

The

KMA GUIDE

June, 1966



COVER PICTURE

"Underwater Fantasy", theme of the annual Shenandoah High School Banquet and Prom, is the scenic backdrop of this month's Guide cover picture. The lovely young lady with her prom date is Karen May, daughter of May Broadcasting president Edward May. Tim Maher who attends Clarinda Junior College is Karen's escort. Karen is enjoying the last big social event with her classmates as graduation approaches. Tim and Karen are pictured in one of the three large "underwater" settings in the realistic submerged decorations. They are surrounded by papier-mache fish suspended on invisible wires, simulated marine life and swaying vegetation, with a large sea horse whose sweeping tail provides the modeling fixture for souvenir portraits. Other settings and more prom story on page six and the back cover.

The KMA Guide

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JUNE, 1966

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Norm Williams Takes 11 a.m. Phone Show

KMA Station Manager Norm Williams has an amused grin as Billie hands him the "live" white telephone in the KMA main studio . . . direct contact with the KMA listening audience. Norm will take over the 11:00 a.m. "Talk Back" program.



Very few station managers have an opportunity to get in direct touch with the station's listening audience, few would welcome the opportunity to help their listeners sound out their feelings and opinions, and not many would have the ability to thoroughly hash out today's problems with a listening audience. With the necessity of our homemaker Billie McNeilly's move to Lincoln, it is as if Billie were handing Norm the "torch" of the life's pulse of KMA-land as she turns the program over to him. The program has been a great

success, getting the feeling of town and country folks' opinions on the most talked about subjects. Guest experts in a variety of specialized fields have been an invaluable source of information to listeners as they answer callers' questions. The program has been so engrossing it's hard to tear yourself away from the radio when it's on. The program continues in good hands. Be sure to tune in, and feel free to call 246-2622 "collect" when you want to join the conversation.



A Chat With Edward May

June—the month most students wait for, because it means the end of another school year. No doubt I felt this way when I was in school, but as graduation approaches many graduates aren't quite as happy about finishing school as they thought they might be. This is the way our daughter, Karen, feels as she is a graduating senior. She receives her diploma early in June and plans to enroll this fall at Christian College, a girls school at Columbia, Missouri.

Here is a thought for this year's graduates, and they are words expressed by Newton D. Baker, "The man who graduates today and stops living tomorrow is uneducated the day after."

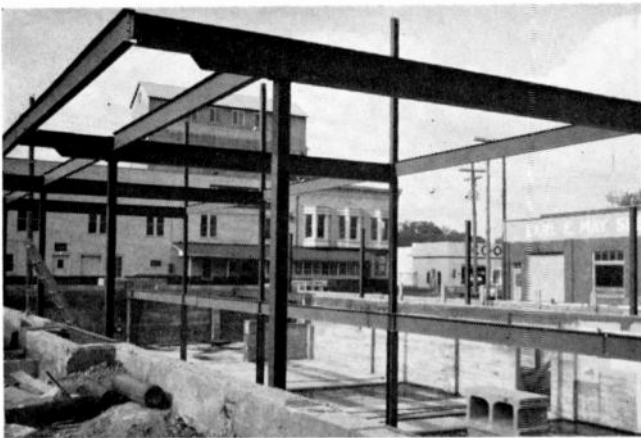
I had a wonderful trip last month to Hawaii which I would like to tell you about. Space won't permit more than a few brief highlights, however. The purpose of the trip to Hawaii was to attend a Broadcasting Convention in Honolulu. This is a busy, friendly city with many varied activities, ranging from swimming, boating, sight-

seeing, shopping, business activity, etc. No doubt the number one tourist attraction is Pearl Harbor, specifically the memorial built over the sunken battleship Arizona, which carried some 1,150 sailors to their graves on December 7, 1942.

Most visitors, especially those from the midwest, comment on the foliage which is so different than we are accustomed to. Instead of elms, oaks and other trees, you see the gigantic, grotesque Banyan trees, Monkeypod, the purple flowering Jackaranda, the yellow flowered Scrambled Eggs, the many colored Plumerias, Gold Tree, Lobsterclaw, and many others. Flowers such as orchids and the artificial appearing Anthurium are also seen in abundance.

If you have a chance to visit Hawaii be sure and do so. Our newest state is everything they say it is. The weather is nearly perfect with daytime highs in the 80s. It is never too hot and never too cold. The people are extremely friendly, and with today's jet airplanes, Hawaii is only a few hours away. These planes fly the 2,550 miles from Los Angeles to Honolulu in a little over five hours. Hawaiian statehood and jet airplanes arrived at the same time, and today Hawaii is a busy, booming place well worth visiting.

Our new May Seed office building is making good progress. The photo on this page shows some of the structural steel in place. Since the picture was taken bar joists have been added which will be welded to the structural steel. By the time this issue of the Guide reaches you the masons will have arrived on the job and will be laying up the sides of the building. It is progressing and will be completed before we know it.



Steel girders give skeletal shape as new May Seed Company building starts up.

Frank Comments

By FRANK FIELD

This picture was taken on May 17 and believe it or not, I had a whole row of Peonies out in full bloom, as the picture shows, however, there is a little catch to it. These aren't ordinary Peonies, although they do look like it. They are actually what is known as Tree Peonies — eventually, they will get to be about 5 ft. high and about that big across. At this stage, they do look exactly like ordinary Peonies as these are only 2 years old; that is, they are starting in their third year. They grow about 6-8 inches each year, a hard, woody growth which does not die down in the fall like the regular Peonies do. Then, the next year they start in where they left off and make 6-8 inches more new growth with a bloom at the end of each stem. For that reason, they do not work out very well as cut flowers as you can only get about 6 or 8 inches of stem to each bloom.

