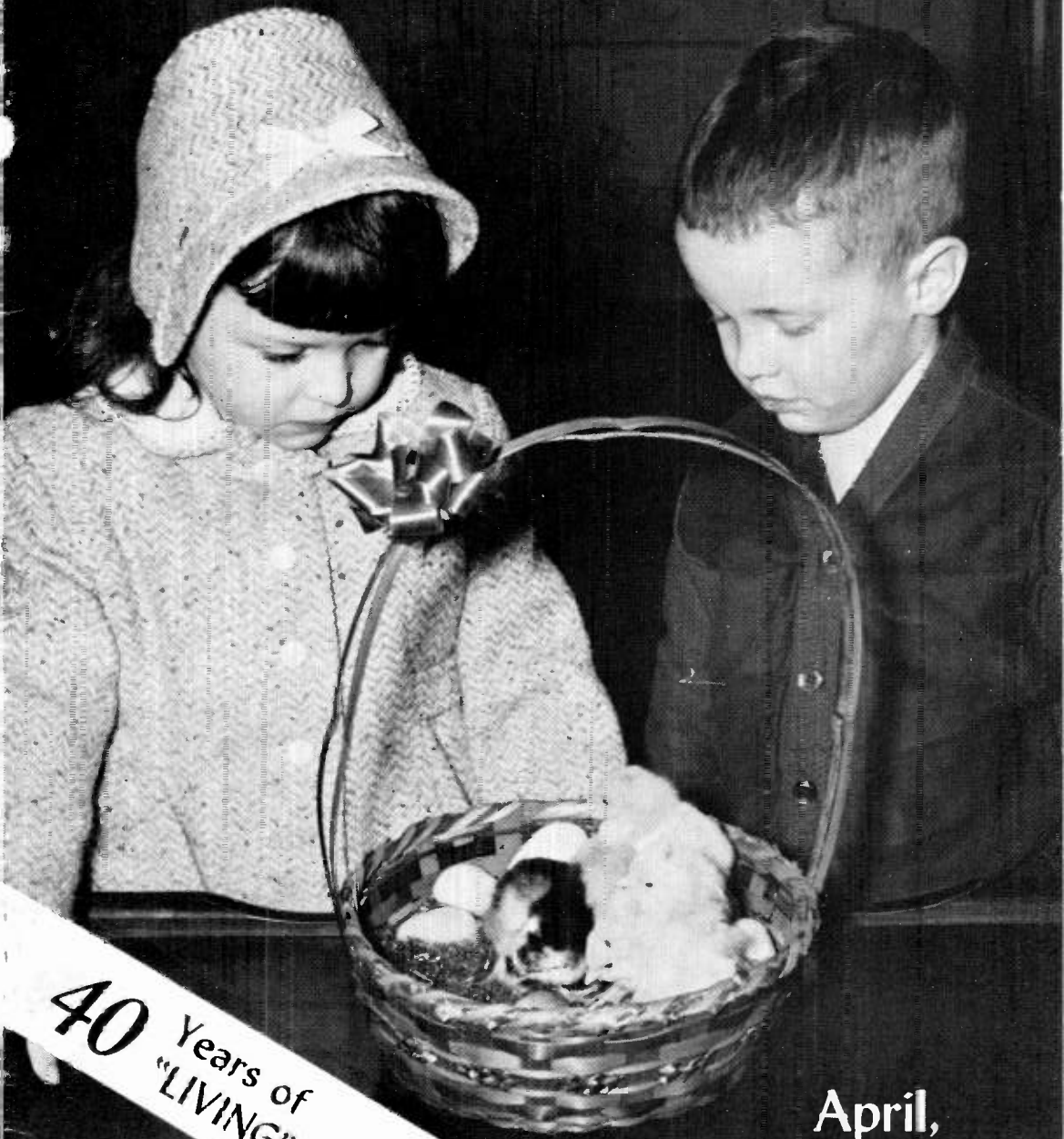


The

# KMA GUIDE



**40** Years of  
"LIVING" RADIO

April,  
1965

# COVER STORY

# The KMA Guide

Easter is just around the corner, Spring has officially arrived, robins are chirping their welcome songs, and two of our KMA youngsters are shown on our April cover picture getting their first glimpse of the year's first hatch at the Rennack Hatchery in Shenandoah. Marcia, 4, and Scottie, 3½, daughter and son of Guide editor Duane Modrow and accountant Earle Crowley are deeply engrossed in another "wonder of the world". Even though the chicks are comfortably nestled in an Easter basket with candy eggs, the youngsters were just a little hesitant to make friends with the fuzzy little "peepers". However, they soon were holding and petting them. Mrs. Rennack said, "It's interesting to hear some of the strange observations children have after their first visit at the hatchery." Apparently Marcia held true to form when she commented to her mother afterwards, "They have plastic legs".

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APRIL, 1965

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## Dave Dudley Stars Show

Mike Hoyer, early morning announcer and Saturday night host on KMA Bandstand, Countrystyle, and Dale Eichor, afternoon music host, produced another fine country music show March 22 at Essex, Iowa. Headlining the entertainment was Dave Dudley and The Road Runners pictured with Mike and Dale at bottom. The big surprise was the group pictured at top. That's Mike playing drums (also played baritone uke) and Dale second from right playing electric guitar. The fellows with them are Tom Reeves and Tom Walters, both of Des Moines. The group had been practicing together for some time, however Mike said they only got a chance to work with each other on Sundays, which wasn't as often as they'd like. Mike and Dale also sang several numbers. Dave Dudley commented he was surprised they were as good as they were. Next time Mike and Dale put on a show, be sure to go and see them entertain, you're in for a pleasant surprise.





