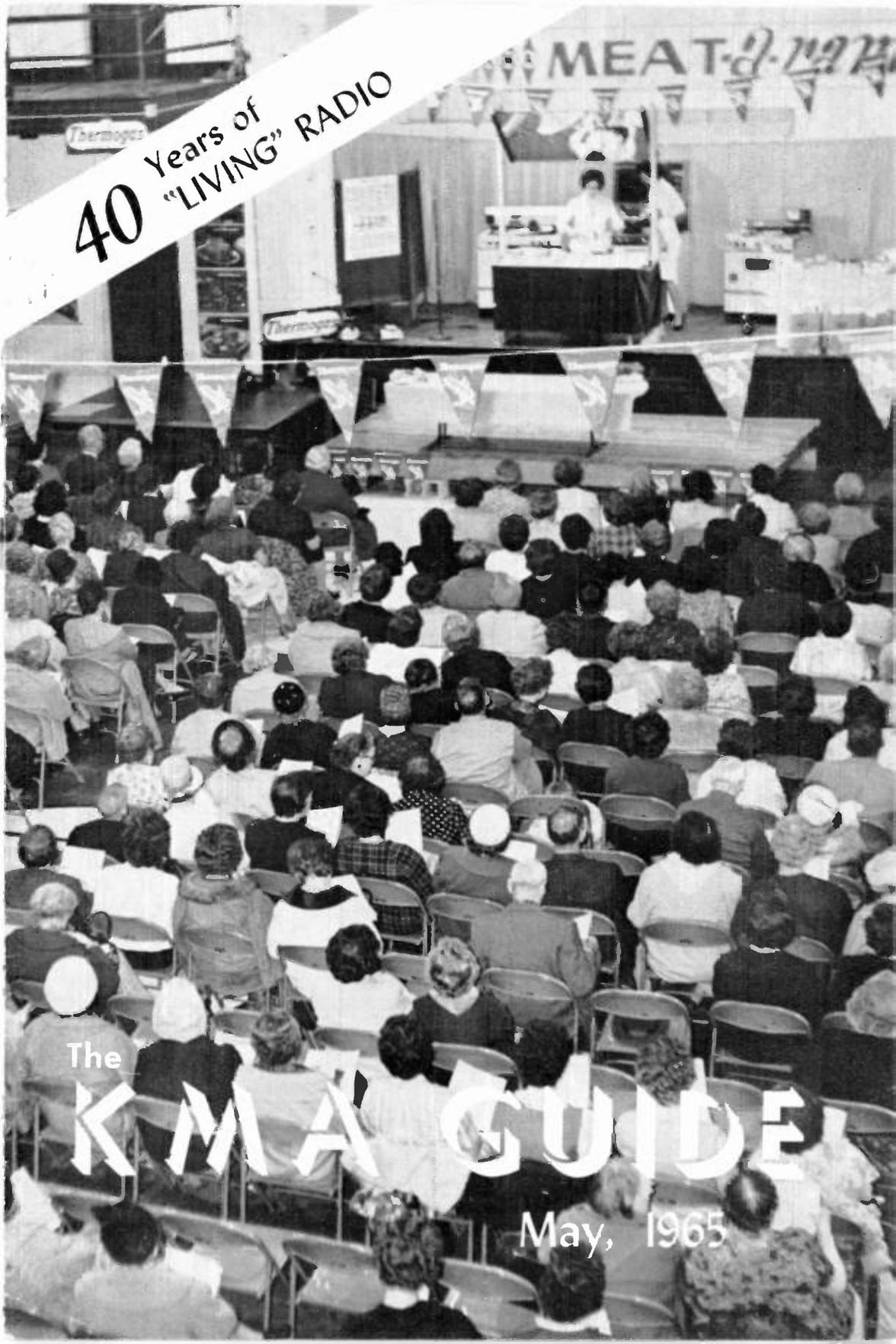


40 Years of  
"LIVING" RADIO



The

# KMA GUIDE

May, 1965

# COVER STORY

# The KMA Guide

Our Guide cover this month depicts the very nice crowd of ladies, and men, who turned out on April 8 for the KMA Meat-A-Rama. We suspect dreary skies and scattered cloudbursts over the area really put a damper on morning attendance, however the crowd was about double what the meat cutting demonstrator Vern Watson said was good attendance. The afternoon attendance filled the downstairs of the Liberty Memorial Building, which was very gratifying considering all the effort which went into putting on the two programs. The main floor of the building was decorated with huge colorful pictures of meat cuts furnished by Safeway Stores, Inc., beautiful cooked meat pictures furnished by the National Livestock and Meat Board, and the air was permeated with the smell of Billie's delicious cooking, which was done on ranges furnished by Thermogas. More story and pictures on pages six and seven.

