



The

KMA GUIDE

April, 1964



COVER STORY

The KMA Guide

APRIL, 1964

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No. 4

Between five and six thousand people in the livestock industry responding to a hurriedly called mass meeting, squeezed the KMA Auditorium to full capacity, overflowed into the streets and nearby armory to hear morning speakers and afternoon panel discussion of the livestock industry crisis. Their plea: hold back the flood of beef imports. More pictures and story on pages 8 and 9.

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THEIR FIRST GRANDCHILD — for both paternal and maternal grandparents of Gordon Michael Sherman, who was pictured with his parents Mike and Betty Sherman on last month's Guide cover. **TOP** — Mr. and Mrs. Gerald Sherman and daughter Malinda of Wilmette, Illinois came to Omaha to see their new grandson. **BOTTOM** — Gordon comes calling in Shenan-

doah for a visit with maternal grandparents J. D. and Frances Rankin. Mother Betty had carefully prepared Gordon so he would not be fussy and successfully so, except for one brief moment when he tested his lungs. The camera caught the moment as Gordon's sudden wail brought a burst of laughter from parents and grandparents.



A Chat With Edward May

"Wo Findet Die Seele Die Hiemat Der Ruh." This is the title of one of the German songs my mother used to sing over KMA when she had a regular program during the late 1920's and the early 1930's. She does very little singing today, but so many of the KMA listeners ask about her I decided to devote most of this column to bringing you up-to-date on my mother. She is shown looking at a plaque which is in the conference room of the new KMA building. The plaque contains three records, all of which were made when she did some recording in Chicago in the late 1920's.

Presently, my mother is on a Mediterranean Cruise, aboard the Italian Liner "Leonardo da Vinci." I might share part of her latest letter. To give you a little background, when my mother arrived at Beirut, Lebanon, she made contact with a Lebanese girl who is a pen pal of my daughter, Annette. The following is an excerpt from my mother's letter:

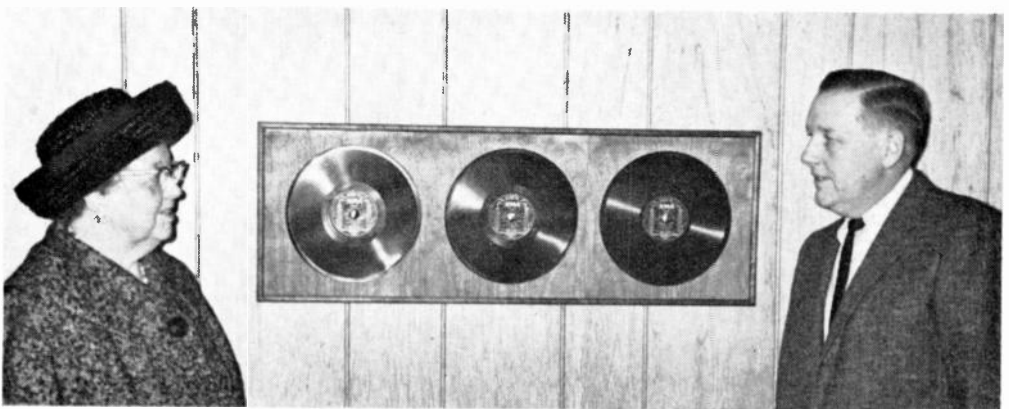
"I had an enjoyable experience at Beirut Sunday evening. I had arranged to meet Salma at the St. George Hotel. She arrived on schedule with two of her brothers, ages 9 and 12, and her aunt. I hadn't anticipated going to their home, but they insisted I come with them, which I did. We went to the aunt's house and she prepared a wonderful meal. So much good food. Salma's sister, her mother, and uncle were all there. The evening was such a pleasant

one and, being in the home of some local people, gave me a different picture than I would have been able to have seen otherwise. Salma and her family seemed like very nice people, and they all spoke good English.

"We are now leaving Haifa, and tomorrow we will be at Rhodes. We had quite a train ride from Cairo to Luxor and back. The ruins were very impressive at Luxor, and we had a boat ride on the Nile River. We saw King Tutankhamen's Tomb at Luxor. At Cairo, the trip through the museum was very interesting, especially seeing the many beautiful things covered with gold, the jewelry, alabaster items, and other things from King Tut's Tomb. After that we went to nearby Giza to see the Great Pyramids and the Sphinx. Some of the people had a picture taken on a camel, but I had mine taken standing beside one. We rode in a two-wheel cart up to the Sphinx.