## A Chat With Edward May

Perhaps a logical way to start this column might be to follow up on last month's column and tell you a little about the trip my wife and I took to Mexico. If you are a Guide subscriber, you will recall on this page we had a picture of Eleanor and myself looking at a map, pointing out a few of the places we intended to visit in Mexico. Our plans materialized fully, and the trip surpassed all expectations. The weatherman cooperated beautifully, and most of our time was spent in the 80-degree temperatures of the tropical port city of Acapulco. The evenings cooled off slightly, but it was a welcome change from the winter weather of Iowa.

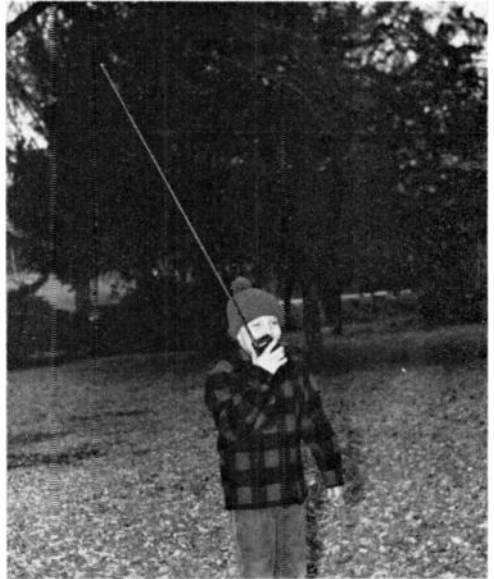
After leaving Acapulco we spent a night at the picturesque Indian town of Taxco, which is famous for its silver mines and silver shops. We also spent a day and a half in Mexico City. We crowded a great deal into the trip but felt it was well worth it.

After being home a little more than a week I made a short business trip to New York City. The flight was by jet airplane, and such a flight really makes one realize how rapidly the world is shrinking and distances are becoming so much shorter. For example, not too many years ago, a trip from the Middle West to New York required several days by train or car. This time element was reduced to hours by the use of airplane and, now, it has almost been reduced by minutes by the use of jet airplanes. The non-stop flight by jet from Omaha to New York City required only one hour and forty-five minutes. It is conceivable that in the not too distant future people will be able to live in Iowa, for example, and commute between Iowa and cities like Chicago or New York. Such thoughts would have seemed fantastic a few short years ago but we are living in a fast moving age.

On the return flight from New York, I was particularly happy that my daughter, Annette, was able to accompany me from Chicago. She happened to be between the winter and spring quarters at Northwestern University and was able to come home for about a week. We had a most enjoyable visit on the airplane and, naturally, it was even more enjoyable having the entire fam-

ily together again even if only for a few days.

This month's picture shows a young man whose name happens to be Eddie May, Jr., holding an object which is very popular these days, namely, a walkie-talkie. These were most popular Christmas presents, and they make it possible for individuals to talk to each other a distance of several blocks. In fact, the more powerful walkie-talkies are such that individuals can talk for a half mile or more. I have been told that a few of the teenagers at night use walkie-talkies to keep their friends informed as to the location of city police cars, highway patrolmen, and things of this nature. I don't know if this is true or not, but, inasmuch as I used the word "informed", if you want to keep informed of news and events, you keep your radio dial set on 960, KMA, Shenandoah, Iowa. We are celebrating our fortieth anniversary in the radio business. We have many programs of interest for you and your neighbors, so turn your dial to 960.



Two-way radio provides hours of fun.

# Frank Comments

By FRANK FIELD

The picture on this page was taken on Sunday, March 14, about the middle of the morning. It had started to rain late Saturday and some time during the night, the rain changed to snow. A heavy wet snow it was, with no wind at all. The result was, Sunday morning we had a veritable 'fairy land'—every little twig on every bush and tree was holding about an inch of snow. Along with this snow we had a dense, heavy fog with temperatures just below freezing and the freezing fog helped to stick the snow in place. Woven wire fences were particularly beautiful—they looked more like lattice work than fencing.

With daylight, the temperature started to rise and a little breeze came up; by noon, everything was back to normal again. The shrub at the left of the picture is a dwarf Honeysuckle and the one at the right is a Calycanthus.

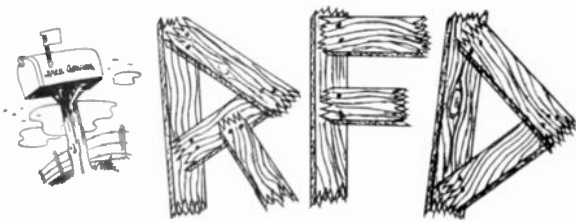
I am writing this page on St. Patrick's Day and it has been raining steadily all night for a total of 1.31 inches. The forecasts call for this rain to change to snow with the promise of 3-4 inches of snow before the storm moves on out. The frost was about all out of the ground before the rain came so this moisture is all soaking in and



very little is running off, all of which means we will not be able to get into the gardens this spring until much later than usual. In past years, I have always tried to get my potatoes into the ground by St. Patrick's Day but the way things look right now, I will be doing well to get them into the ground by April 1. This year, in addition to Norlands and Kennebecs, I am trying out a new one which is supposed to have all the characteristics of the Idaho Russet, including its high baking quality, with the added ability of being able to stand our hot, dry summers. Just imagine being able to grow Idaho bakers in your own back yard—it sounds too good to be true! I am a 'sucker' for all the new things that come along and nine times out of ten, they never live up to expectations, but once in a while it really pays off. For instance, to name a few—Surprise Tomato, Tomboy Tomato, Hybrid Sun-up Tomato, Hybrid Pride of Canada Sweet Corn, Tokyo Belle Pepper, and Romano Italian Bean. Naturally, I will not make any mention of the dozens of other things which just didn't work out.

