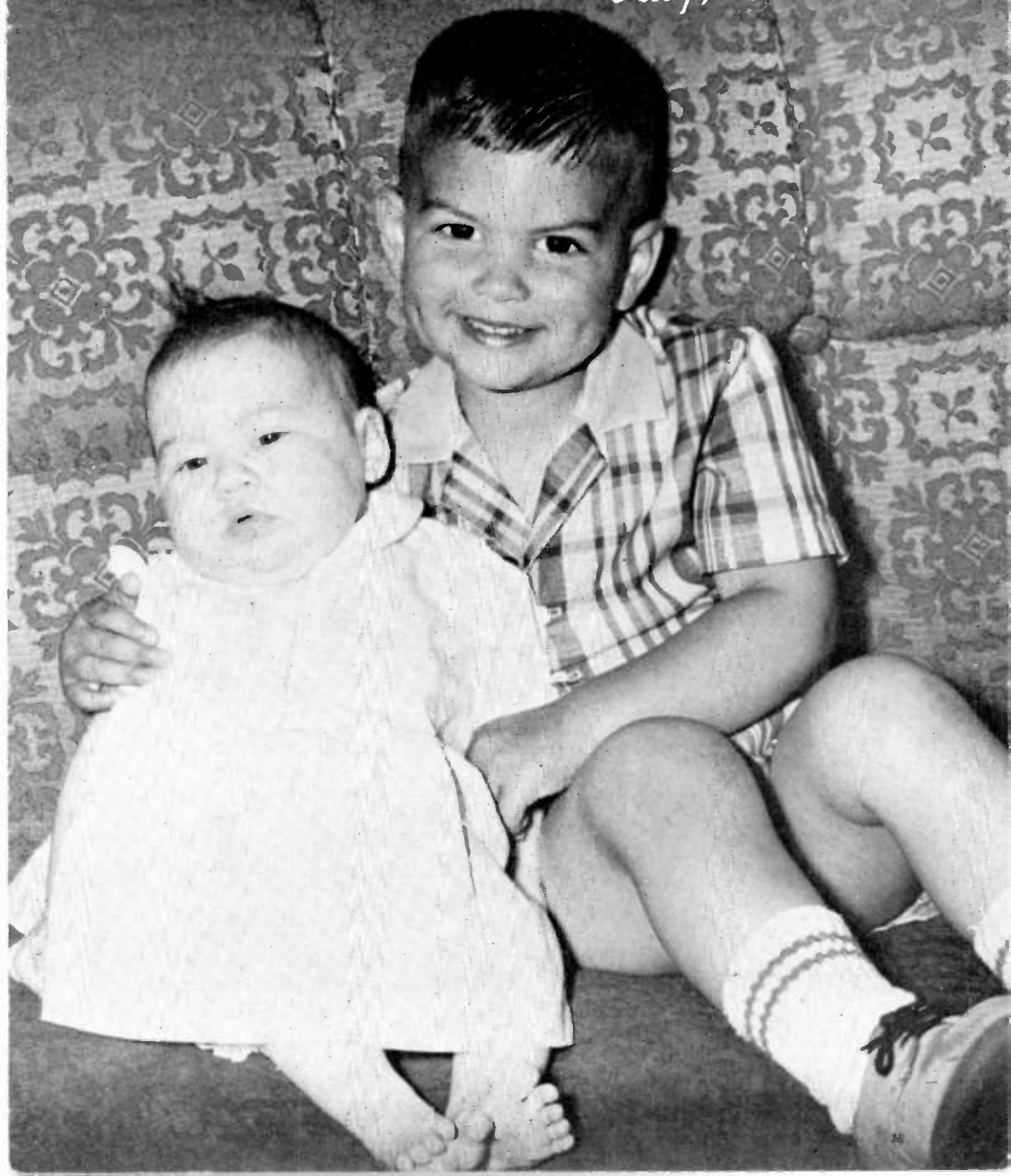


The

KMA GUIDE

July, 1966



COVER PICTURE

The KMA Guide

The two charmers on our July cover are 2½ year old Gordy and his brand new baby sister Melinda Diane, born April 8. Gordy and Melinda are the children of Mike and Betty Sherman, grandchildren of the J. D. Rankins, and great grandchildren of Mrs. Earl May and Mrs. J. D. Rankin, Sr. of Tarkio, Mo. Melinda was named after two aunts, her father's sister Melinda and mother's sister Diane. From the moment her mother first awakened Melinda for the photographer, she displayed one big happy smile after another. Melinda's bare footies are the result of two busy feet which kicked off her pretty baby shoes as fast as mother could put them back on. Brother Gordy has a hard time understanding why his little sister can't jump up and play with him. We suspect his happy, energetic little sister will be crawling among his toys before very long.

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JULY, 1966

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The Duane Johnsons Enjoy Country Living

Pictured in the peaceful setting of their country home just east of Essex, Iowa is

KMA News Director Duane Johnson, his wife Marlene and their four youngsters.



The backyard swing set is the favorite playing spot for the little ones and right handy out the back door where mother can keep an eye on them. Duane rented the farm home and the owner keeps feeder cattle around the outbuildings, so mother does have to keep on the lookout to make sure that the little ones don't wander off. An occasional raccoon or skunk adds a little excitement, however the Johnson's dog Duke looks after such details. Nearest the camera are Janine, 2 and Jay, 1. Second row are Nadene, 3 and Charlene, 4. When Duane isn't busy looking after KMA news, he is caring for his big family garden and planting flowers around their home. Duane is just a few minute's drive from work, so their country home is the ideal place for plenty of sunshine and fresh air and lots of things to do for the little ones.



A Chat With Edward May

How long has it been since you have had your picture taken, or a family picture? This is something most people seem to put off, but if you don't have a recent picture, why don't you take one?

