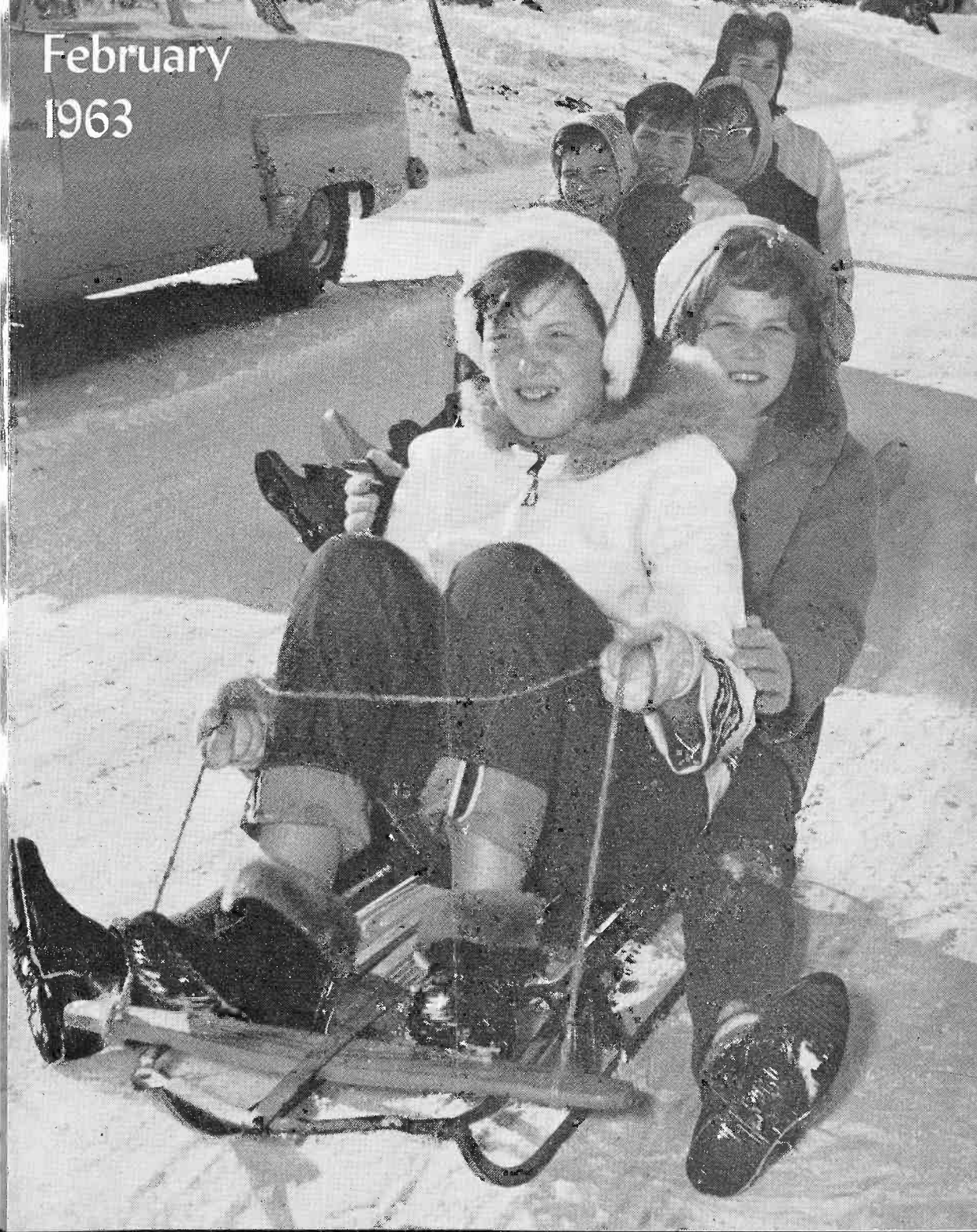


The

# KWA GUIDE

February  
1963



# COVER STORY

Rosy cheeks, crisp snow, shiny runners and a steep hill give us a picture of invigorating winter fun. Our two young gals on the sled in foreground are Josie, daughter of Guide Editor Duane Modrow and Janis Andersen, daughter of KMA Account Executive Andy Andersen. They are on "tower hill" one of the steepest grades in Shenandoah, and luckily right in their own neighborhood. Janis and Josie are in the same class in school and live just a short distance apart. The thermometer said zero at two o'clock the Sunday afternoon this picture was taken. Just behind is a sleighful of Janis and Josie's friends . . . Beth Sturm, Maureen Voitenko, Debbie Sturm, and Nancy Fithen.

# The KMA Guide

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The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Tony Koelker editorial chairman; Duane Modrow, editor; Doris Murphy, featured editor; Susan Eckley, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two week's notice for change of address and be sure to send old as well as new address.



## Mail Bag . . .

One of our greatest pleasures in the Guide office is browsing through letters from you subscribers. One reason is the big "lift" everyone receives from your generous comments. Many times after much diligent effort we wonder if anyone appreciates all our conscientious forgings. Your letters quickly dispel any doubts. We're just like anyone else; a little pat on the back is really appreciated. Not long ago Gayle Maher in the Guide mailing office was elated with a letter she brought in from a subscriber in Churdan, Iowa, who said, "I was reading my copy of the KMA Guide and enjoying it so much, so I decided to have you send a year's copy to the following people" — she listed 10 gift subscriptions; a wonderful gesture!

Many of you comment how much you enjoy all the pictures of the KMA staff. Pictures entail extra effort and expense but they are invaluable in helping you get to know the folks around KMA. We'll do our best to bring you lots of pictures.

Another of the items which readers indicate they appreciate very much are the outstanding recipes found in the Guide. There are many exceptional sources of reci-

pes, but we believe your KMA Guide contains the best of the most practical for everyday use. As you know, over the years KMA has been on constant search to bring forth the best recipes for midwest homemakers. Actually we have in large part served more as a "sifting center" . . . selecting the best of those you Guide subscribers send in and sharing them with everyone. If you have a recipe you really enjoy, send it in. We'll be glad to pass it along.

You will find several new additions to the Guide. Last month Jack Gowing, KMA Farm Service Director, began a new column called "RFD" . . . a close resemblance to his 6:30 a.m. morning show "RFD 960", however, Jack wants his Guide column to be an interesting supplement to his program, with farm life features and chatter about the Gowing family activities down on the farm.

