

# The **KMA GUIDE**



September-October, 1975

# KMA'S BIRTHDAY

KMA Radio celebrated its 50th birthday with special events and programming during the week of August 11 through 15. The previous issue of The KMA Guide told the history of KMA and its founder Earl May from the first broadcast day of August 12, 1925 up to and including the current KMA schedule.

The week-long observance culminated on Friday when former staffers and entertainers returned for a reunion on and off the air. The Edward May family including Edward, Eleanor and their son, Ed, appear on the front cover with Warren Nielson. Long a KMA staffer, Warren, who is now with KFAB and KMTV in Omaha, hosted Friday afternoon's broadcast of reminiscences

concluding with President of May Broadcasting, Edward May, and his son, Ed.

Among the many who returned to the KMA microphone with Warren were those shown below. On the left is the Rev. Edythe Stirlen who has been in radio 50 years and can be heard Sundays at 9:05 a.m. with the S.S. Lesson. Next to host Warren, is June Taylor who played the piano with the Mayflower Trio and remembers those first years. On her right is another KMA entertainer, Margaret Tavora, accordionist. All the women reside in Shenandoah. "Good evening flower friends and fellow gardeners" was the way Lina Ferguson of Shenandoah greeted the radio audience when she was the "Flower Lady" in the early KMA days. First engineer and later manager "Cy" Rapp, Shenandoah, compared broadcast regulations with Warren. (They are shown in lower picture.)



# A Chat With Edward May

The week of KMA's 50th Anniversary has come and gone, but what a wonderful time we had. Judging from the mail response, thousands upon thousands of our KMA listeners also enjoyed the anniversary celebration.

Radio Station KMA commenced broadcasting August 12, 1925. This might not seem very unusual to most of the "younger generation" who accept radio as if it had been around forever. However, fifty years of radio can almost be compared to the bicentennial we are celebrating throughout the United States. In other words, fifty years of radio goes back almost to its beginning. Only a small handful of radio stations throughout the United States have the distinction of broadcasting for fifty years. I am extremely proud to say KMA is one of these.

In my particular case, I have been around KMA all of these fifty years. I "grew up" with KMA. From the time I was a small boy to the present time, life at home has been geared around the station. I had the opportunity to become acquainted with many of the hundreds of individuals who worked at KMA throughout the years. For every person who performed at the microphone there were countless more behind the scenes—program directors, engineers, salesmen, continuity writers, accounting department personnel, etc. Combined, they comprise a large "KMA family," many of whom returned to participate in our 50th

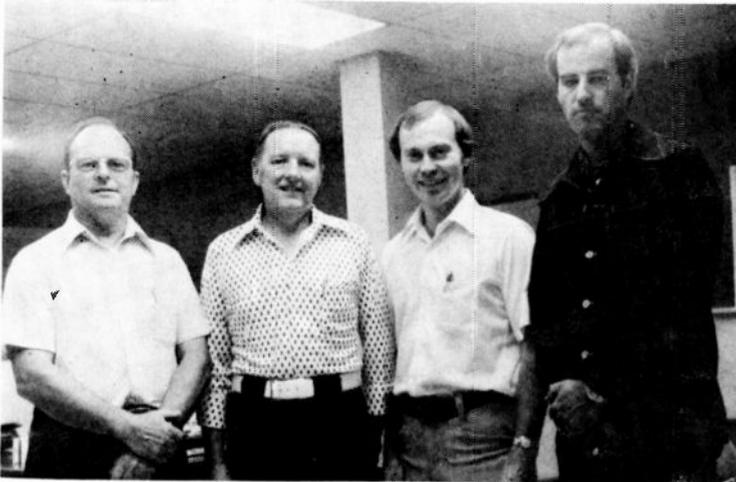
Anniversary programs. A wonderful time was had by all, and you can imagine the stories that were told resulting in many laughs and, yes, a few tears.

Space does not allow me to relate more than one or two of these stories, but we taped the programs of the day so we hope to reduce everything to writing so the experiences as related by these folks can be preserved for posterity.

