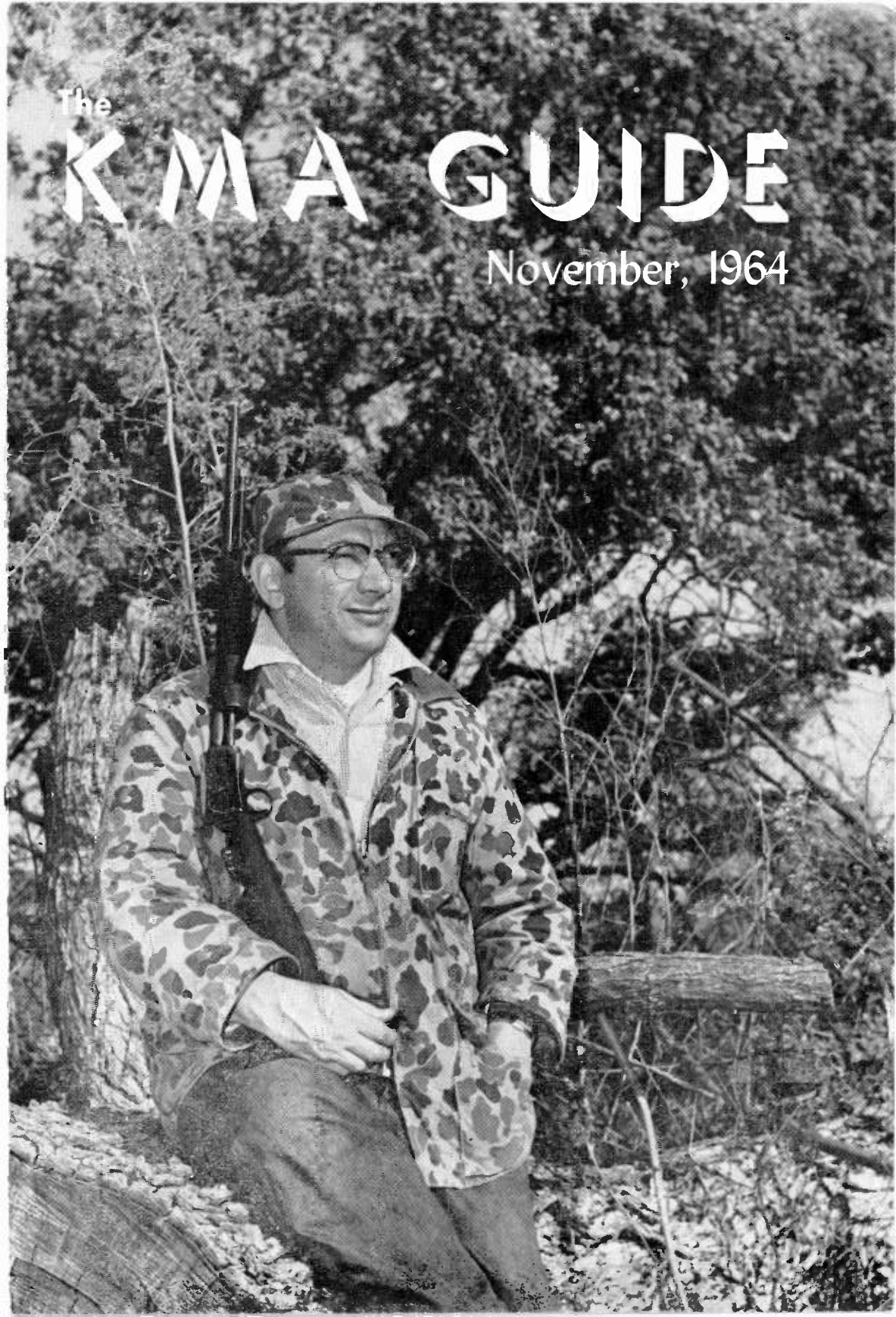


The

KMA GUIDE

November, 1964



COVER STORY

The KMA Guide

Autumn is the most scenic time of the year. This fall season we have enjoyed an abundance of everything including many days of beautiful Indian Summer. This area of the country is resplendent with scenic woodlands which change to brilliant beauty as Jack Frost spreads his magic touch. Our November cover picture shows KMA Production Manager Warren Nielson enjoying the outdoor scenery as he rests on a felled tree while squirrel hunting. If you're not a hunter, hop in the car and take a spin across the countryside.

Volume 11

Number 11

NOVEMBER, 1964

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



The May Seed and Nursery Company will be the feature story on a near future ABC radio network program "Off The Wing Tip". Pictured above are Ken and Jeanadele Magners, hosts on the program, with their daughter who is accompanying them on a cross country trip by private plane producing material for their unique radio program. With the Magners in the KMA

studios is Bill Overbey (third from left), advertising manager of the May Seed Company. Bill was the guest on their program discussing many outstanding features of the company. The Magners fly all over the country in their own plane seeking out fascinating persons, places, and things to bring their listeners unusual points of interest.



A Chat With Edward May

With the falling of the leaves and the coming of the frost, our thoughts turn to the month of November. This is a month when people rake the leaves, start the compost pile, mulch the flowers, and in general, start getting ready for winter. A few prefer the winter months and its accompanying cold weather but they are in the minority. However, we all know winter can be a beautiful time of the year and, if the truth were known, I imagine most of us would miss the midwest winters if we were forced to move to another part of the country where they have no change of seasons, where each succeeding month is about the same as every other month throughout the year. However, I guess we need something to complain about, so we might as well pick on winter.

Actually, November is a poor time to be talking about winter, because as a general rule it is a most enjoyable month. It's true we have some cold days but we also have many mild, beautiful ones.