Starting with this issue of the Guide we have a little feature called "Getting To Know You", see page 11. Each month we'll feature a different KMA personality with sort of a little peek into what makes them tick.

One thing we would like you subscribers to do is let us know what you want to see in the Guide. Possibly it might be a picture about KMA or something concerning the folks at KMA; or maybe information about how we do certain things; or coverage of subject matter which will be useful to you. We'll bring it to you in your Guide.



## A Chat With Edward May

Horace Greeley said, "Go west, young man, go west!" The well-bundled group shown in the picture is about to heed the advice offered by Horace Greeley and head westward. Those shown in the picture make up the majority of the members of the Stony Point Ski Club of Shenandoah, Iowa, and the group is about to depart from Shenandoah for their annual skiing trip to Winter Park, Colorado. This is the fifth year of skiing for most of the members but, as usual, there are also a few new ones. The new members this year constitute six in number, two of which are Annette and Karen May. Our two girls had wanted to go skiing for quite some time so they were all but overjoyed when we told them they could make the trip. We were a little reluctant to approve the trip as occasionally one hears of skiing accidents, mainly, badly sprained ankles or even a broken bone or two, but, nevertheless, the others have gotten along so famously for the past four or five years that we agreed to let ours go. The group assembled in the photograph is nearly complete and it shows twenty-one anxious skiers impatiently awaiting the arrival of Dr. Kenneth Gee, who, at the last minute, was called to the hospital to deliver a baby. However, the baby arrived safely, and Dr. Gee soon thereafter joined the party and they finally departed about 9:30 in the morning, shouting, "Colorado or bust! Let's head for the hills — the ski hills,

that is." Those in the picture are Mr. and Mrs. Charles Gee, Tim, Sally, and Bach Mai — their exchange student from South Viet Nam, Mr. and Mrs. Richard Schlick and daughter, Janie, Mrs. Kenneth Gee and children — Leslie, Margo, and Kelly, Mrs. Ray Eisenach and sons — John and Jim, Judy Taylor, Pam Powers, Annette May, Karen May, Jim Burton and Ned Vaughan. I hope in the next month's issue of the Guide I can report they had a wonderful time and all arrived home safe and sound without any mishaps.

It appears that I will have most of my spare time cut out for me this spring and summer. For some time I had wished we had more ground behind our house. Recently I was successful in acquiring 4.6 acres of additional space directly behind our house. As a result, the entire family has come up with many projects in mind for utilization of this tract of land. For example, Karen wants to grass down part of the area and keep her horse there; Eddie wants to take a level spot and grass it down and use it for an athletic field for football and baseball; Eleanor thinks it would be a good idea to plant asparagus, raspberries, blueberries, etc.; and I want to set out a few apples, pears, plums, and peach trees, plus a few nut trees and shade trees that one doesn't see every day. Annette wants to enclose a part of the

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# Frank Comments

By FRANK FIELD

Here is the picture of some of Jenny's candlesticks which I promised you last month. So far, she has made sixteen or eighteen pairs of them — no two quite alike. She has been forced to halt production for the time being, however, because the variety store in Omaha where she gets the goblets is temporarily sold out and will not have any more in for several weeks.

The base, as you can see, is merely a footed goblet or sherbert turned up-side-down with a candle stuck in what is normally the bottom. This particular style of stemware happens to have a cone-shaped hollow in the bottom about 1 inch deep and about 1 inch across, or a little larger than the base of a candle, which is held in place by filling the opening with Florist's Putty and then forcing the candle down into the opening. You then simply stick in four or five miniature plastic flowers of the proper color to match both the candle and the flowers in the base.

The flowers inside the base are held in place in a disk of white styrafoam about 5/8 inch thick. Very carefully cut this to a size that will just fit inside the inverted goblet. This disk is then trimmed with a piece of rick-rack held in place with a little Elmer's Glue. The color of the rick-rack

should either match the flowers used, or contrast with them. For instance, the two center ones in the picture have tiny red and white plastic flowers in the base, red and white plastic flowers in the top, surrounding a dark red candle of the same shade. The rick-rack is black with a gold center stripe.

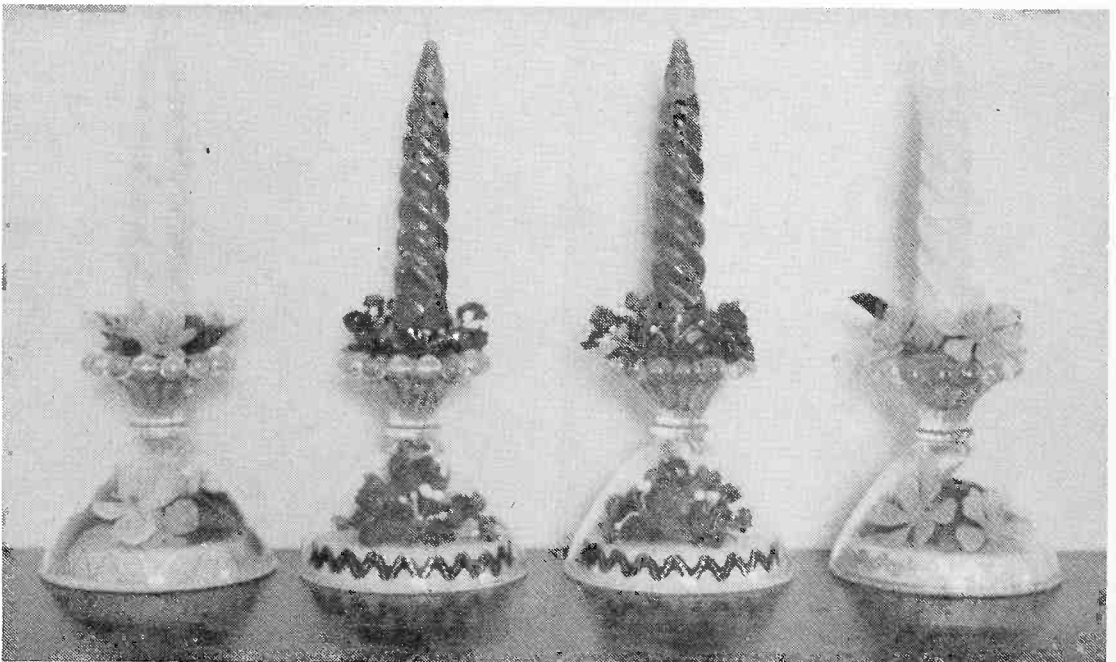
Jenny uses a toothpick to make holes in the styrafoam base, and before she inserts the flowers, she dips the stem in Elmer's Glue and then sticks them into the holes in the base. As a final finishing touch, she glues a piece of felt of the proper color to the base, letting it extend 1/8 inch or so beyond the edge of the glass. When it has thoroughly dried, then she trims the felt down to just the size of the glass.