Vol. 12

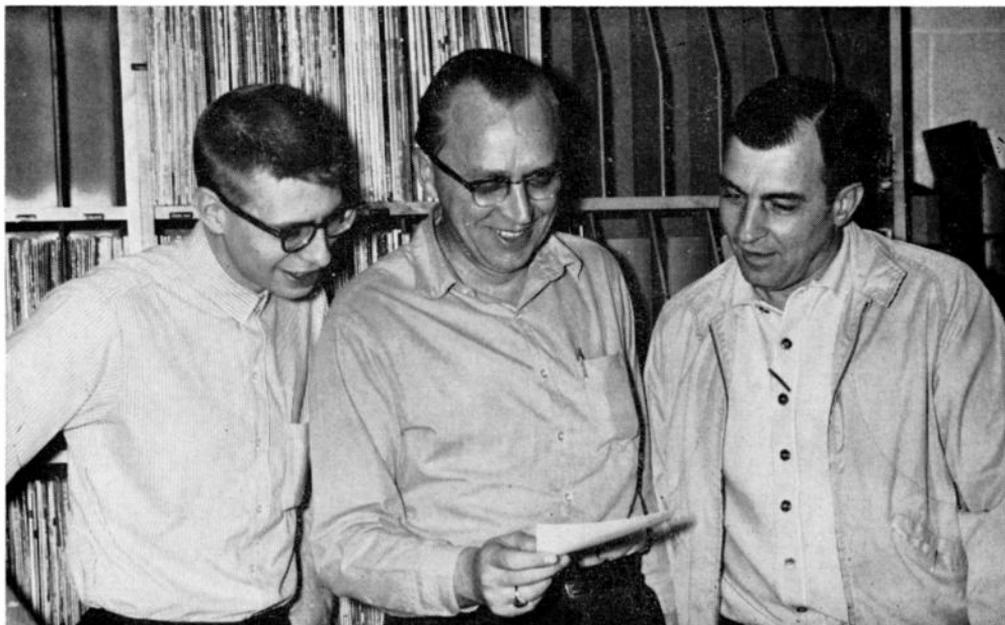
No. 5

MAY, 1965

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**KMA BANDSTAND COUNTRYSTYLE** host Mike Hoyer is again planning another bus tour to Nashville, Tennessee. The tour will see the Grand Ole Opry and tour the many places of interest, including homes of country music stars. Mike has been busy letting his listeners know about the tour this year, which will be from July 7 through the 11th. Already Mike has been receiving checks for reservations, giving the staff a daily account of folks who plan to go along. One day Mike was quite surprised when he received a check for \$264. Pictured are

Ron Shoeman, nighttime host on KMA, and morning and early afternoon announcer, Pete Howard, with Mike in the music library as he shows them the check he received in that morning's mail. The big reservation came from a couple in Red Oak, Iowa who went on the tour last year. They enjoyed it so much they are going again this year and have been busy convincing their friends and neighbors to join the tour. The check was for six passengers, with more to come.



## A Chat With Edward May

After what seemed a long, cold winter, spring finally arrived. Once it turned warm it was a pleasure to be outdoors and start scratching in the soil. One of the first days suitable for planting at Shenandoah was Good Friday. Inasmuch as this is the traditional potato planting day, I decided to take advantage of the good help I had available and plant not only potatoes but also a few other vegetables. So I oiled the roto-tiller, prepared the ground, and let my two young helpers do the planting. I asked Guide photographer Modrow to take a picture and the young helpers I refer to above are shown in the picture, namely, Eddie May doing the planting, and his cousin, Teddie Shoop, with the hoe opening a row. Teddie is eight years old, and together with his sister and mother were visiting over Easter. They live in Western Springs, Illinois, which is a suburb of Chicago. The soil worked very good, and, in addition to peas, the boys planted potatoes, onions, radishes, lettuce, beets and carrots. Exactly one week later the radishes and onion sets were through the ground.

Those of you who are regular listeners to my 12:15 program might have been listening the day I had Teddie on the radio. For the benefit of those of you who weren't, I will tell you about it. Just before I went on the air Teddie asked if he could watch me broadcast. I said, "Of course, Ted, I'd be very happy to have you." So, he sat very quietly and watched. About the time I finished giving the weather I thought it might be a different experience for Ted if he were to talk on the radio. I knew it would be no effort for him to talk because talking seems to be the least of his worries. He is one of the most inquisitive boys I have ever seen and usually does a great deal of talking. However, when I asked him to be on the radio apparently when he saw the microphone he didn't know quite what to think of it. I said to him, "Ted, tell the folks your name." And he said, "Ted." After a pause, I said, "Well, what's your last name?" And he said, "Shoop." After another pause, I said, "What grade are you in at school?" And he said, "Second." Then I asked him what he liked best in school, and he said, "Arith-

metic." After another pause, I asked him what he might do this summer when school was out, and he merely shrugged his shoulders as if to say, "I don't know." Several listeners mentioned it and got quite a kick out of it, and Teddie's mother particularly thought it was something because seldom is Ted ever at a loss for words. I realize those of us who are on the air regularly get used to the microphone and don't think much about it. However, I have had people tell me when I was a boy eight, nine, ten years old and would be on the radio with my father I was not very talkative either.

In the meantime, if you are visiting Shenandoah, I invite you to visit KMA and tour our new radio facility. I still am receiving a few cards and letters regarding old radios for our museum, and I wonder if anyone happens to have an old radio by the name of Kodol, Grebe, Freed-Eisman, Ware, Tuska, Gilfillan, Mohawk, Federal, Garrod or Mu-Rad. These are a few of the old makes we haven't heard about but they were good radios, primarily during the 1920s. If you happen to have one, would you kindly let me know.



# Frank Comments

By FRANK FIELD

Well, this is one month when I cannot truthfully say that nothing exciting or different happened to any of the members of the "Field Tribe". You folks who were listening to my radio program the morning of April 20th know the whole story. If you were not listening that morning you can get the whole store by turning to the back page of this issue of the Guide. To say that it caught me by surprise is the understatement of the month. I was completely floored.

Now, get out the February issue of the KMA Guide and turn to page 4. Those Gloxinia plants in the lower part of the picture under the work bench have all finished blooming and have been cut back and have already started to grow again. We hope to have them in bloom again in about 8-10 weeks.

Look just above the lower ones and you will see 7 more small peat pots with white stakes sticking in them, to indicate bulbs that are not yet sprouted enough for transplanting into bigger pots. All right, now look at the picture on this page this month and you will see them as they looked on April 20th when I am writing this copy. The 3 pots in the front row are coming into full bloom and the 4 pots in the back row are all full of buds and will probably all be blooming by the time you receive your copy of the KMA Guide.

