



The

# KMA GUIDE

*January, 1967*

# GEORGE TAYLOR NAMED SPORTS DIRECTOR

## Veteran Sportscaster Will Do Play-by-Play

Nineteen years experience in radio broadcasting provide George Taylor with a wealth of material and knowledge to back up his appointment as Sports Director of KMA Radio.

George will be heard on the play-by-play of all games broadcast by KMA Radio. Listeners will soon recognize his voice through his daily stint, Monday through Saturday, as the KMA Sportsman. He can be heard at 7:45 a.m., 1:10 p.m., 6:15 p.m., and 10:10 p.m., giving sports news and sports headlines.

Coming to KMA from Pittsfield, Mass., where he was employed at WBEC, George also worked for nine years in Florida and seven in the Midwest. His talent for professional play-by-play was utilized to air all home and away baseball games of the Pittsfield Eastern League Champs, Southern Association of Birmingham (Ala.) games, International League at Miami and countless high school and college football and basketball contests.

George started his radio career in St. Louis which was near his home in Collinsville, Illinois. He was educated at the University of Illinois.

The new Sports Director is married and has one son, Kurt, aged 5. His wife, Linda, is originally from the state of Washington. George and his wife share a mutual interest in drawing with Linda concentrating more on women's fashions. He also likes fishing, spectator sports and music while his wife includes sewing and gardening among her hobbies. The family is living at 114 Fifth Ave., in Shenandoah.

George Taylor shows trophy to his wife and son, Kurt.

# The KMA Guide

JANUARY, 1967

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## MR. 1967

On the back cover of this issue of The Guide is a picture of a handsome, bright-eyed baby boy representing the New Year of 1967. He is none other than Timothy Burrichter, three-month old grandson of Chief Engineer Don Burrichter. The young lad was born in September, 1966, to Mr. and Mrs. Ed Burrichter of Topeka, Kan. Chief Burrichter took the picture of his youngest grandchild when he visited in Shenandoah at Thanksgiving. We think he looks like the best start a new year could have.



The KMA Guide



## A Chat With Edward May

I am going to devote most of this column telling about the front cover of this issue of the Guide.

No doubt most of you recognize the familiar face as being that of my father, Earl May, founder of both the May Seed & Nursery Co. and May Broadcasting Company. What you see is a picture of a portrait which was unveiled at our annual Christmas party. It was a present from the personnel of both the May Broadcasting Company and the May Seed & Nursery Co.

To give you somewhat of a background, each year we have a Christmas party which has become a very fine tradition. The party ended with each person receiving a turkey for their Christmas dinner. The program was as follows:

Master of Ceremonies . . . Bill Overbey  
Organ Prelude . . . . . Georgia Walters  
Invocation . . . . . Rev. Paul E. Syster  
Group Singing . . Led by Carl Andersen  
Welcome . . . . . Edward May  
Special Music . . . . . Ed May Quartet  
Christmas Message . . . Mrs. Earl May  
Presentation of Gifts . . . Bill Overbey  
Group Singing . . . . . Carl Andersen  
Santa Claus . . . . . Edward May

A most unusual event took place under the heading of Presentation of Gifts. The gift was the unveiling of the portrait of Earl May. It was painted by a very fine artist in Wichita, Kansas, by the name of Alvin Pearson, who, until his recent retirement, served as Art Director for the McCormick-Armstrong Printing Co. of Wichita.

Before doing the portrait several photographs were sent to Mr. Pearson and from these he did his painting. (It was very interesting to look at the different pictures of my father and then the finished portrait. By studying the various photographs the artist was able to draw a mental picture of the subject and then proceeded to paint his picture of Earl May. Without ever knowing the individual, who incidentally passed away twenty years ago, the artist was able to capture the likeness, color and personality of Earl May.)

When the portrait was completed my sister and I went to Wichita to see the finished project and we were very pleased. (Incidentally, neither my sister nor I had met Mr. Pearson prior to going to Wichita, but when we were introduced to him he looked at me and said, "Mr. May, you look a great deal like your father.")

This was the gift presented to the May family by the employees of both the May Seed & Nursery Co. and the May Broadcasting Company. It is a wonderful present and is highly cherished by the family. It will be placed in a prominent location in the new May Seed & Nursery Co. office building for everyone to see as they enter.

Speaking of the new offices, sometime after the first of the year we intend to have open house. As soon as we set the date, we will advise you, and I certainly hope you will be able to attend and see why we are so proud of our new offices. We feel most fortunate to be in a new building. This is an experience a person seldom has. In my particular case, I imagine my feeling insofar as the new quarters is similar to that my father had when the Mayfair Auditorium was opened in 1927. (I doubt if our new office building will become the landmark the Mayfair was, but the two buildings were designed with two different things in mind. It's too bad time and circumstances brought about the demolition of the Mayfair, but in its place is a building just as nice and just as beautiful. I think you will agree when you see it.)

I wish to take this opportunity to thank all of you who were so kind to send me Get Well Wishes during my recent stay in the hospital. Fortunately, I was only there a few days and everything turned out just fine. I was off the radio for two weeks but I am back on my usual spot at 12:15, and happy to say I am feeling fine. Happy New Year!

# Frank Comments

By **FRANK FIELD**

I told you last month that our kids were planning a big Open House in honor of our 50th Wedding Anniversary and everything went off just like clock-work and a grand and glorious time was had by all. The kids had arranged for the use of the American Legion Country Club here in Shenandoah, and the time was Sunday afternoon, December 4. This picture shows Jennie and me in the act of making the first cut into the cake, which as you can see, was a beautiful three-layer affair with a big gold "50" on top.

