

The

# KMA GUIDE

March, 1966



A new program concept got under way February 21 on KMA. Our cover picture is the featured personality on the new daily program which bears her name, "Pegge Parker's People". Pegge is a noted world traveler, author, foreign correspondent, and lecturer. Her travels have taken her 'round the world where she has met people in high places and low. Pegge has developed a deep insight into the people behind the news, in bringing out the human interest side of important happenings as they effect us here in the midwest. Pegge is from the Midwest; in fact, she is the wife of John Hlavacek, well-known news commentator on sister station KMTV, Omaha. More about Pegge Parker on page 6. Meanwhile, join her twice daily, Monday through Friday, at 10:15 a.m. and 7:45 p.m. on KMA.

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## Yawning Cavity Awaits "Filling"

Last month we had a series of pictures in the Guide showing the systematic demolition of the old KMA Auditorium. The end of this famous entertainment center sort of touched the heartstrings of many of the older generation. Everyone can recall bygone days when they joined the huge crowds to see KMA entertainers. The old auditorium brought fun and laughter to

nearly half a million people a year. People came hundreds of miles, spent their vacations here; camped out, or rented cabins.

The flow of people was big, and continuous. Even with the tugging at the heartstrings at the sight of the old building going down, everyone was aware it had served its purpose.

This picture is the last look at all that remains . . . a yawning hole. But soon, construction is to get under way for its new replacement. Next month in the Guide we will have architect's drawing of the new May Seed Office Building. The new building is going to be a creation of real beauty. It will be a two-story structure. The first story will be of featherstone, the second floor a new type of colorful cast masonry. Even the old remaining seedhouse will be refinished to blend in with the modern decor of the new structure. The finished product will be a bright new addition to our midwest landscape. We'll have the complete story in succeeding issues of the Guide.





## A Chat With Edward May

If a picture could talk the one on this page would be singing "The Old Songs," which happens to be the theme song of the Barbershop Quartet Society. The words are:

The old songs, the old songs,  
The good old songs for me.  
I love to hear those minor chords  
And good close harmony.

The occasion was a recent Saturday afternoon session when three Barbershop Quartets got together at the May household for a good songfest. One quartet came from eastern Nebraska, a second from northwest Missouri, and the other is the quartet of which I am a member. We had a wonderful time. Believe me, when you get barbershoppers together, they always have fun.

Last month I forgot to list the results of the 1966 onion forecast, so I thought I would do it this month. In case you are not familiar with the onion forecast, on January 1 you take twelve onions and cut them in half. Take twelve halves and cut out some of the inside rings so that the onion is like a saucer. Then place the twelve onion halves on a board and number from one to twelve (the numbers correspond with the months of the year). Place the onions in a cool spot, and fill each onion with salt and leave for twelve days. At the end of the twelve-day period, check the consistency of the salt of each onion. If the salt is wet, this supposedly indicates a wet month, if dry, a dry month, with varying degrees in between.



The halls ring with song at the Ed May residence as three Barbershop Quartets representing three states enjoy their favorite pastime. Pictured L-R, Front: Joe Chapman, band director, Tekamah, Nebr.; Gail Dunning, minister (Christian Church) Blair, Nebr.; Dave Carlsen, vocal music instructor, Blair, Nebr.; Lloyd Marshall, Marshall's Nursery, Arlington, Nebr. Back: Glen Shierbon, Shenandoah Post Office; Dr. Wally Carpenter, Rock Port, Mo.; Don Petry, H. S. Principal, Rock Port; Jim Loos, vocal music instructor, Shenandoah; Tom Beavers, insurance agent, Shenandoah; Bill Corken, Banker with Bank of Atchison County; Jack Mehaffey, farmer near Tarkio, Mo.; and Ed May.

In general, the 1966 onion test forecasts the following: "Overall moisture to be close to average with few months far from normal." In other words, there will be few excessively wet months or excessively dry months. The wettest should be April, June and August, and the driest, May, July and September. On a monthly basis, the forecast is as follows: January, wet; February, average; March, average; April, moderately moist; May, slightly below average; June, moist; July, slightly below average; August, slightly above average; September, dry; October, moist; average; November, moist; and December, dry.

Next month I hope to show you a picture of the new building that will replace the Mayfair Auditorium. We have an excellent painting of what the architect proposes, and we will have this picture in next month's issue of the Guide. There is an excellent possibility work will have started on the building by that time.

In the meantime, that's all the time I have for now, and I thank you for yours.

# Frank Comments

By FRANK FIELD

Yes, it is time now to be making the final plans for both the vegetable garden and the flower garden, as planting time will soon be here. You people all seem to be very much interested in knowing just what varieties we plan in our garden, so I thought it might be well to dwell a little on some of the newer introductions which are so much better in many ways than the old-time varieties which we used to think were the best. Well, they were the best some years ago, but the plant breeders have made just as many improvements in flowers and vegetables as they have in hybrid corn.

Some of these new introductions come from the various state colleges and experiment stations who are doing some outstanding work in plant breeding. For instance, the University of Missouri from whom, in the last few years, we have already obtained four new tomatoes, each outstanding in its class . . . Tomboy is by far the best of the Ponderosa or Beefsteak type; Surprise has already practically replaced such old favorites as Rutgers for a main crop canning tomato. There is no question but what Sun-Up is the best of all the early tomatoes. Mandarin Cross will very quickly replace all the older yellow and orange tomatoes.

For many years, Hybrid Fourth of July Sweet Corn has been the standard early variety but now you people are finding to your surprise, that Pride of Canada is just as good in every way and comes on about a week earlier. For many years we all thought it was perfectly normal and natural for peppers to hold back on bearing until cooler weather came in the fall, then from Japan came Tokyo Bell, a Mango or bell-type pepper which actually starts setting on fruit in late July and by August is in full production.