Here you see the latest picture of my family. Like everybody else's family, mine is growing up all too fast. Actually what brought about this picture was a request on the part of "Grandmother" May for new pictures of her grandchildren. She recently took a trip to Williamsburg and other points of interest in the East and had several occasions to show her pictures to friends. She didn't have a recent picture of Annette, Karen or Eddie, so she specifically requested a new picture of her May grandchildren.

This wasn't as easy as it sounded, because Annette was only home four days from Northwestern University before leaving for summer school in Mexico. From Mexico she intends to fly to Europe, and is even giving thought to the possibility of attending school this coming year in Europe, so there is a possibility we might not see her for awhile. Therefore, we got the family together, called photographer

Modrow who came to the house and took the picture seen on this page. We thought it rather appropriate for the individuals to be doing something so Annette is looking at a travel folder, Karen is glancing at a college catalogue, and Eddie is holding a golf club. These items show some of the current interests of the three young people of the Edward May family. (I might add a copy of this picture, together with individual pictures, has been given to Grandmother May, so now she is up-to-date.)

Again, I might ask the question, "How long has it been since you had a picture taken of you or your family?" They are nice to have for many reasons.

We have had many tours the past few weeks, and we certainly enjoy seeing the folks as they go through the KMA building and the Earl May Trial Grounds. The Trial Grounds were set back considerably by a bad hail the afternoon of Friday, June 18. At first we were afraid many of the plants would not recover. However, Mother Nature does a wonderful job if given the opportunity and the Trial Grounds are coming back quite rapidly. At this point we don't

know when we will be able to have our annual open house, but just as soon as we are able to set a date, we will keep you well informed on KMA.

Incidentally, any time you or a group you belong to would like to come to Shenandoah for a tour just let us know. We will make the necessary arrangements. We have purchased a school bus from the Farragut high school and are now in the process of having it painted and fixed up. After early July we will have our own bus in which to transport the groups as they take the tour of the radio station, seed house, and other points of interest throughout the town.



Family plans ahead — l to r Annette, travel; Karen, college; Eddie, golf; Eleanor and Ed keep home fires.

Frank Comments

By FRANK FIELD

This picture shows my garden the way it looked Thursday afternoon, June 16, about 4:00 P.M. The rows run north and south and the 40 acres just across the fence to the south is the site of the new Shenandoah High School complex but no construction has started yet, in fact, not even any grading has been done. My understanding is that the high school building itself will be located about the exact center of the picture; in other words, where that high ridge is just over my head on south-east of that little tree, with athletic fields and parking areas to be located on the lower ground more to the right edge of the picture.

At the time this picture was taken, I was just finishing pruning and tying the tomatoes for the third time. Most of them were about 2 ft. tall but those larger ones toward the south end of the two rows were about 3 ft. tall with little tomatoes set on near the ground and blooming heavily toward the top. You should see them today — I am writing this copy on Monday, June 20. You see, Friday afternoon, the 18th, Shenandoah and vicinity had a heavy rain and hail storm. My gauge showed 1.12 inches, all of which fell between 2:00 and 2:30, most of it in about 15 minutes time. At least half this moisture fell in the form of hail of a very peculiar texture. About $\frac{1}{2}$ of it was in the form of regular hail stones about the size of small marbles — the other $\frac{1}{2}$ was in the form of slush. I never saw

anything quite like it, however, there were enough of those marble-sized stones driven by a brisk northwest wind to do a surprising amount of damage. Friday afternoon after the storm, I was all set to replant practically everything in the garden except the potatoes which showed very little damage. The sweet corn which you can see just over my shoulders in the picture, was just starting to tassel and varied in height from knee-high to almost waist-high. All that remained of the leaves was the mid-rib of each leaf — all the rest just hung in tatters.

I have just come from another thorough inspection of the garden and I am not going to replant a single thing! I continue to be amazed at Mother Nature's ability to repair damage and do it fast. My present estimate is that in 2 weeks time it will be very difficult to see any damage at all. Of course, the final crops will be from 10 days to 2 weeks later than they would have been but with yields of about the same except for the tomatoes.

The hail storm was confined to a strip about one mile wide and six miles long with Shenandoah in its exact center. Yes, the Earl May Trial Grounds were very badly damaged, in fact, a little worse than my garden; but, there again, nothing is going to have to be replanted with the possible exception of the vine crops. The Trial Grounds will simply be postponed a couple of weeks.

Our beets were just about ready to pull when the storm hit, in fact, Jennie had all ready canned seven pints of beet pickles. By the time you are reading this, we will probably have pulled and pickled all the second planting and planted the row back to Contender Beans for a fall crop. How is your garden doing?





with
Jack
Gowling

We still have a lot of interest in our corn field. We have several cars through the week and then many people drive by on Sundays to look at the corn to see how it is doing.

Our picture this month was taken on June 20th and the corn is just about waist high when you extend the leaves. You will notice quite a lot of grass right at the end of the row, but where I am standing there is very little grass. The herbicide has pretty well killed the brome grass but now foxtail is beginning to grow. I believe we need some good soaking rain on it before the herbicide will kill the foxtail.

We missed out completely on the rain that hit Shenandoah on June 17th. Our last rain of any measurable amount was during the week of June 6th.

If you will look at the corn in the foreground in the picture, I think you can see

that the corn leaves are rolled up due to dry and hot weather. There is grass for a few feet at the end which would indicate that the grass is taking the moisture away from the corn.

The corn has a real good color and it has suckered some, so this will require even more moisture. On the six rows that we didn't apply Atrazine, all of the corn is rolled up about like that in the foreground in the picture. As I said before, I'm sure that a good soaking rain would cure most of the problems of the field.

