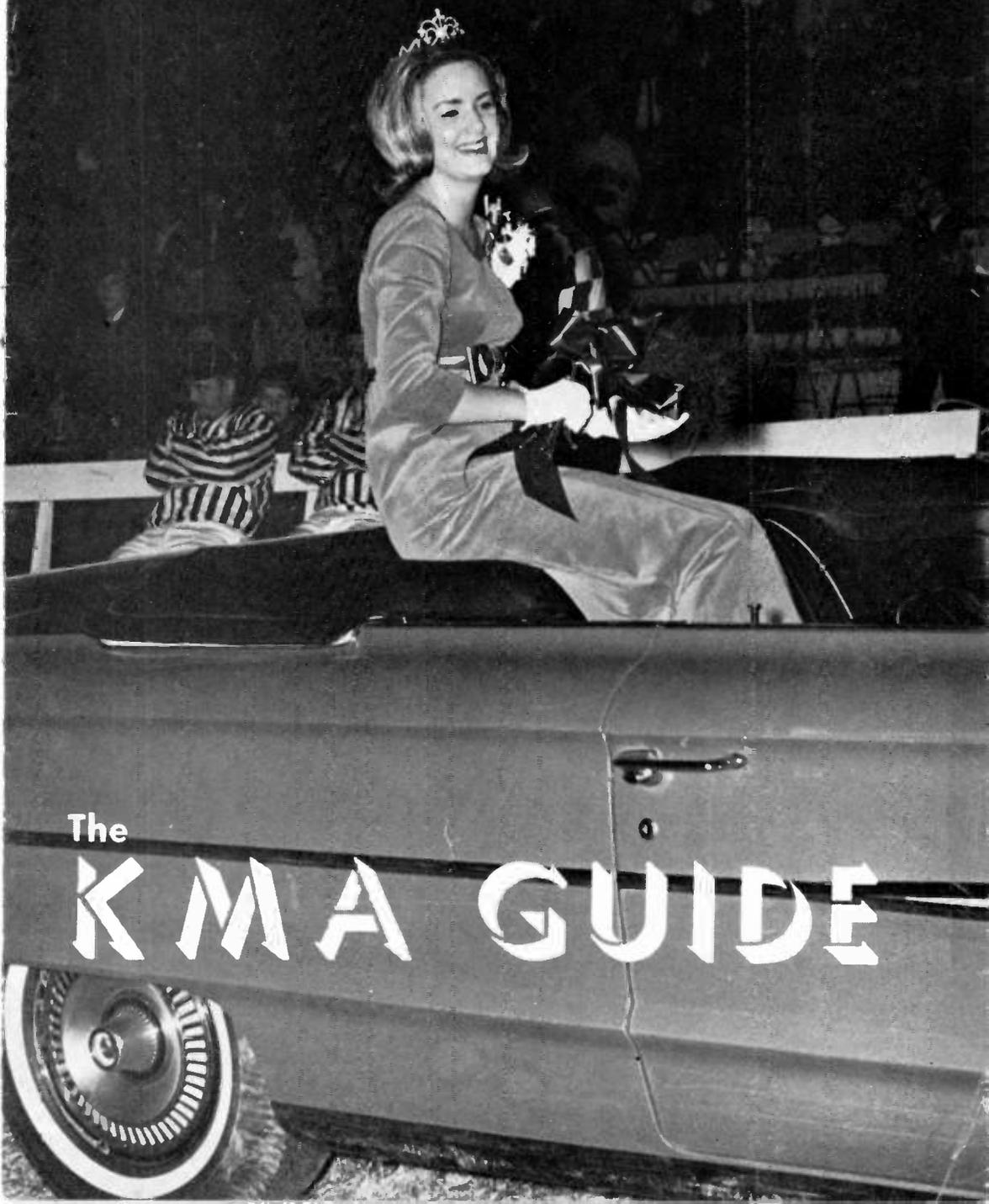


December, 1965



The

# KMA GUIDE

# COVER PICTURE

# The KMA Guide

Vol. 12

No. 11

DECEMBER, 1965

Our December cover picture captures that rare moment in a young lady's life when she has just been crowned Homecoming Queen. The beautiful young lass is Karen May, daughter of May Broadcasting President Ed May. Karen has sort of grown up in the pages of the Guide where you Guide friends have followed her activities from time to time since she was just a tot. She is pictured atop the back seat of the convertible which took her on a triumphant tour around the Mustang arena. Karen is as gracious and comely in every day life as bespeaks the honor bestowed upon her by her fellow students.

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Homecoming coronation ceremonies 1965 preceded the Homecoming game between the Shenandoah Mustangs and Clarinda Cardinals. Twenty minutes before game time the announcer on the public address system directed the attention of the crowd to the center of the field as queen candidates, their attendants and escorts came forward across the gridiron. Pictured above is the Junior Class attendant Mary Burrichter, daughter of KMA chief engineer Don Burrichter, escorted by Dan Whitehill. Mary was preceded by the Freshman and Sophomore attendants, and is followed by the three queen candidates and their escorts. As the entourage reached the far

side of the field, they lined up to await the announcement of who was to reign as queen of festivities. Suddenly the announcement came over the PA system, "And now will her escort please crown as the 1965 Homecoming Queen . . . Miss Karen May." Karen's escort, Randy Long, scooped up the jeweled tiara and crowned the queen as cameras flashed, then presented Karen with a beautiful bouquet of roses in behalf of the football squad. At the conclusion of ceremonies, the queen and attendants took their places in a special reserved section in the grandstands. Movies were taken of the entire proceedings to be presented to Karen as a keepsake.



