



August, 1964

The

# KMA GUIDE

# COVER STORY

Thousands took advantage of the invitation by the May Seed and Nursery Company and KMA to visit the only All-American testing gardens in the Central West. Our cover picture was taken looking southeast across part of the border plantings over the registration tent, test beds and beyond to the huge shady grove on the east edge of the grounds. Throughout this issue are a number of pictures of the open house. It is impossible to capture all the magnificent beauty and variety of plants under test. Our hope is to give a souvenir to those who attended, and show enough to induce those who did not have the opportunity to attend to visit the trial grounds very soon.

# The KMA Guide

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AUGUST, 1964

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"Young Men of Action" is a fitting motto for the Junior Chamber of Commerce. Pictured above are part of the Page County Jaycees ready to take off on a county-wide fund-raising campaign to rebuild the Yorktown Special School for retarded children. The school was destroyed in the April 12 tornado. Shenandoah and Clarinda, Iowa, Jaycees called on homes with porchlights on, indicating donors. When the evening was over a total of \$2,141.50 was added to

the fund. Donations continued to come in by mail from publicity over the air and at last check a \$3,478.95 total has been received. This was enough to start construction on the new buildings, which will be ready September 1. Seventeen children will continue schooling, thanks to the generosity of a lot of wonderful people. Donations are still needed. If you would like to help, send to Yorktown School Fund, c/o KMA.



## A Chat With Edward May

This issue of the KMA Guide features a number of pictures of our Trial Grounds Open House held Sunday, July 19. They say a picture is worth ten thousand words. These will give you a good idea of some of the features of the grounds, however, it is difficult to capture on film all the colorful beauty you will see by a personal visit. We were happy so many of you could make it again this year. If you did not come to the Open House, try to see the grounds before long. The gardens are at their peak of bloom the next few weeks. Allow for ample time to browse and bring pad and pencil. Everything is marked for identification.

From every respect we couldn't help but conclude this was the most outstanding Open House to date. Visitors started arriving in large numbers early in the morning. The hour difference in Standard and Daylight time had a distinct effect on the arrival time of out-of-staters. Consequently the flow of traffic was steady all day without the "peak" of previous years. The even flow of visitors made it much easier for the many white helmeted company personnel to answer questions and conduct tours.

Another observation this year was the

scattering of visitors all over the grounds. In past years attention centered around the flower beds and border plantings. Vegetables received much more attention this year than ever before. This widening interest can be attributed to the excellent layout of the beds, and the trend toward more home vegetable gardening. This increase in home gardening is directly related to the fact that nothing beats fresh produce right out of your own garden, further enhanced by the abundance that wonderful, new varieties give from a small garden area. Credit for the excellent appearance of the gardens goes to Superintendent George Hayes and his hard-working crew. George is pictured on the left below, readily identified by his deep tan from many hours in the trial grounds sun. Pictured next to George is Rachael Snyder, Editor of Flower and Garden Magazine of Kansas City, myself, and John Topham, head of our Garden Seed Division. John lends a heavy helping hand in the selection of varieties for trial and judging of results.

Rachael is one of the most practical, down-to-earth garden editors we have met. She drops in on us every year, as she says,

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# Frank Comments

By FRANK FIELD

Another Trial Grounds Open House has come and gone and again we had around 10,000 visitors, give or take a few. The day was blistering hot with readings in the high 90's, but luckily there was a nice breeze so the heat wasn't too bad. The sample flower beds were more beautiful than ever, if such a thing were possible. The amazing thing is that the spot where the sample flower beds are located was bare ground up until May 18th. Open House was held on July 19th, just 2 months and 1 day after the seed was planted.

As usual we asked the visitors to vote on which flower bed they liked the best and the picture on this page shows the bed which got the most votes. It is bed No. 5, which is located in the extreme southeast corner of the block containing the 52 different sample beds. Second choice was bed No. 52 in the extreme northeast corner of the block, and third place went to bed No. 18 just east and a little south of the center.

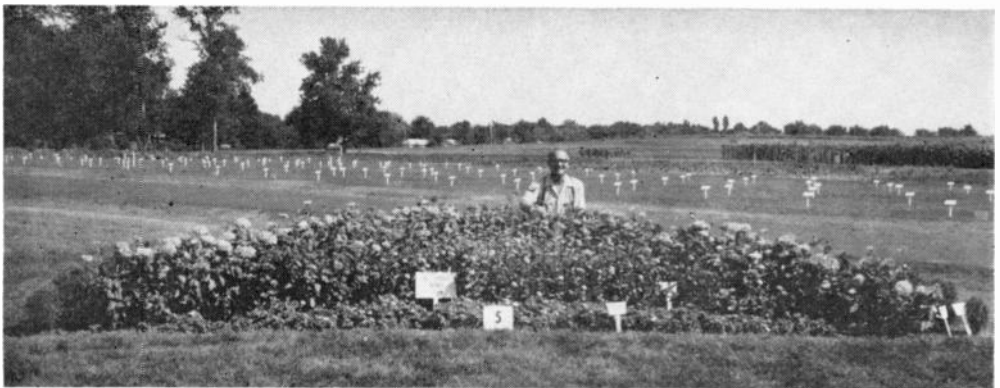
The winning bed, No. 5, consisted mostly of Zinnias with the little dwarf Thumbelina in the front, with a row of Pink Buttons Zinnia just behind, and just back of that was a row of the new bush type Zinnias in assorted colors. Just back of that is a row of Bonanza Zinnia which is a huge orange-yellow hybrid variety. Then for the background there was a row of Kochia, commonly called Burning Bush, which makes a lovely background for any flower bed.