One of the funniest stories was told to me by Jim Kendrick. Jim came to KMA in the early 1940s and, as Jim said, "At that time he was a brash young man in his early 20s who knew all the answers." One morning the phone rang and Jim answered it by saying, "Good morning, this is Jim's mule barn and this is Jim, the head mule skinner." The reply from the other end of the phone was, "No, you are not the head mule skinner! This is Earl May, and I am the head mule skinner." Jim was mortified and was positive he would be fired from his job, but he wasn't.

Another unusual story was told by former homemaker, Jessie Young. Jessie was our first homemaker and now lives in Colorado. Jessie told of coming home one day back in the 1930s and being greeted by a man and his wife who were seated on Jessie's front porch. Both the man and his wife happened to be extremely huge people, weighing well over 200 pounds. Jessie exchanged greetings with the couple and shortly the stranger asked Jessie to help her. It seems the lady was wearing a corset and one of the corset stays was gouging her so she asked if Jessie would remove the stay for her. Jessie wanted to be obliging but she didn't think the front porch was the place to perform this re-

(Continued on page 14)



Ed May talked with former KMA farm broadcasters who came for the celebration. Two are now connected with banks in Shendoah, (on the left), Jack Gowing and Tom Beavers, and the third Jim Ross (Lightfoot) (on the right) runs a plant in Corsicana, Texas.

# MAC'S FAX

This has been a busy summer; and with KMA's 50th anniversary behind us, we can report on what has taken place in gardening and farming.

Early this summer we had good rains and everything started off in great shape. We received our last substantial rain on June 26 and everything including lawns, gardens and field crops suffered from the drought.

In our early garden crops, the radishes were very disappointing because they were woody, tough, and wormy. Lettuce grew poorly and the carrots didn't produce at all. Our Hamburger and yellow Bermuda onion plants produced beautifully. We have harvested a fine crop of big onions for fall and winter use.

Our Mayfair, Cobbler and Kennebec potatoes produced an excellent crop of the largest, smoothest and cleanest potatoes that I have ever seen. The sweet corn was particularly outstanding. We started harvesting Early Extra Sweet about the 10th of July. When it was through, we had Extra Sweet coming on and finally Hybrid Iochief, which gave us a succession of prime roasting ears for about five weeks. My wife and I froze 50 pints which will run us through the winter months.

Our peas and beets were great. My wife pickled about a dozen pints of beets and

we froze about 20 pints of peas. We don't care to freeze green beans, but we had a tremendous crop of Contender green beans. We ate all we wanted until we got tired of them.

Earlier our tomatoes were just great, and we had all we could eat fresh and have canned a few quarts. We have some later plants that will give us plenty for canning. Our lima beans, Fordhook, did not set pods so we won't have frozen limas this winter.

My neighbor's cattle got out and trampled our garden pretty badly. As a result, our cucumbers didn't do very well; but we have put up about 10 pints of bread and butter pickles.

We are enjoying Acorn squash. Our eggplants didn't produce a thing, but our Zucchini squash are producing like crazy. We have a large melon patch, watermelon and muskmelon, which are doing fine.

This has been a great year for Hybrid Tea roses. My wife has had a beautiful bouquet in the living room from early June until mid-August.

On the farm, our corn and soybeans were hurt badly by the drought, but luckily we have Federal Crop Insurance. Our wheat produced 45 bushels per acre and this helped.

Have a good day for yourselves everybody.



Retired gardening and weather expert, Frank Field is shown with his wife, Jennie. Frank reports that he has developed some emphysema and has been ordered not to exert himself. Frank broadcast with "Mac" on the 7:15 a.m. show Aug. 15.

# RFD 960

# The KMA Guide

SEPTEMBER-OCTOBER, 1975

By LYNN KETELSEN

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No. 5

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Many people never realize just how important the farmer is to every person in this country. Being close to agriculture since my days on the farm has opened my eyes to just how much everyone depends on the farmer, not only for food, but also for a stable economy.

I grew up on a 700-acre farm in eastern Iowa, near the town of Marion. That's still a good sized farm, but with four brothers and a sister, we had a lot of mouths to feed. Grain crops were our major source of income. However, through the years we raised hogs, cattle, sheep and always had a few horses around. I remember long days and short nights during the summer months, but when the work was done, the feeling of having it done made it all worthwhile.

Farming has always been my life, and after graduating from Iowa State University in Ames this year, I got a great chance to stay in agriculture as a farm broadcaster here at KMA.

