

The

# KMA GUIDE

April, 1966



# COVER PICTURE

# The KMA Guide

Our cover picture this month is Duane Johnson, new KMA News Director. Duane is the new voice you hear on the 6:00, 7:00, 8:00, and Noon newscasts. Johnson joined the KMA staff from KIJV Huron, South Dakota. He has been in radio since 1959, attended the University of Minnesota and Brown Institute of Broadcasting in Minneapolis. Duane and his wife, Marlene, are both native Minnesotans. His mother, Mrs. Irene Johnson, resides in Hopkins, Minn. His wife's parents, Rev. and Mrs. Leroy Fodness, presently reside in Howard, S. D., where he is minister of the American Lutheran Church. Duane has been busy house-hunting and has located a nice home in the country near the outskirts of Essex, Iowa. The Johnsons have four children, three girls and a boy. As soon as the family gets all settled down, we'll have pictures in the Guide.

Vol. 13

No. 3

APRIL, 1966

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Duane Modrow, editor; Billie McNeilly, featured editor; Nadine Kelsey, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

## Dick Mullison Flies New KMA Plane

**KMA-May Seed Co. Pilot  
Dick Mullison with new  
seven-passenger Beech-  
craft Queen Air 65 at  
Wichita plant.**



Pictured above is KMA pilot Dick Mullison at the Beechcraft Corporation terminal in Wichita, Kansas with the new Queen-Air-65 airplane the company recently purchased. Dick spent a week at the factory taking a special familiarization course with the new plane. The Queen-Air has a larger passenger and load capacity than the Twin-Bonanza it replaces. It will carry seven passengers, including the pilot, and a 2,500 pound useful load. The plane is equipped with complete Instrument Flight Rules equipment, including a transponder for radar identification. The plane

will be used by both the May Seed and Nursery Company, and the May Broadcasting Company to speed service, business trips, and KMA coverage of news events in the entire midwest region. It has big plane conveniences such as 1,200 mile non-stop flying, over 200 miles per hour cruising speed, and large payload, yet will be able to land and take off in relatively small airfields. The plane is strictly business, a sparkling new addition to our extensive facilities to give KMA listeners complete news and farm coverage.



## A Chat With Edward May

About the time this issue of the Guide reaches you, construction will have been started on the new office building for the May Seed & Nursery Co. This building is being erected on the site of the former Mayfair Auditorium, and a picture of it can be seen on the back cover of this issue of the Guide. When completed it will house the offices of the May Seed & Nursery Co. We are anxiously awaiting its completion, which should be within approximately nine months or thereabouts. During this period, the issues of the Guide will pictorially show you the progress of the building. So you can follow its progress by means of the issues of the KMA Guide.

The family picture on this page is a "first." It isn't the first picture of the May family but it is the first of the May family while skiing. About the middle of March, we joined a large Shenandoah group and journeyed to Winter Park, Colorado for a few days of skiing. Both Annette and Karen had been there before, but it was the first time for the rest of the family. Amidst farewells of "Be careful! And don't

break a leg!" we joined some 29 other people from Shenandoah and drove to Denver, Colorado and then about 60 miles beyond over the Berthoud Pass to Winter Park, where we spent five days learning to ski. The question seems to be, "How did you do? Did you learn how to ski? Did you have any broken bones?" The answer is, we did learn how to ski, and fortunately, did not have any broken bones. The younger you are the more readily you seem to learn, so Eddie took to skiing about like a "duck takes to water." In a relatively short time he was skiing down the slopes and knowing what he was doing. However, it took his mother and father a little longer to learn, but we reached the point where the instructor took us up the ski lift and brought us down the mountainside. By the time we were back to the bottom of the slope, we had considerably more confidence and felt as if we could manage the skis without too much difficulty. Not that we were experts, but at least we could stand up, turn and stop if necessary. However, by this time, it was time to return home, but at least we had a new and different experience.

It was particularly enjoyable having the entire family together for a few days. This doesn't happen too frequently because Annette is in college and only upon occasions has a chance to come home and spend some time with the rest of the family.

Best wishes for a pleasant Easter. I hope you are as pleased as I am that spring has arrived. It wasn't a very severe winter, in fact, perhaps the mildest we have had in years, but even so, it is nice to have longer days, warmer temperatures, and a chance to spend more time out-of-doors. When you are in the house I hope you have your radio dial set on 960—KMA, Shenandoah.



The family tries the ski slopes of Winter Park, Colorado. L to R: Eleanor, Karen, Annette, Ed, and Eddie.

# Frank Comments

By FRANK FIELD

We had a very open winter here in Southwest Iowa this year, as you all know; although we had very little snow, what little moisture we did get came in the form of rain and at a time when the ground was not frozen very solidly. As a consequence, it all soaked in and not a drop was wasted by running off as so often happens.

Jennie took this picture of me the evening of March 15 and as you can see, the ground was working beautifully, in fact, I never saw it work up any nicer. This garden spot had a heavy application of barnyard manure last fall and then plowed very deeply and allowed to remain rough through the winter. The alternate freezing and thawing through the winter mellowed the soil nicely. All that was necessary this spring was to run over it once with the Roto-Tiller and it was all ready for planting. This will be the fifth year for that Roto-Tiller and I couldn't get along without it — wouldn't even try. The rows of everything are spaced 42 inches apart except the staked tomatoes which are 48 inches apart. Later in the season when the space between the rows narrows down considerably, I just take off the outer sets of tines and work up a space 18 inches wide. The Tiller as you see it now, has on an extra set of extension tines and is cutting a swath 36 inches wide.

Then too, I have one of the high-wheeled wheel-hoes with a variety of different attachments including a narrow shovel called a 'bull-tongue' which I use for marking out rows. At the present time, the early garden is all in. That includes onion sets, Hamburger Onion plants, Yellow Sweet Spanish plants, Garlic sets, Sweet Peas, Sugar Peas,

Progress No. 9 Peas, Baby Canning Beets, Champion Radishes, Norland Potatoes and Norgold Potatoes. The beans, sweet corn and squashes will have to wait until later on. The first planting of each will be made the latter part of April and the main plantings early in May.