"Things in Egypt seem rather backward in some respects. We saw oxen continually going around a circle, evidently grinding something. Camels were the main beasts of burden and were piled high with produce. Israel seems very advanced and so much cleaner. We saw droves of sheep and goats in both Israel and Egypt. They have had 8 inches of rain recently in Israel and, with irrigation, everything is very green. In

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Frank Comments

By FRANK FIELD

The picture on this page this month was taken about 4:00 o'clock in the afternoon, Friday, February 20, which was officially the first day of spring. You see, we had a slow drizzle all day on Thursday and since there was no frost in the ground at all, every drop of the moisture soaked in. About 7:00 o'clock Thursday evening, the temperature dropped just low enough for the rain to change to snow — it snowed steadily all night and until about 9:00 o'clock Friday morning. The net result was .63 of moisture which fell in the form of rain and .67 which fell in the form of 5 - 6 inches of soft, wet snow, making a total of 1.30 inches of very badly needed moisture. The last month in which we had a normal amount of moisture was last July. Each of the succeeding eight months was pretty much on the dry side with less than half the normal or average amount of moisture. Up until the rain and snow, March had been very much on the dry side with only .50 of moisture. I am writing this copy on March 23, three days after the big snow, and the ground is practically bare again — it all soaked in, not a drop ran off.

Members of the Taxus family are about the only evergreens that can stand solid shade, so that is what you see in this picture of the north side of our house. Starting at the extreme left is an up-right Taxus, then under the kitchen windows are two of the Spreading Taxus, then between the

windows is another up-right Taxus. Under the living room windows are two more of the spreaders — the tall evergreen at the far end is out where it gets full sun from about 11:00 o'clock on, so it is a green Scopulorum Juniper. It is sheared or trimmed 2 - 3 times during the growing season to keep it in that narrow, columnar form. Last year it had grown to a point just even with the eaves, so I just rounded it off over the top and by regular trimming, I can keep it exactly this size and shape. Just to the right of the Scopulorum you will notice what looks like a small hay stack — in reality, this is a Pfitzer Juniper covered with about 6 inches of snow. It too, has to be trimmed 2 - 3 times during the summer in order to keep it from getting too wide and also too tall. Members of the Juniper family can stand any amount of shearing and trimming and really must have it to keep them from getting too tall and ragged. So many people are disappointed in an evergreen planting eventually, simply because they never trim them again after they set them out. Then, in 6 - 8 years they write in and want to know what they can do to get their evergreens back in shape again, or if it can be done. The answer then is "no" — once an evergreen is allowed to go for a number of years without trimming, it isn't practical to try to get it back into shape again; the thing to do is just grub it out and start over again with a younger tree and then give it the necessary trimming to make it grow dense and bushy and to keep it at the proper size and shape.

The bare branches you see sticking up just behind that Pfitzer Juniper are from our Mayday tree. The trees across the street in the neighbors yard are Pin Oaks and the branches in the upper right hand corner are from our Cutleaf Weeping Birch.

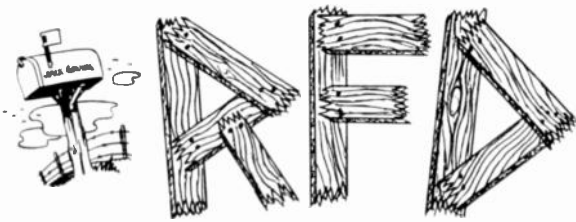
Yes, the early garden is all in, just as I told you it would be last month. On March 12 I planted the Norland Potatoes, the Onion Plants, the Onion Sets, the Baby Canning Beets and the Champion Radishes. The following day, March 13, I planted the Early Giant Peas and also the Bijou Sweet Peas. The Tomato Plants are up about 2 inches high now, each one in a little peat pot, and the Tokyo Bell Peppers have just been transplanted into individual peat pots but they are less than 1 inch high yet, as the seed



Spring arrives in white dress

continued on page 15

The KMA Guide



with
Jack
Gowing



In this issue we have several pictures taken of the people that were here for the big livestock meeting on Monday, March 2nd. Over 5,000 people attended; maybe you were here.

This meeting came about as a result of some statements made by U.S. Secretary of Agriculture, Orville Freeman when he was in North Platte late last summer. The Secretary has since changed his approach to the import situation. Many livestock and farm groups were aware of those statements made by the Secretary and many groups began protesting and asking that something be done to curtail imports.

We received many requests here at KMA about having a meeting on the import question. A packer by the name of Floyd Segal from Milwaukee, Wisconsin told me in February that it would take an organized effort, from all segments of the livestock industry, to change the attitude in Washington, D. C., on the import situation.

The attitude of U.S.D.A. at the time of this writing is to wait and see if the voluntary agreements will prop up U.S. prices. A statement to this effect was made by Secretary Freeman at a Senate Appropriations subcommittee hearing on money for the Agriculture Department.