Tree Peonies have been around for at least 75 years as there are some clumps here in Shenandoah fully that old, however, they never became popular as they are very difficult to propagate. They cannot be divided like ordinary Peonies and established plants can only be moved by balling and burlapping like we do with young evergreens.

Then, a few years ago, the Japanese

worked out a system whereby they grafted a small piece of the desired variety onto a piece of ordinary Peony root. These are grown in the nursery for one year at which time they can still be moved with perfect safety and can be sold at quite a reasonable price.

We probably will have these imported Japanese grafted one-year old Tree Peony plants again this fall and they come individually boxed in a cardboard box bearing the picture of variety in actual color so if I were you, I would get a few of them this fall and get them started.

My little orchard is just to the back of the row of Peonies and the tree peeking into the picture at the extreme right is a McIntosh Apple. The one just back of me is a Yellow Delicious and the one at the far end of the row is a Five-in-One Apple. In between the apple trees, you can see my Sodus Red Raspberry bushes.

That building on the hill behind me is the new Emmanuel Lutheran Church which was formally dedicated last Sunday. In the upper left hand corner, you can see one of a number of new houses which are being built in our immediate neighborhood. Just think, when we built our house, we were the last house out and beyond us was just corn fields.

The garden is coming along just beautifully and we have been eating radishes and green onions for some time. The tomatoes are all in and ready for staking. The beans are up and plowed over once and this week end, I will plant the Fordhook Lima Beans and another planting of Contender Bush Beans. How is your garden doing?





with
Jack
Gowing

I have had so much comment about the way that we planted corn at the farm, that I thought that many of you readers of the Guide would like to see some of the pictures and also hear some of the details.

It was a cold day, April 27th when we planted the corn. It was cold for several days after too, and quite dry. We had a big crowd almost all day. You can see a part of them in the picture on this page. There were more people watching a Vibra-Tiller operating just to the right out of the picture. On the following page is a close-up shot of the rear of the machine which will give you a better idea of just how much equipment was hanging on the basic rig. The basic rig was a Side Winder Tilter, and is very similar to a garden tiller. We had six planter units, starter fertilizer applicators, insecticide in the smaller boxes back of the planter units, and the spray on the rear was used to apply the Atrazine and to side dress the Nitrogen. The nitrogen solution for side-dressing was carried in the saddle tanks on the tractor.

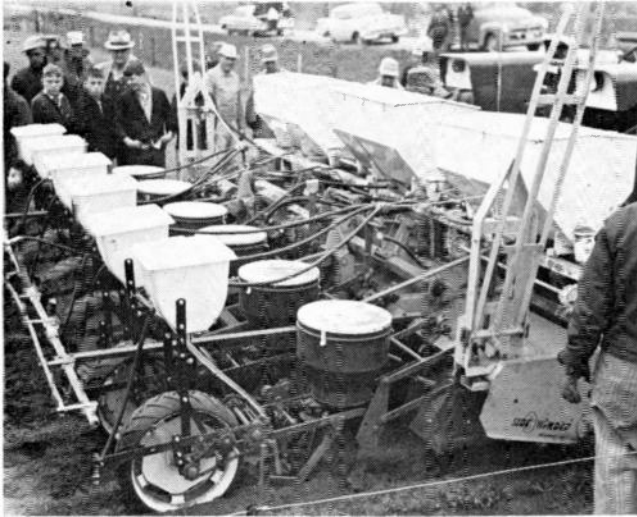
The field had been in brome grass for eight years and had been pastured right up to the day before we planted. These

conditions, I believe really put the machine to the test and also the tractor that was pulling it.

We planted the corn in thirty inch rows and the seed was spaced about ten inches apart. This should give us about 20,000 plants to the acre. We applied 325 pounds of 6-24-24 per acre as a starter, 150 pounds of actual N in the nitrogen solution and 4 pounds of Atrazine to kill the brome grass and for weed control. We made a heavy application of Atrazine to be sure to kill the brome. One-half of the field had trace minerals, zinc and sulfur, in the starter fertilizer.

The corn is up real good now at the time I am writing this but we haven't had rain long enough for the Atrazine to start working. The brome grass is still nice and green. I look for the yellowing of the grass to begin showing up very soon. In fact it was about 14 or 15 days after planting before we had any rain to move the Atrazine down into the soil. We have had enough rain now that I am sure that the herbicide and the nitrogen have been taken down into the root zone. I will keep you posted each month on the progress of the crop.





One Time Over

Here is a closeup of the corn planting equipment shown in Jack Gowing's column on the preceding page. At far right, out of view, is the tractor which supplies the power and mobility. Next, in the large white hoppers is the dry fertilizers; underneath are the six-row rotary tillers; next, in the round hoppers is seed corn; in the small white hoppers at left is insecticide, and coming from spray nozzles at the rear is liquid nitrogen and herbicide. Next trip . . . pick the corn in the Fall.