The same was true about cauliflower; even the earliest varieties didn't start to head until fairly late in the season and only about half of them would make nice heads. The answer again, came from Canada—a cauliflower named Day Break which actually heads up right along with the early cabbage . . . at least three weeks earlier than even the earliest of the old time cauliflowers. Now, take cucumbers, we used to think it was normal and natural for all the early blossoms to fall without setting fruit; then along came Earl May's Mrs. Pickler which actually sets a pickle for every blossom. Of course, they don't get very large but they are just exactly the right size for homemade pickles, in-

cluding Dills. If you want a cucumber mostly for slicers, then try the new Hybrid Triumph which we have found to be about tops in that classification.

If it is beans you are interested in, our trials failed to bring up anything as early and as heavy yielding as Contender. If you want beans mostly for canning or freezing, plant the Contender. They come on practically all at once. If it is pole beans you are interested in, the best so far is the new one we introduced last year called Romano. It is an Italian variety with the very broad, flat pods and keeps on bearing all summer long if the poles are high enough.

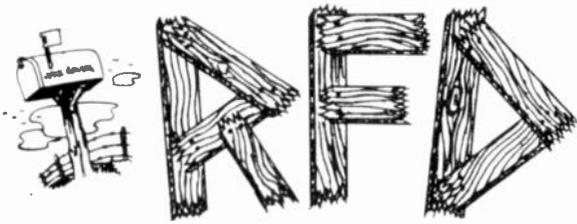
It was from the Trial Grounds that we came up with the new Gold Nugget Squash which is absolutely bush-type — it doesn't make any runners at all. Try it out in the garden this year but don't be in too big a hurry to pick the squashes . . . if they are picked too soon, they have green streaks in them which disappear completely when the squash is ripe. In Lima Beans, we have yet to find anything better than Fordhook 242.

Probably the most experimental work is being done with flowers, with literally hundreds of new strains being introduced every year. In most cases, the new introductions aren't as good here at Shenandoah as some of the older varieties and are quickly dropped; however, this year you will find half a dozen brand new flowers in the catalog and I would particularly like to see you try a new Petunia called Bonanza.

Another new petunia I know you will like is the one called Gay Lustre. It grows a little taller and has blossoms three or four inches across — a very showy bi-color. There is a new snapdragon this year which I know you will like — it is called Bright Butterflies — from the spreading shape of the flowers, just like butterflies. It is much more bushy than the older snapdragons and much more free flowering. It grows about two feet high. The newest Ageratum is a hybrid called Blue Blazer which only grows six or eight inches high and starts to bloom at least three weeks earlier than the regular ageratum. It makes a wonderful border or edging for flower beds.

Probably the most exciting new flower to come out of the trial grounds is the sweet pea pictured in color on the front page of the catalog this year. It is called Knee-High because that is actually as high as it grows. It doesn't need any staking at all but has blossoms just as nice as any sweet peas you ever saw and in just as full a range of colors. They like full sun, fairly rich soil, and a fair amount of moisture.

Well, I hope I have given you some ideas. Study the catalog and you will probably come up with even more.



with  
*Jack  
Gowing*



At the time I am writing this we haven't had any snow to amount to much. I can't remember when we have been able to utilize stalk fields as much as we have this year.

It won't be very long until most of you will be busy doing field work. If you haven't done so, may I suggest that you get all of your fertilizer, herbicide and insecticide lined up.

I believe it is getting to be most urgent that we fertilize for top yields. If you haven't tested your soils in the last two years, do so; it will probably be the best investment you will make this year.

One other area that has been discussed during this winter is the timing of our planting. Agronomists tell me that we should forget the calendar and plant according to the soil temperature. For most of us, this will mean that we will be planting earlier than usual.

In the last month or so we have been hearing so much about "All out production", "We must feed the world", and many other phrases like this. This is quite a change from what people in agriculture are used to hearing.

Some two years ago when I was in Washington, I did a story with a man in

U.S.D.A. who said then that we would, in the next few years, be gearing farm programs to all out production. If we listen to all of the experts today, we hear many calling for the American farmer to produce food for the world. We know that there are many people starving, but why are we suddenly to assume this responsibility? Shouldn't we have assumed it several years ago when over-production was more of a problem? Another question that has many people concerned is, will agriculture somehow be paid for this job. The farmer will be expected to pay for the goods and services that he uses. He will no doubt be expected to pay a price that will allow the laborer to buy the things that he needs and the manufacturer or processor to make a profit.

Will the farmer be expected to produce the goods at a low price or one that is on a par with the rest of our economy?

We are told that even if we shipped our surplus grains to many of the underdeveloped countries, that they do not have the port facilities to handle and distribute them. We have a problem that isn't new, but one that will take a lot of planning and effort to solve.

We are looking forward to spring and hope to get our yard graded, seeded and maybe some foundation plantings in.



The Richard Piersons of Red Oak are tearing down the old house. Probably by the time you read this, it will be completely torn down, if the weatherman continues to cooperate.

We have been enjoying the warmth of the new house this winter. We are located on a hill and usually have a good breeze, so when the temperature went way down, we couldn't help but think about how cold it would have been in the old house.

The Gowing's old homestead fades from the scene.

## "Pegge Parker's People"



PEGGE PARKER, stimulating world traveler, author, foreign correspondent, and lecturer is the gal featured on this month's cover of the Guide. Pegge is pictured here in the KMA office busily preparing her outstanding new program, "Pegge Parker's People", heard twice daily at 10:15 a.m. and 7:45 p.m. Monday through Friday on KMA. Pegge's program is based on her vast, first-hand knowledge of people all over the world. People everywhere have always held a deep fascination for her. For years she wrote studied vignettes for the "People" pages of TIME.