Of course, the flower beds attracted a tremendous amount of attention, as it is to be expected, but there was almost an equal amount of interest in the various different vegetables, particularly in the new tomatoes and especially the new Hybrid Tokyo

Bell Pepper. When the visitors registered, they were each given a paper sun hat, a packet of flower seed, and a notebook. Some of those little notebooks were practically filled with names of varieties of flowers and vegetables to be used as a reference when ordering time comes next spring. All in all I honestly think it was the most successful Open House the Earl May Seed & Nursery Company has ever had. As near as I could tell, from visiting with as many people as I could, about  $\frac{1}{3}$  of them had never been to Open House before, and were almost overwhelmed by what they saw, particularly the immense American Flag made entirely with Petunias, something over 5,000 plants in all. The remaining  $\frac{2}{3}$  of the visitors had been here before and many of them said that they had been here for all seven, as the Open House dates back to 1958.

Our garden at home is coming along very nicely considering the beating it took a month ago from a combination of heavy rains, floods, high winds, and hail, from all of which it has recovered better than I thought it would. Jenny is putting up pickled beets today using her old recipe which most of you have had for many years. Yesterday she canned tomatoes again, using a new formula which she made up out of her head and which we like extremely well. It consists of about  $\frac{1}{2}$  tomatoes and the other  $\frac{1}{2}$  is about equal parts of onions, celery and green peppers. The tomatoes she cooks in an open kettle until they are done, and meanwhile the onions, celery, and green peppers are being processed in the little pressure cooker. Then she dumps them all together and cooks for another 10 or 15 minutes and then puts them into hot, sterilized jars while the mixture is boiling briskly. Along in the winter it is simply delicious, either straight, or better yet, poured over toasted bread cubes.

Yes, we and the Hunters, including their  
Continued on Page 15





with  
*Jack  
Gowing*



It looks like 1964 will go down on record as a long hot summer. Heat records have been broken on several days at the time I'm writing this.

Our family has been taking advantage of the beautiful swimming pool in Shenandoah. Randy and Julie are both taking lessons 3 days each week and are doing fine. It is Randy's second year and Julie's first. We have been going to the pool quite regular of an evening, too. It's a good way to cool off in this hot weather.

In my travels over the KMA area I find many people very much concerned about the corn rootworm and I believe that almost everyone has it, too. Most people are watching various chemical treatments to see which will do the best job. My guess is that we will not be able to depend on the hydrocarbons for rootworm control any more. We will have to use the organic phosphate compounds.

At the time I am writing this our County fairs are just getting underway. If the heat continues you exhibitors will have to work overtime to keep the livestock cool. If you will be using an electric fan at your fair be sure and take along a heavy duty extension cord. I have seen several fans hooked up to these light weight extension cords and this is not only dangerous but you don't get the full, efficient operation out of your fan.

For many of you it is vacation time. If any of you have taken a special or unusual vacation, write and tell me about it. Some of you that camp out can probably tell some interesting stories.

We plan to vacation in Colorado again

this year. Originally we had planned to go to the New York World's Fair but have decided against it with all of the racial tension in that area. I'm sure many of you, like me, thought these things couldn't happen in America but the past few weeks have really shown us that we do have troubles in our country and we also have some agitators who will take advantage of the situation and stir up as much trouble as they possibly can.

We had rain on a part of our second cutting of hay but got most of it in the bale and into the barn without rain. It doesn't look like we will have a very big third cutting now with such hot temperatures and little or no rain. I visited with a Radio Farm Director from Tulsa, Oklahoma, recently and he told me that a large part of that state is in a drought condition. Many ranchers would be liquidating within thirty days if they don't get good rains in that area. He told me that it is quite dry in parts of New Mexico and Texas, too.

Next month I will be able to tell you a little more in detail because I plan to visit ranch country about the middle of this month. I'm hoping they get some moisture because the cattle market will probably react violently and quickly if the range areas go into drought conditions over a very large area. With the high tonnage of imports along with a high domestic cattle inventory we could have some more real trouble in the cattle business in the next few months.



Center of interest . . . 52 sample border plantings. Plans made in mid-winter, planting in mid-May, full bloom in mid-July.



Vote for your favorite border planting. If you picked bed No. 5, you were in the majority. A duplicate supply of seed goes to all who selected the winner (see p. 4).



Voters express choice of candidates at Ed May's Straw Vote for president: Johnson, 51% — Goldwater, 49%. For Iowa Governor: Hughes, 55% — Hultman, 45%. For Iowa 7th District Congressman: Jensen, 63% — Hansen, 37%.

## Trial Gardens Open House Attracts 10,000

In spite of predicted heat wave temperatures on Open House Day, thousands of visitors from all over the midwest took advantage of the May Seed Company invitation to inspect their 76-acre Trial Grounds. Over 2,000 varieties of flowers, vegetables and field crops are being tested for growing habits, production, and adaptability to the midwest. It did get warm but a brisk breeze kept the comfort level within bounds so everyone enjoyed browsing through the colorful beds of flowers. By midafternoon a solid overcast moved in making the day almost ideal. Pictured on these two pages are shots taken around the grounds showing some of the points of interest. It would take a volume to go into detail covering the many things to be seen. Our best advice is to visit the grounds at your earliest opportunity. May Seed and KMA employees are on hand only at Open House, but every variety is staked and marked so on your own you can make a record of the varieties you like. The ones which test the best will be listed in the May Seed Catalog. Probably the best single word describing a visit to the grounds is "tempting." If you like to dig in the dirt, plant things, and watch miracles of life and beauty . . . you will feel a strong urge to try many, many of the splendid specimens in your own garden. Do it! You don't have to be an expert to get outstanding results. You don't need a huge garden space to get prolific production, whether it be flowers or vegetables. You'll get many ideas from the 52 sample border plantings, a look at what's new in the All-American trials for 1966 and a good idea of just exactly which varieties suit you best.