The candlestick on the right has lavender flowers with yellow stamens and a yellow candle. The rick-rack at the bottom is silver. The candlestick on the left has pink flowers and a pink candle with pink rick-rack.

The first few candlesticks she made had a narrower, slightly taller glass, technically known as a wine glass, but then she switched to this broader, shorter glass which I think is a little more attractive. With the taller glasses, she also used 8 inch candles, while the ones in the picture are 6 inch candles.

There is really no end to the variations possible in these candlesticks, depending on the kind of miniature flowers available. I think the most attractive are the ones using tiny rosebuds in the various shades. Both the candles and the rick-rack come

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# REF

by  
*Jack  
Gowing*



As I am writing this we are getting the worst snow storm so far this winter. Weather like this makes doing chores around the farm a real problem. The cattle don't like to go very far for their hay and I don't like to take it out very far in the cold wind either.

A week previous to the date that I'm writing, I was in Denver attending the National Western Stock Show. This show is becoming one of the more attractive livestock shows in the country for the livestock exhibitor. Iowa certainly came through with flying colors in many divisions of the judging.

I'm told that Denver is now slightly over a million population, a very large city, yet you can go into almost any fine restaurant in blue jeans, over boots, and naturally a big hat without causing a stir. It is an informal city, a stockman's city. Of course all of the business district has signs giving a welcome to stockmen.

A large number of people from the Cornbelt are beginning to attend the National Western. I suppose because they are interested in feeder cattle. Walking down the alley in the stockyards, you can see feeder cattle from most of the range states and the rancher is usually right there so you

can talk with him. It is a very good place for the rancher and feeder to meet and swap ideas.

As we left Denver in a jet, we climbed to 28,000 feet. What a beautiful sight to see the Rockies below in their wintertime cover of white. You can see many miles from this altitude. It was 40° on the ground in Denver that day and 59° below zero at 28,000 altitude and 4° below when I got home, so I had quite a variety in a matter of hours.

By the way, do you have any slick ideas on starting the car on these cold winter mornings? I haven't had any trouble yet, but usually do one morning or so each winter. This is very pleasant to think about at 5 a.m. I'm all prepared for scooping snow with the tractor, but if it doesn't start then I will really have a problem.

Those of us who have to stay in the Midwest all winter can have a laugh on those who went South this month. It was below zero in some of the so called winter resorts. Guess we should feel warmer when we hear news like that. Of course it didn't last very long, but it's kinda fun to think we weren't the only ones getting the worst of it.

## Even Travelers Laud Heuer's KMA Bandstand

Hearing from people traveling thru the country has been of special interest and enjoyment to MIKE HEUER, MC of the KMA BANDSTAND broadcast Saturday nights. Not long ago he heard from a listener who was riding a bus from Moline, Illinois, to Los Angeles and had a transistor radio with him in the bus. He had picked

up the Saturday night show while going through the area, and when he got to Cheyenne, Wyoming, he mailed a letter to Mike, telling him how much he had enjoyed the program. About two weeks ago Mike got a phone call about 7:30 Saturday night from an Air Force man who was being transferred from Tacoma, Washington, to Massachusetts and was driving thru the area. He picked up the show on the road, and when he reached Shenandoah he stopped off at an oil station and called Mike, requesting a tune. No matter if it is travelers, or people living in the KMA area, Mike is always glad to hear from you.

# A Letter From Bernice Currier

My Very Dear Friends:

Three fine friends have been here with me this morning, Saturday, January 19th, to have a good-bye party on my final broadcast. First to arrive was Doris Murphy with doughnuts, rolls and coffee cream; then Mr. A. J. Koelker, manager of KMA; and last, Edward May, President of the May Broadcasting Company. There is a howling blizzard outside, but friendship and warmth make the sun shine here in my dining room.

I opened the show as usual with the weather report, a poem sent to me by one of my radio friends and the daily Bible Reading. Then I described the basket of flowers that completely covers the coffee table in the dining room. It is gorgeous. Gladiolus reaching out to each side to a width of four feet and rising to three feet in the center; the white garza chrysanthemums and small yellow acacia blossoms with green foliage complete the picture. It was sent over yesterday with love from KMA.

Doris came to the microphone then to read some of the telegrams that had been sent by the sponsors of my program and to express her regret for my retirement

but, as she so aptly put it, thirty six years is quite a record and represents a lot of nervous energy and hard work. Doris is Director of Women's Activities for KMA. She has been with KMA for thirty-two years. Mr. Koelker (Tony) then told the surprise of the morning; the program was being taped and our engineers were going to dub it off onto four other tapes and send each of my children one. He talked some about our friendship and work here and I just began to realize that this was my last time on the air. We got by with no tears however and into safer channels.

Ed May and I talked about the early years of radio, what the years of growing and expanding have done, and he asked me about some of the unusual incidents that had happened while I was broadcasting. We had a good visit reminiscing about things serious and comic. Ed had another surprise for me when he presented a Savings Bond to me with the love and esteem of KMA. I wanted to cry. I felt very humble and I wished I were more deserving.

Every experience we have in this life is a test of our maturity. If we look back once in a while and review some of the trials we have had, then we will know whether or not we are big enough and wise enough to meet the next one. It's going to be hard to adjust to a new life, but I think it will be interesting because I have been so busy I haven't had time for my old friends or for the new ones whom I would like to know better. However — my first job is getting all of these letters on their way back to you wonderful homemakers and I had better be at that job right this very minute — so join me with a cup of coffee and remember that I love you.