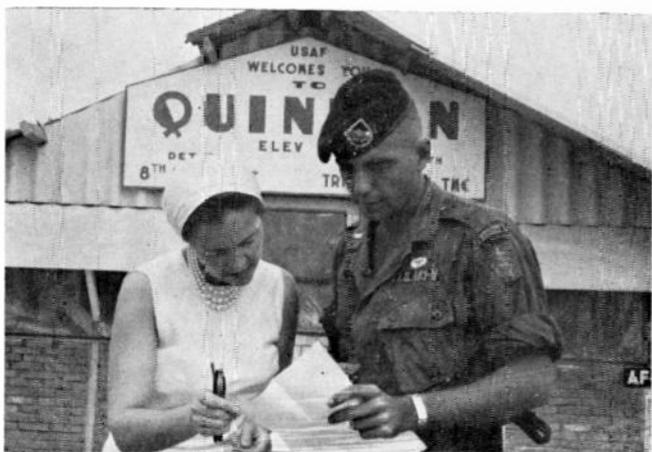
Pegge is Mrs. John Hlavacek. The family resides in Omaha where John is widely known for his daily news commentary on KMTV. They have five children, all born in Asia.

Recently the Hlavaceks journeyed to the far east to cover the Vietnam conflict. Pegge is pictured interviewing two of our fighting men. Pegge and John travelled the battle zones, were in the thick of action.

While in the Far East they revisited many familiar places, renewed old acquaintances. Pegge particularly enjoyed the chance to visit with a very dear friend, Indira Gandhi. Some years ago Indira and Pegge collaborated on a booklength story on the Nehru family for the Ladies Home Journal. Now Indira is the world's first woman Prime Minister.

At present Pegge is also fulfilling a lecture tour as a substitute speaker for an old friend, Dickey Chapelle, famous woman correspondent recently killed in Vietnam.

Pegge and her tape recorder go everywhere meeting unusual people. Although world-wide in scope, Pegge prepares her programs from the viewpoint of folks here in the midwest. Her material is of interest to the whole family, particularly wives and parents.



# Judges Pick Sandwich Winners

The wonderful gals who judged the KMA Guide Sandwich Recipe contest really found themselves with their hands full . . . and a table full . . . and the floor full . . . of sandwich recipes. Anyone except a specialist in this sort of thing would have probably thrown up their hands at the sight of the overwhelming task. They spent one whole afternoon going through every one of the

recipes carefully, boiling them down until they came up with the best in each category.

Pictured are the gals in the process of sifting through hundreds of recipes. Left to right: Mrs. Marjorie Burch, Page County Extension Home Economist from Clarinda, Iowa; Billie McNeilly, looking over some of the recipe gems with Marjorie; Wilma Schultz, Mills County Extension Home Economist from Malvern, Iowa; and far right, Mrs. H. E. (Evelyn) Anderson of Essex, Iowa, former Montgomery County Extension Home Economist and now Dietician at Murphy Memorial Hospital, Red Oak.

One big fact stands out; there are many fabulous ways of preparing sandwiches. Sandwiches have a tendency to be taken lightly . . . as a last-minute menu shortcut or quick snack. With a little planning and preparation, they can be a taste-tantalizing delight, or a nourishing meal. The first-place winners in each of the four categories are on page 13. Follow instructions and you're in for a real treat.



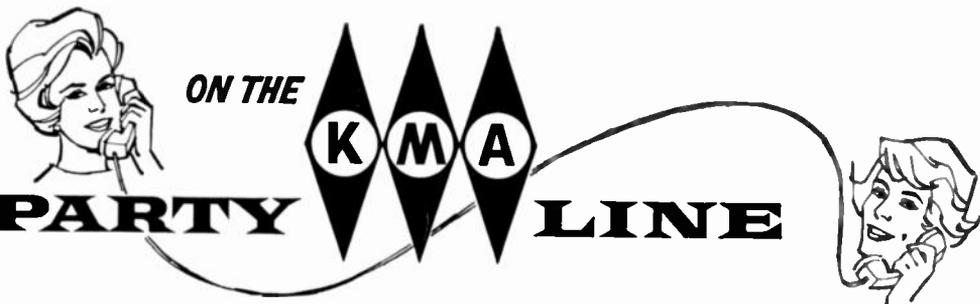
# Low Temperature Forecast Winner

The fellow pictured second from far right is Lawrence Bredberg of Red Oak, Iowa who was the winner of the "Zeroing In With Wayne" contest on KMA last month. The Wayne Feed Company sponsored the

contest and the winner received a very nice farm intercom.

Warren Nielson of KMA is shown presenting the intercom to Mr. Bredberg's two daughters, Linda and Lucy, ages 14 and 12 respectively.





**ON THE**

**K M A**

**PARTY LINE**

by **Billie McNelly**

**ANNETTE MAY**, daughter of **ED MAY**, has won a coveted appointment to the College Board of Mademoiselle Magazine. The magazine conducts annual nationwide competition from entries submitted by college students who illustrate their ability in such fields as art, writing, editing, photography, layout, fashion design, merchandising, retail promotion or advertising. Annette will represent Northwestern University, reporting campus trends. She will remain on the Board until graduation. During this time she will accumulate a professional portfolio of work submitted to Mademoiselle which will be valuable in her future career. Each year 20 of the board members are chosen to become Guest Editors if their work shows a superior aptitude in the magazine field. Guest editors spend the month of June in New York as salaried employees of Mademoiselle, preparing the special August college issue. Our congratulations to Annette, and best wishes for success in this new endeavor.

While KMA's two "chubbies", **WARREN** and **BILLIE**, battle it out to lose pounds, Managerial Secretary, **EVALYN SANER** wages her own war to gain weight. Hardly seems fair, does it?



**Phyllis Cochrane** lends a helping hand clearing up office work loads.

KMA family members have been hitting some big prizes in local grocery store give-aways. Morning announcer **MERL DOUGLAS** and **EARLE CROWLEY** of the accounting department both won \$100.00 at Brannen's Super Valu. Chief Engineer **DON BURRICHTER'S** wife, **ESTHER**, also won \$100.00 at Hy Vee. Other staff winners at Brannen's were **MARY SHOEMAN**, wife of announcer **RON SHOEMAN** — \$20.00; Guide editor **DUANE MODROW'S** wife **HELEN** won twice — \$5 and \$1; **JOHN SAWYER** of accounting and Production Manager **WARREN NIELSON** both won \$1.00. Pretty lucky bunch.

