

The

KMA GUIDE

May, 1966



COVER PICTURE

J. D. Rankin, vice president of the May Broadcasting Company, is pictured on this month's Guide cover admiring the "Boss of the Year" plaque just presented him by Bill Bangs of the May Seed Company in behalf of the Shenandoah Jaycees. The honor was bestowed J.D. at the annual Bosses Night Banquet. The most highly esteemed boss of the year is selected by a panel of judges from nomination letters submitted by Jaycee members. The individual who has done the most for the organization and shown the most cooperation is given this outstanding yearly honor.

The KMA Guide

Vol. 13

No. 4

MAY, 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.

Radio Units to Man Tornado Watches



Listeners in the immediate KMA listening area should be a little more at peace of mind as a result of the meeting pictured above. The meeting was held April 4th at the Shenandoah Library to discuss the feasibility of developing a Citizen Band Operators' Tornado Watch. KMA News Director Duane Johnson is at the lecturn speaking before the membership of the Tornado Valley Citizens Band Radio Club. Johnson gave a rundown of what KMA would like to have the group do. The wheels were set in motion to organize a network of mobile radios in cars and fixed stations in homes to go on alert when tornado watch conditions are forecast by the weather bureau. They will relay any tornado sightings to Sector Control Stations, who in turn will relay the informa-

tion to control centers in Shenandoah and on to KMA for immediate broadcast.

Judd Nordyke of Villisca, Iowa is president of the organization and has been very busy setting up the network of stations. At this time the network has already been tested with a practice alert. Difficult messages were released at prescheduled times from different points in the area to see how long it took to relay them to Shenandoah and back to the president. The traffic moved very quickly and accurately. The test was very successful.

As the organization develops, other Citizen Band groups are expected to relay information from areas further out into this area. The result should be a very wide coverage when Tornado Watch conditions exist.



A Chat With Edward May

I am sure you have heard the saying, "Busy as a one-armed paperhanger with the hives." This expression adequately describes the activities connected with the movement of trees, seeds, and other items associated with the May Seed & Nursery Co. during the spring months. I thought you might enjoy seeing a picture taken at our nursery assembly yard and hearing about how these things are distributed to our 41 retail seed and nursery stores.

Experience has taught us that we need a central assembly point where we can accumulate the products for loading trucks which, during the spring season, literally shuttle back and forth from Shenandoah to the outlying points where our stores are located in Iowa, Nebraska and Missouri. The picture shows me standing beside one of our trucks which is about to be loaded before departing for its destination. Sometimes a truck will have a full load for one store, but more than likely it will have a combination load for two or three stores. By combination, I mean nursery stock, garden seed, flower seed, hybrid corn, farm seed, and miscellaneous merchandise, such as rakes, hoes, shovels, flower pots, etc. Each load must be made up in advance to ascertain the products for each store, plus the total weight to make certain no trucks are overloaded. This is the job of the Shipping Department. Once the loads are allocated the truck driver will drive to the loading center where his truck will be

loaded. When this is done, the driver will be on his way.

The season is short at the most, and it is a tremendous job to see that all stores are kept supplied with the items they need. To do this, we maintain a fleet of our own trucks. We have 9 semi-trailers plus several smaller vehicles, such as pickups, panel jobs, etc. Even these are insufficient to allow us to keep up with the demand during the peak of the season, so we use many outside trucks, that is, trucks owned by private carriers who haul for us when needed. We will use at least 15 outside truckers. If you add these to our own fleet you can readily see we use approximately 25 large trucks to supply our stores. It is a big job, and the men in the trucking department and shipping department work long and hard and do an excellent job.

Incidentally, the buildings shown on either side of the nursery assembly yard are large warehouses for the storage of hybrid corn and farm seeds. Each building is about a half a block long and will hold several thousand bushels of seed.

I believe Guide Editor Modrow is keeping you up-to-date on the progress of the new May Seed & Nursery Co. office building. Just in case he doesn't have everything covered, the footings are poured, and work is progressing according to schedule. The schedule calls for the building to be occupied by Christmas, and as previously mentioned, we are on schedule.



Frank Comments

By FRANK FIELD

As most of you know, KMA has been an official U. S. Government Weather Observation and Reporting Station for more than 30 years, however, like most small town weather observers, we reported only temperatures and precipitation.

Also recently the Earl May Seed & Nursery Company has taken over most of our old park and show garden for a modern retail garden center, has torn down the old auditorium and built a new radio station across the street. When the men from the Weather Bureau were here a few weeks ago, to see about expanding our weather observation facilities to include such items as soil temperatures at 6 or 8 different depths and measuring the actual amount of water evaporation from soil, they simply threw up their hands and said it was out of the question and that the weather station would have to be moved out into the open well away from buildings, trees and the like. The answer was fairly simple — just build a new weather station at the Trial Grounds on the south edge of town, where there was plenty of room to put in all the necessary equipment, under conditions that would be very nearly like those on the average Iowa farm.

The picture on this page shows the new Weather Observatory as it looked about April 15. It is located on the second terrace in the Trial Grounds, about $\frac{1}{4}$ mile south of the highway. The picture is taken looking northwest down across the flat part

of the Trial Garden where we have all the vegetable and flower trials in the summer. Since this picture was taken, the wire fencing has been installed on the frame work so it isn't quite so bare looking. At the extreme right side of the picture, you can see the official rain gauge and that wooden cage in the background contains four different thermometers — one to register the minimum temperature; one the maximum; one to show the air temperature as it is at the moment and the fourth is for the soil temperatures which are obtained from instruments buried in the soil in that square which I am looking at on the left hand side of the picture. Each of those stakes represents the working end of a thermometer buried in the ground at the following depths: 1 inch, $2\frac{1}{4}$ inches, 4 inches, 8 inches, 20 inches and 40 inches. These work electrically and each terminates on a dial in that wooden cage. These readings are taken at 8 A.M., noon and at 5 P.M. and recorded on a sheet which is sent in to the Home Office of the Weather Bureau.

