

# KWA GUIDE

June 1953

# COVER STORY

# The KMA Guide

JUNE, 1963

Vol. 9

No. 6

**GINGER 'N SPICE**—Our cover this month shows Eddie May's pony, Ginger, with her new baby colt at 10 days of age. Eddie named the new colt Spice. Ginger is a deep brown in color and Spice is very nearly the same color. The picture was taken at the Dick Schlick farm just south of Shenandoah where the ponies are kept. Ginger originally belonged to Eddie's sister, Annette. Sister Karen then owned Ginger for a while. Eddie inherited Ginger as the girls advanced to horses. With Spice coming along, Eddie is now loaded with ponies.

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## '63 SJS Jr.-Sr. Prom Is Huge Success

Pictured throughout this issue of the Guide are pictures of members of the KMA family at their big high school event, the Junior-Senior Class Prom. This is the largest number of KMA young folks graduating as far back as anyone can remember. There are four graduating, plus several KMA underclassmen who attended. Because of the unusually large number we have scattered the pictures on several pages. The decoration theme was "Bali Ha'i", a

South Sea island atmosphere. The banquet, held at the American Legion Country Club was beautifully decorated with the south sea theme. An elaborate atmosphere of palms, beaches, fishnet partitioning, bubbling dry ice under blue cellophane seas, orchids, and a giant mural at the Liberty Memorial Building gave a glamorous setting for the Prom.

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Connie, daughter of KMA Chief Engineer Don Burrichter, with date, Jim Meyers.



Suzie, daughter of veteran newsman Ralph Childs, with Junior Class President, Roger Moles.



## A Chat With Edward May

The title of this column could very well be, "From Little Girls to Attractive Young Women Virtually Over Night." Those of you who have been Guide subscribers for several years have seen pictorially the growth of the KMA youngsters. You may recall a few of the earlier pictures of Annette May when she was a small girl playing with dolls or riding her pony. The same thing could be said of Annette's cousin, Diane Rankin, for Diane also has been pictured frequently in the Guide. She, too, has been shown playing with dolls and riding her pony. But, as we know, time doesn't wait for anyone, and — today — Annette May and Diane Rankin are attractive young women; they are the girls shown in the pictures on this page.

KMA Guide photographer, Duane Modrow, snapped some pictures at the Junior-Senior Prom. Diane Rankin and her date, Jim Copeland, are pictured on the bottom left of this page, and Annette May with her date, Lynn Scheib, are pictured on the bottom right of this page. Diane is a Junior in High School and, therefore, spent a great deal of time working on the Junior-

Senior Prom since all of the Prom activities are put on by the Junior Class. Meanwhile, the Seniors are guests of the Junior Class and are able to go to the Prom without any of the tremendous amount of work involved in getting ready for the activities. Annette is a Senior and said she had a wonderful time at this year's Prom, and I am sure the Junior-Senior Prom is one of the highlights of a student's high school career.

We have certainly had quite a few sidewalk superintendents to help supervise the construction of the new KMA building. It is almost unbelievable how fast the building is being constructed. As soon as the footings were poured and dried, seven masons arrived on the job and they put up the outside walls and faced them with brick in about five days. The new building doesn't have any windows in it and many people have asked why it doesn't. We purposely omitted windows for soundproofing purposes since we will have studios in the building. From now on the construction will undoubtedly slow down, but it won't

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# Frank Comments

By FRANK FIELD

The picture this month is just a little different. It has no connection whatever with flowers, trees, shrubs, or garden vegetables. You radio listeners probably missed hearing me on the air for a few days the third week in May; well, this picture shows what I was doing. The good-looking gentleman helping me hold up that string of Crappies is Joe Hunter who has been with the May Seed & Nursery Company even longer than I have. Joe used to have charge of the Baby Chick Division and for the last 8 or 10 years he has been in charge of the General Office. His wife, Nellie, for many years has been in the office of the Nursery Department, particularly the nursery stock which goes out to the various stores.

Well, to get back to the picture. About the middle of May, the spring rush was slackening to the point where Joe and I figured we could be gone three or four days, so he and Nellie and Jennie and I, piled into Joe's car one morning and headed for the Ozarks. We wound up at Barnett's Resort on Table Rock Lake, about 50 miles southwest of Springfield, Missouri . . . the post office address is Reed's Spring. Table Rock Dam was completed in 1958

and the lake was dedicated in 1959, so it is comparatively new but already the fishing is surprisingly good. It consists mostly of Black Bass, Crappies, Cat Fish and really big Bullheads. We were only there two days but we caught all the fish we could possibly eat while there and plenty to bring home for a few future fish fries. The string Joe and I are holding in the picture was about 2 hours catch of Crappies, most of which ran about 1½ pounds each — just nice eating size.