That isn't Roger Williams in the **JACK GOWING** basement. It's **JULIE**, practicing her piano lessons. Julie has started studying with Miss Elizabeth Taylor, well known piano instructor in the Shenandoah area. From experience, this writer can tell Julie, she will get much more than the musical knowledge she's seeking from this wonderful woman. This is the piano teacher who declares she is in the most wonderful business in the world . . . working with children and music. Work hard, Julie.

**JACK GOWING** showed up at the KMA studio the other morning with a big, banged-up ear. He claims he got hit by a 2x4 from the old house, as he was dumping some old materials down by the creek. Some old houses resent being torn down, maybe.

**PHYLLIS COCHRANE** has been helping out in the KMA office when the work load gets out of hand. Last month she was most instrumental in preparing the February issue of the Guide. She is pictured with both hands full of paper work this month. In the picture, she is screening "KMA Secret Agent 0096's", KMA's new fun and cash prize promotion now on the air. Phyllis is excellent help and waded through that monstrous pile of paper in record time.

**JOHN SAWYER** had a brand new car, the Omaha Sports Show was on, **WARREN NIELSON** was interested, too, so the two fellows took off from Shenandoah for a pleasure jaunt to Omaha. All was fine, they enjoyed the show, the new car was running like a new car should . . . then it happened! They pulled up in front of Warren's house at the end of a wonderful day, and the steam began to rise from the engine, and there was a sizeable puddle of goop on the street, and the fun began. Luckily, it was nothing too serious . . . unless you call a break in the hose connected to the power steering something serious. That beat having the car on fire, which was what John suspected when the steam began to rise. The next time the fellows take a trip, I'll bet they drive Warren's "jalopy", whatcha bet?

Preparation for spring is the theme of conversation these days between the **NIELSONS** and the **SHOEMANS**. The other day **RON** threatened to set up his tent in the living room . . . the urge to go camping was so great! **WARREN** reports he is working on his station wagon camper, making a new camp kitchen in preparation for the warm days coming. Both families are ardent campers, and along with the **DALE EICHORS** are already laying plans for this year's vacations.

**KMA's** new pilot, **DICK MULLISON**, has moved his family from Omaha to a nice, roomy farm home near Norwich, Iowa.

Engineer **NORMAN KLING'S** wife **MARGARET** pulled a new one. In desperation for news from their son **BENNY**, who is in the Army near Boston, Margaret wrote a letter and enclosed a stamped, self-addressed envelope. She even went a step farther. She enclosed a blank piece of paper. But the topper was when she started the letter with "Dear Mother:".

As our three lady judges were hard at the task of selecting the winners for our **KMA Guide Sandwich Contest**, **DUANE MODROW**, our roving camera man caught one of the judges using a new kind of filing system for the recipes she was weeding out.

Note the stack of recipes **EVELYN ANDERSON** has tucked neatly away behind her! **MARJORIE BURCH** and **WILMA SCHULTZ** appear innocent of such devious filing, but don't let that fool you. They flipped 'em on the floor. These fine judges did a wonderful job, as you can tell by testing the winners for yourselves.

The sad news was received last month of the passing away of **FLOYD S. YOUNG**, one of the old timers around the **May Seed Company** and **KMA**. Floyd was very active in community affairs during his residence in Shenandoah. His widow is another well-known **KMA** alumni, **JESSIE YOUNG**. Jessie was one of our well-known radio home-makers. The Youngs had been residing at **Red Feather Lakes, Colorado** and were in the process of moving to **Fort Collins** when Floyd was stricken with a fatal heart attack on **February 8**. We want to express our deepest sympathy to **Jessie** and the family.

**Frank's** secretary **ETHEL BALDWIN** has taken a breather before the big **Spring rush** gets under way. She journeyed to **California** for a vacation and plans to spend some time with **HELEN McCULLOUGH**. Helen is another of the **KMA** alumni who took care of **KMA Guide** subscribers for many years; now resides in **San Diego**. Let's hope **Ethel** returns in time to pass out the **Shamrocks** on **St. Patrick's Day**. Every year **Ethel** has grown a huge **Oxalis** plant which is always ready for "the wearin' of the green".

The **NORM WILLIAMS'** son, **JOHN**, has his troubles. **Norm** took him on his **Sunday paper route** because his old bike wouldn't handle the task. Then he got a brand new bike, and gave it another try, to no avail. Now, the question is, what next? Some of the office wags suggest a car for the boy . . . or a side-car for the bike?



**Mrs. Anderson**, one of our sandwich recipe judges, developed a unique way of setting aside choice recipes . . . on the chair behind her.

# A Letter From Billie McNeilly

Comes now the unpredictable month of March. Old man winter usually huffs and puffs, and comes up with a last good blast along about now, so we may as well expect it. March is our biggest cake-bakin' month, since Reg and I both have birthdays in March, and our anniversary falls just a few days before my folk's wedding date. Then, of course, it's the month for the wearin'-o-the green. St. Patrick's Day offers a wonderful theme for March parties and celebrations. With shamrocks and blarney stones and Irish top-hats we can't miss, can we?

Just knowing the bulbs and roots in the earth are sleepily stirring a little comforts us, as we trudge through these final weeks of winter. It won't be long now!

The big, happy news at our house is son John's assignment to Japan for two years. You wonder why that makes us happy? Primarily because he wanted to go to Japan so badly.

We are always happy when our own younguns realize a dream come true, aren't we? Marcie was not a bit pleased at the prospect of her only brother going so far

from home. She doesn't have the wanderlust her brother knows, perhaps. After so many months at Lincoln Air Base, and spending so much of his free time at home, this is going to be a complete about-face for him.

I'm breathing a little more freely, knowing he won't be going to Viet Nam, right away, anyway. A friend said recently that she felt a little guilty when she reacted that way. One just wishes no one's son . . . or brother . . . husband or father had to fight and die in anyone's war. But that isn't to be, is it?

John's departure date isn't until June, so we have plenty of time to get used to the idea. Maybe he will be meeting some of your boys over there?