The layout which Ed May is looking at, is rather complicated and shows the actual amount of evaporation from a tank of water. Included are thermometers which show the maximum and the minimum and present temperature of the water which has a big part to play in the actual amount of evaporation. Right in front of Ed is an anemometer which records the amount of air in the form of wind which passes over the tank of water each day.

I am writing this column on April 21, just after we had a hard killing freeze which I am afraid, has just about ruined our fruit crop for this year and which will probably force me to replant part of the garden — it is too early to tell yet. How did you make out?





with
*Jack
Gowling*

By the time that you read this, there will be a good many acres of corn planted, but there will be many, many acres yet to plant, so I want to remind you that this is the time of the year that farm accidents increase. Farmers are always in a hurry this time of the year and with the long hours that most operators will be spending on machinery, each one will be more susceptible to accidents. So, take that milk or coffee break about mid-morning and mid-afternoon, the Safety Specialists tell us it is one of the best ways to prevent accidents.

These are confusing times, we have a Secretary of Agriculture telling the American people that food prices are too high. I wonder if he is trying to tell the farmer that he will have to take lower prices so that the rest of the economy can continue to enjoy prosperity. Even though he may be small in numbers, the farmer is still large as a customer for the rest of the economy. Lower farm prices mean only

one thing and that is that the farmer will have less purchasing power. He will not be as good a customer for the products of industry if he has to accept lower prices for his production.

The picture this month shows Randy and me working on the rock pile. The wall that is in the background, was what used to be old sidewalk around the old house. I used a hammer and chisel to mark the sections of the sidewalk into the desired size of pieces, then I took a sledge and broke the sidewalk into the long slabs you see in the wall. It was a lot of work, but we were able to utilize the old walk. Each of those slabs weigh in the neighborhood of 100 pounds. I used the tractor to put them up in place.

We don't have all of our shrubs planted yet. The little shrubs on the bank by the steps are a low growing shrub that is used to cover steep banks. It is called Juniper (Procumbens). It will spread about three feet each way and will get about six inches high. We plan to put some spreaders across the front of the house and probably two or three in front of the basement window in the picture.

We have a lot of work to do yet on the main part of the yard. I haven't got all of the foundation of the old house cleaned up yet. When I get this done we will have to haul in some fill dirt to level up the yard. Then we will be ready to seed the lawn. We have already seeded the area where you see the straw in the picture.

Pauline plans to plant roses in front of the lower wall.



Jack and son Randy put finishing touches on stone terrace, landscaping new home.

Visiting

Pictured with Jim Ross is Kenneth Jernigan, director of the Iowa Commission for the Blind. Mr. Jernigan was one of the many interesting interviews Jim brings you every Saturday morning at 7:30 on KMA Goes Visiting. Mr. Jernigan has played a great part in bringing Iowa to a leading position in work for the Blind.



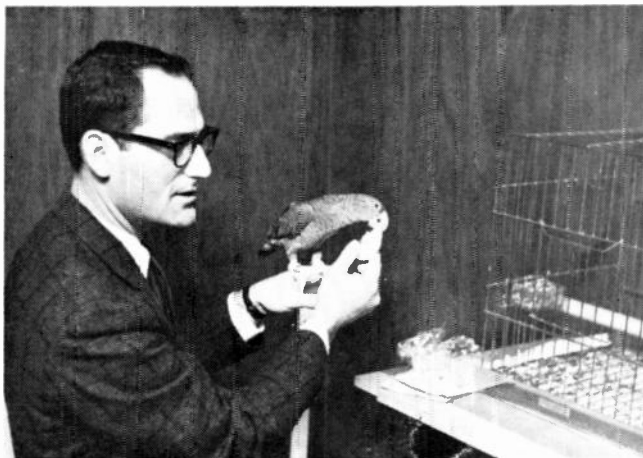
Music

Lila Belle Brooks, coordinator of Civic Music membership in Shenandoah goes over plans of the group with Billie McNeilly. Mrs. Brooks was a guest on Billie's 10:30 a.m. homemaker program, where they discussed the purpose and objectives for the coming year. Civic Music programs have been enthusiastically received in Shenandoah.



Warren Nielson, left, breaks in a group of announcers. The men are agents for the Grinnell Mutual Insurance Group who dropped in for a session of recording com-

mercials for their firm. L-R: Glen Adams, Sidney; Keith Strong, Logan; Carl Bleden, Stuart; John Rupp, Charlton; and C. L. Butler, Atlantic.



An Apple From The Teacher

Sales manager Jack Katz is pictured indulging his pet parrot with a piece of apple while trying to add a few words to the parrot's vocabulary. The parrot has found a happy roost in Bill Overbey's office in the main building of the May Seed Company.



