

The
KMA GUIDE

May, 1964

COVER STORY

The KMA Guide

MAY, 1964

Vol. 10

No. 5

Every little boy and girl loves a party. Our May KMA Guide cover picture was snapped by Jim Ross, your afternoon host on "Musical Scrapbook" (1:15 - 4:00 p.m.). The cute little "party girl" is Jim's daughter, Terri, who will be five in July. Terri is enjoying one of the first beautiful spring days out-of-doors. Terri had just returned home from a birthday party and was swinging in the back yard, still enjoying the afterglow of party fun. When Jim spotted his daughter decked out in the cute little party favors he couldn't resist the picture-taking opportunity . . . with delightful results.

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



ANNETTE MAY, eldest daughter of Ed May, joined the KMA staff as a welcome addition April 20. Annette will help in the continuity (copy writing) department and lend assistance among other office departments. Annette's main position will be to help out in Doris Murphy's place while she is away. Doris will leave on an extensive

European tour the first week in May. Doris also plans to spend some time with her son, Tom, and family in New York. We're sorry to say Annette will lend her charming beauty and talents to the staff for only a brief period. She will enter University summer school in late June and continue on with her college career.



A Chat With Edward May

In recent weeks I have been asked by many people if I have been successful in finding the particular radio I have been seeking to add to our radio museum. The specific radio I refer to is a "Mayola." This is a brand sold by KMA and the May Seed & Nursery Co. in the late 1920's and the early 1930's. Inasmuch as we had sold the Mayola, naturally, we wanted to uncover one to add to our collection, but at the same time, since over thirty years had elapsed since we had sold any, I was uncertain whether any Mayolas might still be in existence. I talked about old radios, in general, and specifically a Mayola. Several weeks passed without any response regarding a Mayola. Then, one day a letter came from a man at Atlantic, Iowa, who stated he had one in working condition. In

fact, he heard me talking about a Mayola radio while listening on one. Needless to say, I drove to Atlantic, saw the radio, and, as a result, we now have the radio on display in the new KMA building. This is the radio shown in the picture on this page. Originally, this set had legs but somewhere along the line they were sawed off. However, I don't believe this detracts from the appearance of the set. It is still a fine radio, and we are pleased to have it and are particularly happy it is still in working condition.

I have letters from several other people who have old radios and, sooner or later, I hope to contact most of them. We are still interested in all kinds of old radios to add to our museum. Incidentally, I want to invite you to stop and tour our new radio building. Feel perfectly free to walk in any time. For those of you who frequently take a ride on Sunday afternoon, the KMA building is open Sunday afternoons from 2:00 until 4:00 o'clock, so, if you are enjoying a Sunday afternoon outing, make it a point to stop and see the new KMA building complete with a wonderful collection of old radios plus a picture of virtually every radio personality — both nationally and locally — who has performed on radio over the years.

Many of the KMA listeners have been kind enough to ask about my daughter, Karen. As you may know, Karen was in a serious automobile accident a year ago last February. I am more than pleased to say she is doing just fine. As a matter of fact, in view of the seriousness of the accident, she is fortunate to be alive. Early in April, Karen returned to the hospital for some corrective surgery. The doctor did a beautiful job. Karen was uncomfortable for a week or more as her jaws were taped so tight it was impossible for her to talk, and she had to be on a soft diet, mostly baby food, but now the bandages have been removed, Karen is talking and eating regular foods, and everyone is simply amazed at how well she looks. Like I mentioned earlier, she is fortunate to be alive, and is a walking testimonial to the wonders of medical science.



Ed and MAYOLA radio, sold by KMA in late 20's and early 30's, still working fine.

Continued on Page 15

Frank Comments

By FRANK FIELD

Here is a later picture of our great granddaughter, Sondra Field; she was born February 3 and this picture was taken April 6, so she was just a few days over 2 months old . . . although she does look and act much older. It is plain to see that her formula agrees with her and that she is perfectly happy and contented with this world. The occasion for the picture taking was a family dinner at Zo's house to celebrate a couple of birthdays. Bob's wife, Elsie, and I, both have birthdays on April 6, so Zo rounded up all the available members of the Field tribe for Sunday dinner. Of course, the Bellamys couldn't make it up from Ft. Worth and Danny was having a case of the three day measles, so he couldn't come. Naturally Maxine stayed at home with Danny, and John and Polly represented the Hamburg branch of the tribe. All the rest were there, and a good time was had by all.

Of course, everyone wanted to hold the new baby and in spite of all the handling and wooling around, Sondra never let out a peep . . . you never saw a better baby. In fact, I don't understand it, as none of our kids were ever that good when they were that age! When it came dinner time, Marcella gave Sondra her bottle, then laid her down and she went right to sleep and never made a sound until it was time to go home.



FIRST great grandchild, Sondra, is center of attention at Field tribe get-together.

The early planted garden I told you about last month has been having pretty rough going, including temperatures down to 4° above, followed by 6 inches of snow which didn't seem to hurt anything, not even the onion plants and sets which are up 6 inches high now and going strong.