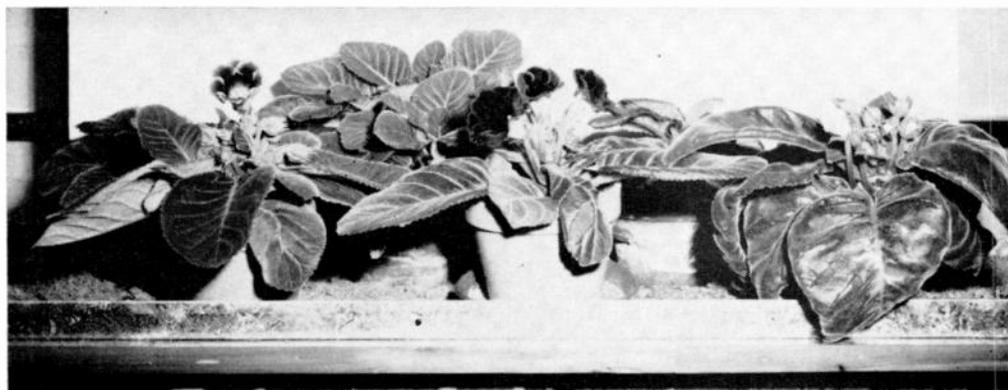
The large plant near the center of the back row is a high-powered double variety that I sent back East for, and when the bulb came it was not much larger than a peanut. It has somewhere between 75-80

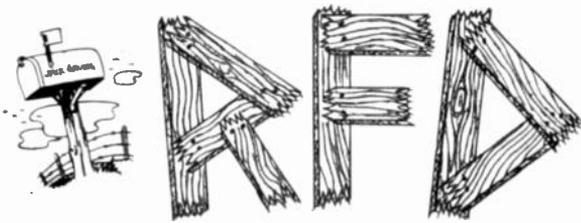
buds on it now and they are still forming. The plant at the extreme left in the front row is a semi-double, as you can see. The color is a very glowing shade of red somewhere between cerise and firecracker red. It has 1 flower out with 35 more buds to come a little later. The plant in the center of the front row has 6 flowers wide open with 7 more buds, all of which will apparently open out before the first ones fade. Its color is a reddish-purple, something like royal purple only with a little more red in it. The plant at the extreme right in the front row is usually called Emperor Fredrick. It is a beautiful scarlet-red with a white border and has 15 buds, which apparently will all open about the same time, with a few more buds to come on later. Yes, the basement greenhouse using Gro-Lux Fluorescent lights has been an outstanding success as far as Gloxinias are concerned.

The early garden is coming along very nicely and the items that were planted April 7th have been cultivated over once. The onion sets and onion plants came through several hard freezes with no damage whatever. The peas and radishes made it through the crust without much trouble, however, I had to replant the beets as they were too delicate to break through the  $\frac{3}{4}$ " thick crust which was caused by a heavy rain we received a couple of days after the seed was planted.

By the time you are reading this I will have planted my gambling row of Contender Green Beans and my first planting of Pride of Canada Sweet Corn, in fact, along about the last few days in April I will probably put out some tomato plants, (under Hot Kaps, of course). They will be Sun Up, Surprise, and Tomboy and a few plants of the new variety I told you about, that we are taking another look at this year.

How is your garden coming?





with  
Jack  
Gowing



After a long hard winter and what seemed like a spring that would never come, we finally have some nice weather. At the time of this writing most farmers are rushing to get field work done in preparation for planting. I saw some corn planted on April 18th, which may be rushing it quite a bit but it will be interesting to see how it turns out.

We have been especially busy at our house the past few weeks because we started building a new house. Ever since we moved to the farm in 1955, we have been dreaming a little bit and planning for the time that we could build a new house. It was exactly ten years ago on the date that we started excavating, that we moved to the farm.

In the picture you are looking Northwest over the spot where our new house will be. It was four years ago that we planted the evergreens that you see in the background. We started the windbreak five years ago and then added to it the next year. Our old house is to the left, just out of the picture.

We are building a three-bedroom brick veneer house with an attached garage on level with the basement. We will have a

walk-in basement and a concrete patio on top of the garage. We will have a door opening from the dining area onto the patio deck.

We have been looking at plans and houses for about the last five years and hope that we have about everything planned the way it should be. Dee Bayless, our carpenter from Northboro, has been a big help in planning many of the details.

The excavating was done on a Saturday and I am writing this on Thursday and Kenneth Smith from College Springs, our masonry contractor, is just about through laying the block walls. The weather has cooperated very well for this part of it.

We will give you a month by month progress report as we go along this summer.

This month I will be going on a Special Range Country trip to Montana and we will have several direct reports on conditions out in that area on our daily morning and noontime farm shows as well as some special evening reports.

I would like to hear from some of you listeners and Guide readers as to your forecasts of crops and weather for this year. Earlier this year I had heard that there wouldn't be any field work done until April 25th. In the Shenandoah area this was very close. Field work got underway about the 17th. I don't know the basis for that particular prediction but it was quite accurate, I believe.

We have been having calves at the farm and they are always interesting to watch. Their black coats look like velvet for several days and they are tame for a few days so Randy and Julie like to pet them, but this can be done only for a few days before they get a little too wild.

Have you noticed how much erosion we had this spring and last winter? Looks like we lost a larger than usual amount of top soil.



Excavation begins for new Gowing farm home.

# KMA MEAT - A - RAMA



Nearly 600 people enjoyed the April 8 KMA Meat-A-Rama held at the Liberty Memorial Building in Shendoah. The event consisted of a morning meat cutout demonstration at 9:30, conducted by Vern Watson of the Chicago National Livestock and Meat Board. Mr. Watson was assisted by another of the nation's top meat experts, Elmer Harder of Safeway, Inc. A half-carass of beef was cut up, first into wholesale cuts, then into retail cuts.

The afternoon session at 1:30 was a meat cooking demonstration of beef, pork, and lamb, by KMA homemaker Billie McNeilly.



