

The

KMA GUIDE

February, 1966



COVER PICTURE

The KMA Guide

"And The Walls Came Tumbling Down" might be an appropriate title for our February Guide cover picture. The huge crane was caught in action by the camera as it tore at a large wall of the old Mayfair Auditorium. Edward May is seen pointing to the leaning wall which crashed to the ground a split second later. Ed was posed dangerously close for this shot and, as a matter of fact, got out of the way just in time. Soon we hope to have an architects drawing of the modern office building with auditorium which will replace the old building. Look for it in an early issue of the Guide.

Vol. 13

No. 1

FEBRUARY, 1966

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Duane Modrow, editor; Billie McNeilly, featured editor; Nadine Kelsey, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

Dick Mullison Flies for KMA, May Seed



DICK MULLISON — New KMA pilot will fly company Twin Bonanza on business and news flights. Dick is pictured at large wall map of U. S. at Shenandoah Municipal Airport. His first assignments are in the area of getting completely familiar with the plane and its equipment. It's comforting to know that Dick has logged a lot of flight hours and is very competent behind the controls of nearly any plane.

A brand new member of the KMA-May Seed company family is Dick Mullison who was appointed company pilot in January.

Dick's duties will be to fly company executives in the firm's Twin-Bonanza aircraft which is hangared at the Shenandoah Municipal Airport.

A commercial pilot with ten years of experience, for the past five years Dick

served as a multi-engine commercial pilot with charter flight services in the Omaha area.

Dick has been flying since his high school days and learned his craft at the Shenandoah Airport. He operated his own aerial service out of Shenandoah five years ago and has flown all types of commercial aircraft.

Both Dick and his wife are no strangers to this area. Dick's parents are Mr. and Mrs. Elbert Lynn, who live just outside Shenandoah. Wife Ardene's parents are Mr. and Mrs. Don Armstrong who reside at Coin.

Dick and Ardene are the parents of five children—Jodie, sixteen, a high school sophomore; Amy, thirteen; Don, nine; Bob, seven, and Jane who is just three and a half years old. Dick expects to move his family here from Omaha as soon as suitable housing can be found.

Dick will fly the sleek, powerful KMA and May Seed Company Twin Bonanza wherever urgent business calls for fast travel at a moment's notice. Although most of the flights are relatively short when compared to modern day jet travel, the plane is capable of going 1,000 miles non-stop with a full load. The plane is versatile. It carries five passengers plus pilot and luggage. It has good range as mentioned above, cruises over 200 m.p.h., and can let down and take off on relatively short runways.

In addition the plane carries a full complement of radio gear including blind landing equipment. The plane is an indispensable time-saver which helps KMA bring faster news coverage and service to the KMA listening audience. Dick will be a pretty busy fellow shuttling company personnel to all points of the compass.



A Chat With Edward May

THE WALLS CAME TUMBLING DOWN

Monday, January 10, 1966, the Leonard Nelson Construction Company, of Red Oak, Iowa, arrived in Shenandoah to commence the demolition of the Mayfair Auditorium. The stately building had served its purpose well, and if a building has such a thing as pride, certainly the Mayfair stood there the morning of January 10 as proud and majestic as any building could. However, time had caught up with it, and like most inanimate objects, once the draglines and bulldozers commenced their job of wrecking, the Mayfair soon capitulated to man and his machines.

However, before the machines commenced their destruction of the exterior many items were removed from the interior. I am positive many of these items will be put to excellent use; for example, most of the downstairs seats were removed by three different church groups, two in Shenandoah and one in Clarinda. Needless to say, these will be put to useful purposes for many years.

After the seats had been removed, as well as much of the glass, light fixtures, doors, counters, and a few other odds and ends, the wrecking crew started its work

in earnest. First they removed most of the roof which required a matter of two days. After the roof was torn away the dragline started to work. In less than a day, the entire west wall was pulled down exposing the auditorium to the elements. Once the wall was down the bulldozer moved in and loaded the splintered remains of the wall into dump trucks who quickly hauled the material away to be burned. Within two or three days the once stately Mayfair appeared as if it had been the target of a bombing raid and it looked as if one of the missiles had scored a direct hit. The picture on this page drastically shows you the skeleton of the Mayfair and how it looked at this particular point in the demolition. Persistently and methodically the dragline and the bulldozer continued to claw away at the Mayfair until within two weeks' time it was completely done away with.

During the short time it took to destroy the building, there was almost a constant stream of people driving by observing the operation. Many of these individuals stopped and, almost without exception, recalled many enjoyable times spent at the May-

fair Auditorium. These experiences ranged all the way from seeing their first talking movie in the late 1920s to seeing the never to be forgotten "Country School" with such talented, remarkable entertainers as Toby and Lindy Stewart, Geraldine, Henry and Georgie Spickelmier, Lem Hawkins, and many more that should be named but space does not permit. I honestly believe some of the spectators that watched the walls come tumbling down hopefully expected to hear the voices of some of those former entertainers who performed so well from the stage of the Mayfair.