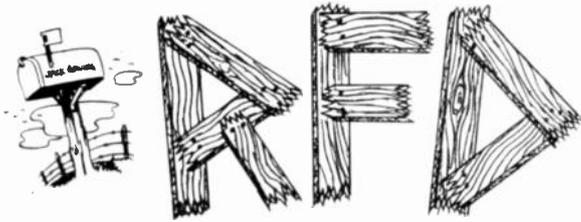
Just as the beets were coming through the ground, we had a very severe storm including fairly heavy hail — the result was a hard crust about ½ inch thick which the little seedlings couldn't penetrate. On April 17 I went ahead and planted another planting of beets and two days later we had a nice gentle, soaking rain so they will come along all right. In fact, the rain might have softened up the crust enough so the first planting can still come through, although I doubt it.

The peas are up about 2 inches high and the Sweet Peas are just coming through the ground and apparently are going to be thick enough to leave for a stand. The Potatoes have sprouted nicely but are not yet up. Also, on April 17, I planted my Gambling Row of Contender Beans and the first planting of Pride of Canada Sweet Corn. There is just about a 50-50 chance for either of them making it without being killed by a late frost, but it is really a good gamble. If they do get killed, all I am out is a few cents worth of seed and my time. If they do make it, we will have some extremely early beans and sweet corn to brag about!

I am writing this page on April 20 and just as soon as the garden dries out enough to get into after this rain we are having, the first planting of tomatoes will go into the ground to be covered with Hot Kaps, along with the Tokyo Bell Pepper plants. Both these have been coming along nicely in Peat Pots and they have grown to a size where they can't be held back much longer. The tomatoes will be mostly a new hybrid from the University of Missouri which we plan on introducing next year and for which we have no name as yet. We will keep you informed as the season progresses.

P.S. — Did you get the Maytone Fertilizer on your lawn yet? If not, better get it done as soon as possible.

The KMA Guide



with
*Jack
Gowing*



Last month I went to Washington with 3 members of the Cattle Industry Committee for Legislative Action

The group testified before the Senate Finance Committee which was holding hearings on beef imports. The Cattle Industry Committee was represented by Bob Buffington, chairman, Fay McManigal, both from Glenwood and Paul Kilpatrick from Tabor. They were allowed ten minutes to give their testimony and then answer questions that were asked by the Senators. The testimony was very well received by the Senate Finance Committee.

Following the hearing, we began visiting with various people around the Capital. I spent some time with Senator Jack Miller of Iowa, Senator Stuart Symington of Missouri and George Mehren, Assistant U.S. Secretary of Agriculture. We spent quite a lot of time with economists down in the Department of Agriculture talking about the fact that imported beef was the cause of the tremendous increase in our nation's beef cow herd and would, therefore, have a long time effect of increasing our total cattle population.

Our cow number increased 500 thousand head faster in the years 1961-63 because of imports than they increased in the years of 1959-60. It is an established fact, that for every cow equivalent of red meat imported, one domestic cow is sent back or kept out in the country to produce another calf which adds to our over production. The government experts tell us that our own over production is the cause of low prices and they also say in the same breath, that imports are not affecting our cattle prices enough to be concerned about them.

If cow prices were not being depressed by imports, these cows would be slaughtered and would not be producing another calf to add to our cattle numbers. Many of our low grade steers and

heifers would not be put into the feedlot if imports were decreased substantially because the lean meat from these low grade unfinished cattle would be used in the making of hamburger and weiners. This would help to cut down the number of cattle on feed and would also cut down our domestic production.

It seems to me that some of our government experts just won't admit their mistakes, but would rather blame the American producer and drive some out of business in the process.

Our picture this month could be called "The farm went thataway." This scene was repeated many many times in the Yorktown area as the result of a tornado or series of tornadoes and then one week later was repeated on a smaller scale in the Imogene area and on to Atlantic and Wiota.

This is tornado season and I for one will go to the cave if conditions warrant it. I am a cloud watcher and certainly will be more so now as a result of the tornado activity recently in the KMA area.



JACK GOWING and **TOM BEAVERS** with **GEORGE ANNAN** at the Annan farm south of Yorktown, Iowa. Immense cleanup and rebuilding job is indicated by rubble remains of outbuildings.



Tarkio College Speaks

DR. ADDISON H. LEITCH presents an extremely interesting program every Sunday at 12:30 p.m. on "Tarkio College Speaks". Dr. Leitch is widely known as a public speaker. He is Assistant to the President at Tarkio College and professor of Theology and Philosophy. Dr. Leitch's programs cover a wide field of material. His keen insight on any subject and interesting speaking style make very good listening.



New Saturday Program

"KMA GOES VISITING" with **Tom Beavers** every Saturday morning at 7:30 is a new program presentation. Tom is pictured interviewing the **Horace Daggett** family of Kent, Iowa. Tom takes you on a weekly "inside story" of exceptional people, interesting places, and unusual things in **KMA-land**.