In addition to the piece of ground shown in this picture, I also have about one-fourth acre between the two rows of dwarf fruit trees which I call my orchard. The fruit trees are 20 ft. apart in the row and I have 3 Sodus Raspberry plants between each pair of trees. There is a steel post at each end of the tree row with two No. 12 wires. One is 2 ft. from the ground, the other 4 ft. from the ground. The raspberry canes are spread out fan-shape and tied across these two wires. This not only conserves space but makes it extremely easy to pick the fruit. Just as soon as the plants are through bearing, I cut the old canes out clear to the ground, carry them out and burn them. The new canes are then spread out and tied across the wires as they grow.

Between the two garden spots, I have enough space so that I can change things around every year so nothing is planted two years in succession on exactly the same piece of ground. This is particularly important with the tomatoes and potatoes.

Incidentally, take another look at the picture; that corn field just across the fence is the proposed site for the proposed new Shenandoah High School building. The plan is to build a paved street running between the first two of those three trees in the fence row to the left of the picture. I am writing this copy on March 21 and the bond election comes up on March 24. So, next year my garden will probably have a brand new high school and athletic fields just across the fence. The backers of the plan have been working very hard for weeks and feel quite confident of victory. By the time you are reading this, we will know for sure. Editor's note: The school bond passed.





with  
Jack  
Gowing

By **JIM ROSS**

**Associate Farm Director**

Jack turned the column over to me this month so I could tell you about my recent trip to Canada. Pictured on this page with me is Bill Cole. Bill is Executive Secretary of the Winnipeg Livestock Exchange. Bill was my host and went all out to make the trip a success.

It's about 740 miles from Shenandoah to Winnipeg. I left here about 11:30 on a Wednesday evening and arrived at the Union Stockyards in St. Boniface, Manitoba around 12:30 the following day. You could make the drive in 12 hours if you really pushed it, but I wouldn't advise doing it.

The Union Stockyards owns a 200 acre tract of ground. The yards themselves cover an area of about 36 acres. All the pens and alley-ways are under cover to protect them from the harsh winter weather. Selling is done using the auction method. Around 6,500 head of animals can be sold through the five sale rings on a busy day. Each of the rings are heated and well lighted. Comfortable seats are provided for buyers and spectators. All animals are weighed after they are sold. A Print-O-

Matic scale is used and weigh tickets go to all parties involved in the sale.

The main purpose of the trip was to gain information on Canadian feeder cattle. The Union Stockyards is the largest market in Canada. Last year, 188,509 head of feeders were sold through the market for exporting into the U.S.A. Out of this number, 115,360 head moved into Iowa, 21,252 went to Nebraska and the remainder were scattered through 9 states from Colorado to Illinois. I asked if a concentrated effort was being made to move feeders into this area and from all parties concerned, I got a resounding YES.

It looks to me like we will see a lot of Canadian cattle in the future. Of course the next question is, "Are they that good?" In my opinion, they are. The cattle shipped our way are clean, healthy, rugged animals. Due to the extreme cold, many of our animal diseases are unheard of in Canada. Also, the difference in exchange rate on our money allows the Canadians to lay these cattle in our feed lots at better prices than we can get here.

On any given day you can get these cattle, at about \$1.00 per cwt. over market price on heavy cattle and \$2.00 per cwt. on light cattle, laid in your feed lot. If you should happen to pick a day when their market is from \$2.00 to \$3.00 under ours, this means you can get cattle laid in here under our market price. They made the statement that they would meet or beat our prices laid in. I wanted to find out if they could. They can!

I don't think they have enough or can produce enough cattle to hurt our market in any way. A shortage of good feeders in the Fall is beginning to shape up on the horizon. We are going to have to buy our cattle wherever we can get them at a price where we can try and make some money.



Jim Ross with his host on Canadian trip, Bill Cole, Executive Secretary of the Winnipeg Livestock Exchange.

## Puzzle Hobbyist Turns Professional

The gal pictured below is deep in thought, building another KMA Crossword Puzzle. If some of the words in the puzzles stump you, then pity the poor lady who designs them. She tries to keep them within easy solution, which isn't easy. Our puzzle expert is Mrs. Dale (Shirley) Wennihan of Fairfax, Missouri. Shirley has been doodling with crossword puzzles since she was a

young girl. If you have ever tried to construct a crossword, you know how difficult it is. Over the years Shirley has become quite adept and taken up crossword construction as a profession. She has had puzzles in national magazines and has made custom puzzles for business firms in the area. Shirley designs puzzles on a part-time basis. The rest of her time is taken

up as a housewife. She has three children; Rick, in the U. S. Navy in the Philippines; Sandra, a senior in high school; and Beri, a second grader. Her husband, Dale, is a carpenter. Shirley is busily engaged in community activity serving as chairman of the Fairfax Community Betterment Organization sponsored by the State of Missouri. She has 18 committees in all phases of community development and all are active. She also serves as secretary to the Fairfax Community Club. She's a busy gal who enjoys being busy. Shirley says all the words in the puzzles can easily be located in a standard dictionary . . . so have fun.



## Pat Patterson Joins KMA Sales Staff

Pat Patterson, pictured below with Andy Andersen (seated), joined the KMA sales staff on March 14 as local account executive. Andy is the local sales manager and

sportcaster. Pat and Andy are checking over the local area and retail accounts Pat will be calling on. Pat joined KMA from Marshalltown, Iowa, where he worked in advertising sales with station KFJB and the Times Republican newspaper. Pat's home town is Laurel, Iowa where his parents, Mr. and Mrs. Lynn Patterson, Sr. still reside. Pat's wife, Susan, is a Marshalltown girl. They have no children. Her parents are Mr. and Mrs. Ed Boyle of Marshalltown. Before entering the advertising field, Pat attended Marshalltown Community College. Pat's duties will be to service business firms in the immediate four-state area of KMA with their advertising needs. Pat lists his hobbies as golfing, bowling, and hunting in that order, if, and when he finds time. They are members of the Presbyterian church.