Bless Your Hearts,

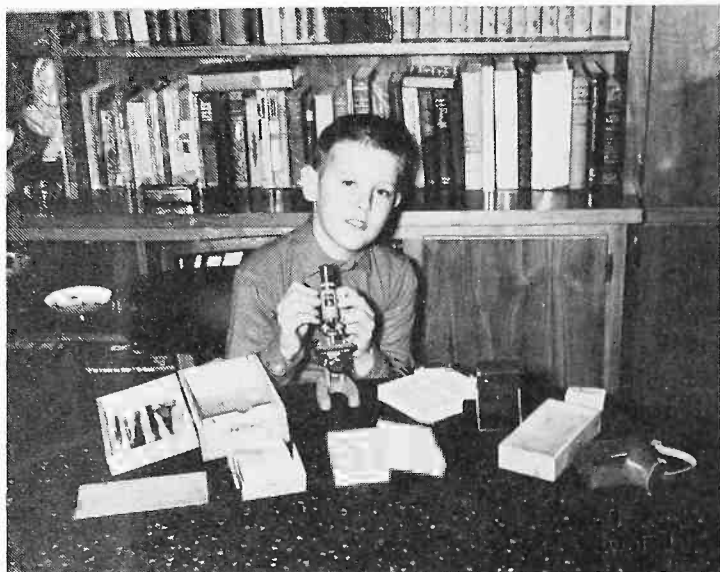
Bernice



Bernice retires January 19. Air guests Ed May, Tony Koelker, Doris Murphy.

## WOND'ROUS WORLD —

Jamie Koelker, nine year old son of station manager Tony Koelker, is setting up another specimen under the new microscope he recieved for Christmas. The scope has a three-turret lense for viewing anything from insects to micro-organisms. Soon after Jamie recieved the scope he was busy rounding up specimens. He brought home hair samples, carefully wrapped in tissue, from the barber shop. For a while he had a "bloodmobile annex" going in his search for blood donors to give him a drop for his slides. Dad came up with a whole kit of ready-smearad slides so now Jamie spends a lot of time peering at a new subminiature world.



**TOP HAND**—The picture at right is a candid shot of little Holly Nielson, who will be 8 years old the 20th, snapped by your Guide Editor as he chanced by the Neilson's one Saturday morning. Holly is a perfect example of mother's helper. She was all bundled up from head to toe, big scarf around her face to ward off the icy blasts, and busily engaged in sweeping off the front steps. It was all just a "lark" in the great outdoors to Holly, but she made herself useful while enjoying the fresh air. We predict Holly will be a wonderful homemaker, just like her mother Florence, one of these days.



## New Recipe Book

Your KMA Guide has received a supply of recipe books with recipes from foreign lands submitted as their best by newspaper food editors. This new booklet, "Round-the-World Recipe Favorites" may sound a bit exotic, but a quick peek at the recipes inside will have you reaching for pots and

pans. It is another fine publication by Standard Brands grocery products of New York. Every recipe is a "prize-winner." There are 27 exceptional concoctions inside. They came from Europe, East India, the Far East, South Pacific, Middle East, Philippines, Mexico, Hawaii . . . all yours for just a dime to help defray postage and handling. Just send 10¢ with your name and address to your KMA Guide.

February, 1963



# On the KMA PARTY LINE

By DORIS MURPHY

Accidentally leaving his car lights on one noon, started a chain of events that proved quite frustrating to announcer Merle Douglas, before he got everything under control.

His problems started when he came out of the house at 12:30 to take his wife Ruth to work at the Sullivan Packaging Company. The car wouldn't start, as a result of the lights being left on, and running down the battery. Thinking it might start, he and Ruth gave it a big shove down the driveway. Sure enough the car rolled into the street, but still the motor refused to start. By this time it was getting late, so Ruth dashed in the house to call a cab. However, before the cab arrived, a call from school informed the Douglases that their daughter Valerie Jo, age 10, had had the misfortune to have a student accidentally slam a door on her fingers. The hand was hurting badly, so Mrs. Douglas told the teacher she would come for Valerie right away and take her to the clinic. When the cab arrived, the driver pushed the Douglas car over to the side of the street, took Mrs. Douglas to school and on to the clinic. Meanwhile Doug called a service station to come start the car. Getting it started he drove to the clinic to

bring Ruth and Valerie Jo home. Luckily there were no bones broken in Valerie's hand but it was badly bruised and skinned, as a result of the accident. You can bet Doug was glad when things got back to normal, and peace reigned again.

Maybe a new little business will be born? Who knows? When Holly, 9 year old daughter of Warren Neilson decided she wanted to make some money, she came up with an idea all her own. She plans to go to the immediate neighbors with a poem that will explain to them, just what she would like to do. It reads:

### TRADING STAMPS

If pasting stamps to you is a chore  
And bunches of them crowd your drawer  
Let ME paste them, to save your time  
I'll do a whole book for only a dime.

Holly is so efficient she has planned how she will put each person's stamps in a separate sack, so there will be no mix-up. Just the thoughts of having a little extra money, over and above her allowance has her quite excited! Good luck to you Holly, in your new enterprise!

The first day school takes up after Christmas, is **SHOW AND TELL DAY** for the children. That's the day the boys and

girls take their various Christmas toys to school . . . their games, guns, dolls and other things to show and tell about. But there were two children, Daniel age 9, and 7 year old Barbara, children of KMA SALESMAN Carl Andersen, who had something a little more exciting to tell their school mates about, on **SHOW AND TELL DAY**. Instead of taking a toy to school, they took along their tonsils all nicely preserved in alcohol, in a bottle. The children had undergone tonsillectomies the day after Christmas, and the doctors had yielded to their wishes when they asked to have them put in a bottle. I imagine their Show and Tell items got more attention than all the toys put together, that morning! It isn't everyday



Barbara and Dan Andersen — "show and tell"



they get to see tonsils preserved in a bottle. Pictured are Daniel and Barbara proudly displaying their tonsils.

Phillip Everly, 23, formerly of Radio KMA, was married at the Little Church Around the Corner in New York, to Jacqualine Alice Ertel, 22 of Sheboygan, Michigan recently. Everly, a television star and one of the famous Everly Brothers team, lives in Hollywood. When young they lived in Shenandoah and entertained with their parents on KMA.