Pictured at top is Ed May as he welcomed the audience to the Meat-A-Rama. The large main floor was decorated with huge, colorful pictures of raw and cooked meat cuts. The stage was set with a large welcome banner, a huge meat block with an adjustable mirror overhead to reflect the table top so the audience could see the cutting and cooking procedure, and three beautiful Thermogas ranges used in preparing the food.



The second picture shows Vern Watson at the beginning of the cutout demonstration holding up a roast. Vern made many comparisons of methods of preparing meat for retail. He illustrated how your butcher can prepare meat for maximum eye-appeal, best cooking results, and greatest flavor.

Elmer Harder of Safeway is shown in the bottom picture at the mike at the conclusion of the cutout (see finished cuts on table in front of the block). Elmer, who is also a cooking expert, had many good points of advice for the audience when buying and cooking meat.

## MEAT-A-RAMA - Continued

All of the meat from the over 200-pound beef carcass was given away as door prizes, plus six sacks of groceries from Safeway, and other prizes, nearly 50 in all.

The top picture on page seven shows the stage setting from above during the afternoon meat cooking demonstration by KMA homemaker, Billie McNeilly. The three Thermogas ranges are all loaded with different cuts of beef, pork, and lamb. Billie is being assisted by KMA secretary Dvalyn Saner and KMA farm broadcaster, Tom Beavers. They kept an eye on the cooking while Billie demonstrated to the audience. Elmer Harder of Safeway was again a big help to Billie with comments about the meat she was demonstrating.

Center picture, page seven, shows Billie with the large overhead mirror as the demonstration appeared to the audience. At the end of the afternoon program, Billie had all the prepared meat placed on a display table in front of the stage so ladies in the audience could come up and ask questions.

Billie is shown in bottom picture talking to the many ladies who had questions about her excellent cooking tips. Billie also had recipe sheets for everyone of all the dishes she had prepared.

One humorous moment during the afternoon program came when Jack Lennen of Thermogas came forward on stage to talk about the ranges. He pulled out what appeared to be a sheet of paper and said, "I just have a few notes to comment on". He dropped the "sheet" which unfolded out into a ten foot sheet of paper all the way to the main floor.

As it turned out, his comments and demonstration of ranges was quick and to the point, with a dramatically quick demonstration of how easily the ranges could be disassembled for cleaning.

We're sure those who attended our KMA Meat-A-Rama gained a wealth of knowledge. If you were unable to attend, we suggest you seek the opportunity if a meat cutout demonstration is held in your area.



**ON THE**  
**KMA**  
**PARTY LINE**

by Billie McNeilly

"Out of the mouths of babes department!" . . . Guide editor, **DUANE MODROW'S** small daughter, **MARCIE**, topped the kiddie quips this month with this one. When **EVALYN SANER**, KMA receptionist, called the Modrow home asking for Duane, wee Marcie answered the phone, then turned to her daddy and said, "It's only a lady, daddy." Daddy's reply to her was, "Always call me when it's a lady."

We're not implying that **NADINE KELSEY** has any memory problems, or that she isn't too observing, **BUT** . . . she's the one who filled her cigarette lighter with household oil, and expressed dismay when it failed to ignite. With a lot of help, and only a few chosen remarks, her husband cleaned it out and refilled the contraption with a more fitting solution.

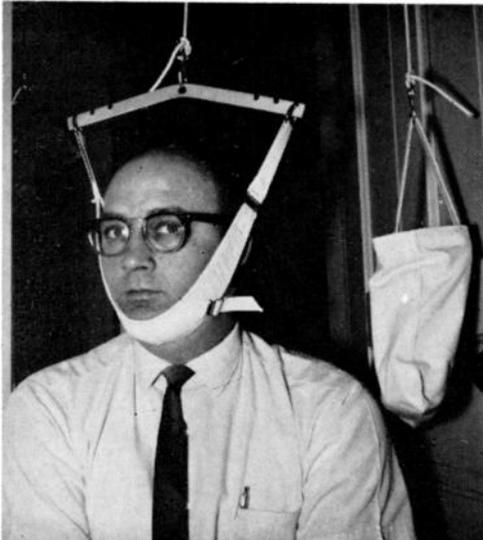
Ever take an early morning drive with a bird-watcher?? **WARREN NIELSON** advises that you don't. While only half awake, and headed for the Easter Sunrise services at Clarinda (the tenth annual one

for broadcast over KMA), Warren rode with KMA Chief Engineer, **DON BURRICHTER**. Don put on his brakes each time a bird flew across the path of the car, and applied the brakes even more vigorously when the usual morning crop of rabbits ran across the road, until Warren finally pleaded with him to go ahead and hit the next thing that crossed their path . . . and please quit putting him into the dash so often. Famous last words! The next critter that caused an application of the brakes was a cow. That's all right, Warren. Everyone stops for cows. That is, most everyone. And besides, Don declares he didn't hit the rabbits, 'cause who wants to eliminate the Easter Bunny . . . and on Easter morning, at that! (He missed the cow, too.)

There are always a few laughs that crop out of every production. One of the better ones to come from Meat-A-Rama was the cremation of a pan full of country-style ribs. Fortunately, this was one of the events that took place behind the scenes. Several cuts of meat were put on early in a downstairs area at the Liberty Memorial Building, then **BILLIE** left to do the Woman's World program at the station. Upon her return she was greeted by the smell of burnt meat. Sure enough, the ribs had burned to a crisp. A quick call replaced them, and the show went on.

Some people will do anything for sympathy! (or is he trying to get rid of those double chins??) Local salesman, **ANDY ANDERSEN** has been suffering with a lot of neck and shoulder pains, which his doctor hopes to alleviate with the use of traction. Andy has to "string himself up" in this contraption, rigged up in a doorway at home, and it is affording his children many hours of amusement. They think dad is pretty funny when he's sitting there with that bag of bricks providing the weight that stretches his neck out. Joking aside, we hope it does the trick, Andy. (This writer is watching hopefully to see if it helps the double chins!)

