



The

# KMA GUIDE

March, 1963

# COVER STORY

The two handsome gents on our March Guide cover are your KMA sportscast team Andy Andersen and Dean Naven, who are busily engaged every night of the week bringing sports fans the key games in both boys' and girls' Iowa basketball tournament play. They are all smiles in new blazers with the "KMA" call letters on the breast pocket where a crest is usually worn. Andy and Dean have started coverage with sectional and district play, traveling many miles nightly to bring fans the excitement of the tournaments. They will be in Des Moines for the State finals (Girls, March 5 thru 9 — Boys, March 21 thru 23). Games to be broadcast will be announced daily as the tournaments progress.

# The KMA Guide

MARCH, 1963

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## Mail Bag

"... I have been on your (Guide) list a long, long time. I am 75 years old, get so much pleasure in reading all about the seed house folks and usually I get over every year about planting time for a seed buying spree . . . We have 6 lots, plenty of room to plant flowers and even raise our own pumpkin, squash, and such and have our own vegetables in the cave for a day like this, (zero outside) it seems nice to have.

Mrs. C. L.  
Sharpsburg, Iowa

Somewhat this excerpt of a letter from one of our Guide readers says much, much more to us than the words alone . . . We get a mind's-eye picture of perfect midwest serenity. Take pause and visualize her way of life. Doesn't it give you a pleasant feeling?

"Enclosed is \$1.00 for my renewal to the KMA Guide. This a birthday gift to my mother. This is a fine little magazine — keep it going!

Mrs. R. W. C.  
Mound City, Missouri

Happy birthday! And we thank you, too!

Here's a "letter" to Mike Heuer (pronounced Hoyer) from a fellow who is fast becoming the poet laureate of S. W. Iowa.

"Dear Mike:

I think it's time to tell you—  
So I take my pen in hand,  
There is no program equal  
To KMA Bandstand.

I like to hear your music,  
I like to hear your news,  
And when I'm feeling lonely,  
You help drive away the blues.

And when I'm feeling happy,  
You help me glide across the floor,  
And when your program is finished  
I always wish for more.

So keep the Bandstand coming  
With Ernie, George, and Red.  
Well, so long Mike, it's 12 o'clock  
I think I'll go to bed.

Andy Ettleman  
The Ole Country Boy Himself  
Bedford, Iowa

Mike's "KMA BANDSTAND — Country Style" is heard every Saturday night from 7:00 till midnight.

"... I do miss the two pages of recipes in the Guide. I do hope you will be printing more soon."

Mrs. L. H.  
Bismarck, North Dakota

Such comments are always appreciated. We make every effort to give our Guide readers what they want. Your letters guide our decisions. As you will note starting this issue of the Guide a special feature has been added, which has been requested by many Guide readers, and which takes the place of one recipe page. The new feature is "Garden Tips" (see page six) written by an expert of long-standing, Frank Field's right hand "girl-Friday", Ethel Baldwin. Ethel will answer the questions most often asked about gardening.

We will continue bringing you the choicest recipes. However, if your culinary skill slips a little and your thumb turns green, blame us. Meanwhile, let us hear from you.



## A Chat With Edward May

First, I would like to thank the many people who were so generous in their kind deeds and efforts in helping our daughter, Karen, and ourselves during the period Karen was in the hospital following a serious automobile accident. The many words of condolence and inspiration were helpful to us all during the days of Karen's recuperation. A person doesn't realize how many friends he has, or how loyal these friends are until one has an experience like we had recently.

This issue of the Guide is the March issue and, according to the records kept by the Light & Power Companies, from the standpoint of the amount of heat used to heat a person's house, the winter is three-fourths over by the first of March. It has been a long, cold winter and I am positive all of us are looking forward to spring. It is going to be a pleasure to see it arrive and to see the grass turn green, the spring flowers bursting into bloom, and the many other things that we associate with spring.

I might tell you a little about the vacation we had. Eleanor and I left with my sister and brother-in-law Friday, February 1, and our plans were to spend five days in Puerto Rico and seven days in Jamaica.

We flew from Omaha to Chicago to New York, then to Miami and on to San Juan, Puerto Rico. The climate was very pleasant in San Juan. We rented a car and spent considerable time driving around the city of San Juan and the countryside within a radius of 40 to 50 miles of San Juan. We were fortunate in having friends in Puerto Rico, who we certainly enjoyed seeing and they made our stay much more enjoyable.

One of the highlights of our stay in Puerto Rico was spending a day on the island of Saint Croix. Saint Croix is about a 45-minute flight from San Juan, Puerto Rico. Perhaps the main claim to fame for the island of Saint Croix is that Alexander Hamilton was raised there

before he came to the United States. We felt Saint Croix was a very delightful place and hope to go back sometime.

Our plans called for spending seven days at Montego Bay, Jamaica. I am positive we would have had a wonderful time there because it was warm and everything indicated Montego Bay is a delightful spot to relax. However, we were there just 24 hours when we received word that our daughter, Karen, had been in her automobile accident; so, we caught the first plane home. We left Montego Bay, Jamaica, at 11:00 o'clock in the morning and, in spite of spending two hours on the ground at Miami, Florida plus approximately two hours at Chicago, we were in Omaha, Nebraska, at the hospital, at 10:00 o'clock that night, or just eleven hours after departing from Jamaica.

Just as a passing thought or two, we flew from Montego Bay, Jamaica to Miami on a British plane and flew directly over Cuba. The U.S. Airlines fly around Cuba but the British and other foreign lines fly directly over it. Frankly, from several thousand feet in the air, Cuba looked just like any other country but all of us on the plane

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Daughter Karen, Judy Taylor, and Leslie Gee, three of twenty-one skiers who journeyed to Colorado slopes.

# Frank Comments

By FRANK FIELD

The picture this month shows my set at television station KMTV in Omaha, and I am holding up one of the Earl May Seed & Nursery catalogs so the viewers can see what it looks like.

Station KMTV took to the air for the first time in August of 1949 and the Earl May Seed & Nursery Company started sponsoring a TV Service Program about a month later. For the first year it was a half-hour program once a week — the next year this was changed to a fifteen-minute program twice a week. The following year this was changed to a fifteen-minute program on Monday, Wednesday and Friday of each week. A year or so later this was again changed to a ten-minute program five days a week, or Monday through Friday. I continued to take Monday, Wednesday and Friday and Merrill Langfitt took Tuesdays and Thursdays — this schedule stayed in effect until Merrill moved to Arizona several years ago. Since then, I have been taking the program five days a week. It means driving 135 miles every day just to put on a ten-minute program, but I don't mind it at all as I like to drive and the results are worthwhile.

The program is strictly a service program consisting almost entirely of helping the listeners with their gardening problems. The shelving behind the desk is a pretty completely stocked gardening center except that there is only one of a kind in stock. It is a very simple matter to reach around and pick up the item the customer should be using and simply set it down on the desk. Then the camera at the left of the picture can show it in close-up while I am telling how the product should be used.

