

# The **KMA GUIDE**



July-August, 1976

# HAPPY BIRTHDAY

July 4th The United States of America celebrates its 200th birthday as everyone should know by now. No matter what you plan or your community plans for that occasion, take time at least once during that day to remember that independence is not free but constantly paid for by each generation.

As John Adams, one of the founding fathers and second President of the United States said: "Posterity! You will never know how much it cost the present generation, to preserve your Freedom! I hope you make a good use of it. If you do not, I shall repent in Heaven that ever I took half the pains to preserve it."

Our front cover symbolizing one of the



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great, traditional American pastimes, baseball, in this case actually softball, is in the true spirit of Bicentennial celebrations. For another perspective, read Ned's "Feedback" column.

On the back cover can be seen the symbol used throughout the land to denote the American Revolution Bicentennial, and below it a display of flags on a corner in downtown Shenandoah. These flags were made by various clubs and represent a number of American rebel units and states.

## COMMUNITY SERVICE

Program Manager Mike Goodin substituting for Brenda Kay one day in May interviewed guests who were publicizing community events. In the pictures at left the guests are shown with Mike. Top: Mrs. Mary Anderson and Mrs. Lorraine Weaver who talked about the annual DAR Antique Show and Sale sponsored by the Shenandoah DAR. Below: Two actors, George Johnson Jr., of Essex and Mary Merrigan, Shenandoah, presented a brief play excerpt and discussed the Southwest Iowa Theatre Group's production of the old time melodrama, "The Drunkard."

# A Chat With Edward May

"Good morning, friends, in Radio Land. This is Earl May." These were familiar words in the early days of KMA when my father was living. Each day he started his morning broadcast with the aforementioned phrase.

To literally thousands of listeners in the KMA area, the name Earl May was a household word. Earl May was truly a broadcast pioneer being one of the first to utilize the airwaves. By so doing, he helped make life in the late 1920s and the 1930s a little more pleasant for thousands of people who were listening to the radio for the first time. Unfortunately the life of Earl May ended prematurely in 1946 when he was only 58 years of age.

Though his life was short of a normal life expectancy he undoubtedly crowded more into his 58 years than many people do in 68 or 78 years or even more. I believe this to be true inasmuch as he was a pioneer in a new exciting field, that of radio.

Ever since my father's death in 1946 I have had a strong urge to write, or to have written, the captivating story of Earl May, KMA and the May Seed & Nursery Co. The May Seed & Nursery Co. and Radio Station KMA were distinctive in many ways, and the unusual experiences that occurred in those early days of the Station have always held a fascination for me. Whenever I visit with a group of people and tell a few of those experiences that occurred during the early radio years at

KMA, people always say, "Those should be written down for posterity."

After several previous unsuccessful attempts, I am happy to report we finally have written what I believe to be an accurate story of Earl May and KMA. The material was put together by Ninette Beavers and Bill Tombrink, two extremely capable people from the News Department of our Omaha television station, KMTV. The more Ninette and Bill got into the story the more enchanted they became with the man Earl May. The book will soon be going to press and perhaps in the next issue of the Guide we can include an excerpt or two from it. We haven't settled upon a title but this will be done shortly.

I have read all the material several times. If I have any regrets it is that we were unable to take the time or effort to contact literally dozens of individuals who put so much time and effort and contributed so much in the building of Radio Station KMA. The names of the people are too numerous to mention and I hesitate to mention even one for fear of inadvertently omitting the names of others. Many of these individuals are still living and they know who they are. I hope they will appreciate the effort put forth in attempting to write the story of Earl May, a true radio pioneer.

Right here would be a logical place to end this column, but I think it only appropriate to say even though Earl May died in 1946 the May family still attempts to carry on the traditions established by the late Earl May. The third generation of the May family, Ed Jr. has been on Radio KMA for the past several years. When Ed Jr. graduates from the University of Nebraska next December, he hopes to return to "home base" and carry on these traditions established by his grandfather Earl May and perhaps to establish some newer ones.



Two golf tournaments sponsored by May Seed and Nursery and May Broadcasting Companies are held at the Shenandoah Legion-Country Club. Men from the companies look forward to these June events. Some are shown here on the green with putters in hand.

# MAC'S FAX

We have been enjoying radishes, onions, lettuce, spinach, beets and asparagus from our garden. We planted on March 20 and have been frozen off twice, but each time everything came back except the lima beans and green beans. We have replanted the limas twice, maybe this time they will come through.

Our potatoes were about four or five inches high when the frost hit. The next day the plants were completely gone; but now on June 3, they are about a foot tall and in bloom.

I'm having trouble getting a stand of sweet corn because the field mice and ground squirrels are having a ball eating my seed; but we are making additional plantings and hopefully, we will have enough sweet corn to eat and freeze.

We have had fresh asparagus for a couple of months. The secret to good asparagus production is to harvest about every three days and no less than once a week along with heavy fertilization. I recommend an application of Earl May Garden Fertilizer at least once a month starting in March and continuing until late fall.

The roses in Shenandoah this month are just glorious. The Hybrid Teas, Floribundas and Climbers are just out doing themselves. Everyone should have some roses and to keep them blooming and at their



One of Mac's favorite vegetables is a nice big, juicy onion. He's shown in his garden pulling several of those favorites. The other picture was taken of Mac and his gardener, Orin Mullins, in another part of the farm-garden where Orin is having trouble with the field mice eating the sweet corn.

peak, give them one cup of Earl May Rose Food. If you haven't done it, do it now and then give them another cup this fall and again next spring.