Perhaps the finest thing that occurs during the month is one of our big holidays—

Thanksgiving. The older we become the more holidays—like Thanksgiving—mean to us, for families make more of an effort to get together. At our house we are anxiously anticipating Thanksgiving because our daughter, Annette, will be able to spend a few days home from Northwestern University at Evanston, Illinois. She is looking forward to her first trip home since school started. We also are looking forward to seeing my niece, Diane Rankin, who is a freshman at Southern Methodist University at Dallas, Texas. Diane is counting the days until she will make her first trip home. For one reason or another no doubt countless other families are looking forward to Thanksgiving.

I don't know what the month has in store insofar as the weather is concerned. However, for your possible interest I might state the onion forecast indicates a rather dry November. The onions also called for a dry October. The forecast has been fairly accurate throughout the year, and because of the interest shown in the December issue of the Guide I will tell you how to prepare the onion forecast which

is done on the first day of January. You might want to try it for 1965, so I will have the details in the December issue as the January issue won't reach you in time to prepare the onions on January 1. As previously mentioned, insofar as moisture is concerned, the onions indicate a dry November and a moderately moist December.

Do you recognize the girl in the sweat shirt in the picture on this page? It happens to be Karen May. Karen is an active Junior in high school and photographer Duane Modrow, took this picture while Karen was helping several of her Junior Classmates prepare a float for the Homecoming Parade which preceded the Shenandoah-Atlantic football game on Friday, October 23. I

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Daughter Karen and Junior Class prepare float for all-important homecoming festivities. L to R — (top) Sam Spears, Gordon Hansen, Coleen Fichter, (kneeling) Stephanie Cook, (seated) daughter Karen.

Frank Comments

By FRANK FIELD

I am writing this page the 3rd week in October. We have not yet had enough freezing weather here in Shenandoah to kill the Petunias so we have done very little Dutch bulb planting at our house yet, as practically all the bulbs will have to go in where there are now Petunias or other annual flowers.

The Daffodils especially, like to be planted fairly early so that they have plenty of time to make root growth before the ground freezes, so I hunted around and found this one spot on the south side of the yard where a clump of Marigolds had been killed by the frost. The shrub directly behind me in the picture is a Red Twigged Dogwood which will give some spotty shade to the Daffodils while they are completing their growth after blooming next spring. Yes, these are the King Alfred variety which is my favorite of all the Daffodils.

I started out by digging the hole 10 in. deep and about 2 feet across. Then I put about 2 in. of loose dirt back into the hole and then spaced the bulbs about 6 in. apart each way, using 25 bulbs in all. After the bulbs were properly placed, I very carefully filled in loose dirt to not quite level full. Then I tramped it down thoroughly with my feet so as to press out all the air pockets and bring the dirt into good firm contact with the bulbs. Then I filled the hole up with water from the hose and when

it had all soaked away I filled in the rest of the dirt, mounding it up slightly.

I didn't put any fertilizer in the hole with the bulbs, but next spring along in April or March when I am applying Maytone Fertilizer to the lawn I will see that this spot gets a good application along with the lawn.

We plant our Tulip bulbs exactly the same as I am planting the Daffodils in this picture, only the holes are not so big across, mostly about 18 in. which will take care of about 15 bulbs and a hole 15 in. across will take care of 10-12 bulbs nicely. The depth of planting is just about the same.

All the dutch bulbs appreciate full sunlight if they can get it, but they are perfectly happy with 4 or 5 hours of sunlight a day. This can be either morning sun or afternoon sun. It is true that in this picture the clump is in solid shade, but that will not be true next spring and summer while the Daffodils are in active growth. By that time the sun will be more nearly overhead so that this particular spot will be getting at least 6 hours of sunshine each day. One year when we lived up on Elm Street I tried planting Tulips on the north side of the house where all the sun they got was about 2 hours early in the morning. They bloomed beautifully the first year, but very poorly the second year, and by the third year they had all died down. In planting any kind of dutch bulbs try and put them where they will get as much sun as possible and certainly not less than 4 or 5 hours each day. In a dry fall like we are having this year be sure to soak them thoroughly as soon as they are planted, and then if it continues to be dry give them another good thorough soaking before the ground freezes up for winter.





AREA

with
*Jack
Gowing*



At the time I'm writing this, the harvest is well under way. I have had reports of exceptionally good yields and also some rather poor yields and the variations are occurring in a good many areas. It seems that we have more factors affecting our crop production than we have been considering in past years.

We may have plenty of rain but maybe not at the right time. We may fertilize but not have the proper plant population to utilize this added fertility. We may have rain at the right time but the temperature wasn't right. We may have a good weed control program, below normal moisture, control the rootworm and corn borer and have a better than average yield.

We have a new factor that we know very little about and that is corn stunt. It looks like this may be a challenge to our plant breeders.

My guess is that the researchers and industry people will find the way to continue to improve our production even though new problems continue to arise.

There seems to be a big argument going on between private and government crop forecasters. Each claim that the other is missing the production forecast. What is your feeling?

This past month I have attended two industrial development meetings. There seems to be agreement among the developers that each town cannot expect to entice new industry to their town alone, therefore we must have cooperation between towns to encourage industry to move into an area rather than a certain town. Maybe we could come up with a name for the KMA area that would have some appeal from the promotion standpoint and then every group get behind a united effort. Do you have any names to suggest for such an area promotion?

We must not forget Agriculture is the largest industry in our area, so we already have one to start with.

The Economic Research Service has found that a small watershed here in Iowa added \$20,000 per year to farm income. In another watershed study in another state, they found that for each \$100,000 increase in farm income, farmers will spend \$54,362 for goods and services within the county where located. They apply a multiplier effect and then say that this expenditure generates \$77,845 in gross receipts and \$16,457 in net income for non-farm residents. They point out that this new income is shared by all businesses within the community. They make no mention of the recreational benefits for the area. Of course, these benefits cannot be measured in dollars and cents.

We have many areas that could be developed by the small watershed act. These would provide additional income as well as recreational benefits for our area. Maybe these could be one new industry for our area if they were properly developed.