## A Chat With Edward May

This issue of the Guide will reach you a few days after Thanksgiving but even so some of us will still be thinking about the holiday. Our family had a gathering at the home of my sister and brother-in-law, who live next door, and I can safely say the women in the May family are excellent cooks. We had turkey with all the trimmings, and I do mean all. When we saw the table set with all this excellent food, we were reminded that almost three-fourths of the people in the world go to bed hungry every night. This thought made us better appreciate that we in this country have good reason to be thankful for our plentiful food supply and the many other advantages we have. We are indeed thankful for the abundant harvest we have had again this year and for all the good things of life which we in this country enjoy.

Have you noticed the picture of Karen May on the front cover of this issue? Karen is a senior in high school and had the honor of being chosen the Shenandoah 1965 homecoming football queen. The candidates, three from the senior class, were nominated by the entire football squad,

and the selection of the queen was done by the senior football boys. The results of the voting are always a guarded secret until the time of the announcement at the football game. Karen's selection was a tremendous thrill to her, probably the highlight of her high school career. If possible, her parents were just as thrilled as Karen because we were aware of the fact that a little more than three years ago we almost lost Karen in a terrible automobile accident. Fortunately, we didn't lose her, and today, as the picture shows, she is a healthy, attractive, interesting girl.

Another member of the May family is shown in the picture on this page. It is that of my mother, Mrs. Earl May, standing beside a beautiful table arrangement entitled "A Symphony in Steuben." The occasion was the "Hall of Flame," sponsored by the Shenandoah Home and Garden Club, when thirty different table arrangements were on display. It's too bad this picture isn't in color because the glassware is a beautiful shade of amethyst. It is antique Steuben finished off with a flower arrangement made from three different types of chrysanthemums.



Mrs. Earl May displays her prized table setting of lavender Steuben crystalware at the Shenandoah Home and Garden Club Hall of Flame.

Now that Thanksgiving is behind us most of us are giving thought to Christmas and the New Year. Whether we like it or not, the year 1965 will soon be history. Regardless of how the year has been for you, I hope 1966 will be even better. We at KMA will do our best to make it so. Best wishes for a Merry Christmas and a Happy New Year.



# Frank Comments

By FRANK FIELD

Several people have asked recently, what Jennie was making for Christmas gifts this year, so I thought the rest of you might also be interested. The answer is — ceramics — in other words, homemade pottery. Jennie has been working in ceramics about two years now and is really getting quite good at it. I tried to assemble, for this picture, one each of everything around the house that she has made, but even this counter top in the kitchen wasn't big enough and it only includes about half the things she has made.

The very first item she made was that dark ash tray in the foreground, just left of the center of the picture. It is dark red in color and naturally, is quite uncomplicated. You should see some of the things she is working on now! The light colored tall object at the extreme left is a television lamp in white and gold; just in front of it is a holder containing eight individual ash trays; just behind it is a napkin holder and just in front of it, a card tray. The tall item just behind it is a footed bowl for flower arranging and you will notice she has an arrangement of artificial flowers in it. Squarely in the center at the back is a clock in white and gold; those large circular pieces on either side of the clock are a pair of wall plaques covered with fruit of all kinds. In the center foreground is a vanity set for the dressing table — it is done in pink and gold. Immediately behind it is a pair of salt and peppers; a little to the right is a fruit basket done in white and gold. Just behind that is a dark green rooster and just in front of that is a pure white rooster which is full of small holes

for the colored plastic toothpicks for holding hors d'oeuvres. At the extreme right is a square cannister set and just in front of it is a covered butter dish; just behind that is a tissue dispenser.

In addition to the items shown here, there are at least a dozen different types and styles of flower bowls, candy dishes, snack sets, roosters, chickens and what-have-you, but there just wasn't room to display them all. This will give you some idea, however. Jennie belongs to a class which meets every Thursday afternoon with Mrs. Darrell Bettis who lives just across the street north from us. She is not only the instructor, but she also does all the firing in her big electric kiln. Now, you know what Jennie has been making for Christmas gifts this year!

Yes, the garden is now fall plowed after being heavily manured. The roses are all mulched and put to bed for the winter. Dutch bulbs are all planted and thoroughly watered and just one thing still remains undone in the way of winterizing — I have not yet taken the screens out of the storm doors and replaced them with the glass. That will have to wait until our present Indian Summer is over — we still like to have the fresh air and it is hard to get much air through a solid storm door!

Present plans call for the Field tribe to eat Thanksgiving dinner with our daughter Zo and Christmas dinner with our son John at Hamburg. The first is definite and the second is dependent entirely on John's new house being far enough along . . . . at present, it seems a little doubtful.



# AFSA

with  
Jack  
Gowing



We are in the holiday season again but at the time I'm writing this we are still having beautiful warm fall weather.

We moved into our new home on the farm on the 17th of November, just seven months to the day when we started digging the basement. We aren't completely through with everything but we wanted to move while the weather was nice.

We spent about three days in the process. This was better than having to move everything at once. We moved our beds and

clothing one day; the dishes, cooking utensils and living room furniture the second day and then the odds and ends on the third day. We found that we had accumulated a lot in the ten years that we have been living on the farm.