Our picture on this page shows some of the table full of goodies I worked with in fixing the prize-winning recipes for the KMA Guide recipe contest. My observation, after "digesting" all of those fine recipes, is real surprise at the variety of fillings and methods you Guide readers sent in. There were fewer duplications than I had anticipated, too. Just goes to show you,

there's no end to combinations one can use in sandwiches. I hope you will try the recipes we have printed here. (Don't try them all at once as we did, however!) The recipes represent, to me, a lot of labor and interest on the part of some wonderful KMA listeners and Guide readers, and for this we are extremely grateful. Every cooking spree at my house has to have its catastrophe, and this recipe tester was no exception. Nearing the end of the cooking, I caught the cord on my electric skillet on my thumb, and flipped it upside down on a big orange shag rug I have in front of the sink. Thank goodness for that rug, or I'd have been frantically cleaning a carpet.

Since this is pay-off month in the weight losing contest between Warren Nielson and this homemaker, I'll close with this little thought . . . "Some people are no good at counting calories, and they have the figures to prove it." Bye for this time.

Billie

The KMA Guide



Here's that busy gal Billie putting the finishing touches on the sandwich recipe contest . . . making the winning recipes.

# Billie's Kitchen Tested Recipes

## OATMEAL REFRIGERATOR COOKIES

- 1/2 cup smooth or crunchy Peanut Butter
- 1/2 cup butter
- 2 cups firmly packed brown sugar
- 1 teaspoon vanilla
- 2 eggs
- 1 3/4 cups sifted all-purpose flour
- 2 teaspoons soda
- 3/4 teaspoon salt
- 1 1/2 cups rolled oats
- 1/2 cup chopped nuts

Cream together peanut butter and butter. Add sugar gradually and cream together until light and fluffy. Add vanilla and eggs and beat well. Mix in flour sifted together with soda and salt. Then add rolled oats and nuts and shape dough into rolls about 2 inches in diameter. Wrap in waxed paper or plastic food wrap and chill in refrigerator. Slice about 1/8 inch thick, place on cookie sheet and bake in moderate oven (350 degrees F.) about 15 minutes. Makes 6 to 6 1/2 dozen cookies. The rolls of dough may be kept in the refrigerator for 3 or 4 days and sliced and baked as needed.

\* \* \*

## GREEN RICE FOR ST. PATRICK'S LUNCHEON

For an attractive luncheon dish, bake in a ring mold, turn onto a serving dish, and fill with creamed chicken or fish.

- Mix and put in a buttered casserole
- 1 cup Steamed Rice
- 1 cup milk
- 1/4 cup melted butter or olive oil
- 1/2 cup grated cheese
- 1/2 medium onion, chopped fine
- 1/4 to 1 cup chopped parsley
- 1 egg, well beaten
- 1/2 teaspoon salt
- 1/4 teaspoon paprika
- 2 tablespoons chopped pimiento, if desired

Bake at 350 degrees until firm (about 45 minutes). Serves 6.

\* \* \*

## TOMATO SCALLOP

Turn to temptingly colorful TOMATO SCALLOP for Lenten meals. To make it, place 1 1/2 cups browned, buttered soft bread crumbs in a greased casserole. Combine 1 (No. 2) can tomatoes, 1 tablespoon sugar, salt and pepper to taste, and 1/4 cup, each, chopped onion and celery—and pour over crumbs. Bake in a moderate oven (350 degrees) until mixture boils around the edge, or about 30 minutes. Remove from oven and top with 1/2 cup more of browned, buttered crumbs.

## ESTHER'S SEASIDE CHOWDER

- 2 6 1/2-oz. cans tuna in vegetable oil
- 1/4 cup chopped green pepper
- 1/2 soup can water
- 1 10-oz. package frozen peas, thawed
- 3 cups milk
- 1/4 t. dried tarragon leaves
- 1/2 t. seasoned salt
- 1 medium size onion, sliced
- 1 can condensed cream of mushroom soup
- 1 12-oz. can whole kernel corn
- 1/4 cup sliced stuffed olives
- 1/2 t. salt
- 1 T. chopped parsley

Drain oil from tuna into a Dutch oven and heat; add onion and green pepper and cook over moderate heat until tender, stirring occasionally. Blend in mushroom soup and the 1/2 can water. Flake tuna into large pieces. Add to soup with peas, corn, milk, olives, tarragon, salt and seasoned salt. Bring to boil and simmer 5 minutes. Garnish with chopped parsley. Makes 9 C. From Esther Griswold, Columbia, Missouri.

\* \* \*

## CHEESE AND ONION CASSEROLE

- Cut in quarters
- 6 slices bread
- Have ready
- 2 cups drained small white onions, cooked or canned
- 1 cup grated Cheddar cheese
- Put the bread, onions and cheese in a buttered casserole in layers.
- Mix
- 4 eggs, beaten slightly
- 2 cups milk
- 1/2 teaspoon salt
- Few grains pepper
- Pour over the mixture in the casserole. Set in a pan of hot water. Bake at 350 degrees until firm (about 45 minutes). Serves 6.

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## HOT DOGS WITH MUSTARD SAUCE

- 1 egg
- 1 T. sugar
- 1/4 t. salt
- 3 T. dry mustard
- 1/2 C. vinegar
- 1 T. olive or salad oil
- 1 lb. Hot Dogs

Beat egg thoroughly; then smoothly stir in sugar, salt, mustard, and vinegar. Cook over boiling water until thick as heavy cream. Remove from range, and beat in oil. Preheat broiler. Split hot dogs in half lengthwise; broil several minutes, or until cut surface is nicely browned. Transfer to serving dish, and pour hot mustard sauce over top. Serves 4.