Most, if not all farm and livestock groups, admit that we have overfed our cattle, that we have too many cattle (high point in cattle cycle) and they readily agree that the high amounts of beef imports are aggravating a serious situation.

The Cattle Industry Committee for Legislative Action which sponsored the Shenandoah meeting has been invited to testify before the Senate Finance Committee on beef imports and they have accepted that invitation. At the time I am writing this we do not know the date that this group will testify but no doubt it will have done so by the time you will be reading this.

I will be in Washington keeping you posted as to what transpires at these hear-

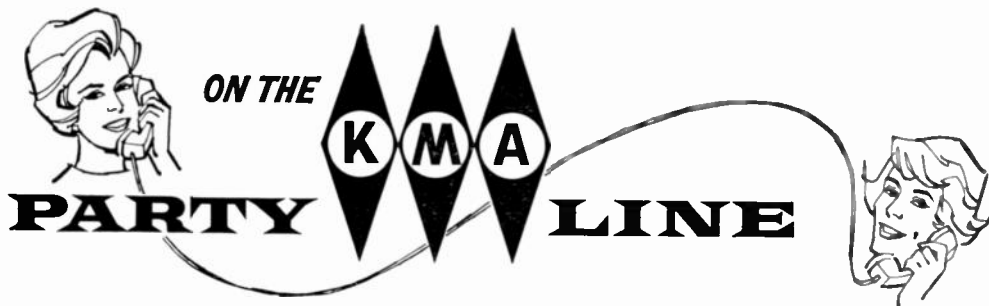
ings a part of the time.

It has been said that our State Department opposes import legislation because they have been promoting the free market idea to the rest of the world and the State Department doesn't want to have to change its approach at Geneva. The rest of the world apparently doesn't subscribe to this policy promoted by our State Department because many countries do limit imports.

I don't see anything wrong in making mistakes but I believe it is wrong to force a large segment of our economy to live by rules that no other country accepts. Why should we live by the free trade policy or idea when the rest of the world doesn't and other governments do not apologize for this attitude.



Wife Pauline and daughter Julie shop at Ann Cohn's Page Style Shop in front of movie cameras for documentary film.



ON THE

KMA

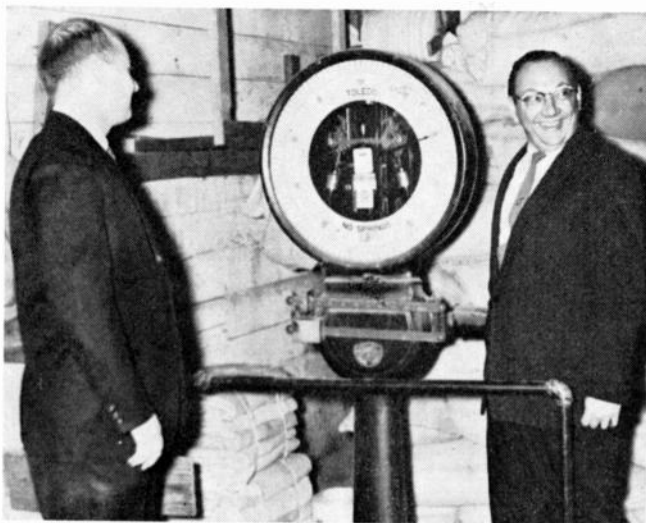
PARTY LINE

By **DORIS MURPHY**

The name of a beautiful salmon pink rose listed in the spring May Seed and Nursery catalog has been chosen as the name for a new baby girl. The good news arrived in a letter to Edward May, President of the May Seed & Nursery Company. It read: "Dear Mr. May: I have a little item I thought might interest you. February 18th a baby girl was born to Mr. and Mrs. Bill Latz of Diagonal, Iowa. I asked my son what they were going to name her. He said: "I know but I'll have to find the Earl May Seed catalog to tell you how to spell it!" I asked him if he was naming her after the peas or the corn, and he said: "No, a rose!" Sure enough, you have a beautiful salmon pink rose named TANYA. That is our baby's name. TANYA DENNEEN. Just thought you would like to know about it. Sincerely, Mrs. Vernon Lantz, Beaconsfield, Iowa." And she signed her letter: "a dotting old grandmother". Well, you can imagine how thrilled Edward was to receive this fine letter from the

grandmother of the new baby. He knew the catalog had always been full of valuable information for all gardeners, but was doubly proud to know the catalog had come into such an important position, that it was used for the selection of a baby's name. Immediately a gift of TANYA roses was sent to the writer of the letter, to be planted for the future enjoyment of baby Tanya and her grandmother.