This was the first year Open House visitors had the opportunity to visit the new KMA radio center. Members of the KMA staff were on hand all day to conduct visitors through the building. The center of attraction was the long wall of old-time KMA pictures along the north hallway. Visitors browsed slowly, talked and commented about many of the things they remembered 'way back when. One never ceases to be amazed how so many folks can recall vividly visits to KMA back in their younger days. It was wonderful to get the opportunity to visit with so many of our KMA listeners.





Hundreds of visitors took advantage of the opportunity to visit the new KMA Radio Center while in Shenandoah. Loyal listeners from the 4-state area dropped in to say "hello," look over new facilities, antique radios, and picture gallery Hall of Fame. Above, visitors register. Ed May, right middle renews many acquaintances. Doris Murphy, lower right, conducts visitors to points of interest.



40 evergreen samples — 50 shrubs. Youngster is attracted to big birds "with no feet."



Sign says: "touch me." Father and sons touch Sensitive Plant (*Mimosa Pudica*). Leaves fold up when touched.

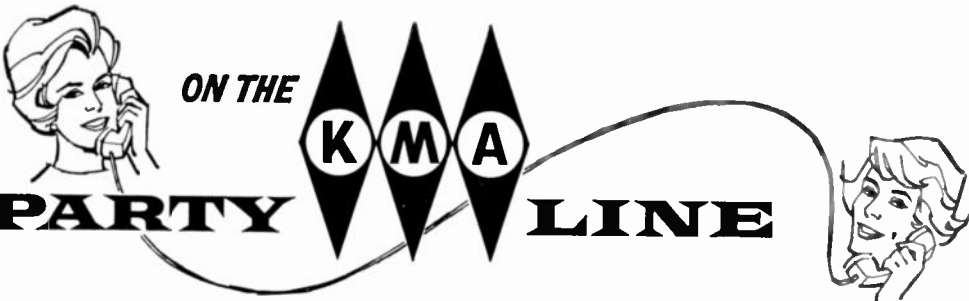


Visitors particularly enjoy looking over old-time pictures of KMA. Many recall visits in early days of the station. Crowds became too large to personalize tours. Guests browsed at-will, asked questions of staff on hand.



Paul Foster and Frank Field inspect new tomatoes (no name yet), which will be listed in next years catalog. Small foliage, heavy bearer.

ON THE **KMA** LINE PARTY



By DORIS MURPHY

Christmas in July? That is what it might have been if Mrs. Ralph Childs of Shenandoah Record Shop had not been on her toes, and gotten action when she did not receive an immediate reply to an order she had sent a Chicago firm in early December for a clarinet case. The case was to be a Christmas gift to Josie, from her father, Guide Editor Duane Modrow and her mother. So when she didn't hear from the firm, Mrs. Childs ordered from another firm and got the case. Then imagine her surprise when on July 7th, she received the following letter from the Chicago firm: "For some time you have had a back order with us for a blue grey streamlined clarinet case. We have just been advised by the manufacturer that they have discontinued making this model, and we are therefore reluctantly cancelling your back order. We hope you could make a selection from the many other fine quality clarinet cases listed in our catalog!"

SEVEN MONTHS had elapsed between the time the original order had gone in . . . and a reply was received! I'm afraid Josie would have been mighty disappointed, if

Mrs. Childs had depended on this firm to make delivery. But thanks to Mrs. Childs efficiency . . . Josie did get her clarinet case, late for Christmas, but not in July.

Like father . . . like son! Apparently Dan, 11 year old son of KMA'S local salesman Carl "Andy" Anderson, has as keen a sense of humor as his dad. When young Dan left for Camp Foster, his parents gave him some envelopes already addressed and stamped, ready for him to write letters home, without bothering to address the envelopes. All he had to do was put his return address on the envelope and write the letter. Andy was glad to see the first letter had arrived. Up in the corner of the envelope Dan had written his return address. But inside . . . there was NOT ONE WORD . . . only a blank sheet of paper.

Randy, age 10, and Julie, age 6, children of Farm Service Director Jack Gowing are enjoying taking Red Cross swimming lessons. This is the second year for Randy, but Julie's first. Connie, daughter of KMA'S CHIEF ENGINEER, Don Burrichter, is one of the swimming instructors for children at the Shenandoah pool. She will be a Senior in High School this fall.

Nothing is more enjoyable or more thrilling in the summertime than water skiing, swimming, boating and flying, and KMA Program Director JACK KATZ is tops in all four of these sports. He is the owner of an airplane, also the beautiful mahogany 8 passenger boat pictured on this page. Jack taught water skiing for twelve years and also taught swimming a number of years, so practically every weekend is spent at Carter Lake where Jack keeps his boat docked. The boat, a beautiful Century Sabre, is 18 feet long, has a 240 horsepower Dearborn Interceptor engine, and reaches a top speed of 50 miles an



KMA Program Director Jack Katz with boat and crew of lovelles.



hour. It is used primarily for pulling water skiers, and has pulled as many as ten skiers, all at one time, strung out in a row behind the boat.