'66 Prom Davey Jones Delight

Pictured on the front cover, at left, and on the back cover are scenes from the decorations of the 1966 Shenandoah Jr.-Sr. Prom. The theme "Underwater Fantasy" was most aptly carried out by Mary Burrichter and her faithful crew of helpers among the Jr. class. Mary is pictured at right in one of the settings which is a sunken treasure chest with a mermaid, fish, seaweed, seashells, fishnets, and other deepsea effects. The entire interior of the

Liberty Memorial Building was transformed into an "underwater" scene. Overhead the ceiling was covered with sheets of clear polyethylene shimmering in blue and green backlighting to effect the surface of the water above. The orchestra played from a gigantic open clamshell. The walls were festooned with undersea decorations. The tremendous work and attention to detail is without question one of the finest prom displays ever seen.



Pictured at lower left is Don and Esther Burrichter, Mary's parents, with Mr. L. A. Logan, Supt. of Schools. Mr. Logan will retire after this school year culminating many years of progress with the passing of the bond issue for a new high school building. Mrs. Burrichter is the school nurse. Another prom scene is on the back cover.

Denise Johnson Joins Staff

Nancy O'Day, right, who is moving to Omaha with her mother is pictured showing details of her work to her replacement, Denise Johnson. Denise is the daughter of Mrs. Russell Johnson of Essex, Iowa. She attended pre-nurses training at the University of Iowa and hopes to continue her nurses training at Immanuel Hospital in Omaha this Fall. The whole gang wishes Nancy the very best in her new endeavor.



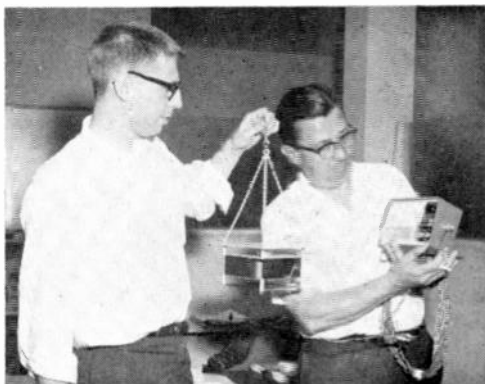
Hot News

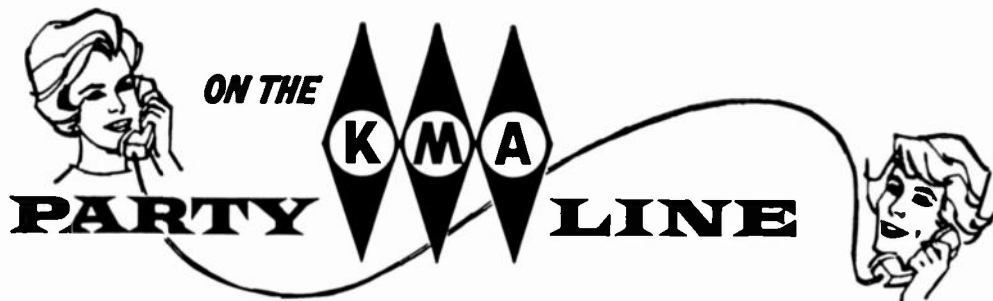
With all our modern pushbutton gadgets these days it seems we are more susceptible to "gremlins". Pictured are news director Duane Johnson and veteran newsman Ralph Childs doing their best to maintain the image as the "hottest" newsroom in the country while at the same time trying to reduce the temperature of the newsroom so they aren't literally the **hottest!** The trouble started when those ornery little gremlins got into the central air conditioning. The good old faithful fan in the foreground is pumping air into the newsroom to help overcome the heat generated by those tireless news machines.



Electronic Thermometer

Ron Shoeman, left, is pictured holding up the temperature recording end while engineer Don Burrichter holds the large meter which reads out the temperature on the new KMA remote control thermometer. The recorder can be located up to 1,000 feet away from the meter. The plan is to position the recorder away from buildings so we can give more accurate air temperature readings.





ON THE
KMA
PARTY LINE

by **Billie McNelly**

Station Manager, **NORM WILLIAMS** and his charming wife, **LOIS** celebrated their 20th Wedding Anniversary May 7. They were invited to a dinner-dance in Omaha that evening, and planned to stay over night with friends. Early Saturday they packed and hit the road for the Gold Crown Inn in Red Oak, where Norm had left his hat during a luncheon meeting the day before. Five miles out of town it was discovered that young son, **JOHN**, had left his Sunday suit at home. The Williams' returned to pick it up and started out again. All went smilingly until, within ten miles of Omaha, Norm let out a groan of pain. He had left something behind, too. He had bought Lois a beautiful corsage and card in honor of their 20th Anniversary. But . . . it was home in the refrigerator. They continued on to Omaha, and it was a week before Norm took Lois out to dinner so

she could wear her anniversary-Mother's day corsage. This is an anniversary they'll never forget . . . again.

WARREN NIELSON says he'll never go ridin' again with **JIM ROSS**! Recently the two fellows went to a business meeting in Omaha, in Jim's car, and ran out of gas. They were out on the highway, miles from the nearest town, but Jim managed to coast off the highway into a convenient farm yard . . . right up to the door. A plea for help brought enough gasoline to get them on their way again in only a few minutes. Warren says . . . "with that kind of luck, Jim should not only break and ride horses . . . he should **BET** on them."

Yep, she's done it again. KMA's Executive Secretary, **EVALYN SANER**, has picked up her hammer and her saw and gotten into yet another project. Evalyn decided it would brighten the scene to put some pretty wood paneling on her bathroom walls. Well, we all know what happens when we start a project like that. The paneling is so pretty, it calls for new paint and paper, and tiling and now she's ready to carpet the room, and it's finished. Be sure and read next month's Guide for the next episode in the life of this enterprising young woman.