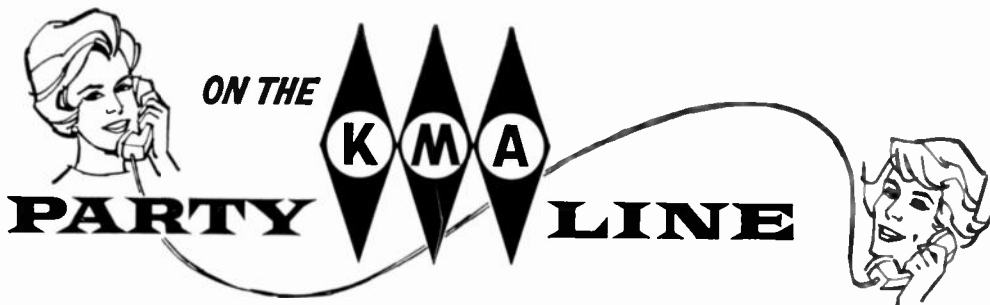
Linda Manning With New Release

Linda Manning, one of the featured entertainers at the KMA 40th Anniversary Celebration last fall, dropped in recently to personally present her latest release to KMA music host Dale Eichor. "Buy Me Something Pretty, Joey" is the title of her new record . . . a good one.



And Then There Were Five

With the arrival of Kristen Lee Modrow, our Guide Editor Duane Modrow is surrounded with five lovely daughters. Duane is a little puzzled, to say the least, over how you arrive at the odds of getting a boy. In any event he's very happy with the new daughter, particularly in light of the fact that the Modrows have boxes and closets full of hand-me-downs. He jokingly remarked they were considering naming the new baby "Second-Hand Rose". Josie, 14, the eldest daughter is pictured holding Kristen. Standing left to right are Marcia, 5; Julie, 8; and Teresa, 9.



ON THE
KMA
PARTY LINE

by Billie McNelly

The KMA Sportsman, **PETE HOWARD**, recently accomplished something of his own in the sports field. Pete, participating in one of his favorite pastimes, 'pasture pool', (better known as Golf), at the local Country Club, broke par for the first time in his life. He shot 33 on the par 35 layout, which included 4 birdies, 2 bogeys and 3 pars. (Whatever all that means!) Pete tells me it was one of those glorious days every golfer looks forward to. Maybe he should have been invited to the Master's Golf Tournament to give Jack Nicklaus some competition.

This bright-eyed little man is the ray of busy sunshine that brightens the lives of **ESTHER** and **DON BURRICHTER** . . . among other people. He is **MARK MYERS**,



Mark Myers packs a big smile.

one-year old son of **CONNIE** and **JIM MYERS**, and Don's first grandson. Getting him to sit in his little chair long enough, and quietly enough, for a picture was no small task, for Mark feels he has many duties, and intends to see to them all. Just one more reason why KMA's Chief Engineer and his good wife wear those happy smiles.

JIM ROSS, KMA Associate Farm Director, has to bow down to the "veep" at home these days. His beautiful wife, **BARBARA** was recently elected Vice President of La-Fem-Jamae a social sorority. Now Jim can practice his baby-sitting side-line on small **JAMIE MARIE** and **TERRY**, while mama presides.

I never saw so much carrying on over one cup of coffee! **WARREN NIELSON** popped into our "furnace room coffee bar", (a necessity, since the fountain disappeared with the old Mayfair), expecting to change a \$5.00 bill for a cup of coffee. The staff questioned the source of all that money, in the first place. In the second place, no one could change a five. Warren finally snuck out to his car and swiped coffee money from his parking meter collection of pennies . . . came back in . . . and found the coffee pot was empty.

JIM ROSS, along with a lot of other interested people, has started working on plans for the second annual rodeo, sponsored by the Nishna Valley Saddle Club. Their first rodeo, last summer, was a big success. Jim reports they are now using the new riding trails at nearby Waubonsie State Park, and find them good riding. To the Jim Ross's, riding is a family affair, and a good one.

MARCIA MODROW, pre-school age daughter of our Guide Editor is either ambidextrous or hasn't made up her mind whether she is left handed or right handed. The "leaning" is decidedly left-handed after a recent experience with a new pencil sharpener the family had just purchased. Before the sharpener had been mounted on the wall, the youngsters were gathering up all the pencils around the house and sharpening them by holding the sharpener on the kitchen table. Marcia wanted to sharpen some, but just couldn't seem to get things working right until an older sister detected that she was awkwardly trying to sharpen pencils left-handed. Upon being shown how it should be done, Marcia quipped, "Oh, you do it backwards!"

With an invitation to eat Easter Sunday dinner at home, KMA Homemaker, **BILLIE OAKLEY** extended an invitation to attend Church, also, to daughter **MARCIE** and husband **EDDIE**. Both invitations were accepted, and the Andersons arrived Saturday evening before Easter. Sunday morning's activities were punctuated by a wailing "Oh no!" from the guest room. Marcie had forgotten the skirt to her suit! She was pretty happy when **REG** opened the closet door and let her choose a suit to wear, from his size 12 samples. Not every girl can have a choice like that. Of course, that closet full of size 12's is pretty frustrating to Reg's poor size (?) wife, Billie.

KMA engineer, **NORM KLING** and family are enjoying a visit with their son, **BENNY**, home on leave from Ft. Benning, Ga. Benny decided to fly home this time and have more time with the family. Using the old serviceman's method of the "hop" system, he left Ft. Benning, to be put off at Columbus, back on the plane, to have another thrilling lay-over at Atlanta . . . then on to New Orleans . . . to Houston . . . then to Memphis. From there, he journeyed to Springfield, Missouri . . . to St. Joseph, Missouri . . . and finally into Omaha, Nebraska

a good 16½ hours after departure. Benny says there has to be a quicker way and he plans to find it before returning to Ft. Benning.

