

The

# KMA GUIDE

January, 1963



# COVER STORY

# The KMA Guide

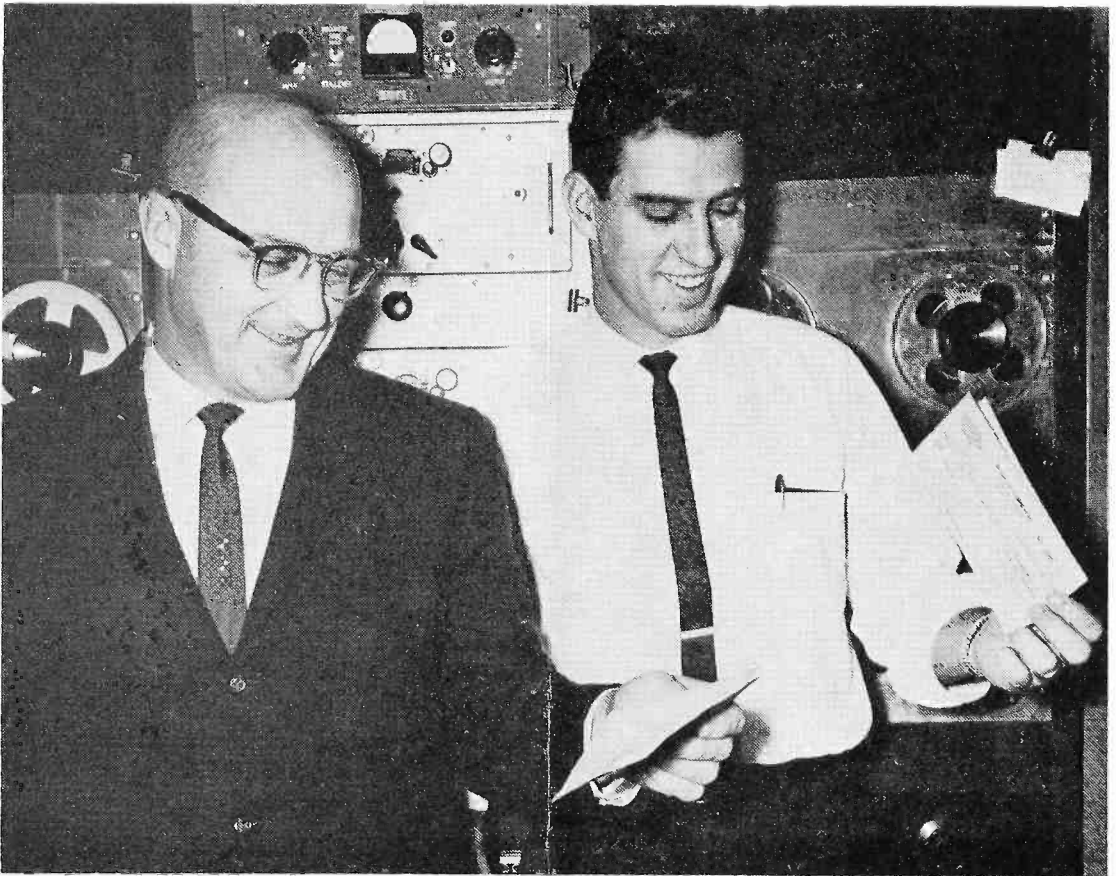
JANUARY, 1963

Vol. 9

No. 1

Every young child dreams of some day owning a pony. Our two cover youngsters, Randy and Julie Gowing, eight and five years old respectively, enjoy a wonderful gift from their dad, KMA Farm Service Director Jack Gowing. At the moment the pony is just a bit frisky. She isn't thoroughly broken yet, so the youngsters are just a bit cautious with her. By springtime, when the riding will be really good, dad should have Susie gentled down for both riding and pulling a cart. Right now Randy and Julie are sure glad they live on a farm.

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ALL SMILES . . . Carl "Andy" Andersen of the KMA sales staff and announcer Jim Ross were the happy recipients of checks for \$100 each from the Daystar Production Co. of Hollywood for use of rodeo background shots of Andy and Jim filmed while they broadcast the Sidney Rodeo last August. The shots have appeared in the "Stoney Burke" TV series. At first the

fellows thought they would have to pay a prohibitive membership fee to the Screen Actors Guild before they would be paid. Suddenly their windfall came through the mail, and no strings attached. The fellows bought treats for the whole staff . . . Christmas shopping and Uncle Sam took care of the rest.



## A Chat With Edward May

We have all heard the saying, "Peter Piper picked a peck of pickled peppers, and a peck of pickled peppers Peter Piper picked." I don't know if there is any particular truth in this or not, although there is a new pepper on the market called "Peter Piper Pepper," which is a very outstanding one and undoubtedly a person could easily pick a peck of peppers by setting out a few plants of the Peter Piper pepper plant.

However, as of this particular issue of the Guide, we are more concerned about potatoes than we are peppers because the picture on this page shows a group of us examining part of the 750,000 potato eyes which are being shipped by CROP to Korea. According to the information received by the CROP organization in this country, since the U.S. Army was in Korea there has been a change in the Korean diet in a preference for Irish potatoes over their main staple—sweet potatoes. The Korean people are badly in need of seed stock in order to raise potatoes. CROP felt this was a fine project and proceeded to raise money in several Southwestern Iowa counties, with the result that 750,000 potato eyes are being shipped by CROP to Korea. The potatoes were cut from Certified Blue Tag seed stock. It is the hope of the CROP organization that this project will help alleviate the depressing food situation in Korea. I am sure the individuals who participated in the program—directly or indirectly—are pleased with their effort. We are certainly proud at the May Seed & Nursery Co. and KMA to think that we had a part in this program. The above picture shows John Hunter, Page County Agent, yours truly, Port Stitt, Chairman, Page County CROP Drive, and Rev. George Yetter, Fremont County Crop Commodity Chairman. The potatoes were packed in drums consisting of 2,500 eyes per drum. Each drum

weighed approximately 95 lbs. The potato eyes will be distributed in Korea by the Church World Service. The dedication services were held in Shenandoah Monday, January 7, and they were attended by several local ministers, together with Rev. Staples and other representatives from the state CROP organization out of Des Moines.