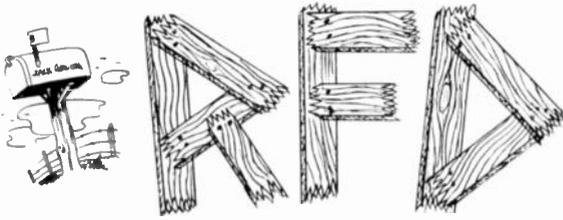
We all had so much fun on this week end that we may just do it again in the near future . . . don't be surprised if you miss me on the air about the second week-end in June; that is, if the garden will let us get away for a few days. It really is surprising how fast the weeds grow when you turn your back on them for a day or two! It will take me at least a week working until dark every night, to get things back under control. In addition to all the cultivating and hoeing, the tomatoes will have to be staked and tied up; they will have to be pruned about every four days and have to be sprayed about every week or ten days. The peas have been blooming heavily since about the 15th of May, so they will have to be picked and processed. The beans will have to be sprayed or dusted every time it rains. The potatoes will have to be sprayed or dusted and the fruit trees will need spraying — All in all, it doesn't look like more than two or three days off at a time — and not very often at that.

No, the women folk didn't do any fishing at all. While Joe and I were on the lake, they took the car and visited the historical spots in the famous Shepherd of the Hills Country which was very close by.

The first 70 tomato plants I set out about the middle of April, were too big to cover with Hot Caps, and they all froze back to the ground that last cold snap we had. The smaller plants were under Hot Caps and came

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by  
Jack  
Gowing



By the time you read this column, many of you will have harvested your first cutting of Alfalfa and will be concerned about topdressing for a bigger second and third cutting and also to help maintain a good stand.

We will find that we can get much more out of our alfalfa fields if we treat them as an important crop.

Did you ever stop to consider the amount of pampering that we give a corn crop which we can harvest only once each year? Then look at alfalfa; we harvest it 3 times per year and sometimes 4 cuttings each year. In other words we have the land, the mowing, raking and baling to do whether we have a good yield or poor yield. About the only change we would have in the operations mentioned is that we would have more bales to handle which would take more twine and a few more hours of labor but the acres mowed and raked would be the same. So if we can increase the yield per acre about the only increased cost would be the additional twine, labor and cost of the fertilizer so our cost per ton would be lower.

We should take a soil sample and get a soil test before making an application of fertilizer. I believe many will find that they need some rather heavy applications of lime. Alfalfa needs a sweet soil to yield well or even to live. Limestone can be applied anytime that the trucks can get into the fields, but if you apply fertilizer (phosphate and potash), you should do it following the removal of the first cutting because the first cutting has had all fall and winter to obtain these minerals from the soil itself. The second and third cuttings are usually of much higher quality than the first cutting and a higher yield in these two cuttings will mean a much larger yield of high quality feed.

The first cutting of alfalfa should be cut in the bud stage to obtain higher quality hay and also this provides the ideal time to topdress with phosphate and potash when we usually have more moisture to utilize

the fertilizer better than we would have later in the season.

Our corn yields have increased almost beyond imagination over the past several years. The yields of our alfalfa-grass crops have increased some but not nearly as much as they could, if we can expect the same results through proper management practices that we received by improved management of grain crops.

We have new improved alfalfa varieties and by using certified seed we can soon put alfalfa and grass production up into its proper place on our Midwestern farms.

I believe we might look to some of the Western producers for some ideas on how to increase yields, improve harvesting methods and produce a higher quality feed. We will be hearing more about protein content and in the case of producing hay for sale we may even see the time when the hay will carry a minimum protein guarantee.



**"FFA Honorary Chapter Farmer" award goes to Tom Beavers of KMA Farm Service Department. Last year Jack Gowing was bestowed the same honor, so now both KMA Farm men are honorary FFA members.**



## KMA Thespians

"Send Me No Flowers", a stage play presented by the Southwest Iowa Theatre Group on May 3, 4, and 5 at the Shenandoah Rose Garden, was the biggest success in the history of 16 productions of the group. Opening night was a full house, the comedy was such a roaring success, word got out and the following two evenings were "standing room only" audiences.

Mike Heuer, your host on Mike's Matinee and Saturday night "KMA Bandstand, Country Style", played the lead part of George Kimball. Mike played the part of a hypochondriac who by chance overheard his doctor talking about another patient who was about to die. Thinking it was himself the doctor was referring to, he started to make arrangements for the hereafter; finding a new husband for his wife, and buying three cemetery plots for himself, his wife, and her "new-husband".

The hilariously happy cemetery plot salesman was played by Dean Naven, KMA news director, (pictured below Mike in his wheel chair. (These two pictures were taken by Jim Ross, one of our KMA music men, using available stage lighting).

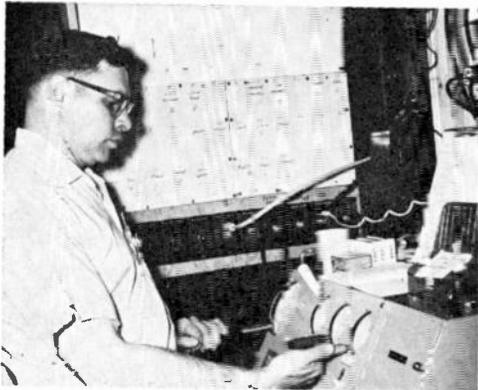


As Mike began making all these arrangements for his wife in the play, this part played by Joanne Tawzer, she became suspicious that "another woman" was involved. The thoughts she was thinking about Mike's imaginary affair, and several other such scenes called fantasies, were played out under a green spot light. The fantasies were moved on and off the stage right in the middle of a scene by the use of special lighting effects so the audience was unaware of special prop moving activity. This all took place in near total darkness. To give an idea of their thoroughness, moving in the dark was accomplished with the aid of phosphorescent marks on the floor. The lighting and electrical set up was handled by John Sawyer of the KMA accounting department. John was just recently elected president of the Theatre Guild for the coming year.