The two beauty queens pictured here are doing a little business during a big Business and Professional Women's Hard-Times party. On the left, pictured in an attractive gingham creation, (with coordinated shoes), is **MISS LAURINE LUNDGREN**, Executive Secy., who is buying an apple from "Apple Mary", (**BILLIE OAKLEY**). The sign on the basket says Viluts, 10¢ a bunch, but Billie was equipped with apples, too. These were only two of the Shenandoah BPW members who arrived in costume for a dinner party at Berning's Cafe one evening recently. The girls noted a few startled expressions as they entered the dining area. This writer thinks they looked no funnier than some of the "swing set" when they get duded up for a party.

That young farmer you see tilling the soil out east of Essex is not **JACK GOWING** . . . or **JIM ROSS** . . . or even **FRANK**



"Hard Times" Business and Professional Women, Laurine Lundgren and Billie McNelly.

the expert planter. It's KMA News-Director, **DUANE JOHNSON**. Duane reports the beans are up . . . and the potatoes are up . . . and he still has watermelons to plant, among other things. We are sighting-in on the watermelon patch, and the night-riders of KMA will be up to see Duane some warm summer evening. Already he's trying to convince them that melons probably won't do so well on that soil. That'll never discourage them, Duane.

How come some TV experts get such a high price for renovating and reconditioning old TV sets? KMA's own little expert, **RON SHOEMAN**, has his own inexpensive way with them. Ron salvaged an old TV set from a mud flooded basement. The case was caved in . . . the entire thing caked with mud, and it looked hopeless. After a half hour of hosing and cleaning off the mud, Ron let the thing dry off . . . plugged it in, and got a better picture than the set he paid many a dollar for. So, what is a TV expert?

DON McNEILL, host of our weekday morning "Breakfast Club" since way back in 1933 was recently honored with the most long-winded salute on a plaque we've heard yet. Don was honored by the International Radio and Television Society in New York with a plaque which stated: "Broadcasting's Foremost Ambassador of Goodwill for 34 Laughing Years. Dean of Chicago Celebrities. Host of Radio's Longest-Running Entertainment Program, 'The Breakfast Club.' Father of the 'Talk' Show. Nurturer of Talent. Idol of Housewives Everywhere. And Richest Man in the Midwest!" . . . whew! That's a long one, but we'll buy that!

Accountant **JOHN SAWYER** and his brother **TOM** had a tedious building project on their hands when they took over construction of the set for the recent Southwest Iowa Theatre Guild's play "Any Number Can Die". Pictured is one side of the set, which is a large living room scene in an old "haunted" type house. The mystery comedy called for seven secret panels. In this particular section alone there are five. John is posing in one of them, a picture in the wall . . . the other picture opens up too. The play was hilarious, full of mystery, and had moments which almost brought the audience right out of their seats.

Guide office gal **NADINE KELSEY** asks us to pass along the word to those of you who have a change of

address to be sure to tell us your old address along with the new one. Her file is by towns, and if you change towns . . . she has no way of finding you to make the change.

KMA Homemaker, **BILLIE OAKLEY**, had an apothecary jar filled with candy Easter eggs, as part of her home decorations at Easter time. After Easter was over, remembering how little people love those colorful candies, she bagged them up and gave them to Guide Editor, **DUANE MODROW'S** little girls. Later that evening little **MARCIE MODROW'S** grandmother asked her where she got the eggs. Marcie replied, "from Aunt Billie". Little Marcie has an Aunt Billie who lives in Wenatchee, Washington, but Marcie has never seen her. The name was enough to do it for Marcie. Until she meets her "real" Aunt Billie this summer, when a visit is planned by that family, Marcie has a "Stand-in" Auntie. That's fine with everyone.

Last month our Guide cover pictured May Broadcasting VP **J. D. RANKIN** accepting a plaque as Boss of the Year, but J. D. had an even bigger smile when his daughter **BETTY SHERMAN** announced the arrival of a new Granddaughter, **MELINDA DIANE SHERMAN**, on April 8. Melinda has an older brother, **GORDY**, so everything is in perfect balance; a fine grandson and now a lovely little granddaughter. Melinda Diane is the daughter of **MR. AND MRS. MIKE SHERMAN**. Mike is stores supervisor with the May Seed and Nursery Company. Melinda is also the second great grandchild of **MRS. EARL MAY**. We'll have pictures and more on the new addition to the Mike Sherman family in next month's issue of the Guide.



KMA Accountant John Sawyer is somewhere on the set. Can you find him?

A Letter From Billie McNeilly

Hi there! This may be the month of brides . . . the month of blossoms . . . and all that, but most important, I believe, it's the month of joy to the sun-lovers. Is there anything so lovely as a day in June? It's about the nicest time of the warm portion of the year, to me. We can still enjoy the cool breezes as we sun ourselves. The stark heat of July and August is almost too much for me. But I love June!

Just a year ago we were in the throes of wedding plans for Marcie and Eddie. Just a year ago John was living at Lincoln Air Base, nearby in Nebraska. Just a year ago Donna and her family were living in Lincoln, and things were so busy and happy and usual. Now it's another June, and they have all gone, and we are experiencing the pangs of loneliness so many of you already knew.