We have had a very mild winter so far and many people are hoping the pleasant weather continues. However, there is a group in Shenandoah, including our daughter, Annette, who hopes that they have some heavy snowfall in Colorado, because the "Stony Point Ski Club" have plans made for their annual trip to Winter Park, Colorado, leaving Shenandoah the latter part of January for about a week of skiing. Annette has wanted to go with the group for some time and things have been worked out so she can go. However, as of the date on which I am writing this column, the word from Colorado is they haven't had a sufficient amount of snow for skiing. Annette, as well as the other members of the ski group, will be quite disappointed if they are not able to make the trip because of

Continued on Page 15



Seed potato eyes ready for shipment to S. Korea.

# Frank Comments

By FRANK FIELD

The picture this month shows our oldest daughter, Zo, and our new granddaughter-in-law, Donna, as they looked at Christmas time. In the September Guide, I showed you a picture of John Fishbaugh and Donna taken just after they were married in June. John and Donna are living at Storm Lake, Iowa, where they are both attending Buena Vista College. John is a Sophomore and Donna is a Freshman. They have an apartment near the campus and are both getting along very nicely . . . not quite all A's you understand, but mostly. Storm Lake is only about a three hour drive from Shenandoah so they get down for week ends every once in a while, and especially on holidays.

Notice how well Zo is looking — remember last month I told you she was apparently about back to normal, however she still goes up to Omaha about once a month for a check up to make sure that everything is okay. It seems there is something about keeping the blood a little thinner than normal so that the plastic valve in the heart will function properly.

This year for the first time in 46 years, Jennie and I didn't have any of the 'tribe'

in for Christmas dinner but we did have them all for Thanksgiving dinner, except of course, the Texas members who couldn't make it. John and Maxine Field had us all down to their place in Hamburg for a big Christmas Eve dinner and gift exchange, and then Christmas Day, they all went to their in-laws, which was no more than fair.

Polly Field, our only granddaughter, broke her arm playing football with the neighborhood boys and she still had it in a cast, but it didn't seem to slow her down very much as Maxine caught her out playing football again making very effective use of the cast in opening up a hole in the opposing line. Naturally, Maxine put a stop to that very quickly, much to Polly's disgust.

Jennie has been having a lot of fun this winter making decorative candle holders out of inverted goblets with a piece of styrofoam in the base, filled with small artificial roses. They are fairly easy to make and very ornamental. I will see if I can show you a picture of a pair of them next month. How is everything with you folks?

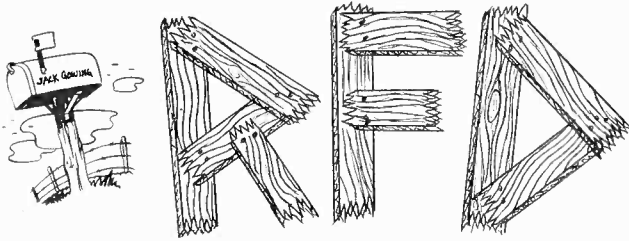
Lots of people are asking about the prospects for a fruit crop next year. It is too early to make any definite statement yet, but it looks good so far. The sub soil moisture is in good shape, better than normal, and we have not had any really severe cold weather yet, so the fruit buds are still in good shape, even the peaches. It takes at least 15 below zero to damage peaches, and at the time this is written, the coldest morning has been 9 below. Last winter we had two mornings when it got down to 22 below, and as a consequence, we had very few peaches. Plums and apricots were rather scattering last year, but that was mainly on account of a hard frost late in the spring when the trees were in full bloom.

Until next month —

— Frank Field



Zo and Donna



by

Jack Gowing

It's a brand new year and as usual we all make some kind of resolutions and then these seem to fade away rather quickly. Have you made any resolutions that you think you can keep? Maybe this is where we have trouble, making resolutions that are just a little too hard to live with.

We are having our usual winter problems out on the farm, although at the time I'm writing this we don't have a snow problem like last year and I hope we don't have one at all this winter.

We have had some new baby Angus calves come on the scene and fortunately the temperatures were in the twenties. We are able to scatter baled hay out though the field this year too and this will cut down on the spring clean up work. Have you taken time to look at the beautiful farm scenes this winter such as we have had? Some that we have enjoyed are the foggy mornings which pile up a thick frost on the naked trees or the bright rays of the sun preceding the sunrise. You see them everyday but each one is just a little different than yesterday's picture. These are some of the sights we all can enjoy out in the country. We had some ice and frost build up on the evergreens in our windbreak and these certainly make a picture, too.

Pauline kept busy during school vacation dressing Randy and Julie for outdoors and then drying their clothes each time when they came back into the house. Randy is 8 years old and Julie was 5 on Christmas Day, so they have lots of energy to use up. We have a pony which hasn't been broken yet; we are working at it though. Randy was bucked off once and has been reluctant to go out and ride alone. After the Guide cover picture was taken for this month's issue Randy got his nerve back and spent a good half hour riding Susie around the farm lot. We have an old buggy and cutter that we have been using to work the pony in harness. We have had the buggy and cutter for several years but they have been in storage in the loft of the machine shed. They are nothing fancy. We haven't spent any time on them as far as restoring them. We also have a watershed project that will be getting underway soon and we will be telling you about that as the work progresses. As it stands now there will be eight fairly large structures in the project controlling about 4,000 acres. It has taken since 1958 to get organized and then get approved for the project so if you are interested in a watershed project in your area, don't be discouraged by delays. Just keep working at it and it will become a reality.

## 125 Schools Reporting "Closings" to KMA

Several times each winter KMA-land has an onslaught of weather which makes travel nearly impossible. KMA keeps listeners posted on road conditions for the benefit of trucking firms, salesmen, and other travelers who must keep informed on travel conditions. Meanwhile school superintendents must make the decision whether the school buses can get through to bring rural students to school. In any event they are harassed by a jam of phone calls to find out if school will be open.

The simplest solution is to call KMA and make the announcement over the air. To facilitate smooth handling of all the schools in the KMA area, 125 high schools have identifying code numbers which are used when they report. The code numbers indicate that only an authorized person is making the report. This cuts down on duplicated calls and the possibility of an unauthorized person giving false reports. The results are quick. An urgent situation is handled easily and smoothly.

The following letter was mailed to **KMA** listeners who inquired about recent program changes involving homemaker programs.

Dear Friend:

We appreciate sincerely your recent note regarding homemaker programs heard over Radio **KMA**. The comments of listeners are invaluable to us in helping to determine the needs and interests of the radio audience.

Naturally, we are especially gratified with the many generous endorsements of our attempts to produce a schedule of programs which adequately covers all major and minor program interests. Likewise, we are not happy when we learn that certain program changes which are effected from time to time do not meet with full approval from some listeners.