I heard a lot of comment about the beautiful fall colors that we had in this area this year. Here is another idea that would tie in with any promotion of the bluffs area in Iowa and Missouri.

We like to drive over the little traveled roads of the
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Jack with Allan Kline, former president of Iowa Farm Bureau and American Farm Bureau.

CAREER FAIR

The Sidney, Iowa high school gymnasium was the site of one of the most unique approaches to career guidance counselling in the state on October 13 when Fremont County Guidance Counselor Maurice LaFollette conducted the Corner Conference Career Fair. Mr. LaFollette was probably the busiest man in southwest Iowa for several weeks preceding the fair. He made num-

erous contacts with business and professional people making preparations for a variety of displays depicting career opportunities in all sorts of business. The May Seed Company and May Broadcasting Company were well represented with three booths: radio broadcasting, television, and the seed and nursery business.

Pictured is Guide Editor Duane Modrow at the KMA radio booth. Among a wide variety of literature and information on radio broadcasting, the KMA booth had an oscilloscope, hooked to a microphone so students could enjoy the novelty of creating voice patterns on the "scope". Also pictured is the May Seed Company booth, manned by Bill Owen of the Retail Stores Division and Dale Bright, seed analyst, featured a display of germination tests under ultraviolet light. The Omaha sister station KMTV booth had a large display of TV equipment, pictures, and a closed circuit hookup with live cameras viewing the audience, which was fed to a large monitoring TV set so everyone could see themselves on Television.



Over 3,000 Junior and Senior High students from schools in the area attended afternoon and evening sessions. Guidance specialists from the Iowa Department of Education were on hand to make an analysis. Every type of business in the midwest was on hand with displays and counsellors. The purpose: to expose students

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The KMA Guide

HOBBIES

GOOSE HUNTERS — Associate Farm Service Director Tom Beavers and Engineer Ralph Lund put final touches of paint on goose decoys. The fellows built over 200 decoys for jointly leased river bottom goose-duck blind. The bodies of the decoys were built from used scrap aluminum offset printing plates, the heads jig-sawed from wood. The hunters report excellent results.



ELECTRONIC KIT BUILDERS — Afternoon announcer Dale Eichor and wife Esther are busily engaged in putting together a hi-fi kit for their home. Preamp and amplifier were built in just a few hours. Dale, an experienced hand in electronic construction, had already built speaker systems and other components. Completed unit works beautifully.



Election Party

The currents and tides of public opinion in the election have the nation's pollsters very busy keeping pace with updating prophecies of the outcome. The final tabulations are of great concern to every individual in the nation and results will not be known till election night.

KMA will again go all out to cover the region and the nation to bring you earliest returns. KMA will have correspondents in 40 counties in Iowa, Nebraska, Kansas and Missouri, including the entire Iowa 7th District.


Ed May, Dean Naven, and Ralph Childs will be at the KMA microphones keeping

you abreast of latest returns. All of the KMA staff will be on hand to feed and tabulate results.

The Election Party will begin at 7 p. m. on November 3 and continue until a conclusion has been reached.

In addition to wire services from Associated Press and United Press International and correspondents throughout the area, KMA will also bring in results and commentary from the ABC radio network. ABC has a vast network of reporters with particular attention being given 1,000 key precincts throughout the nation. ABC will feed information into 28 tons of computers which have, among other talents, the ability to read and memorize 800 punch cards a minute, make half a million additions a


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ON THE

K M A

PARTY LINE



By **DORIS MURPHY**

Thanksgiving is a time to celebrate our many blessings. The longer we live the more we realize the blessings that lie in everyday living . . . the bounty which we enjoy in this good land, the wonders of nature, the marvel of good health, the dearness of home and loved ones, freedom under God, and the many little treasures that money can't buy. Let us greet each day in the spirit of thankfulness.

Miss Carole Ann Burrichter is busy these days making plans for her wedding November 28th to Stephen Peters of Merriam, Kansas. Mr. Peters is engaged in practice-teaching at the Shawnee-Mission schools in Kansas City and will graduate

from the University of Kansas in January. Carole Ann was a student at Kansas University last year. She was the guest of honor at a miscellaneous Bridal Shower October 22nd, given by Mrs. Harold Hentstorf at 27 Mayridge Drive. Carole is the daughter of KMA Chief Engineer Don Burrichter. In the December issue of the KMA Guide we will have a picture of the beautiful bride!

Now we have a Princess in our midst—Barbara, daughter of Mr and Mrs. Owen L. Saddler of Omaha. Owen is Executive Vice President and General Manager of May Broadcasting Co. Barbara was honored with having been chosen as one of the Princesses to the Court of the Queen of Quivera of Ak Sar Ben in Omaha. October 16th. Barbara graduated from the University of Colorado, Boulder, in 1963, and at present is employed as secretary to an advertising executive in New York City. Volunteer service was an important part of the life of Barbara while in college, and now she spends some of her free time teaching remedial reading in a program sponsored by the Broadway Congregational Church in New York. A brown-haired, green-eyed princess, Barbara is a member of Pi Beta Phi sorority and was a YWCA cabinet member at the University and on the staff of the Coloradoan, college yearbook. Mr. and Mrs. Saddler were Shenandoah residents, before moving to Omaha where Mr. Saddler is manager of KMTV television station. Barbara is a niece of J. D. Rankin, Jr., of Shenandoah, and a granddaughter of Mrs. J. D. Rankin of Tarkio and Mrs. Edward F. Saddler of Claymont, Delaware. Her great-great-grandfather, the late David Rankin, founded Tarkio, Missouri college.

