

A Happy  
New Year

The  
**KMA GUIDE**

January, 1964

# COVER STORY

Your January KMA Guide cover depicts Frank Field doing what thousands of mid-westerners are doing these cold winter days. Frank is sitting in the warm comfort of his big living room browsing through the new 1964 May Seed and Nursery Company Spring catalog. As Frank, or anyone who is an avid gardener will tell you, this is one of the best remedies there is for overcoming those cold weather blues. Now is the time to vision and plan next year's garden. You can get your copy of the new spring catalog by simply forwarding your name and address to Frank.

# The KMA Guide

JANUARY, 1964

Vol. 10

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## Mail Bag

"Enclosed you will find \$1 for renewal of my subscription to the KMA Guide. It is such a newsy magazine and the first page I turn to is the one with the recipes. I share my magazine with a friend, but not until I have read it from cover to cover."

Mrs. J. M.  
Mound City, Missouri

"Just a few lines to let you know how much I enjoy the Guide each month . . . also the recipes and news about the people at KMA."

M. Mc  
Stanberry, Missouri

"Enclosed find one dollar bill for another year's subscription to the KMA Guide. It's a wonderful little book, don't want to miss a single copy. Enjoy every page, so many good helps, recipes, pictures, helps keep in touch with KMA group. Like the red star idea, don't worry when copy will expire."

R. P.  
Melrose, Iowa

"Enclosed fine \$1.00 for which please send me a copy of the KMA Guide. Heard you talk about it, saying it was still

\$1.00 a year. I used to take it. Sure did enjoy it . . . Hope it is same price. I am a listener."

Mrs. W. H. F.  
Falls City, Nebraska

We certainly welcome your renewals and fine comments. We do our utmost to bring you a useful, newsy little magazine every month . . . and that's right, Mrs. F., still just one dollar a year! Based on prices of nearly 20 years ago, this is a real bargain. The Guide is well into its 20th year of publication. (The first issue was June 1944.) Throughout the years costs have risen, and risen, and risen again, as you all well know. Your KMA Guide has managed to hold the price line. We have done this so all of you loyal KMA listeners and Guide subscribers may still continue to enjoy the Guide at a reasonable price.

"Thanks to Ralph Childs, and KMA Radio Station's good music on Sundays. Remember, there's always those unseen listeners, you do not work in vain. Thanks kindly for taking care of my (Guide) renewal."

Mrs. H. L.  
Emporia, Kansas

Thanks, Mrs. L. Like yourself, many listeners are "unseen" but thanks to you and others like yourself, not "unheard". We have had very many who have expressed appreciation for the fine music on "Sunday Album". Your Sunday host, Ralph Childs, really strives to please. The KMA library of beautiful music by the masters is supplemented on occasion by a few choice selections from Ralph's own record shop in Shenandoah.

The KMA Guide



## A Chat With Edward May

This issue of the Guide commences a new year. I am sure it will take me a while to become accustomed to saying 1964, as saying a different year will seem strange for a few days.

I hope 1963 was a good year for you. It certainly was for most of us at KMA. The highlight of the year was moving into our new radio building. One of these days we hope to have "Open House" for you to see our new facilities. Any time you happen to be in Shenandoah you are certainly welcome to stop in and say hello. We are more or less settled, but we still have a few things to do, particularly in regard to setting up our radio museum. We will be continually adding to this museum and we hope to have a museum of radio equipment that has been used since the advent of radio. Do you know of anyone who might have a "Mayola" radio? The Mayola brand was sold by us many years ago. If by any chance you know of one of these Mayola radios, we would certainly like to know about it so we could place it in our radio museum.

We have an interesting carbon microphone that was used here at KMA in the late 20's and early 30's. Also a 1926 model radio, the Gold Cup my father won in 1926 for being the "world's most popular radio announcer," plus several other early radio items of interest. What we have now is just a start and we hope to add to it as the years go by.

After a very mild fall, winter finally arrived and some of us are speculating as to how many snowfalls we might expect this winter. There is a weather sign which says, "When you have your first tracking snow, count the number of days since the New Moon and the

number of days will indicate the number of snows one can expect throughout the course of the winter." This year we had our first snowfall 22 days after the New Moon, which would indicate we can expect 22 snows throughout the winter. As of the 17th of December we had received 3 snowfalls at Shenandoah, and we will keep track of each snow and see how accurate the above weather sign might be this year.

The year 1963 was a year in which, personally speaking, the May family had much to be grateful for. Our daughter, Karen, came through a serious car accident. She will eventually have to have some plastic surgery performed, but the doctor

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Daughter, Karen introduces young kindergarten guest, Cynthia Heuer, to Santa Claus at High School Y-Club's Annual Christmas Kiddie Party. Hi-Y and Y-Teen members were hostesses to 115 Shenandoah kindergartners for color cartoons, refreshments, gifts, and a talk with Santa. Cynthia is daughter of announcer Mike Heuer.

# Frank Comments

By FRANK FIELD

No, there isn't any picture on this page this month simply because I couldn't think of a single thing that would be either interesting or informative. The yard, garden, and orchard are one big expanse of snow and you can see plenty of that by looking out your own window.