The basement greenhouse is working out beautifully; I have nine enormous Gloxinia plants which will begin blooming in another week or two as each one is just loaded with big buds. The first planting of tomatoes are already transplanted into little individual peat pots and the second planting will go into pots this coming week end, along with the Tokyo Belle Peppers.

It is a little too early to tell yet, but it looks very much as if the Climbing Roses had killed back too far for any bloom to amount to anything this year. The Hybrid Teas are killed clear back to the mulch line with plenty of live wood to produce the customary amount of bloom. No, I haven't removed any of the mulching material yet and won't for about another month or until all danger of freezing is past. In the meantime, I will have to find room somewhere for the new All-America Award Winning Roses for next year. I hope they come out soon with a good, new yellow. We seem to be pretty well supplied with pinks and reds as it is.



with  
*Jack  
Gowing*



This is the month most all of us look forward to because we feel that April means that winter is really over. We can have some cold weather during April but we know that it can't last very long.

This past month we have seen some unusual conditions in the KMA area. I don't believe I have ever seen the Nishnabotna flood and then the flood water freeze over with ice as thick as it did this year. I don't believe that we have had a flood that destroyed fences and other property as completely as this one did. The farmers that had to move their livestock and feeding operations out of the path of the flood have not been able to move back yet at the time I'm writing this. The reason they haven't been able to move back is because of the heavy ice over all of the area.

Our road going out to the farm was under more water and for a longer time than in any other flood that I recall. Many farmers will have to spend days and days cleaning up trash out of fields before they can start field work. Some of those huge chunks of ice will be there for several weeks.

We had a real jam-packed day at the Corn-Soybean Clinic here in Shenandoah. There was more information packed into

six hours about the various phases of production than I've ever heard. The purpose of the Corn-Soybean Clinic was to present all of the methods and products that are available and then explain the various ways and combinations that they can be used and then let the producer decide which of the products and practices he will use on his own farm.

We are hearing quite a lot of discussion about narrow-row planting, so this was one topic discussed giving the advantages of narrow-row planting.

Insecticides, herbicides and fertilizers probably will always receive the most attention at any meeting of this type because there are so many different combinations developed and so many of them are for one specific job.

I think we should always be sure and follow the directions on the label of the insecticides and herbicides. Never apply more than is recommended because it could create a problem for the following season.

This means that if you apply any of these products with a sprayer, you will be more than well paid to spend the time to calibrate the sprayer properly.

When you buy any equipment it will pay you to take care of the operating and maintenance manual for future reference.

Most equipment should be re-checked each spring because the material used may be changed a little from the previous year, or the concentration or strength of the material may have been changed. All of these materials are expensive so that is all the more reason why we don't want to apply more than is recommended.

I have seen one long range forecast that says we are in for a cool, wet spring and early summer.



Jack visits one of his sponsor's booths at the Corn-Soybean Clinic. Capacity crowd attended.

## Mrs. Nadine Kelsey Joins KMA Office Staff

Nadine Kelsey, newest addition to the KMA staff, is pictured at her desk in the Guide office busily looking after our Guide subscribers and handling the mail. Nadine will also assist in the Promotion department and do secretarial work for station manager, Norm Williams and sales manager Jack Katz. Previous to joining KMA Nadine was busy at home raising a fine young son, Kent, who is 3½ years old. Nadine was formerly associated with the Tidy House Products Company where she was employed in secretarial work for 16 years. Nadine's husband, Bob, is a sales engineer with the Air Conditioning Equipment Company of Omaha. Bob travels the state of Nebraska, selling, designing, and installing large air conditioning set ups. Nadine is a native of Shenandoah and KMA-land, so she is familiar with the people and the company and will do an excellent job looking after the interests of our Guide family.



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## Pass the Ammo

In the process of taking pictures of some of the activities of the KMA staff we happened to come up with these two shots which are a study in contrast. Warren Nielson, production manager, has been instructing accountant John Sawyer in some of the finer points of archery. Warren is showing John all the different types of hunting arrows. In the other picture engineer Ralph Lund and farm broadcaster Tom Beavers are displaying ammunition cartridge boards they have been setting up. The cartridge boards are displays of all types of ammunition, some dating far back in time, other shells of more recent design. Ralph and Tom have been collecting cartridges for a number of years and both decided to set up the attractive display boards at about the same time. All the fellows are avid hunters.



# Ambling Down Memory Lane

As KMA approaches its 40th broadcast birthday, which arrives August 12 this year, we want to take pause and reflect back over some of the wonderful people and events of bygone days. Each month through August this page will be set aside to review some of the people and highlights in the 40 years of KMA history.

As we amble back through the pages of KMA history probably no single entertainment feature stands out as much as the old "KMA Country School Gang". Pictured below is the original group made up of KMA personnel and entertainers with their teacher, the late Earl May, founder of the firm. There were many variations in personnel as years went by. "KMA Country School" was still going strong in the late '40s. Ed May recalls the Country School scripts were largely spontaneous and "free wheeling" with jokes and patter coming from all directions. You never knew who was going to do what next.

The variety of entertainment was so popular that nearly a half million people a year came to KMA from nearly every state in the union. Many people still recall the dramatic moment when the huge plate glass was raised which separated studios from the auditorium. Country School was about to begin. The auditorium which seated over a thousand people was

packed to standing room only. Earl May strolled on stage ringing the old school bell and one-by-one the "kids" in their crazy costumes came frolicking on stage. The patter and flow of jokes was continuous, intermixed with very good musical entertainment and stage performances.