Traffic Manager Mae Driftmier has a cut on her knuckle and bruises on her legs, as reminders of two accidents she had in March. Early in the month she fell down the basement stairs, when her heels caught behind the treads. Even though she fell only a few steps, she got a hard fall, and ended up stiff, and with skinned and black and blue places on her legs. Not long after this accident, she had the misfortune to get a deep cut on her knuckle, when her finger accidentally struck a sharp food chopper she had been using. Mae is now wondering . . . what next?



Earle Crowley, accounting department, and Warren Nielson, production manager, weigh-in for reducing match.

Knowing it is easier to cut down when you have a contest going, Production Manager Warren Nielson and Earl Crowley of the Accounting department have a bet on to see who can lose the most weight. For several weeks they have been trying to cut down on their calories. Pictured on this page you see the boys weighing in at the start of the contest. They set Good Friday, March 27th as the closing date. About 10 days before the close, Warren was 1 pound ahead, so they were running much neck to neck. But at the close Earl was winner having lost 16 pounds. Warren lost 14!

Spring is here! Announcer Jim Ross is already attending Rodeo meetings! Sunday, March 15, he attended a meeting in Red Oak of the

United Rodeo Association which covers Iowa, Nebraska, Kansas and Missouri. Jim has been named Public Relations Director for this season for the Rodeo Association, and will be covering a lot of the rodeos in the territory throughout the summer.

Modeling was a lot of fun for two young daughters of KMA personnel, 6 year old Julie, daughter of KMA Guide Editor Duane Modrow, and Holly, age 10, daughter of KMA Production Manager Warren Nielson. Golden haired Julie modeled in the J. C. Penney window and Holly in the Redfield Sullivan window during the Shenandoah Spring Window opening. Julie didn't want to model until her mother told her she could model new red shoes. That did it! Even when little friends on the outside of the window tried to tease her and make her laugh, Julie held her composure and modeled like a real pro. In a beautiful living room setting of French Provincial furniture, marble topped tables and white carpeting, Holly, wearing a pastel blue dress, appeared working needle point and reading. Holly is now working on her third piece of needle point, so she felt very much "at home" doing needle point as she modeled. Both little girls are very pretty and added much to the showing of new spring merchandise.

Diane Rankin, daughter of Mr. and Mrs. J. D. Rankin, Jr., appeared in the play: "Beyond the Door" presented by six Shenandoah high school students at the State Speech contest in Harlan, March 21. The play received a one rating at the District contest held in Shenandoah, February 22nd.

Disappointment turning to joy was the lot of Susie Childs, daughter of Newscaster Ralph Childs, the day of the Heartthrob dance at the Shenandoah High School March 13th. Susie had been chosen by the Y-Teens and Hi-Y members as one of three candidates for Princess, to represent the Junior Class at the dance. The winning candidate was announced at the dance that night. But lo and behold, on Friday noon Susie came home ill with the measles. That meant she couldn't go to the dance that night. That meant her lovely new white dress, and matching red shoes, hat and gloves she had so happily selected for this special occasion, would hang in the closet. The pretty red rose corsage sent by her escort, remained tucked away in the refrigerator and never worn. But Susie's disappointment turned into joy that night, when she received the news that SHE had been chosen PRINCESS, and her classmate Ted Jensen was elected PRINCE. The crown and bouquet of red roses were brought to her home, as mementoes of her honor. Too bad the measles had to strike at such an inopportune time! Pictured on this page is the pretty Princess wearing her crown.

Karen, daughter of Mr. and Mrs. Edward

May underwent plastic surgery on her face at the Clarkson hospital in Omaha, March 31st. This will end Karen's hospitalization, as a result of a car accident which occurred a year ago last February. At that time Karen received a number of cuts on the face. Now . . . thru the skill of modern plastic surgery, most of the marks on her face have disappeared, and Karen is as beautiful as ever. Her surgery was to have been one week before, but was postponed because of the measles.

You've heard of people getting "well oiled" on their birthday. But we didn't think it would happen to Lucille Lawson, KMA and May Seed Company switchboard operator. Lucille received as a birthday gift, a box of fragrant oil capsules to be used in the bath water. Because of the similarity between the bath capsules and her daily vitamin pills, she mistakenly swallowed one of the bath capsules instead of the vitamin capsule. You can imagine her feelings when she discovered what she had done! But nothing much happened, except a few "scented" burps! What a way to celebrate a birthday!

My! My! Never before has strawberry planting time created such a problem for the May Seed Company who always strives to please. After receiving an order from a customer in New Jersey for strawberry plants, May Seed duly acknowledged the order and said the plants would be shipped at the proper time for planting. Immediately they got a letter back from the

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Suzy Childs, princess of Heartthrob Dance.