I shouldn't shed a tear over the young people leaving for lives of their own, because they are all so healthy and happy and ready for the future. I guess the only tears a parent ever sheds, in a case like this, are tears of self-sympathy. We are such creatures of habit, aren't we? That will never change, but other things do!

John flies to Japan from an air base in California, on June 8th. We are eager for his first reports from that far-away land, and will pass them along to you when they are of general interest.

Marcie and Eddie are on the west coast, deciding if they want to live in the Seattle area . . . or down the coast in Oregon. How wonderful it would be to make such

a decision, with their youth and vigor to back it up.

Donna and Bill are, doubtless, shaking their feathers and settling down after visits from both of these travelers. We'll let them get over those visits before we descend upon them for a weekend.

Elsewhere in the Guide you see a picture of Norm Williams, KMA Station Manager, "taking over" the open line, phone and all. I enjoyed several weeks of the open line segment of our morning show, but have handed over the phone, because duty forces us to move away from Shenandoah. Reg's work necessitated a move for us into the Lincoln, Nebraska area, so, by the time you read this, we will have moved into a new home. I'll have pictures and a story for you in the next issue of the Guide. Since one's first duty and devotion is to one's family, I'm sure you understand my "going whither my husband goest", or what have you.

The 10:30 Woman's World program will continue to come your way each morning, as usual, and I'll continue to write the Guide column and send along these good recipes. I know you will be patient with me as we move into this new area and I adjust myself to a new environment. In a way, it is a strange sort of comfort to have the extra "business" to take my mind off the kids departure. So, in spite of a few miles, one way or another, I'll be writing to you again in another month, and visiting with you each day on KMA at the same old time.

Our picture this month was a spur-of-the-moment thing. Sandwiched between Ed May and me, is a real fellow! Big Don Tebbe, who used to be Shenandoah's football coach, then later, owner and manager of Tebbe's Bowling Lanes, Shenandoah's only bowling alley. Don and his vivacious wife, Lee, visited in the old home town for a weekend, and he joined me on the program that Saturday morning. Don was a marvelous coach, and a tremendous leader of young people. He is now managing the two largest bowling lanes in Memphis, Tenn., and their gain is our loss. I always love visiting with Don Tebbe, for many reasons, and especially because he is so big he almost makes me feel dainty!

Billie



Don Tebbe, famous KMA-land sports figure, pays surprise visit from Memphis.

Billie's Kitchen Tested Recipes

BILOXI BROWN BREAD

- 2 cups sifted flour
- 1½ teaspoons baking soda
- 1 teaspoon salt
- ¾ cup peanut butter
- ⅓ cup shortening
- ½ cup sugar
- 2 eggs
- ¾ cup apple butter
- 1 cup milk
- 2 Tablespoons lemon juice
- 1 cup chopped walnuts
- 1 cup raisins

Sift flour, soda and salt. Cream peanut butter, shortening and sugar until light and fluffy. Blend in eggs and apple butter, stir until smooth. Combine milk and lemon juice. Add dry ingredients alternately with milk. Stir in nuts and raisins. Use loaf pans. Bake in 350 degree oven for 55 to 65 minutes. Makes 2 loaves.

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BROCCOLI PLATTER

- 2 T. butter or margarine
- 2 T. minced onion
- 1 cup dairy sour cream
- ½ t. poppy seed
- ½ t. paprika
- ¼ t. salt
- ⅛ t. cayenne pepper
- 2 lbs. cooked broccoli, salted
- ⅓ cup chopped salted peanuts

Saute onion in butter; remove from heat; stir in cream, poppy seed, paprika, salt and pepper; heat over boiling water.

Arrange hot broccoli on heated platter; pour warm sauce over top. Sprinkle with peanuts (or cashews for company). Makes 6 to 8 servings.

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BREAD CRUMB PANCAKES

- 1 cup flour
- ½ teaspoon salt
- 1 T. baking powder
- 1 teaspoon sugar
- 4 slices white bread or 3 slices wheat bread, day old
- 2 eggs, separated
- 1½ cups milk
- 3 T. melted butter

Sift together dry ingredients. Add bread torn into fine crumbs. Beat egg yolks and milk; stir into dry ingredients with butter. Beat egg whites until soft peaks form; gently fold into first mixture. Bake on preheated, lightly greased griddle. Makes about 15 4-inch cakes.

Sauce these, lightly buttered, with your favorite creamed dried beef.

STUFFED STEAK BUNDLES

- 2 lbs. round steak
- 2 pkg. herb-seasoned stuffing mix, prepared as directed
- 2 T. butter
- 1 can cream of mushroom soup
- ½ C. water
- ½ C. sour cream, if desired

Pound steak with meat hammer or edge of heavy saucer. Cut into six pieces long enough to roll. Place ⅓ cup of stuffing near center of steak. Roll pinwheel fashion; fasten with toothpick or skewers. Brown roll-ups in butter. Add soup and water. Cover; cook over low heat one hour or until tender. Spoon sauce over meat often during cooking. Stir in sour cream; heat a few minutes more. Makes 6 servings.

* * *

BUTTERSCOTCH BRICKLE BARS

For cookie layer: Combine 1½ C. sifted flour, ¾ C. brown sugar, packed, ½ C. soft butter, ¼ t. salt. Mix till crumbly. Press into 13x9x2 inch pan. Bake at 375° for 10 minutes. Meanwhile prepare Butterscotch Brickle: Combine in top of double boiler 1 6-ounce package Butterscotch morsels, ¼ C. corn syrup, 2 T. vegetable shortening, 1 T. water, ¼ t. salt. Stir over hot (not boiling) water till smooth. Remove from water. Blend in 2 C. coarsely chopped walnuts. Spoon over top of baked cookie layer and spread evenly. Bake at 375° for 8 minutes. Cut in bars while warm. Makes 2 dozen.

