar and shake well. Serve this dressing on the lettuce and place a portion of the frozen salad on top. This dressing may be used on other salads.

## NOODLES AND SAUSAGE

- 1 lb. pork sausage
  - 2 4 oz cans tomato paste
  - Salt and pepper to taste
  - 1 T. oregano
  - Paprika
  - Cheese
  - 1 t. dry mustard
  - 1 c. chopped onion
  - 1/3 c. chopped green pepper
  - 1 clove garlic, minced
  - 1 lb. noodles
  - 1 small can mushrooms
- Form sausage in balls and saute until lightly browned. While they are cooking, heat tomato paste with 4 cans of water. Add seasoning. Saute onion, pepper and garlic in sausage fat. Add the sausages and onion-pepper mixture to the tomato sauce. A small amount of sugar may be added. Simmer for 2 hours, stirring frequently. Boil noodles until done. Place noodles in a lightly buttered casserole and add sauce. Place sausage balls on top, then the mushrooms. Place generous strips of cheese over all and bake at 350° for 30 minutes. Serve hot.

\* \* \*

## CHEESE LOGS

- 1/2 c. soft butter
  - 2 t. hot water
  - 1 1/2 c. flour
  - 1/2 c. shredded sharp cheese
  - 1/4 t. curry
- In small bowl of electric mixer, using medium-high speed, whip butter for 2 minutes, adding the hot water gradually. Sift, then measure flour and add to butter, mixing to make a soft dough. Stir in cheese and curry. Chill until stiff enough to handle. On floured board, roll dough into logs 1/2 inch in diameter; cut into 2 inch pieces and brush with beaten egg. Roll in sesame seed or poppy seed and place 1 inch apart on greased baking sheet. Bake in a moderately hot oven, 375°, for 12 minutes. Makes 48.

\* \* \*

## FROZEN HONEY FRUIT SALAD

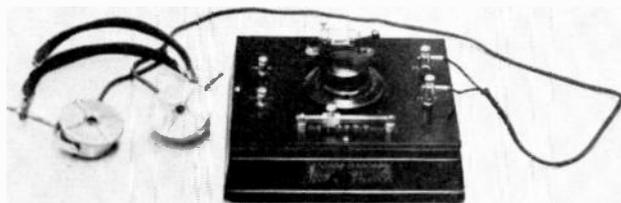
- 4 oz. cream cheese
  - 3 T. mayonnaise
  - 2 T. Honey
  - 1 c. pitted white cherries
  - 3 slices pineapple
  - 1/2 pt. whipping cream
- Mix cream cheese with mayonnaise, add honey and mix well. Add cherries and pineapple and fold in whipped cream. Place in freezing tray. Serve this frosty fruit creation with Honey French Dressing for a real salad spectacular.

## A Look At Some Very Old Timers

If you have ever seen the mass of parts inside new electronic gear such as your television set, after a close inspection of one of the sets pictured here you will won-

der how these old radio sets ever managed to bring in anything at all. Their simplicity is almost astonishing, yet in their day they were the magic wonders of a fabulous

new era. No one minded the screeches and howls, or tuning around for possibly a whole evening to find one station. It was wonderful and fascinating. The top picture shows a rather fancy 1922 or '23 Steinite Crystal set with tuning coil and variable inductance taps. The second picture shows (left) a Westinghouse Aeriola Sr. 1-tube detector set of about 1923. On the right is a 2-tube Crosley Regenerative set model 51 patented in 1914. At bottom is a 3-tube Atwater Kent "bread board" coil tuned variometer or variable coupler set with speaker. These are among the oldest in the collection of receivers Ed May has been obtaining from KMA listeners. There are many more, with Atwater Kents dominating the collection. Of all the sets and parts to come in, no two are alike. The collection shows the evolution of radio sets in the early days. Ed has found a working Mayola Console, which was sold by KMA in the early 30's. We'll have more pictures in coming issues of the Guide, so stay "tuned."



### KMA To Carry Both State Tournaments

Your KMA sportscast team, Dean Naven and Andy Andersen, who have been following spotlight games in both Boys' and Girls' basketball tournament play from a number of tournament sites in the area, will broadcast direct play-by-play of the Iowa State Tournaments.

The Girls' tournament gets under way first, beginning March 10 and continuing to the final championship game Saturday night, March 14.

The Boys' tournament gets under way March 19, continuing through March 21.

# KMA Daily Program for March, 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

## A CHAT WITH EDWARD MAY

Continued from Page 3

This once again points out the fact that the voice of KMA reaches many, many people who live in a good-sized area covered by the station. For nearly thirty-nine years, KMA has been going into the homes of thousands of fine people, and today, as nearly thirty-nine years ago, KMA comes on the air with the announcer saying, "Good morning, friends, in Radio Land."