Pictured above John at the controls is Barbara Ross, wife of KMA announcer Jim Ross, being made up by Maribelle Read, director, who has been the main inspiration for the Shenandoah Thespians. Barbara played the part of "the other woman" in one of the fantasies.

Every play has been a little better than those preceding, with a few exceptions. Now their big problem: how are we going to top this? We'll bet they do! Bravo, to an outstanding organization.



Following the prom, dash home for a change from formal to informal clothing and back for a double feature movie at the Page Theatre. The movies ran into the wee hours of the morning. Meanwhile, busy

parents prepared party breakfasts at several homes for a tiring, but anxious-to-keep-festivities-going-till-daylight crowd of young folks. The sun was well up when a tired, but happy throng resigned to sleep.



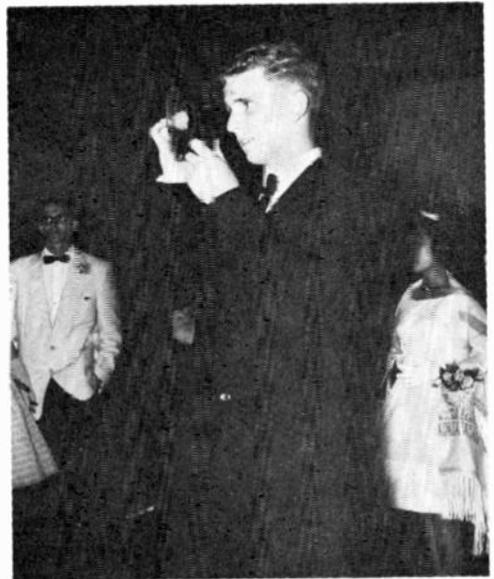
Sharon Roulstone, daughter of morning announcer Merl Douglas with Prom partner T. J. Mikkelson.



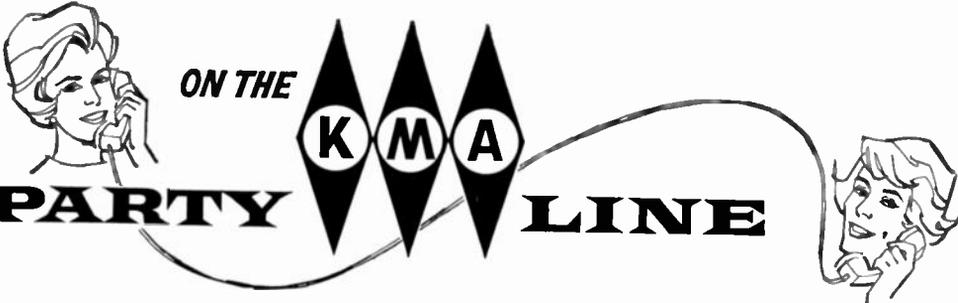
Esther Burrichter, school nurse, glides across the floor with husband, Chief Engineer Don Burrichter.



Esther and Don turned "twisting" over to daughter Carole and Roger Shepherd. The twist is great fun for dancers . . . and spectators.



Benny Kling, son of engineer Norm Kling records prom festivities on film. Benny is a school photographer.



**ON THE**

**KMA**

**PARTY LINE**

By **DORIS MURPHY**

Announcer Jim Ross, newly elected President of the Shenandoah Junior Chamber of Commerce, Earle Crowley and Tom Beavers, all of KMA, were among the group who attended the State Jaycee convention in Davenport April 26, 27 and 28.

For being the mother of the most children, Mrs. William O'Day, mother of Nancy O'Day of the Continuity department, was honored at the Mother-Daughter banquet at the Christian Church in Shenandoah in May. Mrs. O'Day is the mother of ten children, nine living . . . seven daughters and two sons. She was presented a corsage. Nancy attended the banquet with her mother.

Program and News Director Dean Naven of KMA will serve as one of the judges of the North Central Region of International Toastmistress Clubs contest, held at the Fontanelle Hotel in Omaha May 18th. Among the Toastmistress Clubs represented at the contest were Shenandoah, Omaha, and Lincoln.

"Like mother . . . like daughter". Apparently Malia, 6 year old daughter of KMA Station Manager Tony Koelker, has inherited her mother's love for changing the furniture around. One morning when Pat and Tony got up, they were amazed to see that Malia had gotten up early, and all by herself had changed the furniture in her room. She had decided she wanted the bed over by the window. Didn't wait for any help, just shoved it around herself. And did it so quietly the family didn't even know she had moved the furniture. Pat laughed and said: "I know where she gets that trait!"

Forty-five of the 103 graduating Seniors of the Shenandoah High School plan to attend college. Among the graduates from KMA families are: Annette May who has been accepted at Grinnell College; Mike Childs who will study at the State University of Iowa; and Carole Burrichter who will attend the University of Kansas.