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TWO-BEAN CASSEROLE

- 2 cups cut green beans (canned or frozen)
- 2 cups yellow beans (canned or frozen)
- ½ cup tomato sauce
- 1 (1½ oz.) package onion soup mix
- ½ t. pepper

Combine drained beans in 1½ quart baking dish. Mix tomato sauce, soup mix and pepper; pour over beans. Cover and bake in moderate oven (375°) 20 minutes, or until hot and bubbly. Garnish with hard-cooked egg. Makes 6 to 8 servings.

* * *

LA VONNE'S GOOSEBERRY SALAD

- 1 package lemon jello
- 1 cup boiling water
- 1 can gooseberries
- ½ t. salt
- ½ cup sugar
- 3 T. pimiento
- 1 small pkg. tiny marshmallows
- ½ cup chopped pecans

Dissolve jello in boiling water, add gooseberry juice; chill and combine gooseberries, sugar, marshmallows, pimiento, salt and nuts together. Fold into chilled jello; stir before completely set.

My Best Recipes For June

LUNCHEON AVOCADO AND TUNA SALAD

- 1 envelope unflavored gelatin
- $\frac{3}{4}$ cup cold water
- 1 cup mashed avocado
- 2 T. lemon juice
- $\frac{1}{2}$ cup commercial sour cream
- $\frac{1}{2}$ cup mayonnaise
- Salt to taste
- $\frac{1}{8}$ t. Tabasco sauce

Sprinkle gelatin in cold water in saucepan to soften. Place over low heat stirring constantly until gelatin is dissolved. Remove from heat. Chill to consistency of unbeaten egg whites. Combine mashed avocado and remaining ingredients. Stir in gelatin and turn into an oiled fish shaped mold. Chill until almost firm then top with tuna layer.

Tuna Layer:

- $1\frac{1}{2}$ envelopes unflavored gelatin
- $1\frac{1}{4}$ cup water, divided
- 3 T. lemon juice
- 1 can (7 oz.) tuna, solid pack broken into small pieces
- 1 cup diced celery
- $\frac{1}{3}$ cup diced pimento or $\frac{1}{4}$ cup sliced stuffed olives
- Salt to taste

Sprinkle gelatin on $\frac{1}{2}$ cup of the water in a saucepan to soften. Heat over low heat stirring until dissolved. Remove from heat and add remaining $\frac{3}{4}$ cup water, lemon juice and salt. Chill to consistency of unbeaten egg whites. Fold in remaining ingredients, then turn on top of almost firm avocado layer. Chill until firm. When ready to serve turn onto platter. Place slices of olives for eyes. (Conversational salad.)

* * *

CHINESE HAMBURGER CASSEROLE

- $1\frac{1}{2}$ lbs. ground beef
- 1 C. celery, chopped
- 1 can cream of chicken soup
- 1 C. water
- $\frac{1}{2}$ C. quick-cook rice
- 2 T. salad oil
- 2 med. onions, finely chopped
- 1 can cream of mushroom soup
- Salt and pepper
- $\frac{1}{4}$ C. soy sauce
- 1 can Chinese noodles

Brown meat in salad oil. Add onion and celery and cook until tender. Add soups, diluted with water, then add soy sauce, uncooked rice, salt and pepper. (Water chestnuts and mushrooms may be added at this point if this is to be a company dish.) Pour into a shallow dish and bake, covered, for 30 minutes at 350°. Uncover and bake for 30 minutes. Sprinkle Chinese noodles over top; return to oven for 15 minutes. A few bright pimiento strips across the top make a pretty garnish if you like. Makes 8 hearty servings.

ORANGE SPONGE CAKE

- 6 egg yolks
- $\frac{1}{2}$ C. orange juice
- $1\frac{1}{2}$ C. sugar
- 1 T. grated orange peel
- $\frac{1}{4}$ t. salt
- $1\frac{1}{3}$ C. sifted cake flour
- 6 egg whites
- 1 t. cream of tartar

Beat yolks till thick and lemon-colored. Add peel and juice; beat till very thick. Gradually beat in 1 C. sugar and the salt. Carefully fold in flour. Beat egg whites till foamy; add cream of tartar; beat to soft peaks. Gradually add remaining $\frac{1}{2}$ C. sugar, beating to stiff peaks. Thoroughly fold whites into yolk mixture. Bake in ungreased 10-inch tube pan at 325° for 55 minutes or till done. Invert pan and cool.

FROST WITH THE FOLLOWING:

- 1 C. cream
- 2 boxes confectioners' sugar
- 1 C. shortening

Beat the above until fluffy. Flavor to taste with orange rind and flavoring.

* * *

ENGLISH TORTE

- $\frac{1}{2}$ cup finely chopped pecans
- $\frac{1}{4}$ lb. vanilla wafers — finely crumbled

Mix and put half in 9 inch pan — do not butter pan. Cream $\frac{1}{2}$ cup butter with $\frac{1}{2}$ cup confectioners sugar. Add 3 beaten egg yolks and $1\frac{1}{2}$ squares melted chocolate. Fold in 3 beaten egg whites. Mix well, spread on top of crumbs. Cover with remaining crumbs. Refrigerate at least 3 hours.