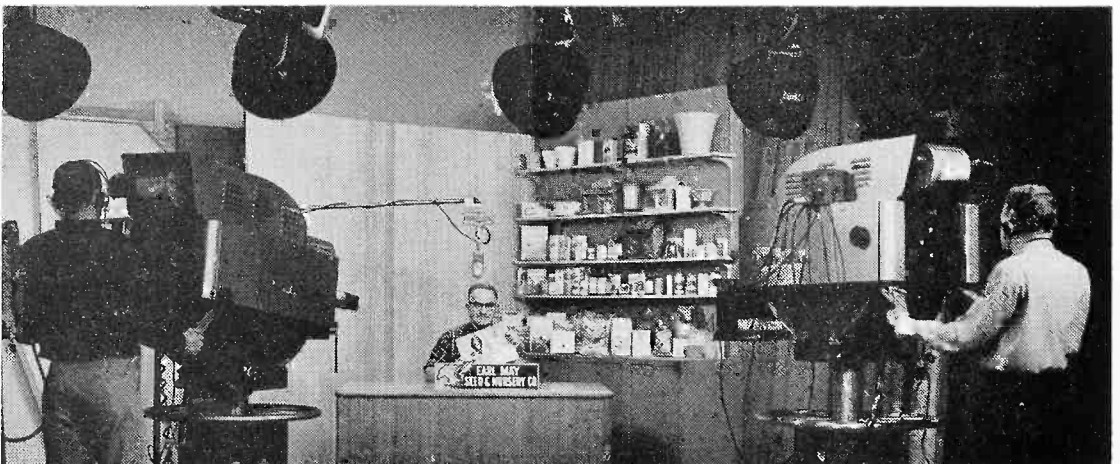
By using two television cameras, the director in the control room can get just about any kind of shot he wants. You will notice both the cameramen have head phones over their ears for receiving instructions from the director as to how he wants the next shot from that particular camera.

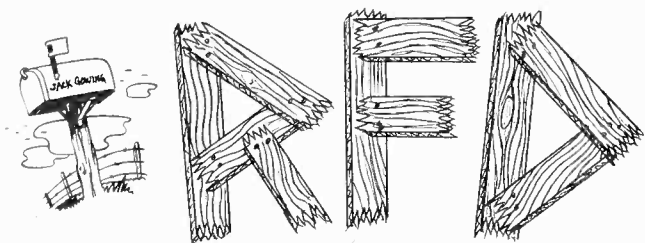
The program is called Over the Garden Fence, and has been in full color for a number of years now. Of course, there are no where near as many color sets in operation in this area as there are black and white sets, but the numbers are constantly increasing as color sets become more perfected and eventually, color sets will become the rule rather than the exception.

You will notice the set is lighted by five flood lights but you soon get used to them so they don't bother you in the least. Television cameras are being improved and made more sensitive and have reached the point now where those flood lights are only using 500 watt bulbs. A few years ago they used 1000 watt bulbs, and at the start they were 1500 watts each. Many of you who have never been in a television studio have wondered where the microphones are — my show just uses one 'mike' and it normally hangs about 2 ft. above my head — just out of the picture. There is always a floor man standing just out of range of the camera in case I have to stand up and walk over to the shelves to get some particular can or bottle . . . in that case, he very quickly raises the microphone as I rise. In that way, I can keep right on talking but the 'mike' doesn't show on your screen.

For you people who are planning on raising your own cabbage and tomato plants in the house this spring, March 4 and 5 will be just right for both. That would mean that the cabbage plants were about big enough to transplant the first of May and the tomato plants about the 15th. I planted a few seeds of an extra early

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by  
Jack  
Gowing



Haven't we had some pleasant days this past month? Makes one all the more anxious for Spring.

This month we are showing you just a part of our registered Angus herd. Randy is trying to get our herd bull to eat out of his hand. This works part of the time and part of the time it doesn't.

We now have 12 females in our herd. Seems like they never get filled up in the winter either. I'm sure you will agree, too, especially if you have to buy hay. We are able to produce all the hay we need, and more, but I'm trying to build up a reserve for a dry year.

One Sunday morning as we were getting ready for Church, a couple of young bulls that I am halter breaking, found a way to get the gate open and were in the yard looking in the living room window. With Randy's help, I got them back in and shut the gate. At the time, I thought that I hadn't latched the gate. Both animals got out twice again before we noticed that they were lifting up on the latch and opening the gate. Now we have to wire it shut. They still try to open it occasionally but haven't figured out how to twist the wire.

We have a lot of Starlings gathering at our place lately. Have you had this trouble? We haven't noticed the Cardinals, Junkos and others — I suppose it is because we haven't had the heavy snow cover.

If you have a safe, sure-fire method of getting rid of the Starlings, please let me know. I do know that many people are having trouble with them.

We are making plans for more planting of shrubs again this year. We have decided

to add a few more evergreens to the windbreak. Our windbreak is an L-shape running parallel to the road, and then a strip running east and west on the north side of the buildings. We have three rows of trees. The outside or north and west rows are Concolor (white) Fir, the middle row is Austrian Pine and the inside or south and east row is Black Hills Spruce. The Austrian Pines are now about 6 feet tall, the Black Hills Spruce are about 5 feet tall and the Concolor Fir are about 3 to 4 feet tall.

I have tried to keep the ground spaded out about a foot around each tree but now they are getting big enough that it makes a lot of spading, but I still try. We mow in between the rows and in the row between the trees. This makes a lot of mowing but we finally bought a riding mower last year, and cut down our mowing time about half. Randy has taken over as the chief pilot on the riding mower and then I trim up around the fence and trees.

We have learned from experience, at least in our case it took two seasons for the trees to get established before they would make their full growth each season. The Pines now grow from 12 to 18 inches, the Black Hills Spruce about the same and the Concolor Firs grow about 10 inches each year. Now we wish that we had started them when we first moved to the farm.

Pauline decided that she wanted a living screen along the road along the front lawn, so last year we planted Honeysuckle plants. These were planted about 18 inches apart and should make a nice showing this year.







# Garden Tips



by Ethel Baldwin -- Frank's Right Hand Gal

I suppose everyone reading the Guide knew Frank had some one to help him, and it is I who have been his secretary and assistant for the past 19 years. In writing this column for the Guide I shall try to pass on some of the answers to the many questions which come into our office. Just now the main ones are on planting and pruning.

Briefly on the pruning, the work should be done during February and March while things are still dormant. The reason: the wounds have a chance to sear over, or heal, before the sap starts to flow and there is less bleeding.

The scaffolding or main branches of trees should be formed during the first three years after they are planted. The third year they may be headed back, and the main pruning job from now on is the removal of the small water sprouts from the center of the trees to admit air and light, as well as to lessen the crowding of the branches. This applies to all fruit trees except cherries. They do not take kindly to being pruned and quite often will start to rot where a wound is made. Do most of your pruning on cherries while the tree is small so after the third year all the cutting would be to remove the small shoots in the center of the tree.

Now is the time to give the dormant spray of lime sulphur. It is a fungicide for the control of certain diseases and scale insects. The recommended amount to use is 1 cup of lime sulphur to 8 cups of water. Apply to the twigs, branches and trunk until the tree drips. Unless a spray job is done right and enough material is used, it is a waste of not only the material but the time as well. Remember the old maxim, "What is worth doing at all is worth doing well."

Another thing: lime sulphur will stain paint, leaving a yellow residue, so point the sprayer away from buildings.