5,000 Livestock Men Attend Cattle Crisis

It all began last October when KMA Farm Service Director Jack Gowing attended a press conference held by U.S. Secretary of Agriculture Freeman in North Platte, Nebraska. When the meat import question was brought up, the Secretary said imports were primarily cow beef and had little or no effect on steer beef prices. Jack recalled statements by agricultural economists during the pork price decline when they said pork prices were affected by beef and poultry supplies. A large supply of one affects prices of the others. Jack felt the Secretary was misinformed.



Asst. Secty. Agriculture Mehre



Plans Made



Crowd Signs In



Curb Side Lunch

The more facts Jack dug out, the more alarmed he became. At the red meat import conference in St. Louis during February Jack picked up much more information which indicated the cattle industry had a serious problem on its hands, a flood of imported beef.

Recognizing the urgent need to air the facts, Jack and station manager Tony Koelker discussed and decided to hold a public meeting in the KMA Auditorium. The very same day Bob Buffington, Glenwood, Iowa farmer-feeder, called Jack seeking KMA's help in sponsoring a similar mass meeting. Forces were joined. A group of 12 men in the cattle industry formed a "Cattle Industry Committee for Legislative Action". Meeting date was set for March 2, barely a week away. KMA made its complete facilities available to promote the event. The idea quickly caught fire. Headlines blazed with the cattle crisis. Government officials in surrounding states and on Capitol Hill were extended invitations, and dropped busy schedules in order to attend. As meeting day rolled around, an estimated 5,000 to 6,000 livestock people converged on Shenandoah. They filled the KMA Auditorium (cover picture), overflowed into the streets (picture), and local armory where sound systems were installed to carry the

Meeting — Overflow KMA Auditorium



ns: Governors Iowa, Nebraska

ing with a series of three special programs "The Livestock Industry Speaks", recapping highlights. Much remains to be done. KMA will continue to report, seek facts. Farm Service Director Jack Gowing will continue to spearhead the drive with a series of special 1:00 p.m. daily, Monday through Saturday, reports which began March 24 and continue through April 4. The program "Washington Beef Reports" will include interviews with dignitaries and government officials and events leading up to and including testimony by Jack and

Continued on Page 15

proceedings. Several registration booths were kept busy (picture). In anticipation of crowded restaurant facilities, some brought sack lunches (picture). Governors Morrison of Nebraska and Hughes of Iowa flew in with U.S. Asst. Secretary of Agriculture George Mehrens (pictured speaking at top). Also attending were the Secretaries of Agriculture from Iowa, Nebraska, and Missouri and the Attorney General of Iowa. Many dignitaries in government, the livestock and related industries were present. KMA broadcast the entire proceedings of the day-long meeting. Press, radio and TV coverage was unprecedented. Although the weather man smiled brightly with a sunny high of 72 degrees, in contrast, the mood of the meeting held a serious tone. The large audience was unusually quiet and attentive. Faces were grim, reflecting deep concern. The situation was amply aired by morning speakers, afternoon panel and questions from the audience. As the meeting drew to a close a resolution was drawn up. Its terms were explicit, fair to all. As the day ended, there was a feeling of accomplishment. The greatest satisfaction of all was the large turnout, further enhanced, from all indications, by a massive listening audience. KMA followed the meet-



VIP's Fly In



Huge Press Cover



Street Over-flow

A Letter From Billie McNeilly

Who says March is a bad month? March was a very eventful month for me and mine . . . and certainly a kind month weather wise, too. Now we must gear ourselves for the spring-alive month of April. April showers . . . the earth stirring . . . the return of the wild birds . . . and the inevitable spring fever.

Marcie and I are still in the throes of decorating and settling ourselves in the new apartment, and we still think it's fun. The painting is not all done . . . and the pictures are not all up . . . and more important, the drapes and curtains are not finished . . . but we are winning. We're especially proud of the new car you see pictured here in the Guide. The little Ford saw us through a good many trips to and from Shenandoah, and to make the day more exciting, when we drove to Shenandoah to pick up the new car, the little Ford chugged its last right in front of the Radio Station. Seems like a dirty trick to pull on a good friend and auto dealer, doesn't it? Let this issue of the Guide be

an introduction to Junior Snyder, pictured with me by the new Buick.

Some twenty years ago this month John was born, so this April 21st he will celebrate his twentieth birthday, leaving me with only one teenager. April always makes me wish for more energy, somehow. Spring work looms big, and I always have a long bout with spring fever in April. Might as well expect it . . . I know it's coming.

Our cooking habits change a bit in the spring and I'm including some of the recipes that will help spice up your spring-time cooking. Hope you'll try them, and be sure and send me your favorites, too.

If all goes well, I hope to join the rest of the AWRT members at the National Convention in Tulsa, Oklahoma at the end of the month. The members of American Women in Radio and Television are all women like myself, with homes to keep . . . families to raise . . . and broadcast work to do. We enjoy an exchange of ideas that benefit both the broadcaster and the woman who listens to the shows for new ideas. Let's hope this convention will bring us both a lot of new material.