However, we can't live in the past. As stated previously, the auditorium served its
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February, 1966

Frank Comments

By FRANK FIELD

Last month I told you we planned to have Christmas dinner with our son, John Field and family at Hamburg, providing their new house was finished. Well, the built-ins for the kitchen came on Thursday morning, just two days before Christmas; the carpenters worked practically day and night and had everything in place and hooked up in time for Maxine, John's wife, to prepare dinner for the entire Field tribe, with the exception of Peg, our daughter in Fort Worth. She couldn't make it home but she did call that afternoon and we all got to talk to her.

John's new house is quite different from the style most of us are accustomed to, and architects and builders from far and near have been coming to see it. I think it is called a modified A-frame house and on the west side the roof comes clear to the ground, as you can see in the right hand picture which shows the west and north sides. The picture on the left shows the east and south sides. The house is situated on top of the bluff at the west edge of Hamburg and on a clear day, they can look into three states.

As you can see, what would normally be the basement, is actually the first floor on the east and south, with a picture window and big patio on the south end. This floor, in addition to the recreation room and utility room, also

contains the master bedroom. Then, the upstairs, which is the first floor if you come in from the west, contains the family room, kitchen, dining room and two bedrooms.

Look quite closely at the right hand picture, showing the west side of the house, and you can see John's pride and joy — his greenhouse. As you can see, it is glassed on three sides and the other side is open to the dining room. He already has it filled with house plants and vines of various kinds and he insists that somewhere he is going to find room to start his tomato plants a little later.

John has nearly two acres of ground and got a good stand of grass on most of it last fall and now is impatiently waiting for spring to come so he can get the part around the house seeded down. The trees you can see in the pictures were already there and are mostly native Cottonwoods.

I too, have begun to think about starting tomatoes and peppers for our own garden but there is plenty of time yet and it will be about March 1 before the first seeds are planted. I envy John his greenhouse but the last couple of years I have been getting along very nicely growing them under fluorescent lights in the basement. In the



meantime, that space is being occupied mostly by blooming Gloxinia plants which seem to do better under the lights than they do in the windows with natural light.

In the garden this year, we will, of course, depend mostly on Sun-Up, Surprise, Tomboy and Roma Tomatoes, along with Mandarin, the new golden yellow tomato; in addition, I will be trying out two or three new numbers from the University of Missouri, Columbia, who as you know, gave us first Surprise, then Tomboy and last year, Sun-Up, all of which

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The KMA Guide



with
*Jack
Gowing*



We are in middle of winter at the time I am writing this and to date it has been one of the most unusual winters that I can remember. I'm guessing that we will have some real winter though before it is over.

I always enjoy the weather at the National Western Stock Show at Denver. It may be cold but never seems quite as cold as the same temperature here. Two different days, most people were wearing sweaters or light jackets. This is the kind of climate that a chamber of commerce can really talk about.

This month our picture is around the Outstanding Young Farmer Award winner here at the Shenandoah Jaycee Farmer-Business banquet. Jim Ross was chairman of the banquet committee and so was a busy man pulling all of the loose ends together.

Don Teachout was the winner of the Outstanding Young Farmer award. Don, his wife and 3 children live northwest of Shenandoah. Don farms 858 acres and also has a large livestock operation. They are best known for the famous Teachout Turkeys.

Don has been active in civic affairs. He was State President of the Iowa Boy's 4-H Clubs, a member of the county extension

council and active in church affairs.

Many of you may not know, but the Outstanding Young Farmer Award program, now conducted by the National Junior Chamber of Commerce, originated here in Shenandoah about eighteen years ago. Dale Spears, who farms south of Shenandoah, was state Vice President at the time and urged the Iowa Jaycees to pick up the program. It was sometime later that it became a nationwide award.

This is the time of the year that many livestock groups will be holding their annual meetings and since livestock prices are up I predict that attendance at these meetings will be down. I believe that now is when all livestock feeders should attend all of these events and be more concerned about prices. The big questions are: When will prices go down, how much will they go down or will they go up and if they do, how much will they go up. Nobody knows exactly what will happen but many of the people who will be on the programs will be giving you information that you can use to help you better understand the problems of the industry. Much of the information will be quite valuable in some of your planning. So I would urge you to take the time during these winter days to gather all of the information that you can, in order to plan your production and feeding programs for the coming year.

I believe that some people will get up too much courage as far as livestock prices are concerned and we will see prices go down because of two things. Each of these have the same effect on total production, many feeders will feed to heavier weights to take advantage of the price while those that have cut down the number of hogs or cattle will increase their numbers and so the two factors put together can cause a rapid and drastic change in the market by adding to the total pounds produced.



Gene Francis, St. Joseph Livestock reporter, main speaker; Don Teachout, Outstanding Young Farmer; and Chairman Jim Ross.

Familiar Face

A familiar voice on the KMA airwaves for many long years, Merl Douglas is back in harness at the old stand . . . 960 on your radio dial. Merl is helping out as staff announcer wherever needed. His regular shift is weekday mornings from 5:00 to 7:30, Saturday mornings till noon, and all Sunday afternoons.