I told you last month that the roses were put to bed and we were all ready for winter at our house. I forgot to tell you that the young fruit trees had also all been protected against the rabbits, which is very important for the first 4 or 5 winters after they are set out. I learned that the hard way soon after we built the new house in 1955. We set out a dwarf pear tree on the east side of the house and it made a very nice growth the first year. I didn't think to wrap the trunk before winter came and the next spring discovered that the rabbits had chewed off every bit of bark from the ground line up to the branches. They had even chewed into the wood below the bark. This will kill the tree, of course, because the sap all flows in the bark, or directly beneath it. The tree will recover if the bark is removed on just one side, leaving a strip for sap flow on the other side. If the bark is gone all the way around, there is no hope for the tree. That is what we call girdling. Incidentally, if you have a big tree you want killed, the quickest and surest way to do it is to take an axe or hatchet and chop through the bark into the wood beneath, removing a circle of bark a few inches wide.

If you can't get into an Earl May Store to buy the regular tree wrapping paper, you can do a pretty good job by simply wrapping the trunks with several layers of newspaper tied in place with ordinary string. Be sure to cover all of the trunk and up into the lower branches, keeping in mind that there might be a foot or two of snow around the trees for the rabbits to stand on. The regular tree wrapping paper consists of two thin layers of paper with a layer of tar in between. It comes in strips 4 inches wide and about 50 feet long and is to be wrapped in a spiral manner around the trunk; so that a 50 foot roll will cover a number of young trees, since the rabbits will not chew through even one thickness of this paper.

By the time you are reading this, the new catalogs will be in the mails and many of you have probably already been leafing through them these long, cold winter evenings. At first glance the new catalog may

not seem very different from last year's book, but if you study it closely you will notice that there are a lot of new things this year, including 7 new varieties of vegetables, 12 new varieties of flower seeds, and any number of new nursery items which you will undoubtedly want to try out.

In the vegetables there are two outstanding new items - one a sweet corn and the other a pepper. The sweet corn is called 'Pride of Canada' because that is where we found it. It is hard to believe, in fact we didn't believe it ourselves the first year we had it in the trials and waited to take a second look before we introduced it. It is actually almost a week earlier than Hybrid 4th of July and the ears are just as large and just as nice in every way. Of course, the stalks are quite short and the outer end of the ears sometimes touch the ground, but that is what makes it early. Be sure and try some this year!

The other outstanding new item is a hybrid pepper from Japan called 'Tokyo Bell'. It is a true bell pepper, medium sized, mild, and sweet, and actually doesn't seem to mind the hot weather. The old time peppers just couldn't get any fruit to set on until cool weather came in the fall, because the heat would blast the buds before they had a chance to set. We were actually using peppers off the Tokyo Bell by the middle of July and they bore heavily right through the rest of the summer and up until frost.

For you people who like the old Orange Jubilee Tomato, we now have a hybrid called 'Golden Boy'. Another new tomato which is sure to make a hit is a little dwarf salad type called 'Atom' which bears literally hundreds of tomatoes about the size of olives and are perfect for salads.

In the new flowers there are six or eight that I think you should all try out. One is a dwarf Snapdragon which only grows 6-8" high. Instead of sending up just one spike at a time like the big Snapdragons do, it bushes out right at the ground with 12 or 15 spikes which all bloom at once. We had several beds of it in the trial grounds, and at Open House time they attracted a lot of attention.

Then there are several new Petunias, at least five new Zinnias, a new Cockscomb, a new Salvia, and even a mixture of different varieties of Cactus seed.

Maybe you won't like some of these new things as well as your old favorites, so don't go overboard and plant nothing but the new things. Order your old standbys for the bulk of your planting, but include as many of the new things as you have room for and try them out for yourself. Then the following year you will know for sure.

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with  
*Jack  
Gowing*



**By KMA Associate  
Farm Svc. Director  
Tom Beavers**

By the time you read this, Christmas will have come and gone, leaving many pleasant memories in the minds of children and adults. At least, I hope this is the case in your household. It seems the children remember only the Christmas at hand, with the many gifts they receive. But the adults think of Christmas' they enjoyed as youngsters, when the idea wasn't as commercialized, snow seemed deeper and temperatures colder. However you remember Christmas, I hope this one was most memorable and enjoyable for you and yours.

After Christmas comes the new year and the problem of writing 1964. This usually gives me trouble for about a month. Also every new year brings to mind resolutions to be made, some to be kept, others to be broken. I imagine you have made resolutions in years past and believed with all your heart you would keep them, only to wake up some morning and discover you had completely dropped one or two of them. Pointing out the saying, "Resolutions are made to be broken."

Early in December I attended the National Farmers Organization Convention in Des Moines where over 7000 NFO members were on hand. When you have that many people plus 100 lawyers attending their state meeting and 500 income tax men in a town, you're crowded, even in a city the size of Des Moines. That's the way it was when I arrived in Des Moines the afternoon of the fourth of December. It took an hour to get registered at the hotel because of the big demand for rooms. I visited with a traveling salesman from Chicago the next morning and he told me he spent the night in the lobby of the airport because the nearest room was in Omaha.

It was a "hot" convention, made so by the charges of Bob Casper, Winterset farmer, Vice President of the organization. Over 3 hours of debate went on at the evening session before Casper withdrew his charges. After the session had dragged out

until 2:30 they adjourned and the next day re-elected Orin Lee Staley to his 9th term as President.

A somewhat quieter convention was held by the Iowa Livestock Feeders Association in Des Moines the second week of December. An interesting feature of the convention was a Livestock and Meat Industry Forum where the members discussed problems the livestock industry faces. One of the problems discussed was whether or not the retail price of beef has declined with the drop in the fat cattle price. Before they could determine whether the retail price had dropped or not, they had to know whether the retail price went higher when fed cattle was bringing \$30. The members finally agreed it hadn't. They realized an adjustment in net price was not the solution to the real problem at hand. The real problem is, as they saw it, increased supply of beef beyond consumer demand and feeding cattle to extremely heavy weights. This brought out a comment from one feeder that we will have to market our cattle at lighter weights, than we have been doing, in order to supply the stores and consumers with the kind of meat they want.