In the three short months I've been here, I've had the opportunity to talk with Senators, Congressmen, leaders in agriculture and extension agents, but most important of all I've talked with many farmers in the KMA area. From county fairs to crop meetings to just stopping along the road and saying "hi," I've had a chance to expand my understanding of the needs of agriculture in our area.

Lynn Ketelsen is the MIDWEST FARMER at 12:30 p.m., Monday through Saturday.

Lynn also gives the FARM FEATURES at 11:30 a.m. and the MARKETS at 11:45 a.m. Monday through Friday.

Assisting KMA's farm broadcasters, Steve Hoefing (right) and Lynn Ketelsen (left) were Tom Beavers and Jim Ross (Lightfoot) who formerly held those positions with KMA. Not shown is Jack Gowling who also appeared. Jack was on KMA 18 years.

My philosophy in covering farm news is simple—to give farmers the information they want. In my Midwest Farmer program 12:30 daily, I talk with farmers about their crops and livestock, and also cover the important issues affecting farmers and talk with the people who make the decisions.

I still put in those long days and short nights, and the feeling is just as rewarding when the work is done. I still consider myself a farmer, and while I'm not raising crops, I hope I can make the farmer's job just a little easier by giving him the information he needs, and having a little fun doing it.

Editor's Note: While at Iowa State, Lynn was co-manager of the ISU campus radio station and was elected co-chairman of the National Agri-Marketing Association Student Chapter. He was also treasurer of Baker House and served in the Army ROTC on campus.

Winner of the WMT Farm Scholarship Award, he worked for WMT stations in Cedar Rapids as farm editor. During the 1974 drought, he was a special farm reporter for the British Broadcasting Corp.

Lynn is 21 years old and single.



# On Sports

It's hard to believe, but the high school and college football seasons are here. Listed below is the football programming line-up, this fall, on KMA.

**Friday KMA Sportsman** — 5:30 (Starts Sept. 5). Each show will spotlight the key games in the KMA-area, that particular evening, plus comments from the coaches involved in those games.

**KMA Football Forecast** — 7:00 (Starts Sept. 12). Two different high school football coaches from the KMA-area, each week, will try to predict the outcome of 18 major college football games. Standings will be kept. The coach who has the most predictions right at the end of the season will receive a trophy.

**KMA High School Football Preview** — 7:15 (Starts Sept. 5). Warren Swain will interview both opposing coaches of the KMA Football Game of the Week.

**KMA Football Game of the Week** — 7:25 p.m. (Starts Sept. 5). Warren Swain and Mac MacDonald will bring you the play-by-play each week of a top high school football game in the KMA-area.

**KMA High School Football Scoreboard** (Follows the KMA Game of the Week). Don Hansen will bring you up-to-date on the high school football scores in the area. The scores will be given periodically until KMA sign-off at midnight.

**KMA Saturday Morning High School Football Scoreboard** — 7:36 a.m. (Starts Sept. 6). Warren Swain will have a complete recap of all the high school football scores played in the KMA-area the night before.

**Iowa State Football** (Starts Sept. 13). Warren Swain and Andy Andersen will bring you every action-packed game of the Cyclone's 1975 season.

Date	Team	Air Time on KMA
Sept. 13	—At UCLA	9:30 p.m.
Sept. 20	—Air Force	1:00 p.m.
Sept. 27	—At Florida State	6:00 p.m.
Oct. 4	—At Utah	8:00 p.m.
Oct. 11	—At Kansas State	1:00 p.m.
Oct. 18	—Kansas	1:00 p.m.
Oct. 25	—At Oklahoma	1:00 p.m.
Nov. 1	—Colorado	1:00 p.m.
Nov. 8	—Missouri	1:00 p.m.
Nov. 15	—At Nebraska	1:00 p.m.
Nov. 22	—Oklahoma State	1:00 p.m.

**College Football Scoreboard** — 4:15 (Approximate). Starts Sept. 13. All the college football scores from the country with game details.

## ROYALS BROADCASTS

The Kansas City Royals baseball games can be heard through September on KMA Radio.

