



The
KWA GUIDE

August, 1963

COVER STORY

The KMA Guide

Most of you have already met Billie McNeilly on her morning homemaker program, "It's a Woman's World". Here she is at the KMA microphone where she first started her radio career as an entertainer in 1934. Billie also worked with the KMA staff during the middle 1950's in the script writing (continuity) department. Billie's life career has been radio and raising two daughters and a son. She is a vivacious, charming lady who makes friends wherever she goes. Her intimate daily chats on the air will brighten your day. Join her at 10:30 a.m., Monday through Saturday. Billie will have a monthly column and a page of choice recipes in the Guide. Her get-acquainted, first letter is on page 10.

AUGUST, 1963

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Mail Bag

Jack says, thanks, Mrs. R. He'll do his best to keep Guide readers informed about news out on the old homestead and cover timely topics of universal interest.

"Dear Billie

I enjoy all your visits . . . I'm "all for" recipes, verses, or just visiting and want to try some of the chicken recipes you've given. Will you repeat the recipe of chicken with cooking wine and noodles you gave long ago? It was the nearest to a chicken dish I had at the Omaha Athletic Club—I've lost the recipe and not sure of it. Best of all to you and yours. Please excuse paper. I'm writing this in car waiting for my husband and listening to radio and your program."

"I am enclosing \$1.00 for my KMA Guide. I like it very much . . . I don't know of any magazine a person could get more out of than this magazine. It is a real joy. Much interest, news from it.

M. S.

Mrs. C. S. B.

Rt. No. 1 Manilla, Iowa

That's a real heap of bouquets, M!

"Enclosed find \$1.00 for KMA Guide. I took it for years but had to let it go along with many other things, but am going to try again. I always enjoyed it so much."

Mrs. E. J.

Council Bluffs, Iowa

Billie is looking for your recipe among her voluminous files and should soon find it for you, Mrs. B. Billie has received many fine compliments for her outstanding recipe. She'll have them regularly on her program and bring you an exceptional selection in each issue of the Guide.

We're happy to have you back with the "family" Mrs. J. and hope you will always find the means to stay with us.

"Mr. Douglas

. . . You just bet, my radio is all set to kick in with your station . . . it is a real starter for the day. What I really wish is a subscription to your little KMA Guide.

M. H.

Grant City, Mo.

"Enclosing \$1.00 bill for 1 year for the Guide. Please excuse my delay. Have been quite busy . . . Have Jack Gowing say more about his farm and what his wife is busy about, also the children. We all like to hear what is going on at his farm home."

Mrs. E. R.

Moorhead, Iowa

Our hats are off to a loyal listener who literally starts her day with KMA. Merl Douglas is a lot of fun; a cheerful way to start anyone's day.



A Chat With Edward May

I am certain each of you at one time or another has done something which pleased you very much. This is the way we feel about our back yard project. Ever since we built our house ten years ago we wished we had more ground behind the house. This wish became a reality when we acquired additional property behind us. The additional ground actually totals just under five acres, and is a strip 100 feet wide by approximately 2,300 feet long. We had the strip directly behind the house leveled and incorporated into our back yard. The picture shows you how this addition looks today.

People have been amazed at our lawn. First, we prepared a seed bed by using a roto-tiller, then fertilized, sowed grass seed (Maypark, of course), and covered the ground with a light layer of straw. We didn't have much rain to start with so we attempted to water by means of sprinklers. Fortunately, we had some good rains in June which gave the seed an excellent start. Today, a few weeks later, we have a good lawn nicely started.

We enclosed the area with a rail-type fence — which you see in the picture — then landscaped it, and now are waiting for the plantings to make additional growth and give us the desired effect we want. Some of the different plantings include Concolor Fir, Pin Oak, Red Bud, Hawthorn, Clump Birch, Weigela, Lilacs, Flowering

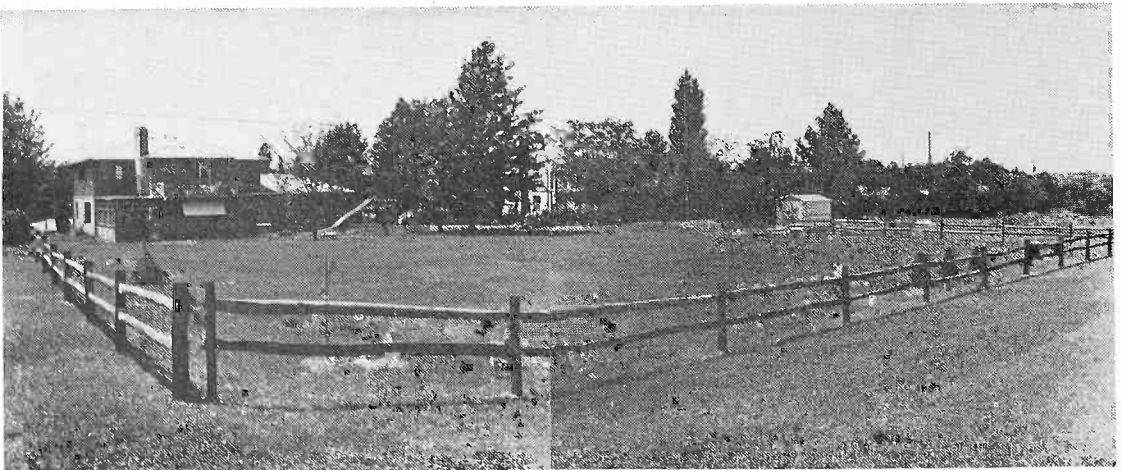
Quince, Calycanthus, Cotoneaster, Dogwood, and a few others.