Imports was another problem area discussed at the forum. The group wanted imports curtailed, but not cut out completely. They also suggested through a resolution that quotas be imposed on meat imports, suggested that such restrictions be "reasonable and realistic." Such levels were defined as being 5% of domestic production for each commodity (beef, veal, pork, lamb and mutton). Also the resolution suggested that no more than 25% of the yearly import quota be imported during any one quarter of the year.

The officers were all re-elected for the year 1964.

# KMA Pioneer Visits New Radio Center

Pictured below in the center, between KMA Chief Engineer Don Burrichter on the left, and veteran KMA newscaster Ralph Childs is a member of the old time KMA alumni many of you will remember. He was a member of the old country school gang back in the hey days when they used to pack the auditorium with "standing-room only crowds" every day. He was known to you old-timers in his country school make-up as Georgie Spickelmier. We have pictured him as he appeared "back when"



on page 13 between two other well-known KMA country schoolers who have since passed away. As you may recall Georgie Spickelmier always gave his teacher, Earl May, a bad time. He was Pecks' Bad Boy—always full of jokes and pranks.

Georgie, as we will call our guest for the moment, first met Ralph Childs when both were in radio at Rock Island, Illinois. Don Burrichter was on the KMA engineering staff back in the days of Country School. Georgie went on to take part in the building

of two radio stations, one in Salina, Kansas and another in St. Joseph, Missouri. In 1959 he moved to Topeka to work with the Kansas Centennial Commission, remained there, and is now with the Kansas Children's Service League, the oldest adoptive agency in the state. He stated he feels he is really doing something now which is helpful to other people and which gives him a lot of personal satisfaction. His wife passed away a year ago this January. He has three daughters, two grandchildren, and another on the way. Many of you have guessed who our old KMA alumnus is. His identity is revealed on page 13.



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## Hospital Hamfest

Following surgery at the Shenandoah Hand Community Hospital your KMA Guide Editor, Duane Modrow, is pictured getting comforting attention from fellow-patient and amateur radio operating buddy, Harold Marburger. Harold is chief engineer for IPALCO. Four other amateur radio operators dropped in one evening . . . constituting a small convention. Normally conversation would be expected to cover ham equipment, contacts and other such ham lingo; instead hospital and surgical experiences were the main discussion. Duane is back on the job now, feeling better every day, and getting along fine.

# Broadcast Facilities Moved Overnight

At 10:15 P.M. December 3, 1963, KMA signed off the last program from facilities in the old auditorium, transferring programming by tape from the transmitter while engineers made the change over to the new KMA Radio Center. Dale Eichor, night-time announcer, is pictured at right pulling the last shift from the old facilities. As programming was transferred to engineer Jack Josephson at the transmitter, three members of the KMA engineering staff, Don Burrichter, Norm Kling, and Ralph Lund, began disconnecting, and moving equipment across the street to facilities at the new radio center. Don Burrichter, chief engineer, had been busily engaged for many weeks getting everything set up in the new control room so the change over could be made without any disruption of service. The middle picture shows Norm Kling and Ralph Lund hooking up control panels in the new building. Solder guns hummed, and flux smoke drifted upward as hundreds more connections were made. Time passed quickly and in a very short time the engineers had everything hooked up and checked out by 12:30 a.m. Meanwhile Jack Josephson came in from the transmitter to help and everything was completed by 3:00 a.m. Merl Douglas, bottom picture, came on duty at 5:00 a.m. for the first sign-on in KMA radio center. The transmitter went on by remote control, Doug took over the controls, and everything worked perfectly . . . just like the engineers knew it would! The center of attraction as you enter the new control room is the colorful control board in front of Doug. It is a new transistorized model with plug-in circuits for easier servicing. The large knobs, or "pots", are color coded in red, blue, green, and black for quick association with connecting controls, which are similarly color-coded. At Doug's right is the new cartridge system which automatically cues-up, plays, and recues tape recordings contained in little individual containers. On Doug's left, weather instruments. The operator controls three other studios from the

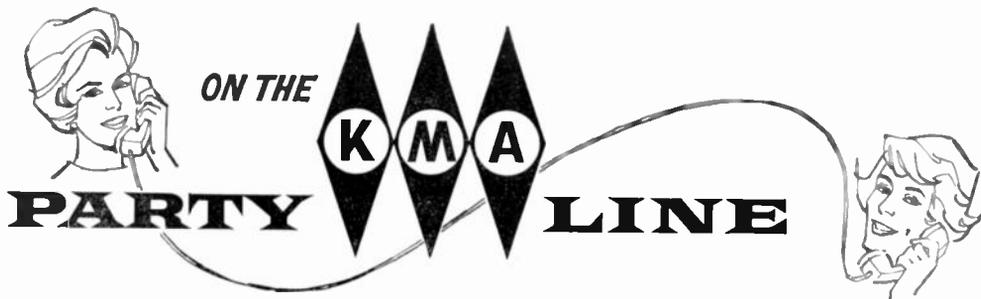


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**ON THE**

**K M A**

**PARTY LINE**

By **DORIS MURPHY**

To each of you, I wish a new year filled with meaningful experiences that will bring much happiness not only to you, but also to many others whose lives you may touch.