When you have four youngsters in the family, you'd think a small girl knocking at your door would request that one of



Andy Andersen just hangs around.

them come out and play. Not so, at the **PETE HOWARD** home. Pete answered the door the other afternoon to see a little girl on the steps. He was completely taken a-back when she asked wistfully, "can Duke come out and play?" Duke is the family puppy. P.S., it was too muddy out, so Duke wasn't allowed out that day. Puppies have bigger feet than kids, sometimes. At least they bring in more mud.

You can tell when the housecleaning season arrives. The husbands get scarce as hen's teeth around home. This is only to tip **FLORENCE NIELSON** off as to her husband's absence on Saturdays. When **WARREN** finishes his Weekly Farm Report on KMTV, from 7:30 to 8:00 on Saturday mornings, he plays hooky. Warren takes his fishing gear along, then heads out right after the show, for Two Rivers Recreation Area near Wahoo, Nebraska. There he goes in for some spirited trout fishing. There's a limit of five trout to a fisherman, so the Nielson's have been eating pretty high on the hog these days . . . or is it pretty high on the trout? This activity will probably taper off when housecleaning season is over.

The static coming from the **JACK GOWING** area is probably caused by **PAULINE'S** reactions to the dirt hauling being done by the two Gowing children. They have started excavating for the new home to be erected this season, and **RANDY** and **JULIE** can't resist playing in all that fresh dirt . . . and bringing in a good measure of it on their shoes and jeans. We'll bet Jack brings in his share, too. We are all watching the Gowing's building project with much interest, and Jack says he will keep us all in touch through his Guide column.

This is another view of Meat-A-Rama. Quite a bit of excitement was in evidence when the big power saw went on the blink. After all the effort to get it into the auditorium . . . and get it hooked up for use . . . it refused to work when the real sawing job came up. As you can see, both **VERN WATSON** and **ELMER HARDER** put their shoulders to the wheel, and their backs to the crowd to try and fix it. Guide editor-photographer **DUANE MODROW** couldn't resist taking this shot of the fellows. This might be the best time to comment, we all thought they were two of the finest fellows we've had the pleasure of working with in a long time.

Recalling past experiences, we sometimes wonder if **DALE EICHOR** should be allowed on the highways. This time he got in trouble just sitting at his parent's table in Casey, Iowa. It was 6:45 P.M., Dale's car was practically out of gas, and the Eichors decided to eat before filling up and leaving for home. This was fine, except for one thing. While they were eating, the power went off, and they found this was caused by a massive power failure, affecting central and northeast Iowa . . . caused by tornados and severe storms in Illinois and Ohio. Filling stations all have pumps driven by electricity, so there was nothing to do but wait, or so they thought, until someone located a Standard Tank Wagon man who filled Dale's tank from his tank truck. (Put in 19 gallons in a 20 gallon tank!) Some lucky neighbor of Dale's folks had a gas stove, so they enjoyed a cup of hot coffee before departing for Shenandoah.

**TOM WILLIAMS**, son of **MR.** and **MRS. NORMAN WILLIAMS**, is appearing in a play on a "local Television Station" in Omaha, Nebraska, May 2nd. This is a Junior Achievement project, and gives Tom an opportunity to try his wings a bit in a TV production. A chip off the old block? Tom is enrolled at Luther College, Decorah, Iowa, and will enter college in June. Things will be a little quiet in the Williams household, with only eleven year old son, **JOHN**, remaining at home.

If you don't think this has been a long, hard winter, you don't react to being cooped up like little **EDDIE MAY**. When his father suggested a game of golf the other day, Eddie was delighted, then when his father mentioned that neighbors, **BOB** and **MARJORIE ROSS** would probably be playing with them, Eddie quipped back, "Good . . . that will be just like the good old days." The winter has been long for active little guys like Eddie.



Vern Watson and Elmer Harder search for gremlins at KMA Meat-A-Rama, no luck.

# A Letter From Billie McNeilly

Well, I suppose you all have your snow tires off, your housecleaning done, gardens planted, and you're ready for summer. If that be the case, you're a step ahead of me. Could be I'm going to go through life just one step behind, but I'm busily happy, and that's something to be grateful for.

Our picture this month introduces Dr. Jack Workman from Omaha, who provided us with three interesting Family Forum programs, speaking on Contact Lenses. Dr. Workman is an expert in this field, and gave us many answers to questions plaguing so many with eye problems. I hope you listeners are enjoying the Family Forum programs, every Saturday, during Woman's World. It is our way of bringing you the answers to many unspoken questions in the minds of families everywhere. We are now bringing you interviews made at the Glenwood State School for the mentally retarded. Don't miss them. They're most informative.

This past month was a busy one, with our KMA Meat-A-Rama sort of stealing most of my time. It was a pleasure to meet many of you listeners I'd never known before, and to say hello to some old friends. With a lot of capable help, the cooking of all those cuts of meat went pretty well. The one exception was the country ribs I burned up. That story is in the Party Line column.

We all miss Doris Murphy so much at the station. The last letter I had from Doris was shortly after Reg and I were

married. She was busy, as any grandmother would be, who had taken over the raising and tending of two small grandchildren. We all wish Doris, her sister, Carol, and her auntie, a happy summer. This is a difficult time for Doris, and shows her tremendous courage. A thing we didn't have to have proven to us. She will always be "our Doris", no matter where she lives, and we love her deeply.