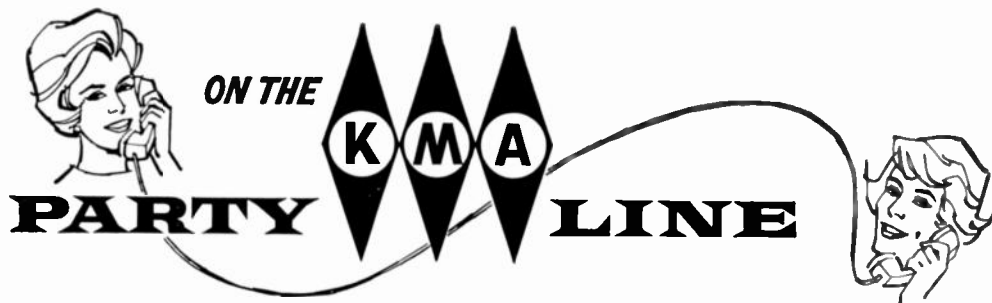
How many of the original group can you old timers recall?

Here they are: Standing l. to r. — Alfalfa Johnnie (John Nicolson); Opal Dixie; Susie McIntosh (Frena Ambler); Janie Mae Wing, (Jane Crutchfield); Burke Shriver; Fred Greenlee; Willie Powell; Strizzie Dawson (Raymond Shumate); Heinie Steinmair, hand raised, (Grady Fort); Annabelle Doolittle (Ormah Carmean); Teacher (Earl May).

Seated, l. to r. — Ole Swenson (Don Shumate); Temperance Whitestone (Lois Van Houten); Stuttering Henry Spickelmier (Paul Shumate); Sis Hopkins, almost hidden, (Phyllis Brownell); Jim Whilt; Lem Hawkins, on floor, (Earl King); Georgie Merchandise (George Nichols); Alta Dixie; Bogata Washington (Paul Crutchfield); Geraldine Hanson (Gretta Bellamy); and Isaac Jones (Louis Shumate).

The old KMA Country School was more than a page in KMA history, it helped set a precedent in variety entertainment in the broadcast industry.





**ON THE**

**KMA**

**PARTY LINE**

We know Spring is here because **FLOR-ENCE** and **HOLLY**, wife and daughter of production manager **WARREN NIELSON** have gotten their bikes out of winter storage and once again are enjoying their favorite sport. Holly's bike gets the most use because it is used in going to school as well as for sport. And once in awhile Warren will "borrow" Florence's bike and he and Holly will take off. When this happens Holly heads for the steepest hills, just to see if her old "Dad" is still in condition. So far Warren tells me, he can keep up with Holly . . . but the hills are getting steeper all the time!

**NANCY O'DAY** of the continuity department recently was convinced lady luck was out to cripple her, but good! She was limping around on one foot after engineer **RALPH LUND** accidentally bumped her across the instep while opening a door. With her agility impaired, she was just a mite too slow to keep from getting the other foot stepped on by **EARLE CROWLEY** . . . double ouch! We suspect Nancy seriously considered wearing loggers boots

while trying to figure out which foot to limp on.

**TOM HOYER**, fourteen-year-old son of Saturday night **KMA Bandstand** Country-style host **MIKE HOYER**, is devoting Saturday afternoons to learning the game of bowling. Tom and a few of his school chums have really been burning up the alleys learning to hit that "pocket". At this time the boys are not too concerned about rolling a perfect game of 300, they're concentrating on 100! Starting this young, we predict the boys will someday become expert keglers.

Engineer **NORM KLING** and accountant **JOHN SAWYER** are busy setting up houses . . . martin houses. Martins are probably the most welcome bird tenant around. They eat their weight in flying insects daily and mosquitoes are one of their choice dishes. Norm is entering the martin house program for the first time this year. He is pictured with the large martin house he plans to set up in their back yard, with hopes of enticing an apartment house



Norm Kling readies martin house for new tenants.

full of martins the first year. John is an old hand. He has two martin houses, both full. In fact John said that last year when he and his brother Tom were setting up the second martin house, martins were starting to move in while they were still tamping in the dirt at the base of the pole. The ideal height for a martin house is 8 to 14 feet above ground. If the house is too high, it tends to invite undesirable starlings. Each house may have from a half-dozen to eighteen six-inch apartments. Martins arrive when insects start to fly and will set up house-keeping as late as mid-June. John says there is a drastic decrease in the insect population with martins around.



KMA sportscasters **ANDY ANDERSEN** and **DEAN NAVEN** can always depend on at least one bad experience with inclement weather while traveling the basketball circuit. This year, after the finals of the Iowa Girls Tournament in Des Moines, they decided to drive on home rather than stay overnight. It was late Saturday night and they had 150 miles to drive. They were a little concerned because a rear side-window of the KMA station wagon was gradually falling out in little pieces from some strange shattering phenomenon only an auto glass man can explain. If the window went out it would make the trip a very cold ride. But to make matters worse, the highway was covered with a glaze of ice. They crept along carefully over the ice for 85 miles . . . and suddenly ran into **FOG**. **Fog AND** ice the rest of the way. There was one consolation, the crazed glass in the wagon held together except for a ten-inch hole. Just a light tap was all it took to knock it out after they arrived home.