Pauline says that she has ample kitchen cupboard space for the first time. Here are her comments: I am so very pleased with my new kitchen and realize all the time and effort that went into planning it was worthwhile. The cabinet wood is dark

birch with counter-top and back-splash of white Formica. Sink, built-in range, range hood and refrigerator are coppertone, with light fixtures and cabinet pulls also in coppertone. The mixing center is conveniently located between the sink and refrigerator with a built-in for electric mixer in the corner with large lazy susans above and below. To the left side of the sink is the serving and clean-up area with the same balance of lazy susans, utilizing all the space with everything easily accessible. The range and oven are on the wall opposite the sink with ample counter space on either side of the cook top. Below the range and oven are large slide out shelves to hold pans, skillets and small electrical appliances. Most upper shelves are adjustable and drawers are on roller glides. A utility closet is included for cleaning supplies, ironing board, etc. Between the dining area and the kitchen is a table-height snack counter. The kitchen and dining area along with the entry hall are covered with a light green colored vinyl.

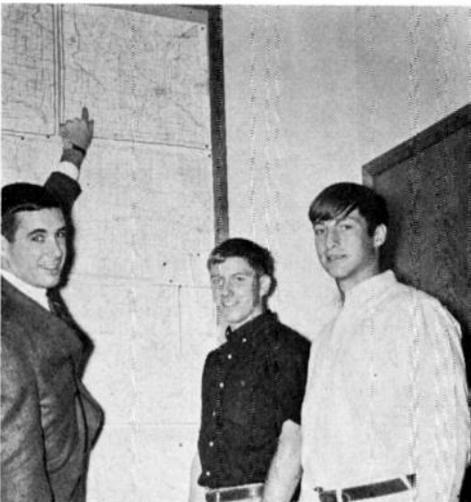


That is just a little about the kitchen dining area of our new home. In the picture we are sitting along

Continued on page 15

## The Holiday Season

Every Christmas season a new treasure trove of ideas for decorations and gift-making seem to come out of nowhere. It is all too obvious, however, that each of the many selections for home projects reflects a lot of work, trial and error, and imagination on the part of its do-it-yourself designer. Each year the Craft Carnival, which alternates between Clarinda and Shenandoah, Iowa, presents a world of marvelous decoration ideas and crafts. This year our homemaker Billie McNeilly visited the Craft Carnival at Clarinda. Pictured at left (top), Billie looks over a Barbie Doll Christmas Tree displayed by Mrs. George Annan and Mrs. Lehman Johnson. The tree is made of cloth cut in the shape of a tree, fringed in nylon lace net and colored lights. The Barbie Clothes are pinned to the tree and displayed around it. Pictured below is a lady whose name we didn't get displaying a whole table of homemade decoration what-nots, all made from household items which might normally be thrown away. Her table illustrates the inspiring world of imagination on display every year at the Craft Carnival.



The holiday season brings many friends and family members together, exchanges of greetings between far-away or seldom-seen friends and relatives . . . and most important . . . a rebirth of the spirit of goodwill among people everywhere. KMA salesman Curt Charter is pictured at left pointing to the spot on the Minnesota map in the newsroom from where his brother Russell and buddy, Mike Venekamp, traveled to drop in for a surprise holiday visit. Curt and Russell's folks recently moved to Ocala, Florida from Lake Benton, Minnesota. Russell stayed on in Lake Benton until the end of the school term, living with an aunt and uncle. During the November 11 holiday Russell and Mike decided to journey to Shenandoah for a visit with Curt. They jumped in the family pickup and made the long trip across the state of Iowa.

## Fond Farewell

Emma Reed, who is retiring from operation of the Mayfair Fountain, is presented farewell gifts by company president Ed May in behalf of the staffs of KMA and the May Seed Company. The presentation was made in the foyer of the main building with all personnel on hand. Emma has had the coffee going bright and early, in good weather and bad, for a good many years. We'll miss her around the old refreshment stand and wish her the very best in her new home at Creston. Dorothy Corey, who has assisted in the fountain, will stay on as manager.



## Fastest Gun

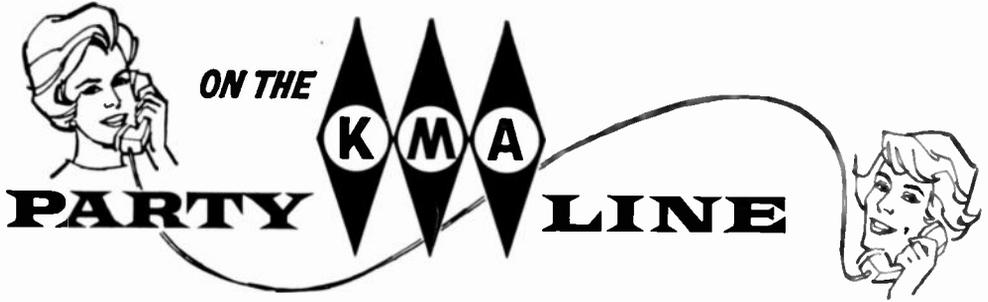
The gentleman second from left is Joe Bodrie whose prowess with firearms is a phenomenon in the movie and TV industry. Joe is hailed as the "fastest gun alive" and is noted for training the stars of westerns in executing the fast draw. Jim Ross, left, interviewed Joe for a special feature on KMA. At right are Dan and Dick Evans of the Evans Motor General Motors Shopping Center in Clarinda, Iowa. The Evans engaged Joe to give a demonstration of fancy gun handling and firearm safety for folks in the area, particularly the youngsters.