To keep them healthy and free from insects, spray once a week with Earl May Zineb and Sevin. The easy way to do it is to use a hose end sprayer, available at Earl May Garden Centers, and attach to the end of a garden hose. Use two parts Sevin, one part Zineb, add water and mix to a paste then turn on the garden hose and give them a thorough drenching. This should be done after each rain and at least once a week.

Have a good day for yourselves, everybody.



Our sister station, KMTV, Omaha, through its nightly newsmen, who shall be nameless, had fun with a closing story in March concerning an unidentified "house organ." He pointed out that under the heading of "Congratulations" the house organ went into a tale of woe about the family of one of its staffers. Several Guide readers recognized the story from the March-April issue of The Guide about "ANDY" ANDERSEN'S family. We realize that those kicker closings are sometimes hard to find, but we feel we're entitled to some umbrage as the newsmen failed to note that the Congratulations actually referred to the college graduation of "Andy's" daughter. The story followed up with a report of her subsequent illness and in a SECOND paragraph mentioned the other Andersens' ailments.

# RFD 960

By STEVE HOEFING



The Early Bird Catches the Worm . . . How many times have you heard this old saying? I wonder why no one has ever bothered to look at this from the worm's point of view. In other words, the worm kingdom probably has an old saying of their own . . . "Getting up early can be hazardous to your health."

Most of the people I talk to always get around to asking me what time I get up in the morning. When I say five o'clock, the general reaction is totally predictable. It's usually a piercing cold stare followed by a long pause and then the words . . . "you've got to be kidding." "No, I'm not," I say . . . "and I know other farm directors who get up at 3:30." With this, they usually change the subject, as the pain of trying to remember what it was like the last time they got up that early, is too great to bear.

It would be a lie to say I enjoy getting up before the sun all but three weeks a year . . . and it's many a morning when I feel like a worm in an early bird world. Sometimes, I wonder what people are really doing while I broadcast RFD 960. I'd like to think that they are all up and eagerly greeting a new day, but lately, I've been getting strong indications that many of you are still in bed. What is this world coming to?

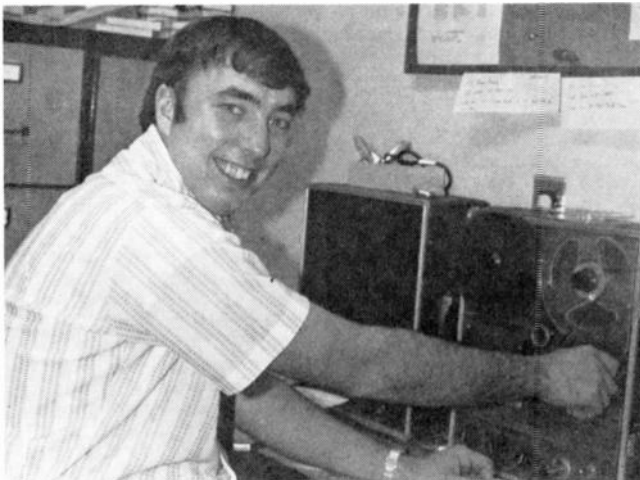
I realize that the days of having to get up and put a log in the furnace and cook stove are for the most part behind us, but surely there must be more to get us up in

the morning than a bedroom clock radio. Could it be that today's farmer is getting more like his neighbor in town. That they ruin themselves by staying up late watching television past 9 o'clock. For Shame.

Whatever happened to the joy of getting up at 5 o'clock in the morning during a January blizzard to milk the cows, feed the chickens and slop the hogs. "What hogs, what chickens and what cows?" you say. "You mean to tell me you have no chores any more?" Incredible! What kind of a picture would American Gothic be today? Perhaps a farmer and his wife standing in front of their new 4-wheel drive tractor with air conditioned cab. This time there is a banker holding a pitch fork as the farmer signs his note. The look of bewilderment on the wife's face could remain the same because her new living room furniture is tied up in that big machine.

Yes, times have changed. For the most part, 18-hour days now come only at planting and harvesting time. The strain of physical work may not be as great today, but the mental strain of keeping the farming operation in the black is probably equal. It's about time that farmers get a good night's sleep at least nine months a year.

So the next morning when the bedroom radio is tuned to RFD 960, and you decide to sleep for another half hour, pull the covers up to your neck and be glad your on the receiving end, not on my end.



## EARLY BIRD PHILOSOPHIZES

KMA's resident wag took pen in hand to write the RFD column earlier this spring. This is the first chance The Guide has had to publish his "tongue in cheek" tale.

## On Sports

It all started out innocently, enough. I asked Don Hansen if he would accompany me to Cleveland if I could come up with tickets to one of the Boston Celtics-Cleveland Cavaliers NBA play-off games for the Eastern Conference championship. Don told me that if I got the tickets, he would go with me.

I knew the odds for obtaining tickets were slim. The Cavaliers had sold-out all three play-off games at the Richfield Coliseum in one day. Demand for tickets was great. However, I placed one telephone call to the Cavaliers' ticket office, and as luck has it, sometimes, I got hold of the right person. As I hung up the telephone, I knew the trip would be a reality. I had secured two tickets to the May 14th, play-off game, in Cleveland, game No. 4 in the best of six series.