This month our AWRT groups in Lincoln, Nebraska, and Omaha, Nebraska are entertaining women from other lands who have radio programs similar to mine. It will be fun meeting with them, and comparing our different programs. The broadcaster from Yugoslavia is Mrs. Ehlmania Hadzihasanovic, and our guest from Japan is Miss Eiko Anno. We are all having a little trouble pronouncing the name of the Yugoslavian broadcaster. Any of you want to try your hand at it?

At the end of the month I shall journey to Chicago, to help Reg select his fall line of women's clothing. Won't that be fun? Since he sells custom suits, dresses and coats, it will be interesting to see how we agree, or disagree on styles and colors. These samples must be selected to appeal to women of all ages and sizes, and I think it's a most interesting field of endeavor. Marcie ended her IBM training course on a Friday, and landed her first real job the following Monday. She is now employed at the Omaha National Bank in Omaha, Nebraska, and is thrilled with her new position.

Marcie is very conscientious, and is a good worker, so I know she will do her best. That's really all we ever ask of our children, isn't it?

John is still at Lincoln Air Base, and looking forward to his trip to Louisiana this summer, where he will have more IBM training. He looks hale and hearty, and has put on a pound or two, I believe. Donna and her crew remain the same . . . all fine. Her little Jerry is writing his name and showing a lot of interest in the sort of things little kindergarteners enjoy. He's really ready for school, and will start this coming fall. That leaves Chris at home to make her life interesting!

We are finally getting our  
continued on page 15

The KMA Guide



Dr. Workman, OD, of Omaha, special guest on Billie's "Family Forum" series.

# Billie's Kitchen Tested Recipes

## CHOCOLATE QUICKIES

- 1½ cups sifted flour
- 1 t. baking powder
- ¼ t. salt
- 2 1-ounce squares unsweetened chocolate
- ½ cup butter or shortening
- 1 cup brown sugar
- 1 egg
- ½ cup milk
- 1 teaspoon vanilla
- ½ cup chopped walnuts

Sift together flour, baking powder, and salt. Melt chocolate and butter together; cool slightly; add sugar, egg milk, and vanilla; beat well. Add sifted dry ingredients and nuts. Beat well. Chill about 10 minutes. Drop by rounded teaspoons onto greased baking sheet. Bake in moderate oven, 375 degrees F., 10 to 12 minutes. Makes 3½ dozen.

\* \* \*

## LEMON ROCKS

- 3 cups sifted flour
- 2 t. baking powder
- ½ t. salt
- 1 t. nutmeg
- ¾ cup butter
- 1½ cups sugar
- ½ t. lemon extract
- 2 T. grated lemon peel
- 3 eggs
- 1½ cups raisins
- 1 cup chopped walnuts

Sift dry ingredients. Cream butter and sugar; mix in lemon extract and peel; add eggs; beat until well blended. Mix in dry ingredients. Stir in raisins and nuts. Drop by teaspoons onto ungreased baking sheet. Bake in moderate oven (350 degrees F.) 12 minutes. Makes 5½ dozen.

\* \* \*

## OUT-OF-SEASON JELLY

Mix 2 cups apple juice; 2 cups orange juice; 2 cups crushed pineapple and 8 cloves (or 4 pieces dried ginger). Stir in 1 package Sure-Jell and bring to boil. Add 7 cups sugar and stir constantly. Season to taste with 2-5 teaspoons concentrated lemon juice. Boil to jelly stage, about 5 minutes. Skim and pour into 10 jelly glasses. Seal with hot wax.

\* \* \*

Write your grocery list on an envelope, and you'll have a handy pocket for carrying redeemable coupons, trading stamps, notes, or receipts.

## GERMAN POTATO SALAD

- 4 cups sliced, cooked potatoes
- 6 slices bacon, diced
- ½ cup chopped onion
- 1 T. flour
- ¾ cup water
- ⅓ cup vinegar
- 1 T. sugar
- 1¼ t. salt
- ¼ t. pepper

Cook Canadian-style bacon in lard or drippings until lightly browned on both sides. Brown diced bacon and onions. Add flour and stir until smooth. Combine water, vinegar, sugar, salt and pepper and add slowly to bacon and onion mixture. Add sliced potatoes and mix lightly. Cover tightly and simmer 20 minutes. 8 to 10 servings.

\* \* \*

## RHUBARB SOUR CREAM PUDDING

- 1 cup sour cream
- 1 cup sugar
- 1 egg, slightly beaten
- 2 cups diced rhubarb
- 1½ cups sifted flour
- ½ t. soda
- ½ t. baking powder
- ¼ t. salt
- ½ t. vanilla

Mix sour cream and sugar in bowl. Add egg and fruit. Stir in flour that has been sifted with soda, baking powder and salt. Beat until blended. Stir in vanilla. Pour into greased 8x8x2-inch square pan and bake in 375 degree oven about 35 minutes or until done. Serve warm with hard sauce. Serves 6.

\* \* \*

## CHICKEN CHOW-MEIN

- 1 chicken, cooked, cooled, cut fine
- 2 No. 2 cans of mixed vegetables
- 1 No. 2 can bean sprouts
- 1 can mushroom soup
- 1 small pimiento
- 1 T. soy sauce
- 1 T. sugar
- 1 c. broth, thickened with 1 T. flour
- Salt to taste

Mix vegetables, sprouts, soup, pimiento, soy sauce and sugar. Add to broth mixture. Add chicken. Serve over rice or Chinese noodles. Serves 8 to 10.

\* \* \*

You can protect that delicate flowery hat and prevent the flowers from being crushed. Just store the hat in a plastic bag and blow up the bag like a balloon. Then tie it tightly. The inflated plastic won't crush the "blooms".