Speaking of the new year, there are over fifteen children in the second grade at Central school in Shenandoah who have something to be thankful for in 1964 — they won't be bothered with the mumps. Out of the 23 kids in the grade, fifteen were out at one time with the mumps, including Barbara, daughter of Andy Andersen of the KMA sales staff. Nine reported for school one morning and all had to be sent home but one. Another day nineteen were absent! New Years really has a significant meaning for Barbara, because she was born just eight years ago this New Years eve . . . and because she had the mumps in 1963 and won't be having them in the new year . . . she HOPES!

Fortunately for the family of Program Director Dean Naven, the electricity went off in the daytime instead of evening! They were without electricity from 7:30 till 11:30 a.m. on a Sunday, but suffered no hardships as the home is heated with coal and they use propane gas for cooking. They might

have been eating by candlelight if the electricity had gone off at night.

The best Christmas present Karen, daughter of Mr. and Mrs. Edward May received, was the news that she would not have to have plastic surgery on her face, during the Christmas school vacation. When she returned to the doctor's office for an examination in December, he reported she was making so much progress, she could wait until Easter. And . . . maybe it will not be necessary even then, if she continues to show so much improvement. That was happy news for the entire May family!

Viewers of KMTV'S FARM REPORT by Warren Nielson were happily surprised the morning of December 14th, to see his wife Florence on the show with him. Florence displayed the many Christmas gifts she has made from inexpensive items around the house. Florence appeared before a number of organizations and clubs during the holiday season, showing her Christmas gift ideas.

Many of you see members of the KMTV staff in Omaha on the screen, but have not had the opportunity to see four important members of the staff behind the scenes.



Four lovely visitors from sister station KMTV, Omaha, drop in for tour of new KMA facilities.

KMA was privileged recently to give four attractive girls from KMTV pictured on this page with KMA Station Manager Tony Koelker, a tour of our new KMA offices, and while here, the KMA Guide photographer took this picture. Seated left to right are Miss Sally Van Dusen, sales secretary; Mrs. Ruth Ostronic, secretary to Arden Swisher, manager of the KMTV Sales department; standing is Miss Carole Veylupek, sales secretary; and Miss Doris Graham, secretary to Station Manager Owen Saddler. They were flown to Shenandoah in the KMA-KMTV plane, entertained at a luncheon, and were given a tour of the new

KMA facilities, before flying back to Omaha in the late afternoon. It was fun having them make us a visit, and we hope they come back often.

It didn't take Frank Field long to get results for Floyd Evans, Chevrolet dealer of Clarinda, who offered to give away a Shetland pony for Christmas, to some family with children who would give it a good home. Before Frank was off the air, calls started coming in, and before it was over, 200 calls had been received. They came in so fast, some were routed to the Chevrolet garage, some were taken at his son's home, and others poured into the Evans home in Clarinda, just as Mr. Evans was shaving to get ready to go to the office. You can imagine how long it took him to get shaved with the phone ringing constantly! Calls came in from as far east as Lamoni, as far north as Treynor, Macedonia and Hancock, and all across northern Missouri. The pony was finally given to the Dean Sunderman family living between Shenandoah and Clarinda. Mr. Evans said the pony was getting old and fat, but was a pet and loved children. His grandchildren had outgrown her, preferring to ride the younger, friskier ponies now. So he had decided to give the pony away . . . with no strings attached . . . to a family who would love it and give it a good home. I am sure the Sunderman's Christmas was made much happier by the arrival of the pretty Shetland pony.

The pony incident proved Frank Field's big listenership, but another incident proved the listener's confidence in Frank's program. Frank had announced on the air that the Moon signs for 1964 would soon be ready, and he would send them out absolutely free, except he asked that people send in a self addressed stamped envelope as the postage would cost so much to send out 35,000 Moon Signs. Apparently one Nebraska listener tuned in late, and just heard the "free" part of the offer. Having confidence that whatever it was he was offering free, they wanted it, they wrote: "Please send me your free offer of whatever it was you advertised on your program today. I tuned in your program rather late, so I do not know just what your free offer was, but anything you mention on your program just HAS to be good, thus I want it, Specially free. Enclosed is a stamped self addressed envelope as you requested for same. Thank you. A listener in Nebraska." With all THIS confidence in Frank, the first printing of 35,000 Moon Signs may not be enough!

What versatility KMA ANNOUNCER JIM ROSS showed recently when one of the KMA news machines broke down about 10:30 in the morning. A call to Omaha for a repair man informed them everyone was busy and they would be unable to get any one here before 7 o'clock that evening. With

no help in sight for about nine hours, JIM ROSS decided he would try his hand fixing the machine, since he had had three years experience fixing IBM machines at one time. So Jim took the top off of the machine and started to work. Within fifteen minutes he had the machine operating perfectly. Nothing was broken . . . only some parts had come apart, but because of JIM'S "know-how" he recognized what was wrong and could fix it! Consequently only 20 minutes of copy was lost, thanks to Jim's mechanical ability.

No prouder Grandmother can be found anywhere than Mrs. Howard Driftmier, KMA TRAFFIC manager, pictured here with her two month Granddaughter Lisa Kay Nenneman. Mae is delighted Lisa likes to stay awake between 6 and 9 p.m. as that gives her a chance to play with the baby after work in the evenings. Lisa Kay was born October 22nd, has dark hair, blue eyes, and is a real doll. She likes her vegetables, especially beets. Has not tasted fruit yet, as the doctor advised she not be given fruit until she has learned to like vegetables. Lisa is the daughter of Mr. and Mrs. Tom Nenneman, and her daddy is a sixth grade teacher in Shenandoah. Her mother Donna formerly taught in the Shenandoah schools. With her grandparents, Howard and Mae Driftmier living only a few blocks away, you can rest assured Lisa is going to get plenty of attention!