During a recent emergency at KMA, the engineers found themselves in desperate need of an unusual transformer for the KMA transmitter. The only unit of the kind available in the Midwest was at WOW in Omaha. The KMA engineering staff called Bill Kotera, Chief Engineer of WOW at 3 o'clock in the morning, and he was kind enough to get the part and place it in the doorway of the WOW transmitter. Ralph Lund of the KMA engineering department made a fast trip to Omaha and back to obtain the part, and keep KMA's service rolling. The engineering staff was very grateful to Mr. Kotera for his cooperation.

Mrs. Patricia Koelker's paintings have gained such prominence in this area, she recently was invited by the Des Moines Art Center to exhibit in the rental and sale gallery. Four were accepted. At the present time Pat also has twelve paintings in the rental gallery at the Joslyn Art Museum in Omaha. Pictures are usually rented for one, two or three months at a time. Her pictures have such wide acceptance, they are in the gallery for only brief periods at a time. Pat is the wife of KMA STATION MANAGER Anthony Koelker.

Knitting looks like a lot of fun when the daughters of Mr. and Mrs. Dean Naven watch their mother making the needles fly, as she knits sweaters and many other wonderful articles. But Tami, age 12, who has been taking lessons from mother for a year, has found it is harder than it looks. It is so easy to drop a stitch! Most of the time she knits straight strips, then tears them out and starts over. But she is getting along fine and this Christmas tackled the job of knitting a pair of slipper socks for her grandmother. By knitting straight strips and then tearing them out, she is learning coordination with the needles, which is very important before she can start knitting something complicated. I am sure it

won't be many years, until all the Naven sisters are knitting right along with their mother, and no doubt will be as expert as she, someday. Pictured on this page is Tami knitting, with her mother Claudine, giving instructions whenever needed.

And who do you suppose had a tire blow out on the highway on the coldest Saturday morning of the winter? It happened to Warren Neilson as he was returning from his regular Saturday morning farm program on KMTV. It was 7 below zero and the tire went "Bang". Warren says he was still lucky — altho he did ruin a tire, the car did not go out of control. Also it happened on his way home — not on his way to Omaha . . . when his schedule is rather tight.

Mr. and Mrs. Edward May and Mr. and Mrs. J. D. Rankin, Jr., will enjoy a winter vacation to Puerto Rico and Jamaica. They leave February 2nd and will be gone a couple of weeks. They are making the trip by jet.

Jack Gowing, KMA Farm Service Director, and avid watershed conservationist, was elected chairman of the Nishnabotna River Basin Water Resources Development Association at a meeting in Red Oak January 10th. The new association was formed at a meeting of Nishnabotna Valley residents drawn together specifically to test the possibilities of establishing a federal park and lake in Southwest Iowa. The committee has set its goal on a lake of at least 1,000 acres which would be large enough to allow complete diversification of water sports and fishing.

Winter sports appeal to engineer Norman Kling and his children, Benny, age 15, Bobby, age 10, and Carol Lea, age 8. A

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Claudine Naven instructs daughter, Tami

# Mary Williams Show Pre- mieres Jan. 21

Making her debut Monday, January 21, Mary Williams brings a new radio program of special interest to the ladies. Mary's new show will be heard daily except Sunday from 10:30 to 11:00 a.m.

Mary, a professional journalist, mother, and homemaker, enjoys a wide range of interests. Her endeavor on the new program will be to bring discussion of a wide variety of subjects in addition to homemaking affairs.

In her opening show Mary acquainted listeners with her background and family. Since the family had just returned from a three-week vacation trip by auto to old Mexico, Mary gave a wonderful word picture of many of the sights and points of interest. She discussed items which will be very useful to any in her audience who contemplate such a trip — the extra considerations when traveling with youngsters, shots, visas, car permit, etc. Her description of ghost towns and communities in the Southwest was extremely interesting.

Mary is a native of Mexico, Missouri where her parents, Mr. and Mrs. L. O. Romdall, still reside. She grew up with five brothers, and as Mary put it, "I was the greatest little ball retriever you ever saw". She attended Hannibal La Grange College at Hannibal, Missouri and graduated from the University of Missouri School of Journalism.

Mary's journalistic career includes an early acquaintance with newspaper writing. While attending college she worked during summer vacations as a reporter for her home town paper, the Mexico Evening Ledger.

After graduation she joined the editorial staff of Norfolk, Nebraska Daily News. To give her listeners an example of Mary's varied interests, while at Norfolk she took up flying and obtained her pilot's license.

During the five years she was at Norfolk, Mary met her husband, Charles Williams, who was an announcer at local radio station WJAG. Charlie, as he is better



**MARY WILLIAMS — New Women's Show Hostess**

known, joined Central Surveys, Inc. of Shenandoah two years after arrival in Shenandoah and is presently a Vice-President of the company.

They have been residents of Shenandoah eight years and have two children, daughter Lory, 10, and son Loche Earle, 7. The son is named after his grandfathers, Loche from his maternal, and Earle from his paternal. The latter, Earle Williams, is a familiar figure to Midwest radio listeners. He is a pioneer radio man, having been manager of several stations throughout the midwest and presently commercial manager of KSIL in Silver City, New Mexico. With her father-in-law's and husband's seasoned background in radio, Mary has had a close association with broadcasting for a number of years.

Most of Mary's married life has consisted mainly in being a mother and homemaker. However, she had kept a hand in journalism working on the staff of the

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# Getting To Know You



This column will feature personality traits of one our KMA folks each month to help get better acquainted. The fellow pictured above says:

## THINGS I REALLY LIKE:

Eating — especially fried chicken or steak, homemade pie,  
Donuts and chocolate cake with chocolate frosting  
Hunting, fishing, archery and camping  
"Money in the bank"  
Old cars  
Mountains, especially "snow-capped" ones in the summer  
Red neckties  
Brick houses  
To read books and study the "wish" books & other catalogs to see all the wonderful things I'd like to have  
Spring, Summer and Fall  
Camping vacations with my family and cooking outdoors  
Meeting new and interesting people  
Midnight snacks

## THINGS I DON'T REALLY CARE FOR:

Big city traffic or flat tires  
Politicians who are too liberal with the taxpayers' money  
Getting up in the morning  
"Frantic" music  
Dieting  
Shining my shoes  
Winter—shoveling snow and having to wear a coat & hat outside

## THINGS I REALLY LAUGH AT:

Ancient Comedy Movies  
Well-told jokes and people who can tell them  
"Country Humor" as typified by Homer & Jethro or Tenn. Ernie Ford, Aunt Fannie

## THINGS I NOTICE AND ADMIRE:

Well-tended yards both in town & in the country  
Beautiful gardens and landscaping  
Well-kept homes  
Well-groomed women

A "just-washed-and-polished" car

## MY HOPELESS AMBITION:

To take a leisurely trip around the world

## I'M A "SUCKER" FOR:

Buying Chances on something  
Fishing & Hunting "gadgets"  
"Little" girls

**MY NAME: WARREN NIELSON**

## An Excerpt On Little "Monsters"

Children have a mystical, inexplicable power. One look from a helpless infant can turn a monster into a cooing mortal. And in the case of the Frankenstein monster, it did.