Incidentally, the small building in the right of the picture was a Christmas present from the KMA, KMTV and May Seed folks. It is an aluminum building where we keep our mower and other supplies. Behind the building, in the right of the picture, is a good sized asparagus patch. Behind it is a newly planted orchard consisting of 13 fruit trees, mainly dwarfs. I can take care of these myself and, believe me, I am having a wonderful time with this new project. Like I said earlier in this column, I don't know when we have done anything at our house that has given us more pleasure than our back yard venture.

I am happy to report we had a wonderful time vacationing in July in northern Wisconsin. Eddie is the fisherman of the family, while Karen prefers to water ski. Annette did some skiing but she had several other projects that kept her busy. All in all, I believe we had as fine a vacation as we have ever had.

The month of August appears to be a busy one at our house. Annette will be getting ready for her first year in college, and she has already received a list of three books which is required reading for all incoming freshmen at Grinnell. We

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Frank Comments

By FRANK FIELD

I warned you back in June that we and the Hunter's would probably go fishing again about the middle of July, which we did. 'Open House' was held on Sunday, July 14th, as many of you already know because you were here. Well, we had reservations at Marvin's Place on Lake Koronis out of Paynesville, Minnesota for the week starting July 13th, which was a Saturday. We picked that week because originally the date for the 'Open House' was set for July 21. By picking the previous week for our Minnesota trip, we figured that we would be back here in plenty of time.

Then, the hot weather and generous rainfall speeded the flowers up so that the date was set ahead a week to Sunday, July 14. Joe and I had to be here for the 'Open House' so the women folks took the Hunter's car and went up on Saturday morning as planned, and Joe and I came up Monday after the 'Open House'. Jenny and I and our daughter, Zo Fishbaugh, had one cottage, while Joe and Nellie Hunter and their son, Tom, had another cottage.

Yes, fishing was very good, as usual, particularly so on the assorted kinds of pan fish. The picture this month shows Jenny with her morning's catch, which included 4 Black Bass, 2 Walleyes, 1 Northern, and the rest are assorted pan fish — mostly what the natives call Punkinseeds, a kind of sunfish, closely related to our native Blue Gills, only larger. That Bass that Jenny is holding in her right hand



Jenny enjoys Minnesota fishing — good luck.

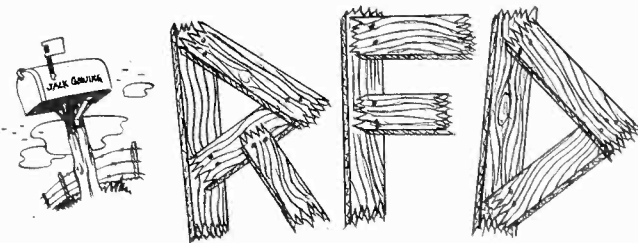
weighed a little over 4 pounds and gave her quite a tussle. The others were mostly in the 2-3 pound range.

The weather was practically perfect; out of the 6 days we were there, it rained 3 days, and included one of $\frac{3}{4}$ of an inch. However, the rains all came late in the afternoon or at night so they didn't interfere with fishing in the least. Incidentally, we had so much fun that we plan now on going back up there again sometime in September, so if you miss me on the air you will know where I am.

Of course, the garden got completely out of control while we were gone and it will take me at least a week to get it back in shape again. The first thing was to prune and tie the tomatoes again and then start the water going on them. Shenandoah has only had .20" of rain in the last 10 days and tomatoes need at least $1\frac{1}{2}$ " of rain a week through July and August, in fact, I have the water going on them right now, as I am writing this page.

Just before Joe and I started for Minnesota, I went over the cucumbers and picked everything that was ready, which was 8 nice slicers. Along with a few onions they were very acceptable with our fish fries. When we got back Saturday evening, July 20th, I picked a solid bushel basket full of yellow cucumbers that had set on and matured in the 6 days we were gone. One of our good neighbors took pity on us while we were gone and picked and canned the beans, which would have been too tough by the time we got back, but they never even thought about the cucumbers. They did pick the tomatoes that were ready, which amounted to 5 or 6 and they are starting to ripen in dead earnest now.

If your tomatoes are beginning to show black spots of dry rot at the blossom end of the tomato, that is a sure sign that they are suffering from lack of moisture. Keep in mind that they need that $1\frac{1}{2}$ " a week all through July and August in order to keep on developing properly. If they don't get it, this dry rot on the bottom is inevitable. I am trying out 5 new experimental numbers of tomatoes in the garden this year, along with Surprise, and so far, the Surprise is by far the best. Will let you know later on how the others come out.



by
*Jack
Gowing*



This month I want to tell you a little bit about our vacation in Colorado.

We left Shenandoah about 8:30 A.M. and drove to Yuma, Colorado where we stayed our first night and then on to Estes Park the next day getting in there about 10:30 Sunday morning.

We had a cabin at Tiny Town, Cottages along Highway 262, about a mile Southwest of Estes Park. We could see what is called the Front Range from our cabin door, a real beautiful view. The Big Thompson River ran back of our cabin about fifty feet away. We didn't do any fishing but did see some trout pulled out.

On Monday we took our first hike of 3 miles or 6 miles round trip up to Loch Vale. The trail leads from Glacier Gorge Junction to a glacier-watered valley which has few equals for its sheer rocky wilderness and the glory of its wildflowers, virgin forests and lakes.

We were above snow on this trail and got caught in quite a storm. It rained, snowed, hailed and some sleet as well as a hard cold wind. The storm only lasted a few minutes. It storms every day up in the high altitude usually about 3:30 P.M.