## Alice in Dairyland

A recent guest on homemaker Billie McNeilly's morning program was the new agricultural ambassador from Wisconsin. Billie's guest is lovely Miss Kathy Kenas, of Rosendale, Wisconsin, who was chosen as her state's 18th Alice in Dairyland. Kathy was on tour of the midwest when she dropped in for a visit with Billie. She is a five-foot-five, green-eyed, 20 year old lass, who is farm-born and farm-oriented. Kathy is holding up a package of the product her state is most noted for and which she is helping promote . . . Wisconsin cheese. While visiting KMA Kathy presented every member of the staff with a cute sample package of cheddar. Before entering the Alice in Dairyland contest, Kathy had just completed her sophomore year at Stevens Point University where she is majoring in home economics.



## Ralph Lunds' New Grandchild

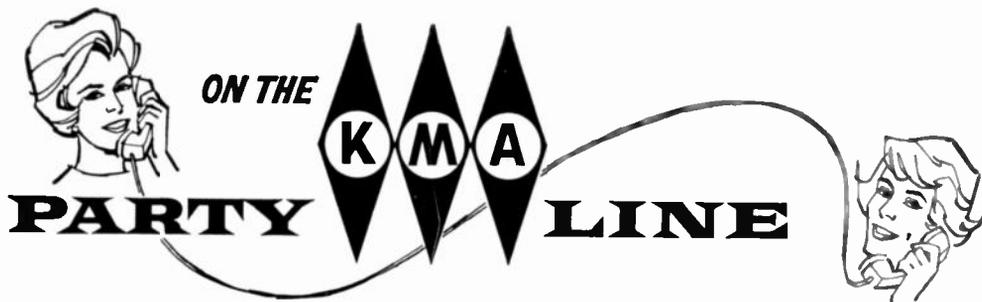
At right is Kimberly Ann Malmberg, born February 9th, the first grandchild of the Ralph Lunds. Kimberly is the daughter of Roger and Judy Malmberg who reside in Audubon, Iowa where Roger is a teacher. Ralph has been on the KMA engineering staff over a quarter century. Congratulations to the Malmbergs and the proud grandparents.



## Irish Joke Contest Winner

Letha Larson of Clarinda, Iowa is pictured with Dale Eichor, KMA nighttime host on "Night Flight" and Saturday night "KMA Bandstand, Country Style". Letha was the first place winner of the Irish Joke contest recently held by the KMA announcing staff. The best joke out of the many received by all the staff was one sent in by Letha to Dale. She had her choice of "Paddy's Pig" or \$20.00. It's a good thing Letha chose the cash, 'cause we couldn't find a pig.





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

by **Billie McNelly**

Many tall-tales came out of the March 23rd snow storm in the mid-west. One of them, which wasn't too tall, concerned **RON SHOEMAN**. His mother called him to tell him she had gone from West Bend to Spencer with a group of ladies, to a special Church meeting. They were stranded in Spencer, and unable to notify their families back home that they were safe and sound. Ron called some other radio stations and announced the item on KMA, and hoped some of their families in West Bend heard the news. Just one of the many storm situations. It was hard for Ron to believe the situation could be so desperate, when Shenandoah had only a slight sifting of snow at the time.

**EVALYN SANER**, Managerial Secy., reports the heavy wind took a storm window off and laid it safely on some bushes . . . without a crack in it. She tore a new pair of nylon hose getting it off the bushes. Which proves something about insurance. She could have collected insurance if the window had been broken . . . but couldn't replace the torn nylons.

A slip of the tongue with long-range repercussions was the announcement by homemaker, **BILLIE McNEILLY OAKLEY**, that she had three left handed halves of hundred dollar bills. The truth of the matter was, she had rights . . . just like everyone else. Listeners called, wrote, came in to KMA, and proved, once and for all, people do listen to KMA. For the Hy Vee people's information . . . people do save those Hy Vee play money halves, too. After due apologies on Billie's part, and much correspondence, everything is straightened up.

That man carrying the steaming coke glass is none other than **DUANE JOHNSON**, new KMA newsman, who detests drinking coffee from plastic cups. Duane claims **RALPH CHILDS** taught him that trick.

In the process of seeking an unusual sound effect to use on KMA tornado warnings (details on page 14), **SGT. FRANK DAVIS** of the Iowa Highway Patrol was asked to demonstrate the electronic yowler on his patrol car to see if it might be a suitable sound. Sgt. Davis' patrol car was parked in the big parking lot across from the May Seed Company main building. When he flipped on the yowler, its piercing screech shook up the whole May Seed building because all the windows suddenly were filled with faces of people wondering what on earth was going on.



Farm Broadcaster Jim Ross gets Jaycees membership drive gimmick off his front porch.

Like to have a "gimmick" like this on your front porch? The Shenandoah Jaycees plant this one on a member's porch, and it can be removed only when he gets a new member signed up. That's why **JIM ROSS** smiles so heartily here, as he signs up **RON SHOEMAN**, as a new member-prospect for the Shenandoah Jaycees.

After Guide editor **DUANE MODROW'S** wife **HELEN** delivered their fifth girl, Mod was about ready for admittance to the hospital when one of the nurses reminded him of all the weddings he had to look forward to. He says he is going to invest in one ladder and promote elopements. The new arrival is **KRISTEN LEE**, born March 19.

**EARLE CROWLEY** of the accounting department says wife **JANE** was a little concerned when their youngest, daughter **JANET**, came down with the chicken pox, then both **DAVID** and **SCOTTIE** picked it up and came down with it the same day. The siege is over and one more childhood disease is out of the way for the Crowleys.