New Hobby

Staff announcer Ron Shoeman has always had a hankerin' to tinker with electronic devices. Recently Ron has been getting the bug to become a ham radio operator and has purchased a fine short wave receiver to see what it's all about. Ron listens to his short wave with a pair of headphones so wife Mary won't be bugged by all the dits and dahs, screeches and howls. Maybe hard on the ear drums, but a wonderful hobby.



Slipped Sled

Farm Broadcaster Jim Ross is pictured with an old cutter salvaged from his folks' hayloft. The old sled has deteriorated considerably, but Jim is planning to completely restore it to its original condition. Jim is pointing to a spot on the curved front which he plans to recondition with fiberglass. The old cutters are beautiful sleighs and Jim is looking forward to hitching their horse Junior up for a ride in our winter wonderland.



AN ENTERTAINMENT GIANT FALLS

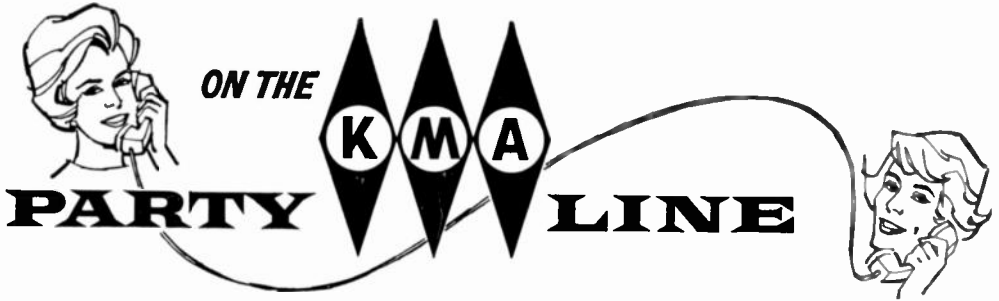
GOING—As the crane began its work, walls of the Mayfair Auditorium began to buckle and crumble. In the early scene at right, the building leans perilously. In foreground is the sign which hung over the entrance reading “Mayfair — Home Of Radio KMA.”



GOING—Viewed from another angle as demolishing work progressed, the auditorium, left, looks as if a giant had taken a huge bite out of its upper story. Bare girders are silhouetted against the sky.

GONE — Reminiscent of a war-torn village, the desolate shell of the auditorium seen at right appears to have received a direct hit by a bomb. At this point, it's hard to visualize the modern building that will take its place.





ON THE

KMA

PARTY LINE

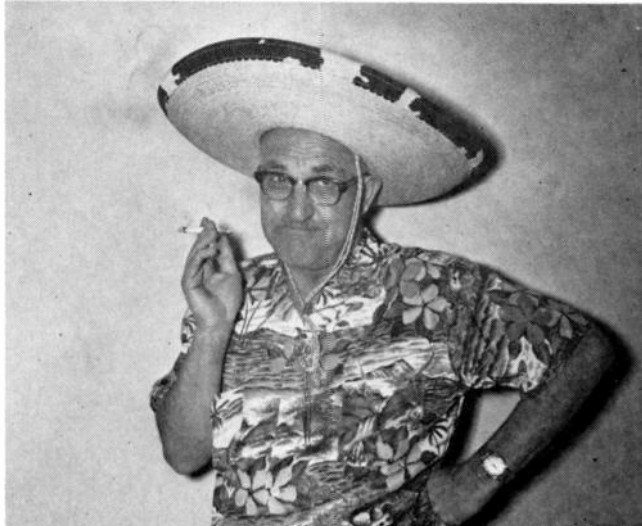
by **Billie McNelly**

Station manager **NORM WILLIAMS** has a new job—one that gets him up at 5:30 every Sunday morning. His "boss" is son, John, twelve, who has acquired a new paper route. Sunday papers are heavy and winter days cold so Dad rises gallantly to the occasion by acting as chauffeur. Can it be that Norm is hero enough to refrain from mentioning the "good old days" when he was a boy and delivered his papers with only the help of a wagon or sled?

KMA's NADINE KELSEY is wondering just how many shopping trips it will take to replenish husband Bob's wardrobe. On a recent trip to Omaha, Bob's car was broken into and most of its contents stolen. Said contents included a new suitcase, a new suit, new shirts, miscellaneous articles of clothing and an expensive slide rule. Nadine's word to Bob was "Chin up, carry

on—and in the future lock ALL valuables in the trunk. It's harder to break into."

There's been an epidemic at the **CURTIS CHARTER** home. Curt, who joined the staff of **KMA** as account executive last May, reported that not only his three children had chickenpox, but that his wife, as well, had contracted the disease. All of them were light cases, however. Now Curt's co-workers are watching closely for his spots to appear. He doesn't seem to remember whether he did or did not have the disease as a child. The little gals, who will probably be well over this by the time Party Line goes to press, are Wendy, four; Tara, two and a half and Stephanie, ten months old. They make a charming trio and we plan to run a picture of them together with their mother, Sandy, in a future issue.



Weather hombre Frank, Mexican smokes.