I have another small field which was plowed, disked, and planted; then Atrazine was applied after the corn was up, but not cultivated in and it is quite grassy. This again indicates we haven't had enough rain to do the job.

We spent a week up in Northern Minnesota about the middle of June and had

wonderful weather and pretty good luck at fishing. We went to our usual camp, Huddles Resort at Whipholt and spent our entire week there. We fished a little everyday except for one and that day we drove around looking at the scenery. Randy and Julie had lots of fun on the water bikes and playing in the water. They made some new acquaintances from Iowa and Texas.

We had an accident near Backus, Minnesota on the way home. We had been on the road about fifteen minutes and met a lady on a curve who was watching an irrigation system and got over on our side of the road. We would have had a head-on collision but I pulled over to the right as far as I could and she finally started pulling back to her side of the road, but it was too late and we hit causing considerable damage to both cars. Fortunately no one was hurt. It took about 6 hours to get our car repaired, temporarily so that we could drive on home.



Jack checks experimental corn planting.

Doug In There Pitching

Ye old photographer had a lot of faith in morning announcer Merl Douglas' horseshoe pitching arm 'cause this picture was taken right on the ground in front of Doug as he tried for another ringer. The horseshoe is just coming over the top of the camera. Doug and about a dozen other local horseshoe pitchers get together regularly at the Shenandoah Sportsman's Park horseshoe courts to enjoy their favorite recreation. Doug has been pitching shoes for many years and can really lay 'em in there. Doug has made as many as eleven consecutive double ringers. Competition is really tough since some of his fellow pitchers average about fifty percent ringers per game. They have a lot of fun. The courts have lights so they can play on after dark and many evenings the courts are packed with pitchers who come in for occasional sport. The fellows are working on pitching contests with teams from surrounding communities.



Hondaing

Every evening the air is abuzz with the sound of happy little Hondas toting riders everywhere. Pictured are Denise Johnson, KMA continuity, riding merrily down the highway with Gary Wright. Gary and Denise are engaged with wedding plans for next June after Gary graduates from the Clarinda Community College. The couple plan to continue Gary's college education at a university following their marriage. Congratulations to both and happy Hondaing!



Hitting The Trail

Farm Broadcasting Jim Ross is pictured at his favorite hobby . . . taking their horse out on a trail ride. Jim recently rigged up a horse trailer to haul their steed to trail rides and saddle club activities in the area. The trailer will carry two horses. Sometimes Jim rounds up a spare saddle for wife Barbara, or young daughter Teri, who enjoy riding as much as Jim.





R. Kesterson New Announcer

The young man at left is the newest addition to the KMA air staff. Randy worked on KMA sportscasts during his final year of high school, polished his technique, and is now our regular nighttime announcer during the summer vacation period. Randy is doing an outstanding job on the air. One of the top students in his class, Randy will enter college this fall under an excellent scholarship and hopes to continue radio work while attending school.



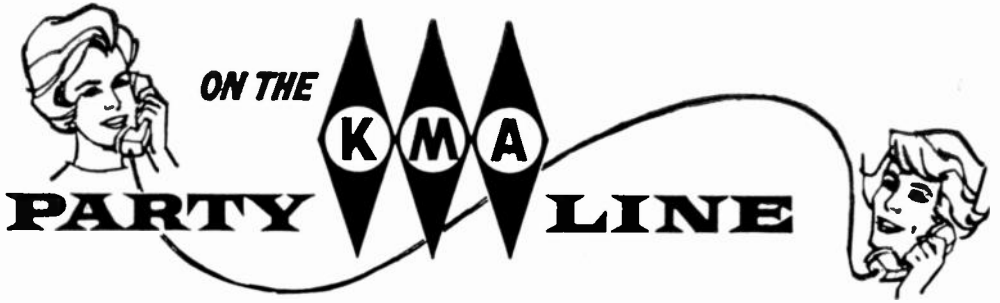
Chuck Warren Joins KMA Sales Staff

Station Manager Norman Williams is pictured welcoming Chuck Warren to radio Center KMA where Chuck will take up his new position as regional sales manager for KMA. Prior to joining KMA, Chuck was news editor of station KWBE at Beatrice, Nebraska where he lived for five years. Chuck and his wife, the former Shirley Ann Strain, both are natives of Webster City, Iowa. They have three children . . . Christine 13, Charles William 12, and Michelle Ruth 7. Both Chuck and his wife have been very active in community activities and will be a fine asset to Shenandoah and surrounding community. Chuck tends to follow in his father's footsteps. His dad is a former Washington correspondent for Associated Press and presently owns and operates a weekly newspaper at Jewell, Iowa. Chuck will move the family to Shenandoah the first part of this month.



Pattersons In New Home

Local salesman Pat Patterson doesn't have to worry about commuting to Marshalltown, Iowa on weekends now. He and wife Sue, pictured, are all settled down in their new home in Shenandoah. Sue is thoroughly enjoying new-found friendships, soaking up sun, and plans to take up golf. All of this will have to fit into her favorite hobby of sewing, which she enjoys very much. Welcome to KMA-land, Sue!



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

By Duane Modrow

The country residence of news director **DUANE JOHNSON** recently took on the aroma of "eau de polecat." Duane's wife **MARLENE** stepped out the back door one evening and found herself face to face with a friendly little denizen of the woods . . . a skunk! She wasted no time putting the house between herself and the little black and white kitty, making many loud vocal sounds in the process. Mr. skunk made a hasty departure . . . but not without leaving his "calling card."

DOUBLE JEOPARDY . . . recently local salesman **PAT PATTERSON'S** wife **SUE** found herself locked outside the house and no spare key. The only solution was to get a neighbor lady to take her to the station so she could get another set of keys from Pat. They came to the station, had a little visit, and returned home . . . only to find that all the time they had been

gone, the neighbor had accidentally locked her husband in the basement. He had been sitting patiently on the basement steps all the time they were gone.