Fun, Prizes on "Pot of Gold"

There'll be fun and cash prizes galore starting May 4 on KMA. That's the starting day when KMA will have four daily drawings. Monday through Friday, at 8:15 a.m., 10:15 a.m., 2:30 p.m., and 4:30 p.m. To be eligible to win, listeners may obtain entry cards from merchants in the KMA area who are participating in the event. Entry cards are mailed or brought to KMA and the daily drawings are made from these entries. No purchase is necessary.

At each of four daily drawings, cash money will be dropped in a large gold pot. The person whose entry card is drawn will be called by telephone and asked to guess the amount in the pot of gold. Clues will be given every day to help with the guesswork. If the guess is wrong, the pot continues to grow until someone wins. There is a nominal consolation prize, so there'll be a winner every time. So stay tuned and follow the clues. Your friends and neighbors, or you, may be called . . . and could win the "Pot Of Gold". The event will continue until June 30. Get your entry card in early and join the fun.

"The Road Back"

"The Road Back", a special program produced by the KMA news and farm departments was presented at 12:15 p.m. Sunday, April 19. The program covered rebuilding plans in the disaster stricken farming area around Yorktown, Iowa following the devastating tornado of April 12. Pictured are Page County Extension man John Rydel, Tom Beavers, Dean Naven and Jack Gowing at the Otto Goecker farm which was totally destroyed. Remains of the town of Yorktown is in the distance. The tremendous winds demolished an area over two miles wide. Every building in its path suffered extensive or total damage. Many head of livestock were killed or injured. Fields were littered with debris. Tough hedgerows uprooted or bent to the ground. Farm rebuilding plans will emphasize modernizing outbuilding utility and possible relocation for greater efficiency in farm operations. Volunteer help for cleanup operations was



quick to answer the call. Yorktown residents are extremely grateful for all the wonderful assistance. Workers came from as far as 250 miles away. A comment by George Annan (pictured on opposite page) is food for thought for everyone: "You don't realize how little you've done for other folks until something like this happens to you."

KMA Tornado Alerts "Safety Rules" Free

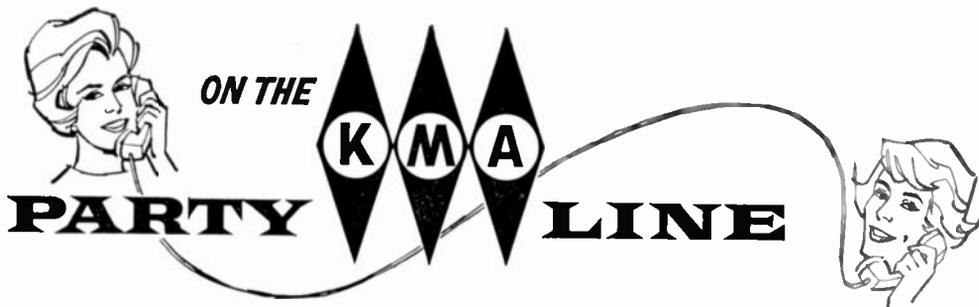
With two destructive tornadoes in the immediate area in nine days, KMA-land residents are developing a bad case of "black cloud jitters" . . . and for good reason. Many of them have just been through one, most have seen results of the massive terror in these winds. The big problem is knowing when to take cover (no one needs much urging at the moment). The KMA policy on tornado alerts is to not alarm residents unnecessarily. When storm warnings are out, KMA goes on the alert. KMA keeps in close touch with the weather

bureau, highway patrol, sheriff's offices, and radar control centers. Any indication of danger in a particular area is quickly flashed to KMA listeners. However, we most honestly emphasize that no warning system is foolproof. Residents should be aware of the danger signs and take their own precautions. KMA has reprinted "Tornado Safety Rules" from the U.S. Weather Bureau which are available free. Just send a self-addressed stamped envelope to "TORNADO SAFETY" % KMA and we will send you the safety rules. Everyone is urged to report funnel activity to the police or sheriff's office in your locality. KMA will relay the information and do our very best to alert residents ahead of tornado activity.

New Program Names

Afternoon and evening programs have taken on new names and a light-bright sound. From 1:15 to 4:00 p.m. Jim Ross brings you "Musical Scrapbook". Dale

Eichor takes over the controls at 4:00 to bring you "Mostly Music" till 5:40. At 7:00 p.m. Mike Heuer continues with choice selections from the fabulous KMA record library on "Night Flight" till 11:30.



ON THE
KMA
PARTY LINE

By **DORIS MURPHY**

Everybody has to have a first catastrophe with a new car, and **KMA HOMEMAKER BILLIE McNEILLY'S** is a cigarette burn in the back cushion of her new car. In fact, she had only had the car one week, when the accident happened, and how the fire started is still a mystery. Billie and a friend had just taken the car from an Omaha parking lot and were driving along when suddenly Billie noticed the car filling up with smoke. Investigating she found a fire smoldering in the back seat. Quickly she drove into the nearest oil station where the attendant grabbed the cushion out of her car and extinguished the fire. However, Billie still feared it might start again, so left the cushion at the service station all night, returning for it the next day. How it started she will

never know, unless someone at the parking lot had accidentally flipped a lighted cigarette into the car. What a shame to have something like this happen to a brand new car!