Master of mystery Boris Karloff confesses that he has been an astute observer and admirer of children ever since the birth of his first grandchild, Richard Michael, 3½ years ago.

This fact somewhat lessens the shock one receives upon discovering that "boogie man Boris" is a children's authority. Excerpts of "Flair", which comes to you each weekday afternoon on KMA from ABC Network, bring you some of the Karloff wisdom, and humor, on children.

On a recent show, Karloff urged freedom for tots in supermarkets — a comment which drew raised eyebrows — if not downright terror — from most mothers in the listening audience.

Following are some of Karloff's "Don't chain your child in the supermarket" suggestions, which are dependent upon the ages of the children.

Non-walking infants, Karloff feels, represent no problem to their mothers. "They may yell," he said, "but they can't pull over a mountainous display of canned salmon. And if they yell, give them a biscuit to gnaw on or a shiny can to play with. If the shiny can is your choice, try to catch it when the baby finally heaves it over the side before it lands on the toes of another customer. Some mothers prefer the can for this reason: it has all the elements of a baseball game and makes shopping with baby real fun."

Karloff realizes that toddlers are another matter, however.

"One way to keep your little bundle of joy on a close rein is to give him a definite job — make him your retriever," Boris suggests. "Give him a sense of responsibility and importance. Then watch him go. Point to what you want on the shelves, let him get it down if he can reach it and make the basket. Caution him about piling everything in baby's lap. At the same time, let him make an occasional choice on his own — whatever kind of cereal he wants and how many desserts for tomorrow's dinner — things like that. And if he's old enough to drive, let him push the basket. (The latter has its risks, of course, and you should carry collision insurance.)"

Generally speaking, Karloff says, the idea is to let the youngster participate.

"If that fails," he reasons, "give him a box of animal crackers. If that fails . . . well, you definitely have a case where a leash isn't such a bad idea after all."

February, 1963

# "My Best" Recipe Selection for February

## PINEAPPLE SALAD

- 2 T. gelatin (2 envelopes)
- $\frac{3}{4}$  c. sugar
- 2 c. crushed pineapple
- $\frac{1}{2}$  c. cold water
- $\frac{3}{4}$  c. shredded cheese
- 1 c. whipping cream

Soak gelatin in the  $\frac{1}{2}$  c. cold water for 10 minutes. Heat pineapple, add sugar and stir until sugar is dissolved. Remove from fire, add gelatin and stir well. Cool. When mixture begins to congeal, add shredded cheese and cream which is whipped stiff.

\* \* \*

## SAM'S SALAD

Dissolve 1 pkg. Lemon Jello in —  
1 c. hot water

Drain a small can crushed pineapple and use juice with water to make 1 c. liquid. Let congeal.

Cream —

- 1 3 oz. pkg. cream cheese (Philly)  
with few spoonful pineapple juice

Whip —

- 1 c. heavy cream

Whip the congealed jello. Stir in the pineapple, cheese and cream. Pour into 9 by 9 pan. When set add:

- 1 pkg. strawberry jello

Dissolved in —

- 1 c. hot water
- 1 c. cold water

Chill until set. Serve with mayonnaise.

\* \* \*

## SOUTHERN SWEET POTATO ROLLS

- 1 c. cooked sweet potatoes
- 3 T. butter or margarine
- 1 pkg. dry yeast
- $\frac{1}{2}$  c. warm water
- 1 egg
- $1\frac{1}{2}$  t. salt
- 3 T. sugar
- 5 c. flour
- $\frac{3}{4}$  c. warm water

Blend together the potatoes and margarine or butter. Dissolve yeast in  $\frac{1}{2}$  c. warm water, then add to mashed potatoes. Add egg, salt, and sugar. Blend together. Sift flour and measure. Add alternately with  $\frac{3}{4}$  c. warm water. Turn onto well floured board and knead. Place in greased bowl and cover. Allow to rise for 2 hours. Place on board, roll to desired thickness, and make into various shapes. Brush top with melted margarine or butter. Place on greased cooky sheet and allow to rise until doubled in bulk (about 1 hour). Bake in 425° oven for 15 to 20 minutes. Yield: 30 medium rolls.

## BURNT-SUGAR CAKE

Melt  $\frac{1}{2}$  c. sugar in heavy skillet over low heat until dark brown, stirring constantly. Add gradually  $\frac{3}{4}$  c. scalded milk stirring until all Caramel is dissolved. Cool. Pour into measuring cup and add enough milk until the mixture is one cup. Sift together 2 c. sifted flour, 3 t. baking powder, 1 t. salt,  $\frac{3}{4}$  c. sugar. Add  $\frac{1}{2}$  c. vegetable shortening and  $\frac{2}{3}$  c. Caramel mixture. Beat for 2 minutes until batter is well blended and glossy. Add  $\frac{1}{8}$  c. caramel mixture, 2 eggs, unbeaten and 1 t. vanilla. Beat 2 minutes. Bake in 2 8-inch layer cake pans at 350° for 30 to 35 minutes.

## Caramel Frosting

- 1 c. firmly packed brown sugar
- 1 c. white sugar
- 1 c. cream

Cook until soft ball stage. Cool to lukewarm. Add  $\frac{1}{2}$  t. vanilla and  $\frac{1}{8}$  t. salt. Beat to right spreading consistency.

\* \* \*

## COFFEE AND SPICE DROPS

Mix together thoroughly —

- 1 c. soft shortening
- 2 c. brown sugar
- 2 eggs

Stir in —

- $\frac{1}{2}$  c. cold coffee

Sift together and stir in —

- 3 $\frac{1}{2}$  c. sifted flour
- 1 t. soda
- 1 t. salt
- 1 t. nutmeg
- 1 t. cinnamon

Chill before dropping by teaspoon. Bake in 400° oven for 8 to 10 minutes. Yield: About 6 dozen cookies.