JACK GOWING is considering tying down everything that moves on the farm, especially when he gets out the tractor mower. The last time he mowed he cut the leg on the family dog. Stopped to fix that and console son **RANDY**. He just got started again and cut the tail off the family cat!

Traffic manager **MAE DRIFTMIER** enjoys nothing more than visits by little granddaughter **LISA NENNEMAN**. Last time around Lisa found out that too much excitement and no nap makes little girls lay their head down and go to sleep at the supper table. The "excitement" was a homemade train built by neighbor **GAGE PARKER** who pulls it with his heavy duty riding mower. You can bet Gage is the hit of the neighborhood and one big reason Lisa enjoys going to grandmother's house.

WARREN NIELSON recently went through one of the most horrifying experiences an announcer can encounter. In the midst of heavy recording and a fast-approaching TV program he was suddenly hit by a laryngitis bug. He could hardly talk. With the help of high-powered cough medicine . . . he made it! The bug, however, has hung on and Warren is having a hard time sounding like Warren on the air. His wife **FLORENCE** had Warren at a distinct disadvantage at home . . . until the bug hit her too!

CAROL LEE KLING, daughter of engineer **NORM KLING**, suddenly showed her art talent, which runs in the family. Carol Lee is pictured at her drawing board, the kitchen table. Last month the American Legion Auxiliary conducted a Buddy Poppy Day Poster Contest for all school children. Carol Lee kept fishing around for ideas and finally came up with a soldier's grave with rifle sticking in the ground and helmet. Carol Lee looked at a play rifle to get the proper perspective. Her idea was original because she drew the butt end of the rifle in the ground. Her poster won first place and was entered in the state contest.

A party of KMA-land Senior Girl Scouts



Carol Lee Kling art talent.

on a two week camping trip to Washington, D.C. and vicinity, had a hilarious experience on their return trip when they attended **DON McNEILL'S** Breakfast Club in Chicago. Six of the Girl Scouts and their three adult leaders appeared on the program. **MRS. RAY DEWEES** and **MRS. CLIVE HAYES** of Shenandoah, Senior Scout Leaders escorting the girls, danced with funnymian **SAM COWLING**. It had been preplanned for the two ladies to dance off backstage with Sam and create a lot of excitement back there while Don interviewed **RAY DEWEES** out front. Mr. DeWees was quizzed about what his wife and the other Scout Leader were doing with Sam backstage. He didn't have any idea . . . and none of this part was heard on the air . . . but here's what happened. As soon as they got backstage, Sam grabbed **FRAN ALLISON'S** (Aunt Fanny) lipstick and smeared it all over himself as if the gals had been kissing him. He mussed up his own hair, disheveled his shirt and tie . . . all the while Mr. DeWees out front was being razzed about what they were up to. When Sam came back on with the ladies, the crowd roared with delight! Mrs. DeWees reports the Breakfast Club is a wonderful show, one of the funniest she's ever seen. She said there is an hour of pure fun and nonsense before the show. However, anyone planning to attend must obtain reservations well in advance. It's worth it!

Chief engineer **DON BURRICHTER'S** son **ED** and wife **COLLEEN** had a very close call in the devastating June 8 tornado in Topeka, Kansas, where they live. Ed was at work as pharmacist at a downtown drug store when he heard the tornado warning on the radio. He immediately called Colleen at home in their apartment to warn her in case she hadn't heard. She looked out the window, saw the funnel coming, rushed to the basement, and suddenly found herself standing in the open with no building overhead. They lost everything but the clothes on their back and their car, which Ed had with him at work. They feel lucky to be alive because their apartment building was completely destroyed including all their new furniture purchased just a month before.

Company president **ED MAY** is going to have to find more time to get on the golf course if he expects to keep up with young son **EDDIE**. Eddie gets out on the course nearly every morning and is getting very good at the game. He is pictured in the family game room sort of heckling his dad by illustrating all the proper motions of a good golf swing. Dad could be full of surprises . . . we saw him sink a long putt at the company golf stag which would make **ARNOLD PALMER** a little envious.

TOM WILLIAMS, oldest son of Station Manager **NORM WILLIAMS**, is sporting the deepest early season tan we've seen.

The reason, he sits under ol' sol in a swimsuit all day as a lifeguard at the Shenandoah swimming pool. When asked how he manages to stay awake sitting in the warm sun. Tom replied, "Jumping up to keep unruly kids in line doesn't give you much chance to get drowsy."

Farm broadcaster **JIM ROSS** was all set to go on vacation pulling a trailer-camper . . . when all of a sudden he found his plans had gone up in smoke. The reason, the fellow who was renting Jim the trailer got his dates mixed up, and yep, you guessed it, had rented the trailer to another party when Jim went after it.

WOULD YOU BELIEVE THIRTY POUNDS? . . . that's how many **JOHN SAWYER** of the KMA accounting department shed after continually being bombarded with helpful little remarks like, "John, aren't you getting a little heavy?" Now everyone is asking John what marvelous diet he is using . . . His reply is a sure-fire method, "Quit eating!"

Newsman **RALPH CHILDS** had intended spending a quiet vacation at home but wound up driving over a thousand miles. He decided to pick up their young folks at college and help them pack their stuff home for the summer. He had **DAVID** and **MIKE** at the University of Iowa, Iowa City; and **SUSIE** at Wartburg College, Waverly. Susie was making the return trip to go back to summer school, so Ralph logged many a mile. He didn't mind, mainly because he has a brand new convertible, ideally suited for enjoying the scenery and sunshine.



Eddie May shows dad golf form.