Mumps and measles have been playing havoc with the home life of Announcer Mike Heuer's family. Cynthia first had the disease. Then Jeffrey woke up one morning looking like a tropical fish. He had the mumps! An hour later Tommy came home from school with the three day measles. Mother's nurses training came in mighty handy with two of the children ill at the same time!

Looks like bald-pate **KMA** sales executive Carl Andersen might be having a seizure of "Beatle-mania" as he posed in a beetle wig with **KMA HOMEMAKER BILLIE McNEILLY** for the picture on this page. Billie had just come in the office from Omaha with the beetle wig, and since "Andy" sports a shiny scalp, Billie suggested he put on the wig. He did . . . but from the sad expression on his face, I would gather he just isn't happy being a "Beatle", even if it does mean "hair in his eyes". Well, I am sure all of us here in the office like Andy just the way he is . . . with his happy, cheerful disposition, and shiny bald pate. The usual smile on his face has his "beatle" expression beat a country block!



Billie McNeilly admires sportscaster **Andy Andersen's** Beetle wig.

It is estimated that more people in Shenandoah took shelter in their basements the night of April 20th, than at any other time in the history of the town. Shenandoahans had seen the terrible destruction caused by the Yorktown tornado just 9 days before, and they knew when Radio **KMA** and the

city fire siren started sounding storm warnings, around 10 p.m. it was serious and there was another tornado in the area. Many people took radios to the cellar with them, in order to keep informed. The major share of the tornado damage occurred 10 miles north of town near Imogene, when 5 farms were damaged and one person was injured . . . Mrs. Anne Cheney of Shenandoah whose car was blown off the highway. A semi-trailer in the area at the time was also blown into the ditch.

Ah Spring! When a man's thoughts turn to something he has been thinking about all winter . . . when he can get out in a convertible and enjoy the great outdoors. Newscaster Ralph Childs must have been having such thoughts this winter, because the first thing he did when spring arrived, was buy a beautiful brand new convertible. Knowing how thrilled his teenage children would be with the new white car sporting bright red leather upholstery, I asked him how often he got the car. Quickly Warren Nielson came up with the answer: "Gets it once a day when the gas tank is empty!" Knowing Ralph has a short crew cut, we all had a laugh when someone asked him: "How are you going to keep the hair out of your eyes!" But Ralph is very good natured, and assured us all that HE was the one who decided to buy the convertible . . . not the children! Well, I am sure the whole family will enjoy it, and are real proud of it.

The license tag for Niki, the lovable pet of the Merle Douglas family is still in its package. They hadn't gotten it on his dog collar, before he was struck by a truck and killed. Niki really belonged to Valerie, age 11, but the whole family loved this 6 month old dog that was half springer and half collie. He was smart as a whip, and when he disappeared on Thursday, they thought he might have followed the paper boy home, or would be found playing with a bunch of kids some place. But the little dog was no where to be found. They even drove around the streets in the car, looking for him. Finally thru a neighbor, on Sunday they learned a dog had been killed on the street down at the corner, and his body disposed of by the Shenandoah dog catcher. It was sad news for the family, but after his disappearance had been a mystery for four days, they were, at least, glad to know what had happened to the pet that had brought so much pleasure into their lives. Niki will long remain in the memories of the Merle Douglas family!

Radio KMA also received honors recently when the station was presented a beautiful walnut and brass plaque for outstanding service rendered for the organization recently. The plaque was presented by the Iowa Society for Crippled Children and Adults, Inc. Presentation was made on

April 9th, by Mrs. Doris Reed of Shenandoah, Page County Chairman.

You have all heard the saying: "The man who wakes up and finds himself a success, hasn't been asleep!" The same is true of a student . . . and I am sure Josie, 13 year old daughter of KMA Guide Editor Duane Modrow has not been asleep, because she was one of 15 Seventh Grade students inducted into the Honor Society recently, because of her scholastic achievements. She was particularly thrilled with the honor, because her membership was presented by her next door neighbor, Gene Richardson who was taken into the Honor Society a year ago. Straight "A's" are not unusual on Josie's report card!

At first glance it would appear that Production Manager WARREN NIELSON is very vain, because on the wall behind his desk is a huge picture of him in a beautiful heavy walnut frame. As you pass by his desk you might glance at the picture and wonder about the reflections that seem to distort it. About that time, you take a second look, and if you were like me, you went behind his desk for a closer look. This large picture, so handsomely mounted, is actually a gag . . . it's an accidental double exposure of Warren that your Guide Editor Duane Modrow made recently. The more you look at Warren's picture the more you see . . . an extra ear sprouting out of his sideburns . . . at least two pair of glasses, about three noses, and other distortions. We thought you might enjoy a

Continued on Page 15



W-W-W-Warren N-N-N-Nielson-n-n-n

A Letter From Billie McNeilly

When they say the days fly past as you grow older, they know what they're talking about. I can't believe it is May already. "The Merry Month of May"! How delightful to see the earth springing alive and coming into bloom. We must always take the bitter with the sweet though . . . spring means more work for all of us.