Sept. 1	— 1:10 p.m.	— Chicago
Sept. 2	— 7:55 p.m.	— Chicago
Sept. 3	— 7:55 p.m.	— Chicago
Sept. 4	— 1:10 p.m.	— Chicago
Sept. 5	— 9:25 p.m.	— California
Sept. 6	— 9:25 p.m.	— California
Sept. 7	— 2:55 p.m.	— California
Sept. 8	— 9:55 p.m.	— Oakland
Sept. 9	— 9:55 p.m.	— Oakland
Sept. 10	— 9:55 p.m.	— Oakland
Sept. 12	— 7:25 p.m.	— California
Sept. 13	— 7:25 p.m.	— California
Sept. 14	— 1:25 p.m.	— California
Sept. 15	— 7:25 p.m.	— Chicago
Sept. 16	— 7:25 p.m.	— Chicago
Sept. 17	— 7:55 p.m.	— Minnesota
Sept. 18	— 1:10 p.m.	— Minnesota
Sept. 19	— 7:25 p.m.	— Oakland
Sept. 20	— 7:25 p.m.	— Oakland
Sept. 21	— 1:25 p.m.	— Oakland
Sept. 22	— 7:25 p.m.	— Texas
Sept. 23	— 7:25 p.m.	— Texas
Sept. 24	— 7:25 p.m.	— Minnesota
Sept. 25	— 7:25 p.m.	— Minnesota
Sept. 26	— 7:55 p.m.	— Texas
Sept. 27	— 7:55 p.m.	— Texas
Sept. 28	— 2:00 p.m.	— Texas

### ANNIVERSARY DAY

Former sports announcer for KMA, Don Joe talked with Warren Nielson. He is now associated with a furniture store in Omaha.



A Week to Remember . . . .

# KMA Celebrates 50th Anniversary



(Photo by Evening Sentinel)

Smiles, warm greetings and renewed friendships combined with floral tributes, special displays in downtown windows and congratulatory correspondence added up to a highly successful 50th anniversary celebration for KMA Radio.

Kicking off the week-long observance was the appearance of the Blackwood

Brothers on Monday, Aug. 11 at Mustang Field in Shenandoah. People flocked to the stadium on a lovely summer night to see and hear the successors of the original Blackwood Brothers who got their start on KMA. Headquartered in Memphis, Tenn., James Blackwood is the only one left of original group.

Tape recordings from personalities who were unable to appear in person were heard during the week. Doc and Esther Embree who live in Terrytown, Ne., sent their greetings as did Jimmy Morgan of King City, Mo. Merl Douglas went to the Elm Heights Nursing Home to interview former homemaker, Bernice Currier.

Station Manager Carl "Andy" Andersen greeted the huge crowd which attended the coffee held at KMA and sponsored by the Shenandoah Chamber of Commerce Wednesday, Aug. 13. A plaque commemorating KMA's 50 years of service was presented to the station.





Enlivening the morning of Aug. 15th was this crew who started at 5 a.m. Left to right is banjo picker, Curley Dale; clarinetist, Eddie Comer who played on KMA from 1946 to 1952. He keeps up his playing by working weekends with a band out of Kansas City, Mo., where he lives and works at Atlas Wire Products. In the center is Jim Kendrick who acted as emcee during part of the morning. Jim was a deejay for KMA in the 1940s and is now farm director for Radio KWTO in Springfield, Mo. Behind Jim is Merl Douglas. The West Sisters were well-known entertainers from 1944 through 1946. Oma and Mae (with guitar) married brothers, Robert and Pat Corder. Oma who sings and plays mandolin is joined by the rest of her family, and occasionally by sister Mae, to entertain on weekends at Blue Grass and country festivals as the Corder Family. Mae lives in Colorado Springs where she and Pat run a laundromat.



**The Back To The Bible** program which has been on KMA for 35 years and can be heard Monday through Saturday at 9:30 a.m. sent musical representatives through the celebration. They included (L to R) John Burtsch, Del Dueck, Eileen Dueck, Karolyn Wiebe, and Virgil Wiebe.



Grover Ruwe with his dummies, Louie and Sunshine, who tours his act out of Harris, Ia., was heard on KMA in 1945. Because of commitments, he visited KMA this summer before the anniversary.