* * *

OLD FASHIONED MEAT LOAF

- 2 lbs. lean ground beef
 - 1 to $1\frac{1}{2}$ cups soft bread crumbs
 - $\frac{1}{4}$ cup catsup
 - 2 eggs
 - 2 teaspoons salt
 - $\frac{1}{8}$ teaspoon black pepper
 - 1 T. Worcestershire sauce
 - 1 T. prepared mustard
 - 1 medium onion, grated
- Form in loaves and bake at 350 degrees 1 to $1\frac{1}{2}$ hours.

* * *

BARBECUE WIENERS

- 1 medium onion, chopped
- 3 T. salad oil or butter
- 1 T. sugar
- 1 teaspoon mustard
- 1 teaspoon paprika
- $\frac{1}{2}$ cup catsup
- $\frac{1}{2}$ cup water
- $\frac{1}{2}$ cup vinegar

Brown onion in fat. Mix other ingredients in a bowl. Pour over 12 to 15 wieners, then add the cooked onion. Bake in slow oven for 30 minutes.

Cass County Civil Defense Joins "Watch"

Jerry Redburn, communications director of the Cass County, Iowa Civil Defense organization, is pictured with KMA news director Duane Johnson going over details of linking their well-organized group with the KMA tornado watch. Jerry has his headquarters in the courthouse at Atlantic,

Iowa where he is net control of 14 ham radio operators in a RACES NETWORK and 33 Citizens Band mobile stations. He is also in direct contact with Highway Patrol, Sheriff, County Engineers, Utilities Company mobiles, and several other radio civil defense stations. One of their stations is a "link", being also a member of the Tornado Valley CB Club which is already set up and organized to work with KMA.



News director Johnson and Cass County Iowa CD communications Director Jerry Redburn check over organizational charts of new addition to KMA Tornado Watch.



Johnson and Redburn look over KMA Tornado Watch coverage in Iowa, Missouri, and Nebraska. Communications links now extend 90 miles north, and 50 miles in all other directions.

These two groups are in touch with groups farther north in Iowa, south into Missouri, and west into Nebraska. The KMA tornado watch communications network becomes larger and larger.

Jerry is pictured (at top) in the KMA newsroom with Duane just under the row of six monitors at KMA. These keep KMA in touch with activity in the immediate area: citizens band stations, fire department, police, sheriff, highway patrol, and point - to - point communications among law enforcement agencies.

We are in touch with so many things it sounds vastly complicated, but under the capable supervision of such communications men as Jerry in Atlantic and Judd Nordyke at Villisca there is a confident feeling that everything is under control. There are many serious and capable people working with them. KMA is the medium of reporting what all these fine people are working so hard to bring to you . . . instant warning in case of emergency.

PROGRAM NEWS FOR JUNE 1966

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By

Norman Williams
Station Manager



Did you know . . . that there are over 252 million radios in the United States? 65 million of them are transistors and nearly 40 million automobile radios have been sold since 1960. Can you imagine all these radios turned on at the same time and all blaring Mrs. Miller's rendition of "Downtown"? I think even our enemies would leave us alone.

One KMA listener wrote this card to Darel Bargar, "Our canary hadn't sung for 8 months till you put "Mrs. Miller" on the turntable." I don't think any recording has received more pro and con comments in the history of broadcasting. Another letter said, "I listen to KMA, but my word if you have that record by Mrs. Miller on very many more times I'm thru listening. It is sickening. My teen age daughter also thinks so, so it isn't just my age. P.S. Just changed stations and have listened to KMA for years." The staff here at KMA was just as divided in its opinion of Mrs. Miller. Wonder if people get as steamed up about their school board elections?

Had the opportunity a couple of weeks ago to be on Billie's Open Line show to answer questions about TV and radio. One point I made on that show I would like to repeat here. "People are different. They like different things or the same things prepared in different ways. In any communications media the problem is to satisfy or please the greatest number of people. We are sensitive to the audience reactions we receive, and each one is examined and recorded." We all try, but invariably we will please some and make others mad at us. As the old saying goes, "One man's flower is another man's weed". It would be a dull world if we all liked the same thing.

I'll be looking for your letter.

TOUR GROUPS VISIT KMA

The season is here when school classes and adult groups are enjoying the opportunity to visit our KMA broadcast facilities, the May Seed and Nursery Company, and other points of interest in Shenandoah. We welcome your visits. Just let us know when you expect to arrive and we will make arrangements to conduct your group.

ROAD REPORTS THREE TIMES DAILY

KMA-land travelers and our own folks here at home are discovering it will save time and inconvenience if they check with KMA Road Reports. Road Reports bring you complete information on detours, highways under construction, and where maintenance crews are working so you may plan your route around the obstacles. KMA "Road Reports" are presented at 8:30 a.m., 3:30 p.m., and 9:30 p.m. weekdays, and 12:30 p.m. and 3:30 p.m. on Sundays.

DIRECT RECORDING KMA NEWS HOOKUP

KMA News Director Duane Johnson with the assistance of the engineering department has set up a permanent tape recorder in the KMA newsroom which is hooked in to the telephone lines for instant recording of direct news reports and interviews. When a news story breaks fast, KMA News can pick up the report direct by phone and have it on the air in minutes. If first-hand knowledge about a news event is needed from an individual in the news, interviews can quickly be set up by phone recording. Another fine service for KMA listeners.