This subject could have volumes written about it so I'll stop by saying we have a leaflet on pruning and spraying. If you would care to have one, just write and ask for it and send a stamped, self-addressed, envelope. **Make it a large one.** Those tiny, little envelopes are a nuisance because of the time it takes to refold papers into the

small wad needed to get them inside. When we get an envelope like that we always wish the person who sent it in were here to put the material requested inside. This is especially true if you have a desk covered with dozens of letters to answer. I have often wished some of our good people could spend one busy day in our office. It would be an education on what to and what not to do, when asking a favor, for that is what is being done, when such requests are made. Why not be a little courteous and help the girls make their job as easy as possible. One might not think it takes any time to address, seal and stamp an envelope, but try to do, say 500, and see. In other words, why not follow the Golden rule.

My goodness! I have been wanting to say that for a long time and now it is out of my system; I'm wondering just how I happened to get started on the subject, anyway!

To get back to the planting of seed for vegetable and flower plants to be set out later. The general rule is to sow the seed 6 to 8 weeks before the planting time. Things that produce above the ground should be put out March 11th to the 15th; for those bearing their crops below the ground, March the 18th, after 11:35 A.M. through and including the 24th of the month. This is according to the Moon Sign sheet. These sheets are free for a STAMPED, self-addressed envelope. Send for one.

What to plant in the way of varieties? Any of the vegetables listed in our catalog are the best to be had. In our trial grounds we test literally thousands of varieties. Only those showing top performance are selected to be good enough to list, and be offered for sale to our customers. For that reason select what ever sounds good to you, after having read the information concerning the various varieties.

In planting the seeds any box 3 inches deep will do as long as there are cracks or holes in the bottom for drainage. Cover the bottom with coarse gravel, old broken pots or charcoal. Add an inch of coarse soil. Sift the rest of the soil to fill the box to within  $\frac{1}{2}$  inch of the top. Water thorough-

Continued on Next Page

ly. Allow excess water to drain away. Sow the seeds on the surface, sprinkling fine dirt on top of the seed. Do not cover too deeply or the seeds cannot get through the soil. A good rule to follow is cover the seeds  $2\frac{1}{2}$  times the depth of the seed. To eliminate the sowing of fine seeds too thickly, put the seeds in a salt shaker with some fine sand, shake over the soil, press into the dirt with the side of a glass; your seed will be sown evenly and usually the pressing is all the covering necessary. For larger seed put an inch apart in the row, and make the rows an inch apart. (Don't forget to mark on the box the variety.)

Cover the box with a wet piece of burlap or other coarse cloth, or pane of glass. Place in a south or east window until the seeds germinate, then remove the wet covering or glass. If glass is used turn it open so the moisture collected on the glass will not drip down on the seed bed.

In watering the plants the best method is to set the flat in a pan of water so it will come up from the bottom. Do not over water but do not allow the dirt to dry out too much either. **NEVER WATER FROM THE TOP.**

After germination give the plants all the sun and air possible. Keep the temperature at about 70 degrees. If the sun is too hot, shade during the hot part of the day. Should the soil become packed, hoe with a fork. When the plants are about an inch high, transplant to larger containers. Crowding, and lack of light, cause spindly plants. Before transplanting to the garden "Harden Off" the seedlings by exposing them to the outside temperatures on mild days.

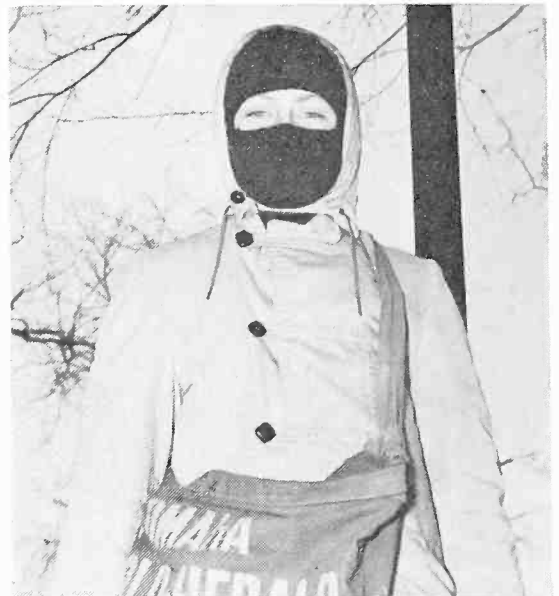
I'm sure this is too long! I'll try to shorten it next time, if there is a next time! You might not like this.

Friday, Frank's Hired Girl.

**HOWDY, PODNAH** — Hold yer fire! That isn't gun-smoke, that's pop performing a fast-draw with his trusty 35 (mm camera, that is)! KMA station manager, Tony Koelker, snapped his wife Pat and youngsters, Jamie and Malia, as they were departing in costume for the Congregational Church "Silent Bazaar". Pat whipped-up western vests from odds and ends of material. A very cute picture and another tribute to Pat's creative skill. (See another of her many projects on page 13).



**MASKED MARVEL**—The young lad pictured on the right is Tommy Heuer, 12 year old son of KMA announcer, Mike Heuer. We might call Tommy a "masked marvel" all right because he wrestles every night with a big stack of newspapers. The ski mask provides excellent protection from winter's icy blasts. The Heuer's live on Northwest Road, not too far from the station, but just far enough in open country so Tommy has to REALLY bundle up for his paper route. Usually Tommy waits at the station after his route is completed until his dad finishes work, then rides home with him. We have to hand it to these youngsters who go out in all kinds of weather to bring your paper right to your door. Their creed is like the postman's, except the papers go through on Sunday, too.





# On the KMA PARTY LINE

By DORIS MURPHY

Karen May, 14, daughter of Mr. and Mrs. Edward May, who received serious facial lacerations and contusions in a head-on auto crash February 8th, is recovering nicely in the Clarkson hospital in Omaha. Karen was a passenger in a car with 16-year-old Robert Mobley of Shenandoah, who also received facial lacerations. The accident occurred on U.S. 59 just north of Shenandoah city limits about 10:15 p.m. Karen was treated at the Hand Community hospital following the accident, then transferred immediately to Clarkson hospital for plastic surgery. Miss Barbara Hartman of Omaha, a passenger in the other auto, received a broken leg in the crash. Driver of the second car, Marven Woosley, 29, Omaha suffered a whiplash injury to his neck. According to investigating officers, Mobley's car went out of control, when it skidded on a patch of ice. Karen's parents, who were vacationing in Puerto Rico, returned home immediately upon learning of the accident. They feel very grateful that Karen is fast on the road to recovery, and that they arrived home safely, as the Northwest Orient Airlines Flight 707 jet airline from Miami to Chicago, which they

took home on Saturday, was the same flight that crashed in the Florida Everglades wilderness just three days later, killing all persons aboard.

The back cover of the September 1962 issue of the KMA GUIDE, carried a picture of Sharon Kay Bopp, of the KMA continuity department, who had just announced her engagement to Greg, son of Mr. and Mrs. Donald Simpson of Farragut. The wedding of this pretty young lady to her high school sweetheart, took place at the First Methodist Church in Shenandoah, February 22nd, at 7 o'clock, performed by Rev. George Yetter, pastor of the Farragut Methodist Church. One hundred guests attended the wedding, followed by a reception in Fellowship Hall. Sharon is the daughter of Mr. and Mrs. Richard Bopp of Shenandoah. Red and white pew bows, baskets of red and white mums, palms and candelabra carried out the red and white color scheme throughout the decorations. The bride wore a floor length gown of Chantilly lace with scoop neckline featuring auroborialis jewels and long lace sleeves. Four rows of wide ruffles extended down the front of the gown, with crystal beading edging each layer of ruffles and bottom of skirt. Her shoulder length veil featured a crystal rosette crown. The bride carried a cascading bouquet of feathered carnations with detachable orchid.