Playing together brought back memories for the Ruby Trio shown here chatting with Warren Nielson. The original trio included Milly Bulin, now of Omaha, who retired her accordion in 1955. Floyd Ruby of Shenandoah (behind), played trumpet, his brother, Bernard of Nebraska City, banjo, and Greta Bellamy, Shenandoah, piano. Bernard works for Landis Engine Co. and Floyd owns Ruby Appliance. Greta who sang and played on KMA for many years continues to accompany the "sing-a-long" crowd at the Shenandoah Country Club.

Former entertainers Zeke and Joan Williams and their daughter and her husband, Virginia and Hugh King, visited with Merl Douglas on left. Now living in Crowley, Texas, they came through Shenandoah about a month before KMA's anniversary.



When this group of musicians got together it was fun for them and for the listeners. They are (L to R) Curley Dale (Lowell Shuler) who runs a gas station at Elkhart, Ia., "Buck" (Ermal) Dille who owns Dille Refrigeration Service in Shenandoah, Marion Hilding, retired, of Shenandoah, Bob Stotts who is a carpenter and will be moving soon to Indianapolis, Ind., and Merl Douglas, KMA announcer.



**KMA Radio** entertained at a gala party at the **Country Club** for all former and present staff members. Music for the evening featured former entertainers plus **KMA's** new farm man, **Lynn Ketelsen** who is shown here playing the drums and singing. That's **Station Manager Andy Andersen** holding the microphone for **Lynn**. **Ed May** acted as emcee.



party. Also shown in the picture are **Ketelsen, Comer, Douglas** and **Mae Corder**.



**Ex-KMA** entertainer **Al Sloey**, who went on to star with the "Riders of the Purple Sage" and now lives in **Shenandoah**, sang for the first time in many years for the

**Earl May's** secretary for many years, **Mabel Sullivan**, is shown here with **Ed** and **Eleanor May** at the party.



Providing the proper nostalgic sounds were these entertainers. In this picture are **C. Dale, M. Hilding, Mae Corder, E. Comer, Bob Stotts, Jim Kendrick, Oma Corder** and **M. Douglas** (hidden).



Former KMA honemakers brought back memories for the crowd at the old armory in Shenandoah Friday. Left to the right in the picture are: Jessie Young, Adella Shoemaker, Evelyn Birkby, Florence Falk, Billie Oakley and KMA's Women's Director, Brenda Kay who emceed the show.



Scene at armory August 15.



Kitchen Klatter broadcast its regular program from the stage at the armory. Taking part were Leanna Driftmier, who originated Kitchen Klatter, and her daughters, Margery Strom and Dorothy Young.



Jessie Young, 75, still active in Ft. Collins, Colo., and Leanna Driftmler, 89, of Shenandoah, joined the round table of homemakers at the armory show. Brenda Kay was the hostess.

Others taking part in the round table as shown in these pictures were Adella Shoemaker of Shenandoah, Evelyn Birkby of Sidney, Ia., Florence Falk of Essex, Ia., and Billie Oakley of Lincoln, Ne.



In the afternoon on KMA, Warren Nielson (not shown) asked these homemakers about their days on KMA. From left to right are Florence Falk, Billie Oakley and Jessie Young.

# A MEMO

From BRENDA KAY

## Winners of Summertime Desserts Contest

Five prizes were awarded by KMA in each of three categories. First prize was an electric ice cream freezer; second prize, an Alpine cooler and thermos; and third, fourth, and fifth prizes were Better Homes and Garden Dessert Cookbooks. Honorable mentions received one year subscriptions to the KMA Guide.

### Category—Frozen Desserts

8-24 1st: Mrs. Orville J. Hansen, Kimballton, Ia.  
for

#### PERFECTION CHOCOLATE DESSERT

Mix: 1½ c. coconut and 2 T. melted margarine. Press in bottom of an 8x8" pan, baking in 325° oven for 10 minutes.

Mix: 1 tsp. instant coffee in 2 T. hot water.

Melt: 7-oz. chocolate bar with almonds over low heat or in double boiler. Cool. Fold into large container of refrigerated whipped topping. Fold in coffee liquid. Pour into cooled crust. Sprinkle with small pkg. of slivered almonds. Freeze.