Pictured in the boat with Jack are his two nieces, Pamela Sue and Cheryl Rae Weiss of Omaha. Pamela is a Junior High student and Cheryl attends Central High. This is the fifth boat Jack has owned, so you can be sure he is a lover of water sports.

A jet Tour to Europe for four weeks from May 16 to June 14, a visit to the World's Fair, trips into New York, plus a wonderful three week's vacation with my son, Tom and family, in Stamford, Connecticut! To say I enjoyed it would be putting it mildly. I was THRILLED with it all. Joining the Olsen Tour in New York, I was delighted to find my fourteen traveling companions were business women from all over the United States, and the Tour Guide was a lovely young lady who is a cellist with the Pittsburgh, Pennsylvania, Philharmonic Orchestra. Flying all night by Pan American Jet, landed us in London around 7:00 in the morning. From then on there was never a dull moment as we toured the interesting sights in England, Holland, Belgium, Germany, Switzerland, Italy, Monaco and France. It would be impossible to tell you all the places we visited, but among the highlights were: watching the changing of guards at Buckingham Palace, a visit to Windsor, Eton and Hampton Court in London, a full day tour to the Shakespeare Country and Oxford . . . in Amsterdam the thousands of bicyclists, a fascinating boat trip on the canal in Amsterdam, then on to The Hague for a visit of the Peace Palace, in Brussels, Germany, the factories and shops featuring beautiful hand-made Brussels lace; a trip up the Rhine river by steamer with the high river banks planted neatly with vineyards; then on to Wiesbaden and Baden-Baden, Germany, all so very interesting. From Baden-Baden to Lucerne, Switzerland, we had the thrill of motoring thru the vast Black Forest of Germany. From Lucerne we took a full day excursion via the scenic Brunig Pass to Interlaken. At Bort we had the fun of taking a chairlift for an incomparable view over the Glaciers. Leaving Lucerne, we toured Milan, and on to Venice, where we enjoyed a sightseeing trip by gondola and the famous St. Mark's Square where we saw vast numbers of people touring the little shops and feeding the hundreds of pigeons. Florence, Naples, Sorrento, Rome . . . all were magnificent with their cathedrals, art galleries, beautiful drives etc. At Rome on Sunday, we were present when the Pope spoke to an audience of thousands gathered in St. Peter's Square. The trip by steamer to the Isle of Capri was delightful,

including a visit to the Blue Grotto and luncheon at the magnificent Quisiana Hotel at the top of the mountain. From Nice, France, we took a trip to Grasse, France, the center of the perfume industry; to Cannes, thence to Monaco to see the Palace of Princess Grace and Prince Ranier, and on to Monte Carlo to visit the Casino. Of course a trip to Europe would not be complete without our four days in wonderful Paris. Now, I can heartily join in when I hear the song with words that say: "I Love Paris in the Springtime!" I not only loved Paris but all of Europe, as I was fortunate in having the opportunity to see it under ideal weather conditions, with a congenial group of people, and under the guidance of a well conducted tour. This is one vacation I will long remember!

There was no automatic washer in the Navy where Steve Childs was doing his washing, as you can see by the picture on this page. Steve, son of Newscaster Ralph Childs was busy washing clothes, when a buddy snapped this picture of him. When he entered the service May 1st, he weighed 174 Now he is down to 160 and hopes to trim off even more. He is a Squad Leader and soon expects to become a Senior in the Color Guard and Honor Guard, which is permanent. Should President Johnson or any other dignitary visit the Naval Base in San Diego, Steve will greet him, and be personal Honor Guard.

Moving from an evening announcing shift, to an early morning one, has required a few adjustments in the life of Mike Hoyer.

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Steve Childs — laundry, navy style

# A Letter From Billie McNeilly

Think cool! That's about the only way to cope with the kind of heat Iowa is simmering in right now. To take my mind off the weather, I picked up the phone and called the reservation office of the railroad and made Marcie's and my reservations for the trip to Oregon. We leave the Omaha station at 11:30 the night of August 13th, arriving in Portland on the 15th at 9:00 in the morning. Now we are keeping our fingers crossed that nothing may happen to spoil our plans.

Our picture this month is certainly not a flattering one of this homemaker, but isn't it fine of the man and the dog? This is officer Charles Adams of the Omaha Police Force, and his dog. The dog, who has a fancy name, but is called Kink by the office, is a member of the Canine Corps of the Omaha Police Force. He's a gentle, beautiful dog, but when his master issues a command . . . he's in business.

John has completed his basic training at Lackland AFB, Texas, and is now stationed at Shepard AFB, Wichita Falls, Texas. He had hoped to get away from that good old Texas weather, but not for a while, I guess. He will be training in Data Processing, which we hope will be interesting. His letters and calls home are encouraging, and we all feel that his decision to enlist is a good one.

Marcie is marking time until she will head for school in Lincoln, Nebraska. Her plans are to visit her sister, Donna and family for a few days in Salina, and that

will about complete her travel plans for the summer. She busied herself painting the chest, desk and bookcase in her room, and with some sewing projects this past month. She's my little housekeeper these busy days, too. I seldom run the vacuum or dust and clean. She does it without comment or complaint. You can see why I shall miss her in more ways than one, can't you?

The canning mailer has been going out in fine shape, and the incoming mail has been wonderful this past month. I want to thank each of you for the friendly letters you write. It's almost like I know you personally, and I wish I did.

A letter I received recently from the charming woman who was my teacher in the sixth grade at Nehawka Consolidated schools, delighted me. Her name is Mrs. John Chandler (it was Velma Stoll when she taught me!) and she lives on a farm near Nehawka. Who'd have thought after telling me to "be still" in the classroom, she would tune in and listen to me for half an hour some day? That's what I call a good joke on Velma! It's probably a good thing we can't see into the future, isn't it?