**MARY SHOEMAN**, wife of morning announcer **RON SHOEMAN**, is recovering nicely from a recent tonsillectomy. However, Mary has been on an involuntary liquid diet from a severe sore throat. Mary is sure the old adage "do it while you're young" was originated by an adult tonsillectomy patient.

It takes a pretty mean virus to get **HOWARD DRIFTMIER** away from his many jobs as Building Superintendent of May Seed and KMA. Both Howard and his wife **MAE**, who is KMA traffic manager, had been fighting off a lung virus. Mae managed to fight it off, but Howard was less fortunate. It put him flat on his back. He's back on the job, but will have to stay in "low gear" for a while.

**SIGNS OF SPRING—RALPH CHILDS'** convertible top is down, **JOHN SAWYER** tuning up his garden tiller, **WARREN NIELSON** checking his fishing tackle, **JACK GOWING** watching for new calves with binoculars, **NORM KLING** and **RALPH LUND** loading more trap shooting shells, **DALE EICHOR** looking at road maps, **JIM ROSS** breaking horses, **PETE HOWARD** and **ANDY ANDERSEN** taking practice golf swings, **DON BURRICHTER** bird watching, **RON SHOEMAN** setting up his camping tent in his back yard, **DUANE JOHNSON** shopping for a riding mower.

The little dog we see pictured here is a famous "name draw-er" from Clark Implement Company of Auburn, Nebraska. Little **FRITZ** prances right into that box and draws a name out when told to do so. **MRS. LORENOA** is real glad he's so talented, for she won the fur stole they were giving away that day. Fritz is, in truth, a vice-president of Clark Implement. (Or is he president?)

A brief from the "Small World Dept." When **JIM ROSS** visited in Winnipeg, Canada recently, he met a gentleman who informed him he listens to **DALE EICHOR** and his Saturday night KMA Bandstand, regularly. It is, indeed, a small world . . . and those KMA sound-waves really travel.

The fellow with the blank expression Monday morning was **WARREN NIELSON**, who burned the midnight oil Sunday night. **FLORENCE'S** Dad was due to return home from a vacation in the Pacific Northwest, arriving by train in Omaha at 1:40 Monday morning. Daughter **HOLLY** decided to accompany her parents on the pick-up trip, so the entire family made the trek. Bedtime, finally, was about four in the morning. That makes about three and a half hours of sleep time. Not enough for a growing girl, and an over-grown father. How about Mom?

A real conversation-stopper the other morning was **JACK GOWING'S** announcement that they had twins at their house. They are twin calves, (a boy and a girl), and a very welcome addition to the populace at Gowings. That's the way to make a herd pay double, Jack.

The entire staff of both the May Seed Company and KMA was saddened by the recent sudden passing away of **LEON "JUDGE" SMITH**. Judge, as he was familiarly known, was for many years a widely-known Shenandoah hatcheryman. He was a member of the May Seed and Nursery Company seed analysis staff until his death. He had been in ill health for some time from a heart condition and died from an apparent heart attack March 26. Our deepest sympathy to his wife **HILDIE** and family.



Fritz, canine cutie from Auburn, Nebraska, draws lucky winner's name from box.

# A Letter From Billie McNeilly

Tired of gazing out your windows at a grey, wintery landscape? This is the month that changes that! And we're glad it's April! All of those stirrings of last month's earth pattern have sprung to life, and a haze of green is beginning to brighten our lives. April is a restless month, isn't it? Time to start that garden shaping up. Time to get the house and garage cleaned. Time to start living out of doors a little more. Yes, indeed, it's spring, and we're glad of it.

Our picture on this page was taken at Clark Implement in Auburn, Nebr. and shows some of the folks who came in to have coffee, chat a while, and look around. Standing beside me, facing the camera, is Mrs. W. H. Howarth from Tecumseh, Nebraska, who was one of the winners of the KMA Guide Sandwich Contest. We took her prize along with us that day, and presented it to her on the spot.

Elsewhere in the Guide you'll see a picture of Lloyd's little dog, Fritz, who "drew the names" of the winners of their special prizes. My thanks to all who came in for a visit, and to Lloyd and Kenny who made the day a happy one at Clark Implement.

Since April is host to Easter, and since most of us "think food", I am going to add a couple of special Easter goodie recipes to the following recipe pages. Any cake can be a special Easter centerpiece, however, by frosting with fluffy white frosting, topping with a nest of green colored coconut, filled with those tiny little "birdie eggs", as some confectioners call them. Besides

being one of the most beautiful Christian Holidays, Easter is a special happiness time for the youngsters. My days of hiding eggs and other Easter gifts for my own youngsters is gone, but the memories linger on! I can picture those of you who still have little ones at home. Fun, isn't it?

Donna's last call home was filled with cheer. She is busily engaged in assisting with a production by the theatre group in North Platte. She's helping with a nursery school group, and has fun with a part-time job, correcting English papers for a Junior College. Needless to say, the Coles have "settled in" out North Platte way. They have had a lot more winter out there than we have in the Shenandoah area.

Marcie and Eddie are fine and happy. They have their share of newlywed's 'growing pains', wishing they could build a house . . . and have a dog and a cat, and so on. That's normal, I fear. They will have to do as most young people, and bide their time.

John is only marking time now, waiting for his final orders to head for his assignment in Japan. Two months of waiting, then off he flies. He is reading everything he can find on the Japanese subject, and still giddy with happiness at the opportunity to live in another land for a while.

We have not been out of the area this past month. Reg has finished his season's selling, and is getting his book work done now. Maybe I can talk him into helping get some recipes set up for a new spring mailer. It's a little out of character for him, I'd say, (and he probably will say so, too!) We are still hoping to take Marcie and Ed with us to North Platte for a weekend soon. One thing, then another, alters our plans, it seems.

As I gaze out our windows to the east, I wonder what they will plant out there this year? Last year it was corn. The year before it was soy beans. Wouldn't clover be wonderful? I'd make that suggestion to the owner of the land, if I didn't remember so well these words of wisdom, "Socrates was a Greek philosopher who went around giving good advice. They poisoned him!"