As you know, Mrs. Bernice Currier will be 73 years of age in March. After a long and successful career in radio, Bernice decided to retire. Mrs. Florence Falk also left the air in January and will devote her time to other farm and home interests.

Some of you good listeners have expressed personal regrets that particular programs will no longer be heard. In reply, I would like to say that radio and tele-

vision are constantly changing media — the tastes of the audiences change and the performers find new interests or fresh inspirations.

Perhaps, you will recall other changes in past years involving such grand personalities as Jessie Young, Edith Hansen, Adella Shoemaker, Merrill Langfitt, Dick Mills and others. Their successors, in time, proved to be equally popular.

Sometimes, when a program goes off the air, another program is put on which is aimed to satisfy the same needs and desires of listeners. In other cases, some programs simply do not meet with sufficient listener acceptance to warrant their retention, even though a number of individual listeners may enjoy the program in question.

We are happy to announce that about January 21st, **KMA** will present a new program of special interest to women at 10:30 a.m. daily. It will feature Mrs. Mary Williams, a young Shenandoah mother and homemaker with a wide range of interests. She is a grand person and we know you will like her after you come to know her.

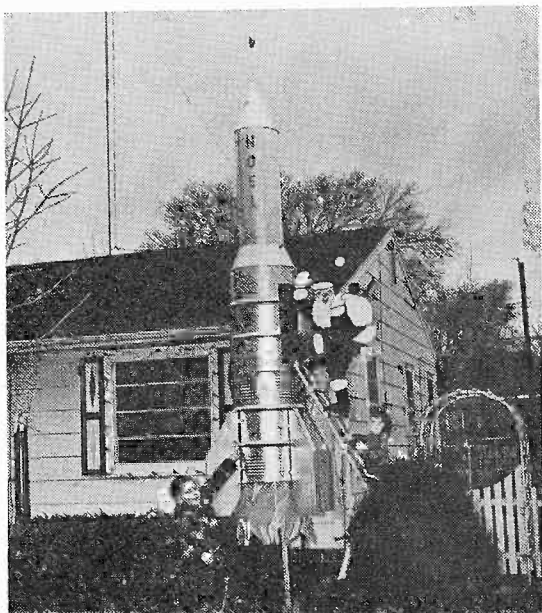
Sincerely,  
**MAY BROADCASTING CO.**

Anthony J. Koelker  
Station Manager



**NEW FIREPLACE** — Afternoon announcer **Jim Ross** decided his basement recreation room needed a little cozying up. Here he is busily engaged in mixing another batch of mortar and progressing very nicely with a new fireplace in the corner of the room. He is using white brick trim. It took him about four evenings to finish the project. Gas logs gave a cheerful flame without the smoke and ashes to contend with. **Jim** followed up by tiling the cement floor. Meanwhile wife **Barbara** was giving the knotty pine interior walls a coat of natural finish. A few evenings' work and not too much expense for raw materials have made a dramatic difference in rec room decor.

Here is an outdoor Christmas decoration which created much comment in Shenandoah. Little Eddie May is pointing at Santa about to board the latest space-age transportation system. The designer of Santa and the rocket is Everett Ahrens. In past years he has had a large display of Santa in his sleigh with reindeer on the roof of the house. This year he made a big change, much to the delight of the youngsters. The rocket even has an operating instrument panel with flashing lights. When the display is dismantled it will be placed in the back yard for the youngsters to play space man. Instead of "On, Donner, On, Blitzen" it's now, "three, two, one, blastoff!"



**JUST WONDERFUL!** — Here are the 100 Christmas trees being delivered to the Glenwood School For The Mentally Retarded. Christmas is the highlight of the year for the 1400 patients at Glenwood, and these trees in all the wards and buildings lend a gigantic finishing touch to the spirit of Christmas. Members of the school staff (l to r) Joe Pakos, Paul Criswell (kneeling), unidentified helper, Mrs. Carrie Merritt, and Dr. George Mursell, admire one of the large beauties. There were additional funds in excess of actual invoice wholesale cost of the trees, which was turned over to the school's special Christmas Fund.



## KMA Carries Outstanding Christmas

For many weeks preceding Christmas the KMA program department was busily engaged in setting up special programming for Christmas Eve and Christmas Day. Warren Nielson of the production department traveled a wide area tape recording choir groups and choruses in schools, colleges, and churches. These recordings were the highlight of the holiday season and made up the 16th Annual Christmas Eve Choir Concert. There were eleven special

segments starting at 7:00 in the evening and continuing till midnight. In addition KMA originated 21 other special features the day before Christmas and throughout Christmas Day. In looking back over their accomplishments, the program department was a little amazed to discover they had come up with a total of 32 special features. Each was entirely different, with no duplication, and blended into a very pleasing effect in the spirit of Christmas.

# On the KMA PARTY LINE

By DORIS MURPHY

This is the time of year when we pause to count our blessings and think of our KMA friends, listeners, and readers everywhere. In the spirit of the holiday season, we send you best wishes for the NEW YEAR with this little poem:

What could be nicer than HAPPINESS  
Who could be nicer than you—  
What nicer time than New Years  
To make this wish anew—  
HAPPINESS FOR THE NEW YEAR.

One of the happy occasions for KMA Program Director Dean Naven and his wife in 1963, will be when they attend the ball at the Veteran's Auditorium in Des Moines January 17, honoring Iowa's new governor Harold Hughes.

The first cold snap of the season on December 11th, caused a transportation problem for Jack Gowing. The gas line in his truck froze up while he was driving home from the studio at 7:30 a.m. Jack had to walk a quarter of a mile against the wind in 4 below zero temperature, to get home where he could get Heet to put in his gas tank. This cut the ice, and Jack was soon ready to roll again. But . . . it wasn't fun walking up that country road against below-zero winds!

It was a good thing Dan and Barbara, son and daughter of Carl Andersen of the KMA SALES staff, enjoyed Christmas, because it was just the day after Christmas

they entered the Hand Hospital in Shenandoah and had their tonsils and adenoids removed. This particular time of year was chosen for the operation as the Christmas vacation gave Dan, age 9 and Barbara, age 7, time for recuperating before school started again. It was also convenient for their mother who is a Home Economics teacher in the Shenandoah school system.