Here's a closing thought for all of us remember and practice what it preaches, shall we?

## I Know Something Good About You

Wouldn't this old world be better,  
If the folks we meet would say;  
"I know something good about you"  
And treat us just that way!

Wouldn't it be fine and  
dandy,  
If each hand-clasp warm  
and true  
Carried with it this  
assurance;  
"I know something good  
about you."  
Wouldn't things here be more  
pleasant  
If the good that's in us all  
Were the only thing about us  
That folks bothered to recall!  
Wouldn't life be lots more  
happy  
If we'd praise the good we  
see,  
For there's such a lot of  
goodness  
In the worst of you and me!  
Wouldn't it be nice to  
practice  
This fine way of thinking,  
too —  
"You know something good  
about me,  
I know something good  
about you."



A real police dog. Man's best friend . . . if you're a "good guy."

# Billie's Kitchen Tested Recipes

## FRESH PEACH PARFAIT PIE

### CRUST

- 1 C. quick rolled oats, uncooked
- 1/2 C. slivered almonds
- 1/2 C. brown sugar
- 1/3 C. butter, melted

### FILLING

- 1 (3 oz.) pkg. orange-flavored gelatin
- 1 C. hot water
- 1 pt. vanilla ice cream, softened
- 2 C. sliced fresh peaches

### METHOD

1. For crust, toast rolled oats in shallow pan at 350 degrees for 5 minutes, then add slivered almonds and toast 5 more minutes.

2. Combine toasted rolled oats and almonds with sugar and melted butter. Blend thoroughly and press mixture onto bottom and sides of 9-inch pie plate, reserving 1/2 cup of mixture for garnish. Chill crust while preparing filling.

3. For filling, pour hot water over gelatin and stir until dissolved.

4. Add softened ice cream and stir until ice cream is melted and mixture is smooth. Fold in peaches. (If peaches are tart, sweeten them with a little sugar before adding.)

5. Pour filling into chilled pie crust and sprinkle reserved crumb mixture around outer edge of pie. Chill several hours or until set.

\* \* \*

## BOLOGNA KEBOBS

- 2 lbs. Bologna, unsliced
- Chunks of onion
- Chunks of tomato
- Chunks of round steak
- Chunks of green pepper

Slice bologna and steak into 1 inch thick cubes. Thread chunks of tomato, bologna and onion onto skewer, alternating ingredients. Place skewers on grill, baste often with Basic Barbeque sauce. Turn skewers on grill so that all sides are cooked. Cook on grill 30 to 50 minutes or until desired spiciness of sauce is in the kebob and slices of bologna are evenly browned.

\* \* \*

## BARBEQUED BURGERS

- 2 lbs. lean hamburger
- Bacon
- Sliced American cheese

Form hamburger into thin patties. Place a slice of American cheese on the tops of half of the patties. Cover each with a second patty. Pinch edges of meat together to seal in cheese. Wrap a slice of bacon around edge of each burger and skewer with a wooden pick. Grill burgers over medium heat basting with barbeque sauce for twenty minutes. Serve on toasted buns.

## PINK LEMONADE PUNCH

- 4 (6 oz.) cans concentrate (frozen) for lemonade
  - 2 pts. cranberry juice or cranberry cocktail
  - 1 tall bottle ginger ale
  - 1 pt. lemon sherbet
- And, of course, ice

First follow directions on the cans of frozen concentrate for lemonade for making each can into a full quart of lemonade. Pour into the punch bowl and add the cranberry juice or cocktail. Just before serving, add the ginger ale, ice, and mix well. Float scoops of lemon sherbet on top. This makes forty-eight 4 oz. servings. For a smaller party, halve or quarter the recipe.

\* \* \*

## POTATO STRIPS WITH CHEESE

- 3 C. raw potato strips (cut as for French fries)
- 1/2 C. milk
- 1 T. butter or margarine
- 1 t. salt
- pepper
- 1/2 C. thinly shaved process cheese
- 1 T. finely cut parsley

Put strips into a greased baking dish and pour milk over them. Dot with butter or margarine and sprinkle with salt and pepper. Cover and bake in a hot oven (425°) for 40 minutes, or until the potatoes are tender. Sprinkle with cheese and parsley and bake, covered, for 5 minutes more. 4 servings, 3/4 C. each.

\* \* \*

## BASIC BARBEQUE SAUCE

(Makes 1 Pint)

- 1/4 C. vinegar
- 3/4 C. water
- 1/2 t. pepper
- 1 T. prepared mustard
- 1/4 C. butter
- 2 T. brown sugar
- 3 T. Linton Onion Soup Mix
- 1 t. salt
- 1 thick lemon slice
- 1/2 C. catsup

Combine all ingredients except catsup. Simmer ten minutes. Stir in catsup. Store in refrigerator until ready to use.

\* \* \*

## CHERRY SALAD

- 1 qt. frozen cherries
- 2 boxes cherry gelatin
- 1/2 C. chopped celery
- 1 C. chopped nuts
- 1 tart apple, chopped
- 1/4 t. celery salt (don't leave this out!)

Use cherry juice in liquid to make up gelatin in usual manner. Add rest of ingredients and chill. Serves 12.

# My Best Recipes for August

Was that a baked ham you had last weekend? We hope you had enough bits and pieces left over to add up to two cups, enough for this easy, savory dish . . . Ham Divan. Made with cheddar aplenty, ham Divan is a delicious one-dish meal achieved with minimum effort. Fresh, sliced tomatoes make a refreshable side dish with buttered crusty rolls.