Weather-wise, the day was not so good, as most of this part of the country had fog, drizzle and freezing drizzle and the weather forecast was very discouraging. Many, many people who had planned to come, were afraid to risk the highways and called it off. In spite of the weather, we registered 504 and the ball room at the Club was comfortably filled most of the afternoon. Zo and a group of her friends took over the job of decorating the room and they did a splendid job. We are still getting comments on how beautifully and tastefully the room was decorated.

We already have over a bushel basket full of cards, and they are still trickling in from folks who didn't know about it until they read it in last month's Guide. Fully half the cards contain an additional letter

of congratulation and to all of you who sent cards and letters, Jennie and I send our sincere thanks for your interest. As I say, we are now going for our 75th . . . or Diamond Anniversary, which after all, isn't too far in the future, considering how fast time flies.

Our plans for Christmas are a little indefinite, except that the Christmas Dinner will be at our house this year. There may be as few as 12 places at the table and there may be as many as 20. You see, the other sides of the families have to be taken into consideration too, and right at this moment we don't know how many of the kids will be with us and how many with their in-laws. Peg and her boys didn't get home for Thanksgiving nor the Anniversary celebration, so we feel quite sure they will be here for Christmas. Incidentally, our family Christmas Dinner will be served at noon on Sunday, Christmas Day, in spite of the fact the rest of the world will celebrate Christmas Day on Monday. The main reason for that, is that I have to go to Omaha on Monday for my noon television program, as usual. You see, there are no holidays on either radio or television. On Thanksgiving Day, I took my program at noon, as usual, and we held off the dinner until 2:00, until I could get back from Omaha.

No, we haven't done anything at all in the way of planning next year's garden, except for one thing . . . we are going to plant about twice as many Fordhook Lima Beans, as we are practically out of them all ready. Everything else is apparently going to come about even with the possible exception of the Chili Sauce. We still have plenty of "his", but "hers" is running low. "His" has lots and lots of Cayenne Peppers in it, while "hers" is a little more mild. Incidentally, the "his" Chili Sauce is graded two ways — XX and XXX, depending on the amount of red pepper content.

See you next month!

**Frank and Jennie cut the tiered cake at their Golden Wedding Anniversary celebration.**





*with  
Jack  
Gowing*

Another year is upon us, and this is the season that we look ahead and make plans for the New Year. We must look back at the old year in order to set up the goals for the future.

We can look back now at a good crop in the bin for 1966. We know that as we start the New Year we are short on moisture while a year ago we had one of the highest soil moisture reserves on records. We were ten inches short of our average annual precipitation as we approached the end of last month.

#### **Exhaust Farm Surpluses**

The year 1966 will be remembered as the year that American Agriculture shook off the shackles of surpluses. It may be the last year that we will ever see surpluses. The economic planners tell us that world agriculture cannot keep pace with our population growth.

#### **Higher Future Yields**

On the other side of the coin we hear some people talking about future corn yields of 300 to as high as 500 bushels and soybean yields as high as 200 bushels. We had soybean yields reported as high as 92 bushels in 1966. The one ingredient that most farmers cannot provide for these big yields is water. I believe that before we can expect yields such as some of the planners are predicting, we will have to find the water supply and an economical way of using it for irrigation. Plant breeders and fertilizer people have helped to provide the large increases that we have already experienced and they will no doubt, play an

important part in any future increases, but water will be one of the biggest limiting factors from here on out.

#### **Year of Traveling**

This past year the KMA Farm Service Department did more traveling than ever before. Jim Ross spent some time in Canada and reported on feeder cattle production in that area. We were on hand at all of the major livestock shows and farm events as usual. I had the pleasure of going on the Iowa Cattlemen's Study Tour to the Western States visiting the large feedlots and ranches. Then as we neared the end of the year I attended the American Farm Bureau convention in Las Vegas, Nevada. This was the first time that we have covered that group's national convention.

#### **Las Vegas Convention**

Las Vegas was an unusual town for a farm convention but after seeing the town for the first time I believe it was a good choice. You may think it strange that I would say that, but I believe that we should see how others live or "the other half lives" as the saying goes.

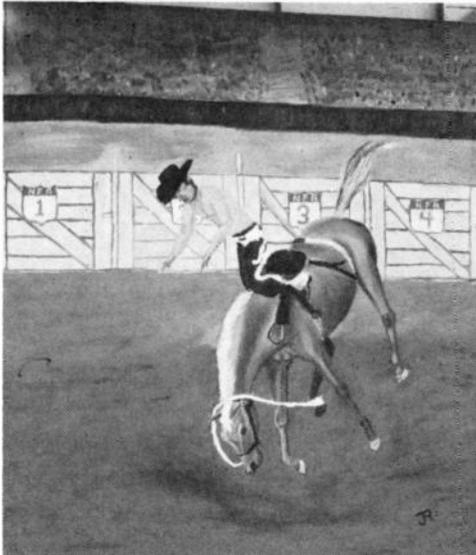
Picture a town where the most important industry, gambling, never shuts down. The casinos are open 24 hours a day and 365 days a year. Many of them have no doors and if they do, they have no locks on the doors. You can see almost as many people in a casino at 6 a.m. as you see at 6 p.m. It is a completely different world than we know here in the Midwest. If you have the opportunity, be sure to see it. It impresses me as being an artificial life.