Looks like Gregory, age 10, and Jeffrey, age 8, sons of KMA SALES MANAGER

Charles Bunn, are going to have a lot of fun this summer with this exciting new Go-Cart recently built by the boys with the help of their dad. They're mighty proud of its long sleek lines, and its power to quickly glide down the black top lane near their farm home. The Go-Cart was made mostly out of scraps of plywood and parts picked up here and there by their dad. An old lawn mower engine was put to good use and gives the homemade cart a lot of go. It has to be operated as a team, so pictured here you see Jeffrey sitting at the wheel while Greg gives him a hand with the throttle. Just one can ride at a time. To make it even more exciting, Bob Johnson of the Johnson Tire Co., in Shenandoah gave the



Crash helmeted Bunn boys, go-cart enthusiasts.

boys the plastic crash helmets. You will notice on the front of the helmets it reads: "Let's trade tires". The boys were going to cover this with their names, but their dad, being a true advertising man, said: "Carry the sponsor's message," which they are doing.

Talk about a realistic sound effect! They certainly had it on an insurance company commercial given on the 6:30 break one evening. Just as the announcer was ready to spin the commercial, the Shenandoah fire whistle started to blow. Appropriately enough, it just preceded the announcer's voice as he broadcast: "Mr. Farmer, do you begin to worry when your hear the fire whistle blowing?"

Mrs. Carl Andersen, wife of "Andy" Andersen of the KMA sales staff, will attend an Extension Course from Iowa State College, to be held at the Clarinda Junior College this summer. Mrs. Andersen is a Science and Home Economics teacher in the Shenandoah Junior High School.

Ethel Baldwin, Frank Field's assistant, who is in charge of the tours to the May Seed Co. in the summer, found herself in quite an "entanglement" one day. During the showing of a film on annuals in the studio, the machine suddenly went on a rampage and instead of rolling the film up, as it should, the reel stopped turning and fell to the floor. Ethel reached down in the dark, picked up the roll of film and headed for her office. She had walked thru the store and reached the steps leading up to her office, before she discovered something was wrong! Looking back, she was amazed to see two to three hundred feet of film dragging behind her. Embarrassed Ethel gathered up the long strip of film, returned to the studio, put the reel back on the machine, and re-ran it.

Recently WARREN NIELSON went fishing . . . and when noon came, because the fishing was good, Warren says he didn't have sense enough to stop to eat dinner. In fact, when hunger got the best of him, he found that there wasn't as much as a candy bar in the station wagon. He decided, right then and there, that wouldn't happen again. When he got home that night he told his wife he was going to fix up a GRUB BOX for just such emergencies. And WHAT a GRUB BOX he fixed! It contains a complete cook kit, a one burner gasoline camp stove, a water jug, instant coffee, canned soup, canned meat, canned peaches, pork and beans, shoestring potatoes, sardines, even hard candy for dessert. From now on when the fishing's good, WARREN can fix a quick snack on the tailgate of his station wagon in no time at all. The station wagon also carries all his fishing tackle including bow and arrow, extra overalls, sweat shirt, and rain gear, plus a bed all made up complete with

pillows. Even though the station wagon has 92,000 mileage on it, Warren says it is still in good condition and will take him anywhere he wants to go.

Many of you who have visited the May Seed Company with a group or tour, will remember Mrs. Nina Anderson, pictured on this page. Nina has served as May Seed Tour Guide during the past nine years, and has had the pleasure of taking approximately 25,000 visitors on tour, during this period. NOW . . . after 17 years of service in the business office of the May Seed Company, Nina retired on May 21st. She plans to take things easy now. She enjoys sewing, likes to play bridge, and is fortunate in having a married daughter next door, where she can drop in often for visits. She is also contemplating a visit back East to see another daughter. Nina greatly enjoyed meeting the many visitors to the station each summer, and she was always thrilled when visitors who returned for a second or third tour, would remember her and extend greetings.

Something amusing happened at the home of Newscaster Ralph Childs, when his daughter Susie said she was going to call for an appointment to have her hair done for the Junior-Senior prom. She said: "It will cost a lot, but it will be worth it. At least someone else will wash my hair!" When reminded by her mother that she never liked the hair-do's other people gave her, she replied: "Mom, my appointment is for 4 o'clock. I'll have PLENTY of time to do it over!"

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Nina Anderson, tourist guide retires.

# A Letter From Mary Williams

With the arrival of May we begin a series of anniversary celebrations in our immediate family. Highlighting May, of course, was the eighth birthday of our son, Loche Earl. It fell on a Saturday, May 4, this year which was a wonderful day to have a party. As it turned out, that particular Saturday started off gloomy and RAINY, which could have been disastrous for the kind of party we had planned. However, by noon the weather began to look better and the afternoon held nice, clear and sunny, for which we were very grateful.

In case you or someone you know has a party coming up for children, I'll tell you about this one because it was very successful. Track and field events were the order of the day, and as each boy arrived, we pinned a number on his back. This number determined the order of competition in most of the events. Points were scored for first and second places and in case of ties we gave a divided score so every boy had some points by the end of the track meet. The boy with the most points won the prize, but all received token prizes for participating.