# My Best Recipes for May

## CANDIED RHUBARB PIE

(Pastry for bottom crust)

- 1 1/4 cups sugar
- 3 T. flour
- 1/4 t. salt
- 2 T. melted butter
- 1 egg, beaten
- 4 cups fresh rhubarb cut in 1 inch pieces (about 2 pounds)

Mix sugar, flour and salt. Stir in melted butter and beaten egg. Line 9-inch pie pan with pastry. Flute edge so it stands up. Spread rhubarb into lined dish. Spread butter-egg mixture over rhubarb, patting it firmly. Sprinkle TOPPING over all. Bake in moderate oven 400 to 425 degrees for about 40 minutes or until filling bubbles up and pastry and topping are well browned.

### TOPPING

- 1/2 cup sugar
- 1/4 t. salt
- 1/2 cup flour
- 1/4 cup butter

Mix sugar, flour and salt in bowl. Cut in butter until mixture is like coarse cornmeal. Set aside while making pie.

\* \* \*

## FROZEN AMBROSIA

- 1 cup pineapple juice
- 2 cups orange juice
- 1/2 cup lemon juice
- 3 cups sifted confectioners' sugar
- 2 cups heavy cream
- 2 T. sugar
- 2 t. vanilla

Mix pineapple juice, orange juice, lemon juice and confectioners' sugar. Whip cream, blend in sugar and vanilla. Pour fruit juice mixture into 2 ice cube trays. Spoon whipped cream over top, but do not mix together (juice and cream will be separate layers). Freeze until firm. Cut in squares and pile into sherbet glasses. Top with slivered pistachio nuts. Serves 8 to 10.

\* \* \*

## HUNGARIAN SAUSAGE LOAF

- 2 lbs. Oldham's sausage
- 4 cups bread crumbs
- 1 egg, slightly beaten
- 1 cup sour cream
- Paprika

Mix together the sausage, bread crumbs, egg, and sour cream. Season with paprika and firmly pack into loaf pan. Bake in a moderate oven, 350 degrees F., about 1 1/2 hours. 6 to 8 servings.

\* \* \*

When cleaning and polishing sandals or open-toed shoes, first slip the hand that holds the shoe into a small plastic or paper bag. Your hand won't be stained with surplus cleaner.

## BUTTERSCOTCH OAT CRISPS

- 1 1/2 cups sifted flour
- 1/2 t. salt
- 1 1/2 cups rolled oats, quick or regular, uncooked dry oatmeal
- 1/2 cup butter or margarine
- 1/2 cup shortening
- 1 cup light brown sugar
- 1 egg
- 2 t. vanilla

Sift together flour and salt; stir in oats. Cream butter or margarine and shortening; add brown sugar and cream well. Add egg and vanilla; beat until fluffy. Add dry ingredients; and blend well. Shape into 2 rolls, about 9 inches long. Wrap in wax paper and chill in refrigerator several hours. Slice 1/4 inch thick; place on ungreased baking sheet. Bake in moderate oven, 350 degrees F., until lightly browned, 10 to 12 minutes. Yield: 4 1/2 dozen cookies.

\* \* \*

## HAMBURGER STROGANOFF

- 1/4 cup butter
- 2 lbs. ground beef
- 2 4 oz. can mushrooms
- 1 cup chopped onion
- 1 clove garlic, minced
- 2 t. salt
- 1 1/2 t. pepper
- 1/4 cup flour
- 1 t. Worcestershire sauce
- 1 1/2 c. chili sauce
- 1 1/2 c. dairy sour cream

In skillet, melt butter. Add beef and brown. Add mushrooms, onion, garlic, salt, and pepper. Saute until onion is tender. Stir in flour. Add Worcestershire sauce and chili sauce. Just before serving, carefully blend in sour cream. Serve hot over cooked noodles, spaghetti or rice.

\* \* \*

## RHUBARB JAM

- 4 cups rhubarb, chopped
- 4 cups sugar
- 1 small can crushed pineapple
- 1 package strawberry or raspberry gelatin

Combine rhubarb and sugar. Let stand 2 1/2 hours; stir once in awhile. Boil this mixture 10 minutes. Add 1 small can crushed pineapple and boil 5 to 7 minutes more. Remove from stove. Add 1 package of strawberry or raspberry jello. Pack in jars and seal.

\* \* \*

For just-bought clothing that must be dry-cleaned, mark "dry-clean" with a laundry pen on an inside seam. If the instruction tag is lost, you still know how to clean any garment, for all those not so marked are washable.

# WHO'S WHO?



1



2



3



4



A



B



C



D

Pictured top row above are KMA staff members when they were youngsters. Just below are pictures of them today. Can you match them up? Each month we will have a series of "then" and now pictures of KMA folks. It'll be fun to see if you can match them up. Give it a try. We'll have the correct matching in next month's Guide along with more pictures.



**SPEAKING OF LITTLE TOTS** — Mae Driftmier, traffic manager, is pictured at left with one of the cutest little gals to visit our office. Mae is showing her granddaughter Lisa the noisy news machines in the KMA newsroom. Lisa gets a big kick out of anything which makes a lot of noise. Lisa is the daughter of Mae's daughter, Mrs. Donna Nenneman.

# KMA Program News for May

ENJOY FULL-SERVICE PROGRAMMING EVERY DAY ON KMA

## WHAT'S NEW?

### "Sports Report with Pete Howard"

Four Times Daily  
Monday thru Saturday

7:45 a.m.  
1:00 p.m.  
6:15 p.m.  
10:10 p.m.

Get the full local sports report every day of the week.

If you have sports news — call or write Pete Howard at KMA.

### When News Happens KMA Knows About It!

**26** NEWSCASTS EVERY  
DAY OF THE WEEK

15-Minute Major Newscasts

with DEAN NAVEN at  
6 a.m., 7 a.m., 8 a.m. and 12 noon

with RALPH CHILDS at  
6:30 p.m. and 10:00 p.m.