# Never A Dull Moment for Jim

There was a sale on oil paints, so, JIM ROSS, KMA ASSISTANT FARM DIRECTOR, invested a few pennies and started a hobby that's especially nice when the winter winds blow. JIM'S main interest for several years has been horses. When he was just a little shaver, he became interested in rodeos. Though he has never participated in rodeo events, he has spent many hours announcing at the functions. JIM'S fondness for horses is shown in his paintings, most of which have a western theme. JIM does a fine job though he has had no formal art training but paints the things he knows most about . . . horses.

Throughout the year, JIM spends much time training horses, and the one pictured on this page will be shown next summer by his oldest daughter, TERRI. JIM admires the paintings of Charles Russell and Frederick Remington . . . considered to be outstanding Western artists.

The rodeo action painting shown, is the most recent work that JIM has finished. It was inspired by a trip that he and wife, BARB, recently took to Oklahoma. Traveling with Mr. and Mrs. Lewis Tackett of Sidney, Iowa, the ROSSES attended the



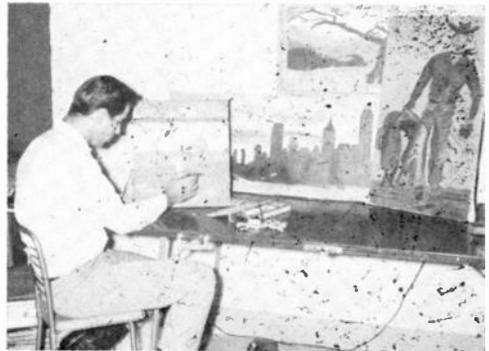
Painting of 'Descent' to be given to owners.



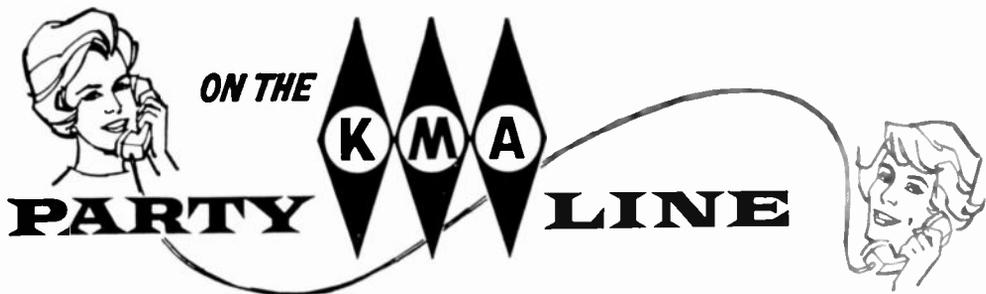
National Finals Rodeo when the top fifteen men in each rodeo event compete for the World Champion Cowboy titles. Each year the cowboys select the best BUCKING HORSE of THE YEAR.

JIM and company, visited the Beutler Bros. Ranch at Elk City, Oklahoma. Mr. and Mrs. Lynn Beutler own a horse named "Descent" which was chosen by the cowboys as the Best Bucking Horse. When JIM and BARB returned to Shenandoah, JIM took out his brushes to paint a likeness of the winning horse. The painting of "Descent" will be presented to Mr. Beutler by Jack Benjamin (our KMA Guide printer) at the annual Rodeo Cowboys Association meeting in Denver this month.

**Jim Ross works at table displaying his art. Training horses comes first.**



The KMA Guide



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

By Joni Baillon

The engagement of **CATHY FISHER**, daughter of Rex and **BEV** (Guide staff) **FISHER** to Darrell C. Danielson of Shenandoah was announced last month. Cathy, who was capped Dec. 20 in ceremonies attended by her family at the Council Bluffs School of Practical Nursing, will graduate in July. Her fiance is associated in business with his father, William C. Danielson.

**RALPH CHILDS'** daughter, **SUSIE** was named cheerleader for the Knights of Wartburg College at Waverly, Iowa, where she is a sophomore.

When the first snow of December covered the ground, **CHUCK WARREN** and **JONI BAILLON** drove to the Glenwood State Hospital-School to help deliver ninety-three Christmas trees. Thanks for the trees is due to KMA listeners who contributed a total of \$321.50 for the purchase. The young residents at Glenwood were very excited as the trees were unloaded. The fire chief, Carey Dudley, and Mrs. Elsie O'Connell made certain that the trees were sprayed to fire-proof them before setting them up all around the grounds and buildings.



Cathy Fisher to Wed

**LISA NENNEMAN**, granddaughter of **MAE DRIFTMIER** of the KMA office staff, was dismissed from an Omaha hospital just in time for Christmas. In November, the child was also in the hospital to be released in time to celebrate her third birthday. The tentative diagnosis of pneumonia caused by an allergy will mean undergoing all those allergy tests.

An unexpected gift for the **"ANDY" ANDERSEN** (Regional Sales manager) family was the \$100 won recently by his wife, Joanne, in a grocery store contest.



Joni watches happy youngsters as Christmas trees are unloaded.

# OPEN LINE

"OPEN LINE" is heard Monday through Friday at 11:00 a.m. on KMA Radio. This is a comparatively new program for our station, even though "talk" shows have become quite popular in the last few years on radio stations over the entire nation.

Since there is a limited time on our program, we feel that an extra opportunity should be given our listeners and KMA GUIDE readers to express themselves. Many of you have written rather than place a call. We realize that it is easier to collect our thoughts logically by writing them down. This month, the GUIDE begins a new feature designed especially for our readers. We will introduce subjects of controversy and comments from our news department. Many of these topics have been or will be discussed on the "OPEN LINE". If you wish to contribute your ideas just write to the editors, KMA GUIDE.