\* \* \*

2nd: Mrs. Eileen Neumayer, Omaha, Ne.  
for

#### BANANA SPLIT DESSERT

- 3 large bananas
- ½ gal. Neapolitan ice cream
- 1 cup walnuts, chopped
- 1 cup chocolate chips
- ½ cup butter
- 2 cups powdered sugar
- 1 tsp. vanilla
- 1½ cups evaporated milk

#### Crumb Crust . . .

- 1 cup flour
- ¼ cup brown sugar
- ½ cup pecans, chopped
- ¼ cup melted butter

Combine crumb crust ingredients and spread in a shallow pan. Bake at 325 degrees for 15 minutes. Let cool. Break into crumbs. Cover bottom of a large pan (about 9x15) with crumbs. Reserve 1 cup of this mixture for topping. Cut bananas into crosswise slices and put over crumbs. Cover with softened ice cream. Sprinkle with walnuts and freeze.

#### For chocolate layer . . .

Melt chocolate chips, butter, powdered sugar, and milk. Cook till smooth, stirring constantly. Take from heat. Add vanilla and cool. Pour over ice cream and freeze.

Cover with Cool Whip and the reserved crumbs. Freeze till ready to use. Serves 12 to 18 people, depending on the size of the pieces.

\* \* \*

3rd, 4th, 5th place winners: Sharon Quee, Clarinda; Madelyn Cahill, Clarinda, Ia.; Mrs. Artis Clymens, Hopkins, Mo.; and honorable mentions: Mrs. Betty Breeden, Carlin, Nev., Mrs. Carl Davis, Blanchard, Ia., Mrs. Larry Shephard, Nebraska City, Ne.

### Category—Refrigerator Desserts

1st: Mrs. Harold Fisher, Coin, Ia.  
for

#### CHERRY CHARLOTTE RUSSE

- 1 lb. 4 oz. can frozen cherries, thawed and drained
- 1¼ cups cherry syrup (or 1 lb. can cherries) add mandarin oranges to make total liquid
- 1 T. unflavored gelatin
- 3 oz. pkg. cherry flavored gelatin
- ¼ cup sugar
- ¼ tsp. salt
- 2 egg whites
- ¼ cup sugar, additional
- 1 cup whipping cream
- 1 cup sour cream
- 1 cup, or 1 small can mandarin oranges, well drained and cut up
- ¼ cup toasted slivered almonds
- 1 baked jelly roll, cut into ½ inch slices

Drain cherries, reserving syrup. Stir gelatins into cherry syrup in a saucepan to soften. Heat to boiling to dissolve gelatin. Stir in ¼ cup sugar and salt until dissolved. Chill gelatin mixture until partially thickened. (Watch carefully . . . sets up quickly.) Beat egg whites until stiff. Gradually beat in remaining ¼ cup sugar. Fold into gelatin mixture. Fold in whipped cream and sour cream. Fold in oranges, almonds and drained cherries. (If, at this point, it seems a bit soft, refrigerate while you arrange slices of jelly roll around sides of a 9 inch spring-form pan. (Or use 9x13 pan and arrange jelly roll slices on bottom.) Spoon gelatin mixture into pan. Chill until firm. Serves 12. You can decorate with a few cherries and dollop of whipped cream.

#### KMA Radio

will sponsor 2nd annual

### WOMEN'S EXPOSITION

OCTOBER 2

at Shenandoah's Old Armory

Listen to KMA Radio and Brenda Kay's Living Today for more details.

2nd: Mrs. L. R. Albertsen, Wayne, Ne.  
for

### COCONUT SNOWBALLS

½ cup oleo  
1 cup sugar  
1 cup pineapple, drained  
1 cup nuts, chopped  
Large coconut macaroons or large  
vanilla wafers  
¼ cup water plus 2 T. corn starch  
1 T. oleo  
2 beaten egg yolks  
2 egg whites  
Dream Whip  
Coconut

Cream the oleo and sugar. Add pineapple. Take pineapple juice and heat. Add cornstarch dissolved in cold water, the egg yolks and oleo. Cook till thickened. Cool and then add the creamed mixture. Beat the egg whites and fold into the above. Put filling between the macaroons or wafers so that it will be 3 inches high. Let set 24 hours in refrigerator. Then cover with Dream Whip and sprinkle with the coconut. Makes 24 balls.