## Sound Effects

The Southwest Iowa Theatre Guild comedy, "It's Never Too Late", called for sound effects with split-second timing. Your KMA afternoon deejay and "Famous Name Game" host Darel Bargar volunteered to set up the sounds on tape recorders and handle the project. Darel, who is an old hand at this sort of thing every day on KMA gave the play an added touch of realism.





**ON THE**  
**PARTY** **KMA** **LINE**

by **Billie McNelly**

Special flash to Santa! Watch the chimneys at the **JACK GOWINGS!** That new one is the right one to use. Jack and **PAULINE** have completed the move from the old house into the brand new one, and there's nothing left but the settling down. That is . . . nothing but months of final touches the Gowings will give the new home themselves, and the heap o' livin' that it takes to make a house a home, as the poem goes. Jack reports they maneuvered the move in a sort of "pack rat" style. Little-by-little . . . piece-by-piece . . . and room-by-room, they personally moved the furniture and appliances from the old to the new house. **JIM ROSS** came forth to help get the freezer moved, and they were in. This will be a wonderful Christmas for a delightful family, and all of us at **KMA** wish Jack and Pauline, **RANDY** and **JULI** only happiness and the best of everything in their new home. When you have a hand

in building your home, it means more . . . and this has been a family project for the Gowings.

**NANCY O'DAY** reports a strange happening at their home, with a surprising happy ending. Since long before Nancy was born (whew!) there has been a big front window in the O'Day living room, unprotected by screen or anything. This window, surprisingly, has never been cracked or broken until just the other day. A small neighbor placed a poorly aimed drop kicked football through it. The surprise happy ending? Nancy's wee ten month nephew was napping on the davenport right in front of the window, and not one speck of that shattered glass touched him. One can replace a window. The O'Days are just happy wee **RANDY** escaped injury! How odd was that window, Nancy?

The **NORMAN WILLIAMS** family will spend Christmas at home in Shenandoah, no doubt engaged in a torrid game of table pool. Norm reports their gift for the entire family this year is a set of table pool to be enthroned in their basement rec-room. Good family fun! And it should provide food for photography for young son, **JOHN**, who is dabbling in amateur photography these days. The Williams' son, **TOM**, will be home for a vacation from Luther College in Decorah, to complete the family circle.

Old "Dead-Eye Dick" here is really **JOHN SAWYER** . . . "Mad Mouse Hunter". Cold weather forced the little field mice to seek shelter for the winter, and some of them took up residence at the Southwest Iowa Theatre Guild's abode. John got a little testy about them helping him while he was operating the lights for the group's last successful theatrical endeavor. He carried his trusty musket with him, and took pot-shots at the little grey fellers while he worked. John told me, quite in confidence, the reason he could hit them so well with a B. B. gun was . . . they were tranquilized! Boy, it's sure nice to know we have John to protect us . . . in case of Indians or wild gunmen, or mice!

The office jester just found out that one of our lovelies has worn a dress nearly



**Shades of Gunsmoke** — accountant **John Sawyer** controls theatre lighting . . . and varmint.

out before discovering she has worn it backward all that time. Guesses, anyone? Hmmm!

**RON SHOEMAN'S** lovely wife, **MARY** has a gift for good timing we all could use. Mary backed the Shoeman car out of their alley, made a beautiful curve, (backward), and made a charming dimple in the driver's door of their dentist's car. She had an afternoon appointment with said dentist that same day, which would make your hair curl. We say Mary had good timing because three days after the accident the dentist's new Buick was delivered.

**KMA Traffic Manager, MAE DRIFTMIER** reports she and **HOWARD** will probably do the honors Christmas day, with Mae's sister, **NINA BALDWIN**, brother **REX JORDAN**, and the Driftmier's daughter, **DONNA**, son-in-law, **TOM**, and that spritely little grand-daughter, **LISA** as the frosting on their Christmas cake. Lisa is a real live-wire, who has it all figured out before her adult family figures she's figuring. It's little people like Lisa who put the sparkle in Christmas. They cause more floor sweeping, crumb brushing and plain cleaning up after, too . . . but who cares come Christmas?

This columnist has a little grand-son who gets shorted each Christmas, but the older and wiser he becomes, the more the family realizes they must separate his birthday and Christmas a little more pointedly. Little **CHRISTOPHER COLE**, **DONNA** and **BILL COLE'S** youngest son has his fourth birthday this December 20th. He knows now he's supposed to have a party like big brother **JERRY** did November 25th, when he became six, so folks in that family had better get busy. Every family has its share of December birthdays, and they all echo little Chris's complaint. Can't blame 'em.

A must every season in Shenandoah is the annual Knights of Columbus Kiddie's Benefit Christmas Party. Shown here is a new "BEATLE" type group that grew out of the last KC party. Pictured from left to right . . . **MIKE MARTIN**, **JOHN SCOVILLE**, **ELMER MATTERN**, and **KMA's** own **EARLE CROWLEY**. A glimpse of Earle, (who is not known for his heavy head of hair), shows quite a new Beatle Look. Straight up, yet! That's all right, Earle. We like you better al-natural! Baldish men look more tidy. The quartette pictured here pantomimed a pop tune . . . one of thirty-three skits presented to a crowd of over 400 at the Shenandoah American Legion Country Club.