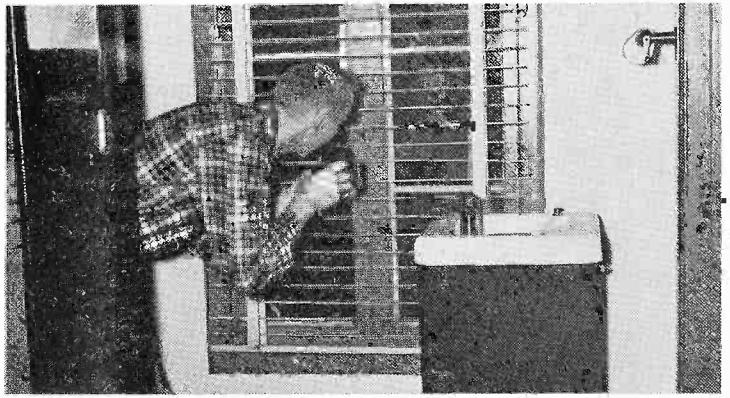
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## PINEAPPLE-DATE-NUT DROPS

- $\frac{1}{2}$  c. butter or margarine
- $\frac{1}{2}$  c. brown sugar (packed)
- $\frac{1}{2}$  c. white sugar
- 1 egg
- 1 T. pineapple juice
- $\frac{1}{2}$  c. crushed pineapple (drained)
- $\frac{1}{2}$  t. soda
- $\frac{1}{3}$  c. chopped walnuts
- $\frac{2}{3}$  c. finely cut dates
- 2 c. sifted flour
- 1 t. baking powder
- $\frac{1}{2}$  t. salt

Cream butter or margarine with sugar until fluffy. Beat in egg. Add pineapple juice and crushed pineapple mixed with soda. Add nuts and dates. Sift flour, baking powder, salt and add. Drop on greased cooky sheets and bake at 375° for 10 to 12 minutes.

**COLDER SPOT** — Late afternoon January 18, wind switches to north, temperature drops quickly to sub-zero. Pictured is Norm Kling, KMA Engineer checking an outside thermometer at the KMA transmitter building under the KMA towers north of town. Whenever the aforementioned weather conditions prevail, Norm says the temperature drops 8 degrees ahead of the readings at the studios in town. At the time of the picture, temperature read 6 below and continued downward. Strangely, too, on this particular night, heavy blowing snow accompanied the northern blasts. An interesting sidelight, Norm said as he drove up to the building at dusk he never saw so



many rabbits out feeding, apparently filling up so they could hole up. As it turned out, those weren't such dumb bunnies. We had about three inches of snow and it stayed cold for days and days on end.

**PRIZED COLLECTION** — Tom Beavers, KMA Associate Farm Service Director, proudly displays a new rifle just added to his collection of 12 rifles and shotguns. His new rifle is in reality an old one, but everything about it is "new". He purchased the Springfield 1903-A3 as Army surplus from the National Rifle Assn. Tom had the gun worked over by Darwin Smith, a gunsmith at Villisca, Iowa. The barrel was cut down several inches shorter. Tom made his own stock from a semi-finished walnut stock. He carved a pistol grip handle and carefully chiseled, mounted, fitted, then unmounted, going through this cycle many times until he had the exact fit to his cheek and shoulder. Tom took the gun out for test shooting. In two tests of three shots at 100 yards, the group of target holes could be covered with a dime. Tom is quite proud of his collection which



includes one gun a century old. Tom would like to get in touch with anyone who has an old gun he could add to the collection. One thing is sure, your gun won't get any better attention and care.

## "Accent On Music"

### With Jim Ross

Jim Ross, your new host on "Accent On Music", brings a pleasant 55 minutes of morning listening with his new show. As the program title suggests, the background of the show will be good music, however,

Jim will have a running commentary between tunes with announcements, weather, notes, bits of wisdom for the day (which the ladies will particularly enjoy), puns, and just plain fun. Now find "Accent On Music" a pleasant recess between getting the family off to work or school and preparing to get on with the housework. Take a break and make it a date with Jim Ross on Accent On Music every morning at 8:00.

February, 1963

# KMA Daily Program for February, 1963

960 ON YOUR DIAL

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.—Mary Williams Show
- 11:00 a.m.—Back To The Bible
- 11:30 a.m.—Infomacast
- 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.—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 Welks Band
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Accent On Music
- 9:00 a.m.—Saturday Shopper
- 10:30 a.m.—Mary Williams Show
- 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.—Legislative Report
- 12:30 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.—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

area in our back yard, and Annette has even gone so far as to remark that she was told walnut trees are becoming somewhat scarce because of the use of walnut by furniture makers and perhaps it might be a good business venture to plant the entire acreage to walnut trees. Her idea may have some merit, but, regardless of what we do with the ground, we are going to have a good time laying out the projects and working at them as time goes by. I will be talking about this from time to time on KMA and will be telling you about planting the fruit trees, spraying of them, and the other things that we will be doing.

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## FRANK COMMENTS

Continued from Page 4

in a very wide range of colors and the only constants are the clear glass goblets and the white styrafoam in the base.

There is nothing much new to report about the various members of the Field family — everything is running along just about as usual. Polly's broken arm healed very nicely and our daughter Zo and her husband are leaving for Florida the last week in January and expect to stay, as usual, in Winter Haven until the first of March. Incidentally, we had a letter from Peg in Fort Worth written the 12th of January, saying the temperature was just 11° above zero and that they were having quite a time trying to keep warm. Houses down there are not built for that kind of temperatures and they were spending most of their time in the kitchen, around the gas stove with all the burners lit and the oven door open. She said the hard freeze had done considerable damage to her shrubs and flowers but it was too early yet to tell just how much.