When someone develops allergy trouble, practically the whole family is presented with untold problems! The family of Tony Koelker, KMA Station Manager, is now going thru the ordeal. Recently 19 year old Jamie was taken to an allergy specialist in Omaha, where he was stuck with a needle 42 times. Looked like a pin cushion when he got through, but the tests proved he was allergic to many things. Now Jamie's mother Patricia, is doing every-



Barbara Saddler, Ak Sar Ben Princess

thing she can, to make the home as dust and lint free as possible. The filter in the furnace was changed, his bedroom rug was removed, curtains and draperies cleaned, books taken out of shelves, dacron pillows replaced the feather ones, allergy free mattress cover was purchased. Even the dog, cat and rabbit had to be given away. Jamie has been put on a rigid diet. Beef was one food that has to go, which is pretty hard on a little boy who likes hamburgers, but he has been a Good Scout thru it all and has cooperated beautifully. Because tests proved he was allergic to the odor of paint and turpentine, his mother has been faced with the problem of WHERE to paint, as she is an artist and has a studio in the basement of their home. But it will all be worth the trouble, if Jamie can overcome his allergy problems!

Frank Field's right hand gal Ethel Baldwin was out of town for a couple of days recently and had guests staying at her house while she was gone. On her arrival home, the guest showed Ethel a skillet and told her it was really in bad shape, but after TWO DAYS she had finally gotten all the brown off the inside, except a little on the side. NOW, Ethel has a bright and shiny skillet and has also made a trip to the hardware store to buy ANOTHER TEFLON skillet. So if you have company these days, be sure to hide your skillets, because the brown on the inside isn't burned on grease . . . it's the TEFLON treatment to keep food from sticking.

Suzie Childs, daughter of Newscaster Ralph Childs, was a member of the cast of the play: "The Thread That Runs So True" presented by the Senior High School class.

In early October, just as the duck and goose hunting season was about to open Tom Beavers had an interview on "KMA Goes Visiting" (Sat. 7:45 a. m.) with John Trent of Bellevue, Nebraska. Mr. Trent manufactures goose and duck calls for hunters and is pictured with Tom and some of his calls. As a natural part of the program Mr. Trent, who is an expert duck and goose caller, gave a demonstration. The goose hunting crowd among the KMA staff kept playing back this portion of the tape recording trying to perfect their own calling technique. For several days Mr. Trent's realistic calls had the KMA studios sounding like a wild bird sanctuary. We wouldn't have been surprised to see a feathered friend waddle in the front door.

Mrs. Patricia Koelker, wife of KMA Station Manager Anthony Koelker, was invited to have a one-man art show at the Young Restaurant at Atlantic, Iowa. The exhibit started October 15th and includes around thirty-five paintings.

Esther, wife of KMA Engineer Don Burrichter, hardly had time to recuperate from her four day stay in the Hand Hospital, when she had an accident that required the services of a doctor again. She arrived home on a Saturday from the hospital, and on Monday while washing the dishes, a glass broke in her hand, cutting a semi-circle around the top of her hand. Seven stitches were required to sew up the injury. She's about come to the conclusion: "You just can't win!"

Mr. and Mrs. J. D. Rankin, Jr., are mighty happy these days, with the return to Shenandoah of their daughter and son-in-law, Mr. and Mrs. Mike Sherman, and nine month old grandson Gordon. The Shermans have been making their home in Omaha where Mike was associated with KMTV. He will be employed by the May Seed Company, and the Shermans will live on Walnut Street.

The thrill of watching the exciting World Series in color television was enjoyed by Announcer Pete Howard and family for the first time this year. Pete purchased the color TV just before the Series started.

Adventuresome Jeff, 8 month old son of Newscaster Dean Naven is finding out there are a lot of places to explore, since he has learned to crawl. One of his favorite pastimes is getting into a big basket of magazines or the magazine rack, which

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Associate Farm Service Director Tom Beavers interviews goose call manufacturer John Trent on "KMA Goes Visiting".

A Letter From Billie McNeilly

As I sit penning this column I hear the fall winds rising, and the whisper of the leaves on the window. The temperature has dropped, and it will soon bring an end to this gorgeous autumn weather we've been enjoying. It makes me sad to see the beautiful leaves leaving the trees and the shrubs. But my sadness leaves when we have the first snow fall. I'm addicted to weather changes, I'm afraid. There's always an urgency to the harvest at this time. Almost like the threat of an early winter always riding close behind the farmers as they bring in their hard-earned crops.

The November Guide brings a lot of recipes to deck your holiday tables and the first of those . . . the big Thanksgiving holiday coming up in short order.

Speaking of Thanksgiving . . . shall we? I never have to search too far to find something to be thankful for and this year I hardly have to look up. With Marcie in school at the University of Nebraska, Donna and Bill settled with their two small sons in their home out on W. Street, and now John reported this month at Lincoln Air Base, I have a triple thanks to return. Donna and Marcie have already had their heads together about where the Thanksgiving dinner must be, and what the menu should consist of. That's good!! With a little bit of luck, maybe I can maneuver them into doing a share of the cooking. I'm only fooling. My "nose would be out of joint" if I didn't get to roast the bird and prepare the rest of the fixin's.

To say I was glad to see John would be putting it too mildly for words. When I drove up at the bus station to get him I suffered my first shock when he stepped out in his dress blues, and I saw him for the first time in uniform. I can almost see the smiles on the faces of those of you who've experienced the same feeling. We

enjoyed a home-cooked fried chicken dinner his first nite home, and spent the evening catching up on conversation . . . along with chasing his luggage, which didn't show up until Saturday afternoon. The next time he travels, John swears his luggage will ride with him.

Another of the activities of November for this homemaker, is moving. We are putting all of my program stuff into the old news room across the street from the new KMA building. That may seem a bit strange to you, but it's wonderful to me. I'll have that "quiet corner" to read and prepare for the programs, plenty of space to store recipe books and files, and a nice spot to sit and visit with you when you drop in. Who knows, with a little convenience I may become efficient.