The two young people at our house are busy winding up the school year, and both Marcie and John seem to have conflicting thoughts regarding the next study session. That will have to work itself out, and we will hope to know their plans for sure when the July Guide comes out. I expect, however, that John will attend the summer session at some school in the area. I want Marcie to get a lot of rest this summer to get her completely over this siege of "Mono", and ready for school in the fall. She's so ambitious she doesn't rest easily!

Pictured on my page this month is David Childs, another of our outstanding young KMA people. David is visiting with me on one of my daily programs telling about his hitch-hiking tour of Europe. He and a college chum "thumbed", motorscootered, and worked their way over most of Europe. Their adventurous spirit in this modern day and age is much to be envied.

It's always fun watching youngsters grow up and blossom into creative adults, and this has been an extreme pleasure with David, whom I've known since his birth. I might add, his Mother and Father are pretty tremendous people, and have the

courage it takes to let their children grow up and away from them. That's one of the greatest lessons of parenthood, isn't it?

As the Guide goes to press, I go south! What fun to be a part of the caravan of women swarming into Tulsa, Oklahoma for the AWRT (American Women in Radio and Television) National Convention. You can bet you'll hear about this in the days to come on the program, and here in the Guide. We will spend four days in Tulsa, and there are two outstanding banquets planned, along with two full days of work sessions.

A lot of the cooking going on at our house this month will be diet cookery, because both Marcie and I have decided "something's gotta go." We are doing this out of necessity, for those last year's spring clothes are getting pretty crowded. I won't make any promises, but will hope I have enough strength to stick to the diet as long as that determined little daughter of mine.

A part of this month is going to be spent putting my big bedroom into order, and organizing my crates of program material. I'm so weary of wasting precious hours sifting through for some special book or article. We've never really recovered from the move yet.

This is my Mother's birthday month . . . and the "Mother's Day month" to boot. Dad celebrated his birthday last month, as did my son John. I always think birthdays are special, but it's no fun when you live so far from the ones having the birthday. We will have to have a joint birthday party when we all get together on the coast this summer.

The past month saw a great deal of terrifying weather sweep across the midwest. Let's hope the month of May will be peaceful and serene by contrast. Most of you probably will be putting in gardens this month, and I do envy you this. I could get real involved in gardening if I had the time and the garden area. Gardening is one of the most gratifying of efforts. Sure makes you realize that we mortals really don't have a great deal to do with it, doesn't it?

Continued on Page 15



David Childs, son of veteran newscaster Ralph Childs, tells listeners about European jaunt.

Billie's Kitchen Tested Recipes

RAINBOW DESSERT

Perfect for those spring parties

- 1 pkg. orange-flavored gelatin
- 1 pkg. cherry-flavored gelatin
- 1 pkg. lime-flavored gelatin
- 3 c. boiling water
- 1½ c. cold water
- 1 c. pineapple juice
- ¼ c. sugar
- 1 pkg. pineapple-flavored gelatin
- ½ c. cold water
- 2 c. vanilla wafer crumbs
- ½ c. butter or margarine, melted
- 2 c. whipping cream

Prepare the first 3 packages of gelatin separately, using 1 cup boiling water and ½ cup cold water for each package. Pour into separate 8 x 8 x 2 inch pans and chill until firm.

Combine pineapple juice and sugar . . . and heat until sugar is dissolved. Remove from heat and dissolve pineapple gelatin in hot liquid. Add remaining ½ cup of cold water. Chill until syrupy. Mix vanilla wafer crumbs with melted butter. If desired, set aside ¼ cup for garnish. Then press remaining crumb mixture smoothly over bottom and sides of a 9-inch spring-form pan.

Whip cream and fold into syrupy gelatin. Cut the firm orange, cherry and lime gelatin into cubes about ½ inch square. Fold into whipped cream mixture; then pour into spring-form pan. Chill 8 hours or more in refrigerator. Before serving, remove sides of pan only. Sprinkle dessert with the remaining cracker crumbs. This can be done in a large loaf pan, but is not so attractive. Makes about 16 servings.

* * *

STRAWBERRY GINGER ALE

Young and old alike love this beverage . . . and it's good for you!

Dissolve 2 packages strawberry-flavored gelatin in 2 cups of very hot water. Cool to room temperature. Add 5 cups ginger ale. Pour over cracked ice in tall glasses. Garnish with a plump ripe strawberry. Will serve 8.

RHUBARB CONSERVE

A truly different conserve, and pretty, too.