Don and I left the day before the game, Thursday, May 13. Our plane was scheduled to leave the Omaha airport, that morning, at 9:35. Anyway, it was supposed to leave at 9:35. Here's the picture. Don and I are in our seats. We have our seat-belts fastened. Our tray tables are locked, and our seats are in their full up-right position. Everything is in readiness for the take-off. The plane starts down the runway, it is charging down the runway. Then, the plane, a DC-10, starts to slow down. We come almost to a complete stop, before we turn left off the runway and stop. The pilot, who wouldn't divulge his last name to us, informed the passengers, Don and me included, that a gauge was mal-functioning, and would have to be checked out. He said it would only take a few minutes. Twenty minutes later, after we had guessed the ages of three of our stewardesses, and had read every page of the airline's magazine, the plane started moving. At last, we were going to be airborne. Negatory!! Instead, the pilot informed us that we would have to go back to the gate and have further checks made. At 10:30, we finally got off the ground and headed for Chicago. We landed in Chicago at O'Hare at 11:45, which was the time our connecting flight to Cleveland was supposed to leave. Luck was finally with us, though. The traffic was backed up at O'Hare, that morning, so our connecting flight didn't leave Chicago until noon. That night, the Cleveland Indians were at home playing the Boston Red Sox at Municipal Stadium. Don and I decided to attend the game. That night, Rick Manning, center fielder, for the Indians, stole the show. Rick let two line drives get by him and rolled all the way to the fence. To cap a super performance, he made the final out of the game, as the Indians fell to Boston, 7-5. After the game,

Don congratulated Rick on his fine play, that evening. Manning muttered something in a foreign dialect and tipped his cap to us on his way to the Cleveland clubhouse.

The next day, Friday, May 14, Don Hansen and I readied ourselves for game No. 4 of that Boston-Cavalier series, that night.

Some might wonder why I have gone ape over the Cleveland Cavaliers. It's very simple. Four years ago, when I was doing Creighton basketball, the Bluejays played Cleveland State in Cleveland. The night before the game we went to see the Cavaliers play the Los Angeles Lakers at the old, decrepit Cleveland Coliseum. The Cavaliers were bad. That night, they lost big to the Lakers. The head coach of Cleveland is Bill Fitch. Bill was a former assistant basketball coach at Creighton. When I first was introduced to Bill Fitch on that trip I was impressed. He started from scratch with the Cleveland franchise. He had a great sense of humor. Believe me, he needed it. The first year, during a game, the Cavaliers got the opening tip-off, went down the floor, and made a basket at the wrong end of the court. They made it for the other team. But, Fitch, thru hard work, superb coaching, and good trades has turned the Cavaliers into a potential NBA contender in years to come. When you see where Cleveland started from and where they are today, it really makes you appreciate what they have done.

All the Cleveland home games are played in the Richfield Coliseum. The arena, which seats 21,564, is one of the most beautiful I have ever been in.

What a spectacle that play-off game was. It's hard to believe humans could make so much noise, so loud and for so long. Jerry West, the great ex-Laker's star who was at the coliseum for the telecast of the game, said he had never heard such noise before. Perhaps it's the acoustics at the place, or maybe it's just the crazy-happy Cavalier fans giving vent to their emotions often beyond control not even realizing how loud they are shouting. It was evident that the Cavaliers had really captured the community. There are so many new fans who suddenly have discovered the Cavs. There were an unbelievable number of women at the game. You could tell that some didn't know exactly how to act. One sportswriter said, "I can't stay away. I find it a compulsion to be here. I'd come even if I weren't assigned to cover."

When you see an NBA play-off game you get totally involved. You hate to see the game come to an end. Never before, have I been in an atmosphere as explosive as was evident that night, due to the intensity of the fans as well as the players and coaches. Perhaps part of it is due to the new fan whose limited knowledge of the game and the rules makes him a sud-

(Con't. on page 12)

# ROYALS SCHEDULE

The July-August game dates and air times on KMA Radio for the Kansas City Royals Baseball team are as follows:

July 1	— 7:30 p.m.	— Oakland
July 2	— 7:30 p.m.	— Oakland
July 3	— 7:30 p.m.	— Oakland
July 4	— 1:30 p.m.	— Oakland
July 5	— 1:00 p.m.	— at New York
July 6	— 7:00 p.m.	— at New York
July 7	— 7:00 p.m.	— at New York
July 9	— 7:00 p.m.	— Detroit
July 10	— 1:15 p.m.	— Detroit
July 11	— 12:30 p.m.	— Detroit
July 15	— 7:30 p.m.	— Boston
July 16	— 7:30 p.m.	— Boston
July 17	— 7:30 p.m.	— Boston
July 18	— 1:30 p.m.	— Boston
July 19	— 7:30 p.m.	— Baltimore
July 20	— 7:30 p.m.	— Baltimore
July 21	— 7:30 p.m.	— Milwaukee
July 22	— 7:30 p.m.	— Milwaukee
July 23	— 10:00 p.m.	— at Oakland
July 24	— 3:30 p.m.	— at Oakland
July 25	— 3:30 p.m.	— at Oakland
July 26	— 9:30 p.m.	— at California
July 27	— 9:30 p.m.	— at California
July 28	— 9:30 p.m.	— at California
July 30	— 7:30 p.m.	— Texas
July 31	— 7:30 p.m.	— Texas
Aug. 1	— 7:30 p.m.	— Texas
Aug. 3	— 7:30 p.m.	— Minnesota
Aug. 4	— 7:30 p.m.	— Minnesota
Aug. 5	— 7:30 p.m.	— Minnesota
Aug. 6	— 8:00 p.m.	— at Chicago
Aug. 7	— 1:15 p.m.	— at Chicago
Aug. 8	— 12:30 p.m.	— at Chicago
Aug. 9	— 7:30 p.m.	— New York
Aug. 10	— 7:30 p.m.	— New York
Aug. 11	— 7:30 p.m.	— New York
Aug. 13	— 7:30 p.m.	— Detroit
Aug. 14	— 7:30 p.m.	— Detroit
Aug. 15	— 1:30 p.m.	— Detroit
Aug. 16	— 7:30 p.m.	— Cleveland
Aug. 17	— 7:30 p.m.	— Cleveland
Aug. 18	— 7:30 p.m.	— Cleveland
Aug. 19	— 7:30 p.m.	— at Milwaukee
Aug. 20	— 7:30 p.m.	— at Milwaukee
Aug. 21	— 1:30 p.m.	— at Milwaukee
Aug. 22	— 1:30 p.m.	— at Milwaukee
Aug. 23	— 6:30 p.m.	— at Cleveland
Aug. 24	— 6:30 p.m.	— at Cleveland
Aug. 25	— 6:30 p.m.	— at Cleveland
Aug. 26	— 6:30 p.m.	— at Boston
Aug. 27	— 6:30 p.m.	— at Boston
Aug. 29	— 1:00 p.m.	— at Boston
Aug. 30	— 6:30 p.m.	— at Baltimore
Aug. 31	— 6:30 p.m.	— at Baltimore