We were thinking seriously of making **FRANK FIELD** a gift of a sombrero and poncho or serape. Then we just borrowed them to make a perfect picture of a Mexican "hombre". The thought was inspired when Frank strolled by the Guide editor's desk smoking a Mexican cigarette, a thick, loosely packed affair that looked like it came out of an old Western movie. Frank admitted he had a "bunch of them" in his desk and they'd been there for eight years. "Whenever I run out of cigarettes," he said, "I just pull one of these out and smoke it." Frank is down to the last pack, out of an original carton.

Seems like old times at the **DON BUR-
RICHTER** household for daughter, Carole, is home to visit for awhile. Carole, who is now Mrs. Stephen Peters, was married about a year ago. Now her husband, like many another of our fine young men, is serving his country and has been stationed at Fort Knox, Kentucky. When he is permanently located, Carole will join him. Meanwhile, she is brightening the old homestead with her presence. Don has been moved to comment on the fact that its amazing how much youngsters seem to learn once they're married—things like how much work mother and dad actually do and what it takes to keep a household running on an even keel. We couldn't agree more, and might add that it's then that they begin to remember all the things you told them that you thought they hadn't heard.

It was a mighty near miss for station engineer **RALPH LUND** when the walls of the Mayfair auditorium were tumbling. As a sidewalk inspector, Ralph was standing across the street when the big east wall crashed to the ground. One large piece of timber took off like a flying saucer and landed only a foot away. Has Ralph learned his lesson? Will he ever again watch a building being demolished? Tune in next week and find out.

DUANE MODROW, KMA Guide editor, reported back to work January 20 following major surgery to find a big surprise in store. Girls of the KMA staff went all out to greet him with get-well cards and gifts, all in the spirit of good clean fun. In the picture on this page, "Mod" is seen with his well-wishers and some of their gifts. He's holding a carton of cigarettes he received—kind of a mean trick as "Mod" is in the process of giving up the habit. Seriously, our editor came through the operation with flying colors and is back in the saddle again.

Ever hear of putting a dog on a reducing diet? It could happen according to **JACK KATZ**, KMA sales manager. Jack is the proud owner of a golden retriever, "Honey Buff", AKC registered, who has won ribbons in several field trials. "Honey Buff" hunts with Jack in the fall but hasn't seen action for several months. Result? She's getting too fat. Jack is seriously considering loaning her to a trainer. Can you picture this dog jogging around a track in sweat shirt or riding a bicycle? Skipping rope perhaps? Well, maybe we just don't know what methods "trainers" use.

That calorie contest between **WARREN NIELSON** and **BILLIE McNEILLY OAKLEY** is a touching thing. The first week of the contest Warren lost three pounds and Billie gained one. They apparently haven't come up with any outstanding figures (?) since then, or we'd have heard about them. Deadline for that contest is March 19th, Billie's birthday.

Fight BIRTH DEFECTS
Join **MARCH OF DIMES**



Duane Modrow is welcomed back by "the girls" at the office.

A Letter From Billie McNeilly

February! Isn't this a sleepy month? Seeing snow, blown tightly against the farm out-buildings and fences, bare tree limbs and smoke curling lazily from the chimneys, one feels like snuggling up by the fire and dozing off. Perhaps this is a 'mature' speculation, because the youngsters don't seem to be so lazy. We have had so little snow around Shenandoah this year, that when we do have a skiff of snow, the youngsters get fired up to hop on their sleds and make tracks. Strange as it may seem, I can remember when a good snowfall was the springboard for a lot of outdoor activity in my own life.

When the children were small I loved wrapping them up warmly and taking them for a ride on the sled . . . or even out for a little snowball fight and a lesson on making "angels in the snow". But now, I'm satisfied to savor those memories, and watch the action from the side-lines. Yes, February IS a sleepy month.

The response to the KMA Guide Sandwich Contest has been wonderful. Keep it up, girls. There's a picture of the first prize in each category on page 13. The prizes are the kind I'd like to keep for myself so I know you will enjoy them in your own kitchens. Our judges have their work cut out for them in selecting twelve winners out of the stack of fine recipe ideas we have received. Look for the winning recipes in coming issues of the Guide.

All's so quiet on the "family front" that I keep wondering what's coming? John still waits for the magic word. He knows he will be leaving Lincoln Air Base very soon, but his destination is still unknown at this writing. Makes for uneasy stomachs, to say the least.

Marcie and Ed are both busy and happy. She has been trying her hand at bread baking, and learning the joys of it, along with some of the other experiences. She and I both plan to start some needlework this month. It's a good time-filler, and restful, to boot.

Donna hasn't time for much of anything

but home duties these days. She is working with Chris to get him a little more acquainted with words, since, what we understand to have been a temporary loss of hearing, slowed him up a bit. He will not be old enough for school next fall, but the sooner you start preparing them for school, the better. Jerry needs no extra help. He is settled in kindergarten in North Platte, and loves it. They are so pleased with their three-bedroom house, and Bill enjoys his work. We plan to drive out to visit with the Coles one of these days, but I hesitate to plan too far ahead. February weather isn't the most dependable!

We are getting a little start on spring, by emptying and re-arranging our closets and storage space. That is a task that is never ending.