We needed lots of water in between contests because the boys got hot and thirsty. I imagine they all tumbled into bed that night without much protesting. Charlie and I looked forward to rest that night, too, needless to say; especially Charlie who spent part of Friday evening making the stilts which were used on one contest, and

Saturday morning laying out the track, constructing the high jump, and arranging the other equipment needed. Incidentally, these things cost next to nothing to make and are wonderful summer sports gear.

The track and field meet started with the high jump and just as at regular school contests, each boy got three tries at each height. Big sister, Lory, acted as an "official" and helped move the bar up as they progressed.

Next event was the stilt walking contest. Most of these boys, who are all in Loche's second grade room at Central School, had never walked on stilts, so they found it pretty hard. However, they really liked to try and eventually some were able to take a step or two. Lory, who is older and better coordinated, found stilt walking lots of fun and soon excelled at it.

A week or so before his birthday Loche had made a cardboard discus which we used for the next contest. This was followed by the bounce jump. No, you won't find that at a regular track meet, but we have an old iron couch in the backyard which the children use like a trampoline, and we used the couch for the boys to bounce on and then jump. By dividing the group we worked out two relay teams of four each. They handed off the baton in good fashion and raced around the track, which was marked by stakes and streamers, in three different races. Loche was especially happy when his own team won. The final contest was to see who could blow up his balloon first. After all that running and jumping,

I wouldn't have been able to blow up anything, but it didn't seem to faze these youngsters.

In the picture you can see them as they tackle the stilt walking event. From left to Mark Voitenko, Larry Knapp, David Paulus, and Ricky Forbes.

Loche wanted a chocolate right are; Randy Williams, Lory, David Holmes, Loche (hands on hips), Clay Wright, birthday cake with chocolate frosting so I baked that and added scoop after scoop of vanilla ice cream with a cold drink for the refreshments which were served outdoors under the maple tree. Of course, Loche received many nice gifts which made him very happy so we put a tired but happy 8-year-old to bed that night.



Loche Earl has "track meet" birthday party.

# Getting To Know You



## Paul Harvey News Twice Daily

Paul Harvey, ABC radio network news commentator who recently won dual honors as "Radio's Man of the Year" and "Commentator of the Year" in the 1962 Radio-Television Daily All-American Awards, is now heard twice daily on KMA.

Mr. Harvey's new newscast is heard at 1:00 P.M. each afternoon, Monday through Saturday, in addition to his regular broadcast at 6:15 each evening during the great supper hour of outstanding newsmen on KMA.

During his broadcast career, Mr. Harvey has won many distinguished honors. His unerring instinct for issues that absorb and arouse the American public have for many years placed him among the most popular newsmen in the nation.

Paul Harvey is noted for pulling no punches. His style is staccato, rapidfire, swiftly changing in pace to give dramatization to each news story.

We believe you, too, will become a Paul Harvey advocate. Join him every afternoon at 1:00 P.M., and be sure to stay tuned each evening for a complete news roundup with Tom Harmon, Alex Dreier, Life Line, Paul Harvey, Bob Considine, Dean Naven, Ralph Childs, and Warren Nielson. To be fully informed stay tuned to KMA.

### THINGS I REALLY LIKE

1. Money
2. Good food and good company
3. Sleep
4. Good music
5. My wife and little girl
6. A good home and doing things with my family
7. History of the Old West
8. Rodeos and horses
9. Good movies and happy people
10. A good mystery story

### THINGS I REALLY DON'T CARE FOR

1. Overbearing people and "know it alls"
2. The way most people drive
3. Phoney people who are always putting up a front
4. Hot weather
5. Groups that are always after a contribution

### THINGS I REALLY LAUGH AT

1. Old movies on picture radio (some folks still call it TV)
2. Family picture albums
3. A well told story
4. Ridiculous things such as taxes

### THINGS I NOTICE AND ADMIRE

1. Good sportsmanship
2. People who enjoy life
3. Good workers no matter what the job may be
4. Pretty homes and yards
5. A well kept automobile
6. When an "under dog" gets a break and uses it to his best ability

### MY HOPELESS AMBITION

Own an oil field and a diamond mine, tax free

### I'M A SUCKER FOR

A hard luck story and little children

### MY NAME

JIM ROSS

## Mike's Nashville Tour All Set To Go

All is in readiness for Mike Heuer's KMA OPRY TOUR to Nashville, Tennessee and the world famous Grand Ole Opry, country music's greatest show. Mike and 40 of his listeners will travel by bus to Nashville June 6 thru June 9th. The tour was sold out more than a month in advance and Mike had a waiting list in case of any cancellations. In addition to visiting the Opry, members of the tour will tour thru the Starday Recording studios and visit the Hermitage, home of President Andrew Jackson. Mike has been selected by officials of Grand Ole Opry as Mr. D. J. USA for that weekend and will be introduced from the stage of the Opry. Mike will also be on the D. J. USA show Friday night. It'll be a hectic weekend with little sleep, but Mike and his KMA Bandstand, Country Style listeners are looking forward to the trip. Members of the tour are from Des Moines, Shenandoah, Clarinda, Council Bluffs, Griswold, Scranton, Elliot, Essex, Lewis, and Denison, Iowa; Omaha, Nebraska City, and Brownville, Nebraska; Tarkio, Craig, and Fairfax, Missouri. We'll have a full report of the trip next month.