While in Des Moines broadcasting the Iowa High School Girls Basketball tournament, **DEAN NAVEN** called home to see how the family was and wife **CLAUDINE** informed him their youngest daughter **KIM** had contacted scarlet fever. The first thoughts to go through Dean's mind besides concern for his daughter's health were a long quarantine, a multitude of inconveniences, and the effect on the other children. Claudine allayed his fears by saying Kim was coming along nicely. The doctor was giving her penicillin, which was taking effect, and had also given the other children penicillin shots to ward off the fever. There was no concern about quarantine and everything seemed to be under control. Dean had visions of entering a quarantined house by ladder through an upstairs window. Thanks to antibiotics and modern medicine the Naven household weathered the scarlet fever attack with smooth sailing.

KMA Homemaker **BILLIE McNEILLY** was one of six women cited for excellence in the broadcasting industry at the February 25 dinner meeting of the Cornhusker Chapter of AWRT (American Women in Radio and Television). **PAM HOLLOWAY** of Ayres and Associates in Lincoln made the tributes which were tape recorded and the tapes presented to each of the recipients as a memento. The citation was a review of Billie's 30 years' experience in the radio industry and her outstanding work as a radio homemaker. Billie was particularly proud because she was accompanied at the meeting by station manager **NORMAN WILLIAMS** and Regional Sales Manager **KENN HARRIGAN**.

Ah, sprig, sprig, beaudivul sprig! It seems like everyone has either just had a cold, got one, or getting one. The sun may

have passed the vernal equinox, but would someone please inform the weather man of this great astronomical event? A few days before spring officially made its entry (on the calendar only) we did enjoy one balmy spring-like day. Robins suddenly appeared everywhere, but we found out one thing sure . . . robins don't prove a thing! Two days later the temperature was down near 10 degrees, and 40 to 70 mile per hour winds with heavy blowing snow hit KMA-land. Our own weather expert, Frank Field, who rarely fails to make his daily Omaha TV appearance, had the worst driving conditions in his experience. Blizzard conditions with visibility zero . . . and spring just around the corner? Oh, well (sniff) id's boud to ged here sood.

**BARBARA ANDERSEN**, nine-year-old daughter of KMA local sales manager and sportscaster **ANDY ANDERSEN**, bumped into a school chum in the school hallway one day . . . head on . . . and come up with the most colorful "shiner" you ever saw. The makeup artists who fix up the models for the "I'd rather fight than switch" commercials would have a difficult time duplicating the black, purple, greenish-yellow hues of the beauty Barbara is wearing. Barbara was bumped on the cheek bone and the black eye didn't come into full bloom for a day or so. It doesn't seem to bother her much and she's taking the family ribbing good-naturedly.

Continued on page 15



Barbara Andersen, unswitchable.

# A Letter From Billie McNeilly

April arrives with sodden grounds and dubious promises . . . but it's April. We are all so weary of winter, we're a welcoming committee of top calibre. The month of March held a lot of surprises for all of us, and I'm sure your big one was the wedding we announced the middle of the month. Our picture here introduces my husband, Reg Oakley, who is probably the most understanding, generous man in the country. He has moved into my apartment, and filled it to overflowing, and has agreed that I may continue doing the Woman's World program here at the station. These things I appreciate, more than you know. I love that apartment . . . crowded as it is. And you know how much the contact with you folks each day means to me. So, I guess you can color me happy, and call it that. From now on we will continue to use the same old radio name, but in private life I shall be Mrs. Reginald R. Oakley, chief cook, laundress and homemaker at Apartment No. 6, Tallcorn Apartments, Shenandoah, Iowa.

This month has a good running start with our Meat-A-Rama on the 8th, then on the 11th I'm one of the judges at Auburn, Nebraska for their Miss Auburn Pageant, a function of the Auburn Jaycees. Then we must get busy with guest lists and other details for Marcie and Ed's wedding, scheduled for June 27th.

Needless to say, it's more fun trying new recipes now, with a man around to pass judgment, and take care of part of the calories. The recipes on the next page are a part of the new ones we've enjoyed recently. I hope they will be welcome additions to your own files. I want to thank you for sending in your favorites, too. So many of you girls have shared your own family favorites with me, and in turn, I have passed them on to the rest of the listeners. This is a fun-type exchange, which women all over the world are engaged in.

This time of year I wish for a garden plot to dig around in. The old urge to get back to the soil, which was born in me, perhaps. My mother and I always had a garden at home, tho' I was more of a hindrance than a help, I fear. Then in later years, a garden was part of the scheme of things. Nothing makes a fellow more relaxed . . . and bone-weary at the same time, than raising a garden. I hope there's one in your life! I noticed the Earl May Test Garden Plots all looked newly turned and ready for planting. There's a beautiful sight when they're all a-bloom in the summer and early fall.

One of these days soon we are going to be making up a special salad mailer, so I hope you girls will send in your favorite salad recipes to be included. Let's have some fun with this one, and make a varied thing of it. Lots of dessert salads, frozen salads and regular mealtime salads. When I include your salad recipe, I'll include your name, (if you will allow me.)

May you all know a renewed energy this spring, and may you forget the great fight we had with old man winter. I'm so glad to welcome April, with her blustery winds and cold rains . . . and her first little blossoms. Hooray for spring.

Happily, "Billie"



Mr. and Mrs. Reg Oakley looking over wedding gifts.

# Billie's Kitchen Tested Recipes

## BILLIE'S CHOCOLATE CAKE

Sift together into a bowl

- 2 c. sugar
- 2 c. flour, sifted

Mix together in a pan the following ingredients:

- 1 stick butter (or  $\frac{1}{2}$  c.)
- $\frac{1}{2}$  c. Crisco
- 1 c. water
- 4 T. cocoa

Pinch of salt — bring these 5 ingredients to a boil and pour over the sugar and flour mixture. Beat well, scraping down sides of bowl with rubber spatula.