Valerie Jo, 10 year old daughter of announcer Merl Douglas, celebrates her birthday and Christmas at practically the same time. Her birthday is December 23rd, and even tho the family is usually very busy with holiday plans then, they see to it that Valerie Jo gets some gifts especially for her birthday. Her sister Sharon happens to have a birthday the same date as her grandmother . . . March 23rd. Sharon, age 17, is looking forward to spring when she will graduate from high school, along with Annette May and Carol Burrichter.

KMA Night announcer Dale Eichor was quite surprised to receive cards recently from Winnipeg, Canada and Oak Bank in Manitoba, saying the NIGHT FLITE program from KMA was coming in loud and clear. Nite Flite is broadcast between 7 and 10 each evening. Happy to know KMA is reaching out so far, so that folks clear up in Canada, a distance of 750 miles from Iowa, are hearing the broadcasts.

Reaching the age of six can be a lot of fun, as you can see by the six little girls pictured at the beautifully decorated Christmas table, helping Malia, daughter of Mr. and Mrs. Tony Koelker, celebrate her birthday. Malia's birthday comes at an exciting time of the year, December 21st, right when gay colorful Christmas decorations are being used throughout the world. A Santa Claus lamp in the center of the table added interest. Balloons hung from the chandelier. On top the chest of drawers can be seen the clever dolls that were given as favors. In the picture reading left to right are: Betsy Vaughn in the striped dress, Malia's mother Pat, Marcie Myers, Kim



Malia Koelker celebrates sixth birthday.



Naven, daughter of Newscaster Dean Naven; Malia the guest of honor; Kelly Gee with the ribbon on her hair, and little blonde Cindy Ray. Aren't they cute little six year olds?

They are always finding new uses for old products. But one of the cleverest ideas I have seen for a long time, is an "Executive Pacifier" whittled out of a simple piece of wood with a thumb print in it, and polished until it glistens. It's for the man who thinks he has everything! Tony Koelker, KMA Station Manager, recently bought one in Kansas City as a Christmas gift to Owen Saddler. When his wife Pat saw it, she thought it was such a cute idea, she immediately got out some pieces of walnut and made some. The idea? It's to calm down the knuckle crackers, nail biters, knife openers and coin jugglers . . . the executives who must be doing something to calm down their nerves. With an "Executive Pacifier" in their pocket, they can rub the polished piece of wood and work off their nervous energy. And of all things . . . they come in two sizes . . . one for big worries and one for little worries! Even come packaged in a jewel box! What won't they think of next?

It no doubt took gas or ether to make GAYLE MAHER forget about the hundreds of cookbook orders and subscriptions pouring into the KMA GUIDE office just before Christmas. But she had no choice . . . the doctor had ordered her to the hospital for an operation, so she had to walk out and leave the big piles of mail. However, other office employees pitched in and are doing a fine job of taking care of your requests while Gayle is home for a month recuperating from her operation.

It wasn't a very happy experience for little 3 year old Janet Crowley, daughter of Earle Crowley, head of the KMA Accounting department, when she swallowed a nickel just ten days before Christmas. X-rays taken at that time did not reveal the coin, but when further trouble developed four days later, she was rushed to the Children's Memorial Hospital in Omaha for additional X-rays. Then it was revealed the coin was lodged in her oesophagus. It was removed with no ill effects. Earle and his wife have reached the stage now where they wonder: "WHAT WILL HAPPEN NEXT", as their 4½ year old son David broke both wrists while playing on a teeter totter just before school started. Both arms were in casts for four weeks. But the children are fine now, as evidenced by their picture on the front cover of the DECEMBER KMA GUIDE.

Mike Sherman and his wife, the former Betty Jane Rankin, celebrated their first anniversary December 29th in Cedar Rapids, Iowa, where they are making their home now. Mike is employed in the beauti-

ful new May Seed and Nursery store which was opened in Cedar Rapids recently.

I'll bet when Jack Gowing's children get to be teenagers, he won't possibly be able to budge them out of bed at 4:30 in the morning, but that is exactly the time they got up on Christmas morning to look over the gifts under the Christmas tree. It was Julie's birthday too, so Santa was extra good to her, bringing a big walking doll, doll buggy and other gifts a little girl likes. Randy, age 8, found a package just the right size for the watch he wanted . . . but he got fooled as the package containing his wrist watch had been enlarged to a big one, so he wouldn't be able to guess what was in it. There is always a lot of fun around the Gowings when Jack gets home from his early morning broadcast, and it is time for opening the gifts. Six little guests were entertained later in the day at a birthday party honoring Julie.

Having been bothered with stomach trouble for some time, engineer Jack Josephson entered the Hand Hospital Dec. 27th, for a check up to determine the cause of his trouble.

Guests in the Ralph Childs home at Christmas time was their son David Childs from the University of Iowa, and Mr. and Mrs. Ford Snyder of Winnetka, Illinois. Mrs. Snyder is a sister of Ralph. David is a sophomore in the University.

If announcer Jim Lightfoot could have snapped a picture of the disappointment on the face of his little 3½ year old daughter Teri, when she opened a Christmas package and found it didn't contain a "Chatty Doll" she had wanted so much, he would have probably had a prize winning picture. It all happened when the Lightfoots entertained the relatives of his father Elmer

Continued on Page 15



Janet Crowley and troublesome nickel

# Homemaker's Guide

## Homemaker's Visit

By **BERNICE CURRIER**

Here is the New Lemon Cake recipe inadvertently omitted in last month's Guide. There wasn't room on the page for just so many lines and by coincidence this recipe which had been promised you, was the one the printer unknowingly pulled out because it happened to be the exact number of lines needed out.

### NEW LEMON CAKE

In mixing bowl put—

- 1 pkg. Betty Crocker Lemon velvet Cake Mix
- 1 pkg. Jello Lemon Instant Pudding
- 4 eggs
- $\frac{3}{4}$  c. salad oil
- $\frac{3}{4}$  c. water

Beat until smooth. Pour into greased  $9\frac{1}{2}$  by  $13\frac{1}{2}$  by 2 inch pan. Bake 40 minutes at  $350^{\circ}$ . Set on cake rack and immediately prick all over the top with kitchen fork, then pour over it the following mixture—

- $\frac{1}{3}$  c. orange juice
- 2 c. sifted powdered sugar
- 2 T. salad oil

\* \* \*

### MAURICE SALAD

- $\frac{1}{2}$  c. mayonnaise
- 2 T. pickle juice
- $\frac{1}{4}$  c. vinegar
- 1 T. Worcestershire sauce
- 3 hard cooked eggs minced
- 1 T. minced onion
- $\frac{1}{4}$  c. minced sweet pickle or candied dill strips
- 1 large head lettuce broken into bite size pieces
- 1 c. julienne cooked chicken
- 1 c. julienne cooked ham
- 1 medium tomato cut into thin wedges or strips

Combine 1st four ingredients. Stir in eggs and onion and pickle. Allow to stand in refrigerator at least 1 hr. Toss the lettuce with this dressing, serve on individual plates or salad bowls. Top with the chicken, ham and tomato. Makes 6 main dish salads.