\* \* \*

3rd, 4th, 5th place winners: Mrs. Minnie Zietlow, Greenfield, Ia., Mrs. Ray O. Wolf, Rock Port, Mo., Mrs. L. C. Bos, Clarkson, Ne., and honorable mentions: Karen Schaaf, Randolph, Ia., Mrs. Gardner Fey, Scranton, Ia., Patty Albertson, Wayne, Ne.

### Category—Baked and Miscellaneous

1st: Mrs. E. R. Lutz, Lincoln, Ne.  
for

### FABULOUS RHUBARB CHEESE PIE

Filling . . .  
1 lb. rhubarb cut up (3 cups)  
½ cup sugar  
1 T. flour  
9 inch pastry crust  
Cream Cheese Layer . . .  
3 four-oz. pkgs. cream cheese, or 4  
three-oz. pkgs.  
½ cup sugar  
2 eggs  
Topping . . .  
1 cup dairy sour cream  
2 T. sugar  
1 tsp. vanilla

Combine rhubarb, sugar and flour. Mix well. Turn into crust. Bake 425 degrees for 15 minutes. Beat cream cheese till fluffy, adding sugar while beating. Beat in eggs one at a time till creamy smooth. Pour over hot rhubarb layer. Bake at 350 degrees for 30 minutes. Remove from oven. Blend sour cream, sugar and vanilla . . . and spread over hot pie. Let cool completely on wire rack before cutting. Very good slightly warm!

\* \* \*

3rd, 4th, 5th place winners: Judy Anderson, Humboldt, Ne., Debra Booker, Clarinda, Ia., Mrs. Charles M. Smith, Red Oak, Ia., and honorable mentions: Sandy

Parson, Clarinda, Helen Schmitz, Carroll, Ia., Mrs. E. A. Gardels, Beemer, Ne.

\* \* \*

2nd: Mrs. H. L. Schaaf, Randolph, Ia.  
for

### COCONUT PECAN DESSERT

Put in bowl . . .  
1 box Betty Crocker coconut pecan frosting mix  
Add . . .  
1 cup flour  
18 soda crackers, crumbled  
½ tsp. baking powder  
5½ T. melted butter or oleo

Cut with fork until all is mealy. Put aside 1 cup of mixture. Put rest in oblong pan. Make instant pudding as to directions . . . any flavor . . . chocolate is good. (Use 2 cups milk). Put on top of crumb mixture. Sprinkle on rest of crumb mixture. Bake at 350 degrees for 30 minutes. Store in refrigerator.

(Continued from page 3)

quest so she asked the lady to come in the house which she did. Once inside Jessie asked the stranger to raise her dress and tell her which corset stay was causing the trouble. Upon raising the dress, Jessie quickly removed the stay, but what really gave her quite a chuckle was the lady obviously had made her own panties and all across her rear the pants were stamped "NUTRENA FEEDS".

It was wonderful hearing live music on KMA after an absence of nearly 25 years. Some of the entertainers hadn't performed for several years, but in spite of this they did a fine job proving they are "old pros". Curley Dale had some sore fingers from playing his banjo for the first time in years, as did Buck Dilley with his fiddle. Al Sloey sang again after not singing a note for several years. The former West sisters were reunited (one lives in Missouri, the other in Colorado). Bob Stotts, Gretta Bellamy, the Ruby trio, Marion Hilding, Merl Douglas, Margaret Tavora, former homemakers—Adella Shoemaker, Jessie Young, Billie Oakley and Florence Falk were joined by Leanna Driftmier. In addition, former farm directors, Jim Ross, Jack Gowing and Tom Beavers were also on hand; as was Warren Nielson who spent the entire afternoon interviewing former KMA personnel. Also, the famous Blackwood Brothers were on hand and performed one evening. I could name many more but space does not allow, and I hope no one will be offended by my inadvertently omitting their name.

The present KMA staff enjoyed the occasion, and it gave the newer people a wonderful background of the history of KMA. Mike Goodin is responsible for putting it all together, and I personally think he should be commended for an outstanding job.

(Continued on page 15)

# RALPH CHILDS

Born June 29, 1908

Died August 13, 1975

Ralph Childs died the other day. Ralph was the voice of news on KMA since 1939, known and loved by three generations in a four state area, within a 150 mile radius of Shenandoah.