A Letter From Billie McNeilly

Dear friends:

I had so hoped to have a picture to show you, of our beautiful back yard, and the little house that is now home to us. It will have to wait until next month, because we failed to find someone to take the picture. I guess that is another thing Reg is going to have to do for me. Take pictures!

I am writing this letter to you, as I sit at our dining room table, in front of a window overlooking a tree filled residential district, and our own yard and garden. Our house is built on the peak of the hill, so we really have the view. So far, we are pretty well settled, but lurking in the recreation room in our basement are several boxes of supplies that must be put into place in the next day or so. It will be fairly easy, for we have ample storage space for everything.

It is Father's Day, as I write to you, and we have had a phone call from Marcie and Eddie already, wishing Reg a happy day, and giving us both a thrill, just hearing their voices. They are happily settled in a lovely apartment, located at "The Twin Palms Apartments No. 6", 46th and Astor in Springfield, Oregon. They both sound contented, and keep asking when we are going to take our vacation, so I guess they're only a little homesick.

John got off on his trip to Japan, just as scheduled, and we even had a quick note from him, mailed at Anchorage, Alaska, en route. He arrived in Japan on a Thursday afternoon at 1:00 (actually Wednesday evening for us). He reports that he is overwhelmed by it all, and wonders how he has packed four and a half weeks into

the four and a half days that transpired before he wrote the letter. He seemed impressed by the Japanese youngsters, who, he says, are well educated, good natured and vigorous. He says the Japanese girls are even more delicate than they are pictured, and we feel he is enchanted with it all. His work-time is here, however, and he has some tedious times ahead, we know. It is so good to have cheerful letters and notes from him, and know he is safe, tho' far away.

Donna and Bill came through Lincoln and Shenandoah on their way back from a short trip to Kansas to visit Bill's relatives, and we had a chance for a good visit. Both little boys have developed new habits and more vocabulary since the last time we were together, and I know that will repeat itself. We are all looking forward to a Sunday in Minden, Nebraska, where we will visit the famed "Pioneer Village", and have a picnic.

The garden has been Roto-Tilled, and is all ready for planting. Hooray! Poor Reg thought he was destined to spade the thing . . . and I heightened that feeling by giving him a new spade for Father's Day, (among other equally useful gifts). He was feeling a little mournful about it, when Harold Proctor, the young man from whom we leased the place, wished him a happy Father's Day by offering to bring over his Roto-Tiller and do it for him. Now, we'll see how green our thumbs are. Marcie wrote in one of her letters that she envied me my garden spot, but reminded me that SHE has a MOUNTAIN RANGE. That's hardly a fair comparison, is it?

The girls at the office had a stack of orders for the new Dessert Mailer that was frightening in its proportions, until Bob got back at work and got them printed. Now we are caught up, and everything is back to normal again. Even Bob, who was ill, and in the hospital for days before returning to work. If you folks want a copy of the mailer . . . with thirteen pages filled with wonderful dessert recipes, just send 10¢ and your name and address for each mailer you want. They are delightful, and I know you'll enjoy having this collection of good recipes.

Once again, a big thank you for the many letters at the time of our move to Lincoln.

Bye for now,
Billie



Billie enjoying stacks of listener mail.

Billie's Kitchen Tested Recipes

ROSE JAR

Every year when June rolls around, women seem to like to see a revival of the Rose Jar that was so popular back in Grandmother's day. And it is a charming custom—one that should never go out of style.

A Rose Jar, with its pleasing fragrance, not only will keep your closet and clothes delicately scented, but it makes a thoughtful and most welcome gift for your week-end hostess.

A spice jar is easy to prepare at home. Just gather the petals before the sun is high and spread them on a table in the shade. They should be arranged in $\frac{1}{2}$ " layers in a storage jar with a cover. Sprinkle each layer with a pinch of salt. Add petals day by day, stirring thoroughly every morning, until they measure two quarts when pressed down solidly.

Ten days after the last addition, mix together in a dish $\frac{1}{4}$ ounce of ground mace, cloves and allspice, $\frac{1}{2}$ ounce of ground cinnamon, 2 ounces of powdered orris root and $\frac{1}{2}$ pound of dried lavender flowers. The jar should be filled with alternate layers of rose petals and this mixture, and to each layer add one drop of rose geranium or orange flower oil.

Complete the jar by pouring one ounce of cologne or toilet water over the whole mixture.

You can get pretty, inexpensive glass jars in the five-and-ten cent store. If you're planning to give a Rose Jar as a gift, tie a pretty colored ribbon around the top. A Rose Jar will keep your closet fragrant for months to come . . . and you'll find it will be received with great enthusiasm when you present one as a gift to a friend.

* * *

RED RASPBERRY SALAD

- 1 (10 oz.) package frozen red raspberries, thawed
- 2 (3 oz.) packages red raspberry flavored jello
- 2 cups boiling water
- 1 pint vanilla ice cream
- 1 (6 oz.) can frozen lemonade concentrate, thawed

Drain raspberries, reserving syrup. Dissolve gelatin in boiling water. Add ice cream; stir until melted. Add lemonade and raspberry syrup. Chill until partially set. Beat smooth. Add raspberries. Chill until firm.

* * *

APPLESAUCE SALAD

- 1 package Raspberry Jello
 - 1 cup hot water
 - 1 cup raspberry applesauce
 - $\frac{1}{2}$ cup crushed pineapple
- Mix altogether and let set.