Guide Editor **DUANE MODROW** has dusted off the old college Spanish books for some intensive "brushing up" after what might have been a very enjoyable ham radio contact with an amigo in Buenos Aires. Duane no habla espanol muy bien and his South American friend didn't speak English very well either. Result; not much of a contact. Chief Engineer **DON BURRICHTER** has been planning the same thing, so it looks like Duane and Don may start torturing each other in "pidgin Spanish" any day. Spare us!

Speaking of side-lines. KMA Managerial Secretary, **EVALYN SANER** was called to "arms" recently, when her brother, **LOU**, had a fire in his garage at Imogene, Ia. Evalyn joined other family members in cleaning up after the fire, and setting things to rights again, so Lou could get back in business. Now, this same brother, (with an eye to good low-priced help), has purchased a lot with a house to be torn down. Evalyn, equipped with crow-bar and hammer, has joined the forces to tear down the house. Atta girl, Evalyn! Too bad they didn't know of her talents when they dismantled the old Mayfair.



Norm Kling and paratrooper son, **Benny**, reminisce trapshoot and hunting days. Benny is home on leave from Ft. Benning, Ga.

A Letter From Billie McNeilly

As I sat me down to write this letter to you this month, my first impulse was to write, "Throw open the windows and let the May sunshine in". I had a better thought after listening to our good KMA news men reporting those storms throughout the Dakotas, Montana, and other neighboring states. By the time the May issue of the Guide reaches you, the snows may be gone, but I fear the memory will linger on for a spell. So, I shall say, simply, "enter, May, and behave yourself"! Guess you can't trust any of 'em, can you? We had such a mild winter in our part of Iowa, then came spring, and all the weather we'd been missing came with it.

Our picture this month is just a reminder that we now have a full hour of "Woman's World" each morning, and during the program we talk on the telephone with the listeners. The lovely little gal on the left is Lucille Lawson, our switchboard operator. We all "love Lucy", and you will too, when you find how expertly she handles your calls. You see, Lucy's will be the first voice you'll hear when you call me during the program. She will ring my phone in the studio, and we will visit together on the air. Just you and I. An exchange of ideas, whether or not we all agree, is always refreshing, isn't it? So pick up your phone and Lucy and I will be here to answer you.

School will soon be out for the summer, and I know this will change things for

many of you. If you have very young children, they will become involved in summer Bible School, music lessons, swimming classes, and scads of other activities. And, if your youngsters are average, they will, in turn, involve you. May you enjoy those hours with them. They're so fleeting! Years ago I'd have scoffed a bit at that statement, but age has seasoned me a little, I hope.

Part of that "seasoning" is the realization that John's departure time is upon us, and we will be saying goodbye to him for two years. He will travel to Denver, stopping off at North Platte to visit the Cole's. Then will fly from Denver to Portland, Oregon, where he will be met by his Uncle Bob, my youngest brother. After a brief stay with them, he will head on down the coast to Grandma and Grandad Cisney's, and to visit with his Uncle Rich and family . . . then on to California. From then on his big date is with Uncle Sam, and the Air Force. We really don't expect to know much more about him and his activities by the time the next Guide is published. We do know, he's heading for a very exciting experience, and facing into the future with a lot of anticipation.

Another item of interest in our household, and a bit of a surprise to most of you, I imagine. Marcie and Eddie are moving to the west coast, and by the time the Guide reaches you, I expect, she will be up to her elbows in packing. They decided on this some time ago, and the time seems ripe for

them, so we are doing as many parents in our position. Cheering them on, with a prayer in our hearts for them, and a little hint of a tear, because we know how much we will miss them. But, how many times have I said, "it is so important for young people to stand on their own two feet."?

My parents were wonderful about urging me to take off on my own, and go places, when I was young. It seems only right to do the same for my own. Even if it does mean sending part of your heart along with them. We are going to be pretty lonely for a few week-ends, until we get used to having them gone, as well as John.

With loving thoughts for all of you.

Billie

The KMA Guide



Lucy Lawson and Billie discuss plans for Billie's new "talk-back-to-Billie" telephone portion of "A Woman's World" (11:00 to 11:30 a.m. daily).

Billie's Kitchen Tested Recipes

I promised dessert recipes to round out those spring party menus. Here you are —

FRESH RHUBARB PIE

- 1 recipe Pastry for Double-Crust Pie
- 1½ to 2 cups sugar
- ½ cup all purpose flour
- 5 cups rhubarb, cut into ½-inch pieces
- 2 tablespoons butter
- Milk
- Sugar

Combine in mixing bowl sugar, flour and rhubarb; mix well. Pour into 9-inch pastry-lined pan. Dot with butter. Roll out remaining dough. Cut slits for escape of steam. Moisten rim of bottom crust. Place top crust over filling. Fold edge under bottom crust, pressing to seal. Flute edge to make high standing rim. Brush with milk and sprinkle with sugar. Bake at 450 degrees for 10 minutes, then at 350 degrees for 45 to 50 minutes, until golden brown and rhubarb is tender.

* * *

LEMON-FILLED WHITE ANGEL FOOD CAKE

- 1 10-inch Angel Food Cake
- ½ cup sugar
- 1½ tablespoons cornstarch
- ¾ cup water
- 3 egg yolks, slightly beaten
- 2 tablespoons butter
- 2 tablespoons lemon juice
- 1 tablespoon grated lemon rind
- ¼ teaspoon salt
- 1 pkg. fluffy white frosting mix
- Flaked coconut to garnish

Cut Angel Food Cake crosswise into 3 layers.