- 2 lb. rhubarb (about)
- 1 c. water
- 1 T. finely chopped preserved ginger
- 1 c. seeded raisins
- ½ c. finely chopped almonds
- 1 t. grated lemon rind
- 1 t. grated orange rind
- 5 c. (2¼ lb.) granulated sugar
- 1 c. (½ lb.) firmly packed dark brown sugar
- 1 box powdered fruit pectin

Wash rhubarb and slice very fine or chop. Measure 6 cups into a very large saucepan. Add water, ginger, raisins, almonds, rind. Measure sugars and set aside. Add pectin to fruit mixture in saucepan and mix well. Place over high heat and stir until mixture comes to a hard boil. At once stir in sugars. Bring to a full rolling boil and boil hard 1 minute, stirring constantly. Remove from heat and skim off foam with metal spoon. Then stir and skim by turns for 5 minutes to cool slightly, to prevent floating fruit. Ladle quickly into glasses. Cover at once with ½ inch hot parafin. Makes 10 medium glasses.

* * *

HORSE-RADISH-HERB DRESSING

- 1½ T. horse-radish
- 1 c. commercial sour cream
- 1 T. tarragon vinegar
- 1 T. snipped chives
- 1 T. snipped fresh dill, or 1 t. dried dill
- 1 T. sugar
- ¾ t. salt
- ¼ t. paprika

Combine horse-radish, sour cream and vinegar; mix until smooth. Stir in chives, dill, sugar, salt and paprika. Refrigerate, covered, at least 15 minutes before serving.

"My Best" Recipes for May

RHUBARB CREAM PIE

Pastry for 1 nine-inch single-crust pie

- 1½ lb. rhubarb
- ¾ c. sugar (for filling)
- 2 T. flour
- 1 T. lemon juice
- 3 eggs
- 1 c. cream for whipping
- 2 T. butter or margarine, melted
- ¼ t. nutmeg
- 2 T. sugar (for topping)

1. Prepare pastry for 9-inch pie pan.
2. Wash, trim ends, and cut rhubarb into ¼-inch-thick slices. (There should be about 4 cups.) Place in a medium-size bowl. Sprinkle with the ¾ c. sugar, flour, and lemon juice; toss lightly to mix. Spoon into prepared shell.
3. Bake in hot oven (400°) 20 minutes.
4. While rhubarb bakes, beat eggs slightly in a medium-size bowl; stir in cream, melted butter or margarine, and nutmeg until blended; pour over hot rhubarb in shell.
5. Bake 10 minutes; sprinkle with the 2 tablespoons sugar. Bake 10 minutes longer, or until top is golden. Let cool completely on a wire rack before cutting.

* * *

TOP SIDE UP PINEAPPLE CAKE

- 1 (8 to 9-inch) cake layer
- ¼ c. melted butter or margarine
- ½ c. brown sugar (packed)
- 5 or 6 canned pineapple slices
- 2 T. chopped maraschino cherries
- ½ c. flaked coconut
- Whipped cream

Prepare single layer of cake from mix or favorite yellow or spice cake recipe. Blend butter and brown sugar together. Spread thin film over cake, then arrange well drained pineapple slices on top. Mix cherries and coconut with rest of butter and sugar mixture. Spread evenly over pineapple and cake. Place in broiler 6 inches from heat. Broil slowly until browned and bubbly looking about 8 to 10 minutes. Serve generous wedges warm with whipped cream. Makes 5 to 6 servings.

* * *

DATE PEANUT BUTTER SPREAD

- 1 c. cut up dates
- ¾ c. peanut butter
- ½ c. syrup
- ¼ t. cinnamon

Place dates in mixing bowl. Add remaining ingredients and cream until light and smooth. Makes about 2½ cups spread.

BUTTER-MARSHMALLOW PARTY FROSTING

It's sensational. So elegant yet easy, quick to make.

- ⅔ c. milk
- 32 large marshmallows
- ¾ c. (1½ sticks cold, firm) butter
- 1 t. vanilla

In saucepan combine marshmallows and milk. Cook over low heat, stirring constantly, until marshmallows dissolve. Cool to room temperature, stirring to blend thoroughly. In a mixing bowl at medium speed, cream butter until light and fluffy. Continue to beat at same speed and very gradually add marshmallow mixture. Add vanilla. Sufficient to frost an 8 or 9 inch two layer cake. This frosting stores well in the refrigerator or freezer.

* * *

STRAWBERRY MACARON

- 1 pkg. (1 lb. 3 oz.) yellow cake mix
- 1 egg
- ¼ c. each water and shortening
- 1 c. flaked coconut
- 1 c. whipping cream - or 1 pkg. whipping cream substitute
- 1 qt. fresh strawberries, sliced and sweetened

Combine cake mix, egg, water, shortening and 1 c. coconut. Mix well (mixture will be very thick) and pour into greased 13 x 9-inch pan. Bake 18 to 20 minutes in 350° oven. Cool. Whip the cream and fold into sweetened strawberries. Spread this over cooled cake mixture. Serves 12.