**NADINE KELSEY**, the gal who gets your Guide issues in the mail, handles sending out the mailers, and countless other chores in the mail room, plans Christmas at her parent's home in Shenandoah. Nadine, husband **BOB**, and young son **KENT**, will join her sister and husband at **GRANDPA** and **GRANDMA THOMAS'S** for the big Christmas dinner. Kent and Santa are still on speaking terms, so it will be a wond'rous Christmas for that family.

The **KELSEY** family, (**NADINE**, **BOB** and **KENT**), have a small zoo in their home but they control theirs without cages. The turtles, at any rate, have the most novel means of control. After turtle No. 1, (name of Rock Hound) became lonely, Nadine brought home another turtle. What every family needs is TWO turtles, anyway! The two of them could not be trusted to remain in the turtle bowl, and after many long . . . tedious searches for roaming turtles, Nadine has solved the problem with a hairnet placed over the turtle bowl. Household hint for the day?

Homemaker, **BILLIE McN. OAKLEY** will never rate as a navigator! After traveling 4,816 miles on a recent vacation trip, without getting mixed up . . . she got her directions fouled up in Lincoln, Nebraska on the way home. Funny how one can be so sure the sun has finally come up . . . or is going down on the wrong side of old mother earth!

Christmas plans for the staff at KMA are not completed, but Ron Shoeman reports Christmas falls on his day off, anyway, so theirs are firmed. Ron and Mary will spend Christmas day with Mary's parents, **MR. and MRS. DEAN DANIELS** of Council Bluffs.



The "Beatles" . . . far right, with the wild man hair-do is accountant Earle Crowley.

# A Letter From Billie McNeilly

Another "Joyous Season" is upon us, and I presume you're all as busy as we are here at KMA. The Holiday Mailer is out and going, and those of you who have received your copy may have found a few recipes you can use in your seasonal cooking. To the Guide readers who do not get KMA on your radio sets, (and I know there are many of you!), the mailer costs ten cents, if you wish to order a copy. I'm really not trying to sell mailers, but so many times I get letters from readers who say they read about a mailer . . . and how can they get a copy?

After enjoying a wonderful Thanksgiving with the kids home, we are preparing for a sort of "split" Christmas. Bill and Donna, along with those two lively boys, have moved to North Platte, Nebraska, where Bill is program director at a radio station. We will either spend a few days before Christmas, or a few days after, with them in their new home. (There's no need our even thinking of being that far away on Christmas day. Ed and Marcie are cooking the Christmas turkey at their apartment, so we will join them there about noon Christmas day. We hope John can join us there, but all of his plans depend upon Uncle Sam. This is Marcie's first attempt at cooking a turkey. I'll never forget how I worried about Donna cooking her first one . . . when she was spending her first Thanksgiving away from the home fires. All my fears were in vain, because Bill reported a delicious bird came from their oven . . . and right on schedule, at that. Down through the ages Mothers have fretted about their daughters (and sons) having the necessary capabilities . . . and usually we have nothing to fear.

This past month you listeners to "It's A Woman's World" put up with tape re-

corded programs for a couple of weeks, while we took a trip out to my parents' home in Eugene, Oregon. I want to thank you all for your patience. We so enjoyed a good visit with the folks, including both brothers and their families. We then took Dad and Mother with us to Lake Tahoe, (a lovely sight!) . . . to Reno, and to Virginia City, Nevada. We then parted company, and the folks went on home by bus and we headed for home. I might add . . . home was a welcome sight. We just aren't geared for living out of a suitcase that long. Reg calls me a "homebody", because I love being home so much . . . and he jokingly calls me a "plain jane" because I don't give a hoot about dressing up in finery, etc. You know something? He's right!

One thing we noticed as we drove back into the mid-west . . . the little villages . . . the big cities . . . the whole area was taking on a festive look, because many had their Christmas trappings up long before Thanksgiving. It's too early to suit me! I like to start thinking about Christmas after "turkey day" is over. However, I do like to have the tree up for a week or ten days before Christmas . . . just for flavor, I suppose.

Our picture here shown was taken at the B. F. Goodrich store in Red Oak, Iowa, during our laundry clinic. Opening the washer is Harry Swanson, mgr., with Kelvinator representative Max Haber looking on. The smiling couple with me are long-time KMA listeners, Mr. and Mrs. J. D. Phillis of Villisca, Iowa, who dropped in to say hello.

I enjoy these appearances in stores, at your club and community endeavors, for they afford me an opportunity to better know those to whom I'm speaking each morning on KMA. Elsewhere in the Guide you'll see a couple of shots we got at the Craft Carnival in Clarinda early in November. Those "Crafty ones" really put on a show, believe me. So many of the decorations we use in our homes can be made from materials we all have on hand, as most of you already know.

Well, it's back to the kitchen for me, and a continued effort to have everything ready for Christmas in plenty of time.

Christmas means so many things. It means goodies to

Continued on Page 15



Lots of new friends . . . and old ones at one of Billie's product demonstrations in Red Oak, Iowa.