On Tuesday we drove up over Trail Ridge Road to the West Side of the Rockies and Phantom Valley parking area. From there we hiked 3.5 miles up to Lulu City, a ghost mining camp. On this hike we followed the Colorado River and passed several old miner's cabins. We saw lots of Columbine on this hike and also several abandoned mines. Lulu City dates back to the 1870's and 80's when there was a mining boom in the area. Lulu City once boasted of its hotel and 400 residents but today it is a quiet clearing with beautiful evergreens and just a few remains of some of the cabins.

We saw a pair of Elk com-

ing back over Trail Ridge Road that evening and got into heavy rain at the high points on the road. We saw a complete rainbow and its reflection during the storm.

Wednesday we spent the day around our cabin and going through some of the novelty shops in Estes Park.

Thursday we hiked 3 miles from Wild Basin Campground to Auzel Falls. On the way, we passed by Calypso Cascades and of course a lot of just plain beautiful mountain scenery.

Friday we again spent around our cabin just enjoying the cool temperature and wonderful view.

Saturday we drove back to Iowa and some of that hot sultry weather.

Pauline's folks, the Paul Youngmarks, went with us and we all enjoyed the hikes very much. We hiked about 18 miles on the various trails but I think it is the only way you can see some of the real beauty of the Rockies.

We took in most of the Ranger programs each night at the Moraine Park Center.



Rodney Fink, Extension Agronomist, discusses heavy corn rootworm infestation with Associate Farm Service Director, Tom Beavers.

Trial Grounds Open House Attracts 14,000



A record number of visitors enjoyed perfect weather for the 6th Annual Earl May Seed and Nursery Company and KMA Trial Grounds Open House Sunday, July 14. Ground which was bare last May was resplendent with beauty. Over 2,000 varieties of flowers and vegetables were at their peak of bloom. Visitors began entering the grounds as early as 7:30 in the morning, possibly with the thought in mind of escaping mid-day heat. However, the temperature remained mild so visitors were comfortable all day; spending a great amount of time browsing over the beds of flowers, vegetables, and field seed plantings. At 10:00 a.m. a large staff of white-helmeted guides were on hand to answer questions and show visitors through the grounds. Auto traffic flowed smoothly to ample parking space. Many visitors took advantage of Shenandoah parks for family picnics. The large shady grove adjacent to the trial grounds served as a resting spot and the location for refreshment stands operated by 4-H. A popular feature of open house which was initiated last year was repeated. Visitors had the opportunity to vote for their favorite among 52 flower bed border plantings. Top picture is a view across these beds. Those who picked the bed which received the most votes will receive a complete selection of seeds of the winning bed for planting at their home next year. Number 26-A was the winner. Included among the plantings were a large section of 60 new All-American test entries for 1965. These are listed by number only and are voted on by similar trials across the country. Winners will be acclaimed and named when results of all testing grounds are tabulated. In other beds, old standard varieties are planted as a control sample along side new varieties. If the new variety shows definite superiority, it will be made available to Earl May Seed and Nursery Company customers. One of the outstanding features of the grounds is the fact that visitors can see these comparisons and make notes for home plantings. Cameras, both movie and still, were in abundance. Extension Horticulturalists professors Ed Cott and Ben Vance and their wives flew in from Iowa State University at Ames (pictured with John Topham, Trial Grounds and Garden Seed Manager, extreme left, and Frank Field, extreme right). The third picture overlooks the flower beds with John Topham left, Rachael Snyder center, and George Hayes, Trial Grounds Supervisor. Rachael is an authority on flowers, writing for Flower and Garden Magazine at Kansas City. Bottom picture shows newest addition to trial grounds, 40 types of evergreens and 56 varieties of shrubs. The grounds are open to visitors at all times.

Eichor Reports From Camp Ripley

At right is KMA nighttime announcer Dale Eichor in his National Guard fatigue uniform. Soon to go on two weeks maneuvers at Camp Ripley, Minnesota, Dale will be Public Information Officer, reporting camp activities via tape recordings to KMA listeners, particularly friends and relatives of the First Battalion, 168th Infantry. Dale will interview a large number of the men, reporting each evening at 7:00 and 10:15 p.m. on KMA. His reports will be heard starting August 12, Monday through Friday, for the full two weeks of maneuvers.



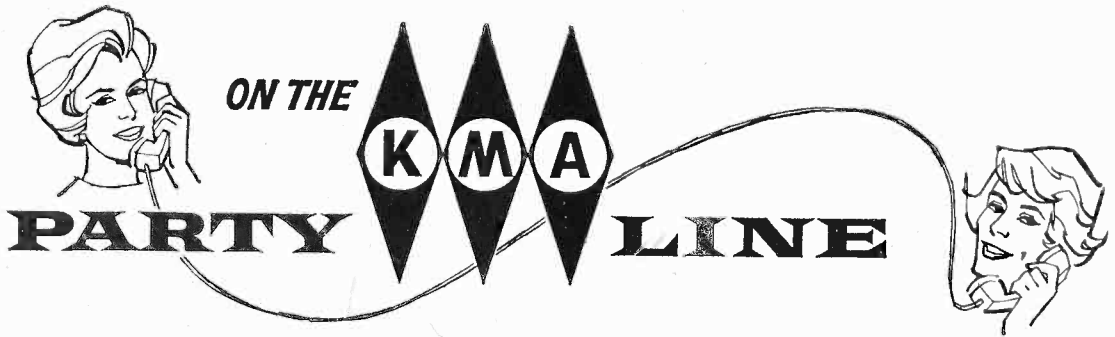
At left, Jeri Naven, 10 year old daughter of veteran newsman Dean Naven, does the "flyup", a graduation ceremony in which Brownie Scouts graduate to Intermediate Girl Scouts. Jeri was one of a large number of Brownies to cross up and over the little bridge at Manti Recreation and Camp Grounds a few miles south of Shenandoah. The ceremony was held during summer camp visitors day.