See you again next month.  
Billie



Billie makes personal appearance at Kelvinator demonstration in Auburn, Nebr.

# Billie's Kitchen Tested Recipes

## ANGEL FOOD DELIGHT

- 2 egg yolks, beaten well
- 1 cup sugar
- 2 egg whites, stiffly whipped
- 1 package lemon jello
- 1 angel food cake
- 1 cup milk
- 1 pint cream, stiffly beaten
- 1 cup crushed pineapple
- Pinch of salt

Cook in double boiler, the egg yolks, sugar and milk until done. About 15 minutes. This does not get thick. Remove custard and add the lemon jello and stir well. Set aside to cool. Add the whipped cream, egg whites, salt and crushed pineapple and mix well. Tear one angel cake into small bits and cover bottom of a large loaf pan. Cover with half of the custard. Add another layer of cake bits and pour over remaining custard. Put in refrigerator to harden. Top with a little whipped cream and candied cherries if desired. Best made day before to be used.

\* \* \*

## PEANUT BUTTER BROWNIES

- 2 cups white sugar
- $\frac{3}{4}$  cup brown sugar
- 1 cup peanut butter
- $\frac{1}{4}$  cup vegetable shortening
- $\frac{1}{2}$  teaspoon butter flavoring
- $1\frac{1}{2}$  teaspoon vanilla flavoring
- $\frac{1}{2}$  teaspoon salt
- 4 eggs
- $2\frac{1}{4}$  cups flour
- $2\frac{1}{2}$  teaspoons baking powder

Cream together the white sugar, brown sugar, peanut butter and vegetable shortening. Add the flavorings and eggs. The eggs should be added one at a time, beating well after each addition. Stir in the flour which has been sifted with the baking powder. Bake in a very large greased pan. (The 11x15-inch size is fine.) The temperature of the oven should be 350 degrees and the baking time, about 25 to 30 minutes, or just until done when tested with a toothpick. Don't overbake.

\* \* \*

## QUICKIE HAMBURGER STROGANOFF

Lightly brown 1 lb. hamburger and 1 medium chopped onion in a little fat. Salt and pepper to taste. Add 1 can mushroom pieces and juice and 1 can cream of chicken soup. Rinse can with water and add. Simmer  $\frac{1}{2}$  hour. Add  $\frac{1}{2}$  pint commercial sour cream and heat through just before serving. Keeps well and can be served over toast or potatoes.

## EASTER EGG

- $1\frac{1}{2}$  cups white Karo-type syrup
- $\frac{1}{2}$  cup water
- 4 cups granulated sugar
- 2 egg whites
- Fruit and nuts (optional)
- 1 teaspoon vanilla

Cook first 3 ingredients until it forms a good thread (hard ball stage). Beat 2 egg whites until very stiff. Pour syrup very slowly over egg whites, beating all the time. Add fruit and nuts and vanilla. Beat until creamy and hard to beat. While still hot, wet hands in cold water. Form into eggs however large or small you want. Put into refrigerator — let cool and set.

Melt chocolate over warm water. Coat bottoms and let dry on waxed paper. Then coat rest of egg — let harden — keep room under 72 degrees to let chocolate harden quickly.

Mix up a simple powdered sugar icing — tint different colors, and decorate with borders, names and flowers.

\* \* \*

## ROSY HAM LOAF HORSERADISH SAUCE

- 1 can (10 $\frac{1}{2}$  oz.) condensed tomato soup
- $\frac{1}{2}$  cup fine dry bread crumbs
- $\frac{1}{4}$  cup finely chopped celery
- $\frac{1}{2}$  teaspoon dry mustard
- 2 teaspoons prepared horseradish
- 1 lb. ground Ham
- $\frac{1}{2}$  lb. ground lean pork
- $\frac{1}{3}$  cup minced onion
- 1 egg, slightly beaten
- Dash pepper

Measure  $\frac{1}{2}$  cup soup; mix thoroughly with ham, pork, crumbs, onion, celery, egg, mustard, and pepper. Shape firmly into loaf; place in shallow baking pan. Bake in 350 degree oven about  $1\frac{1}{4}$  hours. For sauce, blend remaining soup with horseradish; heat. Serve over loaf. Makes 6 servings.

\* \* \*

## DINNER IN A SKILLET

- 6 pork chops
- 2 tablespoons chopped onion
- 1 No. 2 can tomatoes (or 2 $\frac{1}{2}$  cups home-canned tomatoes)
- $\frac{1}{3}$  cup uncooked rice
- 1 teaspoon salt
- Pepper to taste
- 5 or 6 green pepper rings (optional)

Brown the chops in hot shortening. Pour off the excess fat. Add the onion, green pepper and tomatoes. Season well and stir in the rice so it is all moistened. Cover tightly and simmer over low heat until the chops are tender — about 1 hour. This is an excellent dinner dish served with a green salad, hot rolls and fresh fruit.

# My Best Recipes for April

## CHOCOLATE FILLED COOKIES

- 3 squares chocolate
- ½ cup butter or margarine
- 1 cup sugar
- 1 egg well beaten
- 2 cups flour
- 2 teaspoons baking powder
- ½ teaspoon salt
- ¼ cup milk

Melt chocolate over hot water, cream butter or margarine with sugar. Add chocolate and egg. Mix thoroughly. Sift flour, measure, and sift with baking powder and salt. Add alternately with milk to first mixture. Mix thoroughly. Chill. Turn on to lightly floured board. Roll in thin sheet. Cut with floured cutter. Place on slightly oiled baking sheet. Bake in moderate oven (400 degrees F.) 8 minutes.

## MARSHMALLOW FILLING

- 1 egg white
- 1 cup sugar
- 1 teaspoon white corn syrup
- 3 tablespoons water
- 15 diced marshmallows
- 1 teaspoon vanilla

Combine egg white, sugar, water and syrup. Place over boiling water. Beat with rotary beater about 7 minutes. Add marshmallows. Remove from heat. Beat until thick enough to spread. Add flavoring. Use as a filling between cookies.