### RAISED GLAZED POTATO DOUGHNUTS

- A— Cook and sieve potatoes to make 1 cup
- B—  $\frac{1}{3}$  c. butter melted
- 2 eggs beaten
- $1\frac{1}{2}$  c. scalded, cooled milk
- $\frac{1}{2}$  c. sugar
- C— 2 pkgs. dry yeast
- 1 T. warm water
- D—  $4\frac{1}{2}$  to 5 c. sifted flour
- 1 t. salt

Put "A" in large bowl; add "B" and beat well; add "C" and beat; add 2 cups of "D" and beat. Then add remaining "D" gradually to make soft dough. Put out on floured board and knead gently until smooth. Put in greased bowl, cover, let rise to double; punch down and let rise again. Roll out on board to about  $\frac{1}{2}$  inch thick. Cut with floured cutter; cover on board and let rise until light. Put into deep hot fat carefully INVERTING doughnuts and putting top side down, then turning to brown both sides evenly. Drain on brown paper. Glaze while hot.

### GLAZE

Mix together—

- 1 lb. pwd. sugar
- 1 T. butter
- 1 T. cornstarch
- 1 T. sweet cream
- 1 t. vanilla

a little water to make it liquid

Bring to a boil, remove from fire, dip the fried doughnuts then drain on cake racks.

\* \* \*

### CHEESE APPLE CRISP

Warm, Spicy, Gloriously Apple-Cheese-y

- 5 c. apple slices (canned or fresh cooked)
- $\frac{3}{4}$  t. cinnamon
- 1 c. sugar
- $\frac{1}{4}$  c. water
- 2 t. lemon juice
- $\frac{2}{3}$  c. sifted flour
- $\frac{1}{8}$  t. salt
- $\frac{1}{3}$  c. butter or margarine
- 1 c. grated American Cheese

Arrange slices in a greased 9 in sq. pan. Combine cinnamon with  $\frac{1}{4}$  c. sugar and sprinkle over the apples. Add water and lemon juice. Combine remaining  $\frac{3}{4}$  c. sugar, flour, and salt; work in the butter or margarine to form crumbly mixture. Lightly stir in grated cheese. Sprinkle flour-cheese mixture over apples. Bake in  $350^{\circ}$  oven for 55 minutes or until tender and topping is crisp and golden brown. Serve with whipped cream, ice cream or lemon sauce. Serves 8 to 10.

# "My Best" Recipe Selection for January

## THE McINTOSH SANDWICH

- 12 slices white sandwich bread
- mayonnaise or salad dressing
- mustard
- 12 slices baked ham
- 6 McIntosh apples peeled and sliced
- 24 slices American cheese

Spread bread with mayonnaise or salad dressing then with mustard. Cover each with 1 slice of ham, 4 apple slices and 2 slices of cheese. Arrange sandwiches on baking sheet, broil until cheese melts and is slightly brown.

\* \* \*

## COUNTY FAIR CREAM CANDY WHITE FUDGE

- 2 c. sugar
- $\frac{3}{4}$  c. sour cream
- $\frac{1}{2}$  t. vanilla
- $\frac{1}{4}$  t. almond flavoring
- $\frac{1}{2}$  c. broken pecans
- 10 candied cherries sliced

In a 2 quart saucepan combine sugar and cream, stirring well. Place over heat and continue stirring to dissolve sugar. Cover pan, bring to boil for 1 minute until sugar crystals are melted. Remove cover, continue cooking without stirring over gentle heat, to soft ball stage (235), about 12 minutes. Let cool without stirring or moving, to lukewarm. Add flavoring and pecans and cherries. Stir-beat until it becomes creamy and loses its gloss. Pour into lightly greased 8 inch square pan. Cut while still warm. Makes about 1 pound.

\* \* \*

## CREAM PUDDING WITH CHOCOLATE MERINGUE

- 3 c. milk
- 4 T. flour
- $\frac{3}{4}$  c. sugar
- 3 egg yolks
- 1 T. butter
- 1 t. vanilla

Combine  $2\frac{1}{2}$  cups milk with the sugar and heat. Make a smooth paste with the flour and remaining milk. Combine the paste and beaten egg yolks. Pour the hot milk over the egg mixture and mix well. Return to heat and cook over medium heat, stirring until thick. Add butter and vanilla. When butter is melted, pour into a baking dish and top with meringue.

## MERINGUE

- 3 egg whites
- 4 T. sugar
- 1 oz. unsweetened chocolate melted

Beat whites until foamy, gradually add sugar and beat until it stands in peaks. Add the chocolate that is melted and slightly cooled. Beat again until like whipped cream. Top pudding with meringue and bake 15 min. at  $350^{\circ}$ . Chill.

## CREOLE CORN

- $\frac{3}{4}$  c. milk
- 2 c. soft bread crumbs
- 1 can drained whole kernel corn
- 1 c. grated cheese
- 2 T. chopped green pepper
- $\frac{1}{2}$  c. chopped celery
- $\frac{1}{3}$  c. tomato paste
- salt, pepper, paprika to taste
- 3 egg yolks beaten well
- 3 egg whites stiffly beaten

Combine milk and bread crumbs, add corn, cheese, peppers, celery, tomato paste, salt, pepper and paprika. Blend in beaten egg yolks then fold in stiffly beaten whites. Pour into greased  $1\frac{1}{2}$  quart casserole. Bake 1 hour at  $325^{\circ}$ .

\* \* \*

## POT LUCK DINNER KIDNEY BEAN CASSEROLE

- 3 cans kidney beans
- 2 c. sliced onions
- 5 T. melted butter
- $1\frac{1}{2}$  c. thick applesauce
- 2 T. crumbled Bleu Cheese
- $\frac{1}{4}$  t. chili powder
- 8 frankfurters sliced
- 1 c. dry bread crumbs

Saute onions in the butter, add the beans, applesauce, Bleu Cheese, chili powder, frankfurter slices. Cover saucepan and cook 15 minutes. Pour into 2 quart casserole, sprinkle with bread crumbs and bake about 10 minutes at  $400^{\circ}$ .