Combine sugar and cornstarch in saucepan. Gradually add water. Cook over medium heat, stirring constantly, until mixture boils and is thick and clear. Blend a little hot mixture into egg yolks; add to hot mixture in saucepan. Cook over medium heat about 2 minutes, stirring constantly. Remove from heat. Add butter, lemon juice, lemon rind and salt. Cool slightly. Spread filling between cake layers.

Prepare frosting mix as directed on package. Frost sides and top of cake. Sprinkle top with coconut. Chill until ready to serve.

* * *

HERB LEMON SAUCE

For the "Grill Cooks"

- ½ cup cooking oil
- ¼ cup lemon juice
- 1 teaspoon instant minced onion
- 1 teaspoon salt
- ¼ teaspoon crushed dried thyme
- ⅛ teaspoon powdered marjoram
- Dash pepper
- 2 cloves garlic, crushed

Combine all ingredients in a mixing bowl. Ideal to brush on chicken during charcoal broiling. Yield: ¾ cup.

HAM, MUSHROOM AND NOODLE CASSEROLE

- 8 ounces egg noodles
- ¼ cup and 1 tablespoon butter or margarine
- 1 cup chopped celery
- ½ cup canned mushroom pieces and stems, drained
- ¼ cup chopped onion
- ¼ cup flour
- 2½ cups milk
- 1 cup shredded Cheddar or American cheese
- 2 cups diced cooked ham
- ¼ cup sliced stuffed green olives
- 2 tablespoons chopped pimiento
- 1 teaspoon salt
- ¼ teaspoon pepper
- ¼ cup bread crumbs

Cook noodles as directed on package until tender. Melt ¼ cup butter in saucepan. Add celery, mushrooms and onion; saute til tender. Stir in flour. Gradually add milk. Cook over medium heat, stirring constantly, until mixture thickens. Add cheese; stir until cheese melts. Combine with noodles, ham, olives, pimiento, salt and pepper. Place in 2-quart casserole. Melt 1 tablespoon butter; stir in bread crumbs. Sprinkle over casserole. Bake at 375 degrees for 30 to 35 minutes, until golden brown.

* * *

MEAT BALLS WITH SAUCE

- 1 lb. ground beef
- ¼ cup chopped onion
- ¼ cup uncooked rice
- ¼ cup cracker crumbs
- ⅓ cup milk
- 1¼ teaspoons salt
- ⅛ teaspoon pepper
- ¼ teaspoon poultry seasoning
- 2 Tablespoons fat to brown meat

Combine all ingredients and shape into small balls. Brown in 2 tablespoons hot fat, being careful not to brown too much.

SAUCE

- 1 10½-oz. can mushroom soup
- ¾ cup hot water
- 1 4-oz. can mushroom pieces

Add soup and water to meat balls and simmer 1¼ hours. Remove meat balls to platter. Add mushroom pieces with liquid to soup mixture and pour over meat balls when hot.

* * *

TERIYAKI MARINADE FOR CHICKEN OR PORK

- 1½ cups soy sauce
- ¾ cup honey
- 1½ teaspoons ginger
- ¼ teaspoon crushed dried thyme
- 1 clove garlic, crushed

Combine all ingredients in a mixing bowl. Yield: 2¼ cups.

Sandwich 3rd Place Winners

CATEGORY No. 1 — 3rd Place

Mrs. Charles Williamson,
Fremont, Nebraska

Spread buttered bread with layer of canned mince pie filling. Spread other slice of bread with softened Philly cheese. Sprinkle with walnuts (optional). Put the two together.

* * *

CATEGORY No. 2 — 3rd Place

Mrs. Allan H. Levine, Route 3,
Red Oak, Iowa

FROSTED LOAF

Trim crusts from a loaf of unsliced bread . . . white or dark. Cut 4 length-wise slices.

Spread top of bottom slice with lemon butter. (Cream $\frac{1}{2}$ cup butter; grated peel of 1 lemon; $1\frac{1}{2}$ T. lemon juice; 1 T. finely grated onion).

Spread with $\frac{1}{2}$ of the following tuna mixture. 1 cup grated-style tuna; $\frac{1}{2}$ cup chopped cucumber; 2 T. chopped green pepper; 2 t. lemon juice; $\frac{1}{2}$ cup chopped celery; $\frac{1}{4}$ t. salt; dash of pepper; $\frac{1}{4}$ t. paprika.

Top with slice three of the bread spread on the bottom with butter. Spread top of slice 3 with lemon butter. Spread with mixture of: 1 oz. cream cheese, $1\frac{1}{4}$ T. salad dressing, $\frac{1}{4}$ cup chopped pecan nuts, $\frac{1}{4}$ cup drained crushed pineapple.

Top with slice 2 of bread spread on the bottom with butter. Spread top of slice 2 with lemon butter and remainder of tuna spread.

Top with slice 1 of bread, spread on bottom with butter. Spread with mixture of 8 oz. cream cheese whipped with $\frac{1}{4}$ cup milk. Chill.

Decorate with salted pecan nut meats, sliced ripe olives, and bits of parsley.

Slice at tea table with a sharp knife and serve on individual plates to be eaten with a fork. This is attractive and is easy to serve for an afternoon or evening refreshment.

CATEGORY No. 3 — 3rd Place

Mrs. Joseph Jueneman,
Bremen, Kansas

NEW YORK LIVER PATE

Use your freezer chicken livers for this. Guests will compliment you.