\* \* \*

## PINEAPPLE PIE

- 1 cup water
- 4 tablespoons butter
- ¾ cup sugar
- 4 tablespoons cornstarch
- 1½ cups crushed pineapple and juice
- 3 egg yolks
- 2 tablespoons fresh lemon juice

Bring water and butter to boiling point. Pour over cornstarch and sugar which has been mixed together thoroughly. Stir until smooth, and then cook over very low fire (or in double boiler if you can't watch it constantly) until smooth. Add pineapple, beaten egg yolks, fresh lemon juice, and bring back to bubbling point. Remove from heat and cool. Then turn into a baked 9-inch pastry shell and cover with meringue.

## MERINGUE

- 3 egg whites
- 6 tablespoons sugar
- ¼ teaspoon cream of tartar

Add cream of tartar to egg whites and beat until stiff. Add sugar slowly. Spread over pie (be sure to seal the filling at point where it touches crust) and bake in a 425 degree oven until well browned.

## APPLE DELIGHT WITH SAUCE

- 1 cup sugar
- 1 teaspoon soda
- 1½ cups chopped apples
- ¼ cup butter
- ¼ teaspoon nutmeg
- ½ cup chopped pecans
- 1 egg
- ½ teaspoon cinnamon
- 1 teaspoon vanilla flavoring
- 1 cup flour
- ¼ teaspoon salt

Cream together the sugar and butter. Add egg and vanilla. Sift together the flour, soda, nutmeg, cinnamon and salt and add to creamed mixture. Stir in the apples and nutmeats. Bake in 8x8-inch greased and floured pan at 350 degrees for 45 minutes.

## SAUCE

- ¾ cup sugar
- ½ cup water
- 1 teaspoon lemon flavoring
- ½ cup orange juice
- 2 tablespoons cornstarch

Mix sugar and cornstarch in saucepan. Add orange juice, lemon flavoring and water. Stir as the sauce cooks until thickened and clear. Serve hot over the pudding.

\* \* \*

## STRAWBERRY CREAM CHEESE PIE

- 1 baked 9" pie shell or Crumb crust
- 1 3-ounce package cream cheese
- 4 tablespoons sugar
- 1 15-ounce can sweetened condensed milk
- ¼ cup lemon juice
- 2 egg yolks
- 1 cup fresh or frozen strawberries, drained slightly

Put sweetened condensed milk and lemon juice in bowl and stir until it thickens. Beat Cream Cheese (softened to room temperature) until smooth, add 1 egg yolk at a time beating after each addition. Add fruit and mix well. Fold cream cheese mixture into sweetened condensed milk mixture and pour into pastry shell. Chill and garnish with whipped cream and whole berries.

\* \* \*

## CHOCOLATE BASKETS

In a double boiler, melt 1 6-ounce package of semi-sweet chocolate pieces. With fork, blend in 5 large, cut-up marshmallows, 1½ cups crushed corn flakes, ½ cup flaked coconut, ¼ teaspoon salt, and ¼ cup chopped walnuts. With teaspoon, press mixture to bottom and sides of tin, buttered, medium muffin cups. Refrigerate until firm. To serve, remove baskets with spatula. Fill with ice cream or anything you desire.

# Sandwich 2nd Place Winners



Last month we had a picture of the first prizes in the sandwich recipe contest (electric combination grinder and salad makers). Here is a picture of the 2nd and 3rd prize in each sandwich category, charming spice caddies. Full of spices . . . very handy in the kitchen.

\* \* \*

## CATEGORY No. 1 — 2nd Place

Mrs. L. C. Bos, Clarkson, Nebraska

### ONION SOUP SANDWICH

- 1 pkg. Philadelphia cream cheese (small)
- 1 pkg. blue cheese (small)
- 2 tablespoons catsup
- 1 teaspoon prepared mustard
- 1 tablespoon salad dressing
- 1 pkg. dry onion soup mix (Liptons)

Method: Have cheese at room temperature. Cream well. Add blue cheese and mix to smooth paste adding some commercial sour cream to make it blend better. After it is creamed, add the pkg. of onion soup mix and again blend thoroughly. Let stand one hour or more. Spread on slices of rye bread, sprinkle crushed potato chips over top.

\* \* \*

The best in all categories of sandwich recipes will be coming in future issues of the KMA Guide. Next month — 3rd Place winners, and all of the best recipes. Try them all, and you'll find new taste treats your family can enjoy for years to come.

## CATEGORY No. 2 — 2nd Place

Jeanie Hannah, Route 3, Tarkio, Missouri

### TURKEY OR CHICKEN SANDWICH LOAF

- 3 cups chopped cooked turkey or chicken
- 1 cup chopped celery
- ½ teaspoon grated onion
- 1 cup mayonnaise
- Salt and pepper
- 1 loaf (1 pound) sliced soft white bread
- ½ cup butter or margarine (softened)
- ⅔ cup crumbled blue cheese (about 4 ounces)
- 1 package (4 ounces) cream cheese (softened)
- 1 tablespoon milk
- Watercress

Mix first 4 ingredients to make filling. Season to taste with salt and pepper. Trim crusts from bread and place 3 slices in a row on sheet of foil or waxed paper. Butter slices on one side and spread with filling. Continue adding slices, buttering and spreading them with filling until each stack has 6 slices. (Reserve any leftover slices for other uses). Press loaf together firmly. Beat cheeses and milk together until smooth. Spread on top and sides of loaf. Chill several hours, or over night. Cut in slices, put on serving plates and garnish with watercress. Makes 6 to 8 servings.

\* \* \*

## CATEGORY No. 3 — 2nd Place

Mrs. Stan Krisinger, Griswold, Iowa

### SALMON-CUCUMBER SANDWICHES

Make up a salmon salad of 1 can salmon, finely diced, hard cooked egg, celery and sweet pickle. Moisten with mayonnaise and pickle juice.