## HAM DIVAN

- 1 pkg. (10 oz.) frozen broccoli  
Boiling, salted water  
Cook: Ten to twelve minutes
- $\frac{1}{4}$  C. butter or margarine
- $\frac{1}{4}$  C. flour
- $\frac{2}{2}$  C. milk  
Cook: Ten minutes, about
- 1 C. grated, sharp cheddar cheese  
Heat: Until blended smooth
- 2 C. diced, cooked ham
- $\frac{1}{8}$  t. pepper
- 1 t. Worcestershire sauce  
Oven temperature 350 degrees  
Bake: 30 minutes  
Servings: Four

Cook the frozen broccoli in boiling, salted water according to package directions. Drain and arrange in shallow (2 qt.) baking dish. In a saucepan, melt the butter or margarine, stir in the flour and gradually blend in the milk. Cook, stirring, until sauce is smooth and thickened, about 10 minutes. Add two-thirds of the sharp, grated cheddar cheese and stir until blended smooth. Add the diced, cooked ham, pepper and Worcestershire sauce and pour over the broccoli in the baking dish. Scatter remaining cheese over the top and bake in a moderate oven for thirty minutes. **NOTE:** If you prefer use individual ramekins or shallow bakers.

\* \* \*

## MACARONI TURKEY SALAD

Cook 2 cups elbow macaroni in boiling salted water to cover. Add 3 tablespoons salad oil to cooking water to keep water from boiling over and macaroni pieces separated. Drain macaroni and pour into mixing bowl. Combine  $\frac{1}{4}$  cup each salad oil and vinegar and 2 tablespoons salt and 1 teaspoon each dry mustard, celery salt and paprika. Pour this mixture over macaroni. Add 2 cups chopped, cooked turkey and  $\frac{1}{4}$  cup each chopped pimento and green pepper. Mix well. Chill. Add mayonnaise or prepared salad dressing, as desired. Serve in crisp lettuce cups. Or for a buffet dinner, line serving bowl with lettuce, add the salad and garnish with green pepper sticks.

## HAM CASSEROLE

- 3 cans Franco American macaroni and cheese
- 1 can broken mushroom pieces
- $\frac{1}{2}$  small jar stuffed olives, sliced
- 1 can Hormel chopped ham, diced
- $\frac{1}{4}$  C. sliced almonds
- $\frac{1}{2}$  can Chow Mein noodles

Mix together the macaroni and cheese, mushrooms, olives, and ham and let stand over night or several hours. Add almonds just before baking. Put in greased baking dish, and sprinkle diced onion **OR** onion flakes over top. Sprinkle the dry Chow Mein noodles over all and bake 45 minutes. Serves 10.

\* \* \*

## PHILADELPHIA

### CREAM CHEESE COOKIES

- 1 C. butter
- 1 C. sugar
- 1 3 oz. pkg. Philadelphia cream cheese

Blend these ingredients together well.

Add:

- 3 T. cream
- $2\frac{1}{2}$  C. flour

Form into balls and press on ungreased sheet with a glass that has been dipped in granulated sugar. Bake at 350° for 10-12 minutes.

\* \* \*

## CUCUMBER SALAD

- 2 boxes of lime gelatin
- 1 No. 2 can of crushed pineapple, drained

Use the juice for gelatin. Prepare gelatin in usual way.

- 3 medium cucumbers, peeled and diced fine
- 1 can of almonds, cut up
- $\frac{1}{2}$  pint of cream, whipped
- $\frac{1}{4}$  C. salad dressing

Fix gelatin, then when it starts to congeal, put in other ingredients.

\* \* \*

## COTTAGE CHEESE SALAD

- $1\frac{1}{2}$  boxes of lemon gelatin
  - 1 C. crushed pineapple, drained
- Use the juice as part of the 2 cups of liquid for the gelatin.
- 2 whole pimentos, cut fine
  - 1 pint cottage cheese, small curd drain
  - 1 C. cream, whipped

Add chopped pimento and pineapple to prepared gelatin. Just before mixture congeals, fold in cottage cheese and whipped cream. Chill in refrigerator.

## KMA Celebrates 39th Anniv. Aug. 12

It's a rare individual, particularly the female of the species, who is willing to admit they're headed into their 40th year. Only business firms like to boast of their age . . . and for good reason. It's an excellent yardstick of their ability to render satisfactory service to customers. KMA is one of the oldest radio stations in the nation, probably one of the few with so many years of service under the same continuous ownership. Throughout all these years KMA has placed major emphasis on serving the farm and small town community. The programming has always given greatest attention to full service to KMA listeners; giving people news and information most useful in everyday midwest life.

## Andy Andersen Local Sales Manager

Carl "Andy" Andersen who joined KMA in 1960 as salesman and sportscaster has been appointed Local Sales Manager. Andy will call on all retail businesses in the immediate KMA area to take care of advertising on KMA. Andy, who is well known among sports fans in the area, will continue to bring direct play-by-play sportscasts of special events in the KMA listening area.