# "My Best" Recipe Selection for June

## PUMPKIN BREAD

Pumpkin bread may not sound like an item for springtime, but it is delicious in any season. Serve it as you would nut bread, cut in thin slices and spread with soft butter. You'll like it for luncheons, and for teas. This recipe makes three loaves, and there is no point in making any less, even if you aren't having a party. The extra loaves can be wrapped and frozen, and will keep in the refrigerator for a reasonable length of time.

- 3½ c. sifted flour
- 2 t. soda
- 1½ t. salt
- 1 t. cinnamon
- 1 t. nutmeg
- 3 c. sugar
- 1 c. oil
- 4 eggs
- ¾ c. water
- 2 c. canned pumpkin (1 small can)

1. Sift together dry ingredients, including sugar, into mixing bowl.
2. Make a well in dry ingredients and add all remaining ingredients. Mix together until smooth.
3. Apportion batter into 3 conventional bread loaf pans that have been greased and floured. Bake at 350° for about 1 hour, or until done.
4. Cool slightly in pans, then turn onto racks to finish cooling. Wrap in foil or plastic and store in refrigerator, or freeze if desired. Slice thin and spread with butter; serve open-faced or as small sandwich. Bread should be made at least one day before using. Chopped pecans may be added. Makes 3 loaves.

\* \* \*

## RASPBERRY DELIGHT

Melt over hot water:

- ½ lb. marshmallows, 20 to 23
- ½ c. milk

Let cool. Add 1 c. cream, whipped. Cook until thick:

juice from 1 can frozen red raspberries

- 1 T. lemon juice
- 2 T. cornstarch

Let cool. Add red raspberries and ¼ c. sugar. Make graham cracker crust of:

- 15 graham crackers
- ¼ c. melted butter

Press into pan and chill. Add cream mixture and raspberry filling alternately until all is used. Finish top with whipped cream and on top of cream, sprinkle graham cracker crumbs.

Vanilla wafers may be used.

## ANGEL CREAM PIE

- 1½ c. sour cream
- ½ c. sugar
- 2 T. flour
- ⅛ t. salt
- ½ t. grated orange rind
- 2 t. vanilla
- 1 t. almond extract
- 2 T. finely chopped maraschino cherries
- 3 egg whites
- ⅛ t. cream of tartar
- 9 inch graham cracker crust or pastry shell
- ¼ c. shredded coconut
- 2 T. slivered almonds

Combine sour cream, sugar, flour, salt, orange rind and flavorings. Mix thoroughly and set in refrigerator. Drain cherries well and chop very fine.

Beat egg whites until fluffy, add cream of tartar and beat until very stiff. Fold cherries and stiffly beaten egg whites into sour cream mixture. Pour into crust, sprinkle with coconut and slivered almonds. Bake 40 minutes in a moderate oven, 350°, or until high and golden brown. Cool on cake rack. (Pie may have slight cracked appearance on top.) Chill in refrigerator before serving. Serves six to eight.

\* \* \*

## RED TOP SALAD

- 1 package strawberry gelatin
- 2 c. hot water
- 1 package lemon gelatin
- 1 c. hot water
- 10 large marshmallows
- 1 c. crushed pineapple . . . undrained
- ½ c. diced celery
- ¾ c. shredded American cheese

Dissolve strawberry gelatin in the 2 cups of hot water. Pour into mold and let congeal. Pour the 1 cup of hot water over the lemon gelatin. Add the marshmallows and return to very low heat and stir until the marshmallows are dissolved. Let stand in refrigerator until completely cool. Fold in the crushed pineapple, celery and shredded cheese. Fold in the whipped cream. Pour over the firm strawberry gelatin and let chill until firm.

\* \* \*

## CAKE A LA MODE WITH MINT SAUCE

- 2 T. cream
- 1 c. marshmallow cream
- ¼ c. crushed peppermint candy
- 1 layer chocolate cake
- 1 pint vanilla ice cream, slightly softened

Stir cream into marshmallow until smooth; stir in 3 T. of candy. Spread cake layer with ice cream. Cut cake into wedges, top with marshmallow peppermint sauce and sprinkle with remaining crushed candy.

# "June Recipe Jewels"

## PEANUT WHIRLS

- ½ c. shortening
- ½ c. peanut butter
- 1 c. sugar
- 1 egg
- 1 t. vanilla
- 1¼ c. flour
- ½ t. soda
- ½ t. salt
- 2 T. milk
- 6 oz. package semi-sweet chocolate pieces

Cream together shortening, peanut butter and sugar. Add egg and vanilla. Beat well. Sift together flour, soda and salt and add to peanut butter mixture alternately with milk. Turn onto lightly floured board. Roll into rectangle one-fourth inch thick. Melt chocolate pieces over hot water and cool slightly. Spread onto rolled cookie dough. Roll as for jelly roll and chill 30 minutes. Cut into one-fourth inch slices. Place slices on baking sheet. Bake 10 minutes in a moderate oven, 350°.