"Back to the Bible"

is now heard at new
listening times on KMA.

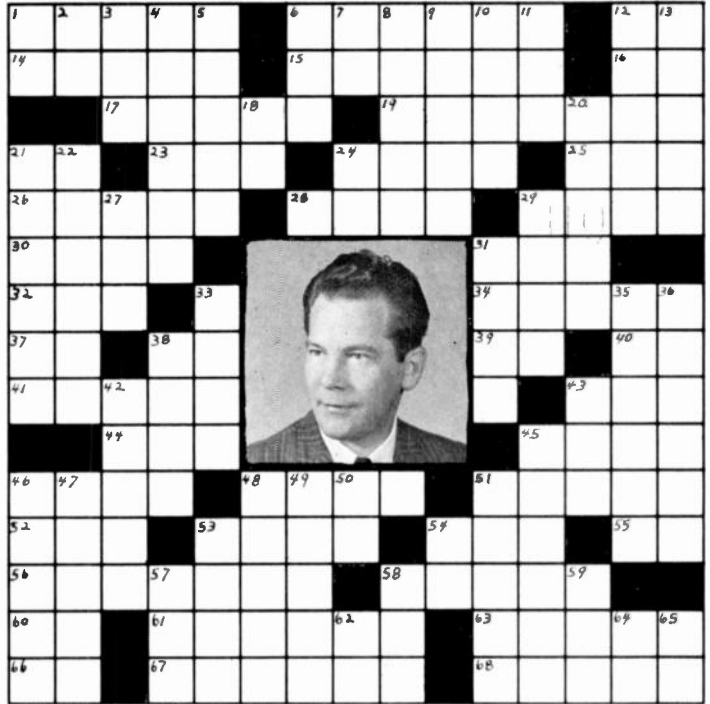
NEW TIMES:

- 1:30 p.m.
Monday through Saturday
- 8:00 p.m.
Monday through Friday
- 10:30 p.m.
Sundays

KMA Crossword

ACROSS

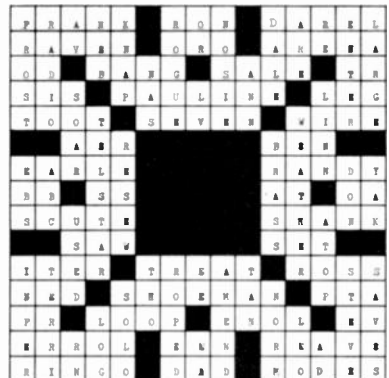
- 1-6. KMA Afternoon Action Host
12. British: Abbr.
14. Dwelling
15. KMA Managerial Secretary
16. Daybreak: Combination Form
17. Actor, David _____
19. What Warren and Billie Are
21. South Carolina: Abbr.
23. Small Bird
24. Is Victorious
25. Cape or Headland
26. The Dispensing of Alms
28. Announcement Between Programs
29. Against
30. Costly
31. Female Sheep
32. Fate
34. Distributes Cards
37. Type Measure
38. Compass Point
39. Food Fish
40. Near
41. Re-stitch
43. Uncle: Scottish
44. Roman Bronze Coins
45. Woody Plant
46. Small Body of Water
48. KMA's Sister TV Station
51. Trade Mark
52. Japanese Apricot
53. ABC Award Winning Commentator
54. Taro Paste
55. Technical Sergeant: Abbr.
56. Jack Gowing's Interest
58. Little Black _____: Story
60. Federal Housing: Abbr.
61. German Beer Mugs
63. U. S. Marine Song Writer
66. South America: Abbr.
67. European Fresh Water Fish
68. Roof Tile



DOWN

1. District Attorney: Abbr.
2. From: Prefix
3. KMA Announcer
4. Duane Modrow's Position
5. Lightning
6. Papa Cartwright: TV's Bonanza
7. Avenue: Abbr.
8. KMA, Four State _____
9. Gleam
10. Yes Votes
11. Royal Navy Territory: Abbr.
12. Hat for 63 Across
13. Peyton Place Doctor
18. And: Latin
20. Nine: French
21. Last Name of 63 Across
22. Omaha Market Reporter
24. West Point: Abbr.
27. Rug Pad
29. Reverently Inspired
31. Duane Modrow's Duty
33. Duane Johnson's Business
35. Deplore
36. Horses
38. May's Garden _____
42. Last Name of 15 Across
45. Pertaining to Tribes
46. Powder Applicators
47. Home of 48 Across
48. Ed's Second Daughter
49. What One Across Plays
50. Trade - Last: Abbr.
51. Explosive Charges
53. Man's Nickname
54. Parent
57. Mountain Standard Time: Abbr.
58. Compass Point
59. Girls Name
62. New Hampshire: Abbr.
64. Right: Abbr.
65. Biblical Pronoun

LAST MONTH'S SOLUTION



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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.



Mary Burchichter, daughter of KMA chief engineer Don Burchichter, is pictured at the 1966 Junior-Senior Prom at one of three beautiful "Underwater Fantasy" settings she and her co-workers in the Junior class designed. Pictures of other settings are on the front cover and page six. This setting featured a huge treasure chest with an

amber light under the "treasure" to give it a golden glow. Colorful tropical fish suspended by invisible wires, undersea vegetation and marine life, a manikin revamped into a mermaid . . . made up a delightful effect of being underwater. (More story, page 6). Mary is the youngest of the Burchichter family.