\* \* \*

## ESCALLOPED TOMATOES

- 2 c. toasted bread cubes
- 3 slices bacon cooked and crumbled
- $\frac{1}{4}$  c. onion sauted in butter
- 1 can (No. 2) tomatoes
- 2 T. brown sugar
- salt and pepper to taste

In one bowl combine the bread cubes, bacon and onion. In another bowl combine tomatoes, brown sugar, salt and pepper. In a greased 1 quart casserole alternate the bread cubes and tomato mixtures, finishing with bread cubes for pretty browning. Bake 20 minutes at  $350^{\circ}$ .

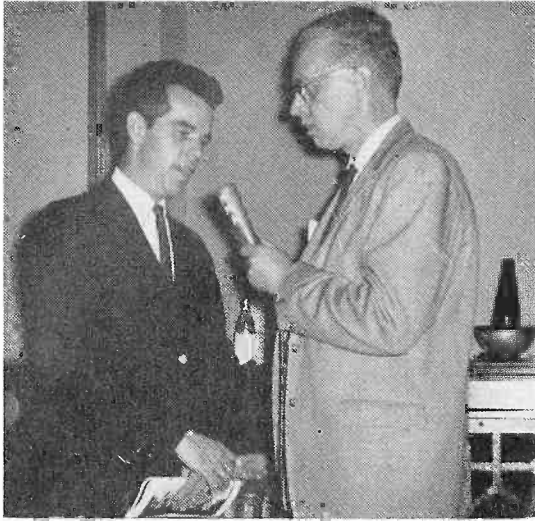
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## LEMON DROP COOKIES

- 1 c. butter
- $\frac{1}{8}$  c. brown sugar
- $\frac{3}{4}$  c. white sugar
- 2 eggs
- 1 T. hot water
- $1\frac{1}{2}$  c. all-purpose flour
- 1 t. soda
- 1 c. oatmeal
- 1 t. vanilla
- 1 pkg. LEMON CHIPS

Mix and drop by spoonfuls onto greased cookie sheet. Bake at  $375^{\circ}$  oven about 8 to 10 minutes or until lightly browned.

# Mike Heuer Attends National Country Music Convention



Mike Heuer, your Saturday night host on KMA Bandstand Country Style, acquired a wealth of information about country music when he and wife Betty attended the National Country Music Disc Jockey Convention at Nashville, Tennessee. Mike renewed so many old acquaintances and made so many new ones he reports his right hand actually became sore from shaking so many hands. Mike says the convention was a huge success. Everybody that is anybody connected with country music was there. Dignitaries who also shouted the praises of country music were incumbent Tennessee Governor Buford Ellington, Governor-elect Frank Clement, and U.S. Senator Estes Kefauver.

In addition to attending the many functions and shows Mike cut a large number of taped interviews with top artists. Mike got three especially interesting ones; Roy Drusky, pictured upper left with Mike, and Bill Anderson, pictured lower left. Also pictured on the back cover is Mike with Eddy Arnold. Mike corresponds frequently with Eddy and they visited for quite a while at Mike's motel. Roy Drusky and Bill Anderson, in addition to being top country singers are top song writers. Mike asked Roy Drusky for an explanation of the basic difference between a country song and a pop song. Roy said the basic difference is in the use of words. He gave an example: Cole Porter might use the word "tremendous", whereas a country song writer would use the word "big". It boils down to simple, everyday language according to Roy. Mike asked Bill Anderson how he goes about writing a song. Bill said it sometimes comes easy, sometimes not. He said he gets starter ideas for songs from something someone says, or he'll

Continued on Page 15

★  
★ **BIRTH DEFECTS**  
★  
★ **ARTHRITIS**  
★  
★ **POLIO**  
★  
★ **AND**  
★ **THE SALK**  
★ **INSTITUTE**

**YOUR CONTRIBUTION** to the National Foundation March of Dimes supports: **SCIENTIFIC RESEARCH** devoted to the protection of human life through study of the causes and means of preventing dis-

ease. Soon to join this quest will be world-eminent scientists who will work together at the Salk Institute for Biological Studies, now under construction in San Diego, California.

**MEDICAL CARE** for the local community through a nationwide network of treatment and study centers — more than 50 are in operation — for victims of birth defects, arthritis and polio.

**PUBLIC AND PROFESSIONAL EDUCATION** to increase general awareness and understanding of the problems of chronic crippling diseases; to develop competent hands and minds for research and for skilled care of the disabled, and to make available the most advanced knowledge concerning effective care and treatment.

## Christmas Party

The May Seed and May Broadcasting Companies' Christmas Party of December 21st this season was a pleasant contrast to a year ago when mother nature unleashed one of the worst snow storms on record. The weather man brought mild conditions making pleasant travel for out of town guests. Preceding the program in the huge KMA Auditorium, guests mingled in the foyer, sipping Hawaiian punch and munching cookies served by Mrs. Earl May, Mrs. Ed May, and Mrs. J. D. Rankin, Jr. Master of ceremonies of this year's program was Bill Owen of the May Seed Company Stores Division. As one entered the auditorium, beautiful organ music filled the air. The maestro at the console was Ed May himself. Rev. Clark Miller of the First Congregational Church gave invocation. Ed May introduced the many guests. Group singing was led by Joe Hunter of the May Seed Company. The Ed May Quartet in bright red jackets presented several of their fine selections. The quartet, Ed, John McNeilly, Wayne Stevens, and Glen Sheirbon, were accompanied at the piano by Mrs. W. H. Maloy. Christmas gifts were presented: Mrs. Earl May received Spode Maritime Rose dinnerware to match her present collection and a large door mirror for her bedroom. The J. D. Rankins received a tape recorder for home use. Ed May's family was shown a picture projected on the large screen in the auditorium of their gift. It was a portable steel building to house tools and riding gear. The building will be placed in an orchard area adjoining on the east of the May home. Mrs. Earl May climaxed the program with a beautiful collection of color slides she had taken herself in the Holy Land. At the conclusion, a huge frozen turkey for Christmas dinner awaited everyone in the lobby.