Then there's the move to Shenandoah, which we keep hoping to complete soon. There have been so many things to slow the carpenters and workmen up, so we're not naming dates . . . just hoping to be moved in soon. There's only one good thing about moving. You don't have to fall houseclean. (Unless you want to count cleaning up the apartment or house you leave, and that endless task of unpacking and settling into the new one.)

This is the season to settle down into a comfortable chair before the fire, and contemplate our many blessings. The harvest has been abundant in the greater part of our KMA listening area, and with the tur-

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Billie and Iowa's Miss Soil Conservation



Handsome son John home on leave from Air Force drops in to visit KMA office gang.

Billie's Kitchen Tested Recipes

ENGLISH PLUM PUDDING

- ½ c. orange juice
- 1¾ c. seedless raisins
- ⅓ c. diced citron
- 1 apple, peeled and chopped
- 1 T. grated orange rind
- 2 eggs, slightly beaten
- ½ c. unsulphured molasses
- 1 c. chopped Brazil nuts
- ½ c. (2 ounces) ground suet
- ¾ c. dry bread crumbs
- ½ c. sifted all-purpose flour
- 1 t. baking powder
- ½ t. soda
- ¼ c. sugar
- ½ t. each salt and cinnamon
- ¼ t. each, allspice and ground cloves

Pour orange juice over raisins, citron, apple and orange rind; let stand 1 hour. Combine eggs and molasses; stir in Brazil nuts, suet and bread crumbs. Sift in remaining ingredients; blend well. Add fruit mixture; mix well. Turn into a greased 2-quart pudding mold with tight fitting cover. Or cover with aluminum foil; tie securely. Place on rack in deep kettle; pour in boiling water to half the depth of the mold. Cover; steam 5 hours, adding more boiling water during steaming if necessary. Serve warm with softened ice cream or pudding sauce. Makes 12 servings.

* * *

CASSEROLE CREAMED LIMAS

- 1 pkg. (10 ounces) frozen baby lima beans
- 1 medium-sized onion, peeled
- 1 large lettuce leaf
- 2 T. butter or margarine
- ¼ t. curry powder
- 1 can condensed cream of mushroom soup

1. Place frozen limas in 4-cup baking dish; grate onion over; top with lettuce leaf; cover.

2. Bake in moderate oven (350°) 45 minutes.

3. Remove lettuce; stir in butter or margarine and curry powder, then soup. Return to oven; bake 15 minutes longer, or until bubbly-hot. Makes 6 servings.

* * *

CONTINENTAL GREEN BEANS

- 1 can (about 1 pound) cut green beans
- 1 small onion, sliced
- ½ c. condensed cream of chicken soup
- 2 T. maitonaise or salad dressing

1. Heat beans and liquid with onion just to boiling in medium-size saucepan; drain; keep hot.

2. Blend chicken soup with maitonaise or salad dressing in small saucepan; heat just until bubbly-hot. (Do not boil).

3. Spoon beans and onion into heated serving bowl; pour sauce over. Makes 4 servings.

CRANBERRY MINCE TURNOVERS

- 3 T. quick-cooking tapioca
- 1 c. sugar
- ½ t. salt
- 2 c. fresh cranberries
- ¾ c. water
- 1½ c. moist mincemeat

Pastry for a two-crust 9-inch pie

Combine quick-cooking tapioca, sugar, salt, cranberries, water and mincemeat in a saucepan. Cook and stir over medium heat until mixture comes to a boil. Cool, stirring occasionally. Roll pastry ⅛ inch thick. Then cut into 4-inch circles. Place about 4 tablespoons filling on half of each circle. Moisten edge of pastry with water. Fold pastry over filling and seal edges with a floured fork. Make slits in top of each turnover with a sharp knife, or prick tops with floured fork. Bake in hot oven (425°) 15 minutes, or until golden brown. Makes about 2 dozen turnovers.

* * *

CARMEL BAKED APPLES

- 9 to 12 medium cooking apples
- ½ c. sugar
- ¼ c. butter, softened
- 1 c. crushed pineapple, drained
- ½ c. water

Red food coloring

Wash and core apples. Pare off 1 inch of peel around stem end. Fill centers with pineapple. Place apples in skillet. Combine sugar and water. Pour over apples. Dot each with butter. Set temperature control at 300°. When syrup boils, cover with vents closed. Set temperature control at 200°. Simmer 35 to 45 minutes or until apples are tender. Add several drops of red food coloring to syrup and blend. Set temperature control at 300°. As syrup boils and thickens, spoon over the apples. Serve hot or cold. Makes 9 to 12 servings.

* * *

WILD RICE CASSEROLE

- 1 c. wild rice, washed
- 1 standard size can of tomatoes
- 1 c. sharp cheese, cubed
- 1 can mushrooms (size any type to taste and budget)
- ½ c. olive or salad oil
- 1 medium can of pitted ripe olives, sliced
- 1 small bunch of green onions, sliced, including tops
- 1½ c. hot water
- 1 t. salt
- Pepper to taste

Cook in 350° oven for 1 to 1½ hours, stirring occasionally.

"My Best" Recipes for November

With the holidays right around the corner, this is the best time for the annual baking of fruit cakes — magnificently studded with raisins, nuts and candied fruits.

RAISIN STARLIGHT FRUIT CAKE

- 4 c. golden seedless raisins
- 1 c. candied cherries
- 1 c. diced candied pineapple
- 1½ c. diced candied orange peel
- 1½ c. diced citron
- 1½ c. flake coconut
- 1 c. slivered blanched almonds
- 1 c. shortening (half butter)
- 2 c. sugar
- 2 t. vanilla
- 1 t. almond extract
- ½ t. lemon extract
- 4 c. sifted flour
- 2 t. baking powder
- 1½ t. salt
- ½ c. water
- ½ c. sherry or pineapple juice
- 8 egg whites

Combine fruit and nuts. Cream shortening, sugar and flavorings together until very light and fluffy. Resift flour with baking powder and salt. Add to creamed mixture alternately with water and sherry. Fold in stiffly beaten egg whites. Blend in fruits and nuts thoroughly. Spoon batter into 2 well greased and floured 1½ to 2 quart molds.* Bake in slow oven (300 degrees) about 2 to 3 hours, depending on size of cake. Let cakes stand in pans 20 minutes before turning out.