In the past few weeks, a fight has been started AGAINST Daylight Saving Time. Many of the people who work and who are in FAVOR of an extra hour of daylight, have not been able to comment on our 11:00 a.m. program. We'd like to pass along some comments from letters received on the subject. A listener from Red Oak, Iowa, has begun circulating petitions to be signed and passed on to the Iowa legislators in January. To our knowledge, this is the only action by the people, expressing a desire to veto the Daylight Saving Time law this coming session. Most of the comments on the "OPEN LINE" have been against fast time. The reasons given are many.

## From Sharpsburg, Iowa:

"... want you to know that I've contacted my representatives by mail as we abhor it (Daylight Time). Also called sixteen friends asking them to write and suggest it to their acquaintances and friends. As I write Christmas letters to Iowa relatives and friends, I remind them. Children aren't the only ones who are extra weary because they remain up too long. Adults either work or play when they should be resting. Everyone complains of being weary all of the time and some of the cure is a common sense practice in our use of daylight and darkness."

## From Red Oak, Iowa:

"I like daylight saving time. I have several children in school, too. Our rule was that they went to bed at dark those months that were during the school year. They are all above average students so I don't see how anyone could say that it (DST) hurt their grades. They are nearly the first ones on their bus and never got on it in the dark."

## From Westboro, Missouri:

"I understand the busyness of the farmer. However, he rises earlier on Standard Time in order to utilize the daylight. Daylight saving time should not be difficult for him to adjust to. For the city dweller, his working hours are not flexible... he cannot get to work earlier and leave earlier or in any way make adjustments to give him an opportunity to fish, swim or hunt. The man who enjoys the daylight to work in his garden, may need the chance for his own health and exercise with the food as a wonderful end result. During World War II, we had "War Time—daylight saving" and people lived with it all year round. That was the one time in our lives that our family could often enjoy the parks and picnics as a family. Needless to say, I am in favor of Daylight Saving Time... but only for ALL of us."

## From Red Oak, Iowa:

"Let's face it, we all know there are only 24 hours a day to spend as we personally want to or need to. I don't think that anyone has the right to change everyone's day for the sake of a minority."

## From Missouri:

"That man speaking about Daylight Saving Time and farmers taking their own good time to do things is all wet. Our farmers here work hard and fast all summer long, they use both daylight and dark to get all done..."

## From Maryville, Mo.:

"In regard to daylight-time, why don't they (working people) just get up earlier and spend an hour in the morning working in the garden or yard or go golfing in the morning before work if they want to get up, that way the children will not have to go so early to meet the bus in the dark as my children used to do..." the farmer cannot put up hay early when dew is on or plow corn while it is so wet... he might go play golf if he had time also sun time is 12 o'clock straight up so why change it."

## From Shenandoah:

"The people who are against Daylight Saving Time are old-fashioned, they just want to let the world go by and live in their own little world. If they set their clocks like they should they will not notice the difference. How much does it (DST) really inconvenience them?"

We have received many more letters both for and against Daylight Saving Time. No matter which side you are on, this coming session of the state legislature will settle it once and for all. Read the "other side" of the story in the KMA COMMENTARY.

OPEN LINE in the KMA GUIDE invites you to write and express your opinions and remember, you can call us Monday through Friday at 11:00 a.m. on KMA Radio.



## K M A Commentary

By DUANE JOHNSON

The "KMA COMMENTARY" is, as regular Guide subscribers will recognize, an addition which shall appear in each issue starting with this first publication of 1967. I hope this title is not completely new to you, since it is also used on a five minute feature which I do each weekday evening at 6:25 on KMA Radio. The format here will be basically the same as on the daily airings . . . information which I feel will be thought provoking and/or informative, dealing primarily with issues of importance and controversy.

Daylight Saving Time is one of the most controversial issues in the four state area of KMA-land to come along in quite a while. We all know that the Congress of the United States passed a bill and signed by President Johnson which says in effect, that each state will go on "fast" time at 2 a.m. local time on the last Sunday in April, and end it at 2 a.m. local time the last Sunday in October. Each state will go on "fast" time as outlined in the law unless the legislative body of a given state passes a state statute which says that state will not observe daylight time. The purported purpose of this federal legislation was to make "DST" uniform across the nation. This it will do . . . because any state that does observe "fast" time will have to observe it for the six month period as specified by the law . . . and a state will have to be either totally on "DST" or totally off, which was not the case in many states this past summer. I could go into rather long detail about the reasons for having Daylight Saving Time, but let it suffice by saying that "DST" gives those of us who work indoors an extra hour of daylight in the evening to enjoy the great out of doors.

I have said several times, last spring, during the summer, and this fall, that I favor Daylight Saving Time. I favor it, because I like just what it is supposed to provide . . . an extra hour of daylight in which to enjoy the great out of doors.

There are those who, as might be expected, oppose giving us "in-door workers" an opportunity for some extra refreshing, healthful exercise. I have been interested in hearing some of the comments, mostly opposed to "DST", that have been aired on Joni's "Open-Line Program". One would gather from these calls, that all farmers, all housewives, all parents, and just about everybody in general is against fast time.

Some say the farmer can't live with

"DST" because the stores are closed in the middle of the afternoon and he can't get replacement parts in the event of a breakdown; the livestock, particularly the cows surely suffer . . . "with an extra hour of daylight each day"; all of us suffer because we lose an hour of sleep each night; the children suffer because . . . "they have to catch the school bus in the middle of the night"; we shouldn't . . . "change from God's time"; . . . and I could go on and on passing along the rather foolish and ill-advised thoughts we have heard on the "Open-Line Program". In my opinion, the only remotely valid argument against "DST" to be put forth so far is that of the children catching the bus while it's still dark. But then, I feel we parents are getting increasingly soft with our children, to their detriment. I am sure that many of you faced greater hardships during your school days.