- 1 stalk celery, chopped
- 3 sprigs parsley
- 6 whole peppercorns
- 1 quart water
- 1 lb. chicken livers
- $\frac{1}{2}$ medium onion
- 1 teaspoon salt
- 2 teaspoons dry mustard
- $\frac{1}{2}$ teaspoon nutmeg (optional)
- $\frac{1}{4}$ teaspoon cloves
- 1 teaspoon Tabasco
- $\frac{1}{2}$ clove garlic, minced
- 1 cup soft butter

Add celery, parsley and peppercorns to water. Bring to a boil. Add livers and simmer 15 minutes. Drain.

Put livers and onion through food chopper, using finest blade. Blend in remaining ingredients. Spread on sandwiches or pack into molds and let set to become firm. Slice and use on sandwiches.

* * *

CATEGORY No. 4 — 3rd Place

Lucille E. Schatz,
Falls City, Nebraska

TRAFFIC JAMMERS

Ingredients:

- 2 cups ground left over ham
- $\frac{1}{2}$ cup undiluted cream of celery soup
- 1 teaspoon prepared mustard
- Apple jam or apple butter

Method:

- Mix first 3 ingredients well
- Spread well to edges of split round buns

Finish with a daub of applejam on top of each and put under broiler until bubbly

Your family will cause a traffic jam to the oven once you make these!

My Best Recipes For May

CHERRY-PINEAPPLE DESSERT

FILLING:

- 1 No. 2 can Cherries
- 1 No. 2 can crushed Pineapple
- $\frac{1}{4}$ cup cornstarch
- 1 cup sugar
- Red Food Coloring

CRUST:

- 2 cups sifted flour
- 1 teaspoon soda
- $\frac{1}{2}$ teaspoon salt
- 1 cup quick Oatmeal
- 1 cup Wheat Cereal Flakes
- 1 cup Brown Sugar
- $\frac{3}{4}$ cup melted butter

Drain cherries and pineapple. Combine juices in pan and bring to boil. Combine sugar and cornstarch and add to juices, stirring. Cook, stirring, until juices clear, add cherries and pineapple. Remove from heat and stir in a few drops of red food coloring.

For crust, sift flour, soda and salt into bowl. Add cereals and sugar then add butter and mix to a crumbly texture. Press half of crumbs in bottom of 9"x13" pan. Cover with cherry-pineapple mixture and top with rest of crumbs. Bake at 350 degrees for 20 minutes. Cut into squares and serve with whipped cream or ice cream.

DIAL 960 — **Summertime KMA Program Schedule** — 5,000 WATTS

**DAILY DAYTIME PROGRAMS
MONDAY THROUGH FRIDAY**

5:00 am—Morning Guard News
 5:05 am—Morning Guard Music
 6:00 am—Duane Johnson, News
 6:15 am—Morning Guard Music
 6:30 am—Jack Gowing, RFD 960
 7:00 am—Duane Johnson, News
 7:15 am—Frank/Weather
 7:30 am—Markets
 7:45 am—KMA Sportsman
 8:00 am—Duane Johnson, News
 8:15 am—Morning Guard Music
 9:00 am—Breakfast Club
 10:00 am—News & Weather
 10:05 am—Community Calendar
 10:15 am—Pegge Parker's People
 10:20 am—Hiland Tater Quiz
 10:30 am—Woman's World
 11:30 am—Morning Guard Music
 11:45 am—Markets
 12:00 N —Duane Johnson, News
 12:15 pm—Edward May/Weather
 12:30 pm—Jim Ross, Midwest Farmer

* **1:00 pm—Duane Johnson, News**
 1:10 pm—KMA Sportsman
 1:15 pm—Paul Harvey, ABC

* **1:30 pm—Back to the Bible**
 2:00 pm—AFTERNOON ACTION

Music and News
 ABC News at :55
 KMA News on Hour
 5:40 pm—Tom Harmon, ABC
 5:50 pm—Bob Considine, ABC
 6:00 pm—Farmers Market
 6:15 pm—KMA Sportsman
 6:20 pm—Paul Harvey, ABC
 6:25 pm—KMA Commentary
 6:30 pm—Ralph Childs, News
 6:45 pm—Weather & Markets
 7:00 pm—Alex Dreier, ABC
 7:10 pm—Schenkel Sports, ABC
 7:15 pm—Life Line

**NIGHT TIME PROGRAMS
MONDAY THROUGH FRIDAY**

* **7:30 pm—KMA News/Weather**
 * **7:45 pm—Pegge Parker's People**
 * **8:00 pm—Back to the Bible**
 8:30 pm—The World Tomorrow
 9:05 pm—Night Flight
 10:00 pm—KMA News/Weather
 10:10 pm—KMA Sportsman
 10:15 pm—Night Flight

SATURDAY PROGRAMS

5:00 am—Morning Guard News
 5:05 am—Morning Guard Music
 6:00 am—Duane Johnson, News
 6:30 am—Jack Gowing, RFD 960
 7:00 am—Duane Johnson, News
 7:15 am—Frank/Weather
 7:30 am—KMA Goes Visiting
 7:45 am—KMA Sportsman
 7:50 am—Morning Guard Music
 8:00 am—Duane Johnson, News
 8:15 am—Morning Guard Music
 ABC-News at :55
 Flair at :25
 All Morning and Afternoon
 10:30 am—Woman's World
 12:00 N —Duane Johnson, News
 12:15 pm—Edward May/Weather
 12:30 pm—Jim Ross, Midwest Farmer