Nancy O'Day, new member of staff

Meet Miss Nancy O'Day, the newest member of the KMA staff. Nancy, age 19, graduated from the Shenandoah high school last spring and lives with her mother, Mrs. William O'Day, at 1211 West Thomas Avenue in Shenandoah. Nancy has six sisters and two brothers, all married. During the last three summer vacations, Nancy has been employed at the A & W Drive In. In addition to car hopping, she often assisted with the cooking, an interest she has had for a long time. She especially likes to bake and is an avid recipe collector. She al-



so likes to read and to embroider. Her favorite color is green. Nancy will fill the clerical vacancy in the continuity department due to the resignation of Miss Sharon Bopp, whose marriage to Greg Simpson took place February 22nd.

Attending the bride was Mrs. Junior Eckley, Guide Copy Editor. She was attired in a persimmon red full-skirted chiffon dress, with a red veil accented by three chiffon roses. Matching red satin slippers completed her costume. She carried a Colonial bouquet of white feathered carnations with red net trim and white satin streamers. Art Wilms of Omaha, served as best man. Ushers were Jim Bopp and Bill Selby. The bride's going-away costume was a knit suit of turquoise and white. The newlyweds will live in Omaha where Greg is associated with "Family Publications, Inc." All of us at KMA wish Sharon and Greg much happiness!

Publicity over President Kennedy's physical fitness program has brought about a deluge of people who are "on the march". People walking . . . people running! Although KMA Program Director Dean Naven and his wife Claudine are not trying to set any kind of a physical fitness record, they are finding themselves practically "on the run." The cast of the play "LADIES IN RETIREMENT" presented by the Southwest Iowa Theater group, February 8, 9, and 10, rehearsed nearly every night except Sunday for six weeks. Claudine, who very ably portrayed the part of a nun, Sister Theresa in the play, (see picture on this page), found the many rehearsals, plus housework and care of the children, kept her so busy she and her husband practically met each other going and coming. The play ended Sunday night, February 10th, and immediately Dean, along with Andy Andersen of KMA started covering the tournament basketball games, and are out of town Monday thru Saturday nights for six weeks. This will continue until March 23rd. Last year in covering the games, the boys broadcast fifty ball games. They averaged 70 minutes per ball game. It is estimated in the six weeks time they will broadcast over 350,000 words. Quite an impressive record! In addition to Claudine's participation in the play, she served, along with announcer Jim Ross's wife, as typist for the Blood Bank, February 12th, and has also been busy knitting and painting. Two of the oil paintings she exhibited at the Clarinda Art Show in October have been sold, and it is thought the third one will be soon. All paintings were of figures. Who needs to volunteer for physical fitness with a schedule such as THIS?

Groggy and sleepy, announcer Jim Ross crawled out of bed at 5 in the morning, January 30th, to answer the phone. At first he thought he had overslept, but it

wasn't that. It was the cheery voice of Prg. Director Dean Naven saying: "Do you want to go to Farragut?" You can imagine about the last thing Jim wanted to do on a dark, cold, winter morning was to get out of his warm bed and head for Farragut. But upon learning the Farragut Elevator was burning, and he was to cover the fire on KMA, he was soon wide awake and ready to go. But upon getting into his car, he found the severe cold night weather had taken its toll, and the car refused to go. A call to the station soon brought Dean to Jim's door with his car for him to drive. Soon after leaving Shenandoah Jim realized the seriousness of the fire. The glow in the sky could be seen 15 miles away. Six miles from Farragut he could see the flames shooting up over the tree tops. Quickly he got the story and dashed to the telephone in a building next door, to phone the news back to KMA for broadcast. But the phone was dead. He dashed to his car and headed back to Shenandoah, stopping at his folks home 1 mile east of Farragut, to call in his story, but their phone was dead, too, as the entire phone system had failed because of the fire. That meant he could not get the story back by phone . . . so he stormed back into Shenandoah, arriving just a few minutes after 6. Dean was giving the news on the air at the time of the arrival. Instead of writing up the story he stepped to the microphone and gave a first-hand report direct to the KMA listeners. The entire Farragut elevator, plus 4 or 5000 bushels of grain and two trucks were destroyed in the fire.

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Claudine Naven plays Sister Theresa

# A Letter From Mary Williams

Greetings New Friends,

It was with a great deal of hesitation that I started this radio program, especially since broadcasting is a complete change for me. I'm used to sitting down at a typewriter and writing something, in the meantime staying in the background, but this switch has put me "on the spot" so to speak.

However, all of your nice letters have helped and encouraged me. I do appreciate every one of them and want you to continue to write about your families and ideas. Although our children, Lory and Loche, do not see the letters they do get some of the feeling of friendliness which comes from people stopping them to tell them they listen to my program. Loche came in one day saying he had a "new friend" because a woman had told him she was a listener.

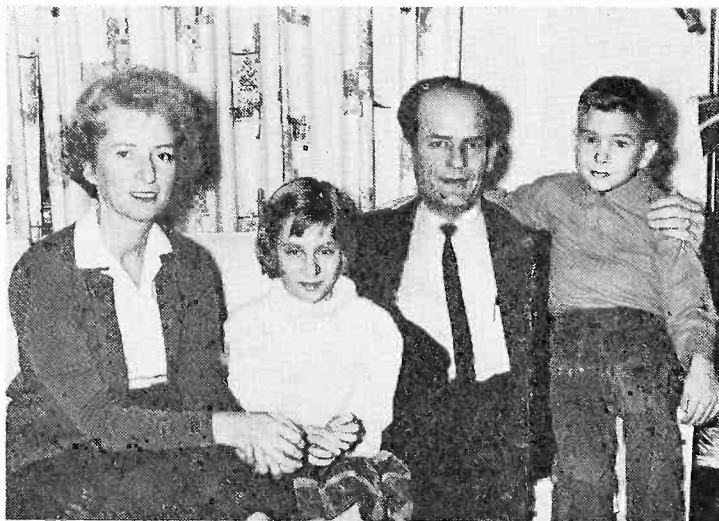
For a while, I made some tape recordings

to be used in case I had to leave suddenly for Missouri since my father underwent (abdominal) surgery two weeks ago. However, I'm happy to report that he is out of the hospital and doing fine. This was the first time he had been in the hospital in his seventy-five years, and I think he was pretty upset. Although my Mother said he went in smiling and came out laughing, so I guess he kept pretty good control of himself at that. All in all, we are very thankful that he got through it so well and is recuperating so quickly.

It was quite a shock to learn that my Dad needed this surgery since he hadn't mentioned it when we were in Mexico, Missouri, to visit him and my Mother at Christmas time. That is rather typical of him however, not to complain, and he probably didn't want to worry us while we were on our vacation trip.