This is a good month to pick up a hobby and get started. Maybe you've a hankering to knit? Perhaps you adore Danish needlework? Or, it could be, you're one of these women who enjoy trying a new dress pattern and a pretty spring print fabric? Now's the time to try your hand. Just remember, when starting a hobby . . . you have the hobby . . . and don't let it have you. A hobby is no longer fun and relaxing when it becomes hard work.

One of my favorite hobbies is poetry and verse. Here's a sample you may enjoy on a bleak February day.

DEEDS (anon.)

If we sit down at the set of sun,
And count the things that we have done,
And counting find
One self-denying act, one word
That eased the heart of him who heard,
One glance most kind,
That fell like sunshine where it went,
Then we may count the day well spent.

With those thoughts . . . and a quick reminder to look over and try the recipes on the following pages, I'll call it a day for this month. See you again in March!

Affectionately,

Billie

The KMA Guide

Billie's Kitchen Tested Recipes

DUTCH TART

12 to 14 servings

Filling:

- 6 tart apples
- 2 oranges
- 1 cup sugar
- ½ cup shredded pineapple
- 1 teaspoon grated orange peel
- 1 teaspoon grated lemon peel
- Juice of 2 lemons

Pare and slice apples. Cook in small amount of water until done. Force through strainer. Peel oranges, section and add to apple pulp. Add sugar, shredded pineapple, orange and lemon peel and lemon juice. Cook again for a few minutes.

Pastry:

- 1 pound butter
- 2 cups sugar
- 6 eggs
- 5 cups sifted flour
- 2 teaspoons lemon extract
- 1 teaspoon grated lemon peel

Cream butter, add sugar gradually, and mix until light and fluffy. Beat eggs until light. Add flour to creamed butter and sugar mixture alternately with beaten eggs and continue until all have been added. Add lemon extract and grated lemon peel. Mix until smooth. Pour batter into 2 buttered 9-inch square cake pans in alternate layers with the fruit filling. Bake in moderate oven (350 degrees) 35 to 40 minutes or until done. Cut in squares and serve with whipped cream.

This is a rich, rather heavy dessert.

* * *

SALMON CASSEROLE

- 2 cups elbow macaroni
- 1 can cream of celery soup
- ½ cup mayonnaise
- ½ cup milk
- 1 can boned salmon (flaked) Use large 1 pound can
- ¼ cup shredded sharp cheddar cheese
- 1 can peas (No. 303 size) drained
- 1 T chopped onion
- ½ t. pepper

Cook macaroni in boiling salted water until tender. Drain and pour into buttered baking dish. Combine remaining ingredients and blend well. Pour over macaroni and toss lightly to mix. Bake at 350 degrees for ½ hour. Serves 4-6.

* * *

CORN CHOWDER

Cook slowly until fat begins to fry out, 4 T bacon. Add 4 T minced onion to fat and fry until onion turns yellow but not brown. Then add: 2 cups finely diced potatoes, 1 cup diced celery, 1 cup diced carrots, 1½ cups boiling water. Cook until vegetables are tender. Then add 2 cups milk, 2 cups cream style corn, 1 t. salt, ¼ t. pepper. Heat just to boil and serve.

BOILED PRUNE CAKE

- 1 cup margarine
- 2 cups sugar
- 1½ t. cinnamon
- 2 cups raisins
- 2 cups water

Bring to boil the above ingredients and let cool until you can hold your hand on the bottom of the pan. In a large bowl sift 3¼ cups flour to which you have added 2 t. soda, mix in 1 cup chopped nuts, 1 cup chopped cooked prunes and 6 maraschino cherries; mix this well and then add the liquid mixture and mix well. Batter will be very heavy. Turn into a tube pan or 2 loaf pans that have been greased and floured. Bake 1 hour in 350 degree oven. Test with finger and if not done in hour reduce heat to 300 degrees and bake few minutes longer. Dates can be used if desired. This cake freezes well.

* * *

PRUNE COOKIES

- ¾ cup pitted cooked prunes, drained
- ⅓ cup shortening
- 1 cup brown sugar, well packed
- 1 egg, beaten
- ¼ cup sour milk
- 1 teaspoon vanilla
- ½ teaspoon baking soda
- ½ teaspoon any baking powder
- Pinch of salt
- 1¾ cups flour
- 1 teaspoon cinnamon
- ⅓ cup chopped nutmeats

Chop prunes fine. Cream shortening and sugar, beat in egg, sour milk and vanilla. Stir in prunes. Sift dry ingredients together and add with the nuts. Drop from teaspoon onto greased cookie sheet and bake about 15 minutes in 350 degree oven. Cookies will be soft and puffy. Makes about 3½ dozen.

* * *

SOUR CREAM POUND CAKE

- 3 cups sugar
- 6 eggs
- ¼ t. soda
- ¼ t. mace
- 3 cups sifted cake flour
- 2 sticks butter
- ½ pint sour cream
- 1 t. extract, lemon or vanilla

Cream together sugar and butter, and stir in one egg at a time. Combine soda and sour cream and stir in. Combine mace and flour and mix alternately in batter. Add flavoring. Pour into well greased tube pan lined with wax paper. Bake at 275 degrees two hours or until done.