Spread white bread with mustard and mayonnaise. Top with lettuce leaves, salmon salad, fresh cucumber slices and second slice of bread.

\* \* \*

## CATEGORY No. 4 — 2nd Place

Mrs. Viola Milligan, Wakefield, Nebraska

### KRAUT CHEESEBURGER SANDWICHES

Melt 1 tablespoon shortening in a skillet; add 2 tablespoons chopped onion and 2 tablespoons chopped green pepper and saute' for 3 minutes. Add 1 cup chopped sauerkraut and 1 cup chopped Bologna sausage and cook for 5 minutes longer. Add 1 cup grated American cheese.

Cut 6 hamburger buns in half and place ⅓ cup kraut mixture in each bun.

Toast on a cookie sheet under a preheated broiler (400 degrees F.) for 5 minutes.

Makes 6.

# PROGRAM NEWS FOR APRIL 1966

Dial 960 — KMA — 5,000 Watts

## - NORM'S FORUM -

By Norman Williams Station Manager

"To whom it may concern

I would very much like to thank KMA and all people that work there for the excellent broadcast of basketball games. It is a marvelous contribution to the community to have a local radio station so interested in everything and to inform the people so well." This is an excerpt from a letter written by a KMA listener in March. It is typical of many such letters we have received recently concerning our broadcast of the many basketball games in Southwest Iowa. KMA is happy to bring these games to you wherever they may be. We feel we have one of the finest teams of sportscasters anywhere in the persons of Pete Howard and Andy Andersen. That's why we call KMA "YOUR SPORTS ACTION STATION".

The mail bag also included several cards and letters thanking us for our broadcast of the combined Clarinda High School and Junior College Glee Club and our Christmas concerts last December. We are happy to hear they were appreciated and would like to give other communities the same opportunity to have their groups broadcast over KMA. We are interested in helping you promote your community but we need to hear from you. All it takes is a call or a letter and we'll take it from there.

We did receive a few complaints this past month. There is an old saying that when no one complains something serious is wrong. The complaints were via telephone and had to do with our KMA Secret Agent 0096 game. Some listeners heard the name of the Secret Agent and placed a call to KMA to identify the Agent and found they were not the first person to call. Therefore their long distance call was for naught. What happened was this. The party calling in had the radio turned down and did not hear the announcement that there was a winner. Our regular practice is that as soon as a winner has been established we interrupt whatever is being broadcast with the information that there has been a winner. So keep one ear on KMA when you call. Most comments about our game have been favorable.

Met one of our Secret Agents last week after he had received his certificate of identification and he was elated at being so honored. It is still amazing to me how a person in one town can identify our Secret Agent 0096 who holds a public office in another town 40 miles away.

I'll be looking for your letter this month. Don't disappoint me. NORM

## TORNADO TERMINOLOGY

That season of the year is at hand again when funnel clouds make their unwelcome appearance. KMA will be on constant alert to keep area listeners informed when "twister conditions" are on. Here is the terminology that will be used on the air: **A TORNADO "WATCH" . . . . .**

When a tornado watch is issued, do just that. It means weather conditions are favorable for the formation of tornadoes, but none has actually been sighted. Be on the watch for the possible formation. **A TORNADO "WARNING" . . . . .**

When a tornado has actually been sighted somewhere in the area, a tornado warning will be issued. A distinct sound effect will be used on KMA indicating a Tornado Warning is being issued. (The special sound effect will be used very briefly on the air from time-to-time with an explanation in order that you may become familiar with its particular sound). As soon as a Tornado Warning is issued, KMA will give the twister's location, and when possible, its direction and speed. People in the Tornado Warning area should move to shelter as rapidly as possible.

## TORNADO SAFETY RULES

Handy Tornado Safety Rules are still available in quantity at the KMA offices. You may drop in and get one, or send a stamped, self-addressed envelope. The Safety Rules are suitable for posting in a handy place, give you tips on advance preparation, and what to do if a tornado strikes in the area. If you don't have one from last year, we strongly urge that you get one.

## KMA COMMUNITY CALENDAR

### POPULAR PROMOTION PROGRAM

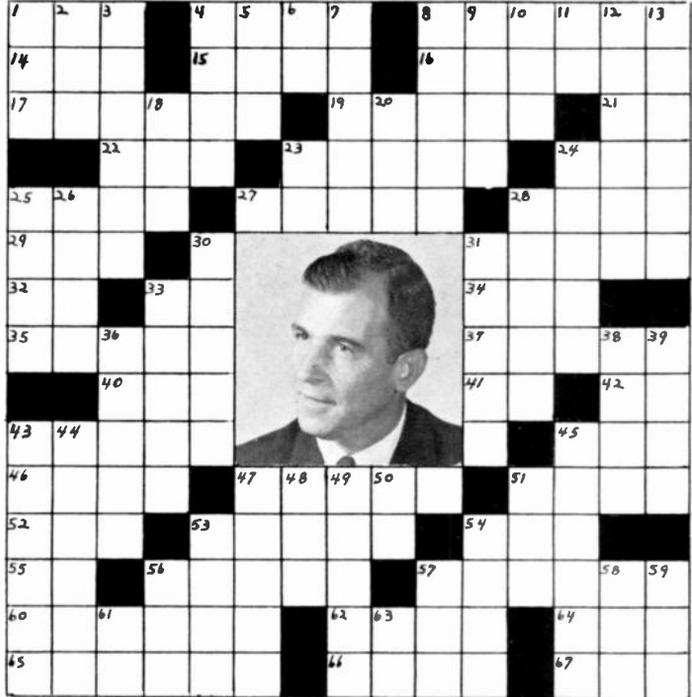
Community Calendar has become well-established as a public service program designed to publicize organizational activities in KMA area communities. Many clubs and civic groups are using the program to promote meetings, bake sales, special events, and any number of variety of community activities. The program is available for the use of non-profit groups to announce activities. All you have to do to get your announcements on the program is send the information to "Community Calendar" c/o KMA and we'll see that it gets aired.