Continue beating and add:

- 2 eggs
- $\frac{1}{2}$  c. buttermilk
- $\frac{1}{2}$  t. baking soda
- 1 t. vanilla

Beat for one minute. Bake at 375 degrees for 20-25 minutes or until it tests done.

5 minutes before cake is done, melt together:

- 1 stick butter
- 4 T. cocoa
- 1 t. vanilla

Add:

- 1 box powdered sugar
- 1 c. nut meats (if this isn't of spreading consistency, add milk as needed)

Spread over top of cake as soon as it comes from the oven.

\* \* \*

## SIX-LAYER DINNER

Place in layers in greased 2-qt. casserole:

- 2 c. sliced raw potatoes
- 2 c. chopped celery
- 1 lb. ground beef
- 1 c. sliced raw onions (less if desired)
- 1 c. minced green pepper
- 2 c. cooked tomatoes (No. 1 tall can)

Season layers . . . . using in all . . . .

- 2 t. salt
- $\frac{1}{4}$  t. pepper

Bake for 2 hours in a 350° oven. If your family likes green peppers, you can garnish the casserole with the green pepper slices before baking.

\* \* \*

## GERMAN FRIED CABBAGE

Place 1 T. drippings in a heavy skillet and dice and brown a small onion. Add desired amount of finely sliced cabbage, salt and pepper to season,  $\frac{1}{4}$  t. celery salt and  $\frac{3}{8}$  c. boiling water. Cover tightly and simmer for 20-30 minutes. Do not stir frequently as the steam escapes. When done, add  $\frac{3}{8}$  c. sweet cream, cook for a few minutes uncovered. Mixture will thicken. Do not cook longer or it will get watery.

## GRAPE JUICE MOLDED SALAD

- 1 can frozen grape juice
- 3 cans water
- 2 T. unflavored gelatin
- $\frac{1}{2}$  c. sugar
- $\frac{1}{4}$  t. salt
- Juice of 1 lemon
- 1 c. white cherries, drained and seeded
- 1 c. chopped celery
- $\frac{1}{2}$  c. chopped nuts
- $\frac{1}{2}$  c. sliced stuffed olives

Mix the frozen grape juice with 2 cans of water. Soften the gelatin in the third can of water, then heat gently until gelatin is dissolved.

Add sugar to gelatin, stirring to dissolve, then add diluted grape juice, salt and lemon juice. Mix and chill until partially set.

Add remaining ingredients to partially set gelatin, pour into mold of baking pan and chill until firm. If desired, spread cheese topping over chilled layer. Makes 8 to 10 servings.

## CHEESE TOPPING

Combine  $\frac{1}{2}$  c. sugar, 2 T. flour and 1 c. pineapple or apricot juice. Add 1 beaten egg and 2 T. butter. Stir and cook over low heat until thickened. Cool and fold in 1 cup of heavy cream, whipped. Spread over chilled gelatin and sprinkle with shredded cheese.

\* \* \*

## BENNE COOKIES

Pronounced "Ben" "neigh"

Cream together in a bowl:

- $\frac{3}{4}$  c. shortening
- 1 $\frac{1}{2}$  c. brown sugar

Add:

- 2 eggs
- 1 $\frac{1}{4}$  c. sifted, enriched flour
- $\frac{1}{4}$  t. baking powder
- $\frac{1}{2}$  c. sesame seeds
- 1 t. vanilla

Mix well. Drop by spoonful about  $\frac{1}{2}$  inch apart on a cookie sheet covered with waxed paper. This allows room for the cookies to spread. They're almost flat when baked. Bake in moderate oven (350°) for 12 to 15 minutes. Makes 4 dozen.

\* \* \*

## STRAWBERRY CAKE

- 2 c. strawberries, including juice (can use frozen berries)
- 1 c. sugar
- 1 $\frac{1}{2}$  c. flour
- $\frac{1}{2}$  t. salt
- 1 t. baking soda
- 1 egg

Mix egg and strawberries together — then mix with dry ingredients. Sprinkle mixture of  $\frac{1}{2}$  c. nuts and  $\frac{1}{2}$  c. brown sugar over top. Bake for 50 minutes in 325° oven. Serve with whipped cream.

# My Best Recipes for April

## SUPERB PINEAPPLE UPSIDE-DOWN CAKE

First make up this topping:

- 3 T. butter or margarine
- 1/3 c. heavy cream or evaporated milk
- 1/2 c. brown sugar, firmly packed
- 1/2 c. coconut
- 1/2 t. ginger
- 1 No. 2 can pineapple slices
- 8 maraschino cherries, drained

Heat butter or margarine, cream or evaporated milk and brown sugar in a heavy 9" skillet until it's a smooth paste. Then sprinkle over the coconut and ginger, and arrange pineapple slices and cherries on top.

Then make up this batter:

- 1 c. sifted all-purpose flour
- 1 t. baking powder
- 3/4 t. salt
- 2 eggs
- 1 c. sugar
- 1/2 c. milk
- 1 T. butter or margarine

Start your oven at 350° or moderate. Sift flour, baking powder and salt together several times. Then beat the eggs until they look as thick as mayonnaise (takes a little time) and add the sugar, a tablespoonful at a time, to the eggs, still beating hard. Stir the sifted flour mixture into the egg-sugar mixture, just enough to mix thoroughly. Heat milk and butter or margarine to the "warm" stage and mix into the batter.

Pour over pineapple slices and bake 40-50 minutes or until cake tester comes out dry when poked into cake. Cool 5 minutes, then turn upside down and serve warm or cold, with or without whipped cream.