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## PARTY LINE

Continued from Page 9

favorite pastime has been ice skating together as a family this winter, out at the Izaak Walton lake near Shenandoah. They turn on the flood lights, build a nice big bonfire, and have a lot of fun gliding across the frozen lake. But it isn't all play for Norman, who has accepted the responsibility as radio officer for the Civil Defense of Page County. Under the direction of Civil Defense Director Jack Burton, Norman has been setting up a network of ham radio operators who will establish lines of communication in case of any disaster. KMA Guide Editor Duane Modrow, is one of the ham operators who belongs to the local network of ten operators. Their first practice alert was held the night of January 15th. The network is called RACES (Radio Amateurs Civil Emergency Service)

which is part of an area, state, and nationwide network of ham operators, who will be on duty when all other lines of communication fail.

Ice was the cause of an accident to the car of J. D. Rankin, Jr., in January. J. D. was crossing W. Thomas Avenue at Grass street when his car was struck broadside by one driven by W. A. Harding. No charge was filed because of the icy condition of the streets.

You've heard the recordings of the chipmunk songs with their little high pitched voices! Well, that's about the way the interviews sounded that FARM SERVICE DIRECTOR JACK GOWING made while attending the National Livestock show in Denver, January 11th thru the 15th. Apparently the cold weather caused the tape recorder to act up, because all of his interviews were spotty with high and low voices, so that no one section could be cut out. Jack was very disappointed, but went ahead and used them on the air, even though the quality was not up to the good standards usually heard on KMA. It was 27 below just the day before Jack went to Denver, but it had moderated and was quite nice while he was there. Jack was proud that an Iowa boy, Denis Gerbet of Granville, Iowa won the top honors with his Grand Champion steer. Jack got quite a thrill out of flying from Denver to Omaha by jet, and noting that when they reached an altitude of 28,000 feet the pilot announced it was 59 degrees below zero up there, as he calmly sat enjoying a perfectly delicious dinner of crab meat appetizer, prime ribs and other delicacies.

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## MARY WILLIAMS

Continued from page 10

Iowan Magazine, which is published in Shenandoah, and more recently with Kitchen Klatter Magazine, also of Shenandoah.

Mary and Charlie are very active in Church and Community affairs. Charlie is a linguist, speaking fluent Spanish and is also an expert on the international language, Esperanto.

Mary has been Choir Director at the Baptist Church in Shenandoah for six years. Previously she was organist at the Baptist Church in Red Oak, Iowa where the Williams resided a year before coming to Shenandoah.

We hope this will better acquaint you with our new women's show hostess. Mary is a wonderful person, unimposing, yet always the first to offer a helping hand. She brings you an excellent background and we feel that once you get to know her, and when she gets to know you, her audience, you'll have a most interesting and fruitful visit with Mary every morning at 10:30.

# POSTMASTER

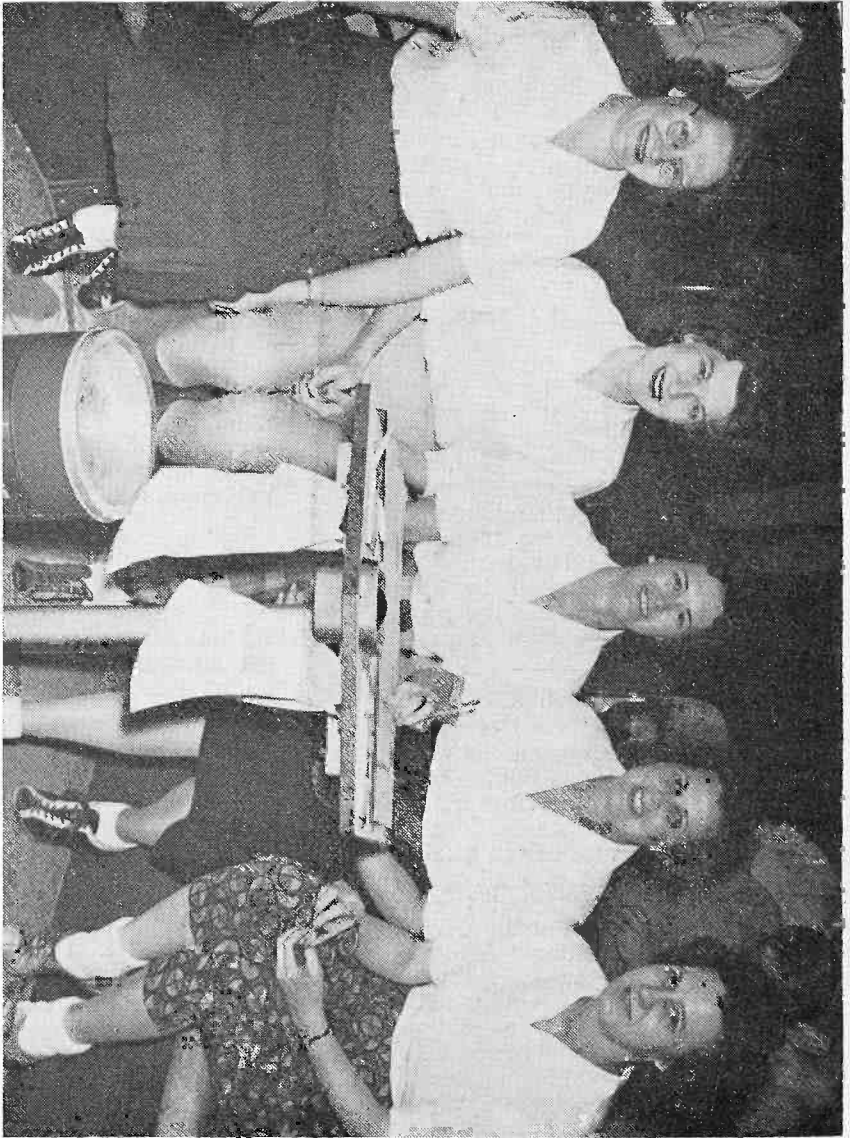
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**SIZZLING KEGGLERS**—The May Seed Company's Women's Bowling Team has an enviable record of topping pins. Although in second place in their Monday night league, the gals are shooting for first place in the next few weeks. Their team average stands at 742 which is the highest in their league and makes competition even tougher, having to maintain such a high standard. They entered the Midwest Tournament in

Omaha last December and out of 176 teams entered, placed 26th with a 2708, which is real good. L to R, with averages: Naomi Keele, 128; Barbara Ginger, 160; Farrell Turnbull, 133; Gayle Maher, 136; Evalyn Saner, 163. Gayle will retire from bowling and be replaced on the team by Betty Kesterson. Evalyn, Farrell and Gayle are KMA staff members.