\* \* \*

## HONEY OATMEAL COOKIES

- ½ c. shortening
- 1 c. honey
- 1 egg
- 1½ c. sifted flour
- ½ t. soda
- ½ t. salt
- 1⅔ c. oatmeal
- 4 T. sour milk
- ½ c. chopped peanuts
- 1 c. raisins

Cream shortening. Add the honey and blend. Stir in the egg. Sift together dry ingredients and add oatmeal. Add dry ingredients alternately with milk to shortening and honey mixture. Stir in nuts, raisins. Drop by spoonful upon a greased pan or baking sheet. Bake in a moderate oven 350° for 15 minutes. Yield: three dozen cookies.

\* \* \*

## FLAMING ICE CREAM SUNDAE

- Ice cream
- Sundae sauce
- Sugar cubes
- Fresh lemon extract

Scoop ice cream into chilled serving dishes. Spoon over sundae sauce. Saturate sugar cubes with fresh lemon extract (must be done just before serving). Place one saturated cube on top each sundae; ignite and serve immediately.

## FAVORITE SALAD

- 1 package pineapple gelatin
  - 3 oz. package cream cheese broken into bits
  - 12 marshmallows cut in fourths
  - 2 c. boiling water
- Pour the boiling water over the gelatin, cream cheese and marshmallows. Mix thoroughly until well blended and then chill until it starts to congeal.

Then add:

- 1 c. drained crushed pineapple
- 1 c. finely grated carrots
- 1 c. chopped pecans

Lastly whip 1 c. heavy cream and fold into the mixture. Pour into pan and chill until firm. Cut in squares. Serve on lettuce.

\* \* \*

## MARSHMALLOW FUDGE BARS

- ¾ c. flour
- ¼ t. baking powder
- ¼ t. salt
- 2 T. cocoa
- 12 to 16 marshmallows cut up or 1-10 oz. pkg., of miniature marshmallows
- ½ c. shortening
- ¾ c. sugar
- 2 eggs
- 1 t. vanilla
- ½ c. chopped pecans or walnuts

Cream the butter and sugar. Add eggs, beat good; add vanilla, then the dry ingredients. Put in a greased and floured 12 x 18 inch pan, bake for about 20 minutes, in a 350° oven. Take out of oven about 3 minutes before done and put on marshmallows. Return to oven for 3 minutes. Take from oven and cool good. Frost with SPEEDY COCOA FROSTING. Cut into squares.

## SPEEDY COCOA FROSTING

Sift together 1½ c. sifted confectioners sugar and ½ c. cocoa. Add 1 unbeaten egg, 1 t. vanilla, 1 t. soft butter. Beat until smooth and creamy.

\* \* \*

## ORANGE CANDY RHUBARB CONSERVE

1. Stir together 5 c. cut rhubarb and 4 c. sugar over low heat until sugar liquifies. Cook gently only until rhubarb is tender.
2. Add 1 lb. thinly-sliced orange gelatin candy (shaped like orange segments; available at most grocery stores).
3. Bring mixture only to boiling point; do not cook further. Seal in sterilized jars.

# KMA Daily Program for June, 1963

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.—Informacast  
 12:00 noon—Dean Naven, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Tom Beavers  
 12:45 p.m.—Markets  
 1:00 p.m.—Paul Harvey  
 1:15 p.m.—Jim Ross Show  
 4:00 p.m.—Mike's Matinee  
 5:40 p.m.—Tom Harmon Sports  
 5:50 p.m.—Alex Dreier  
 6:00 p.m.—Life Line  
 6:15 p.m.—Paul Harvey  
 6:20 p.m.—On The Line With Bob Considine  
 6:25 p.m.—As Naven Sees It  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather

## MONDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

## TUESDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

## WEDNESDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

## THURSDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

## FRIDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Music In The Night  
 11:00 p.m.—News  
 11:05 p.m.—Music In The Night  
 11:30 p.m.—Back To The Bible

## SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Western Star Time  
 6:30 a.m.—RFD 960  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Lawrence Welks Band  
 7:45 a.m.—Morning Headlines  
 8:00 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.—Paul Harvey  
 1:15 p.m.—Saturday Matinee  
 6:00 p.m.—Life Line  
 6:15 p.m.—Music on Deck  
 6:30 p.m.—News  
 6:45 p.m.—Don Beesley & 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.—Sunday Album  
 3:55 p.m.—Mon. Morn. Headlines  
 4:10 p.m.—Sunday Album  
 6:30 p.m.—News  
 6:45 p.m.—Radio Liberty  
 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

be too long until the KMA personnel will be under one roof in a completely new building.

I don't know what your plans might be for this summer but set aside a Sunday late in July or early in August. This is the time when we will be having our annual Open House at our Trial Grounds, and I can guarantee you a trip to Shenandoah to see our Trial Grounds in July or August is well worth the effort. People marvel at the show of colors, and everything is labeled so you can see the names of different varieties of flowers and vegetables. There is absolutely no charge and you are welcome to spend five minutes or five hours leisurely viewing the many interesting things. If you have a camera be sure and bring it too. We will be following the season closely and as soon as the Trial Grounds are far enough along to accurately determine when it will be at its peak of color we will be able to announce the date for our Open House. There is an excellent possibility that it will be about the third Sunday in July, or it might even fall on the fourth, the 28th — which happens to be my birthday. We should know two or three weeks in advance so we will keep you posted by means of KMA.