NATIONAL — LOCAL

ABC Network 5 Minutes Before the Hour Morning, Afternoon & Evening	KMA Newsroom 5 Minutes On the Hour On the Hour Morning, Afternoon & Evening
---	---

News in Depth with "ABC Reports"  
At 25 Minutes Past the Hour  
(1:25 p.m. - 2:25 p.m. - 3:25 p.m.  
7:25 p.m. and 8:25 p.m.)

## Gardening Tips

Plus Complete Weather Outlook

FRANK — 7:15 a.m.

ED MAY — 12:15 p.m.

WARREN NIELSON — 6:45 p.m.

Timely suggestions for home and farm, yard and garden.

## Farm Department On the Go!

Two KMA Farm Broadcasters travel over 50,000 miles yearly to keep you abreast of the fast-changing business of farming.

### "RFD 960"

6:30 a.m.

With JACK GOWING

### "Midwest Farmer"

12:30 p.m.

With TOM BEAVERS

These top farm men interview scores of experts and people of authority to keep you well informed.

## Homemaking

### Billie McNeilly

"It's A Woman's World"

10:30 to 11:00 a.m.

Monday through Saturday

### Martha Bohlsen

Presented by Tidy House Products  
8:15 a.m. - 2:15 p.m. - 4:15 p.m.  
Monday through Friday

# Ambling Down Memory Lane

As KMA approaches its 40th broadcast birthday, which arrives August 12 this year, we want to take pause and reflect back over some of the wonderful people and events of bygone days. Each month through August this page will be set aside to review some of the people and highlights in the 40 years of KMA history.

Long before rock 'n roll became a musical term, the 7:15 a.m. weather with Frank had its own version of "Rock 'n Roll". It was old steam engine No. 700 coming in on the CB&Q right in the middle of Frank's morning show. The engine, technically known as number 101, came in from the main line at Red Oak on its way to another main line at Hamburg. It blew its whistle for the Valley Avenue crossing as it came into Shenandoah right behind the studios. It would take several feet of soundproofing to keep a train whistle off the air right at our back door, so old No. 101 joined the show . . . the only railroad engine with a daily radio program. In addition to the whistle, the engine shook the earth so the whole studio "rocked and rolled."

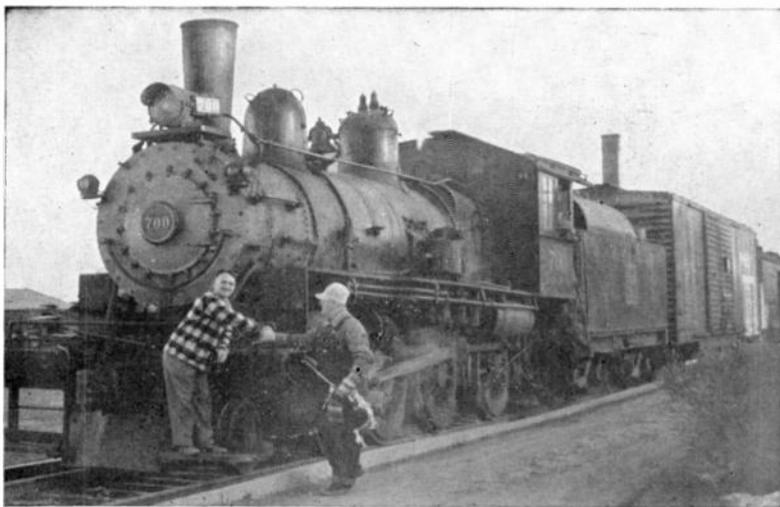
Frank says one of the old time entertainers coined a name for engine No. 700

one morning. During wartime, for security reasons, Frank could not give the weather, so for five minutes Lem Hawkins sang on the program to fill in where weather would normally be. One morning when old No. 700 joined Lem "in harmony", he commented, "There's the old 'wooden axel' right on time."

The name stuck and soon the old Wooden Axel was the best known railroad engine in this part of the country. Old time engineers even wrote in wanting to know the engine number because they thought they recognized the sound of the whistle over the air.

One morning the Wooden Axel was considerably late because it had an extra round of duties switching to pick up freight as well as passengers along the way. This gave Frank the opportunity to grab his camera and run over for a picture with the engineer.

Here is the picture of Frank shaking hands with engineer H. G. Scherer of Red Oak. The old Wooden Axel was hence replaced by a diesel engine and has long since met its demise at the scrap pile. Many of you will probably remember its whistle every morning on KMA.



## A LETTER FROM BILLIE McNEILLY Continued from page 10

apartment fixed up a bit. With the extra things Reg brought into it, and its already brim-full condition, that took a bit of doing. Reg is good to help with routine tasks, however, so he pitched in and helped sort out things to be discarded, and things to store, etc. Everyone should be forced to

make an inventory of their possessions, and to discard things we aren't using. I found dozens of things that were just taking up space, and not contributing a thing to my life. Out they went. Do you suppose this man will make me a little more orderly? My Mother will throw up her hands at that suggestion, I'm sure.

Billie

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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.



The most surprised fellow around KMA Tuesday afternoon, April 19, was Frank Field when he returned from his daily TV appearance at Omaha. Most of the KMA and May Seed Company staff were waiting for him when he came through the door . . . the occasion . . . President Ed May presented him with an engraved watch for 25 years of service with the company. Pictured l. to r.: Vice-President J. D. Rankin, Mrs. Earl May, Frank, President Edward May, and KMA Station Manager Norman Williams. Frank was completely taken by surprise, and although you'd never suspect it would ever happen to Frank, he was at

a loss for words. There seemed to be a slight variation between company records and Frank's recall of when he started with the company. Frank remembers it was April 20, 1940. We'll take his word for it, because, like the weathermen, we have learned Frank is usually right. Our congratulations to Frank for 25 years of exceptional radio service to the midwest. Here is a man who has become a legend in his time. His listening audience is so vast the survey experts at one time found it hard to believe their own figures . . . had them retabulated . . . and came up with the same number.