## Sidney Rodeo Direct Broadcasts

KMA will broadcast five one-hour programs from the world's second largest outdoor rodeo arena at the Sidney, Iowa, Championship Rodeo. Rodeo dates are August 11 thru 16—Tuesday thru Sunday. Dean Naven, who is broadcasting his 10th year of rodeo action, and Tom Beavers will bring the hour shows each evening from 8 to 9 p.m. with a special wrap-up program Sunday afternoon at 4 p.m. Dean is an ardent rodeo fan and knows most of the cowboys, clowns, and star performers on a first name basis. Naven and Beavers will have approximately 50 interesting interviews with cowboys and their wives, the clowns, stock contractors and rodeo committee members. These background interviews bring out much of the human interest behind the scenes at the world's roughest sport; things you never hear or see from the grandstand. Jimmy Dean, star of his own network TV show and popular recording artist, will be the feature personality attraction at this year's rodeo. Follow the rodeo action on KMA and be sure to attend at least one of the ten exciting performances.



Pictured: Jaycee Flight Breakfast Co-Chairman Lynn Baldwin and KMA Associate Farm Service Director Tom Beavers at their record-breaking July 19 event. Perfect weather brought in a record number of planes. Townsfolk swarmed to the airport for "cakes 'n sausage" and a look at planes

from all over the midwest. Many of the "flyins" took advantage of the trip to visit the May Seed Company Trial Grounds Open House. Special cars took the aviators wherever they wanted to go. The flight breakfast was a well managed event with Jaycees handling all the details.

# KMA Daily Program for August, 1964

5,000 WATTS—ABC

**DAILY DAYTIME PROGRAM****MONDAY THROUGH FRIDAY**

5:00 a.m.—Morning Guard Music  
 6:00 a.m.—News & Weather,  
 Dean Naven  
 6:15 a.m.—Morning Guard Music  
 6:30 p.m.—RFD 960, Jack Gowing  
 7:00 a.m.—Dean Naven, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Markets  
 7:35 a.m.—Morning Guard Music  
 8:00 a.m.—Morning Headlines  
 & Weather  
 8:15 a.m.—Martha Bohlsen  
 8:20 a.m.—Morning Guard Music  
 9:00 a.m.—Breakfast Club  
 9:55 a.m.—News  
 10:05 a.m.—Community Calendar  
 10:10 a.m.—Morning Guard Music  
 10:30 a.m.—It's A Woman's World,  
 Billie McNeilly  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Morning Guard Music  
 12:00 noon—Dean Naven, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Midwest Farmer  
 (Tom Beavers)  
 12:45 p.m.—Markets  
 1:00 p.m.—Midday News  
 1:10 p.m.—Paul Harvey  
 1:25 p.m.—Afternoon Action Music  
 2:15 p.m.—Martha Bohlsen  
 2:20 p.m.—Afternoon Action Music  
 4:15 p.m.—Martha Bohlsen  
 4:20 p.m.—Afternoon Action Music  
 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.—Bob Considine  
 6:25 p.m.—As Naven Sees It  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather  
 Warren Nielson

**MONDAY NIGHT**

7:00 p.m.—Night Flight  
 7:30 p.m.—News  
 7:40 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Night Flight  
 11:00 p.m.—News  
 11:05 p.m.—Night Flight  
 11:30 p.m.—Back To The Bible

**TUESDAY NIGHT**

7:00 p.m.—Night Flight  
 7:30 p.m.—News  
 7:40 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Night Flight  
 11:00 p.m.—News  
 11:05 p.m.—Night Flight  
 11:30 p.m.—Back To The Bible

**WEDNESDAY NIGHT**

7:00 p.m.—Night Flight  
 7:30 p.m.—News  
 7:40 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Night Flight  
 11:00 p.m.—News  
 11:05 p.m.—Night Flight  
 11:30 p.m.—Back To The Bible

**THURSDAY NIGHT**

7:00 p.m.—Night Flight  
 7:30 p.m.—News  
 7:40 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Night Flight  
 11:00 p.m.—News  
 11:05 p.m.—Night Flight  
 11:30 p.m.—Back To The Bible

**FRIDAY NIGHT**

7:00 p.m.—Night Flight  
 7:30 p.m.—News  
 7:40 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Night Flight  
 11:00 p.m.—News  
 11:05 p.m.—Night Flight  
 11:30 p.m.—Back To The Bible

**SATURDAY PROGRAMS**

5:00 a.m.—Morning Guard Music  
 5:30 a.m.—Morning Guard Music  
 6:00 a.m.—News & Weather,  
 Dean Naven  
 6:15 a.m.—Morning Guard Music  
 6:30 a.m.—RFD 960, Jack Gowing  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—KMA Goes Visiting With  
 Tom Beavers  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Morning Guard Music  
 10:30 a.m.—It's A Woman's World,  
 Billie McNeilly  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Morning Guard Music  
 12:00 noon—News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Midwest Farmer  
 (Tom Beavers)  
 12:45 p.m.—Market Review  
 1:00 p.m.—Mid-Day News  
 1:10 p.m.—Paul Harvey  
 1:25 p.m.—Wonderful  
 Weekend Music  
 6:00 p.m.—Life Line  
 6:15 p.m.—Wonderful  
 Weekend Music  
 6:30 p.m.—News  
 6:45 p.m.—Wonderful  
 Weekend Music  
 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  
 9:35 a.m.—Wonderful  
 Weekend Music  
 10:00 a.m.—S.U.I. Feature  
 10:25 a.m.—Wonderful  
 Weekend Music  
 11:35 a.m.—Inquiry (Iowa State U  
 & Kiwanis)  
 12:00 noon—News  
 12:15 p.m.—Wonderful  
 Weekend Music  
 12:30 p.m.—Tarkio College Speaks  
 12:45 p.m.—Wonderful  
 Weekend Music  
 3:55 p.m.—Mon. Morn. Headlines  
 4:00 p.m.—Wonderful  
 Weekend Music  
 6:30 p.m.—News  
 6:45 p.m.—Radio Liberty  
 7:00 p.m.—Wonderful  
 Weekend Music  
 7:30 p.m.—Revival Hour  
 8:00 p.m.—Wonderful  
 Weekend Music  
 8:30 p.m.—Issues & Answers  
 9:00 p.m.—Hour of Decision  
 9:30 p.m.—Wonderful  
 Weekend Music  
 10:00 p.m.—News  
 10:15 p.m.—Erwin Canham  
 10:30 p.m.—Revival Time  
 11:00 p.m.—Wonderful  
 Weekend Music  
 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

"I never miss your Open House. It's just full of ideas. I am always amazed at the beautiful combinations of annuals in the flower beds and border plantings." Rachael always comes armed with cameras, pencil, and pad and we do our best to give her the "cook's tour."