My Best Recipes for February

The day before a party place 1 can of sweetened condensed milk (unopened) in a pan of water. Keeping pan completely covered at all times cook for 4½ hours. This is so the milk will caramelize. Then cool completely.

Whip 1 pint of whipping cream until stiff. Add the caramelized milk and blend. Blend in 1 lb. chopped dates and 1 cup chopped walnuts. Cover bowl and place in refrigerator for 24 hours. It has to set at least overnight to get the full flavor.

To serve place on top of Angel Food cake slices and top with a Maraschino cherry. This is very rich so 2 spoonful of topping is enough for a serving.

This can be made 2 days before using and will be nice and tasty. Any left over can be frozen and used at another time.

* * *

CRACKER TORTE

- ¾ cup fine soda cracker crumbs
- 1 t. baking powder
- 3 egg whites
- ⅛ t. salt
- 1 cup sugar
- ¾ cup chopped nuts
- ½ cup heavy cream
- 1 T powdered sugar

Combine cracker crumbs and baking powder. Mix well. Add vanilla and salt to egg whites and beat until stiff. Add sugar to egg whites gradually, beating well after each addition. Fold crumbs and nuts into beaten egg whites.

Spread in buttered 9-inch pie pan and bake in a preheated 350 degree oven for 25 minutes or until a light golden brown. Cool.

Whip cream and add powdered sugar. Spread over top of torte, cover and chill for 8 hours or overnight.

About three hours before serving time, top with chocolate-sour cream frosting made by melting a 6 ounce package of semi-sweet chocolate bits, then stirring in ½ cup commercial sour cream and a few grains of salt. May be garnished with chopped nuts if desired.

* * *

GROUND BEEF CASSEROLE

Saute until transparent, 1 medium onion, diced, in 2 T butter in skillet. Crumble and add 1½ lbs. lean ground beef. Cook until all redness is gone. Shred 1 medium head cabbage or enough to make 6 cups. In buttered 2 quart casserole, place ½ of cabbage, layer of half of the beef-onion mixture, salting and peppering each layer to taste. Top with 2 slices American cheese, broken up. Repeat process. Pour over all, one 10¾ ounce can of tomato soup and half soup can of water. Do not stir. Cover and bake at 350 degrees for one hour.

HALIBUT IN CHEESE SAUCE

- 1 to 1½ lbs. sliced Halibut
- 2 T butter or oleo
- 1 T minced onion
- 2 T flour
- 1 t. salt
- Speck pepper
- 1 cup milk (add ½ more if 1½ lbs. Halibut is used)
- ½ to 1 cup diced (small) cheddar cheese (according to taste)
- 1 T minced parsley

Melt butter, or oleo, in sauce pan over low heat. Add onion and saute a minute or two, then add flour, ½ of the teaspoon of salt, pepper, stir smooth. Add milk, stirring constantly. When thickened, add cheese, stir until melted. Add parsley. Trim off skin and remove bone from a halibut. Cut into 1½ to 2 inch pieces. Arrange in shallow baking dish or pan, sprinkle with remaining ½ teaspoon salt, pour cheese sauce over halibut and bake, uncovered, in moderate oven about 40 minutes. Serves 4 to 6. If halibut is frozen bake about an hour.

* * *

BACON AND CORN FRITTERS

- 1½ cups sifted all purpose flour
- 2 t. baking powder
- 1 t. salt
- 2 eggs, well beaten
- ½ cup milk
- 2 T melted shortening
- 1 cup cooked bacon, chopped fine
- 1 cup drained corn, either cooked or canned

Sift flour, salt and baking powder into mixing bowl. Combine eggs beaten, milk and melted shortening. Add flour mixture all at once and stir until mixed. Fold in bacon and corn. Drop by teaspoons into deep hot bacon fat or lard-type shortening. Fry until golden brown, turning occasionally. Drain on paper towels. Serve hot with syrup.

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QUICK ECONOMICAL MEAT LOAF

Combine in large bowl:

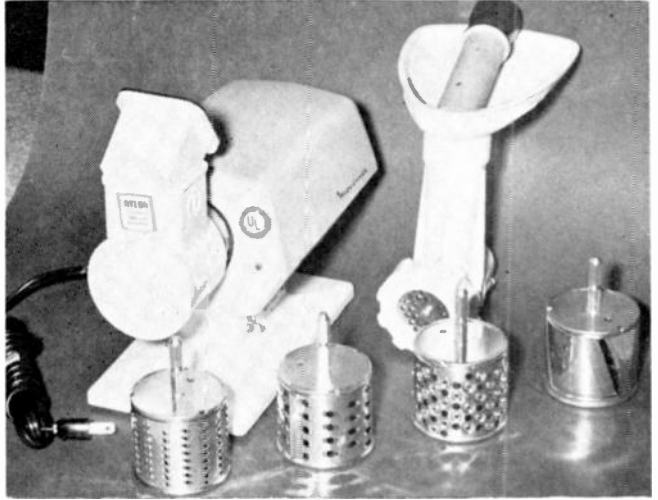
- 1½ lbs. ground beef
- ½ cup water
- ¼ t. salt
- ¼ t. pepper
- 1 package (3 ounces) potato soup mix
- ½ cup evaporated milk

Mix well, place in lightly greased 9x5x3 inch loaf pan. Cover with aluminum foil. Bake at 350 degrees for 45 minutes. Remove from oven. Spread over loaf: 1 can (3½ ounces) french fried onion rings. Then pour ½ cup catsup evenly over rings. Return to oven and bake uncovered 15 minutes longer, or until done.