I hope your families are enjoying good health, and happiness this Spring. Perhaps my column in the May Guide will carry the news that I'm all settled and the work's all done at home. (That is a figment of that case of Spring fever I'm getting started on, I'm sure.)

Sincerely,

Billie

The KMA Guide



Happy day-keys to new car and just in the nick of time. Old car (background) had to be towed in.

Billie's Kitchen Tested Recipes

PINEAPPLE DREAM

Toasty coconut caps this heavenly concoction of pineapple, marshmallows, and cherries in whipped cream.

- 1 can (about 1 pound, 4 ounces) crushed pineapple
- 2 c. tiny marshmallows (from about a 6-oz. package)
- ¼ c. maraschino cherries, drained and sliced
- 1 c. cream for whipping
- ½ c. toasted coconut (from a 7-oz. pkg.)

1. Drain pineapple well, saving syrup in a cup. Combine pineapple, marshmallows, cherries, and ¼ cup of pineapple syrup in a medium-sized bowl. (Save remaining syrup for a fruit beverage.) Toss lightly to mix; cover. Let stand at room temperature 1 hour.

2. Beat cream until stiff in a small bowl; fold into pineapple mixture; spoon into dessert dishes.

3. Sprinkle coconut over, dividing evenly. Chill at least an hour to mellow. Makes 6 servings.

* * *

CRUNCHY CAKE

- 2¾ c. flour
- 1½ c. sugar
- 1½ t. soda
- 1½ t. salt
- ¼ t. baking powder
- 1 t. cinnamon
- ½ c. walnut halves
- 20 large marshmallows
- ½ t. cloves
- ½ t. allspice
- ½ c. softened shortening
- ½ t. butter flavoring
- 2 c. sweetened apple sauce
- ½ c. walnut flavoring
- 2 eggs

Sift all dry ingredients in large bowl, add shortening, apple sauce, eggs (1 at a time). Add flavorings after all other ingredients have been added — then add walnut halves. Mix well and then pour into large well greased 9 x 13 pan. Push marshmallows — 4 wide and 5 lengthwise to bottom of batter. These mold topping for cake. Bake at 350 degrees for 50 minutes.

CHOCOLATE MACARON TOPPERS

- 2 c. (7oz.) grated coconut
- ½ c. confectioners' or granulated sugar
- 1 egg, separated
- 1 T. water
- 1 t. vanilla extract
- ½ c. butter
- ½ c. firmly packed brown sugar
- ¼ t. salt
- 1½ c. sifted all purpose flour
- 1 6-oz. pkg. (1 c.) semi-sweet chocolate morsels

Combine coconut, sugar, egg white, water and ½ t. vanilla. Make 16-inch roll. Cream butter. Add brown sugar; cream well. Blend in egg yolk, ½ t. vanilla and salt. Add flour gradually; mix well. Make 10-inch roll. Wrap and chill both rolls. Cut cookie dough in ¼ inch slices. Place on ungreased cookie sheets. Cut coconut roll with sharp knife into slices about ¼ inch thick; shape into patties the same size as cookie rounds. Place on cookie slices. Bake at 375 degrees for 12 to 15 minutes. Melt morsels. Frost cookies. Make flower on top, using cookie decorator. Makes 3½ dozen cookies.

* * *

HEAVENLY CHICKEN

- 2 breasts of chicken or capon
- Butter
- 16 asparagus tips
- 2 c. medium white sauce, made with ½ c. white wine
- Pinch of ginger
- Salt and pepper to taste
- ¼ c. chopped pecans
- ¼ c. crushed crackers

Split chicken and broil with butter 10 minutes on each side. Place asparagus in casserole. Add half of white sauce with ginger, salt and pepper. Place chicken on top, and add remainder of white sauce. Sprinkle with pecans and cracker crumbs. Broil until heated through. Serves 4.

* * *

SKILLET CHINESE CABBAGE

- 1 small head Chinese cabbage
- 2 T. peanut oil or salad oil
- ½ t. celery seeds
- ¼ t. salt

1. Trim and chop cabbage. (There should be about 8 cups.) Wash, then drain but do not dry completely.

2. Heat peanut oil or salad oil in a large frying pan; stir in cabbage until well-coated; cover. Steam 10 minutes, or just until crisply-tender; drain.