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Mae Driftmier, KMA Traffic Manager, with first granddaughter, Lisa Kay, two months old.

## A Letter From Billie McNeilly

Always at the beginning of a new year I have a reckoning with myself over the last one. Looking back into 1963 I see so many things of no consequence to anyone but myself, but a lot more that involved family and friends. The year began with a busy schedule . . . programs to prepare and deliver, a job that involved a close association with hundreds of club women and my first "New Year" in a metropolitan area, away from old friends and familiar haunts. It's surprising how well one adjusts to change . . . even though we may think at the moment it is impossible. The year 1963 was a kind one to me and mine. Some dark moments, like the one in November, when we all joined the nation in watching with horror the assassination of our President, and followed the rest of the episode to its end, each with his own emotions. But the year was not entirely sad or bad for the nation, either. I'm sure every housewife, career girl and school child can feel a sense of pride in the way our nation "showed the world" we can stand up and take it, and spring back to action in short time. Once again, it's wonderful to be an American.

An especially exciting thing that came to me in 1963 was my introduction to you KMA listeners. Exciting and delightful, for already I have found you to be friendly and warm in your welcome. Thank you for that. It is always a rather emotional experience to come to a new station, and you made it easy for me, and now I feel I'm one of you.

Now let's look into 1964. Or do you want to? I often wonder if I really would care to know what is coming to me in a year . . . a month . . . a day. God has his reasons for holding these things from us, I'm sure, and I am glad he does. What if we knew when unhappiness would greet us as we welcomed a new day? We'd hardly have the courage to open our eyes to it, would we? As it is . . . we can look into each day with the full realization that it will be ours to make or break. That is the way I feel about 1964. A New Year's Resolution of mine is . . . "I shall treat this year like it is the most important year of my life" . . . then I'm sure it will be. I'll give it every opportunity to unfold into a wonderful year. I shall give it my faith. I shall give it my promise to be a stronger individual. I shall open my arms to the new year and know it will hold a measure of happiness and joy for all of us.

After having John home from school for a few days, and enjoying woman's most wonderous pleasure . . . having her youngsters beside her for a time, I feel that the past Christmas holiday was a delightful

one. Always we eat too much . . . stay up too late, visiting and just being together . . . and hate to give it up and admit Christmas is over. So now, as the KMA Guide goes to press, we are all boxing the Christmas trappings, taking down the tree, straightening up the house . . . and wondering where we are going to put some of the gifts that now lie under that tree. Marcie is our official tree untrimmer (as she is the tree trimmer earlier in the month), and John gets the thrill of disposing of the sad little tree. Guess who gets to clean the carpet and do the rest of it? You don't need two guesses for that, do you?

"Welcome you brand new 1964! New courage; bright new hope you bring . . . A better day; a brighter dawn! . . . Sweet Bells ring on! Ring on!" I stole that bit of verse from Blanche DeGood Lofton, but it says what I want to say at the beginning of this . . . another new year. God Bless you all, and keep you happy throughout the coming days.



**Daughter Donna and oldest son, Jerry, home from Salina, Kansas for Thanksgiving holiday. Younger grandson, Chris, was asleep at picture taking time. Donna came ahead with the children to aunt Doris McNeilly's in Shenandoah. Donna's husband, Bill Cole, motored direct into Omaha Thanksgiving Eve.**

On wall in background is an old parchment scroll of a Latin hymn Doris and John picked up while in Spain where they lived 2½ years.

# Billie's Kitchen Tested Recipes

## PEACHES-'N-CHEESE CAKE

- ¼ c. sugar
- 2 envelopes (2 T.) unflavored gelatin
- ¼ t. salt
- 2 beaten egg yolks
- 1¼ c. orange juice
- 2 t. grated orange peel
- 3 c. cream-style cottage cheese, sieved
- 1 No. 2½ can (3½ cups) sliced peaches, drained
- 2 egg whites
- ¼ c. sugar
- 1 c. heavy cream, whipped
- 1 recipe Graham Spice Crust

In saucepan, mix first 3 ingredients; add yolks and juice. Cook and stir over low heat till gelatin dissolves. Cool. Stir in peel and cheese. Chill, stirring occasionally, till mixture mounds slightly. Reserve 6 peach slices; dice remainder and add to gelatin. Beat whites till soft peaks form; gradually add ¼ cup sugar, beating till stiff peaks form; fold into gelatin. Fold in whipped cream; pour into crust. Sprinkle reserved crumbs around edge; chill till firm, about 4 hours or overnight. Top with reserved peach slices. Makes 10 servings. **GRAHAM SPICE CRUST:** Combine 1½ cups fine graham-cracker crumbs, ¼ cup sugar, 1 teaspoon cinnamon, and ½ cup butter or margarine, melted. Reserve 2 tablespoons mixture; press remainder on bottom and 2 inches up sides of 9-inch spring-form pan. Chill.