The weather man certainly smiled on the KMA Picnic this year, pictured below. The temperature had been extremely hot, running in the high nineties. To top this off, the morning of the picnic, intermittent showers and threatening skies appeared to force the picnic indoors. Arrangements were made for the Rose Garden at Municipal Park. Suddenly in mid-afternoon the skies cleared with nary a cloud. Plans were reversed again and the picnic was held in

the grove at the Legion Country Club. As you can see the weather couldn't have been nicer. It even cooled off enough so picnickers had to wear sweaters and jackets. The hit of the picnic was a barbecue sauce prepared by Lucy Lawson, switchboard operator. Hamburgers were first grilled to near done then dropped in a big iron skillet of the sauce and finished cooking in the sauce.





ON THE

KMA

PARTY LINE

By **DORIS MURPHY**

Who is substituting for who? That's the big question at KMA during the summer months when announcers go on vacations. To show you just how confusing it can get, Mike Heuer substituted for Jim Ross when he went on vacation. Then Jim substituted for Mike when he went on vacation. But while Mike was gone, Jim took sick, so Dale Eichor substituted for Jim who was substituting for Mike. If that isn't confusing enough, I might add that Jim's illness was due to a strep throat and after an examination the doctor told Jim he could go back to work the next day if he felt good enough . . . **BUT NOT TO TALK!** Now . . . just what would an announcer do, if he didn't TALK?

This year, 9 year old Holly, daughter of Production Manager Warren Nielson, had a part in deciding where the family would go on their annual camping vacation. She decided there were two places she wanted to see . . . the Statue of Liberty in New York and the faces on Mount Rushmore in South Dakota. It would be pretty hard to cover both in 12 days, since one was in the extreme east, and the other in the west. So Mount Rushmore being closer, was chosen. The Nielsons left July 27th. From

the Black Hills they journeyed into the Big Horn mountains of Wyoming, then southwest to Idaho and the Craters of the Moon. Next they will stop in Salt Lake City, then east to Denver and finally home.

"Go west, young man, go west!" Mrs. Farrell Turnbull, who has been KMA Traffic Supervisor for eight years, decided to put a new twist to this statement and resigned her position August 1st, to make an adventuresome move to the west. Farrell first plans on going to Phoenix, Arizona, and later to California. The place she likes best, is where she plans to make her home. Mrs. Howard Driftmier, formerly book-keeper for the World Publishing Company in Shenandoah, replaced Farrell as Traffic Director. With "Mae" in the office, we should get fast service if anything breaks down or needs repairing, as her husband Howard is in charge of Maintenance at KMA and May Seed Company. Our best wishes go along with Farrell as she heads for the west, and the welcome mat is out for Mae.

With experts helping them out, who could help but learn to drive a car? That's the way Miss Laurine Lundgren, Edward May's secretary, and Mrs. Betty Heuer, wife of announcer Mike Heuer, felt when they were taking their Driver's Training course and their driver's tests for a license recently. Both learned their lessons well; they passed their driver's tests with flying colors. Pictured with their teachers are: Laurine at the wheel with Patrolman Bill Zener giving her a test for the State Driver's License. Standing beside the car are Betty and Tom Walker, High School student driving instructor, who has taught 400 people how to drive in the last eight years, so it is no wonder he is such a good teacher. Now Laurine is having the thrill of driving a beautiful new white car



Driving students pass final exam.

with red upholstery, and Betty is finding it nice to be able to take the car and run errands without having to wait for Mike to do the driving. Happy motoring, girls!

Jumping out of bed to shut the window when it started to rain, caused Assistant Farm Service Director Tom Beavers to break his toe. He hit his toe against the foot of the bed . . . and wowie . . . the toe was broken. It hurt so badly he had to soak his foot in hot water to get relief until morning. Next day Tom made it to the office with the aid of a bedroom slipper! And to think . . . the rain amounted to only one-hundredths of an inch! Wasn't worth getting out of bed for!

Tami, Jeri and Kim, daughters of Program Director Dean Naven, have had a lot of fun this summer taking Red Cross swimming lessons at the pool. However, their dad hasn't found his summer job so much fun . . . that of painting the house and rescreening the back porch.

Searching for talent to enter the PAGE COUNTY FAIR VARIETY SHOW, has been one of the tasks of Tom Beavers, Assistant Farm Service Director of KMA, who is serving as chairman of the show this year. It will be held the night of August 8th in Clarinda, with John Hunter acting as Master of Ceremonies. Added acts will be a solo by Miss Cynthia Dalbey of Shenandoah who was recently chosen "Miss Southwest Iowa", and a Baton Twirling demonstration by Miss Joyce Rice of Greenfield, the National Baton Twirling Champion four years ago. This past year she has served as Majorette with the Iowa State University band.