*Or bake in 7½-inch ring molds (3 cups batter) or 6-ounce juice cans (½ cup).

* * *

TUTTI-FRUTTI JAM

- 3 c. chopped or ground pears (takes about 2 pounds pears)
- 1 large orange
- ¾ c. drained crushed pineapple
- ¼ c. lemon juice
- ¼ c. chopped maraschino cherries (3 oz. bottle)
- 1 pkg. powdered pectin
- 5 c. sugar

Sort and wash ripe pears; pare and core. Chop or grind the pears. Peel the orange, remove seeds, and chop or grind the pulp. Measure chopped pears into a kettle. Add orange, pineapple, lemon juice and cherries. Stir in the pectin. Place on high heat and, stirring constantly, bring quickly to a full boil (bubbles over the entire surface). Add the sugar, continue stirring, and heat again to a full bubbling boil. Boil hard for 1 minute, stirring constantly. Remove from heat; skim and stir alternately for 5 minutes. Ladle jam into hot containers and seal immediately. Makes about nine 6-ounce glasses.

LIME HOLIDAY SALAD

First Layer:

- 1 pkg. (3 ounces) lime flavored gelatin
- 1¾ c. boiling water
- 1 or 2 drops green food coloring if desired

Empty gelatin in bowl. Add water and stir until gelatin is dissolved. Stir in green food coloring, if desired. Divide equally into ten ½-cup molds. Cool, then chill until set before filling molds with second layer given below.

Second Layer:

- 1 small can crushed pineapple (about 9 ounces)
- 1 pkg. lime flavor gelatin
- Hot pineapple syrup plus boiling water to make 1 cup
- 1 t. lemon juice
- 1 c. evaporated milk
- ½ c. chopped celery
- ½ c. chopped pecans

Drain pineapple thoroughly, saving syrup. Place gelatin in a medium size mixing bowl. Heat pineapple syrup and add boiling water to make 1 cup. Add hot liquid to gelatin and stir until gelatin is completely dissolved. Stir in lemon juice. Cool then chill until mixture is consistency of unbeaten egg white. Stir in the evaporated milk, pineapple, celery and pecans. Gently spoon on top of set gelatin in molds. Chill until firm, about 2 hours. When ready to serve, unmold on salad greens. Pile with mayonnaise, if desired. Makes 10 servings.

* * *

CRANBERRY REFRIGERATOR CAKE

- 2 c. Fresh Cranberries, chopped
- 1 large banana, diced
- ¾ c. granulated sugar
- 2 c. crushed vanilla wafers
- ½ c. margarine or butter
- ½ c. chopped nuts
- 2 eggs
- 1 c. confectioners sugar
- 1 c. whipped cream

Mix together chopped cranberries, banana, and granulated sugar. Set aside while you prepare rest of recipe. Place one-half of the crushed vanilla wafers in bottom of 8x8" pan. Cream margarine and confectioners sugar together, add eggs and beat well. Spread this mixture over the crumbs. Now top with a layer of the cranberry-banana mixture and sprinkle with the chopped nuts. Whip the cream until it peaks and spread over the cranberries and nuts. Cover all with remaining crushed wafers and chill at least 4 hours before serving. The best flavor results if chilled over night. Serves 9-12 depending on the size of the piece.

RETURN OF THE SQUARE

PARTY LINE
Continued from Page 9

"Square", another of the good old words, has gone the way of "love" and "modesty" and "patriotism".

Something to be snickered over or outright laughed at.

Why, it used to be that there was no higher compliment you could pay a man than to call him a "square-shooter".

The adman's promise of a "square deal" once was as binding as an oath on the Bible. But, today a "square" is a guy who volunteers when he doesn't have to.

He's a guy who gets his kicks from trying to do a job better than anyone else. He's a boob who gets so lost in his work he has to be reminded to go home. A square is a guy who doesn't want to stop at the bar and get all juiced up because he prefers to go to his own home, his own dinner table, his own bed. He hasn't learned to cut corners or goof off.

This creep we call a "square" gets all choked up when he hears children sing, "My Country, 'tis of thee. . . ." He even believes in God — and says so — in public!

Some of the old squares were Nathan Hale, Patrick Henry, George Washington, Ben Franklin.

Some of the new squares are Glenn, Grisom, Shepard, Carpenter, Cooper, Schirra. John Glenn says he gets a funny feeling down inside when he sees the flag go by. Says he's proud that he belonged to the Boy Scouts and the YMCA.

How square can you get?

A square is a guy who lives within his means whether the Joneses do or not, and thinks his Uncle Sam should, too. He doesn't want to fly now and pay later. A square is likely to save some of his own money for a rainy day, rather than count on using yours. A square gets his books out of the library instead of the drugstore.

He tells his son it's more important to play fair than to win. Imagine! A square is a guy who reads scripture when nobody is watching, and prays when nobody's listening.

He believes in honoring father and mother and "do unto others" and that kind of stuff.

He thinks he knows more than his teenager knows about car freedom and curfew.

Will all gooney birds answering this description please stand up. You misfits in this brave new age, you dismally disorganized, improperly apologetic ghosts of the past, stand up!

Stand up and be counted!

You squares . . . who turn the wheels and dig the fields and move mountains and put rivets in our dreams.

You squares . . . who dignify the human race. You squares who hold the thankless world in place.