OLDHAM SAUSAGE CASSEROLE

- 1 $\frac{1}{2}$ pounds Oldham sausage
- $\frac{2}{3}$ cup chopped onion
- 2 tablespoons flour
- 1 cup milk
- 1 cup water
- 2 tablespoons lemon juice
- 1 bay leaf
- $\frac{1}{4}$ teaspoon dry mustard
- Dash of nutmeg
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{8}$ teaspoon pepper
- $\frac{1}{4}$ cup canned mushrooms

Shape sausage into $1\frac{1}{2}$ -inch balls and brown in skillet. When brown remove balls and pour off fat, reserving about $\frac{1}{4}$ cup. Place sausage balls in $1\frac{1}{2}$ -quart casserole. Sauté the onions in the $\frac{1}{4}$ cup of sausage fat until golden in color. Stir flour into fat and cook one minute. Add milk, water, lemon juice, and seasonings, and cook until slightly thickened, stirring constantly. Add mushrooms. Pour sauce over sausage balls and heat in moderate oven (350 degrees) 10 minutes. Serve with rice, if desired. 5 to 6 servings.

* * *

SPICY BANANA BARS

Sift together and set aside

- 1 cup sifted flour
- $\frac{3}{4}$ cup white sugar
- $\frac{1}{2}$ t. baking powder
- $\frac{1}{4}$ t. baking soda
- $\frac{3}{4}$ t. cinnamon
- Dash of nutmeg

Combine

- $\frac{1}{4}$ cup shortening
- $\frac{1}{3}$ cup mashed banana

Beat 2 minutes. Add 1 unbeaten egg. Beat 1 minute. Add dry ingredients alternately with $\frac{1}{4}$ cup milk. Add $\frac{1}{3}$ cup nuts (black walnuts or pecans). Spread in a lightly greased and floured pan $13 \times 9 \times 2$ ". Bake 22 to 25 minutes. Frost with a powdered sugar icing flavored with lemon flavoring.

* * *

CHEESEBURGER LOAF

- 1 $\frac{1}{2}$ lbs. ground beef
- $\frac{1}{2}$ cup milk
- 1 egg
- 1 cup cracker crumbs
- 2 T. chopped onion
- $1\frac{1}{2}$ t. salt
- 1 T. prepared mustard
- 1 T. catsup
- 1 cup grated cheese

Blend altogether, except cheese, until well mixed. Grease loaf pan, put $\frac{1}{2}$ cup cheese in bottom of pan, put in half of meat mixture, then rest of cheese and top with meat mixture. Bake in a moderate oven, 350 degrees, about 1 hour. Let stand 10 minutes before removing from pan.

My Best Recipes For July

GARDEN VEGETABLE SALAD MOLD (6 servings)

- Ring mold, 1¼-quart
- 2 packages (3-oz. each) lime flavor gelatin
- 2 cups boiling water
- ¾ cup cold water
- ½ cup white vinegar
- ½ t. salt
- 2 cups coarsely shredded cabbage
- ½ cup sliced radishes
- ½ cup finely chopped celery
- ½ cup shredded carrot
- ¼ cup chopped green pepper
- 2 T. chopped onion
- Salad greens

Place gelatin in bowl; pour boiling water over gelatin; stir until dissolved. Stir in cold water, vinegar and salt. Chill just until mixture begins to thicken. Meanwhile, toss together cabbage, radishes, celery, carrot, green pepper and onion; pack into mold. Pour thickened gelatin over vegetables. Chill until firm. Unmold onto salad greens and fill center with Seasoned Cottage Cheese.*

SEASONED COTTAGE CHEESE (2 cups)

- 2 cups cottage cheese
- 2 t. grated onion
- ¼ t. celery salt

In a bowl stir together cottage cheese, onion and celery salt.

* * *

PINEAPPLE REFRIGERATOR DESSERT

- 1 lb. vanilla wafers, crushed
- 2 cups sugar
- 1 cup butter, creamed thoroughly with sugar
- 6 eggs, beat in one at a time until fluffy

Drain a No. 2½ can Dole crushed pineapple. Whip 1 pint cream, sweeten and flavor. Butter a large pyrex pan and spread ½ of the crumbs on bottom. Put the sugar, butter, egg mixture in; then the drained pineapple layer and cover all with whipped cream and crumbs. Let stand in refrigerator 24 hours to "blend". Serves 15. Cut into squares.

* * *

FRESH PEACH COBBLER

- 2 cups fresh peaches (sliced) in bottom of buttered baking dish 8x8 or 6x10"
- 1 T. butter
- ½ cup sugar
- ½ cup milk
- 1 cup flour
- 1 t. baking powder

Mix above ingredients and spread over peaches. Bake in 350 degree oven about 30 to 35 minutes. Serve warm or cold with milk.

ESCALLOPED CHICKEN

- 1 qt. coarsely cubed, stewed chicken (cook chicken in salted water)

Dressing:

- 1½ qts. bread cubes
 - ¼ cup cream
 - Few grains of pepper
 - ½ cup butter, melted or chicken fat
 - 1¼ t. powdered sage
 - ¾ t. salt
 - 2 T. finely chopped onion
- Mix lightly with a fork.

Gravy:

- 1 qt. broth, free from fat
- 4 T. flour
- 4 T. chicken fat

Put 1½" layer of chicken in flat pan or casserole. Cover with dry dressing. Pour gravy, made of broth, evenly over the top of the dressing. Bake in oven until dressing is lightly browned, about 35 minutes in 350 degree oven. Cut into squares and serve on plates with garnish of green or red pepper rings, or parsley. Using a 9x13" pan, it will make 12 servings.

* * *

COWBOY CASSEROLE

- 2 cups cubed cooked beef
- 1-pound can whole kernel corn, drained
- 1-pound can red kidney beans, drained
- 10½-ounce can condensed cream of tomato soup
- 1 cup shredded Cheddar cheese
- 1 tablespoon instant minced onion
- ½ teaspoon chili powder
- 1 can refrigerated biscuits
- 2 tablespoons butter, melted
- ¼ cup corn meal

In shallow 2½-quart casserole, mix together beef, corn, kidney beans, soup, cheese, onion and chili powder. Bake at 400 degrees for 10 minutes. Dip biscuits into butter, then into corn meal. Place around edge of casserole. Bake 20 to 25 minutes longer, until biscuits are golden brown.