SANDWICH RECIPE CONTEST

Hurry - Hurry!

The KMA Guide Sandwich Recipe Contest closes at midnight, Saturday, February 12. There are four categories of sandwiches and three prizes in each category, so you have twelve chances to win with that favorite sandwich recipe. Pictured at right is the Electric Meat Grinder and Combination Salad Maker, which is first prize in each of the four categories (four to be given). Second and third prizes are handy Spice Caddies . . . so enter now!



CONTEST RULES

Each contestant may submit one or more sandwich recipes in one or more categories listed below. Your entries must be accompanied by the entry blank below or a reasonable facsimile (more than one entry may be submitted with the entry blank). Each recipe must be on a separate sheet of paper, legibly written, and identified with the entrant's name, address, and the category in which the recipe is being entered. Each recipe must have a name or title.

KMA Guide Sandwich Recipe Entry Blank

Name _____

Address _____

Town _____ Zip No. _____

Please enter my recipe(s) in the KMA Guide Sandwich Recipe Contest.

CLIP THIS ENTRY BLANK AND ATTACH TO YOUR RECIPES

SANDWICH RECIPE CATEGORIES

1. Party Sandwiches
2. Whole Loaf Sandwiches
3. Lunch-Box or Picnic
4. Open-Face Broiler or Grill

Enter as many as you wish.

Remember--When you're sandwich-fixin', Butternut Bread makes a difference. Try the taste test and see!



PROGRAM NEWS FOR FEBRUARY 1966

Dial 960 — K M A — 5,000 Watts

MYSTERY TOWN CONTEST WINNERS SNOW KMA

By January 18, more than \$300.00 had been awarded faithful KMA listeners in the Mystery Town Contest.

There were 56 winners by that date from towns throughout the KMA listening area. Since the contest began January 3, calls from points near and far flooded the KMA switchboard each time a new clue was announced. One clue, for example, brought in 99 calls during the hour it was on. For audience excitement and participation, it has been one of the most successful games ever devised for KMA listeners.

In Iowa, winners were residents of the following towns: Bedford, Shenandoah, Griswold, Essex, Adair, Imogene, Randolph, Clarinda, Farragut, Villisca, Northboro, Elliott, Coin, Cumberland, Kellerton, Defiance, Wall Lake, Denison and Council Bluffs.

In Missouri, winners hailed from Clearmont, Skidmore, Corning, Parnell, Craig and Rock Port.

Nebraska winners were from Auburn and Bellevue and in Kansas, the town of Bern had a winner. As the contest continued through January it was expected there would be winners from many more communities.

All in all, it was great fun for KMA as well as listeners. We had the pleasure of getting to know many good folks.

PETE, ANDY COOK UP BASKETBALL COVERAGE

KMA coverage on boys and girls basketball games will swing into action February 14 when sectional play begins. On top of all the thrills will be play-by-play sportscasters Pete Howard and Andy Andersen. Pete and Andy will see KMA sports fans through all the important games from sectional to district to substate and state. You won't want to miss a minute of these fast moving evenings.

WEATHER EVERY QUARTER HOUR

You'll find it's now easier than ever to keep abreast of news developments and current weather information on KMA. While you're enjoying good programs and music throughout the day, KMA will have condensed reports of weather conditions for the entire region every 15 minutes during music programs. You'll also hear local and regional news and headlines on the hour

and half hour throughout the day and night. KMA's more frequent coverage of these important program features keeps you better informed.

FARMERS MARKET POPULAR PROGRAM

The season for Farm Sales is here and auction crowds are at record levels. KMA's new program "The Farmers Market" is off to a very successful start with listings of the big sales in the region every evening at 6:00. Farm Broadcasters Jack Gowing and Jim Ross present the program every evening, Monday through Saturday. The program is based on sales listings at farm sales and household sales, and livestock consignments at livestock arenas in the KMA region. The farm broadcasters also have farm news and farm market information as a part of this special evening farm program. Whether you're a buyer or seller, use the program. It's designed for you.

PERSONALITIES BRING SPECIALIZED PROGRAMS

Full-service radio programming on KMA offers a great advantage for KMA listeners. KMA Farm Director Jack Gowing opens the program feature day with his "RFD 960" farm news and information program each morning at 6:30. "Frank and the Weather" is a KMA-land must at 7:15 a.m. At 9:00 we go to Chicago via ABC for an hour of fun with Don McNeill and the Breakfast Club Gang. Homemaker Billie McNeilly brings a daily half-hour of delightful patter and household tips at 10:30.

Before noon you will hear Tater Quiz with Pete Howard, Community Calendar, and earliest market information. At 12:15 noon Ed May has the complete four-state weather picture, including the long-range forecasts. Ed is followed by Associate Farm Director Jim Ross with his special farm news and market information, "Midwest Farmer" program at 12:30.