An effort is underway to get a law passed in Iowa to repeal the Daylight Saving Time law we have. All of the reasoning behind this effort, as far as I have learned, follows the thinking outlined above.

In a poll taken last spring among the attorneys general in the four state region, I found that the chances are great that Nebraska, Missouri and Kansas will be included in the changing of the clocks come next April. I certainly hope this proves to be the case . . . and wouldn't Iowa look strange if and when a law is passed to exclude this state from observing "fast time."

It would be interesting to know just how many people really believe the reasons they give for supporting the opposition. My guess would be that many of them are so strongly against "DST" simply because the schedule of their favorite television program was changed with the situation we had this past summer, and are too ashamed to admit their addiction. When Nebraska joins us on fast time next summer, this too will be changed, and the problem eliminated.

If we must have legislation on the topic of Daylight Saving Time, let's be wise, and push for a referendum vote of the people of Iowa, Nebraska, Missouri and Kansas so their views and best interests will truly be served.

I would be interested in hearing your opinion on this topic . . . and would be happy to help in any way possible to have fast time retained in Iowa until the federal law has had time to prove itself.

## Do It Yourself

# Yarn Weaves A Tale of Relaxation

Each month of this brand new year, we will present a special section on crafts, table decorations and party ideas including special games and recipes, in the KMA GUIDE.

Homemakers of all ages delight in showing off their creative talents. In these months, with youngsters at school and no need to tend a garden, you might like to turn your spare moments to afghans. If you are a beginner, it will be fun and challenging. If you have much experience in needlework, we hope you will try new patterns. You may have both sets of instruction for the afghans pictured here plus two others for just a dime. Send 10¢, your name, address and zip code to PATTERNS, KMA GUIDE, Shenandoah, Iowa, 51601.

**MARY, MARY, QUITE CONTRARY, HOW DOES YOUR GARDEN GROW?** . . . with woolen flowers and cross stitched maidens strewn on a pretty white background. The squares for this delightful design are made in the simple afghan stitch with knitting worsted. The blossoming design is cross stitched over the afghan stitches.



Mary, Mary, Quite Contrary



Granny's Heirloom

**GRANNY'S HEIRLOOM** is the traditional favorite of afghans. Worked in 6 inch squares which you can pick up in any of your leisure moments, the border and background is black with color running riot in the center design. Crocheted with warm, sturdy knitting worsted, you can use all your left-over yarn to create this design.

Here are the descriptions of two other needlecraft patterns that you may obtain from the KMA GUIDE.

First, a Highland plaid afghan . . . an authentic blend of black, scarlet and yellow. Wide strips of knitting worsted are crocheted and sewn together. Strands of yarn are then simply woven through the afghan completing the striking effect of the plaid.

The second pattern is a lovely hairpin lace crochet. Knitting worsted, a 3 inch staple and a crochet hook is all you need to make this very delicate afghan.

Remember, all four patterns are available to you for just a dime. Send your name and address and zip code to PATTERNS, KMA GUIDE, Shenandoah, Iowa 51601.

# Jottings from Joni's Journal



## A PLEA

Lord, let me bring a little grace  
To every dark and gloomy place;  
Let me rejoice that I can give  
Some splendor to the life I live,  
A little faith when I am tried,  
A little joy where I abide,  
A touch of friendship now and then  
To mark my comradeship with men.

Lord, let me bring a little mirth  
To all who share my days on earth;  
Let something I have said or done  
Remain, when I have traveled on,  
To prove the man I tried to be  
And make men glad they walked with me;  
A flower, a smile, a word of cheer,  
Make these my gifts from year to year.

Lord, let me carry where I go  
Some little joy to all I know,  
Let these into my life be wrought—  
A little faith, a little thought,  
A little mirth, a little grace  
To glorify the commonplace;  
Lord, let some little splendor shine  
To mark this earthly course of mine.

Author unknown

I'm just a little sentimental about a new year beginning, and always plan to try my best at making these next, new twelve months, better than the last. We all do, I guess, start out a brand new calendar with hopes for the best and that worries be less. It's extra nice for me since this new year is among new friends. I do hope you will have a prosperous 1967, and, if gloom overshadows one of your days, remember the theme of the above poem . . . we can lose our troubles in helping others.

Among our resolutions for 1967, is to bring you a larger variety of craft and party ideas and new recipes each month. We hope you will participate in some of our new ideas, like the DOLLAR SAVERS.

The holiday season was quite mad around the station. We had our Christmas party on December 23rd in the new May Seed and Nursery Office Building. This is quite a big family we belong to, with over 150 persons attending the party. Lucille Lawson, our able switchboard girl, did a beautiful job of decorating the tree . . . all with little Italian yellow lights. Getting together with everyone in the organization was certainly fun. It just seems that time goes so quickly and with all so busy at work, we don't have much time to spend together throughout the year.

As you'll notice in this month's column, Evalyn Saner and Denise Johnson captured Santa Claus. We were happy to have Santa on KMA before Christmas and would like to thank all the youngsters who took time to write him. I told Santa I wanted a part-time secretary for Christmas and he mumbled something about "better organization". Suppose he was right?