* * *

BEEF BURGERS RANCHERO

- 1 pound ground beef
- 1 teaspoon salt
- ⅛ teaspoon pepper
- ½ cup chili sauce
- 2 tablespoons sliced stuffed green olives
- 1 teaspoon instant minced onion
- 1 teaspoon chili powder
- 4 hamburger buns

Combine beef, salt and pepper in large bowl. Blend well. Shape into 4 patties. Place patties on rack, 6 inches above hot coals. Grill on both sides until browned and desired doneness. Combine remaining ingredients except buns in a small saucepan. Bring just to a boil. Serve sauce over meat on buns.

Darel Bargar Has Fixit Hobby

What does a happy bachelor do for a hobby besides stand on the corner and watch the girls go by. Our afternoon announcer Darel Bargar probably puts in his share of "girl watchin'," but we've found he has a real busy hobby tinkerin' with cars. He is pictured in the middle of his latest project, reworking the entire front end of a station wagon he owns. Darel ordered new parts and "ironed out" those which could be salvaged. The most difficult was the long piece in the foreground which had been bent nearly double. He thought it was beyond repair, but with tender care he brought it back into shape. All the parts scattered around him are ready to go back on the car. It was a matter of only a few hours before he had the car back in A-1 shape, ready for the road.



Model Plane To Ed May

Ed May, left, is shown receiving a scale model of the Beechcraft Queen Air plane recently purchased for KMA and the May Seed Company. The model is carved from hard wood and is an exact replica of the new company plane. Making the presentation is Finn Downs, divisional manager of the Elliott Flying Service of Moline, Illinois, the company from which the plane was purchased.



Golf Stag

"Head down" — "Keep your eye on the ball" — such were remarks of hecklers at the recent annual golf stag held by personnel of Mount Arbor Nurseries, May Seed Company, and KMA. Doing his best not to follow all the friendly advice is J. D. Rankin, executive VP of May Seed and VP of the May Broadcasting Company. The fellows have a lot of fun. Special prizes were awarded such as a cube of pool chalk with a note, "Forget golf and take up pool", etc. Golf was followed by a barbecue.



PROGRAM NEWS FOR JULY 1966

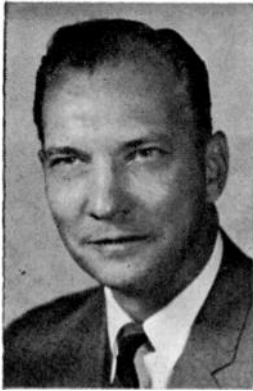
Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By

Norman Williams

Station Manager



Can you trust your ears?

I have had several examples of listeners who did not listen. They thought they were on KMA but in reality they had heard another radio station. This is a very normal error. It happens to me too. Sometimes I find that I'm listening to something but really not hearing it. One KMA listener wrote to us from Burchard, Nebraska to complain that the Earl May Store in Beatrice did not know anything about our Shopping Spree Contest. This listener quoted us as saying, "Pick up your entry blanks at the Earl May Stores." The Shopping Spree Contest was a promotion for 29 merchants in Clarinda, Red Oak, Shenandoah, Sidney, Hamburg, Nebraska City and Rock Port. The commercials and announcements mentioned only those stores which were participating in the contest. The Earl May stores had nothing to do with this contest. Be sure you hear what you listen to.

The mail this month also contained a letter from a listener in Atlantic, Iowa. This listener had a very definite opinion about Ralph Childs. She liked to listen to him and told us so. She also expressed the opinion that she found Duane Johnson's voice tired her out. One sentence in her letter was quite significant, "I know this isn't going to make one bit of difference, but at least I've told you how I feel!" We at KMA are interested in having you tell us how you feel about what you hear on KMA. I liked her closing sentence, "Thanks for your station and all of the help and information regardless!" This made Duane feel better. This is the first critical comment we have received about Duane. We and many other KMA fans think he's great. One thing about being a broadcaster, or a writer is that you must be sensitive to criticism by your public, but you must react to it in a positive way.

\$50 SHOPPING SPREES

Warren Nielson and Andy Andersen are shown giving a KMA Shopping Spree check for \$50.00 to Mr. and Mrs. Erlan Lantz of Red Oak, Iowa. Mr. Lantz was the first name drawn out of the mixing barrel and was the first person to claim his prize. The Shopping Spree contest was sponsored by thirty participating merchants in KMA-land communities. Other winners were Lora M. Smaha of Red Oak, Iowa; Cleo L. McGuire of Braddyville, Iowa; and Mrs. Ross Macrander of College Springs, Iowa. Mayor Karl Bond of Shenandoah drew the winning cards during the 11:00 a.m. Open Line program. Our congratulations and Happy Shopping!

ROAD REPORTS NOW AT NEW TIMES

"Road Reports" heard three times daily on KMA to give travelers complete four-state road repair and detours information, will be heard at new times starting July 4. The new broadcast schedule is a result of a survey of travelers in the area . . . asking them at what times "Road Reports" would be most useful to them. The new times: Monday thru Saturday—Just preceding the 8:00 a.m. News, as a feature of the 6:00 p.m. Farmers Market program, and on the 10:00 p.m. News. Sundays — 7:00 a.m. News, 12:15 p.m. and 10:00 p.m. News. Tom Kerr of the AAA Motor Club of Des Moines, Iowa will compile "Road Reports" material and record for use on KMA with a new current report every day.