# My Best Recipes for March

## HERBED LAMB LOAF

- 2 eggs, unbeaten
- 1¼ pounds ground lamb
- ¼ pound ground pork
- 1 cup rolled oats (quick or old-fashioned, uncooked)
- ¾ cup chicken bouillon (make by dissolving 1 bouillon cube in ¾ cup boiling water)
- ¼ cup minced onion
- 1½ teaspoons salt
- ¼ teaspoon pepper
- ¼ teaspoon sweet basil
- ¼ teaspoon oregano
- Lemon slices
- Melted butter

Heat oven at 350 degrees F. With fork, beat eggs slightly. Lightly mix in the meat, then rolled oats and remaining ingredients. Combine lightly but well. (Meat will be juicier and more tender if you handle it as little as possible.) In bowl, shape meat into an oval loaf. Transfer to shallow baking dish or heatproof platter and smooth into a shapely rectangular loaf. Place slices of lemon brushed with melted butter on top of the loaf. Bake 1 hour in moderate oven. Serve from baking dish or heatproof platter, spooning off the excess juices to make a gravy if desired. Or spoon some of the juices over the loaf. If you prefer a soft, moist exterior, bake lamb loaf as directed in a 9x5x3-inch loaf pan or in a 1½ quart ring mold. Pour juices from pan after baking. Unmold meat loaf onto cake rack. Then place, right side up, on heated platter. If ring mold is used, fill the center with hot buttered or creamed vegetables, and serve with a mixed green salad. Serves 6. (From Phyllis Siefering — Miss Iowa in Miss KMA Contest).

\* \* \*

## FROSTED CHERRY SALAD

- 1 1-pound can red tart cherries
- ¼ cup sugar
- 1 3-ounce package cherry-flavored gelatin
- ¾ cup cold water
- ¾ cup chopped celery
- ¼ cup sliced stuffed olives
- 1 3-ounce package cream cheese
- 2 tablespoons mayonnaise or salad dressing
- ¼ cup chopped pecans or walnuts

Combine cherries and juice, sugar and gelatin in a saucepan; heat until gelatin is dissolved. Add cold water and cool. Chill until mixture begins to thicken. Add celery and olives. Pour into an 8x8x2-inch pan. Chill until set. Soften cream cheese and blend with mayonnaise; spread over top of gelatin mixture. Sprinkle with chopped nuts. Chill until time to serve. Cut into rectangles and serve on greens. Makes 6 servings.

## COFFEE MALLOW

- Put in a double boiler
- ½ cup hot coffee
- ¼ pound tiny marshmallows, or large ones cut in quarters with wet scissors

Cook over hot water until the marshmallows melt. Cool. When slightly thickened, fold in ½ pint heavy cream, whipped. Add vanilla to taste. Pour into dessert glasses. Chill. Serves 6.

\* \* \*

## MEAT BALL CASSEROLE

- 2 pounds ground beef
- 1 teaspoon salt
- ½ teaspoon pepper
- 1 cup chopped onion
- 2 eggs, beaten
- 24 stuffed olives
- ¼ cup fat
- ¼ cup flour
- ½ cup warm water
- 2 cups sour cream
- 1 teaspoon lemon juice
- ½ teaspoon Worcestershire sauce
- 1 teaspoon chopped parsley
- ¼ teaspoon paprika
- ¼ teaspoon salt

Combine ground beef, salt, pepper, chopped onion, and beaten eggs, and mix well. Form mixture into 1½-inch balls with an olive in the center of each. Brown meat balls in fat. When nicely browned remove from skillet; place in 1½-quart casserole. Pour off fat in skillet, reserving 3 tablespoons. Add flour and blend with fat. Add water, sour cream, and the remaining seasonings, and cook until thickened, stirring constantly. Pour sauce over meat, heat in moderate oven (350 degrees) 10 minutes. 8 servings (3 meat balls per serving)

\* \* \*

## HOT CHICKEN LOAF

- 3 eggs
- 1 cup milk
- ½ cup chicken broth, heated
- 1 teaspoon finely chopped onion
- ¾ teaspoon salt
- ½ teaspoon paprika
- 2 cups diced cooked chicken
- ¾ cup bread crumbs

Beat eggs, add milk, chicken broth, onion, seasonings, chicken, and bread crumbs. Mix well. Pour mixture into greased loaf pan. 9½x5¼x2¾ inches. Set in pan of hot water. Bake in moderate oven (350 degrees) 45 to 50 minutes, or until done. Invert loaf onto hot platter. Serve with Almond Mushroom Sauce. 6 to 8 servings.

\* \* \*

Dry wet shoes quickly by placing inside them the hose of an electric hair drier and letting it run for a few minutes time.

# Sandwich 1st Place Winners

## CATEGORY I — Party Sandwiches

By Mrs. Paul Lavelly, Coin, Iowa

### "ROLLED PARTY PINK CHEESE SALAD SANDWICHES"

- 1 unsliced loaf bread
- 1 cup cottage cheese
- 1 - 3 ounce package cream cheese
- $\frac{1}{2}$  cup finely chopped celery
- $\frac{1}{2}$  cup finely chopped cucumber
- 1 cup finely chopped tomato - drained or (1 cup partially drained canned tomatoes)
- 1 T. grated onion
- $\frac{1}{4}$  cup mayonnaise

Mix this filling and keep refrigerated

To make rolled sandwiches, cut the crusts from an unsliced loaf of bread. Then slice it into thin lengthwise slices. On a barely damp cloth, roll each slice lightly with a rolling pin. This gives a firmer surface upon which to spread the filling. Spread the filling on the slice and place 4 stuffed olives, end to end across one end. Beginning at the olive end, fold the bread over and roll as for jelly roll. Roll tightly in waxed paper, twist the ends of the paper and store in the refrigerator until wanted. Use a sharp knife to slice them. Each sandwich will have the pretty red center of the stuffed olive.

This filling may be used in other style sandwiches. It is very pretty in heart-shaped sandwiches for showers, etc., and is especially good on tomato bread and whole wheat bread.