## FRANK COMMENTS

Continued from Page 4

through nicely. Now the first ones have all but one, sprouted up from below the ground, and are coming along fine. Most of them are new experimental hybrids, which couldn't have been replaced, so we are very happy that they pulled through finally.

Nothing new or exciting to report about

the Field Tribe this month. Everything running smoothly. How are things with you?

## PARTY LINE

Continued from Page 9

Ed Burrichter, son of Don Burrichter Chief Engineer of KMA, had the honor of being elected President of the Kansas University Chapter of the American Pharmaceutical Association. As President he also represented the chapter at the National convention in Miami, Florida, in May.

HOLLY, daughter of WARREN and FLORENCE NIELSON, is learning the hard facts of the business world. No sooner did she have her own little business of pasting trading stamps into their books for the neighborhood, as reported in the February 1963 issue of the Guide, than one of the trading stamp companies came out with a new SINGLE stamp worth TEN of the old ones. HOLLY says it just isn't fair, to a small business woman like herself.

The members of the Ed May Quartet had a lot of fun when they were invited to sing in the Rotary Minstrel Show presented at the Rockport High School gym April 23rd. In keeping with the show, they blacked up, and sang their songs in the true minstrel style. Members of the quartet include: Glen Sheirbon, Wayne Stevens, Ron King and Ed May. Mrs. Jean Malloy accompanied the quartet.

And here's some interesting thoughts for the day:

Life is like a mirror; it never reflects more than we put into it.

The wife who has good horse sense never becomes a nag.



## COMING DOWN

A bulldozer makes short work of the old KMA business offices. Howard Driftmier, KMA - May Seed building maintenance superintendent, looks on as dozer "chews" lumber into splinters. Picture of new building next month.

MRS PHILLIP JOHNSON  
720 STATE ST  
GARNER IOWA

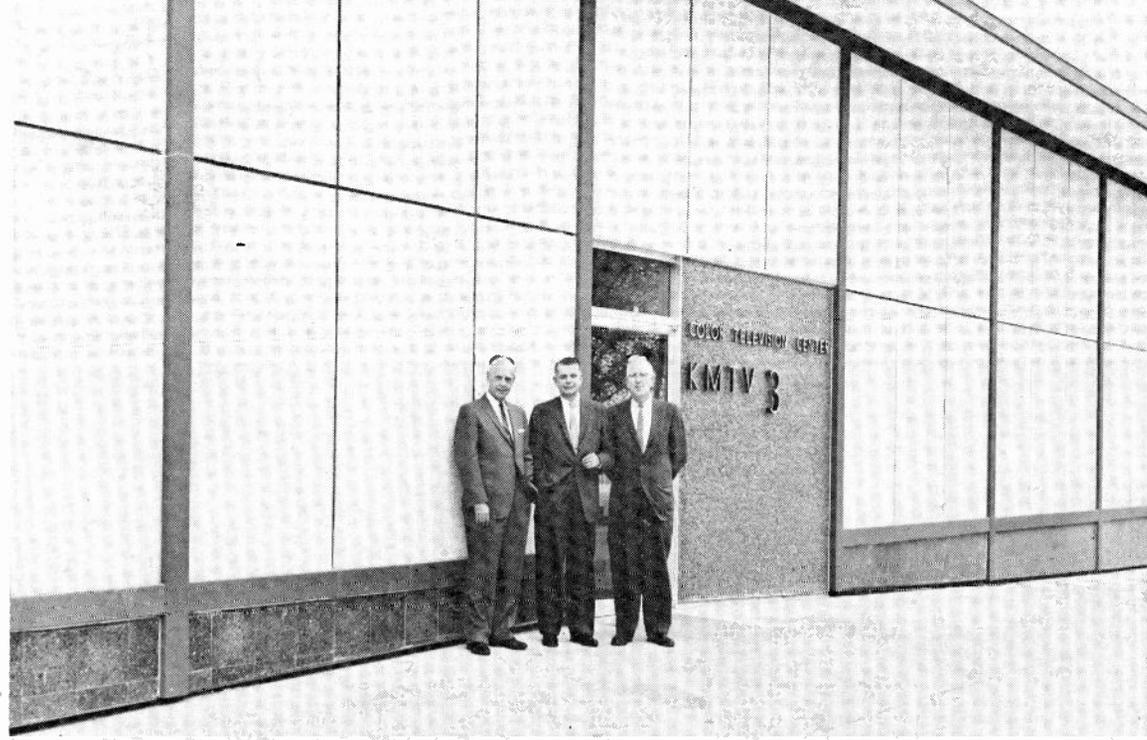
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## NOTE

If a red star appears by your name above, this indicates your subscription expires with this issue of the Guide. Send \$1.00 with your name and address for renewal.



KMA sister station, KMTV, Omaha, recently acquired a new look. The entire building was resurfaced with clean architectural lines of terrazzo panels. The panels are white marble exposed aggregate imported from Monterey, Mexico. The large entryway panel is a red mosaic and serves as a background for a brushed aluminum letter sign. The overhead canopy has recessed lights which illuminate the entire building front. May Broadcasting General Manager, Owen Saddler, (center) shows new construction to Milt and Bob Reynolds (L. and R.) of the Allen and Reynolds Advertising Agency, Omaha.