Are you winter sports fans in your house? I was able to get to some of the basketball games over the holidays. They sure are exciting. One thing that surprised me was the interest over girls' basketball. I remember playing on a team during high school and college, but there were no tournaments in Minnesota like in our state of Iowa. It must be nice to have a double chance at winning for your school . . . boys on one side, girls on the other. Personally, I like ice skating but so far haven't found any ice except in my freezer. If someone has a pond, please let me know. My brothers all skate. Jim, the oldest, is quite a good skier and has all his own equipment. Says it relaxes him after all that studying. John will probably do a little skating as he runs from class to class over the huge St. Thomas campus. As for Jeff, he has already been to the neighborhood rink with his hockey stick.

HAPPY NEW YEAR EVERYONE

Joni



# RESOLUTION . . . TO CREATE MORE VARIETY FROM THE KITCHEN

## MANDARIN DREAM PIE

- 1/3 cup butter
- 3/4 cup regular or instant blending flour
- 1/4 cup firmly packed brown sugar
- 1/4 t. ginger
- 1/2 cup finely chopped walnuts
- 3/4 cup cold milk
- 1 cup dairy sour cream
- 1 T. prepared grated orange peel
- 1 package instant vanilla pudding mix
- 1/2 cup orange marmalade
- 1 T. water
- 1/2 cup well-drained mandarin orange segments

**METHOD:** Melt butter in heavy skillet over low heat. Add flour, sugar, ginger and walnuts; blend well. Cook over low heat, stirring constantly, until crumbs are toasted and golden brown, 4 to 6 minutes. Reserve 1/4 cup of crumb mixture for garnish; press remainder immediately onto bottom and sides of 8-inch pie pan. In small mixing bowl, blend milk, sour cream, orange peel and pudding mix at low speed. Mix at high speed about 30 seconds or until thickened. **DO NOT OVERMIX.** Pour into crumb crust. Chill. Heat orange marmalade with water, stirring constantly, until marmalade melts. Arrange orange segments in center of filling; spoon marmalade glaze over top. Sprinkle reserved crumbs around orange segments. Chill until set. **TIP:** Vanilla filling may be prepared in a blender. Blend about 6 seconds, turning switch on and off.

\* \* \*

## PEANUT-BUTTER BREAD

- 2 1/4 cups sifted all-purpose flour
- 4 t. baking powder
- 1/2 t. salt
- 3/4 cup creamy-style peanut butter
- 1/2 cup sugar
- 1 t. vanilla extract
- 1 3/4 cups milk

**METHOD:** Preheat oven to 350°. Sift flour with baking powder and salt; set aside. In large bowl, with portable mixer or wooden spoon, beat peanut butter, sugar, and vanilla until well combined. Gradually add milk, beating until well blended. Add flour mixture, beating until smooth. Pour into greased 9x5x3 loaf pan, bake 1 hour, or until cake tester inserted in center comes out clean. Let cool in pan 10 minutes. Remove from pan; cool completely on wire rack.

## HAM-CHICKEN CRESCENTS WITH CURRY SAUCE

- 1 can refrigerated crescent dinner rolls
- 1 cup diced cooked chicken
- 1 T. mayonnaise
- 1 T. chopped green pepper
- 1/4 t. salt
- 8 slices ready-to-eat ham

**METHOD:** Unroll dough; separate into 8 triangles. Combine chicken, mayonnaise, green pepper and salt. Place ham slice on each triangle. Top with about 1 T. chicken mixture. Roll ham slice around chicken so mixture does not run out. Roll each triangle to form crescent. Place on ungreased cookie sheet. Bake at 375° for 10 to 15 minutes, until golden brown. Serve with hot Curry Sauce.

### CURRY SAUCE

- 1 cup dairy sour cream
- 1 T. butter
- 1/2 t. curry powder
- 1/4 t. salt
- 1/4 t. pepper

Combine all ingredients in small saucepan. Heat thoroughly, but do not boil.

\* \* \*

## SWEDISH CHERRY SOUP

- One 1 pound can red tart cherries
- 1/2 cup sugar
- 1 orange, sliced
- One 2-inch cinnamon stick
- 6 to 8 whole cloves
- 1 t. lemon juice
- One 1-pound can sliced peaches
- 1/2 t. cornstarch

**METHOD:** Heat cherries and juice, sugar, orange, cinnamon stick, cloves and lemon juice to boiling. Drain peaches. Combine cornstarch and a small amount of peach juice. Add remaining juice to cherries; heat. Slowly add cornstarch mixture, stirring constantly and cook until thickened. Add peaches. Serve warm or cold as a first course or dessert. Makes 6-8 servings.

## CAULIFLOWER SALAD

- 2 medium-size heads, cauliflower
- 1/2 head lettuce
- 1 cup sliced pitted ripe olives
- 14 anchovy fillets, cut into pieces
- 2 T. sliced green onion
- 2 T. capers
- 2 t. salt
- Dash pepper
- 6 T. salad oil or olive oil
- 2 T. wine vinegar

**METHOD:** Break cauliflower into small flowerettes. Wash. Add to boiling salted water. Cook 2 to 3 minutes. Drain and chill. Tear lettuce into bite-sized pieces. Add cauliflowerettes and remaining ingredients. Toss lightly. Chill at least 30 minutes before serving.

# DOLLAR . . . . SAVERS

Here's a handy addition to our women's section, a page devoted to saving you time and money. The KMA GUIDE welcomes your tips on how you save time at your home . . . or save money for your family. This is also an opportunity for you to win a dollar.

Each month, the KMA GUIDE will publish the best DOLLAR SAVERS from our readers for that month. If a special dollar sign appears beside your published tip, you will receive \$1.00 from the GUIDE.

To enter your tips in the DOLLAR SAVERS column, simply write them down along with your name and address and send to DOLLAR SAVERS, KMA GUIDE, Shenandoah, Iowa, 51601. The deadline for entering will be the fifteenth of each month. We've printed some of our own this month and will be looking for yours for the February issue.