\* \* \*

## FROZEN LEMON TORTE

- 3/4 c. vanilla wafer crumbs
- 3 eggs, separated
- 4 t. grated lemon rind
- 1/4 c. lemon juice
- 1/8 t. salt
- 1/2 c. sugar
- 1 c. heavy cream

Line refrigerator tray or 9x5x3-inch pan with half the vanilla wafer crumbs. Combine egg yolks, lemon rind, lemon juice, salt and sugar in top of double boiler; mix thoroughly. Cook over boiling water, stirring constantly, until thick. Cool. Beat egg whites until stiff. Fold in lemon mixture. Beat cream until thick. Fold into lemon mixture. Spoon into pan. Top with remaining crumbs. Freeze. Makes 6 servings.

## PETTICOAT TAILS

Mix together thoroughly:

- 1 c. soft butter
- 1 c. sifted confectioner's sugar
- 1 t. flavoring (vanilla, almond, wintergreen, etc. — your choice of any one kind)
- 2 1/2 c. sifted flour
- 1/4 t. salt

Mix thoroughly with hands. Press and mold into a long, smooth roll about 2" in diameter. Wrap in waxed paper and chill until stiff. (Several hours or overnight).

With thin, sharp knife, cut in thin slices 1/8 to 1/16" thick. Place slices a little apart on ungreased baking sheet. Bake until lightly browned in a 400° oven, approximately 8 to 10 minutes. Six dozen.

\* \* \*

## RHUBARB CRUMBLE PIE

- 1 c. flour
- 1/4 t. salt
- 1 c. rolled oats
- 1/2 c. sugar
- 1/3 c. shortening

Sift together flour and salt. To this add the rolled oats, sugar and shortening. Blend until crumbly. Line a 9" pie pan with half of the mixture, saving remainder for top.

Arrange 3 c. diced rhubarb over bottom crust. Sprinkle with

- 1/2 c. sugar
- 1/4 t. cinnamon
- 1 T. water

Dot with 1 T. butter. Spread remaining topping over filling. Bake at 350° for 40 minutes. Serve warm or cold with whipped cream.

\* \* \*

## SEAFOAM SALAD

- 2 pkgs. lime jello dissolved in 1 pt. boiling water
- 1 can pineapple

Let stand while you prepare:

- 2 c. cottage cheese
- 1 can sweetened, condensed milk
- 1 cup salad dressing (mayonnaise type)
- 1 t. horseradish
- 1 cup nuts

Mix the two mixtures and let set. Makes a large salad.

## Guide Questionnaire Results Tabulated

We are most appreciative to you Guide subscribers who took the time to fill out and mail in the questionnaire in our March issue. Those of you who have not filled yours out and still wish to do so may send them in. We would like to include your votes in the tabulations, however, do so right away as we are anxious to complete the survey.

**HERE ARE THE RESULTS:** Most respondents listen to KMA in the morning, in the kitchen. The three most popular KMA air personalities among our responding Guide subscribers are Frank Field, Billie McNeilly, and Dean Naven, in that order. Popularity of other KMA personalities followed in a very close-knit race. Favorite Guide features again reflected the popularity of Frank and Billie, with KMA Party Line ranking third. In music preference, Old Standards had a slight lead over Country/Western. Choice of other types of music was fairly evenly distributed. Ages of individuals who read the Guide in families of the respondents indicated 55% are over 50 years of age.



## Bob Field Runs KMA-May Seed Print Shop

Here is a fellow who is always busy with behind-the-scenes activity. Bob Field seldom sees the spotlight, yet his print shop in the basement of the main building is a vital function in the business activities of KMA and the May Seed and Nursery Company. Bob has been with the firm since 1940. He has worked in a number of departments over the years, but most of his work

with the companies has been in printing. He is pictured with the multilith offset press which churns out a steady flow of mass printed material. Probably Bob's biggest annual run is the "Moon Sign" sheet. So far this year he has printed 45,000, making a run of 90,000, since they are printed on two sides. Many items of correspondence with the May Seed Company are in reply

to such questions as "How do you make hominy?" Since hundreds of people ask this same question, and other such questions, Bob prints up hundreds of form reply letters on "How to make hominy", etc. Bob prints reams of every-day business forms and mass mailing material for KMA, also correspondence en-mass to all 39 retail stores of the May Seed Company. In addition to the offset press, Bob has a sign card printing press with which he prints large and small show cards for both companies and all the retail stores. With everyone beating a path to Bob's door for service, it's easy to surmise he's a pretty busy fellow.



# KMA Daily Program for April, 1965

## 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 a.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  
 8:55 a.m.—News  
 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.—Bob Considine  
 6:00 p.m.—Life Line  
 6:15 p.m.—Schenkel on Sports  
 6:20 p.m.—Paul Harvey  
 6:25 p.m.—As Naven Sees It  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather Warren Nielson  
 7:00 p.m.—Alex Dreier