\* \* \*

## NEW ENGLAND CORN CHOWDER

We reckon this delicious old-timer will fan a whole new generation of chowder fans —

- 4 slices bacon
- 1 medium-size onion, thinly sliced
- 2 c. water
- 2 c. diced potatoes
- Salt, pepper
- 2 c. cream-style corn (1 1-lb. can)
- 2 c. rich milk
- 1 T. butter

Cook 4 slices of bacon in a saucepan until some of the fat is fried out. Add the onion and cook until the bacon is crisp and the onions lightly browned. Take out the bacon and drain it on absorbent paper. Put 2 cups of water and 2 cups of diced potatoes into the pan with salt and pepper. Simmer covered for about 20 minutes. Add 2 cups of cream-style corn and 2 cups of milk and simmer another 5 minutes. Just before serving, add a tablespoon of butter and the bacon crumbled into bits. Serves 6 to 8.

## CHOPSTICK TUNA

Hostess in a hurry? Call on this canned-food wonder — quick, tasty, different —

- 1 can condensed cream of mushroom soup
- ¼ c. water
- 1 3-oz. can (2 cups) chow-mein noodles
- 1 6½ or 7-oz. can (1 cup) tuna
- 1 c. sliced celery
- ½ c. salted toasted cashews
- ¼ c. chopped onion
- Dash pepper

Combine soup and water. Add 1 cup chow-mein noodles, the tuna, celery, cashews, onion, and pepper; toss lightly. Place in ungreased 10 x 6 x 1½-inch baking dish. Sprinkle remaining noodles over top. Bake in moderate oven (375 degrees) 15 minutes or till thoroughly heated. Garnish with drained canned mandarin-orange sections. Makes 4 or 5 servings. If you double recipe, bake in 11½ x 7½ x 1½-inch baking dish 25 minutes or till hot.

\* \* \*

## MEAT BALLS IN MUSHROOM SAUCE

The meat is deliciously flavored with herbs and cheese —

- 1 lb. ground beef
- ½ lb. ground pork
- 2 slightly beaten eggs
- ¾ c. grated Parmesan cheese
- ½ t. crushed oregano
- ¼ t. thyme
- Dash pepper
- 1 can condensed cream of mushroom soup
- ⅔ c. water
- 2 T. chopped parsley

Mix meats, eggs, cheese, and seasonings; shape in about thirty 1½-inch balls; brown slowly on all sides in a little hot fat, about 20 minutes. Drain off excess fat. Pour in soup; add water slowly, stirring to blend. Simmer uncovered 20 to 25 minutes, stirring occasionally. Sprinkle parsley on top before serving. Makes 6 servings.

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## DIXIE BARBECUE SAUCE

Molasses is a tangy addition to this tomato sauce —

- 1 8-oz. can (1 cup) seasoned tomato sauce
- ⅓ c. molasses
- ¼ c. vinegar
- 1 clove garlic, minced
- 1 t. chili powder
- ½ t. pepper
- Dash salt

Combine all ingredients. Bring to boiling and simmer uncovered about 10 minutes. Makes about 1 cup sauce. Serve over spareribs, pork chops, wieners, or hamburger steaks.

# "My Best" Recipes for January

## CRANBERRY HOLIDAY CANES

- 1 c. milk
- 4 c. unsifted flour
- ¼ c. sugar
- 1 t. grated lemon peel
- 1 c. butter (or oleo) (2 sticks)
- 1 pkg. active dry yeast
- ¼ c. warm water
- 2 beaten eggs

Scald milk; cool to luke warm. In large bowl, combine flour, sugar, salt and lemon peel. Cut in butter until like coarse meal. Dissolve yeast in warm water and add to flour mixture along with milk and eggs. Combine lightly. Cover dough tightly; refrigerate for at least 2 hours.

### FILLING:

- 1½ c. finely chopped cranberries  
(could be run through a food chopper)
- ½ c. sugar
- ½ c. raisins
- ⅓ c. chopped nuts
- ⅓ c. honey
- 1½ t. grated orange peel

Combine ingredients in a saucepan and cook over medium heat. Bring to a boil and cook for 5 minutes. Cool. Divide dough in half. On lightly floured board, roll out half of the dough into an 18 by 15 inch rectangle. Spread one half of cooled filling on dough. Fold dough into a 3 layer strip 15 inches long. Cut dough into 15-1 inch stripes. Hold end of each strip and twist lightly in opposite direction. Pinch ends to seal. Place on greased baking sheet and shape top of each strip to form a cane. Repeat with remaining dough and filling. Bake at 400 degrees for 15 to 20 minutes. Cool on wire rack. When cool frost with powdered sugar frosting.

\* \* \*

## PINEAPPLE CHEDDAR MOLD

- 6 oz. pkg. lemon gelatin
- 1½ c. hot water
- 1 lb. 14-oz. can crushed pineapple
- ½ t. salt
- 1 t. prepared mustard
- 2 T. lemon juice
- 1½ c. grated cheddar cheese
- 1 c. whipping cream
- Canned pineapple slices for garnish
- Paprika

Dissolve gelatin in hot water. Stir in undrained crushed pineapple, salt, mustard and lemon juice. Chill until mixture begins to thicken. Fold in cheese and stiffly beaten cream. Turn into an eight-cup mold. Chill until firm. Unmold. Garnish with pineapple slices, the edges of which are dusted with paprika. Makes eight to 10 servings.

## EASY DATE TORTE

- 4 egg whites
- ½ t. salt
- 1 c. sugar
- 1 c. graham cracker crumbs
- ½ c. chopped pitted dates
- ½ c. coconut
- ¼ c. chopped nuts
- 1 t. vanilla

### Method:

1. Beat egg whites with salt until stiff but not dry. Gradually beat in sugar. Add remaining ingredients and fold in lightly.
2. Cut a piece of foil to fit a 9-inch round cake pan. Place in bottom of pan and grease surface of foil. Pour in torte batter and bake at 350 degrees 30 minutes.
3. Loosen edges of torte with spatula and remove from pan while hot, covering pan with waxed paper and a cake rack and inverting torte onto it. Cut in wedges and serve with whipped cream. 6 to 8 servings.