Mentioning our vacation trip reminds me of the fun the children have had with the souvenirs we brought back from Guaymas, Mexico. They took their Mexican marionettes to school and wore their serape jackets so often their teachers probably wondered if they had any other clothes to wear. The little serapes are woven wool, very warm, but sleeveless and are ideal to wear over shirts or blouses so it is no wonder they like to wear them to school.

This has been such a busy time that the first part of 1963 has flashed by almost too fast, but I do take time to read each letter carefully, and want you to know that I look forward to hearing from you. Mary



Mary, Lory, Charlie and Loche Earle

## PARTY LINE

Continued from Page 8

Guide Editor Duane Modrow's dog, Pinky, almost got picked up by the dogcatcher . . . not for lack of a license, but for larceny! The dog is a Weimaraner, and being a retriever by nature, just loves running around the neighborhood dragging everything loose home. Duane has been trying to break the dog of the habit, but put much more emphasis on his efforts when one afternoon he received a phone call from the home of the City Dog Catcher. Pinky had eaten all of the cat food they had put out for their cat, and to add insult to injury, was spotted carrying off

the nice aluminum pan the cat food was in. As Duane received the call, here came Pinky up the drive carrying the pan. I guess Pinky thought if she brought the pan home, it would fill up again. Duane said the dog eats everything BUT the dog food they buy, so maybe he's going to have to switch Pinky to cat food. The pan was returned post haste, before Pinky got **everyone** in the dog house.

Valentine day and birthday practically happen at the same time for HOLLY, daughter of Production Manager Warren Neilson. This year, on Valentine Day, Holly received her first pair of glasses. She

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# Getting To Know You



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

## THINGS I REALLY LIKE:

Medium rare steak  
Dark suits  
Cowboy boots  
Little Theater work  
Rodeos, horses and horse racing  
Reading non-fiction books preferably of personalities of history  
And daily newspaper, magazine and "wire" service reading.

Pro football  
Politics  
Community Service  
Arguing  
Long distance telephones  
A good snowstorm once in a while

## BUT I DON'T REALLY CARE FOR:

Getting up at 4 a.m.  
Or going to bed  
Situation comedies on TV  
Hypocrites  
Being a Do-It-Yourselfer  
Balancing the checkbook

## I ADMIRE:

Good writing or good reporting  
A well tended farmstead  
Sleek cattle

## MY HOPLESS AMBITION:

To write a book . . . That will sell!

**MY NAME:** Dean Naven

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## PARTY LINE

Continued from Page 10

even has her name imprinted on the inner side of the bow. Then on her ninth birthday, which was the 20th of February, in addition to appearing on her daddy's evening program as she does every year, she received many lovely gifts. One that she especially wanted was a speedometer for her bicycle so that now she will be able to keep track of her speed and how far she has gone. This spring, FLORENCE is planning on getting a bicycle, too, and mother and daughter are already planning some short excursions and trips on their bicycles.

Radio controlled garage doors are a wonderful convenience! That is, when they are working. But sometimes they get out

of kilter and give the owner some perplexing problems. One day Engineer Norman Kling got a call from a man in Clarinda, asking him to come and fix his garage door. It took considerable work before Norman finally had the door fixed and in working condition again. By this time, it was late in the evening, and Norman had to drive back home. When he walked in the door, the telephone was ringing. You guessed it! It was the man from Clarinda calling to say he couldn't get his car out of the garage. Oh my . . . modern conveniences!

James B. Shaum, secretary-treasurer of the May Broadcasting Co., will serve as chairman of the National Alumni Funds Committee of Tarkio College this year, college officials have announced. Mr. Shaum, who was graduated from college in 1941, is a member and secretary of the board of directors of the college.

Mary Williams, hostess of the new women's program at 10:30 each weekday morning, decided one day to give herself a permanent. Looking around the house, she found half a bottle of waving solution that had been left over, after she had given her 10-year-old daughter Lory, a permanent. But . . . there was NO neutralizer left. Wondering if the permanent would turn out all right without neutralizer, Mary finally made up her mind to go ahead and try it, since her hair curls easily. She did and the permanent came out nice and curly. Mary says she wouldn't advise anyone else to try her method, as she didn't know whether her hair would fall out or not, at the time she did it! But everything turned out beautifully and she is delighted with her new permanent.

Jeffrey, son of Announcer Mike Heuer, likes anything mechanical. He loves to work on old beat-up alarm clocks! That's why he was so thrilled when his Grandmother Heuer in Minnesota, sent him a nice new alarm clock for his ninth birthday, February 21st. Jeffrey likes to look at it, and if it ever gets out of working order, you can bet he will try to fix it. Jeffrey's sister Cynthia got a Tinker Toy set for Christmas, and Jeffrey plays with it more than Cynthia because he is building minded. Who knows, Jeffrey may end up being a clock repair man some day. We know . . . if he does . . . it will be something he will ENJOY doing.

Susan Childs, daughter of newscaster Ralph Childs was one of the winners in the dramatic division of the local declamatory contest held at the Shenandoah High School February 13th. Susan entered the District speech contest held in Glenwood, February 22nd.

In closing I would like to leave you with this thought for the day:

"Happiness comes not from having much to live on, but from having much to live for."

# "My Best" Recipe Selection for March

## UNDER THE SEA SALAD

2 pkgs. lime gelatin dissolved in 2 c. hot water. Then add 2 c. pear juice and a pinch of salt.

Pour half the gelatin mixture into a mold and chill. When the other half is syrupy, add 2 c. diced pears, 2 t. vinegar, 1 pkg. Philadelphia cream cheese, broken with a fork, and 1 c. crushed pineapple. Whip and pour on top of firm gelatin. Chill. Unmold on shredded lettuce and top with dressing. (For St. Patrick's Day, cut with shamrock cutter.)

\* \* \*

## SWISS STEAK IN SOUR CREAM

Have round steak cut 2 inches thick. Dredge well with flour and season with salt and pepper. Brown well on both sides in hot grease. Add 2 sliced onions,  $\frac{1}{2}$  c. water,  $\frac{1}{2}$  c. sour cream, 2 T. grated cheese, and sprinkle liberally with paprika. Cover the pan closely and let simmer until the meat is tender, about 2 hours. This makes super gravy, which is very good on steamed rice, for a change, instead of the usual potatoes.

\* \* \*

## UPSIDE DOWN HAMBURGER PIE

- $\frac{1}{2}$  lb. hamburger
- 1 T. fat
- $\frac{3}{4}$  c. chopped onion
- $\frac{3}{4}$  c. chopped celery
- $\frac{1}{4}$  c. chopped green pepper
- 1 can condensed tomato soup
- 1 t. barbecue sauce
- $\frac{1}{2}$  t. salt
- $\frac{1}{4}$  t. pepper
- 2 c. biscuit mix
- 1 T. chopped parsley
- $\frac{1}{2}$  t. celery seed
- $\frac{2}{3}$  c. milk

Brown meat in hot fat; add onion, celery and green pepper; cook until onion is golden. Stir in tomato soup, barbecue sauce, salt and pepper. Turn mixture into an 8x8" pan. Make biscuit dough, adding parsley and celery seed. Roll to fit pan. Place over hot meat mixture. Bake in hot 450° oven 20 to 30 minutes, or until nicely browned.