## CATEGORY II — First Place Winner

By Mrs. W. H. Howarth, Route 3, Tecumseh, Nebraska

### "FROSTY SANDWICH LOAF"

- 1 - 2 lb. (pound) unsliced round loaf of white bread
- $\frac{1}{2}$  cup soft butter or margarine
- 8 ounces Braunschweiger
- 2 tablespoons chopped ripe olives
- $\frac{1}{4}$  cup chopped pecans
- 8-10 ounces assorted round "cold cuts"
- 1 can ( $4\frac{1}{2}$  ounces) deviled ham
- $\frac{1}{4}$  cup finely chopped celery
- 1 package (3 ounces) cream cheese
- $\frac{1}{2}$  teaspoon prepared horseradish
- 2 jars (5 ounces each) pineapple cheese spread
- 1 package (3 ounces) cream cheese
- 1 tablespoon milk
- Green food coloring, candied cherries, pecan halves

Method:

Trim crusts from bread - cut loaf crosswise into 4 slices. Spread each slice on both sides with butter or margarine (Except bottom slices). (Combine Braunschweiger,

olives and nuts). Spread on bottom slice of bread. Spread sandwich spread on second slice of bread - top with "cold cuts". Add third slice of bread. Combine deviled ham, celery, cream cheese and horseradish and spread on the third slice. Add fourth slice of bread buttered side down. Wrap loaf in waxed paper and refrigerate, several hours. Place loaf on serving plate. Spread with pineapple cheese. Soften cream cheese with milk, add few drops of green food coloring and mix thoroughly. Decorate top of loaf and around lower edge with the cheese forced through pastry tube. Garnish around the cheese decorations with the candied cherries and pecan halves. Chill again before serving. Cut slices as cutting a round cake. 8-10 servings.

## CATEGORY III — Lunch Box - Picnic

By Pearl K. Griffith, Blockton, Iowa

### "BOATER'S BURGERS"

- $\frac{1}{2}$  cup seedless raisins (chopped)
- 1 pound ground beef
- 1 teaspoon chili powder
- $\frac{1}{2}$  teaspoon hickory smoked salt
- $\frac{1}{4}$  teaspoon coarsely ground black pepper
- 1 tablespoon chopped onion, if desired
- 1 egg, beaten

Method:

1. Chop raisins coarsely and combine all ingredients, mixing lightly but well. Shape loosely in 4 patties. (Recipe may be increased, if desired.)

2. Grill over charcoal or pan-fry until crusty brown on outside and as-you-like-them on the inside.

3. Serve on toasted buns spread with cream cheese or pimiento cheese.

Quite delicious.

Pre-seasoned, and you don't need to carry usual toppers. Shape at home and carry in insulated picnic bag. You can omit raisins, but be a good sport and give them a try. Raisins with meat is old Spanish custom.

## CATEGORY IV—Open face Broiler or Grill

By Mrs. Elsie Jaeger, Clay Center, Nebraska

### "DEVILED DOUBLE CHEESEWICH"

- 6 slices enriched white bread
- Softened butter
- 1 -  $2\frac{1}{4}$  oz. can deviled ham ( $\frac{1}{2}$  cup)
- 1 - 3 oz. pkg. softened cream cheese
- 3 tablespoons softened blue cheese
- $\frac{1}{4}$  cup crumbled, crisp bacon (8 slices)

Toast bread. Spread with butter, then deviled ham. Cream together cream cheese and blue cheese until very smooth. Spread over deviled ham. Sprinkle with crumbled bacon. Place on baking sheet and broil until cheese is bubbly and begins to brown. Makes 6 open face sandwiches.

# PROGRAM NEWS FOR MARCH 1966

Dial 960 — KMA — 5,000 Watts

## - NORM'S FORUM -

By Norman Williams, Station Manager

This would be a pretty lonely world if we never received a letter. Soldiers feel they are as important as rations. People everywhere find letters a vital part of living. One of the first things I do at the office in the morning is to read the letters and when I come home at night, one question I always ask my wife, "Did we receive any mail today?"

We receive a lot of mail at KMA. Letters trying to sell us things, letters informing us about new plans and projects, letters telling us what we can or cannot do. But the letters we like to receive, that receive a high priority of attention, is the letter we receive from you, the KMA listener and Guide reader. Whether the letter contains praise or complaints, we are vitally interested in each one and try to answer those that need an answer. We receive many neatly typed form letters from organizations thanking us for our help in promoting their public service cause, and these are nice to receive, but they don't have the warm, friendly feeling of a hand written letter from you.

Before I started this column I did some browsing through the original copies of the KMA Guide. Back in 1944-46, people wrote to KMA with their questions or complaints and many of these letters and the answers were published in the Guide. I feel this is a valuable service to you. Perhaps you have a question about KMA or the Guide you have been wondering about but have not taken the time to write to us for an answer, or perhaps you felt you wouldn't receive an answer. Your question might be answered in this column. Maybe you have a complaint. By printing your complaint in this column we would have an opportunity to see how many other people wrote in supporting your complaint. This would help us to better determine your likes and dislikes and therefore provide a better radio service over KMA for you.

Here is an example of what I mean. Last month I received a couple of unsigned letters from the Atlantic, Iowa area complaining about the unfairness of our KMA Mystery Town Game. These people felt that the only people who had a chance to win were those who lived in Shenandoah. This game surprised all of us. We felt sure that most of the winners would come from the Mystery Town itself and that other people in the area would not know the identity of the clue. We underestimated your knowledge of this area. However, we had 96 winners from 22 counties in all four

states. Our next game, "KMA Secret Agent 0096" I think will prove to have even a wider distribution of winners.

Remember, we like to hear from you and you'll get an answer. I'll be watching the mail for your letter. Norm

## IDENTIFY AGENT 0096 FOR CASH PRIZES

A new program fun contest got under way on KMA Monday, February 28. The object is to figure out, or know, who KMA Secret Agent 0096 is. Secret Agent 0096 will be any one of many prominent people in communities throughout the four-state area of KMA-land. Three times each day, Monday through Saturday, KMA will give some person's name as Secret Agent 0096. The first person who calls in and identifies the person named will win \$5.00. All you have to do is tell us in what community the Secret Agent 0096 lives and what he does. If no one identifies Secret Agent 0096, then five more dollars is added to the jackpot for the next Secret Agent 0096 to be identified. The jackpot continues to grow until we have a winner. We have a lot of KMA Secret Agent 0096's, so there will be lots of chances for everyone throughout KMA-land to win, so be sure to stay tuned. If you can identify any one of our Secret Agent 0096's, and are the first to call with his identity . . . you win the jackpot. Who knows, you may even be a KMA Secret Agent 0096!