\* \* \*

## NUT BUTTER BARS

- ¾ c. soft butter or margarine
- 4 c. sifted all-purpose flour
- 1½ c. firmly packed light-brown sugar
- 1 egg
- 1 t. cinnamon
- Dash salt
- ½ lb. finely chopped citron
- ½ lb. finely chopped blanched almonds
- 6 extra tablespoons soft butter
- 2 egg yolks
- ½ t. vanilla

Cream ¾ cup butter. Work in flour, brown sugar, egg, cinnamon and salt. With hands, press half the mixture over bottom of 9-inch square cake pan. Mix remaining ingredients to a smooth paste. Spread over flour mixture in pan. Press remaining flour mixture evenly over filling. Mark surface into 32 bars. Bake at 350 degrees for about 30 minutes, or until lightly browned. Cool in pan. Cut into bars.

\* \* \*

## TURKEY FRUIT SALAD

- 4 c. chopped cooked turkey
- 1 c. chopped apple
- 1 c. chopped walnuts
- 1 c. seedless grapes
- 1 c. pineapple tidbits
- 1½ c. salad dressing

Combine ingredients. Refrigerate.

\* \* \*

For a quick party treat, try these tasty Graham Cracker Pralines — Cream ¼ cup butter or margarine with 1 cup brown sugar and spread on graham crackers. Sprinkle with chopped pecans or coconut and broil until "bubbly".

Pictured with KMA Home-maker Billie McNeilly (10:30 to 11:00 a.m. Monday thru Saturday) are two guests from Hastings College, Hastings, Nebraska. Carol Nelson of Shenandoah brought home a young co-ed holiday guest whose home is Cuba. Rosa Sarquis (center) is attending school in the U.S. under a scholarship from a Presbyterian school in Cuba. Rosa has a younger sister going to high school in Florida. The girl's parents are still in their native land. Rosa started studying English only just before coming to the States and in less than a year she speaks it very well. On the program the discussion centered around Cuban food and Christmas customs. Rosa said she was received very well by the students at



Hastings but had a little difficulty at first conversing with everyone. She misses mostly the opportunity to talk to someone who speaks Spanish and secondly, the spicy foods of her home country.

Our "mystery" guest pictured on page 6 is Paul Roscoe, pictured here between two of the old country school gang, Toby and Lindy Stewart. These old troopers started Country school with a modest, and as Paul recalls it, somewhat "disorganized" evening show. It was such a crowd-pleaser, they added an afternoon show and grew to a tremendous success. An estimated 400,000 people a year saw their performances . . . remember?



Toby

Georgie

Lindy

# KMA Daily Program for January, 1964

5,000 WATTS—ABC

**DAILY DAYTIME PROGRAM****MONDAY THROUGH FRIDAY**

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Western Star Time  
 6:30 a.m.—RFD 960  
 7:00 a.m.—Dean Naven, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Markets  
 7:35 a.m.—Lawrence Welk's Show  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Accent On Music  
 9:00 a.m.—Breakfast Club  
 9:55 a.m.—News  
 10:05 a.m.—KMA Community Calendar  
 10:10 a.m.—Housewives Serenade  
 10:30 a.m.—It's A Woman's World  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Informacast  
 12:00 noon—Dean Naven, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Tom Beavers  
 12:45 p.m.—Markets  
 1:00 p.m.—Paul Harvey  
 1:15 p.m.—Jim Ross Show  
 4:00 p.m.—Mike's Matinee  
 5:40 p.m.—Tom Harmon Sports  
 5:50 p.m.—Alex Dreier  
 6:00 p.m.—Life Line  
 6:15 p.m.—Paul Harvey  
 6:20 p.m.—On The Line With Bob Considine  
 6:25 p.m.—As Naven Sees It  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather

**MONDAY NIGHT**

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

**TUESDAY NIGHT**

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

**WEDNESDAY NIGHT**

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

**THURSDAY NIGHT**

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

**FRIDAY NIGHT**

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

**SATURDAY PROGRAMS**

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Western Star Time  
 6:30 a.m.—RFD 960  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Lawrence Welk Band  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Saturday Shopper  
 10:30 a.m.—It's A Woman's World  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Polka Party  
 12:00 noon—News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Tom Beavers  
 12:45 p.m.—Market Review  
 1:00 p.m.—Paul Harvey  
 1:15 p.m.—Saturday Matinee  
 6:00 p.m.—Life Line  
 6:15 p.m.—Music on Deck  
 6:30 p.m.—News  
 6:45 p.m.—Don Beesley & Country Gentlemen  
 7:00 p.m.—KMA Bandstand Country Style  
 10:00 p.m.—News  
 10:15 p.m.—KMA Bandstand Country Style  
 11:00 p.m.—News  
 11:05 p.m.—KMA Bandstand Country Style  
 11:55 p.m.—News