What can be said? Ralph was a gentle man, born in Waterloo in 1908 of, in his words, poor but honest Iowa parents. He graduated from West Waterloo high school in 1926, Iowa State Teachers College in '29 and the University of Iowa in '33. He was forever a Hawkeye fan.

Ralph started broadcasting in 1933, writing, producing and acting in religious plays sold to WMT. They were 30-minute productions sold to the Des Moines Register and Ralph got two dollars and 50 cents for each program. He also produced a "police blotter" local program, and did it for free.

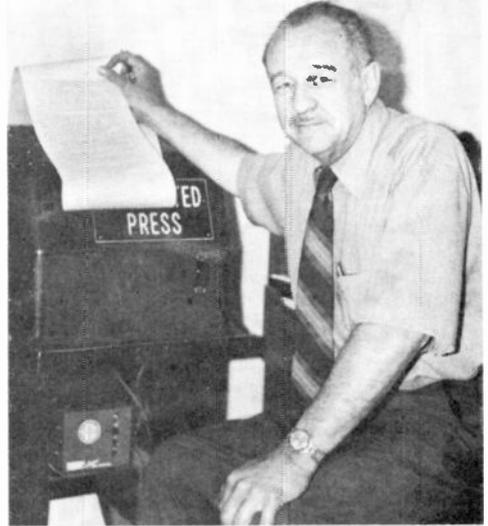
In 1934 Ralph obtained part time work at WMT for seven dollars a week. He taught business English at night school for an additional 20 dollars a week. When Ralph asked WMT for more money for transportation, he received a raise to ten dollars a week. Ralph said he immediately bought new clothes and invested 35 dollars in a 1923 Dodge. A short time later, WMT was sold to the Des Moines Register and there were the inevitable changes. One of them was Ralph.

Ralph stayed in radio, working for a station in Hutchinson, Kansas, and then in the Quad Cities.

On January 1, 1939, Ralph was hired by the late Earl May and joined the KMA Radio staff. That was his final move.

Ralph has reported many stories. In the beginning he said, "we worked with trans-radio news, which was the only service available to radio. It was a short wave radio, picked up by a local ham operator who could read code and type." "There were two problems," Ralph recalled, "static and lousy typing." Ralph reported the Munich conference, the invasion of Poland, all night on Pearl Harbor. He said many times that the biggest local story KMA ever had was the Missouri River flood in 1952. The coverage began in South Dakota and Ralph followed the waters' advance daily. He was in Hamburg when the Plum Creek dike broke, and in the Audubon-Exira area when the most devastating flash flood in Iowa history occurred. The stories are too numerous to enumerate, and the reports cannot be duplicated.

Ralph Childs was a superlative news reader. He could have virtually picked his



network job. Why then did he spend almost 40 years in small town Shenandoah?

Ralph told it this way: "Earl May, under whose aegis I came, promoted Shenandoah to the hilt. He sold Shenandoah as he sold every promotion he went in to. And I was fortunate enough to see him while he was still a master. He made radio come alive." Ralph said he remembered one former station manager who allegedly said, "we don't care about Shenandoah. They are not our audience." Ralph did not like that! "I don't mind our small town concept of the fire whistle and siren," Ralph said once. "I think that relates us to other small towns. That's what we are. A small town relating to small towns and the rural population. We relate for 150 miles around us."

Ralph is dead. We miss him. And we are better human beings for having been fortunate enough to know him.

By Ned Dermody  
News Director

(Continued from page 14)

So, KMA has completed fifty years of broadcasting. We enjoy recalling the past, but we accept the challenge of the future with renewed enthusiasm. Few of us may be around during all these years, but I pledge to you KMA will continue to do its best to meet the needs of the people of this part of the country.

## POSTMASTER

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### FAREWELL

The gang gathered around to wish Christy Hall success in her new occupation. After training at Ft. Collins, Colo., Christy will be assigned to the editorial dept. at Campus Crusade for Christ International at San Bernardino, California. She had been a newscaster for KMA. Others in the picture are Brenda Kay, Evalyn Saner, Bill Bone, Christy, Mac MacDonald, Lynn Padilla and Kathie Cross.



Thousands of visitors came for the 18th annual Open House at the Earl May Test Gardens held July 20.