* **1:00 pm—Duane Johnson, News**
 1:10 pm—KMA Sportsman
 1:15 pm—Paul Harvey, ABC
 1:30 pm—Back to the Bible
 2:00 pm—Wonderful Weekend Music & News on Hour
 5:30 pm—Man On The Go, ABC
 5:40 pm—Voice of Agriculture
 6:00 pm—Farmers Market
 6:15 pm—KMA Sportsman
 6:30 pm—KMA News
 6:45 pm—Bandstand Countrystyle
 7:15 pm—Lifeline
 8:30 pm—The World Tomorrow
 10:00 pm—News, Weather, Sports
 10:15 pm—Bandstand Countrystyle

SUNDAY PROGRAMS

6:30 am—Wonderful Weekend Music
 6:55 am and all day
 ABC News at :55
 7:00 am—Wonderful Weekend News
 7:10 am—Hymn Time
 7:35 am—Worship Service
 7:50 am—Wonderful Weekend News
 8:00 am—Radio Bible Class
 8:30 am—Your Worship Hour
 9:00 am—Sunday School Lesson
 9:15 am—Social Security
 9:30 am—University of Iowa
 10:00 am—Outdoor Nebraska
 10:15 am—Tarkio College
 * **10:30 am—Back to the Bible**
 11:05 am—Wonderful Weekend Music
 12:00 N —KMA News
 12:15 pm—Legislative Report
 12:50 pm—You and the U.N.

* **1:00 pm—KMA News**
 1:10 pm—Wonderful Weekend Music
 4:55 pm—Monday Morning Headlines
 5:10 pm—This Week in Washington
 5:25 pm—Guidepost to Everyday Living
 5:30 pm—Man on the Go
 5:40 pm—Tom Harmon Sports
 6:00 pm—Wonderful Weekend Music
 6:30 pm—KMA News and Weather
 6:45 pm—World Space & Science
 7:00 pm—Wonderful Weekend Music
 7:30 pm—Issues and Answers
 8:00 pm—Revival Hour
 8:30 pm—The World Tomorrow
 9:00 pm—Hour of Decision
 9:30 pm—Revival Time
 10:00 pm—KMA News, Weather, Sports
 10:15 pm—N.W. Reviewing Stand
 10:45 pm—Wonderful Weekend Music
 *Indicates Program Time Change or added program for listeners not on daylight time.

"Back to the Bible"
 is now heard at new listening times on KMA

NEW TIMES:

1:30 pm
 Monday through Saturday

8:00 pm
 Monday through Friday

10:30 am
 Sundays

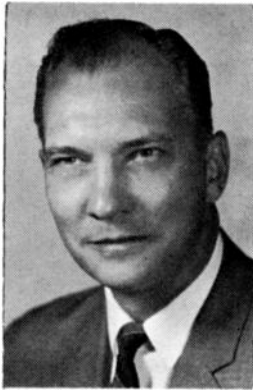
PROGRAM NEWS FOR MAY 1966

Dial 960 — K M A — 5,000 Watts

NORMS FORUM

By

Norman Williams
Station Manager



Last year KMA hired Pulse Inc. of New York to survey our radio audience in 50 of the counties we serve in this four-state area. We recently received the results of this survey. We were delighted to discover that the survey indicated that more people listen to KMA every day than any other station in the area. As the old saying goes, "We must be doing something right". However, we are not content to rest on our laurels. The entire staff of KMA is continually striving to discover what you want so we can improve our radio service to you. Hope we can win a few new fans in the process.

We have discovered a few loyal KMA listeners who find it a profitable hobby to keep their radios tuned to KMA all day. These fans also have the uncanny ability to come up with the right answers. Of course I'm talking about our Secret Agent 0096 game. There are about three listeners from widely scattered points in the four-state area who hold the record for the number of times they have won on this game. One lady sent us a very entertaining poem about how this game has changed the routine of life in their home. We'll have Billie read it on her program this month. There is nothing in the rules of the game to prevent a person from winning more than once, and if they know the answer and call in first, they win. The game was intended to give more of you an opportunity to win and I believe it has fulfilled that objective. Keep listening and trying and maybe you can beat one of our three "pros". So far we have not had one of the Secret Agents call in to identify himself. That's legal too.

Remember, if you have a compliment or a gripe, I'll be happy to hear from you. See you next month.

Norm

QUARTERLY PROGRAM SCHEDULE THIS ISSUE

For the convenience of those who want a handy reference for their favorite KMA program listening times, we have published a program schedule on the preceding page. We will publish a program schedule every fourth month (quarterly), which should keep you pretty well up to date on any program changes. We would like to suggest that you clip the schedule out of the Guide and file or post it in some convenient place for future reference.

TALK BACK TO BILLIE

A new telephone interview program got under way Monday, April 25 with KMA Homemaker Billie McNeilly fielding discussions with listeners by phone at 11:00 a.m. every day. Billie has the complete details in her column on page 10 in this issue of the Guide. Feel free to call Billie and talk to her about the subject for the day. You call "collect" so there is no cost to you. The number to call is area code 712 246-2622. The discussions will be lively and interesting, so stay tuned to Billie every morning at 11:00.

KMA MOVES TO DAYLIGHT TIME

In compliance with daylight time changes KMA programming moved to daylight time on Sunday, April 24 and will continue on Daylight Time until Saturday, October 29. Since many KMA listeners will be on Standard Time, we have arranged for some programs such as the Noon News and the 6:30 p.m. evening news to be recast one hour later (at 1:00 p.m. and 7:30 p.m.) so our listening friends on Standard time may hear the news at their accustomed listening times.