## Editorials of the Air

Did you know you are hearing the best of newspaper editorials from across the nation each day on KMA? It would be an impossible task for any one individual to read the mountain of material from which these choice editorials are selected. It is done by a syndicated service with a specialized staff serving radio listeners. Veteran KMA newscaster Ralph Childs in turn selects those which are most timely and airs a grand total of twenty-eight editorials each week, four each day, seven days a week. Their subject matter covers everything under the sun. Many are in dead earnest, others are written with tongue-in-cheek, some are strictly humorous, but all cover facets of life in which we are all interested. Editorials of the air are brief, consuming about a minute and a half of air time, yet the wisdom they relate is exceptional.

## Moon Signs Ready

Each year Frank Field supervises the preparation of moon signs for a large number of activities. These moon signs are free for the asking. Just forward a stamped, self-addressed envelope to Frank Field, KMA. Please use the large, business-size envelopes rather than small stationery size. We might mention at this point that the moon signs are available in all the Earl May Stores so if you have a nearby store, just drop in and get your moon signs there. The most popular section of the moon signs is field and garden crops. Generally speaking, those plants which bear their crop above the ground should be planted in a favorable sign when the moon is increasing, or the light of the moon. Those things which bear their crops below the surface of the ground should be planted in a favorable sign when the moon is decreasing, or the dark of the moon.

Here are some of the main categories covered: Best fishing, best times for a permanent, weaning, castration or dehorning, killing noxious growths, cutting timber, shingling and painting, retarding hair growth, stimulating hair growth, starting outdoor plants indoors, seeding for hay, grain and cereals, planting flowers, slipping house plants, pruning, picking fruit and harvesting root crops, slaughtering for food, making sauerkraut, mushrooms most plentiful, making soap; even picking geese. In most cases a number of different dates are given in each category. The best dates will be in boldface type. Just pick the date that is best in your locality, taking local weather conditions in consideration. All times given are Central Standard Time. A lot of people swear by the moon signs. You have nothing to lose by following them so we suggest getting yours right away while the supply lasts.

## Safety Slogan Contest

In the interest of highway safety during the winter months, KMA recently conducted a Winter Driving Safety Slogan Contest. The objective was to obtain a slogan which could be used on the air to help induce drivers to use more caution during the hazardous winter months. Entrants submitted their slogans of sixteen words or less by mail. In just a few brief days a flood of hundreds poured into the KMA office. There were many, many good slogans which made it difficult for the judges to come up with the winner. The winner was Mrs. Ivan Moore of Shenandoah. Her slogan is being used on the air in conjunction with announcements on highway safety. Her slogan: "On stormy days, in ice and sleet, a cautious driver can't be beat". Mrs. Moore won a pair of white-wall Firestone Town & Country snow tires.

# KMA Daily Program for January, 1963

**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.—Take 30 for Music
- 8:30 a.m.—Bernice Currier
- 9:00 a.m.—Breakfast Club
- 9:55 a.m.—News
- 10:05 a.m.—Housewives Serenade
- 10:55 a.m.—News (ABC)
- 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.—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.—The Late Show
- 11:00 p.m.—News
- 11:05 p.m.—The Late Show
- 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.—The Late Show
- 11:00 p.m.—News
- 11:05 p.m.—The Late Show
- 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.—The Late Show
- 11:00 p.m.—News
- 11:05 p.m.—The Late Show
- 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.—The Late Show
- 11:00 p.m.—News
- 11:05 p.m.—The Late Show
- 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.—The Late Show
- 10:30 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**

- 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 Welks 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
- 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.—Auction Time
- 1:15 p.m.—Saturday Matinee
- 4:00 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.—Here's To Veterans
- 7:00 p.m.—KMA Bandstand Country Style
- 10:00 p.m.—News
- 10:15 p.m.—KMA Bandstand Country Style
- 11:00 p.m.—News
- 11:05 p.m.—KMA Bandstand Country Style
- 11:55 p.m.—News

**SUNDAY PROGRAMS**

- 6:30 a.m.—Back To The Bible
- 7:00 a.m.—News & Weather
- 7:15 a.m.—Hymn Time
- 7:30 a.m.—Sun. Worship Service
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Radio Bible Class
- 8:30 a.m.—Your Worship Hour
- 9:00 a.m.—Sunday School Lesson
- 9:15 a.m.—Bible Truth
- 9:30 a.m.—Sunday Album
- 12:00 noon—News
- 12:15 p.m.—Sunday Album
- 4:55 p.m.—Mon. Morn. Headlines
- 5:10 p.m.—Sunday Album
- 6:30 p.m.—News
- 6:45 p.m.—Guest Star
- 7:00 p.m.—Freedom Calls
- 7:30 p.m.—Revival Hour
- 8:00 p.m.—Sunday Album
- 8:30 p.m.—Issues & Answers
- 9:00 p.m.—Hour of Decision
- 9:30 p.m.—Pilgrimage
- 10:00 p.m.—News
- 10:15 p.m.—Erwin Canham
- 10:30 p.m.—Revival Time
- 11:00 p.m.—Hour of Decision
- 11:30 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

lack of snow in Colorado.

I hope the New Year has started off nicely for you. At our house, things have been going fairly well. Eddie is quite excited over his brand new bicycle which he received for Christmas. He was very disappointed he was unable to ride his bicycle for several days after Christmas but the streets were quite icy and we felt it was too dangerous for a boy to be riding a bicycle on the icy streets. Finally, the ice melted and Eddie rode his bicycle to school. The very first day he accidentally rode through some glass and punctured a tire, so, once again, his bicycle was out of commission for a short while. However, it was soon fixed and now he is happily riding his bike to school, and he is very proud of his new black and white bicycle.

We have mentioned that we are working on plans for a new building for KMA. Our plans are materializing and many ideas have been formulated on paper, and we now have a rough sketch of the building we propose to build for the KMA offices and studios. We may find it necessary to make one or two minor alterations in the interior arrangement of the building, but perhaps by next month we will have the plans all complete and, if so, we will publish these in the next issue of the KMA Guide showing the arrangement of the studios, offices, news rooms, etc.

In closing, I would like to inquire if stuck away in the attic gathering dust, anyone happens to have a five-string banjo. I have had a great deal of fun learning to play a plectrum banjo and would like to learn how to play a five-string. If anyone has one, would you drop me a line and tell me about it and perhaps we can work something out.