\$ \$ \$ \$ \$

Deeply cut glass that resists cleaning with a dish mop or brush, can be cleaned effectively with cotton wrapped toothpicks.

\$ \$ \$ \$ \$

Before refinishing woodwork, make sure that all traces of wax have been removed and that any still-glossy surfaces have been sanded. Otherwise the new coating may not adhere firmly.

\$ \$ \$ \$ \$

When a recipe calls for an ingredient to be chopped very fine, take a shortcut. Get your graters out and grate onions, fresh parsley, garlic, etc.; all go through the grater easily. Use the carrot last because it will clean your grater.

\$ \$ \$ \$ \$

A little vanilla poured on a piece of cotton and placed in the refrigerator will eliminate odors.

\$ \$ \$ \$ \$

Several layers of newspapers placed on each shelf when defrosting your refrigerator will help sop up the water and eliminate a lot of sponging.

\$ \$ \$ \$ \$

To clean delicate designs on silver pieces, where you must get into the tiny cracks . . . use a mascara brush. The brush will get into the tiniest crevices.

\$ \$ \$ \$ \$

To make easier ironing of slacks and things, pull one leg down inside of the other leg. This will look like a half-pair of pants. Iron on the wrong side. Back darts, etc., won't mark the pants because they will be together. Open to finish.

\$ \$ \$ \$ \$

Never throw away a box of detergent without first rinsing out the box with warm water. You'll be surprised how many suds are left in the box . . . enough to do another sinkful of dishes.



To wash your shower curtains put the curtain in the washing machine. Fill the machine with hot water. Add two bath towels. Add one-third cup each of detergent and bleach. Run through entire cycle. Rinse in plain hot water to which has been added at least one cup of vinegar. Do not rinse vinegar out. This method won't work without the bath towels. Don't spin dry. This may cause wrinkles in some types of shower curtains.

\$ \$ \$ \$ \$

To renew the freshness and crispness of nylon, dacron or fiber glass curtains . . . just add one-half cup of powdered milk to the last rinse water. This will give them body.

\$ \$ \$ \$ \$

The best method to remove chewing gum is to put the garment (even a shoe) in a plastic bag and let it freeze. Then the gum will come right off with a flick of the fingernail. The plastic bag will keep frost from forming.

\$ \$ \$ \$ \$

Ball-point ink stains will come out if you . . . sponge the stain repeatedly with acetone or amyl acetate; do NOT use acetone on acetate, arnel, dynel or verel. Washing often sets some ball-point ink stains. Plain rubbing alcohol works well when it is safe for a fabric. And, cuticle remover will remove ball-point ink from leather goods.

\$ \$ \$ \$ \$

Scratched mahogany woodwork can be repaired by painting the scratches with iodine. After applying iodine, go over the entire surface with furniture polish and this will eliminate any noticeable defects.

\$ \$ \$ \$ \$

To keep ice cubes from sticking to the bottom of the tray after some have been removed, put aluminum foil in the bottom of the tray. Cubes will come out easily.

\$ \$ \$ \$ \$

To remove wax from the felt pads of a floor polisher, place the pads between several thicknesses of paper towels and press with a warm iron . . . the old wax will absorb on the paper towels in a matter of seconds.

\$ \$ \$ \$ \$

If an eraser isn't handy, a small piece of stale white bread will rub out most ink or pencil marks.

# PROGRAM NEWS FOR JANUARY 1967

Dial 960 — KMA — 5,000 Watts

## NORM'S FORUM

By

Norman Williams  
Station Manager



Received one complaint about the "Scrambled Yeggs" contest. This writer was one of several contestants who tied for one of the prizes. This party objected to the "tie-breaking" contest we held to determine the final winners. They thought the prize money should have been divided among those who tied.

I would like to point out that the rules of the contest clearly stated that in the event of a tie a run off contest would be held. In this case the run off contest was to guess the number of people who registered at the KMA studios between June 1, 1966 and September 30, 1966. Every one had an equal chance to come up with the nearest number. We felt it was fair.

In any contest there will be some winners and many losers. People will spend a lot of time and energy trying to win, and still fail. This is true whether it is a grocery store promotion contest or game of chance, or the KMA Guide contest. We try to make the contests we run interesting and fun even for those who don't win. Furthermore, people living in the immediate Shenandoah area have no advantage over those living at some distance. I direct your attention to the address of the winners of our "Scrambled Yeggs" contest. The two top winners came from Harlan and Anita, Ia. The runner-up winners came from this area. Sure the contest was tough. If it were too easy, we could have thousands of ties.

As long as I am talking about "contests" I would like to state my philosophy concerning them. They appear to be very popu-

## Hawkeye Basketball

The January schedule for State University of Iowa basketball includes four games which will be carried on KMA Radio with Gene Clausen doing the play-by-play for the Hawkeye network.

SCHEDULE	Broadcast Time
Jan. 7—Indiana at Iowa City	7:25 p.m.
Jan. 14—Michigan State at E. Lansing	6:55 p.m.
Jan. 21—Northwestern at Evanston	3:00 p.m.
Jan. 23—Michigan at Iowa City	7:25 p.m.

## Legislative Reports Coming

Special legislative reports from the KMA four-state area and from Congress in Washington, D.C. will be broadcast at 12:15 p.m. each Sunday starting soon. Coordinating the extensive research required by such a project is the KMA News Department.

## Game of Week

Each week KMA Radio will carry the top Hawkeye Seven basketball game. Veteran sportscaster George Taylor will be bringing you the play-by-play action. Listen for times and games to be featured.