**SUNDAY PROGRAMS**

6:30 a.m.—Back To The Bible  
 7:00 a.m.—News & Weather  
 7:15 a.m.—Hymn Time  
 7:30 a.m.—Sun. Worship Service  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Radio Bible Class  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—Sunday School Lesson  
 9:15 a.m.—Bible Truth  
 9:30 a.m.—Social Security Question Box  
 9:35 a.m.—Sunday Album  
 12:00 noon—News  
 12:15 p.m.—Sunday Album  
 4:55 p.m.—Mon. Morn. Headlines  
 5:10 p.m.—Sunday Album  
 6:30 p.m.—News  
 6:45 p.m.—Radio Liberty  
 7:00 p.m.—Freedom Sings  
 7:30 p.m.—Revival Hour  
 8:00 p.m.—Sunday Album  
 8:30 p.m.—Issues & Answers  
 9:00 p.m.—Hour of Decision  
 9:30 p.m.—Pilgrimage  
 10:00 p.m.—News  
 10:15 p.m.—Erwin Canham  
 10:30 p.m.—Revival Time  
 11:00 p.m.—Music In The Night  
 11:55 p.m.—News

Every Afternoon  
 Monday Through Saturday

ABC Network News 5 minutes  
 before the hour

Local News on the hour

## A CHAT WITH EDWARD MAY

Continued from Page 3

is so pleased with her progress he now has put it off until Easter, and, at that time, he may even put it off until next summer. Our other daughter, Annette, is a freshman at Grinnell College and she likes school very much. We certainly enjoyed having her home for the holidays. Her departure to college was the first break in any member of the immediate family being away from home for any length of time. It did seem very nice to have her back home and the family reunited again.

We had a very fine Christmas at our house. Santa Claus seemed to remember us all. My mother spent part of the day with us, and even though she says she is getting a little older she is still very spry and active and is always welcome at our house.

In closing, I would like to express the thought so aptly expressed by Henry Van Dyke, who said:

"I am thinking of you today, because it is Christmas, and I wish you joy. And tomorrow, because it is the day after Christmas, I shall wish you joy. Maybe I cannot tell you about it from day to day for you may be far away, or we may be entangled in the things of life. But it makes no difference — my thoughts and my wish will be with you. Whatever of joy or success comes to you, I shall be glad. Clear through the year, without pretense, I wish you the spirit of Christmas."

## FRANK OOMMENTS

Continued from Page 4

It is extremely difficult to make any suggestions about rose varieties because that is so much a matter of personal preference. Some of the old time varieties that have been around for 20 years are still better than some of the highly touted new introductions, but I would recommend that you try Tropicana this year, as it is a completely new and different color, sort of a rusty-red. If you like pink roses be sure and plant Royal Highness. It is fully as large as Peace and is a solid soft delicate peach pink. Tropicana, by the way, is the most fragrant rose of all the ones we have in our yard.

Another new item not listed in the catalog, but which will be available in all Earl May Stores next spring is a new high-powered super-duper fertilizer for your lawns carrying at least 20% nitrogen in a form which releases slowly so you can put on a heavy application in the spring and it will keep feeding the lawn a little at a time all summer long. I don't know yet just what it will be called, but I am sure going to use it on my lawn along in February or early March before the grass greens up much. I recommend that you use it on yours also.

## BROADCASTING FACILITIES MOVED

Continued from Page 7

control room. We'll have more details in succeeding issues of the Guide, covering all the new facilities at KMA. Finishing touches are being done inside the building now so we'll soon be ready to show off the new station. Feel free to drop in and look around.

## PARTY LINE

Continued from Page 9

Interviews happen in an unusual manner some times! Such was the case of the interview Farm Service Director Jack Gowing had with Emilio Fontana, Cuban refugee who is now associated with the seed and propagation research department at the Mount Arbor Nursery in Shenandoah. The Fontana family have been living in the U.S. only 13 months. It was thru their daughter Sarah, a Sophomore in high school, that the family became acquainted with Charlotte Ann, daughter of Charles Bunn of the KMA Sales staff. When Mr. Bunn drove the two girls to choir practice one night he met Sarah, and later met the Fontana family. Chuck in turn informed Jack Gowing about them, and within a short time, a most interesting interview was held with Mr. Fontana on KMA. Mr. Fontana had been a recognized authority on agriculture in Cuba and thru this knowledge, has become a valuable employee at the Mount Arbor Nursery.

The three children of announcer Mike Heuer have various reasons for being happy in their new home in town. Thirteen year old Tom and 9 year old Jeff particularly appreciate the fact that they don't have to get up so early to catch the school bus, as they did when living in the country, as school is only a few blocks away now. Six year old Cynthia is pleased as punch that so many of her school mates live nearby. She's already picked up the young girls pastime of "going over to Lori's house" (Lori Funk, daughter of the Ivan Funks who live just down the street.) In fact during the first week of the Heuer's residence in the new home, the two girls were found at one or the other's house each day, after school for about an hour. And because their home is large and roomy, Dad and Mother are finding it meets the needs of the family beautifully.

Tom Beavers, assistant farm service director of KMA, has had the honor of being elected worthy patron of the Shenandoah chapter of the Order of Eastern Star. Mrs. Charles Hopkins of Shenandoah was elected worthy matron. A joint installation will be held with the Masons on January 3.

In closing I would like to leave you with this New Year's wish:

Always as the old year ends

I count my rosary of friends,

And pause to breathe a grateful prayer

For every bead of friendship there.

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## NOTE

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In a setting of serene winter countryside here is the home of KMA News/Program Director Dean Naven. Dean has always longed for a home in the country, having been raised on the farm near Brooks, Iowa. The Naven's new home is a full two-story with three large bedrooms and spacious living area. The large lot has an abundance

of flowers and landscaping. Claudine is looking forward to a large garden next year. Dean plans to prune and tend a nice orchard south of the house. The girls plan on having horses, come Spring. Their home is six miles in the country just off the main highway south of Norwich.