3. Sprinkle with celery seeds and salt; toss to mix well. Makes 6 servings.

"My Best" Recipes for April

STRAWBERRY SWIRL

- 1 c. graham-cracker crumbs
- 1 T. sugar
- ¼ c. butter or margarine, melted
- 2 c. sliced fresh strawberries
- 1 3-oz. pkg. strawberry-flavored gelatin
- 1 c. boiling water
- ½ lb. marshmallows
- ½ c. milk
- 1 c. whipping cream, whipped

Mix crumbs, sugar, and the butter. Press firmly over bottom of 9x9x2-inch baking dish. Chill till set. Sprinkle 2 tablespoons sugar over fresh berries; let stand ½ hour. Dissolve gelatin in boiling water. Drain strawberries,* reserving juice. Add water to juice to make 1 cup; add to gelatin. Chill till partially set. Meanwhile, combine marshmallows and milk, heat and stir till marshmallows melt. Cool thoroughly, then fold in whipped cream. Add berries to gelatin, then swirl in marshmallow mixture to marble. Pour into crust; chill till set. Cut in 9 or 12 squares.

*Or, use one 10-ounce pkg. frozen sliced strawberries, thawed.

* * *

VELVETY CUSTARD PIE

It bakes in 15 minutes — crust isn't soaked. Unbelievable!

- 4 slightly beaten eggs
- ½ c. sugar
- ¼ t. salt
- 1 t. vanilla
- 2½ c. milk, scalded
- 1 9-inch unbaked pastry shell (roll out dough to little less than ¼")

Thoroughly mix eggs, sugar, salt, and vanilla. Slowly stir in hot milk. At once pour into unbaked pastry shell. (To avoid spills, fill at oven). Dash top with nutmeg. Bake in very hot oven (475°) 5 minutes; reduce heat to 425° and bake 10 minutes longer or till knife inserted halfway between center and edge comes out clean. Cool on rack. Serve cool, or chill.

* * *

GRAPEFRUIT USED IN LEMON GELATIN

Cut grapefruit sections and diced celery make a fine twosome to add to a clear lemon-flavored gelatin salad. Serve the salad with salad greens and Roquefort or blue cheese dressing.

BANANA-RHUBARB BETTY

- ¼ c. butter or margarine
- 2 c. bread cubes
- ½ t. cinnamon
- ½ c. sugar
- 1½ c. diced fresh rhubarb
- 2 firm bananas, sliced
- 3 T. water

Melt butter in skillet; add bread cubes and brown lightly. Combine cinnamon and sugar; reserve 1 tablespoon. Mix remaining sugar mixture with rhubarb. Layer half each of the bananas, rhubarb, and bread cubes in 1-quart casserole. Repeat layers. Sprinkle with reserved sugar mixture. Drizzle water over top. Bake, uncovered, in moderate oven (350°) 35 to 40 minutes. Serve warm with cream or ice cream. Makes 5 or 6 servings.

* * *

TUNA-RICE BAKE

- 1 6½ or 7-oz. can tuna
- 1 can condensed cream of celery soup
- ¾ c. packaged precooked rice
- 2 slightly beaten egg yolks
- ¼ c. milk
- 1 T. lemon juice
- 2 T. chopped pimento
- 2 t. instant minced onion
- 2 stiff-beaten egg whites

Break tuna in chunks; combine with half the soup and next 6 ingredients; fold in whites. Turn into greased 10x6x1½-inch baking dish. Bake at 350° 20 to 25 minutes or till set. Cut in 6 squares. Serve with PARSLEY SAUCE: Heat remaining soup with ½ cup milk and 1 tablespoon chopped parsley.

* * *

BANANA BRITTLE DESSERT

- 2 fully ripe bananas
- ¾ c. crushed peanut brittle
- 1 t. vanilla
- 1 c. heavy cream, whipped

Peel bananas; slice thinly. Fold banana slices, peanut brittle, and vanilla into whipped cream. Spoon into sherbets. Chill 1 hour. Top with additional crushed peanut brittle. Makes 4 servings.

Radio Center

Last month we started a pictorial tour of the new KMA radio center with pictures of the perimeter hallway showing lobby and hall of fame. This month we'll take a look into three of the exquisite offices. Top picture is the conference room. The center of attention on the far wall is a color portrait of the late founder, Earl May. On each side of the portrait are two original transcriptions of historical events on KMA. Below is a shelf with an early receiver, the "Country School" bell Mr. May rang to open one of radio's original variety shows, the Radio Digest gold cup awarded Mr. May as the world's most popular radio announcer. On the conference table is one of the old carbon mikes used on KMA in the late 20's. Second picture is office of station manager Tony Koelker. Furnishings are in walnut and black leather. Pictures painted by Tony's wife, Pat, to complement the decor in theme and color. Bottom picture, office of sales manager Chuck Bunn. Furnishings in dark walnut.