## ST. PATRICK'S DAY SALAD

- 1 pkg. lime gelatin
- 1 c. red cherries, pitted
- 1 c. white cherries, pitted
- 1 to 2 c. cottage cheese

Prepare gelatin as directed on package. Arrange dark and light pitted cherries in a mold, pour part of gelatin mixture over them and chill until firm, then add remaining gelatin. Chill. Unmold salad on lettuce and serve with salad dressing and cottage cheese.

\* \* \*

## DRIED BEEF CASSEROLE

- $\frac{1}{4}$  lb. dried beef
- 1 c. diced raw carrots
- 2 c. diced raw potatoes
- 1 med. onion, diced
- 1 c. grated cheese
- 2 c. med. white sauce, seasoned with salt and pepper

Shred the beef by pulling apart into small pieces; put layers of meat, potatoes, carrots, and onions, in casserole. Mix part of cheese into the white sauce and pour over all. Top with remaining cheese and bake about 1 hour in medium hot oven. Left-over peas or whole kernel corn may be added; or, a little diced celery. Also, the potatoes and carrots may be cooked first; then the baking time can be shortened to about  $\frac{1}{2}$  hour.

\* \* \*

## SOUR CREAM DATE DROPS

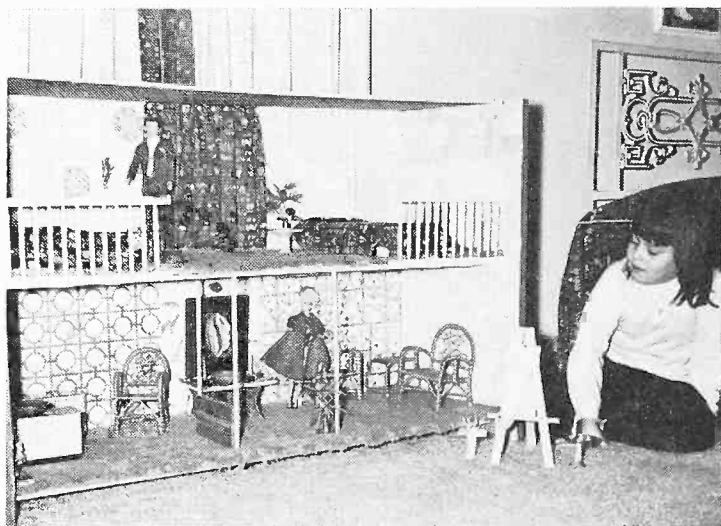
- $\frac{1}{4}$  c. shortening
- $\frac{1}{2}$  t. vanilla
- $\frac{3}{4}$  c. brown sugar
- 1 beaten egg
- $1\frac{1}{4}$  c. flour
- $\frac{1}{4}$  t. salt
- $\frac{1}{2}$  t. soda
- $\frac{1}{4}$  t. baking powder
- $\frac{1}{2}$  c. thick sour cream
- 30 pitted dates
- $\frac{1}{4}$  c. chopped walnuts

Cream shortening, vanilla, and sugar thoroughly; add egg and beat well. Add sifted dry ingredients alternately with sour cream, stirring smooth after each addition. Stir in whole dates and walnuts. Drop from tablespoon onto greased cookie sheet, allowing one date for each cookie. Bake in 350° oven. When cool, spread with Golden icing. (Makes 2 $\frac{1}{2}$  doz. cookies).

## GOLDEN ICING

Heat  $\frac{1}{4}$  c. butter over low heat until golden; stir in 1 c. powdered sugar and  $\frac{1}{2}$  t. vanilla. Add hot water until mixture is of spreading consistency.

**DOLLS**—Speaking of population explosions Christmas of '62 created a phenomenal appearance of dolls, namely Kens and Barbies. There are many others, including the "Chatties", which have literally created a revolution, or should we say revelation, in millions of American households the past few years. The two pictures at right are KMA youngsters, Kim Naven top, and Malia Koelker below, with quite elaborate wardrobes and settings for their dolls. Kim's Ken has a sports car and two Barbie girl friends. Spread around the car are doll wardrobes, much of which was sewn by Linda Racine, daughter of KMA pilot, Gene Racine, and presented to the Naven girls for Christmas. Malia proudly displays a two-story doll house which mother Pat constructed and decorated with remnants, much of which matches the decor in Malia's own room. Malia's doll house has wall-to-wall carpeting, wall paper, drapes and bed-spread like Malia's, a cute kitchen (far left) and many other furnishings similar to a model home, including an artist's easel and brush stand like mother's in front of Malia. Barbie dolls are a boon to the clothing industry. However, while daughter is becoming more clothes conscious, mother is becoming more sewing conscious.



## "Legislative Report"

Of particular interest to Iowa KMA listeners is a return of the Sunday noon program "Legislative Report" moderated by veteran KMA newsman Dean Naven, with featured guest, Senator Vern Lisle. Each week a special guest will also appear with Dean and Senator Lisle from among the State Representatives in Southwest Iowa. Program time is 12:15 p.m. each Sunday. The program presents discussions of behind-the-scenes activity and upcoming events among Iowa's law makers.

*"If a street runs for ten miles, how far does the sidewalk?"*

March, 1963

## New Method of Expiration Notice

Going into effect with this issue of the Guide will be a new way of alerting subscribers that it is time to send in your subscription renewal. When a red star appears by your name and address on the back of the Guide, you will know your subscription expires with that issue. For example: those of you who renewed or subscribed starting last April, 1962 will see a red star by your name this month. When the red star appears just send in a dollar with your name and address. By your cooperation in effecting such economies as this, we are able to still bring you the Guide for only a dollar a year.



# KMA Daily Program for March, 1963

960 ON YOUR DIAL

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## 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.—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.—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.—Don Beesley & His Midwestern Country Gentlemen  
 7:00 p.m.—KMA Bandstand Country Style  
 10:00 p.m.—News  
 10:15 p.m.—KMA Bandstand Country Style  
 11:00 p.m.—News  
 11:05 p.m.—KMA Bandstand Country Style  
 11:55 p.m.—News

## SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible  
 7:00 a.m.—News & Weather  
 7:15 a.m.—Hymn Time  
 7:30 a.m.—Sun. Worship Service  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Radio Bible Class  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—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

were a little relieved when Cuba was behind us. Another thought that is rather startling, we flew Northwest Orient Airlines, Flight 707, from Miami to Chicago. I believe it was only two days later that Northwest Orient Airlines, Flight 707, exploded in mid-air, or whatever happened to it, and killed all forty some passengers aboard.

It was a big relief when we arrived at the hospital and found Karen in good spirits. We knew she would be coming along all right. We never gave any thought to the possibility of her being hurt in a car accident. However, we had shown a little concern a few weeks earlier when we let both Karen and Annette go skiing in Colorado. We had read about some of the skiing accidents, mainly broken ankles or broken legs and, frankly, were glad to see the girls home safe and sound. However little did we realize that just a short time later Karen would be in a far more serious accident than breaking a leg. However, she is coming along — that is the main thing. Incidentally, pictured on page 3 are three of the girls skiing in Colorado, and the girls from left to right are: daughter Karen; Judy Taylor, daughter of Mr. and Mrs. Ez Taylor; and Leslie Gee, daughter of Dr. and Mrs. Gee.