* * *

JOHN MASETTI CASSEROLE

- 1 lb. sausage
- 1 onion, chopped
- 1 c. tomato juice
- 1 t. salt
- 1 c. diced cheese
- 1 8-oz. pkg. fine cut noodles

Fry onion until light brown. Add sausage, and fry until it crumbles. Stir it constantly. Cook noodles ten minutes in salted water. Drain. Mix together with sausage, cheese, and tomato juice. Bake in greased casserole in slow oven forty minutes. This is delicious served with tossed salad and Vienna bread.

Radio Center

Two final pictures of the new KMA Radio Center. The first is of the KMA record library which contains approximately 2,500 selected albums and 1,500 single play records. There are an estimated 34,000 different selections in the library and it grows each day as the major recording companies send all their new releases. Each record is filed by type of music and alphabetically by artist for quick and easy access. The second picture is of the KMA recording studio. Some programs and nearly all commercials are tape recorded here. Most of the recording is done on cartridge tapes. The recording studio gives KMA a wide range of production sounds



NOTICE

**The KMA
Radio Center
will be open
for visitors
Sundays
from 2:00 - 4:00 p.m.**

Mike Heuer Nashville Tour

(JUNE 17 - 20)

Mike Heuer, your Saturday night 7:00 - 11:30 host on "KMA Bandstand - Country Style" has arranged a special four-day tour to the world capital of country-western music, Nashville, Tennessee. The tour fare of just \$42.00 will cover bus fare in air-conditioned restroom buses, 2 nights hotel, a professional tour of Nashville, Friday night Opry and Saturday night Grand Ole Opry, a tour of the Hermitage (Andrew Jackson's home), a tour of three recording studios and a record pressing lab, a dinner with various Opry stars and Tennessee Governor Frank Clement (if state business doesn't keep him away) . . . everything excluding meals. For details write Mike Heuer, % KMA.

KMA Daily Program for May, 1964

DAILY DAYTIME PROGRAM

MONDAY THROUGH FRIDAY

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—RFD 960 (J. Gowing)
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:35 a.m.—Lawrence Welk's Show
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Accent On Music
 9:00 a.m.—Breakfast Club
 9:55 a.m.—News
 10:05 a.m.—KMA Community Calendar
 10:10 a.m.—Housewives Serenade
 10:30 a.m.—It's A Woman's World
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Informacast
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Midwest Farmer (Tom Beavers)
 12:45 p.m.—Markets
 1:00 p.m.—Paul Harvey
 1:15 p.m.—Musical scrapbook With Jim Ross
 4:00 p.m.—Mostly Music With Dale Eichor
 5:40 p.m.—Tom Harmon Sports
 5:50 p.m.—Alex Dreier
 6:00 p.m.—Life Line
 6:15 p.m.—Paul Harvey
 6:20 p.m.—On The Line With Bob Considine
 6:25 p.m.—As Naven Sees It
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Mkts. & Weather

MONDAY NIGHT

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

TUESDAY NIGHT

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

WEDNESDAY NIGHT

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

THURSDAY NIGHT

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

FRIDAY NIGHT

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

SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—RFD 960 (J. Gowing)
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—KMA Goes Visiting With Tom Beavers
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 10:30 a.m.—It's A Woman's World
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Polka Party
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Midwest Farmer (Tom Beavers)
 12:45 p.m.—Market Review
 1:00 p.m.—Paul Harvey
 1:15 p.m.—Saturday Matinee
 6:00 p.m.—Life Line
 6:15 p.m.—Music on Deck
 6:30 p.m.—News
 6:45 p.m.—Country Music Time
 7:00 p.m.—KMA Bandstand Country Style
 10:00 p.m.—News
 10:15 p.m.—KMA Bandstand Country Style
 11:00 p.m.—News
 11:05 p.m.—KMA Bandstand Country Style
 11:55 p.m.—News

SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible
 7:00 a.m.—News & Weather
 7:15 a.m.—Hymn Time
 7:30 a.m.—Sun. Worship Service
 7:55 a.m.—Morning Headlines
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Social Security Question Box
 9:35 a.m.—Sunday Album
 12:00 noon—News
 12:15 p.m.—Future Unlimited
 12:30 p.m.—Tarkio College Speaks
 12:45 p.m.—Sunday Album
 3:55 p.m.—Mon. Morn. Headlines
 5:00 p.m.—Sunday Album
 6:30 p.m.—News
 6:45 p.m.—Radio Liberty
 7:00 p.m.—Freedom Sings
 7:30 p.m.—Revival Hour
 8:00 p.m.—Sunday Album
 8:30 p.m.—Issues & Answers
 9:00 p.m.—Hour of Decision
 9:30 p.m.—Pilgrimage
 10:00 p.m.—News
 10:15 p.m.—Erwin Canham
 10:30 p.m.—Revival Time
 11:00 p.m.—Night Flight
 11:55 p.m.—News

Every Afternoon
 Monday Through Saturday
 ABC Network News 5 minutes
 before the hour
 Local News on the hour

A CHAT WITH EDWARD MAY

Continued from Page 3

Last month I wrote about my mother being on an extensive Mediterranean Cruise aboard the Liner, Leonardo da Vinci. She is now home and reports having a wonderful time. Although she enjoyed the sights of nearly every place visited, one of the places she liked best was Beirut, Lebanon. Actually, she says the entire trip was wonderful, but she seems happy to be home. When it's all said and done, home is a pretty good place to be after all.