In the evening Warren Nielson presents his "KMA Commentary" editorial program at 6:25 and "Markets and Weather" at 6:45 p.m. KMA music hosts Merl Douglas, Ron Shoeman, Pete Howard, Darel Bargar, and Dale Eichor keep your day moving with current "good sound" music.

All this in addition to a host of ABC News, Sports, and Commentary specialists. Four times daily your KMA Sportsman, Pete Howard, presents the regional sports news. You can enjoy complete radio service second to none every day on KMA.

A CHAT WITH EDWARD MAY

Continued from Page 3

purpose, and like most inanimate objects, once the draglines and bulldozers commenced their wrecking job, the building soon yielded to these man-made machines. In spite of sentiment, this is progress. In its place will be built a nice modern two-story building to house the offices of the May Seed & Nursery Co. I hope in next month's column to show you the artist's drawing of the building which will take the place of the Mayfair. I think you will like it.

FRANK COMMENTS

Continued from Page 4

have proven outstanding for this area.

I'll tell you next month what other vegetables we'll have. It doesn't make much difference about the radishes, lettuce and onions, as they are all good and it is just a matter of personal preference. The peas will all be Progress No. 9 with one row of Sweet Green, the edible pod pea shown at the top of page 48.

Lawrence Bredberg Wins Wayne Contest

The Wayne Feed Company recently sponsored a contest which required predicting the lowest temperature, the day, and the time of day it would arrive between midnight January 22 and midnight January 29. Lawrence Bredberg of Red Oak, Iowa came within five degrees and ten minutes of the exact time and temperature. The lowest was a minus 18 degrees at 7:40 a.m. January 29. Mr. Bredberg predicted a minus 13 degrees at 7:30 a.m. that date.

The severe cold wave which hit the whole country on that date made even the most rash guesses seem modest in comparison to the gigantic dips thermometers were taking. Mr. Bredberg won a very nice Channel Master farm intercom system for his winning entry.

Breakfast Club Makes First Tour of '66

Three or four times each year Don McNeill and the Breakfast Club Gang, heard each weekday morning at 9:00 on KMA, moves out of their Chicago base on Meet-The People Tours. Beginning February 14 the program will start a two-week, three-city tour of Florida. Five programs will be originated from St. Petersburg, two from Deltona, and three from Riviera Beach. So stay tuned for the Breakfast Club Gang from sunny Florida. Since we can't go along, maybe we can just close our eyes and imagine we're there with the gang. One consolation . . . we don't have to worry about sunburn that way!

February, 1966

KMA Goes Visiting Has Wide Coverage

Every Saturday morning at 7:30, KMA takes you for a fifteen minute visit with an interesting person. The person may be from any part of the world, but most interesting of all are their hobbies, professions, or unusual undertakings. The folks you meet with Jim Ross, host of the program, can very well be classed as exceptional individuals. They are the type of people you would like to find out more about.

Here are a few spot examples of people who have been on the "KMA Goes Visiting" program; The Frantic Franzene's, a nationally known family magic act from Illinois; Sunne Richards, biblical photographer from California; Jim Nabors (better known as Gomer Pyle on TV); Sam Spears, exchange student to Philippines; Hank Vijhuzen, Holland bulb representative; Michael Thompson, agricultural management student from England; Clayton Thomas, Illinois State Horseshoer examiner.

These are some of the far-out guests on Jim's program. There are many more right in our own KMA area such as Phil Gurney of Joslyn Memorial who spoke about the Dead Sea Scrolls when they were on exhibit in Omaha; Phillip Henn of Blanchard who flew his own plane to Alaska; Harlan Morrow, who converted his farm to a riding ranch; Carl Burk, custodian of Waubonsie State Park near Hamburg, Iowa, who told about new features and additions to the much used public facility. We could go on, but you get the idea, so make it a point to join us on "KMA Goes Visiting" every Saturday morning at 7:30 a.m.

SIX MAJOR NEWSCASTS DAILY

As quickly as news stories break, radio KMA has the story on the air. Capsule newscasts are heard throughout the day on the hour and half-hour. Bulletin news is presented on-the-spot as soon as it reaches the KMA newsroom. This up-to-the minute news service is a supplement to more thorough news coverage on six 15-minute major news periods heard each day. The news is given full coverage at 6:00, 7:00, and 8:00 every morning, at Noon, at 6:30 in the evening, and at 10:00 every night.

As we go to press we are sorry to report the passing away of Mrs. Margaret Saner, mother of managerial secretary Evelyn Saner. Mrs. Saner had been in ill health for some time, and passed away Sunday evening, January 30.

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YESTERDAY AND TODAY—are vividly portrayed in this scene which takes in both the old KMA auditorium, partially demolished, and the new KMA broadcasting studios located directly across the street. During the coming year, the scene of destruction will be replaced with a modern office building for May Seed



Company employees. The KMA staff is sure to find the view decidedly better and visitors will be happily welcomed in both buildings. In the picture above, a portion of the snow fence is seen. The fence was used to prevent debris from overflowing the street and to keep onlookers at a safe distance.