KMA is interested in what your community is doing in the way of community betterment, fund drives, or other community-wide functions. When you have this activity going on, please see that the publicity chairman sends the information to KMA. We will be very happy to give you free air-publicity, but keep in mind that we can't do it if we don't know about it.

# KMA Crossword

## ACROSS

1. Total
- 4-8. KMA Sportsman
14. A Gabor Sister
15. Declare Positively
16. Public Speaker
17. Duty of 25 Across
19. Pluckier
21. Tellurium:  
Chemical Symb.
22. State of Being:  
Suffix
23. Minute Skin  
Openings
24. Medieval Tale:  
French
25. KMA Station  
Manager
27. KMA Managerial  
Secretary
28. Abhor
29. Single Unit
31. Clinton County,  
Missouri Town
32. Alternating  
Current: Abbr.
33. 3.1416
34. Vase
35. KMA Guide  
Editor's Wife



37. Act of Sending Out
40. Hen Fruit
41. Of: Spanish
42. Rubidium:  
Chemical Symb.
43. Unexpected  
Obstacles: Slang
45. Ego
46. Egyptian Heaven
47. Iowa University
51. Biblical Garden
52. War Dept. Nurse:  
Abbr.
53. To Cite Passage  
From
54. KMA President
55. Exclamation of  
Fright
56. Excrement of  
Seafowl
57. Acrid
60. To Join Into
62. Humble
64. Color
65. Re-disturb
66. Genus of Duck
67. Time Period

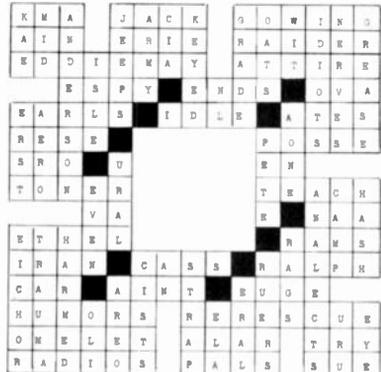
## DOWN

1. Breakfast Club Comic
2. Pulp Fruit
3. Barnyard Fertilizer
4. Iowa County
5. Night Before
6. Telem (U.S. Navy):  
Abbr.
7. Energy Measurement
8. Baseball Term
9. Raw Minerals
10. Armed Conflict
11. Near
12. Revolve
13. ABC News Commentator
18. Body Appendage
20. Has Being
23. Father
24. Grassy Yards
25. The Ark's Skipper
26. At One Time
28. Equine
30. Peals
31. KMA Magazine
33. Mrs. John Hlavacek
36. Acquire Knowledge
38. Plead
39. Black
43. KMA Accountant
44. KMA Guide Copy Editor
45. Rev. \_\_\_\_\_ Stirlen
47. KMA Guide Editor

## SHIRLEY WENNIHAN

48. KMA Announcer
49. Minute Particles
50. Kings of Europe: Abbr.
51. Dine
53. Hiland Tater
54. Short for Microphone
56. Black-Tailed Gazelle
57. Honey Maker
58. Europe: Abbr.
59. Andrew County, Missouri  
Town
61. Initials of Frank's Son
63. Type Measure

## LAST MONTH'S SOLUTION



**POSTMASTER**  
"Return

Requested"

Tom Thumb Publishing Co.  
Shenandoah, Iowa

MR. PHILLIP JOHNSON  
720 STATE STREET  
GARNER, IOWA 50438

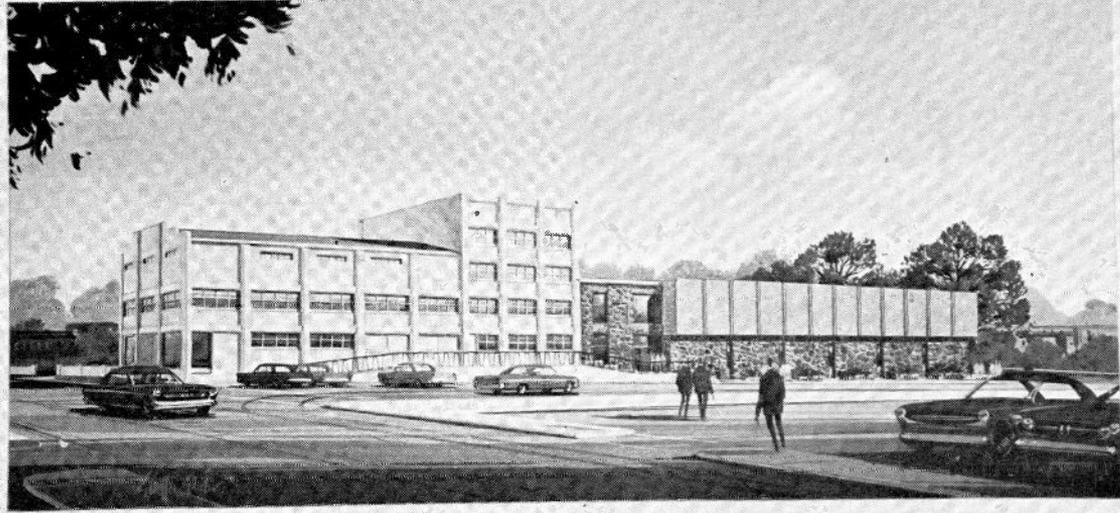
JAN

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

## NOTE

If a red star appears by your name above, this indicates your subscription expires with this issue of the Guide. Send \$1.00 with your name and address for renewal.

Here is the architect's drawing of the new May Seed and Nursery Company building which will replace the old KMA Auditorium. The large four-story structure at left is the present May Seed Company building. To the right is the new two-story structure. The old building will receive a



EARL MAY SEED & NURSERY CO.  
SHENANDOAH, IOWA

Jack C. Jackson - A.I.A.

complete exterior rejuvenation to blend with the decor of the new building. Ed May has complete details in his column on page three in this issue of the Guide. Construction will get under way immediately.