Sportscaster Joe Patrick of KMTV Omaha lived up to his title! He proved he was a "good sport" when he entered right into the fun and rode to Shenandoah in the famous "Yellow Hearse" the Shenandoah Junior Chamber of Commerce boys had sent to Omaha to bring him here for a speech. Joe and his wife didn't mind the unusual transportation and arrived safely in Shenandoah where Joe was the featured speaker at the Junior Chamber of Commerce Installation banquet. Joe's speech, full of satire, really pleased the boys. Pictured on this page reading left to right is Mrs. Patrick, Joe Patrick and Tom Beavers, KMA Assistant Farm Service Director who was Master of Ceremonies. Announcer Jim Ross of KMA was installed as the

new President of the Shenandoah Jaycee's.

What could be more embarrassing than to have your car appear to be on fire, and have a city fire department with truck and ladder equipment and at least nine firemen complete with slickers and fire hats, come racing up the street to put out the blaze. That is what happened to BILLIE McNEILLY after arriving back in Omaha from Shenandoah, the first day she started her Homemaker program on KMA. It was 9:30 at night and she was within a block of her apartment in Benson, when a dull explosion occurred in the engine of her car, and smoke poured out from under the hood. Frightened, she jumped out of her car in her stocking feet, and ran down the street. A passerby stopped and said: "Lady your car is on fire!" He quickly turned in the alarm and since the car was within two blocks of the fire station, the fire truck was there in no time at all. One look under the hood brought forth a relieved expression, from the fire chief who said: "Aw heck, nothing but a broken water hose!" Water from the broken hose had fallen on to the hot engine, causing all the steam. And to cap it all off . . . the incident ended with the interesting observation of another fireman who said: "Wouldn't you know, it would be a woman driver!"

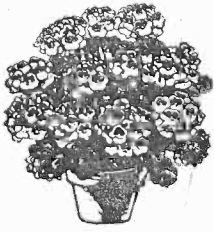
Susie, daughter of Newscaster Ralph Childs, attended a Y Teen Conference at Central College in Pella, Iowa, the week of June 17th. Susie is program chairman of the Shenandoah High School Y Teens this year, and received instructions for setting up the program for the year.

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May Broadcasting KMTV sportscaster Joe Patrick has fun as featured speaker, Jaycees.

A Letter From Billie McNeilly



*KMA extends
a hearty welcome*

to

Billie McNeilly

and

"It's A Woman's World"

heard

10:30 to 11:00 a. m.

Monday through Saturday

Well, Hi there! Whether you are old friends or new ones, we will keep our greetings casual, because mid-summer is a casual time. Guess there's really no time for real formality in my life any way.

I'd like to introduce myself by telling you what my "real" name is. You'll find the signature, Maurine McNeilly on my legal documents, but very few people ever call me Maurine. My beloved Dad has called me Billie since my cradle days, and perhaps my tom boy tendencies as a child helped keep the name alive. At any rate, I hope you'll feel free to call me Billie. There are three children in my family — Donna (Mrs. Bill) Cole, age 24; John, age 19 and Marcia, age 17. Donna and Bill, along with my two small grandsons, Jerry, age 3; and Chris, age 1, live in Salina, Kansas. Bill is Program Director at a radio station in that city. My son, John, will be a sophomore at State College of Iowa in Cedar Falls. Marcia (we call her Marcie!) will be a Senior at Benson High School this fall. The McNeilly household has always been pretty noisy. All three young-

sters share my love of music in all its many variations. Donna and Marcie both studied piano and played trombone in the band. Marcie says the only reason she played trombone was the fact that Donna left the thing behind when she got married. Donna's greatest love, until Bill came along, was singing. This love is shared by her brother and sister, and made for lots of shared song sessions as they grew up. John's greatest interest is difficult to point up. He plays coronet, and enjoys sitting around trying to sound like Louis Armstrong or Raphael Mendez. Somehow he doesn't quite "make it", but sounds pretty good at that. John collects records, and enjoys a great deal of good music, to my delight. In writing of this fellow I must not forget to mention his car, which he treats better than some fellows treat their girls. Marcie has many interests, including her music, sewing, and now her up-coming project of redecorating her room. When you know her better you can detect her moods by listening in as she plays the piano. Need I say these people are my greatest interest in life?

This column will not always consist of "family talk", I assure you, but I hope to get better acquainted with you in this manner. Now, you must write me a letter and tell me all about your family.

Many of you enjoy hobbies to keep life interesting, and now I want to concentrate a bit on one of my hobbies. Recipes! Long before "Women's World" became a part of my life I'd been caught up in that feverish endeavor called Recipe Collecting. It probably all started in my Mother's and Grandmother's kitchens, but gathered momentum in my own. My Grandmother's kitchen was a fascinating one, and smelled of lemon and spices, and I spent many happy hours there with her. As time goes by I hope to pass along many of these cherished old recipes, as well as the new food ideas, in this column.

Thank you for welcoming me into your homes, by the KMA microphone, and the KMA Guide. May ours be a long and lasting friendship.

Billie's Kitchen Tested Recipes

DOUBLE-DUTY ALMOND RING

You can use a large ring mold for this bread, but if you have a fancier mold, by all means make use of it.

- 1 package dry granular yeast
- ¼ c. warm, but not hot, water
- 2 eggs, slightly beaten
- ½ c. scalded milk
- ¼ c. melted butter
- ½ c. sugar
- ½ t. salt
- 2½ c. sifted flour
- ¼ t. mace, or nutmeg
- ½ c. toasted blanched sliced almonds

Method:

1. Dissolve yeast in warm water. Add eggs, milk, butter, sugar and salt. Blend well.
2. Add flour and mace; mix until smooth. Stir in almonds.
3. Place waxed paper over top of bowl and set in warm place 1 to 1½ hours to rise to double in volume. (You can place a shallow pan of hot water on lowest rack in oven and place bowl of dough on rack above it, or wrap bowl in Turkish towel and set in draft-free place.)
4. Stir down and place dough in well-greased and floured 2-quart mold. Let rise again until doubled in volume, 35 minutes to 1 hour.
5. Bake at 375 degrees about 35 minutes, or until done. Cool slightly, then remove from pan. Sprinkle with powdered sugar.