Crosby, Missouri . . . Enclosed find \$1.00 for my renewal of the KMA Guide. We enjoy your many good radio programs especially Edward May's program of weather, etc., Brenda Kay's homemaker program, also the White Elephant trading post. Thank you, too, for a fine little magazine.



Vicki Morris joins KMA.

## NEW COPY WRITER

"Miss Vicki" is the nickname some of the staff members have given the new continuity writer much to her chagrin. Actually she is Mrs. Vicki Morris.

Vicki graduated from Shenandoah High School and attended Iowa Western Community College at Clarinda. She had worked at the Clarinda Chamber of Commerce and Eaton Corp. in Shenandoah before coming to KMA.

A recent bride, Vicki married Rick Morris April 17 this year.

She is the daughter of Mrs. Fairis Maas of Shenandoah and has a brother, Dan Whitehill of Farragut and sister, Linda McMullen of Northboro.

Pastels are favorite colors for this tall blonde who also likes to ride horses, fish and garden. She thinks her grandmother, Mrs. Lee Whitehill of Farragut is the best cook in the world and claims that her favorite foods are mashed potatoes and gravy.

She began her work with Lynn Padilla in the Continuity Department in April.

Corning, Iowa . . . Enclosed find \$1.00 for the renewal of my subscription to the KMA Guide for another year. I have taken it ever since the first issue was published in 1944. I sure enjoyed the old time radio shows you had on the air last winter. But sorry when they went off the air the last of March. Last week I heard you say they would be back on May 17 in the evenings, and you mentioned many more that weren't on last winter. I am going to listen to every one of them. When they were all on years ago, we enjoyed them so very much.





Proof for their grandchildren.

When KMA Farm Broadcaster **LYNN KETELSEN** interviewed Secretary of Agriculture **EARL BUTZ** this spring, he introduced his bride, **MARY**, to him. What resulted next was a surprise to both Ketelsens as the Secretary invited Mary to sit on his knee.

Singer **RUSTY DRAPER** who appears regularly in this area always stops in to visit with long-time friend, **MERLE DOUGLAS**. He is shown swapping stories with Doug in the picture below (left).



Visitors call at KMA Guide office.

Observing the American Revolution Bicentennial in their own way are News Intern **CONNIE SUE GASKILL** who is wearing a dress, made in a 100 year old style, and **MIKE GOODIN**, Program Manager, who is showing off his beard which is similar to beards worn by pioneers.

Managerial Secretary **EVALYN SANER** visited with former entertainer **HARLEY HOUSH** and his wife, **MARGARET**, when they stopped at the KMA studios in May. Harley who was known as "Herman the Fiddler" broadcast on KMA from 1951 to 1953. He and his wife reside now in Topeka, KS., where he is employed as a semi-truck driver.



Can you top this?



Bicentennial spirit.





No more office work.

**MARSHA BROYLES** who had worked at KMA in the continuity department since January, 1973 retired to be a full time housewife in May. She is shown her last day at work when the office gang presented her with a farewell gift. Her successor is profiled on page seven.

President **ED MAY** of May Seed and Nursery and May Broadcasting Co. has been named an Ambassador for Ak-Sar-Ben of Omaha.

**NADINE KELSEY** of Accounting is raising quite a track star. Her son, **KENT**, took many ribbons this past school year. An 8th grader, Kent brought home three blue ribbons from the Creston Junior High Track and Field meet. He set Shenandoah records in the discus throw and in the 220 yard dash. As anchor man on the relay team, he took a first in the 880 yard relay. Kent who completed the RAGBRAI or bicycle ride across Iowa last year plans



No more pirate jokes.

to join the ride this year in spite of crashing his bike and scraping himself in June.

Wood choppers beware: Salesman **DEE MARTIN** sports a black patch over his eye in the picture above. The accident happened early this spring when Dee was chopping wood and a tiny chip landed in his eye. The eye is fine now.

On June 4th, the gang gathered around **EVIE SANER** at her desk to sing its own inimitable version of "Happy Birthday." The surprised look on her face was either the result of sentiment or sore ears.

Pictured on the front is the KMA-May team playing the Eaton plant team. On the bench (l-r) are Billy Bangs, Bill Selby, Ned Dermody, coach; Mike Goodin and standing is Connie Sue Gaskill. Pitching for KMA-May is Ron Malmberg; catcher Darrel Burkhatther; third base, George Max; shortstop, Lynn Ketelsen; and left field, "Mac" McDonald.