Since this is election year I decided to conduct a "straw ballot" at the Open House to see how people felt about various political candidates. Heading the list were Johnson and Goldwater. Iowans voted on Hughes and Hultman for Governor, and 7th District Congressional prospects Jensen and Hansen. Jensen (R) netted 63%, Hansen (D), 37%. Hughes (D) received 55%, Hultman (R), 45%. Johnson (D), 51%, Goldwater (R), 49%. I'll leave the conclusions up to the experts, meanwhile, have fun drawing your own. We'll see how our straw vote compares with the results in November. It looks like a lot of hard campaigning ahead.

Our new fall catalog will be going in the mail when you receive your Guide. If your name is not on our mailing list, just send me your name and address and we'll see that you get a copy of our big colorful fall catalog.

This is vacation month for the family at Mercer, Wisconsin. It has been rather broken up by necessary return trips for business meetings. I will have made three return trips by vacation's end. My wife, Eleanor, was called by my sister, Frances Rankin, telling her that Eleanor's aunt Gertrude Miller was seriously ill in the Shendoah hospital. Eleanor flew back on June 22 to be at aunt Gertrude's bedside. By that Sunday her aunt was improved so Eleanor returned to the family at Mercer. My Mother, little Eddie, daughter Karen, and Edna Buntz, who stays with mother, are all at the lakeside cottage at Mercer.

Our oldest daughter, Annette, has been attending summer school at Northwestern University. Her cousin, Diane Rankin, had the opportunity to drop in and visit her at school for a few days. They had a very enjoyable time together. Annette likes Northwestern very much and is looking forward to her return in the fall. By the middle of the month vacationing will be over and the family will all be together again at home.

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## FRANK COMMENTS

Continued from Page 4

son, Tom, went back up to Marvins Place on Lake Koronis at Paynesville, Minn., the first week in July and had our usual good luck fishing, having all we could eat while we were there and more than we could

bring home. The last days catch we gave to the folks in the next cabin. We all had such a good time that we have reservations to go back there again the middle of September when their daughter, Myra, has a week's vacation coming up. No, I don't think we will be able to get away at all during August as the garden will be keeping us too busy.

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## PARTY LINE

Continued from page 9

Now that he has to get up at 4:00 a.m. in order to put KMA on the air by 5:00 a.m., Mike has decided he is too sleepy to shave that early in the morning, so he shaves the night before. And in order to get enough sleep, he has to take a nap in the afternoon! But Mike is getting used to the change now, even though he is like a fire horse whenever he hears a bell ring... he jumps out of bed ready to go into action.

Just such an incident happened recently when his wife, who is a nurse employed at a local Nursing Home, received a call at midnight. After returning to bed, Mrs. Hoyer noticed Mike get up and start to dress. When she asked him what he was going to do, he said, "Go to work!" He had mistaken the telephone ring for the alarm clock, and was getting up, despite the fact he had been in bed only a couple of hours. I am sure all of Mike's listeners are glad to know he still has his Saturday Night show on the air, and continues to bring you KMA BANDSTAND COUNTRY STYLE every Saturday from 7 p.m. until midnight.

KMA Announcer Dick Jeffries was really "up in the air" over a recent assignment in Omaha. Dick obtained an interview which was a first on KMA. The interview was literally "up in the air," with Joe G. Hajack, pilot of Goodyear's newest blimp, the Columbia, on July 11th. The Columbia visited Omaha, during the airship's six-month goodwill tour of the United States, visiting over 40 cities and towns. There are only two blimps in the United States, and this is the first time a blimp had visited the Midwest in 17 years. Because of this, KMA felt it would be of interest to our listeners, to hear an interview and learn about this famed Goodyear blimp, that cost half a million dollars to build. The gondola seats only 7 people, and Dick had the privilege of flying over Sioux City in the mammoth ship which is 160 feet long, five stories tall, and flies at a speed of 35 miles an hour. The interview was carried on "KMA GOES VISITING," broadcast at 7:30 on Saturday mornings. Dick was especially thrilled with this assignment as this is only the second time he had ever seen a blimp, the other time being when he was only 4 years old in Cleveland, Ohio.

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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.



Kenn Horrigan of Des Moines joined the KMA staff July 6 as regional salesman. Kenn has been an account executive in the radio sales field for six years with station KSO of Des Moines. Previous to his years in radio, Kenn was with the regional office of the Ford Motor Company in Des Moines. Horrigan is a native Iowan. He graduated from North High in Des Moines, attended

the American University in Washington, D. C., and Drake University in Des Moines. He served in the Coast Guard in both the Atlantic and Pacific areas. Horrigan is a member of the Elks, Masons, and the Ad Club of Des Moines. Kenn and wife Leah have two sons, Darwin, 16, and Dennis, 12. The family will move to Shenandoah as soon as suitable housing is located.