## FRANK COMMENTS

Continued from Page 4

variety of tomato on February 15, but when these go into the garden, they will have to go under hot caps for 2-3 weeks. The main planting will be divided between Surprise and Tomboy, and I will have a dozen plants of each of two experimental numbers which Professor Lambeth of the University of Missouri wants me to try out. He insists that one of them is much better than Surprise, but that I can't believe — I'll let you know the results this fall.

Our daughter Zo and her husband, Robert Fishbaugh, left for Florida late in January just before the bitter cold weather hit here, and she writes that the freeze did considerable damage in central Florida where they are staying, but she says most of the damage was temporary and the orange trees are putting out new leaves and in another year, will be just as good as ever. The famous Cypress Gardens are located just a few miles from where they are staying and she says they used 48,000 gallons of fuel oil in just two nights and that the Gardens were damaged very little.

Everything is running along just about as usual here at Shenandoah, mostly marking time until the frost goes out of the ground and we can get back into the garden!

## Sharon Spies Wins Voice of Democracy

Pictured right are Sharon Spies, Susan Hillman, and Vernie McCunn, V.F.W. chairman of the Shenandoah Voice of Democracy Speech Contest among high school students. Sharon took first honors and Susan first runner-up in the 16th annual competition. There were a total of 60 students in the contest, which was made a class project by speech instructor, Mrs. Bernice Woodfill. The efforts at Shenandoah are exemplary of the nationwide objective of the Veterans of Foreign Wars, which is to stimulate young people to think deeply about our democratic system . . . and to write brief scripts on the theme "What Freedom Means To Me". Sharon's speech was taped at KMA and forwarded to Des Moines for the state contest. The winners in all 50 states will receive an all-



expense paid trip to Washington, D. C. for the national awards ceremonies this month, and three exciting days of activities around the nation's capital. There will be four national prizes of \$5,000, \$3,500, \$2,500, and \$1,500 in scholarships for the college of their choice to the winners.

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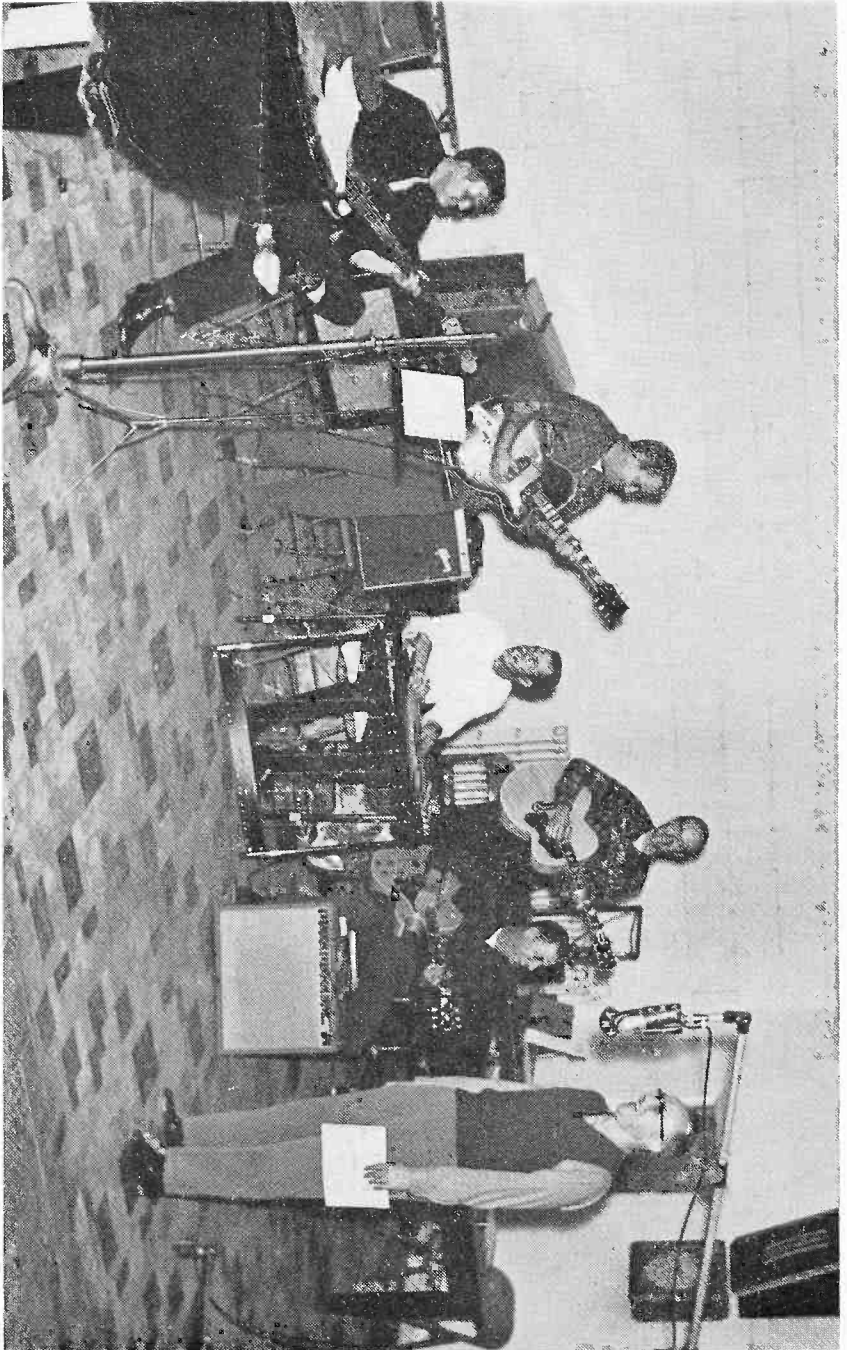
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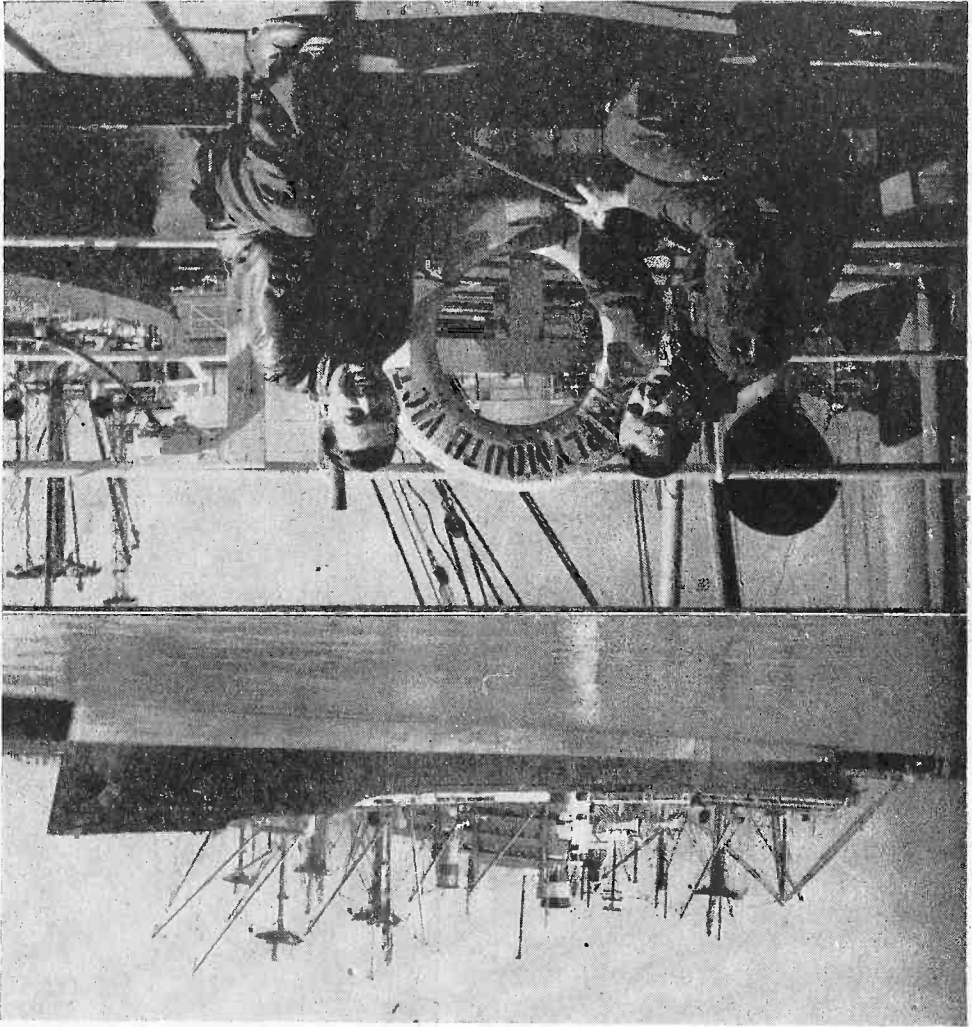