The annual golf-picnic outing for men from Earl May Seed and Nursery, May Broadcasting and Mt. Arbor Nurseries, which is called the "Emma" tourney, was held in June at the Legion-Country Club in Shenandoah. The staffers from KMTV, KFAB, Omaha, and KMA participate in another tourney following Emma. A complete report on the doings at these events is difficult to get but at last report, two pairs of glasses were broken and many pounds of beef were grilled to perfection. Some of the group are shown in that section of the club grounds set up for picnics, called the "grove."



Refreshment time at tourney.

# A MEMO

From **BRENDA KAY**

Bicentennial activities seem to be in full swing this summer. It has been so interesting to read about and to interview people about the special community celebrations being observed. Red Oak had an outstanding Bicentennial Festival in the middle of June complete with contests, demonstrations, an international food fair and a pageant held under their recently restored Chautauqua Pavilion. The community of Macksburg, Iowa, was fortunate enough to celebrate its Centennial during the Bicentennial. The 3-day celebration was held the last weekend of June. As for me, I've been devoting a good deal of time to the Fourth of July Celebration Committee in Clarinda. It has been several years since an all-out community celebration has been organized in Clarinda for the 4th and this seemed like an especially appropriate year to investigate such an activity. It's the committee's hope that this can now be a yearly event.

Richard has been busy, too. This past year he became a member of the Clarinda Park Board and has found that the Park Board is responsible for many activities and projects that must be done during the summer months. One of the nicest projects has been the installation of all new park equipment for the children to play on. Service organizations have made donations throughout the year to help purchase these pieces of equipment. There are different pieces for different age groups and they are all painted in very bright and lively colors. What fun for the children!

Speaking of children, Rich and I are happy to announce we are expecting our first child in October, and so you can probably imagine all the preparations we are trying to complete during the summer. My biggest problem seems to be fatigue. By the time I get home in the evening, I'm weary, and consequently, I don't get too much accomplished. But I am trying to make good use of my weekends. So many people have asked if I plan to continue my work after the baby is born, and my answer is "yes". I have a wonderful babysitter already lined up — a good friend and a member of my Bible Study, so I feel confident that our "special addition" will be in good and loving hands.

Some of the most interesting meetings that I've attended these past two months include the Planned Parenthood Conference in Des Moines, the Home Economics Alumni Meeting at Iowa State in Ames, and the

Senior Citizens Spring Festival in Council Bluffs. And of course, now I can look forward to the various fair activities soon to begin throughout the area. I hope you do your part in supporting the various events in your home town and area during the summer. Your presence and support is necessary to make the work and efforts of so many others seem worthwhile.

Have a glorious summer!

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## BICENTENNIAL BEEF COOKBOOK WINNERS

During the observance of May Beef Month, listeners to LIVING TODAY participated in a drawing for the "Bicentennial Beef Cookbook." Winners of those cookbooks are listed below:

Mrs. Margaret Peterson, Red Oak, Mrs. Vincent T. Finnegan, Guthrie Center, Susan Heitoff, Clarinda, Mrs. Merle Gamble, Coin, Mrs. Leonard Gerdes, Auburn, Mrs. Wilbur Kite, Clarinda, Mrs. A. B. Tarrant, Clarinda, Mrs. Joe Hobbins, Neola, Mrs. Vaughn Case, Ellston, all in Iowa; Mrs. Curly Watson, King City, Mrs. Fred Schuele, Elizabeth Benight, both St. Joseph, all in Missouri; Mrs. W. F. Crouch, Lincoln, Mildred Leenerts, Bruning, Mrs. Lloyd Burklund, Geneva, Mrs. Clarence Cook, Talmage, Mrs. Irvin Suhr, Oakland, Mrs. D. A. Russell, Alma, Dagmar Holmberg, Wausa, Mrs. Joe Brejcha, Swanton, all in Nebraska; Mrs. F. R. Thompson, Salina, KS.

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## PINEAPPLE CREAM CAKE

(Hyldred Reese, Clarinda)

1 Jiffy cake mix, prepared as directed. Bake in 9x13" pan so it will be a large, but thin cake.

Combine and beat for 2 to 4 minutes:  
1 pkg. pineapple cream instant pudding  
8-oz. pkg. cream cheese, softened  
2 c. milk

Pour over cooled cake. Spread a No. 2 can of crushed pineapple, well-drained, over the pudding mixture. Spread a large container of whipped topping over the top. Refrigerate till set, for several hours.

French vanilla instant pudding may be substituted with cherry or blueberry pie filling.

\* \* \*

## KOOL-AID PIE

(Connie Burton, Clarinda)

1 large can of evaporated milk, chilled  
Whip until foamy and add 1 pkg. of unsweetened Kool-Aid and  $\frac{3}{4}$  c. sugar. Continue whipping until it peaks like whipped cream. Pour into a prepared graham cracker pie crust. Freeze. Garnish with whipped cream and fruit, if desired. Suggested flavors of Kool-Aid are: lime, strawberry, or lemonade.

### SKILLET BISCUITS

Preheat electric skillet to 350-380° and grease lightly with margarine. Place biscuits in skillet, not letting them touch. Cover and bake 3 to 5 minutes. Turn biscuits; cover and bake about 3 minutes longer. Serve hot with butter and favorite jelly. This recipe is designed for the biscuits purchased in the refrigerated tubes.