## MONDAY NIGHT

7:10 p.m.—Night Flight  
 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

7:10 p.m.—Night Flight  
 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

7:10 p.m.—Night Flight  
 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

7:10 p.m.—Night Flight  
 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

7:10 p.m.—Night Flight  
 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

## SATURDAY PROGRAMS

5:00 a.m.—Morning Guard Music  
 5:45 a.m.—Tennessee Ernie Ford  
 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.—KMA Goes Visiting With Tom Beavers  
 7:45 a.m.—Morning Guard Music  
 8:00 a.m.—Morning Headlines  
 8:15 a.m.—Morning Guard Music  
 9:00 a.m.—Governor Hughes  
 9:05 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.—Paul Harvey, News  
 1:15 p.m.—Wndfl. Wknd. Music  
 5:30 p.m.—Man On The Go  
 5:40 p.m.—Wndfl. Wknd. Music  
 6:00 p.m.—Life Line  
 6:15 p.m.—Wndfl. Wknd. Music  
 6:25 p.m.—Tom Harmon, Sports  
 6:30 p.m.—News  
 6:45 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  
 7:40 a.m.—Sun. Worship Service  
 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.—Wndfl. Wknd. Music  
 9:30 a.m.—Social Security  
 9:35 a.m.—Wndfl. Wknd. Music  
 10:00 a.m.—U. of Iowa Commentary  
 10:25 a.m.—Wndfl. Wknd. Music  
 12:00 noon—News  
 12:15 p.m.—Outdoor Nebr. of the Air  
 12:30 p.m.—Legislative Report  
 1:00 p.m.—Tarkio College Speaks  
 1:15 p.m.—Wndfl. Wknd. Music  
 4:55 p.m.—Mon. Morn. Headlines  
 5:10 p.m.—Wndfl. Wknd. Music  
 5:30 p.m.—Man On The Go  
 5:40 p.m.—Wndfl. Wknd. Music  
 6:25 p.m.—Tom Harmon, Sports  
 6:30 p.m.—News  
 6:45 p.m.—World Space & Science  
 7:00 p.m.—Wndfl. Wknd. Music  
 7:30 p.m.—Revival Hour  
 8:00 p.m.—N.W. Reviewing Stand  
 8:25 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  
 10:15 p.m.—This Week In Washington  
 10:30 p.m.—Revival Time  
 10:55 p.m.—Wndfl. Wknd. Music  
 11:55 p.m.—News

## Every Afternoon & Evening

### Monday through Saturday

5 Minutes Before The Hour  
 ABC Network News  
 On The Hour—Local, Regional News  
 25 Minutes Past The Hour  
 "ABC Reports"

## PARTY LINE

Continued from Page 9

**MIKE HOYER** reports his six-year-old daughter, **CYNTHIA**, hit a growing-up milestone. Cynthia is at that age when baby teeth are coming out at regular intervals. One day she lost a tooth while playing with a little neighbor girl who accidentally bumped her in the mouth. After the initial shock, wanting to cry and laugh at the same time because she had rid herself of that old loose tooth, Cynthia put the tooth in a glass of water for the "Good Fairy". Mike put a dime in place of the tooth. As soon as Cynthia recovered the dime she said, "OK, who's the Good Fairy . . . Mom, Dad, or Tom"? A typical sign of a little girl's growing up . . . and still managing to be a dime richer.

**EARLE CROWLEY**, of the KMA accounting department, and his family are all settled down in their new home. Earle is now busy making plans for grading, seeding, and landscaping as soon as the weather will allow. His first objective . . . get a good running head start on the crab grass.



**OUR KMA NEWLYWEDS** — Ron Shoeman, your nighttime music host, is pictured with his lovely wife Mary who dropped in to visit the KMA studios. The Shoemans met while both were attending Morningside College, Sioux City and were married in Shenandoah just shortly before Ron joined the KMA announcing staff in early February. Mary is Educational Director of the Methodist Church. She organizes the educational development and classroom work of all age groups in the church. Her

MYF class has an ambitious fund-raising project going. They are working to raise enough money to take an Easter weekend trip by bus to the Methodist youth camp near Estes Park, Colorado. They are nearing their goal, so Mary will probably spend the Easter weekend in the mountains of Colorado chaperoning the group.

## Volunteer Reporters Alert KMA Listeners

The first big spring floods have hit the river bottom areas of KMA-land. There was some concern as early spring rains were rushing the thaw of ice and snow and pushing the ice-jammed rivers far out of their banks. The backup of water probably was as great as it has ever been in history. Again KMA was on the alert to keep people in the lowlands informed on the flood's progress. One of the best sources of information continues to be interested citizens calling KMA to report on conditions in their area. These volunteer reporters have on many occasions given the first tip on news in the making. During the flood, volunteers reported from as far away as Griswold, Iowa. Tornado season is just around the corner. We hope we don't have the rash of twisters of last year's disastrous storms, however you can depend on KMA to break into programming at any time to bring reports of tornado alerts or sightings. We have a large supply of "Tornado Safety Rules" on hand. They are yours for the asking. Just send a stamped, self-addressed envelope to Tornado Safety, c/o KMA and we'll send you a copy for posting in a convenient place in your home.

## PLAN NOW

to attend the  
**KMA Meat-A-Rama**  
**APRIL 8**

**Liberty Memorial Building**  
Shenandoah, Iowa

**Morning Session: 9:30 a.m.**  
Carcass Cutout Demonstration

**Afternoon Session: 1:30 p.m.**  
Meat Cookery Demonstrations

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Mr. Vernell Watson  
National Livestock and  
Meat Board of Chicago

# KMA Meat-A-Rama April 8

LIBERTY MEMORIAL BUILDING  
(Old Armory) — Shenandoah

9:30 a.m. Beef Carcass  
Morning Session Cutout

Mr. Vern Watson (pictured) assisted by Mr. Elmer Harder of Safeway, Inc., will cut out a half-carcass of beef. Wholesale and retail cuts will be weighed on a large visual scale to compare percentages of loss in preparing meat for the retail counter. Also you'll see "what to look for in quality meats", and descriptions of the various cuts of meat.

1:30 p.m. Meat Cooking  
Afternoon Session Demonstration

● BEEF ● PORK ● LAMB

With KMA Homemaker  
BILLIE McNEILLY