# Billie's Kitchen Tested Recipes

## FROSTED FRUIT SQUARES

- ½ cup (1 stick) butter
- 1 cup sugar
- 1 egg
- 1 T. grated orange rind
- ¼ cup orange juice
- 2½ cups sifted flour
- 1 t. baking soda
- ½ t. salt
- ½ t. cinnamon
- ½ t. nutmeg
- 1 cup seedless light raisins
- 1 cup mixed candied fruit
- ½ cup chopped nuts

Cream butter; gradually add sugar and cream until light and fluffy. Beat in egg. Stir in orange rind and juice. Add sifted dry ingredients. Fold in fruit and nuts. Spread dough in greased 10½ x 15 inch jelly roll pan. Bake in a preheated 400 degree oven for 15 minutes or until top springs back when lightly touched. While warm spread with a confectioner's icing made of confectioners' sugar, milk or cream, dash of salt and one teaspoon vanilla. When cool cut into 54 squares (while frosting is still soft). Decorate each cookie with a poinsettia made of sliced candied cherries and a bit of yellow gum drop for the center.

\* \* \*

## OLD FASHIONED MOLASSES-COCONUT BALLS

- ¾ cup sugar
- ½ cup unsulphured molasses
- 3 T. hot water
- 1 T. butter
- 2 t. vinegar
- ¼ t. salt
- 2¾ cups (about) tender-thin flaked coconut

In a saucepan, combine all ingredients except the coconut. Place over medium heat and cook, stirring occasionally, until a small amount of mixture forms a soft ball in cold water, or to a temperature of 240 degrees F. on candy thermometer. Remove from heat. Cool. Stir in coconut. Beat until mixture forms into a soft mass, about 1 minute. Grease hands lightly and shape candy into balls. Roll in additional coconut and top with candied cherry halves, if desired. Place on waxed paper and cool until firm. Store in tightly covered container in cool place. Makes about 3 dozen balls.

\* \* \*

## MISSOURI BEANS

- 1½ pounds wax beans
- 1 large onion, sliced
- 2 cups water
- ¼ pound bacon, diced
- ¼ teaspoon pepper

Snap off ends of beans; wash. Break into 2-inch pieces. Add onion, water, bacon and pepper. Simmer 2 to 3 hours. 6 servings.

## CRISP GINGER COOKIES

- 1 cup shortening
- 1 cup sugar
- 1 cup light molasses
- ¼ cup hot water
- 5 cups sifted flour
- 1 t. baking soda
- ½ t. salt
- 1 t. ginger
- ½ t. cinnamon

Cream shortening and sugar together until light and fluffy. Stir in molasses and water. Sift together flour, soda, salt and spices. Add to molasses mixture and mix thoroughly. Chill several hours. Roll on lightly-floured board to ¼-inch thickness. Cut in desired shapes. Place on greased baking sheets. Bake in moderately hot oven (375 degrees F.) 6 to 8 minutes. Makes 100 small cookies.

\* \* \*

## SEMI-SWEET SUGAR BALLS

- 1 6-ounce package (1 cup) semi-sweet chocolate morsels
- ½ cup sugar
- 3 T. light corn syrup
- ½ cup orange juice
- 2½ cups (approx. 5 dozen) finely crushed vanilla wafers
- 1 cup finely chopped nuts
- Red, yellow, green, white sugar

Melt semi-sweet chocolate morsels over hot (not boiling) water. Remove from water. Stir in sugar and corn syrup. Gradually blend in orange juice. Add crushed vanilla wafers and nuts; mix well. Chill until firm. Form into 1-inch balls. Roll in colored sugar. Let balls ripen in covered container for several days. Candy will keep 3 to 4 weeks in covered container. Yield: 4 dozen.

\* \* \*

## PRALINETTES

- ½ cup evaporated milk
- 1 cup firmly packed brown sugar
- 1 cup sugar
- 2 cups pecans

Combine evaporated milk and sugars in saucepan. Stir in pecans. Place over low heat and stir until sugars are dissolved and mixture comes to a boil. Increase heat and cook, stirring constantly, to 236 degrees F. on candy thermometer or until a little mixture in cold water forms soft ball. Remove from heat and beat until mixture begins to thicken. Drop rapidly from teaspoon onto aluminum foil. If mixture gets too firm, add a teaspoon of hot water. Yield: 2½ dozen (approximately 1 pound).

# My Best Recipes for December

## MOON-BEAMS

- 1 cup ( $\frac{1}{2}$  lb.) butter or margarine
- 1 cup sugar
- 1 t. grated lemon rind
- 1 cup whole eggs (4 or 5)
- 2 cups sifted cake flour
- $\frac{1}{2}$  t. baking powder
- $\frac{1}{4}$  t. salt
- Confectioners' sugar

Cream butter or margarine and sugar thoroughly. Add lemon rind. Continue beating while adding eggs one at a time. Sift together the flour, baking powder and salt. Add to creamed mixture beating to blend thoroughly, about 1 minute. Pour into greased and floured 10 x 15-inch jelly roll pan. Bake in preheated slow (325 degree F.) oven for 30 minutes. Turn out of pan immediately on cake rack and while still hot cut into four equal lengthwise strips. Using a donut cutter, cut strips into half moon shapes. Sift confectioners' sugar over top. Makes approximately 4 dozen First-Quarter Moon-Beams. To make Full Moon-Beams cut rounds with biscuit cutter and frost with Lemon Cream Icing.