* * *

ROOT VEGETABLE SLAW

1. For 6 servings, put together 2 cups shredded peeled rutabaga, 1 cup shredded peeled carrots and 2 cups shredded cabbage. Toss lightly to mix and chill.
2. For dressing, put together ½ c. evaporated milk or cream, ¼ c. sugar, ¼ t. salt, ½ t. pepper. Let stand about 5 minutes, stirring once in a while to dissolve sugar.
3. Gradually stir in ¼ c. cider vinegar. Chill thoroughly, then add to shredded vegetables and toss until vegetables are well-coated.

PECAN CRUNCHIES

- 1 c. butter or margarine
- 1½ c. sugar, divided
- 4 t. cinnamon, divided
- 1 egg, separated
- 1 c. coarsely chopped pecans
- 2 c. sifted flour

Combine butter, 1 c. sugar, flour, 2 t. cinnamon and egg yolk. Work together until thoroughly blended. Press lightly into greased shallow pan in an even layer ¼ inch thick. Beat egg white until foamy and brush over the surface. Combine remaining sugar and cinnamon and sprinkle evenly over the egg white and top with the pecans. Bake in a 350° oven for 20 - 25 minutes. Cut in squares while hot and let cool in pan.

BUFFET POTATO SALAD MOLD

- 1 envelope (1 T.) unflavored gelatin
- ¼ c. cold water
- 1 c. boiling water
- ¼ c. lemon juice
- 2 T. sugar
- 1 t. salt
- ¼ c. chopped green onions
- ¼ c. chopped parsley
- 8 stuffed olives, sliced
- 1½ c. mayonnaise
- 3 hard cooked eggs, chopped
- 4 c. diced cooked potatoes
- 1 c. diced celery
- ¼ c. diced green pepper
- ¼ c. diced pimento
- 1½ t. salt
- ½ c. cream, whipped

Soften gelatin in cold water, dissolve in boiling water. Stir in lemon juice, sugar and 1 t. salt. Add remaining ingredients to gelatin. Place in ring mold or any bowl and chill until firm. Unmold on crisp lettuce. Center with bowl of mayonnaise and tuck in sprigs of parsley. Serve with chicken.

* * *

FRESH BEETS WITH SOUR CREAM

- 4 large fresh beets
- Boiling water to cover beets
- 1 t. onion juice
- 2 T. fresh lemon juice
- ½ t. salt
- ½ c. sour cream
- 1 t. sugar

Wash beets and cut off tops, leaving 3 inches attached. (This prevents beets from bleeding.) Place, unpeeled, in a saucepan with boiling water to cover. Cover and cook until tender, 30 - 50 minutes, depending upon the size of beets. Drain, cool and slip off skins and stem ends. Shred beets and combine with onion juice, lemon juice, salt and sugar. Toss lightly. Serve warm or chilled, topped with sour cream.

* * *

INDIAN CAKE

- ½ c. margarine (1 stick)
- 2 c. sugar
- 2 eggs
- ½ c. cocoa
- ½ c. cold coffee
- 2 c. flour
- ½ t. salt
- 1 t. baking soda
- 1 c. boiling water

Blend margarine, sugar, eggs, cocoa and cold coffee in the order given. When batter is smooth, blend in sifted flour, soda and salt. Beat at medium speed until smooth, then turn beater to low speed and blend in 1 cup boiling water. Bake at 350°. I prefer to bake this recipe in my loaf pan, approximately 9 x 13 inches in size. The baking time for this size cake is 25 minutes.

"My Best" Recipe Selection for August

APPLE CAKE

- ½ c. butter or margarine
- 1 c. sugar
- 1 egg, well beaten
- 1½ c. sifted flour
- 1 t. baking soda
- ¼ t. salt
- 1 t. cinnamon
- ½ t. cloves
- ¼ t. nutmeg
- ½ c. strong cold coffee
- 1 c. coarsely chopped apples
- 1 c. chopped walnuts
- 1 c. raisins

Boiled icing (see below)

- 1 medium apple, peeled and diced

Cream together butter and sugar. Add beaten egg; blend well. Sift together dry ingredients. Add alternately with coffee to creamed ingredients. Stir in apples, nuts and raisins. Turn into a well-greased and floured 11 x 7 x 1½-inch pan. Bake at 350° for about 35 minutes. Cool thoroughly in pan. Frost with boiled icing. Boiled icing: prepare recipe based on 2 egg whites, adding 1½ c. diced apples during beating period. Yield: 1 loaf cake.

* * *

GRAHAM CRACKER CAKE

- 22 graham crackers
- 1½ t. baking powder
- ½ c. pecans, chopped
- ¼ c. shortening
- ¾ c. sugar
- 1 egg
- ¾ c. milk
- 1 t. vanilla

Whipped cream

Crush crackers and stir in baking powder and nuts. Cream shortening and sugar. Add egg and beat until light.

Stir in milk and vanilla alternately with cracker mixture. Bake in a greased shallow pan 20 minutes in a moderately hot oven, 375°. Cool. Serve with whipped cream. Serves six.