## SANDWICH RECIPE CONTEST WINNERS

Recipes will be in coming issues of the Guide.

### PARTY SANDWICHES

- 1st—Mrs. Laul Lavelly, Coin, Iowa
- 2nd—Mrs. L. C. Bos, Clarkson, Nebr.
- 3rd—Mrs. Charles Williamson, Fremont, Nebr.

### WHOLE LOAF SANDWICHES

- 1st—Mrs. W. H. Howarth, Tecumseh, Nebr.
- 2nd—Jeanie Hannah, Tarkio, Mo.
- 3rd—Mrs. Allan H. Levine, Red Oak, Iowa

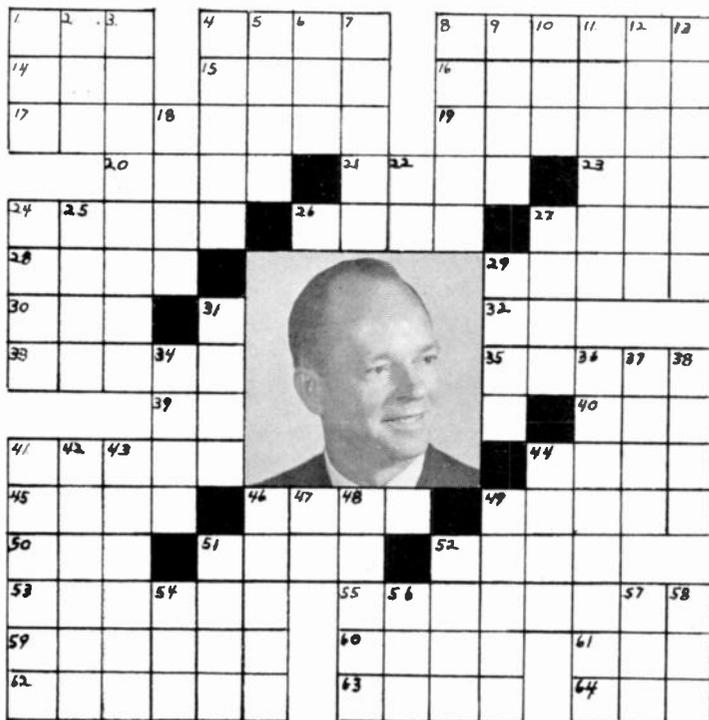
### LUNCH BOX-PICNIC SANDWICHES

- 1st—Pearl K. Griffith, Blockton, Iowa
- 2nd—Mrs. Stan Krisinger, Griswold, Iowa
- 3rd—Mrs. Joseph Jueneman, Bremen, Kans.

### OPEN-FACE BROILER OR GRILL

- 1st—Mrs. Elsie Jaeger, Clay Center, Nebr.
- 2nd—Mrs. Viola Milligan, Wakefield, Nebr.
- 3rd—Lucille E. Schatz, Falls City, Nebr.

# KMA Crossword



Shirley Wennihan

Here's a new feature to challenge your knowledge of words . . . and KMA. KMA Crosswords are designed by Mrs. Shirley Wennihan of Fairfax, Mo. Have fun. We'll have the solution in the next issue.

## ACROSS

1. Radio Station
- 4-8. KMA Farm Director
14. One: Scottish
15. Great Lake
16. One Who Raids
17. Ed's Son: Two Words
19. Dress
20. Catch Sight of
21. Limits
23. Eggs
24. Ed's Father: Possessive
26. Dormant
27. Sweetsop
28. Rage
29. Deputized Group
30. Standing Room Only: Abbreviation
32. Print Measure
33. Color Harmonizer
35. Educate
39. Virginia: Abbreviation
40. National Aeronautic Association: Abbreviation
41. Frank's Secretary
44. Los Angeles Football Club
45. Oil Rich Country

46. Nebraska County
49. KMA News Caster
50. Limousine
51. Am Not: Contraction
52. Well Done: Old English
53. Indulges
55. To Save Again
59. Egg Dish
60. Wing Like
61. Attempt
62. Receiving Sets
63. Chums
64. Ralph's Daughter

12. Temerity
13. Lubricant
18. Small Island
22. North Latitude: Abbr.
24. Previously
25. Pertaining To Flight
27. Excellent: Two Words
29. KMA Sports Caster
31. Russian Mountain Range
34. Equal
36. Collector Of Facts
37. Collection Of Tents
38. Vegetable Mixture
41. KMA Night Host
42. Shock
43. Injured
44. Ed's Dog
46. Stone Chests
47. Indefinite Article
48. Razor Sharpener
49. Repenters
51. Narrow: Combination Form
52. Epochal
54. Few: Combination Form
56. Guido's Highest Note
57. Bolivian Indian
58. Organ Of Sight

## DOWN

1. Serve: Scottish
2. Center
3. KMA Salesman
4. Army Vehicles
5. Military Branch
6. Central Intelligence Agency: Abbreviation
7. Tuned
8. Class
9. Mid Western Crop
10. Mental Alertness
11. Ignorant Persons

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**First Place Winning Sandwiches**

**(Recipes—Winners on Page 13)**

**All 12 winners' names in all categories listed on page 14.**

Pictured at right, from lower left to upper right:

**"Boater's Burgers"** . . . . . follow instructions, raisins and all, and you're in for a taste-treat 10 feet tall.

**"Rolled Party Pink Cheese Salad Sandwiches"** . . . . . Crispy, tasty, salad flavor . . . . . with eye appeal your guests will savor.

**"Frosty Sandwich Loaf"** . . . . . a yummy, summery meal in a mound . . . . . filling bold, keep me cold . . . . . and listen to friends ex-pound!



Pictured at lower right:

**"Deviled Double Cheesewich"** . . . . . crunchy, zestful, superb combination . . . . . designed to put taste-buds in a state of elation.