## LEMON CREAM ICING

- 3 T. butter or margarine
- 1 egg yolk
- $\frac{1}{4}$  t. salt
- $1\frac{1}{2}$  cups sifted confectioners' sugar
- $1\frac{1}{2}$  to 2 T. lemon juice

Cream butter or margarine, add egg yolk and salt. Gradually stir in sugar and  $1\frac{1}{2}$  tablespoons lemon juice. Beat until smooth and creamy. If necessary, add more lemon juice to obtain desired consistency.

\* \* \*

## PLUM PUDDING PIE

- 1 cup sifted flour
- 1 t. cinnamon
- $\frac{1}{4}$  t. salt
- $\frac{1}{4}$  t. cloves
- $\frac{1}{4}$  t. allspice
- $\frac{1}{3}$  cup margarine
- $\frac{1}{3}$  cup dark corn syrup
- $\frac{1}{4}$  cup candied fruit
- $1\frac{1}{4}$  cups prepared mincemeat
- $\frac{1}{2}$  cup chopped walnuts
- 3 eggs, separated
- 1 unbaked 9-inch pie shell

Mix together flour, cinnamon, salt and spices in a mixing bowl. Cut in margarine until coarse crumbs form. Combine corn syrup and candied fruit and stir into crumb mixture with mincemeat and nuts. Beat egg whites until soft peaks form when beater is raised; beat egg yolks until thick and lemon colored. Fold egg yolks, then beaten egg whites into fruit mixture. Pour into unbaked pie shell. Bake in a moderate oven (350 degrees F.) about 1 hour, or until center is firm. Serve warm. Makes 6 to 8 servings.

## EASY CHRISTMAS FONDANT

- $\frac{1}{4}$  cup butter
- 6 to 7 cups sifted confectioners' sugar
- 1 egg white
- Few drops Kitchen-Klatter Mint
- 3 T. evaporated milk
- Red and green food coloring

Cream butter until soft in large bowl; blend in 2 cups sugar and egg white. Add peppermint flavoring. Blend in remaining sugar, evaporated milk alternately, adding only enough sugar to make fondant firm enough to knead. Turn out on board lightly dusted with confectioners' sugar and knead until fondant is smooth. Divide into thirds; tint one-third pink, one-third green. Shape into wreaths by rolling small amount of fondant into logs and forming into circles; decorate with red cinnamon candies and bits of angelica. Or shape into balls and roll in tinted sugar or multi-colored candies. Makes approximately  $1\frac{3}{4}$  pounds.

\* \* \*

## FROZEN CANDIED FRUIT RING

- 1 pkg. (3 oz.) cream cheese
- $\frac{1}{4}$  cup sugar
- $\frac{1}{2}$  cup mayonnaise
- 1 t. rum extract, if desired
- 1 cup miniature marshmallows
- 1 cup candied fruit mix
- 2 T. lemon juice
- $\frac{3}{4}$  cup evaporated milk, chilled icy cold

Cream the cheese in a medium size mixing bowl until soft. Blend in sugar, then mayonnaise and rum extract, if desired. Stir in marshmallows and candied fruit. Add the lemon juice to the chilled evaporated milk and whip until milk is stiff and will hold a peak. Fold in cheese mixture lightly but thoroughly. Spoon into a 5-cup ring mold that has been lined with saran. Freeze overnight. Turn out on serving plate and carefully remove saran. Garnish with candied cherries, if desired. Makes 8 servings.

\* \* \*

## LEMON SNAPS

- $3\frac{3}{4}$  cups sifted flour
- $2\frac{1}{2}$  t. double acting baking powder
- $\frac{1}{2}$  t. salt
- $\frac{2}{3}$  cup butter or margarine
- 1 t. lemon extract
- $1\frac{1}{2}$  cups sugar
- 2 eggs
- 4 t. milk

Sift together flour, baking powder and salt. Cream together butter, lemon extract and sugar until light and fluffy. Beat in eggs. Stir in milk and add flour mixture. Chill dough thoroughly. Roll dough paper-thin and cut with a floured cutter. Bake cookies on lightly-greased cookie sheets in a hot oven (400 degrees F.) 9 minutes. Makes 6 dozen snaps.

# Dual Duties

Where do air personalities go when they fade off the air?

Pictured are your nighttime music host, Dale Eichor, and morning announcer (also part-time afternoon newsmen) Ron Shoeman busily engaged in duties while off the air.

Dale's other job is taking care of the record library. He is shown opening new record and album releases which have just arrived in the mail. In the foreground are new Christmas albums which will be added to a large assortment already received. Dale says this year's Christmas music is the best of all time.

After Dale opens the parcels of records, he auditions them, rejecting the undesirables, and filing the better music. Those filed are put in sections according to type of music, and alphabetically by the artist's name. A card file is also kept of each recording for instant reference.

Pictured at center is Ron Shoeman who doubles at the typewriter working up continuity for commercials. At the moment, Ron is working on Christmas toy copy for a KMA sponsor.

Warren Nielson, pictured at the bottom, is more just the opposite. His main chores are in writing and producing commercial copy. He also does the 6:45 p.m. Markets and Weather, but doubles on the air to help out wherever he is needed.

He is pictured in the newsroom where he has been helping with the newscasts to relieve our busy news department. These are but a few of the many chores Warren performs.