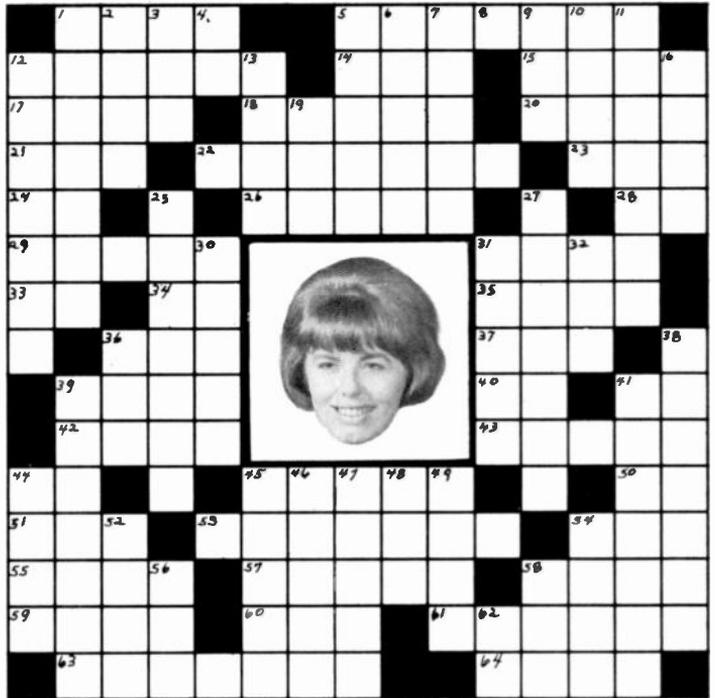
lar with the public. Everybody seems to have to run some kind of contest and hold out the hope that you can win something for nothing. It's like a disease, and there doesn't seem to be any cure. The purpose of a contest is to win more customers. I question the long range value of this purpose. Yet we at KMA follow the crowd and on occasion run contests in the Guide and on the air. Our contests on the air are called games. We try to make them fun and interesting. We do not try to buy an audience with large sums of money. We keep them 100 per cent honest and fair. (I admit sometimes we have goofed and they have not been fair, due to our oversight of some fact, but we correct this as soon as it is discovered.)

We try to give everyone listening to KMA an equal chance to be a winner. As long as human nature responds to the chance to "win" something for "nothing", we will have to compete with "contests" of our own. What do you think?

# KMA CROSSWORD

## ACROSS

- 1-5. KMA Woman's Director
- 12. Rat, Squirrel or Beaver
- 14. Registered Practical Nurse: Abbr.
- 15. Whistling Swan
- 17. Nautical Term
- 18. Espouse
- 20. Destroyer
- 21. British Naval Reserve: Abbr.
- 22. KMA Accountant
- 23. Missouri Community Betterment: Abbr.
- 24. College Degree
- 26. One Who Owns
- 28. Bone
- 29. Heavy-faced Printing Type
- 31. Tropical Tree
- 33. Nautical Navigation: Abbr.
- 34. Artificial Language
- 35. Goddess of Discord
- 36. Dry, as Wine
- 37. Greenwich Mean Time: Abbr.
- 39. Pat's Quarter Horse
- 40. Germanium: Chemical Sym.
- 41. Puerto Rico: Abbr.
- 42. Roman Court
- 43. Obliterate
- 44. Sweetheart: Scotch
- 45. Contaminate
- 50. Yeoman: Abbr.
- 51. Hen Fruit
- 53. KMTV Executive
- 54. National Collegiate Organization: Abbr.
- 55. Edward May's Sister
- 57. Prophets
- 58. Second Brother of 1. Across
- 59. Refrain in Songs
- 60. Transportation Agent: Abbr.
- 61. Soul
- 63. What Gene Francis Reports
- 64. Universal Military Marine Corp.: Abbr.



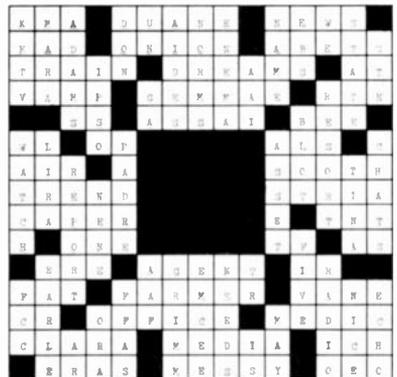
SHIRLEY WEINIHAN

## DOWN

- 1. KMA News Director
- 2. Scent
- 3. French Marshal
- 4. Within
- 5. Northeast Kansas County
- 6. Keeps Doctor Away
- 7. Bury
- 9. Schedule of Program Material
- 10. Eternity
- 11. Non-Commissioned Officers: Slang
- 12. "Hollywood Assignment" Host
- 13. Edible Tuber
- 16. Steals
- 19. To Prosper
- 25. Conducts
- 27. Jack Gowing's Interest
- 30. Joni's Dog
- 31. Mrs. John Hlavacek
- 32. Light: Past Participle
- 36. Sow: Scotch
- 38. Iowa County
- 39. "Back to the Bible"
- 41. Fore-sight
- 44. Youngest Brother of 1. Across
- 45. Savor

- 46. Proficient
- 47. Motivated Thoughts
- 48. National Labor Relations: Abbr.
- 49. Dick Tracy's Sweetheart
- 52. Festive
- 54. KMA Station Manager
- 56. Near: Scotch
- 58. Oldest Brother of 1. Across
- 62. Early Chinese Coin

## LAST MONTH'S SOLUTION



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