* * *

COCONUT PINEAPPLE PUFFS

- 16 marshmallows, quartered
- ½ c. small cubes pineapple, drained
- ½ c. heavy cream, whipped
- ¼ c. chopped walnut meats
- ¼ c. sliced Maraschino cherries
- 1 c. shredded coconut

Combine marshmallows and pineapple. Chill 30 minutes. Fold into whipped cream. Add nuts and cherries. Chill in refrigerator. Drop marshmallow mixture by spoonfuls onto coconut and roll until ball is covered. Chill. Top with whipped cream and a Maraschino cherry. Makes 8 puffs. (Fruit Cocktail, well drained, may be used in place of the pineapple, if desired.)

DOUBLE SPICE MUFFINS

- ½ c. butter or margarine
- ½ c. granulated sugar
- 2 eggs
- ½ c. milk
- ½ c. dark molasses
- 2 c. sifted all-purpose flour
- 1 t. baking soda
- 1 t. double-acting baking powder
- 1 t. ground cinnamon
- ½ t. ground nutmeg
- ½ t. salt

About 45 minutes before serving:

1. Grease well 12 3-inch cups of muffin pan (measured across the top). In large bowl, with mixer at medium speed, beat butter or margarine with sugar until light and fluffy. Gradually beat in eggs, milk and molasses. Start heating oven to 400°.
2. Sift together flour, baking soda, baking powder, cinnamon, nutmeg, salt. Stir into sugar-egg mixture, until well blended.
3. Fill each cup about half full with batter. Bake about 15 minutes, or until cake tester inserted in center comes out clean. Now carefully loosen edges with spatula, then remove muffins from pan, transfer to rack; let cool.
4. Serve hot, with butter, as bread; or cool a bit and serve as dessert, topped with vanilla ice cream or whipped cream. Makes 12.

* * *

CHICKEN SALAD ORLEANS

- 2 T. lemon juice
- ½ t. salt
- ⅛ t. pepper
- ½ c. mayonnaise
- 2 c. diced cooked chicken
- ½ c. thinly sliced celery
- ½ c. halved white grapes
- ½ c. halved red grapes
- Lettuce

- 2 T. toasted slivered almond.

Add lemon juice, salt and pepper to mayonnaise. Mix well. Combine chicken, celery and grapes. Add mayonnaise mixture. Toss lightly. Chill until ready to serve. Arrange in individual salad bowls on lettuce leaves. Sprinkle with almonds. Garnish with whole strawberries if desired. Makes 4 servings.

* * *

PEACH—PEANUT BUTTER CRUMBLE

Fill well buttered casserole ¾ full of fresh peach slices. Sprinkle with salt and cinnamon. Combine graham cracker crumbs, melted butter and chunk-style peanut butter to form crumbly topping. Scatter topping over peaches and bake in moderate oven about 30 minutes. Serve with whipped cream topping.

Jim Ross New President Jaycees



Above, Jim Ross, KMA afternoon announcer is officially installed as president of the Shenandoah Jaycees. Lyle Swank, immediate past-president is installing Jim in office. Lyle is also Iowa Vice President of District J. Installation ceremonies were held at Berning's Cafe with a large number of the husbands and wives on hand. Tom Beavers, KMA Associate Farm Service Director, was Master of Ceremonies, and Joe Patrick, May Broadcasting Sportscaster for KMTV, Omaha, was feature speaker of the evening. Joe and his wife made a very interesting trip to Shenandoah for the affair which Doris Murphy tells about in her Party Line column on page 9.

KMA Broadcasts Championship Sports

Through the facilities of the ABC Radio Network, KMA is able to bring listeners outstanding championship sporting events. ABC has been the leading network in bringing listeners such major events. For instance, they have exclusive broadcast rights on championship fights such as the Liston-Patterson bout from Las Vegas, carrying all previous bouts. Coming up August 2 at 8:00 p.m. CST is the College All-Star Football classic from Soldier Field in Chicago. The College All Stars will meet the Green Bay Packers. Tom Harmon and Forrest Evashevski will broadcast the game. When major sports events are in the offing, you'll most likely hear them on KMA.

August, 1963

Getting To Know You



THINGS I REALLY LIKE

1. Five day work week
2. Talk shows on radio
3. Newspaper columnists
4. Most all sports
5. Home made bread, buns, rolls, etc.
6. Steak: Well done
7. Playing string bass (bass fiddle) in small combo's
8. My family
9. Privacy
10. Reading and writing (in the "wee" hours)
11. Living on a farm
12. Farm animals and dogs, cats, etc.

THINGS I REALLY DON'T CARE FOR

1. Working more than 4 hours at a time on radio
2. Split shifts
3. Hard sell commercials; or one with gimmicks
4. Getting up at 3:30 A.M. — or going to bed
5. Screaming, fast talking, immature voiced, radio announcers — or as they call themselves these days "Disk Jockeys"
6. To much music on radio
7. Nosey people
8. Grocery shopping
9. Being in debt
10. Most automation

THINGS I REALLY LAUGH AT

1. "Bloopers" on radio or TV
2. The late Will Roger's type of humor, or the Laurel and Hardy kind
3. Antics and sayings of kids

THINGS I ADMIRE

1. The newspaper business
2. Construction workers
3. Farmers

MY HOPELESS AMBITION

To retire on a small acreage in the country and be free of debts.