It seems there's always an endless series of tasks, so everyone on the staff pitches in wherever needed. This versatility of talent contributes greatly toward bringing you a better standard of full-service programming on your favorite radio station.



# KMA Program News for December



## YOU AND THE U. N.

Every Sunday at 12:50 p.m., the Red Oak Chapter of the United Nations Charter presents a special program of U. N. activities and discussion of policy. Pictured far right is the program's producer, Mrs. Jacky Adams. Mrs. Adams is moderating a panel discussion of leading educators in the area for a special program heard during United Nations Month. L to R: Dr. James Lowe and Dr. Berndt Angman, N. W. Missouri State College; Rev. William Burns of the Red Oak First Congregational Church; and Mr. Everette Rhoades of Tarkio College.



## NOTE OF THANKS

Each year KMA listeners respond wholeheartedly to an appeal for cash donations to purchase Christmas trees for the Glenwood School for the Mentally Retarded. Pictured are Mrs. O'Connell and Mrs. Boldra with KMA homemaker Billie McNeilly discussing the annual KMA fund drive. We want to thank each of you who helped in this event. It is the high point of the year for the patients at Glenwood.

## KMA TO CARRY IOWA UNIVERSITY BASKETBALL

### IOWA HAWKEYES SCHEDULE

Dec. 2	— Here —	Pepperdine
Dec. 4	— Away —	Evansville
Dec. 6	— Here —	S. Illinois
Dec. 8	— Here —	Creighton
Dec. 11	— Away —	Drake
Dec. 15	— Here —	Washington
Dec. 18	— Here —	Drake
Jan. 8	— Away —	Wisconsin
Jan. 10	— Here —	Northwestern
Jan. 17	— Away —	Indiana
*Jan. 22	— Here —	Michigan State
Jan. 24	— Here —	Ohio State
Feb. 5	— Chicago —	Detroit
Feb. 7	— Away —	Purdue
Feb. 12	— Away —	Northwestern
Feb. 15	— Here —	Minnesota
*Feb. 19	— Away —	Ohio State
Feb. 21	— Here —	Michigan
Feb. 26	— Here —	Wisconsin
Feb. 28	— Away —	Michigan
*Mar. 5	— Away —	Illinois
Mar. 7	— Here —	Indiana

\* Afternoon game

## BIG-8 CONFERENCE TOURNEY DECEMBER 27 THRU 30th

KMA Sportscasters will journey to Kansas City following Christmas to bring KMA listeners some of the top basketball action in the nation when teams of the Big-8 Conference meet for the annual Holiday Tournament. First-round pair-offs start at 7:30 p.m., Monday, Dec. 27th. Games will be held at 7:30 and 9:30 p.m. on Monday and Tuesday; 1:00, 3:00, 7:30, and 9:30 p.m. on Wednesday; the semi-finals at 1:00 and 3:00 p.m. Thursday and the finals at 7:30 and 9:30 p.m. Thursday.

## CHRISTMAS EVE CHOIR CONCERT

Again this year KMA will carry a full evening of beautiful Christmas music produced by high school, grades, churches, and college choral groups from the KMA area. This 19th Annual Christmas Eve Choir Concert lends a delightful atmosphere of background music by your friends and neighbors for the family gathering on Christmas Eve. Join us.

## Personally Yours

KMA Homemaker Billie McNielly, who avails herself to speak before clubs and organizations in the KMA area, is pictured fulfilling one of those delightful engagements. Billie is speaking before the Creston, Iowa Home and Garden Club at a luncheon. The picture was taken by Billie's husband, Reg Oakley, who accompanied her on the trip.



## Zero Beat

The above heading is radio engineer's terminology for tuning precisely on frequency. Pictured is KMA chief engineer Don Burrichter using a signal generator and frequency meter to tune one of several monitor receivers. The receivers will be used in the KMA news department to listen to emergency communications frequencies so any news stories happening in the area can be covered more quickly for KMA listeners. The receivers will operate 24 hours a day.



### RFD

Continued from Page 5

the east wall of the living room and in the background through the window you can see the Nishnabotna Valley and a part of Essex. We can see Shenandoah out of the south dining room window.

Those are just a few lines from Pauline and she could go on and on but space won't permit. We will tell more about it from time to time.

Randy has reserved a corner of the basement for a work bench and is quite determined to get one started. He was quite interested in all of the power tools that Dee Bayless, our carpenter, brought onto the job while he was building the house.

Our next big project is to get the old house torn down so that we can finish grading the yard. I expect to spend most of the winter on that job.

This year Jim Ross and I will attend the convention of the National Farm Broadcasters and the International Livestock

Show in Chicago and I hope that we can have some interesting reports for you on our farm shows on KMA. The International is considered to be the World Series of the livestock show season and the competition among exhibitors is terrific.

### A LETTER FROM BILLIE MCNEILLY

(Continued from Page 10)

eat, pretty lights and tinsel, giving a thoughtful gift to someone you love . . . families getting together to sing and rejoice together. But Christmas means so much more. It has its own special meaning to each and every one of us. A season of gay good cheer, that says, in the most part, "I believe!" To those of you who have loved ones in foreign lands, I wish a strong heart and more faith than ever before. To all of you, I wish a very Merry Christmas. See you next year.

With loving thoughts,  
Billie McN. Oakley

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## The Inspiration of Happiness for Mankind



## A Very Merry Christmas