—Paul Harvey

his mother keeps telling him are "no-no's"! Since the magazines seem to be off-limits, he has discovered it's fun to crawl over to the stairsteps and pound them with his hands. So when his sisters Jeri and Kim heard a pounding noise, they didn't get too concerned, knowing what he was up to. But one day the pounding seemed to be more energetic than usual, so they checked and found Jeff, grinning from ear to ear, sitting at the top of the fifth step on the stair landing. His big smile seemed to portray his feelings of: "Well, I finally got the job done." It was his first time to crawl beyond the first step and he was delighted with his accomplishment! With this burst of enthusiasm, it looks like this handsome little fellow is going to need a little closer watching from now on!

For many years the Edward May family has enjoyed summer vacations at their home in Mercer, Wisconsin. In all these years they had never seen Mercer in the fall, when the woods are in brilliant color. So this year they decided to make the trip. They flew to Mercer, October 9th, and were joined by Mr. and Mrs. Dick Schlick of Shenandoah who had attended Homecoming at St. Olaf's College in Northfield, Minnesota, where their daughter Sarah Jane is attending college. After a few days of enjoying the beauty of the northern woods in fall coloring, they all returned home by car.

Dean Naven of KMA, a member of the Iowa Development Commission, and Harry Somermeyer of Hamburg found it harder to get from Des Moines to Shenandoah, the last leg of their trip, than it was from New York to Des Moines, where they had gone to "Sell Iowa."

Arriving in Des Moines at 9:30 p. m. they transferred to Mr. Somermeyer's private plane to head home, only to find the navigational light was out, making it impossible for them to make the trip. After staying all night in a hotel, they were again out to the airport by 8 a. m. only to discover weather had moved in, in the meantime, and there was a 300 foot ceiling and only a half-a-mile visibility. After waiting until 10 a. m. for the ceiling to lift, they decided to give up coming home in the private plane, and started to check all airline flights into Omaha. Everything was booked solid! Next they checked the bus and railroad schedules, and nothing was due out of Des Moines until 3 or 4 in the afternoon. Finally, Mr. Somermeyer, who is a member of the Board of Directors of an Insurance Company in Des Moines, called the President of the company and borrowed one of his cars. Driving home by car, they reached Shenandoah by 3 in the afternoon. The boys found out in this modern age, flying is great, but driving is more dependable.

Continued on page 15

KMA Daily Program for November, 1964

5,000 WATTS—ABC

DAILY DAYTIME PROGRAM

MONDAY THROUGH FRIDAY

5:00 a.m.—Morning Guard Music
 6:00 a.m.—News & Weather,
 Dean Naven
 6:15 a.m.—Morning Guard Music
 6:30 p.m.—RFD 960, Jack Gowing
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:35 a.m.—Morning Guard Music
 8:00 a.m.—Morning Headlines
 & Weather
 8:15 a.m.—Martha Bohlsen
 8:20 a.m.—Morning Guard Music
 9:00 a.m.—Breakfast Club
 9:55 a.m.—News
 10:05 a.m.—Community Calendar
 10:10 a.m.—Morning Guard Music
 10:20 a.m.—Tater Quiz
 10:30 a.m.—It's A Woman's World,
 Billie McNeilly
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Morning Guard Music
 11:45 a.m.—Markets
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Midwest Farmer
 (Tom Beavers)
 12:45 p.m.—Markets
 1:00 p.m.—Paul Harvey
 1:15 p.m.—Afternoon Action Music
 2:15 p.m.—Martha Bohlsen
 2:20 p.m.—Afternoon Action Music
 4:15 p.m.—Martha Bohlsen
 4:20 p.m.—Afternoon Action Music
 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.—Bob Considine
 6:25 p.m.—As Naven Sees It
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Mkts. & Weather
 Warren Nielson

MONDAY NIGHT

7:00 p.m.—Night Flight
 9:00 p.m.—Dick Clark Reports
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Night Flight
 11:00 p.m.—News
 11:05 p.m.—Night Flight
 11:30 p.m.—Back To The Bible

TUESDAY NIGHT

7:00 p.m.—Night Flight
 9:00 p.m.—Dick Clark Reports
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Night Flight
 11:00 p.m.—News
 11:05 p.m.—Night Flight
 11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

7:00 p.m.—Night Flight
 9:00 p.m.—Dick Clark Reports
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Night Flight
 11:00 p.m.—News
 11:05 p.m.—Night Flight
 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

7:00 p.m.—Night Flight
 9:00 p.m.—Dick Clark Reports
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Night Flight
 11:00 p.m.—News
 11:05 p.m.—Night Flight
 11:30 p.m.—Back To The Bible

FRIDAY NIGHT

7:00 p.m.—Football Hall of Fame
 7:15 p.m.—Football Warmup
 7:30 p.m.—Game of Week
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—High School Scoreboard
 10:30 p.m.—Night Flight
 11:00 p.m.—News
 11:05 p.m.—Night Flight
 11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

5:00 a.m.—Morning Guard Music
 6:00 a.m.—News & Weather,
 Dean Naven
 6:15 a.m.—Morning Guard Music
 6:30 a.m.—RFD 960, Jack Gowing
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—High School Scoreboard
 7:45 a.m.—KMA Goes Visiting With
 Tom Beavers
 8:00 a.m.—Morning Headlines
 8:15 a.m.—Morning Guard Music
 10:30 a.m.—It's A Woman's World,
 Billie McNeilly
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Morning Guard Music
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Midwest Farmer
 (Tom Beavers)
 12:45 p.m.—Market Review
 1:00 p.m.—Football Hall of Fame
 1:15 p.m.—"Iowa Football"
 4:00 p.m.—Wonderful
 Weekend Music
 5:00 p.m.—Johnson Football
 Scoreboard
 5:30 p.m.—Wonderful
 Weekend Music
 6:00 p.m.—Life Line
 6:15 p.m.—Wonderful
 Weekend Music
 6:30 p.m.—News
 6:45 p.m.—Johnson Football Finale
 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
 *Iowa Game times vary —
 times announced each week