MY NAME:

MERL DOUGLAS ROULSTONE

KMA Daily Program for August, 1963

960 ON YOUR DIAL

5,000 WATTS—ABC

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.—Jim Ross Show
 4:00 p.m.—Mike's Matinee
 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.—Lawrence Welk's Band
 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.—Don Beesley & His Midwestern Country Gentlemen
 7:00 p.m.—KMA Bandstand
 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
 7:45 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.—Sunday Album
 12:00 noon—News
 12:15 p.m.—Sunday Album
 3:55 p.m.—Mon. Morn. Headlines
 4:10 p.m.—Sunday Album
 6:30 p.m.—News
 6:45 p.m.—Radio Liberty
 7:00 p.m.—Freedom Calls
 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

stopped at Grinnell on our way home from Wisconsin so Annette could see her room. She is to share the room with a girl from Pennsylvania, and it should be a wonderful experience for both Annette and her roommate starting in college together.

August also appears to be a busy month for Karen as she is scheduled to go in to the Clarkson Hospital in Omaha for plastic surgery. She has followed the doctor's instructions to the T, and she is anxious to get this work behind her. It should all be completed by the time school starts which will be before we know it. Time has a habit of slipping by, so I had better end this column so Guide Editor Modrow, who took the picture of our back yard, can get this issue to you on time.

PARTY LINE

Continued from Page 9

August 5th is the date KMA GUIDE EDITOR Duane Modrow and family, plan to go to Denver, Colorado, on a two week vacation trip. In Denver they will visit Mr. and Mrs. James Steuert and family. Mrs. Steuert and Mrs. Modrow are sisters. It is the first trip to Colorado for the Modrows and the children are eagerly looking forward to seeing the mountains, deer, and other things of interest. The family will make the trip in their station wagon.

Awakening at midnight to see the whole neighborhood lighted up, caused by flying sparks from a broken electric power line, was a frightening experience for KMA Station Manager Tony Koelker and family. Jamie, who sleeps in the front of the house was first wakened by the brightness, and started screaming. Running to see what the trouble was, Tony discovered the power line right in front of their home had broken, and the line was down. Power linemen were soon on the job, repairing the broken line, while police kept everyone away from the dangerous area.

Usually announcers are fearful of getting any kind of throat trouble. It interferes with their work. But announcer Jim Ross

KMA Broadcasts Sidney, Iowa Rodeo

KMA Sportscasters Dean Naven and Andy Andersen will take KMA listeners directly over the chutes at the Sidney, Iowa Championship Rodeo for direct broadcasts of thrills and spills and behind-the-scenes activity among the world's champion cowboys. KMA will broadcast from Sidney every night at 8 o'clock, Tuesday through Saturday, with a special recap Sunday afternoon of standings and winners. Sidney Rodeo dates are August 13 through 18.

August, 1963

didn't have this worry when both his wife and 4 year old daughter Terri suffered with tonsillitis recently. Terri was so sick she carried a temperature of 105, and Jim's wife Barbara has such a sore throat she had to stay home from her position as secretary at one of the nursery offices. Even so . . . Jim didn't worry about getting it from them. Why? Because he doesn't have any tonsils. It turned out to be strep throat . . . and he got it!

Gayle Maher of the KMA MAIL department couldn't get very far minus her car keys and pocketbook, when she went to Council Bluffs to participate in the Ladies State Golfing Tournament. She had been in Council Bluffs only a little while, when she opened the car trunk, to get out her golf shoes. She put them on . . . then without thinking . . . slammed the car trunk shut with her purse and car keys on the inside. Fortunately, thru the aid of a woman golfer whose husband was a car dealer, help arrived from the garage, and soon the trunk was open. After getting a couple of extra car keys made, she was back in business again! Gayle ended up better than she started. She came out second in the sixth flight and won a wool car robe in a carrying case.

NOW . . . John Sawyer of the KMA Accounting department and his brother Tom are ready to enjoy the fruits of their labor! They are ready to enjoy the beautiful new 14 by 14 foot patio they recently built at the home of John and his mother, Mrs. Marie Sawyer. The patio is made of concrete, has a roof, and is enclosed with screen, so it makes a wonderful addition to the comfort of their home. To add to the beauty and convenience of the new patio, the boys built French doors leading from the family room, onto the porch. Now . . . they are looking forward to enjoying meals out on the new patio this summer. Neither John nor Tom are employed in carpenter work, but both have the ability and can build just about anything.

I'll bet the little one-day old calf that was run over by Farm Service Director Jack Gowing's pickup, thinks this is a pretty "cold cruel world!" Jack was not aware he had struck the calf, until he felt a bump as he was driving along in the pasture against a bright sun, and looked back to see the little fellow jump out of the tall brome grass, and run away. Fortunately he didn't show any ill effects from the accident, but it must have given the new-born calf a vague idea that all is not "rosy" in this old world.

In closing here's some Tid Bits for thought: The best person to get even with is someone who has helped you.

It isn't necessary to blow out the other fellow's light in order to let your own shine.

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TRIAL GROUNDS VISITORS enjoy perfect weather and the finest display of flowers yet at the 6th Annual "Open House". Here is a typical crowd scene looking northeast across the 52 sample border planting beds. Visitors voted for their favorite bed. Flowers which looked bedraggled the previous day from rains, somehow regained their full beauty in 24 hours as if trying to look their best for company. Among the more than 2,000 varieties of flowers and vegetables were samples from 12 foreign countries growing alongside domestic counterparts. Visitors casually

browsed along all the beds, making notes, taking pictures, checking new varieties, asking questions of white-helmeted May Seed Company guides. Maygold Hybrid Corn experimental plots located just south of the vegetable plots attracted unusual attention. The plots demonstrated how hybrids are made. Also shown were unusual oddities such as dwarf corn, "lazy" corn which grew along ground, and distant relatives of corn. Sixty entries in the All-America trials for 1965 drew many exclamations. Visitors are always welcome.