## RFD

Continued from Page 5

into top working condition. I have had some words of encouragement from a couple of piano tuners or technicians which has made me even more determined to get the job done. I am trying to find some old rollers. We have some but are looking for a few more. It looks like my winter nights will be pretty well taken up on this rebuilding project.

## PARTY LINE

Continued from Page 9

were broke. Fortunately they got a ride to Nuremburg, then thru east Germany. Next, they hitch hiked to Berlin, then across to Hamburg where they spent the remainder of the time working. It was a terrific experience for the boys and they did considerable "growing up" and maturing. Now David hopes to return to the University of Iowa next fall and finish his education.

Take it from Dale Eichor, if you've never been stalled on an Interstate Highway, you've never been stalled! It happened to Dale and his wife Esther in early February, when they drove to Casey, Iowa, to visit his parents on a Saturday. They were late in starting back, leaving Casey about 10 p.m. for the 100 mile drive home. After driving down Interstate 35 only 16 miles, their car stalled. They tried to get someone to stop, but to no avail. After about a half hour of waiting, they started walking. Since they were about halfway between Casey and the west end of the Interstate they decided to walk back in the direction from which they had come. They walked and walked and tried to flag a ride, but no luck. Finally after walking an hour and twenty minutes and covering a distance of 4 miles, they were picked up by a passing motorist enroute from Colorado to New York, and given a ride back to Casey. The time was now about 12:15 at night . . . and the temperature was 30 degrees. After reaching Casey, Dale discovered he didn't have a dime for the pay phone, and they had to walk another 8 blocks to the local garage, so Dale and his father went after his car with the tow-truck. By this time Dale decided he could not make it back to Shenandoah in time to sign KMA on the air at 5 a.m., Sunday morning, so he called

Program Director Dean Naven at 1:15 in the morning to get someone to cover his shift on the air. By the time their car was back at the garage it was 3:30 a.m. Checking the car it was discovered the fuel pump had gone bad, and the garage had no replacement in stock. This meant Dale had to borrow his father's car to drive home, then had to return to Casey on Tuesday morning to get his own car. The Interstate Highway is built through the middle of sections of land and has no farm-houses on it . . . the closest one would have been about a quarter of a mile across country. They also found out in this day and age, not very many people will pick up a hiker, and it can be very lonely and quiet walking down the highway at midnight with very little traffic passing by. You can bet this is one experience the Eichors don't care to experience again!

When KMA GUIDE EDITOR Duane Modrow turned the page on his office desk calendar, Valentines Day, February 14th, he had such a pleasant surprise. There, unbeknown to him, his wife had written: "It's been 17 years today! Did you ever think you could stand me for so long? Happy Anniversary Dear!" Her thoughtfulness made him appreciate all the more, his wonderful wife and their 17 happy years together.

The engagement of Miss Teresa Payne Rupe to Owen L. Saddler, Jr., has been announced by Mr. and Mrs. W. H. Barrie of Omaha. Owen is the son of Mr. and Mrs. Owen L. Saddler, Sr., of Omaha. Mr. Saddler, Sr., is Executive Vice President and General Manager of May Broadcasting Company. The betrothed couple are students at the University of Nebraska, Lincoln, where Mr. Saddler is a member of Sigma Chi fraternity.

A two week vacation in February to Mexico City and Acapulco was enjoyed by Mr. and Mrs. James B. Shaum of Tarkio. Mr. Shaum is Vice President of May Seed Company.

In Frank Field's column this month, you will see a picture of his new great granddaughter, born to Mr. and Mrs. Billie Field recently. Exactly fifteen years ago this month . . . March 1949 . . . the daddy of the new baby was pictured on the front cover of the Guide, along with little Janet Ely. At that time Billie was only three years old, and the young lady pictured with him was the 4 year old daughter of Engineer Walt Ely. From all indications, the new baby is going to be as handsome as her daddy with her lovely black hair and dark complexion.

Michael Childs, son of Newscaster Ralph Childs, was among the fraternity men at the State University of Iowa who were honored for leadership qualities at a banquet in the Iowa Memorial Union February 18.

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Jeffrey William Naven, pictured with mother Claudine, created quite a stir in the Naven household. KMA News Director, Dean Naven, has three lovely daughters and was hoping for a boy this time, as was the whole family. Little Jeff is the first grandson of Dean's father, W. C. Naven of Kent, Iowa. Maternal grandmother, Mrs. C. E. Maurer of Des Moines came to visit and help with the household. Jeffrey William was born February 6, weighed 7 pounds 7¼ ounces.