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.—Hymn Time
 7:55 a.m.—News and Weather
 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
 9:35 a.m.—Wonderful
 Weekend Music
 10:00 a.m.—S.U.I. Feature
 10:25 a.m.—Wonderful
 Weekend Music
 11:35 a.m.—Inquiry—Kiwaniis
 12:00 noon—News
 12:15 p.m.—Outdoor Nebr. of the Air
 12:30 p.m.—Wndfl. Wknd. Music
 1:00 p.m.—Tarkio College Speaks
 1:15 p.m.—Wndfl. Wknd. Music
 3:55 p.m.—News
 4:00 p.m.—Wndfl. Wknd. Music
 4:55 p.m.—Mon. Morn. Headlines
 5:10 p.m.—Wndfl. Wknd. Music
 6:25 p.m.—Tom Harmon, Sports
 6:30 p.m.—News
 6:35 p.m.—Wndfl. Wknd. Music
 6:45 p.m.—World Space & Science
 7:00 p.m.—Wndfl. Wknd. Music
 7:30 p.m.—Revival Hour
 8:00 p.m.—Wndfl. Wknd. Music
 8:30 p.m.—Issues & Answers
 9:00 p.m.—Hour of Decision
 9:25 p.m.—Wndfl. Wknd. Music
 10:00 p.m.—News
 10:05 p.m.—Wndfl. Wknd. Music
 10:15 p.m.—Erwin Canham
 10:30 p.m.—Revival Time
 11:00 p.m.—Wndfl. Wknd. Music
 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

might add the workers finished the float in time for the parade and it was a nice looking one too.

This is a busy month for my mother, Mrs. Earl May, as she is planning on attending a National Hospital Board Meeting, which is to be held in Dallas, Texas. From there, she plans on visiting her 90-year old aunt, who lives at Mobile, Alabama. As you can see, my mother is extremely active, and it pleases me wherever I go to have so many people ask about her. I hope she will be able to continue her activities for many years.

With the approaching winter months, most of us will be spending more time in the house. This means we also will have our radio sets turned on more. I am sure you know KMA is to be found at 960 on your dial. If there is any particular thing you would like to hear, drop us a line and tell us your wishes, and we will do our best to try to fulfill your desires. Best wishes for a good Thanksgiving.

RFD

Continued from Page 5

bluffs each fall. With winter not too far away, maybe we could come up with some winter sports ideas.

I am sure that a good many of you Guide readers would have several real good ideas, let's hear from you!

CAREER FAIR

Continued from page 6

to all types of career opportunities, give them something to think about, answer any questions. The net concensus of opinion—very successful.

ELECTION PARTY

Continued from page 7

second, and print out concise data on two printers at the rate of 1400 lines a minute.

The machine, which might strike some people as just an election night gimmick, is an invaluable reporting tool. Information will be continually fed to the machines which will digest it and in rapid-fire fashion continually print out "actual vote", "projected vote", "popular" and "electoral" votes in the Presidential elections, number of House and Senate seats for each major party, state-by-state voting, and detailed analysis of 1,000 selected precincts. It's then up to the human experts to impart the significance of the computer's findings to you. We might also add, when ABC is making projections of returns, they will be clearly labeled to listeners as projections.

It's certain to be an exciting night. For earliest returns, follow the big task force on KMA.

PARTY LINE

Continued from Page 13

J. D. Rankin, Jr., James Shaum, and Wayne McMannama of the May Seed Company and Dean Watson of Tarkio took their annual hunting trip to Gillette, Wyoming recently. Each hunter got a deer and an antelope, bringing them back packed in dry ice in a trailer.

Mrs. James Shaum, wife of James Shaum, Executive Vice President and Secretary of the May Seed Company, served as substitute instructor in the English Department at Tarkio College, during the absence of Mrs. Sinclair, who was called to North Carolina by the accidental death of her son, who was killed in an auto accident.

Frank Field's daughter, Mrs. Robert Fishbaugh of Shenandoah, who underwent emergency surgery for a blood clot recently, is recovering nicely in the Nebraska Methodist hospital.

Mr. and Mrs. Edward May attended the Central States Barbershop Quartet competitions held in Omaha October 3rd. After the competition, the winners and losers and many others who enjoy singing barbershop music, repaired to the Sheraton-Fontenelle Hotel for some unofficial impromptu singing. A tradition with barbershoppers, they call it "the afterglo", and Ed and his party of friends thoroughly enjoyed singing with the many fine singers.

Have you wondered why Dean Naven is growing a mustache? It's for the part he will take in the play: "Critic's Choice" to be presented by the Southwest Iowa Theatre Group, November 12, 13, 14 and 15. Apparently Dean is getting ready to give the audience some more good laughs!

In closing, here are some thoughts for the day:

Of all the things you wear, your expression is the most important.

Triumph is just umph added to try.

Swallowing angry words is better than choking on an apology.

Each year it takes less time to fly around the world and more time to drive to work.

The trouble with opportunity is that it always looks bigger going than coming.

A LETTER FROM BILLIE McNEILLY

Continued from page 10

moil in other countries and wars raging in far away lands, it won't be difficult to find a part of the country to compare with our own. How fortunate we are to live in this wonderful land, where people all join hearts in a nationwide prayer of thankfulness for God's favors.

My own heart is full, and I pray that yours is the same. May each and everyone of you enjoy the Thanksgiving holiday with your loved ones about you. To those of you who have known sorrow, may there be comfort for you, and a special blessing.

Bye for now,

Billie

KMA Sportscasters

L-R Andy Andersen, Jim Winegardner, and Dean Naven (standing). In the press booth with her daddy is Kim Naven, 8, partially hidden behind Bill Ossian, timekeeper and long-time official, on the right. The 1964 football season has brought some real thrillers over KMA. Andy is the play-by-play man, Dean handles commercials and color, and Jim fills in technical details and statistics. In front of Jim is part of the gear (amplifier) which shoots the game over telephone lines back to studios for direct broadcast.



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