**DON BEESLEY'S MIDWESTERN COUNTRY GENTLEMEN** — A very popular country music group from Northwest Missouri are now heard every Saturday night from 6:45 to 7:00 just preceding "KMA Bandstand, Country Style", which continues with host Mike Heuer (pronounced Hoyer) until midnight. Mike first heard the Country Gentlemen at the Country Music contest at Brownville, Nebraska last summer. Mike MC'd the event and induced the fellows to play for the KMA audience. L to R —

Dennis Jones, electric bass, construction worker, Bethany; Don Beesley, lead guitar, singer, and leader of group, Holt County Assessor, Fortescue; Dean Thompson, steel and spanish guitar, works in music store in Maryville; Chuck Litherberry, concert guitarist and singer, farms near Fairfax; Paul Rhodes, rhythm guitar, TV repairman at Craig, Missouri. The fellows have approximately \$5,000 worth of equipment with them. Join them every Saturday night.

A 12,000 mile ocean voyage is no small treat for a couple of midwestern land-lubbers, but that's the experience Farm Service Director Merrill Langfitt and Engineer Don Burcher are now having. Pictured above is the "S. S. Plymouth Victory", on which the boys sailed Feb. 13th. This ship, 455 ft. in length over-all and with a cruising radius of 25,400 miles, is carrying one of the last shipments of UNRRA relief supplies to Europe. Merrill tells us that 860 head of cattle, horses and mules, along with 750 tons of hay, were carried, that the ship's crew consists of 52 members and its skipper, Capt. Edward K. Sylvia. There are also 38 cowboys—including the KMA reporters—who tend and see to the safety of the stock during the voyage. In an interview prior to sailing, Capt Sylvia told Merrill he estimated the trip to Athens, Greece—the first port of call—would take between 12 1/2 to 13 days under normal sailing conditions. (See story on P.5). The lower picture shows Merrill and Don aboard the "Plymouth Victory". (They look happy here but this was before the trip started. We will report further on that subject later.)

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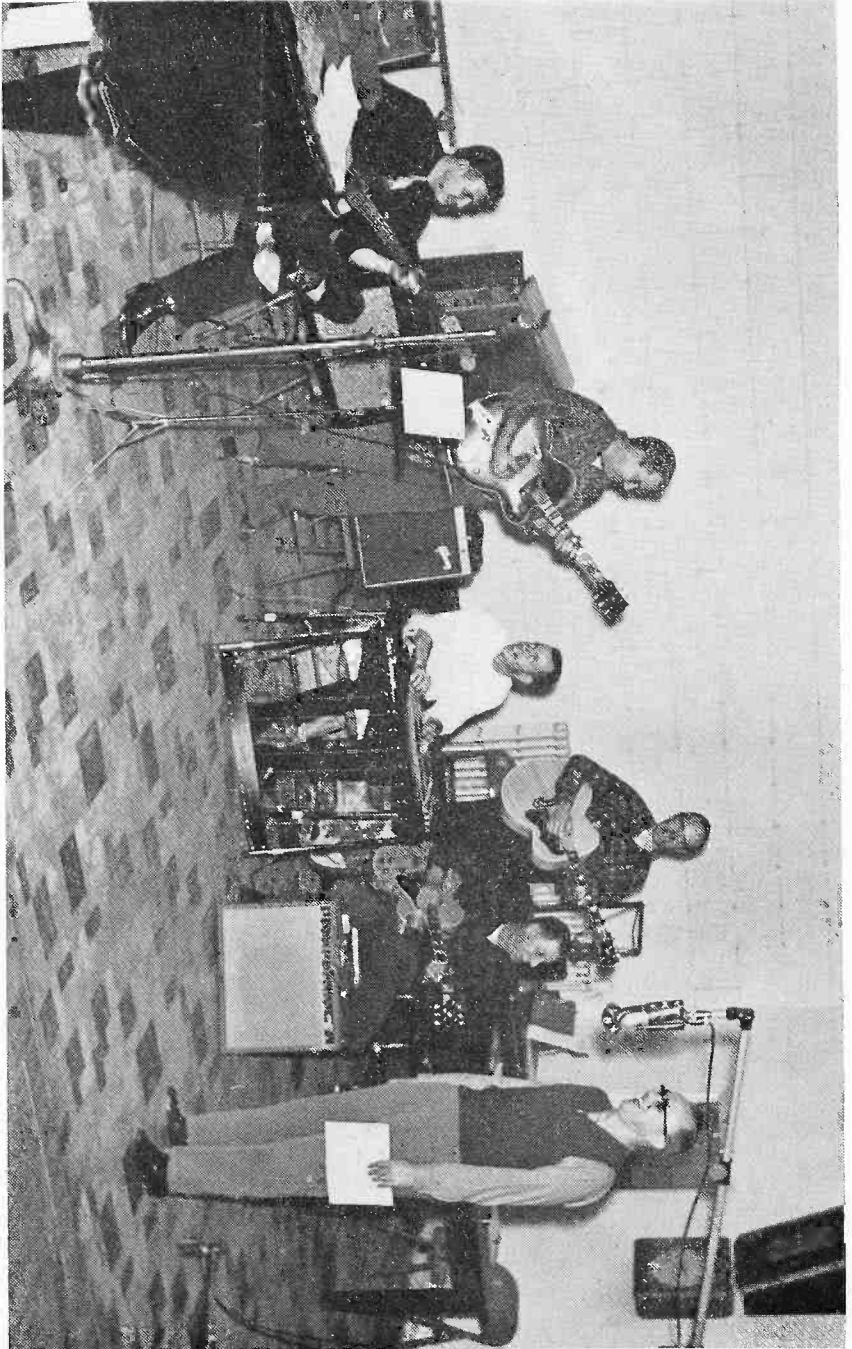
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