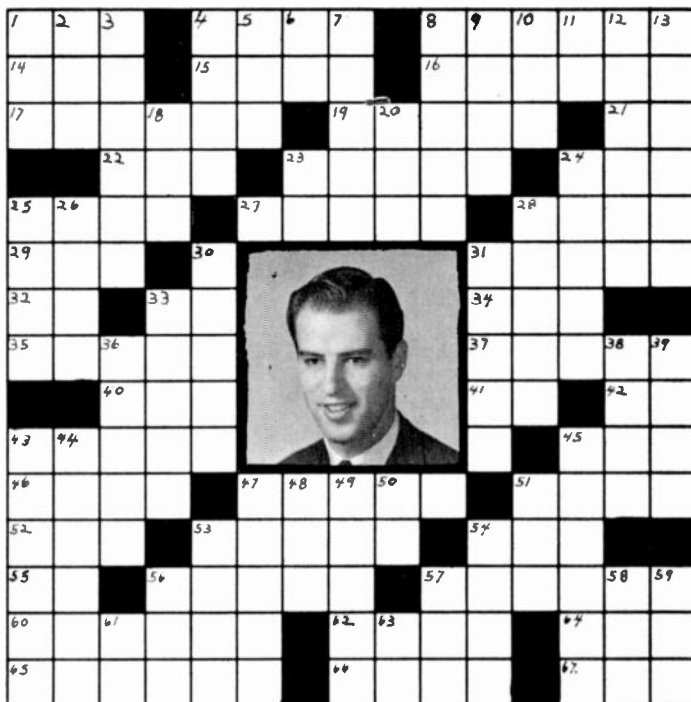
VIETNAM UPDATE SUNDAYS AT 6:00 p.m.

The only program of its kind is now presented on KMA. "Vietnam Update", heard every Sunday evening at 6:00 p.m., is an exceptional, on-the-spot report of action and activities among our GI's in Vietnam.

KMA Crossword

ACROSS

- 1-4. KMA Midwest Farmer
- 8. KMA Managerial Secretary
- 14. Bustle
- 15. Gone
- 16. Yankee Doodle —
- 17. New Fashioned
- 19. Frank's Prediction
- 21. Bone
- 22. Female Ruff
- 23. Seeks
- 24. Amount: Abbr.
- 25. Knot in Wood
- 27. Downward Measurement
- 28. Circus Animal
- 29. Bird's Claw
- 31. Singer, Lena —
- 32. Time Zone, Abbr.
- 33. Senior: Abbr.
- 34. Japanese Sash
- 35. A Mental Image
- 37. Stares
- 40. KMA — Ten
- 41. Long Range: Abbr.
- 42. Wireservice: Abbr.
- 43. Over
- 45. Radio Station —
- 46. Flame
- 47. A Seven Dwarf's Character
- 51. September: Abbr.
- 52. House Pest
- 53. Baked in Loaves
- 54. The Sun
- 55. Chemical Suffix
- 56. Strict
- 57. Omaha Livestock Reporter
- 60. Passengers
- 62. Formally, Persia
- 64. Sea Eagle
- 65. Rots
- 66. Two-Wheeled Wagon
- 67. Evergreen Genus



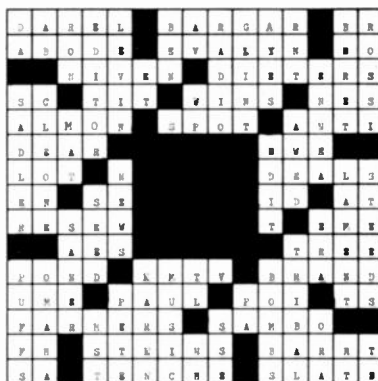
SHIRLEY WENNIHAN

DOWN

- 1. Predicament: Slang
- 2. Martial Promise: Two Words
- 3. KMA Father of Five Daughters
- 4. Very Uncommon
- 5. Possess
- 6. South America: Abbr.
- 7. Waffle Topping
- 8. KMA — Hansen
- 9. Enclosed Vehicles
- 10. Some
- 11. Licensed Dentist: Abbr.
- 12. Navy Rank
- 13. Cuddle Up
- 18. Ever: Contraction
- 20. Picnic Pest
- 23. Pronoun
- 24. Eagle's Nest
- 25. Channel 3, Omaha
- 26. Hitler Follower
- 28. Serious
- 30. Hang in Folds
- 31. Warren's Daughter
- 33. Heater
- 36. Tale
- 38. An Inclined Plane
- 39. Petty Quarrel
- 43. Within One's Means
- 44. KMA Home Maker
- 45. KMA Guide Secretary
- 47. Attire

- 48. Over: Poetic
- 49. Hysteria
- 50. KMA President
- 51. Distress Signal
- 53. Battery: Abbr.
- 54. Transmitted
- 56. Ocean
- 57. Glass Container
- 58. Before: Poetic
- 59. Compass Point
- 61. District of Columbia: Abbr.
- 63. Egyptian Sun God

LAST MONTH'S SOLUTION



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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.



The KMA Radio Hall of Fame is in the middle of tour season with visitors coming in large groups from all over the KMA listening area. The all-day tours are conducted by Isabella Hanzlick. The tour covers the nursery grounds, cold storage, shipping, greenhouses, trial grounds, beautiful gardens of private homes, the May Seed and Nursery Company, and KMA broadcasting facilities. There is much to see and

the visitors have an enjoyable time in Shenandoah as guests of KMA and the May Seed and Nursery Company. Pictured is Ed May visiting with two busloads of ladies. One group is the Bancroft (Nebraska) Garden Club, the other is the Seneca (Kansas) Garden Club. Tours can be arranged by writing Mr. Paul Foster at the Earl May Seed & Nursery Co., Shenandoah, Iowa.