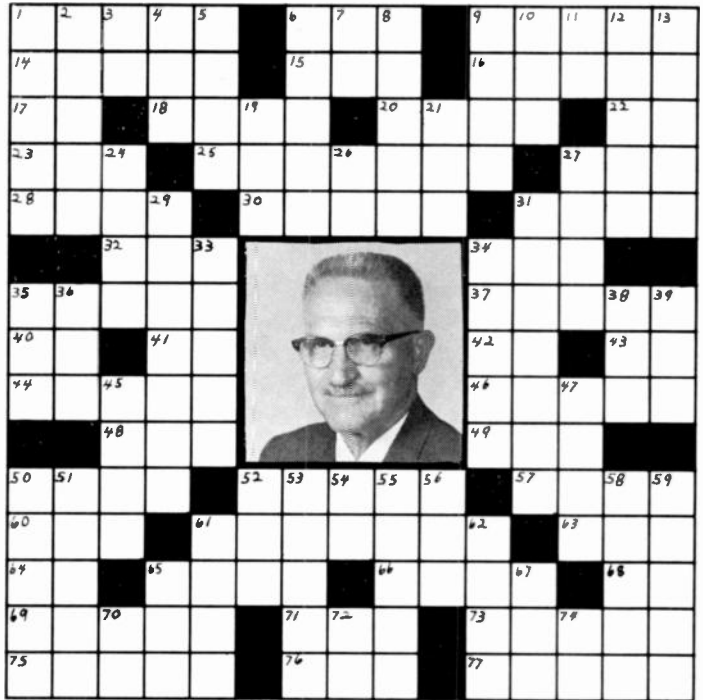
MAY IS NATIONAL RADIO MONTH

During the month of May, radio broadcasters across the nation are acting in unity to increase public awareness of radio's growth from an infant industry of less than a half-century ago to the giant entertainment and information medium it is today. Virtually every home and nearly every car in America is radio equipped. Radio is everywhere, at home, in the office and with people on the go; contributing greatly toward keeping America the best informed nation in the world. The central theme of National Radio Month is "Radio America's Sound Habit."

KMA Crossword

ACROSS

1. Pictured Weatherman
6. KMA Morning Announcer
9. KMA Disc Jockey
14. Black Bird
15. Spanish Gold
16. Action Theater
17. Hypothetical Force
18. Explosive Noise
20. Auction
22. Terbium: Chemical Symbol
23. Julie, to 37 Across
25. Jack Gowing's Wife
27. Lower Appendage
28. Train Noise
30. Lucky Number
31. To Telegraph: Colloquial
32. Air: Combination Form
34. London's Big Clock
35. KMA Accountant
37. Gowing's Son
40. Air Rifle
41. Social Security: Abbr.
42. Near
43. Diphthong
44. Reptile's Horny Plate
46. Lower Part of Leg
48. See: Past Tense
49. Put
50. Roman Road
52. To Administer: Medically
57. KMA Midwest Farmer
60. Boy's Name
61. Last Name of 6 Across
63. Parent-Teachers Group: Abbr.
64. French: Abbr.
65. Radio-Telephone Hookup
66. Chemical Suffix
68. Electron Volt: Abbr.
69. Actor _____ Flynn
71. Even: Poetic
73. Rob or Plunder
75. One of the Beatles
76. Jack, to 37 Across
77. Fashions



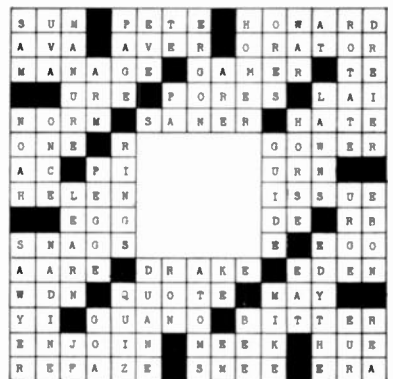
DOWN

1. Frank's October Warning
2. KMA Wireless
3. Average: Abbr.
4. Bird's Beak
5. A Summit
6. A Vagrant
7. Conjunction
8. Inquisitive: Slang
9. KMA Night Flight Host
10. Exist
11. Concerning
12. Go In
13. Huge
19. Short Napped Fabric
21. Girl's Name
24. To Fly Aloft
26. Fifty-Five
27. Iowa County
29. Communications Satellite
31. What Frank Predicts
33. To Stitch Again
34. Shiny Metal
36. Network
38. Breakfast Club Host
39. Long Haired Ox
45. Not New
47. At The Peak
50. To Imply
51. Daughter of 57 Across
52. Even If
53. Lassoed

SHIRLEY WENNIMAN

54. Electrical Engineer: Abbr.
55. To Correct
56. Light Brown
58. Ralph's Son
59. Rescues
61. Alone
62. KMA Station Manager
65. Program Schedule
67. Zodiac Sign
70. Registered Nurse: Abbr.
72. Babylonian God
74. Commercial

LAST MONTH'S SOLUTION



POSTMASTER
"Return

Requested"
Tom Thumb Publishing Co.
Shenandoah, Iowa

MR. PHILLIP JOHNSON
720 STATE STREET
GARNER, IOWA 50438

Bulk Rate
U.S. Postage
- PAID -
Permit No. 1
Shenandoah, Ia.

JAN

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.



Construction gets under way on the new May Seed & Nursery Company Building to be erected in place of the old KMA Auditorium, which was recently torn down. Pictured are busy crews pouring heavy footings in the excavated area. In the foreground are forms atop the foundation ready for concrete pouring. The "arena" was a

noisy beehive of activity with dozers, cement trucks, jackhammers, and dump trucks hustling around. Construction should develop rapidly once the footings and steel are in place. Feel free to drop around and do a little "sidewalk engineering".