\* \* \*

### M & M COOKIES

(Santee Montignani, Council Bluffs)

- ½ c. margarine
- ½ c. solid vegetable shortening
- 1 c. sugar
- 1 c. brown sugar
- 2 eggs
- 2 c. flour
- 1 t. salt
- 1 t. soda
- 1 t. baking powder
- 3 c. quick oatmeal
- 1 c. M & M candies
- ½ c. chopped nuts

Cream shortening, sugars and eggs until smooth. Sift together dry ingredients and stir in. Add oatmeal, then the chips and nuts. Drop by spoonfuls onto an ungreased baking sheet. Bake at 375 degrees for 12 minutes. Makes about six dozen.

\* \* \*

### STRAWBERRY DUMPLINGS

- ⅓ c. sugar
- ⅔ c. water
- ½ t. vanilla
- 1 c. flour
- 2 T. sugar
- 1½ t. baking powder
- ½ t. salt
- ¼ c. margarine
- ½ c. milk
- 1 pt. strawberries, washed and hulled
- 1 T. sugar

Combine ⅓ c. sugar and water in small pan. Bring mixture to boiling. Reduce heat and simmer, uncovered, 5 minutes. Stir in vanilla. Stir together flour, 2 T. sugar, baking powder, and salt. Cut in margarine till mixture is crumbly. Add milk and stir just till well combined. Place strawberries in bottom of 1½ qt. casserole. Pour hot sugar-water mixture over berries. Drop dumpling mixture by spoonfuls, about 8 to 10. over berries. Sprinkle with remaining sugar. Bake at 450° for 25 minutes. Serve warm.

\* \* \*

### MOCHA SHAKE

- 1 pt. chocolate ice cream
- 2 c. milk
- 2 T. instant coffee
- ¼ t. nutmeg
- Whipped cream
- Nutmeg or instant coffee

Place first four ingredients in blender. Cover and blend till smooth, about 30 seconds. Pour into mugs and top with fluff of whipped cream; sprinkle with nutmeg or coffee. Makes 4 cups.

### ELECTRIC SKILLET ROAST

- 3-4 lb. pot roast
- ½ c. barbecue sauce
- 2 T. soy sauce
- 1 T. Worcestershire sauce
- Dash of basil
- Dash of oregano
- Dash of thyme
- Garlic salt to taste

Brown roast on both sides in small amount of melted fat. Mix barbecue sauce with seasonings. Spread half of mixture on top of browned meat. Lower temperature to simmer. Add ½ c. water. Cover tightly with lid, no vent, and cook for 3 hours or till meat is tender. Half way through cooking time, turn roast over and add remaining sauce and 1 medium onion, chopped.

\* \* \*

### BEANY BEEFBURGERS

- 2 lbs. ground beef
- 2 t. salt
- ¼ t. pepper
- ½ c. catsup
- 1 t. chili powder
- 1 can (16 oz.) pinto beans, drained
- 2 T. minced onion
- 2 T. chopped pepper
- 6 hamburger buns

Combine beef, salt and pepper. Shape into 6 patties and grill till done. Meanwhile combine catsup and chili powder in saucepan. Add beans, onion, green pepper and heat slowly for 5 minutes, stirring occasionally. Place beef patties on bottom of buns and top with 3 to 4 T. of bean mixture. Place bun tops over sauce. 6 generous servings.

\* \* \*

### FROZEN CABBAGE SALAD

(Sharon Quee, Clarinda)

- 1 medium head of cabbage
- 1 t. salt

Shred cabbage and add the salt. Let set for 1 hour. Make dressing by bringing to a boil and boiling for 1 minute:

- 1 c. vinegar
- ¼ c. water
- 2 c. sugar
- 1 t. mustard seed
- 1 t. celery seed

Let cool. Shred 1 carrot and chop 1 green pepper. Drain cabbage thoroughly. Combine cabbage, carrot, green pepper, and dressing. Pack in cartons and freeze.

\* \* \*

### BANANA SPLIT PIE

(Elsie Herzberg, Clarinda)

Prepare and bake 1 pie shell. Slice 2 to 3 small bananas and sprinkle with 1 T. lemon juice. Arrange banana slices over bottom of baked pie shell. Carefully spread 1 pt. strawberry ice cream, slightly softened, over bananas. Place in freezer. When ready to serve, top each piece with a generous serving of whipped topping and a maraschino cherry. Drizzle with chocolate sauce.

## BRIDAL ATTIRE

The Shenandoah Christian Women's Club held a style show of "Weddings through the Years" at its June meeting. Brenda Kay, KMA's Women's Director, who serves as Special Feature Chairman of the group, was the commentator. Dresses dated from 1895 until 1976.

The group of models for the show are shown in the picture at right and the two models seen below are Sandy Runyan of Clarinda and Linda Boger of Shenandoah. They are wearing mother-daughter dresses. Sandy displays the dress of Mrs. Fred Moller of Clarinda who wore it in 1908. The dress worn by Linda was made by Mrs. Moller for her daughter, Ruth Cabbage of Clarinda who donned it in 1933.



### STRAWBERRY DELIGHT

- 1 pkg. (3 $\frac{3}{4}$  oz.) strawberry jello
- 1 cup boiling water
- 1 small pkg. of frozen strawberries
- 1 cup whipped cream
- Angel food cake

Dissolve jello in boiling water. Add frozen strawberries. Let stand until slightly set. Fold whipped cream into jello mixture. Break cake in bite-size pieces. Scatter in 8x11 inch pan; pour jello mixture over cake. Repeat until all is used. Let stand in refrigerator over-night and cut into squares to serve.