## PARTY LINE

Continued from Page 9

Lightfoot at a Christmas dinner on Sunday preceding Christmas. There were 27 present, and the kids were all playing down in the recreation room in the basement, when Jim's wife Barbara called down the stairs to tell the children Santa Claus had come. Teri's gift happened to be at the bottom of the pile. When she finally got it, she was excited. An uncle helped her break the cord and soon she had the gift, a plastic guitar. Looking as if the whole world had fallen in around her, Teri sadly looked up and said: "Where is my Chatty Baby?" Disappointment was so evident on the little child's face, the family couldn't help but notice. It took a good deal of explaining to her, to make her realize that Santa would be coming the next night on Christmas eve. And sure enough SANTA did bring the CHATTY BABY doll she wanted so much.

## MIKE HEUER ATTENDS NATIONAL COUNTRY MUSIC CONVENTION

Continued from Page 12

read something that'll strike him and he'll try to take it and work it into a song. Bill doesn't write the music . . . he just makes up a tune and gets it down on a tape recorder before he forgets it. Bill said for instance, a tune he wrote that has been recorded by Porter Wagoner is called "I've Enjoyed As Much of This as I Can Stand". The idea for this one came from a joke Homer and Jethro used, however, the song is in a serious vein. Bill says some ideas come from true experiences such as his biggest hit "Mama Sang a Song", which, by the way, Mike picked as the hit of 1962. Mike says the trip to Nashville was a wonderful experience. He has been using material gathered at the convention and telling about his many experiences on his Saturday night shows.



**GREAT FUN** — In the December issue of the Guide we pictured Benny Kling, son of KMA engineer Norm Kling, taking his Novice Amateur radio operators' exam. Here is Benny with his license and call letters working at his dad's ham set. Benny's call is WNOEMK. Until Benny gets his General license he will work only in code. He is good at code for a boy of 14. Probably the person most excited about Benny getting a license was his maternal grandfather who has been an operator since the early 20's making three generations of ham radio operators in the family.

**POSTMASTER**

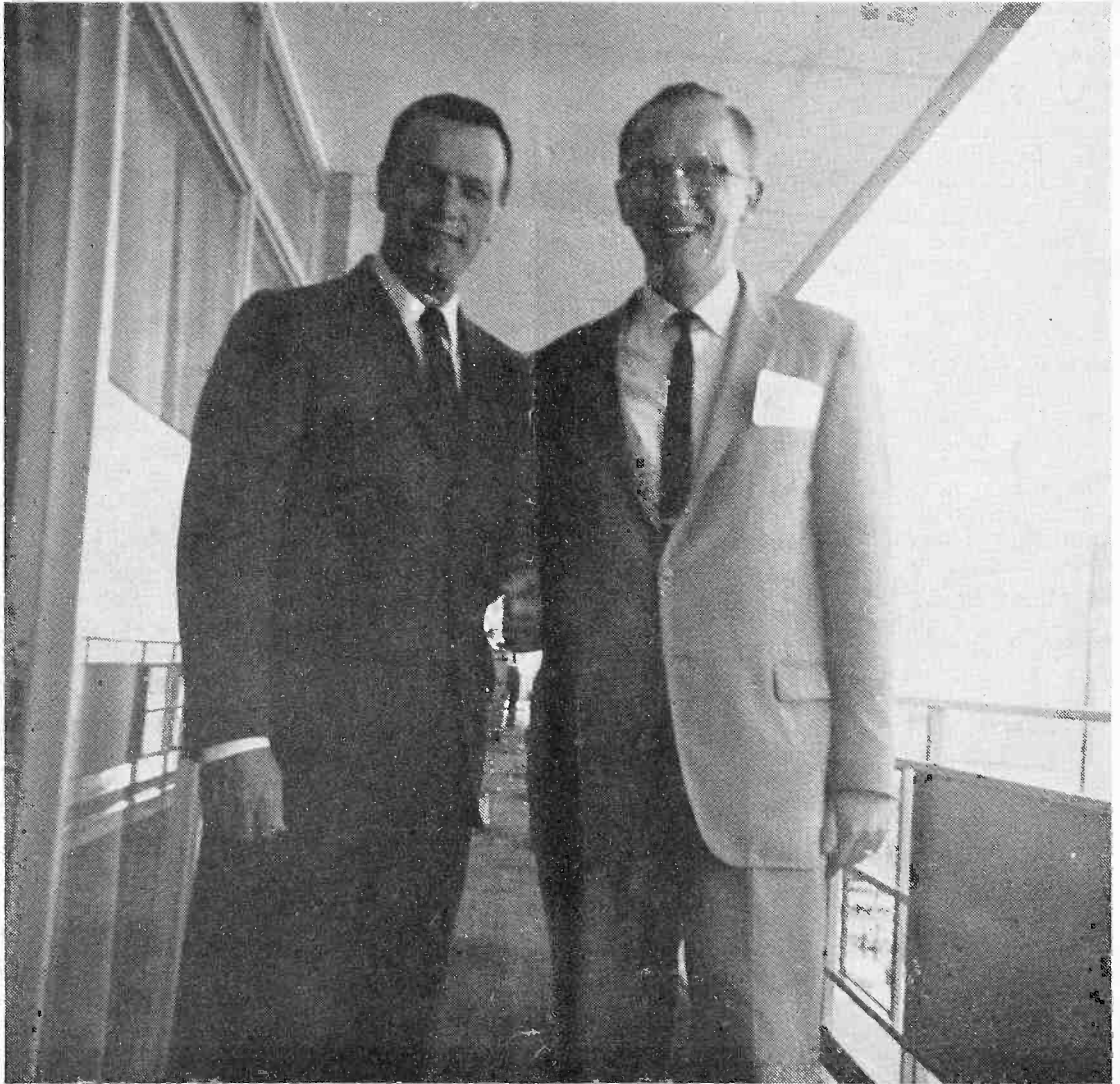
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**EDDY ARNOLD** and Mike Heuer renew acquaintances at the National Country Music DeeJay Convention in Nashville. They are pictured on the 5th floor balcony of the Downtowner Motel where Mike had reservations six months in advance. Eddy, who has a beautiful ranch near Nashville, dropped by for a very pleasant visit with Mike and wife Betty. Eddy is one of the long-time top artists who always has a hit going, his current best being "Does He

Mean That Much To You". Eddy reported he dislikes "going on the road" but thoroughly enjoys entertaining provided he can stay in one place for several days. He said his greatest love is cutting records. It is a fulfillment of his dreams as a young boy. He hopes to be able to cut records for a long time to come, which is good news to his fans, including just about everybody.