We are at the time of the year when tornadoes seem to be more frequent, and KMA area has been in the path of at least two tornadoes during the past few weeks. Everyone agrees KMA did a wonderful job in keeping the area informed as to developments following the tornado which struck Yorktown, Iowa, and also the tornado which went through the area the night of April 20. We try to keep informed upon every facet of the weather and I can assure you KMA will continue to keep abreast of the situation and pass this information on to its listeners. So, keep your dials set on 960 — KMA — Shenandoah, Iowa.

PARTY LINE

Continued from Page 7

laugh along with us, so decided to print it in the Guide. One thing for sure, Warren's double exposure picture may not be handsome, but it IS shocking!

During the first 3½ months of 1964, Farm Service Director Jack Gowing's family had so much sickness, they felt like crossing '64 off and starting with 1965. This Medical Report straight from the farm will give you an idea of WHY they felt this way. On Christmas day their son Randy got the mumps. He was about over them when Julie got them. Julie was just about over the disease, when their mother Pauline came down with a severe case of mumps. It was only about two weeks later, when Pauline developed inner ear trouble, which continued for a week or ten days. But that didn't end their seige! Next . . . Randy came down with the measles, followed by Julie. Then, about the time Jack returned home from a business trip to Washington, Pauline took the measles. She had not fully recovered from the measles, when a tooth became infected. This was too much, so the illness put Pauline in the Clarinda hospital for four days. The tooth was finally pulled, and Pauline was on the mend, when Jack got something imbedded in his eye and had to have the particle removed by a doctor. Out of the 3½ months, there were only three weeks that the Gowing family didn't have some one ill. No wonder they felt like they would like to have a fresh new start with a new year!

A dinner at the home of Announcer Mike Heuers, which had started out to be very enjoyable, turned into worry and confusion for their guests, Announcer Dale Eichor and wife Esther, when they heard the bulletin on the radio informing them of the terrible tornado which had just struck Yorktown, Iowa. Yorktown is the home of Mrs. Eichor's parents, Mr. and Mrs. Wilber Sump; of a brother Arnold living one mile north of Yorktown; and a sister Mrs. David Moore living on Hiway 2 which was in the path of the storm. Leaving their dinner the Eichors quickly drove to the home of her sister, where the tornado had demolished all of the farm buildings, but had left the house standing but with considerable damage. Next morning they were allowed to enter the town, and check on the destruction further. Damages at the home of her parents included a front porch blown off, windows blown out and roof damage. At the Arnold Sump farm, the storm left the house and one barn standing, but completely demolished the main barn. Fortunately none of the family was injured. The Eichors had just moved across town to 1000 West Valley the same weekend, and were still unpacked when they found themselves also involved in helping their families get out from under the destruction of the tornado. One of the freakish incidents of the storm was that her parents stayed in the northwest room of the house, because of elderly relatives and that was the only room in the house that did not have the windows blown out.

The night of April 20th, when tornado warnings were out for Shenandoah, Ethel Baldwin, assistant to Frank Field of the May Seed Company, received a call from a relative suggesting she better go to the cellar. Ethel heeded their warning . . . grabbed her purse and coat, and headed for the cave in her back yard. But she was almost too late! Because there . . . already in the cave and standing outside waiting to get in, were ten neighbors. After they all got in, there was hardly room for Ethel, so she stood on the outside watching for clouds, knowing she could dive in, in case the tornado really struck. After this, Ethel better get there early, if she wants to get in her own cave!

A LETTER FROM BILLIE McNEILLY

Continued from Page 10

About the only planned activity for May, is a trip to Salina, Kansas to visit Donna and Bill in their new home. More about that in the next letter.

Meantime, I hope you will let me call on you each morning at 10:30 over KMA.

May the month of May bring happiness and health to all of you.

In friendship,
Billie

POSTMASTER

**"Return
Requested"**

**Tom Thumb Publishing Co.
Shenandoah, Iowa**

MRS PHILLIP JOHNSON
720 STATE ST
GARNER IOWA

**Bulk Rate
U.S. Postage
- PAID -
Permit No. 1
Shenandoah, Ia.**

NOTE

If a red star appears by your name above, this indicates your subscription expires with this issue of the Guide. Send \$1.00 with your name and address for renewal.



JACK COPPERSMITH joined the KMA sales staff March 30. Jack comes from Omaha where he was manager of radio station KOOO. He is a native of Sioux City, attended Morningside College and Drake University and served with the Army Paratroops for 3½ years. Jack brings to

KMA a wealth of radio experience in sales, program, and management. He will spend a lot of time out in the KMA listening area on special projects so don't be surprised if you run into his ready smile. Jack is married to the former Luella Brodle of Sioux City. They have a young son, Todd, age 7.