(Con't. from page 6)

den and dangerous expert. Part of it is due to the crowd's affection for the Cavaliers who can do no wrong. Part of it is the new, uninhibited generation. Before the game even started, some whacko in the crowd threw a hard object at Boston coach, Tommy Heinsohn. When that happened, I said to Don some of the people can't be controlled. They are vicious. Still, there is always the danger of a crazy in the crowd. There is such a fine line between control and the lack of it. The game was exciting with the Cavaliers winning, 106-87. By the time the game was over, I could hardly talk because of all the cheering I had done. The Celtics gave Don Hansen a few things to cheer about, that night, also. A friend of mine told me once that an NBA play-off game was as different from a regular season game as night and day. How right he was!!



### HOT NEW POTATO SALAD

- 3 lb. small new potatoes, pared and quartered (or 4 to 5 regular potatoes, pared and diced)
- $\frac{1}{2}$  c. bacon drippings
- $\frac{1}{4}$  c. white vinegar
- 1 T. salt
- $\frac{1}{2}$  t. pepper
- Sugar to taste (1 t.)
- $\frac{1}{4}$  c. finely chopped onion
- $\frac{1}{2}$  c. finely chopped celery leaves
- 2 T. chopped parsley
- 1 c. sliced radishes (opt.)

Cook potatoes in small amount of water till tender, about 10 minutes. Drain. Meanwhile heat bacon drippings and add remaining ingredients cooking lightly while potatoes are cooking. Add drained potatoes, tossing gently. Serve hot.



**KMA Women's Director Brenda Kay and Connie Sue Gaskill of the News staff attended the Regional Planned Parenthood Conference in Des Moines. Keynote Speaker for the luncheon was Gloria Steinem, nationally known editor of Ms. Magazine. Brenda Kay took the pictures of Ms. Steinem as she addressed the luncheon crowd and answered individual questions after her talk.**

**Mike Goodin, KMA Operations Director and Program Manager, and LaVon Eblen, Extension Home Economist for Cass and Audubon counties, served as judges for the Talent Contest during the Senior Citizens Spring Festival held in Council Bluffs in May.**



**Fine Arts activities scheduled for the summer months in historic Brownville, Ne., was the topic of the Living Today program when Brenda Kay interviewed Dorothy Broady of Rock Port (right) and Betty Largen of Hamburg (center).**



# FEEDBACK

By NED DERMODY

*"He who loves not his Country, can love nothing"—Byron*

The Bicentennial year is fast slipping away. We have been celebrating we are told, our 200th anniversary as a nation. It has in effect been one year-long commercial, and we have been selling each other everything from lessons in history to Bicentennial beer. It seems that everything that isn't movable has been declared an official bicentennial historic landmark. There is so much of it that we worry about saturation. But wait a minute!

*"... this great anniversary festival ought to be commemorated as the day of deliverance, by solemn acts of devotion to God Almighty. It ought to be solemnized with pomp and parade, with shows, games, sports . . . ."*

*John Adams July 3, 1776*

Love of Country? Well, that is something that most of us simply don't wear on our sleeve. It is hard to describe. It is perhaps easier to describe what it is not. It is not, necessarily, mom's apple pie, baseball or even Chevrolet. It is not love it or leave it bumper stickers or super patriot-preachers. At least not to most of us. It is not even our institutions. We respect them . . . but we don't love them.

Love of Country? It is a feeling, an emotion . . . a kind of being. It wells up at various times . . . sometimes obvious . . . sometimes strange. I guess the first time I recognized the feeling was more than 20 years ago. My hometown had a military academy and every Sunday there was a presentation of the Colors and a parade. I used to watch those Sunday afternoon parades because of the music . . . the shiny brass and the men (boys really) yelling at each other. But there was one point when everything stopped for a minute and everyone stood. It was fun.

There are other times when the feeling comes. The look on my children's faces when they stood at the foot of Mt. Rushmore. They stopped and they looked and kept looking for a long moment . . . and I'll bet they got the feeling. I don't think the same thing would happen looking at the pyramids or even the wailing wall in Jerusalem. Awesome yes . . . but not quite the same thing.

I got the feeling driving across the great plains . . . and watching the sky open up and the horizon stretch out. The same feeling cropped up watching the sun go down over the mountains in Colorado. I got it

again . . . flying over the Potomac into Washington, D.C., and standing at Valley Forge. But those are things. There are cities and mountains and plains and battlefields and campgrounds all over the world. Still . . . the ones I relate to are ours. I played in a college band at the Orange Bowl . . . before some 80-thousand people . . . including a President-elect and when the National Anthem started . . . and those 80 thousand people stood quietly . . . well the old feeling came back. It sort of says, "It's good to be here. Good to be here NOW!"

George Washington was a poor speller and a bit of a snob. But he was a smart man. "Be Americans," Washington said: "Let there be no sectionalism, no North, South, East or West: You are all dependent one on another and should be one in union. In one word . . . be a nation: be Americans, and be true to yourselves."

Happy Birthday America. It's good to be an American.