KMA Daily Program for April, 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
 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.—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.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 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.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 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.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 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.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 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.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 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
 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.—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.—Sunday Album
 4:55 p.m.—Mon. Morn. Headlines
 5:10 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.—Music In The Night
 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

Egypt, much French was spoken, but in Lebanon and Haifa, one hears a great deal of English. We haven't experienced any particular difficulties. We are having a wonderful trip, and I am certainly on the go." (By we, she refers to the members of the conducted tour.)

I believe the above letter will indicate my mother is extremely active and certainly enjoys life. She has been a vital part of KMA since it was started in 1925 and still takes an active interest in the Company. She might not sing like she used to, but she is vitally interested in seeing we continue to bring you the programs you like to hear, and after 39 years, KMA is still going strong. I hope you have your radio dial set on 960, for this is where you find KMA from the early hours of the morning until midnight.

FRANK COMMENTS

Continued from Page 4

was started a couple of weeks later than the Tomato seed.

The Roses have not been uncovered yet but will be by the time you read this — I was all set to uncover them and cut them back when we got our 6 inch snow, in fact, I had already cut most of them back to the mulch line which would average about 8 inches thick. I was going to remove the mulch the next day. The Roses killed back quite badly here in Shenandoah — principally on account of those two days we had in December when it went down to 14 below zero. It also killed the climbers back to within 3 ft. of the ground so unless the Climbing Roses had been taken down from the trellis and covered with straw, leaves or some other kind of mulch, they will not have much bloom on them this year. Our two peach trees up by the house are going to bear about one-half crop of peaches apparently, but the ones down in the orchard which is on low ground, will not have any bloom at all as the buds were completely killed by that 14 below weather. Nothing else in the way of fruit seems to be hurt at all, as their buds are extremely hardy. The big danger on the other fruit is that of having a killing frost while they are in bloom which is what happened last year.

Oh, yes, you are wondering about the Onion Plants which were out ahead of the big snow — it didn't hurt them a particle — even if they were covered completely by the snow, and the hard freezing weather the following two nights, it didn't seem to hurt them either. The sharp cold snap didn't hurt the Dutch Bulbs either and some of them were up 4 - 5 inches high. They can take anything in the way of cold weather that we will have at this

time of year. The only damage done will be browning of the ends of the leaves which are all that is above ground at this time. The blossom buds are still well below the surface of the ground.

If you didn't get it done yet, it is time now to put the Maytone Fertilizer on the lawns and get the Maypark grass seed on the thin spots. The sooner you do both, the better it will be.

See you next month!

PARTY LINE

Continued from Page 7

customer saying: "Go ahead and ship them NOW! I have plenty of straw and can cover up the plants if it gets cold!" At the end of the letter he added a P.S. "I won't be able to garden next year, so you can take me off of your mailing list". However, on the outside of the letter was a note pasted to the envelope which read: "He is 72 years old and a PEST! Send the plants at proper planting time. Signed: His wife! NOW the MAY SEED COMPANY wonders WHO to please . . . HIM OR HER!

KMA Sportscasters Andy Andersen and Dean Naven received fan mail from their State tournament broadcasts from points as far away as Burlington, across the state. KMA carried key games of both Girls' and Boys' tournaments.

5,000 LIVESTOCK MEN ATTEND

Continued from Page 9

members of the Cattle Industry Committee before the Senate Finance Committee. A voice from the country is being heard.

TOUR TO NASHVILLE

Mike Heuer, host of Saturday night KMA Bandstand-Country Style, is making plans for another bus tour to the country western music capitol this year. Among the many points of interest Mike has arranged to tour three recording studios. Many people have already indicated they want to go. Mike will send complete information if you're interested in joining the tour. Tour dates — June 17 through 21.

EASTER SUNRISE SERVICES

Easter morning sunrise services from the Clarinda, Iowa Drive-In Theatre were again presented over KMA. One of the unique features, besides being able to attend in your car, was hearing the program on the car radio over KMA. Sponsored by the ministers and laymen of Page County, the services have become a tradition.

NEW SATURDAY PROGRAM

"KMA GOES VISITING" with Tom Beavers is a new program heard every Saturday morning at 7:30. Tom will take listeners by tape recording for a visit with interesting people and places in the KMA area.

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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 L. Katz, above, has joined the KMA staff as program director. Jack assumed his new duties March 16. A native of Omaha, Katz is a graduate of Omaha University and also attended the summer Northwestern University Radio Institute. Jack was formerly associated with the May Broadcasting Company as a film director at KMTV, Omaha. He is a former manager

of radio station KMEQ and owned and managed KQAL-FM, both Omaha stations. Last year he sold the FM station and has since been engaged in real estate business in Omaha. Jack is a licensed pilot and flies his own plane. As Jack familiarizes himself with KMA he will be developing new and interesting program features for you.