## JULY - AUGUST GREETINGS

**THIS IS YOUR DAY!**

**HAPPY BIRTHDAY TO:**

- July 1—Mrs. Wayne McMannama
- July 3—Tony, son of Larry Hill
- July 6—Ed May Jr.
- July 6—Mrs. Earle Crowley
- July 7—Bob Kelsey
- July 10—Mrs. Carl Andersen
- July 12—Mrs. Steve Hoefing
- July 12—Duane Young
- July 14—Darrell Murphy
- July 22—Scott, son of Bill Selby
- July 27—Brenda Kay McConahay
- July 28—Edward May
- Aug. 1—Mary Williams
- Aug. 4—Doug, son of Lynn Padilla
- Aug. 7—Scott, son of Earle Crowley
- Aug. 9—Tim, son of Dee Martin
- Aug. 13—Diane, daughter of Ned Dermody
- Aug. 14—Dominic "Dee" Martin
- Aug. 16—Bob Stotts
- Aug. 19—Mrs. Larry Hill
- Aug. 26—Jack, son of Wayne McMannama

**HAPPY ANNIVERSARY TO:**

- July 21—Mr. and Mrs. Charles Williams
- July 27—Mr. and Mrs. Gaylord "Mac" McDonald
- Aug. 12—Mr. and Mrs. Carl "Andy" Andersen
- Aug. 21—Mr. and Mrs. Mike Goodin

# NEWS INTERN WILL SPEND SUMMER AT KMA



As part of her training, Connie Sue Gaskill is shown researching the material to be used on a KMA News Department "Focus" program.

Interning in the KMA News Department this summer is Connie Sue Gaskill from the University of Nebraska at Lincoln.

Connie is involved in many research projects for KMA news and can also be heard on newscasts in the afternoon at 2:30 and 3:30. She works with News Director Ned Dermody and Associate News Director Bill Bone.

This fall she will be a senior at the University where she is majoring in broadcasting communications. When she graduates, she would like to work in the planning and producing of documentaries.

The daughter of Mr. and Mrs. Bob Gaskill of Neligh, Connie grew up in that rural northeastern Nebraska

town. When not working or studying she plays the piano or tennis.

## PROGRAM NOTES

During the months of July and August, Old Time Radio Shows will continue on KMA five nights a week from 6:30 to 7:00 p.m. The series which began in May will conclude Aug. 20th.

If the Kansas City Royals baseball games are scheduled for night, then Old Time Radio Shows will immediately follow the game.

The schedule for your favorite Old Time Radio Shows is as follows:

Monday—The Great Gildersleeve  
Tuesday—The Life of Riley  
Wednesday—Duffy's Tavern  
Thursday—The Aldrich Family  
Friday—Bob and Ray

For all fans of Old Time Radio, KMA plans to begin another series of such shows on Sunday afternoons in October. Listen to KMA for announcements concerning the starting times. Mike Goodin, Operations Director and Program Manager, has lined up a fabulous series which should air at the end of baseball season and continue until the beginning of baseball season next spring. In addition to many of the same listed above, new programs will include **Fibber McGee and Molly**, **The Whistler** and **Nightbeat**.

Ending July 25th is outdoorsman's show called **Talkin' Fishin'** which is broadcast at 6:45 a.m. Sunday mornings. The program features Cotton and Homer who give fishing tips and answer questions sent in by listeners. It is five-minutes in length, and if you are a fisherman, you're sure to enjoy the weekly session.

## CONDOLENCES

For 20 years, The KMA Guide has been printed at the Shenandoah Printing Company, and for those 20 years, the same man has run the press that did the actual printing of The Guide. But men and machines wear out, and we sadly report that our printer, **JACOB "JAKE" SCHMIDT** died April 21 shortly after getting the March-April Guide issue printed. Most people didn't know that "Jake" was born Feb. 14, 1907 in Saratov, Russia, coming to the U.S. when he was six months old. A printer all his life, working in Sidney, Shenandoah, Red Oak and Ord, Neb., he resided at Essex. His survivors include his wife, Dorothy, two daughters, one son and three grandsons.

Only two years ago, another long-time Guide association with Shenandoah Printing Company ended when the owner, **JACK BENJAMIN**, 51, died after an extended illness. His son, **JOHN**, had assumed management of the company earlier.

The press referred to is nearly unique in this age of off-set printing. It is a Kelly letterpress which because of its age has to be coaxed and given TLC. It is used exclusively for The Guide. To find a pressman who could operate that machine, which does excellent printing in spite of its age, the company asked May Seed and Nursery Company printer, **WAYNE BRIGGS**, to fill the need. Wayne, one of the best pressmen around, has agreed to take over.



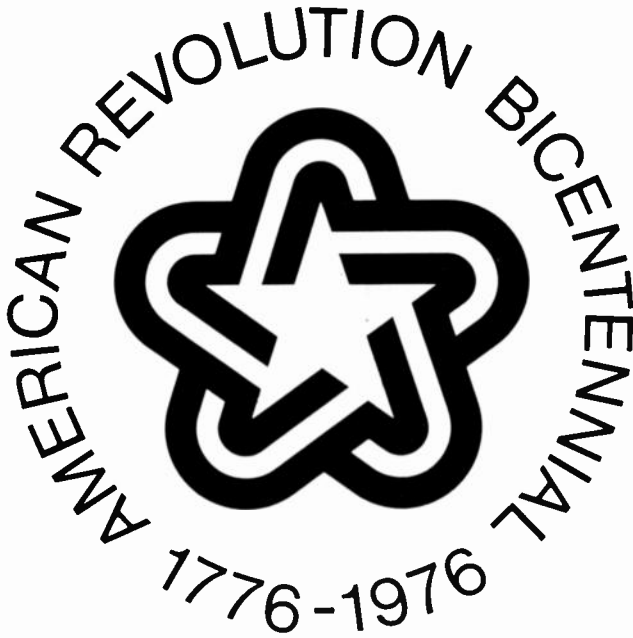
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**HAPPY BIRTHDAY AMERICA**

