

The
KMA GUIDE

February, 1967



The KMA Guide

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New Landmark Rises

On January 10, 1966, the Mayfair Auditorium, symbol to thousands of people of the "good old days" of radio, came down to make room for progress. With the new KMA Radio Center established across the street, the Mayfair gave way to the new May Seed and Nursery Company Office Building.

Because the space is limited in the GUIDE this month, we can depict just a few highlights of the new building. You are invited to stop in any time during the work day and take a glance. Ed May has described the executive office in his column, and here are two other rooms in the executive suite.

The conference room, like the other two, is paneled, but in Rosewood. This is matched by the Rosewood Formica of the conference table. The comfortable chairs



Pictures above show building entrance and conference room.

around the table are in willow and citrus; the grouping of chairs at the end of the room are mandarin. On the right wall hangs an original oil painting, "Skyline" done by Chanel. Carpet in the room is avocado.

When you enter the executive suite, you pass through the secretaries' office, paneled in Paldao, a South American wood. Laurine Lundgren and Joyce Dobernecker occupy desks of Thailand teak; their chairs are in Indigo. A Florentine gold carpet lines the room with visitors' chairs in pussywillow. An outstanding feature of the room is the file cabinets grouped against the wall. The drawers as in staggered colors of violet, turquoise, butterscotch and black. Another European painting, "Blossomtime" by Nort, decorates the wall.

The main entrance, like the first floor exterior of the building, is in beautiful featherstone in shades of gray. We hope you'll stop by soon to see the completion of this new landmark in Shenandoah.



Filing cabinets brighten secretarial office.



A Chat With Edward May

When 1967 draws to a close I hope it can be said, "Ed May sure knows his onions." I say this because the onions predict a favorable year throughout 1967 with a sufficient amount of moisture to produce another good, growing season. With the exception of February and September, the onions indicate moisture for each month to be normal or above throughout 1967.

For the benefit of those who haven't heard about the onion forecast, you might be asking the questions: "What is it and how does it work?" The onion forecast is one more method of forecasting weather. I cannot attest to its accuracy, but it is one of the innumerable weather signs some people follow.

The forecast is performed in the following manner: On the first day of January, take 12 onions and cut them in half. Take twelve halves and, with a spoon or knife, remove the center portion of each half so that the remainder will serve a purpose similar to that of a cup. Place the twelve halves on a board in a cool room, such as a fruit cellar or a cool room in the basement. Number the onions one through twelve (these numbers correspond with the given months of the year, one for January, two for February, etc.). Then, fill the onions with salt and leave for twelve days. At the end of the 12-day period, you proceed to read the forecast. If the salt in any given onion is dry, this indicates a dry month; if the salt is wet, a wet month or varying degrees in between, depending upon the consistency of the salt. Actually, one would expect the salt to be the same in all twelve onions, but it is surprising how it differs from onion to onion. In checking my onions, they predict the following for 1967: January, a little below average; February, dry (little snow); March, wet; April, average; May, slightly above average; June, average; July, average; August, little above average; September, average; October, average; November, average; and December, slightly above average.

There you have the 1967 onion forecast, and it is an optimistic one. Again, I hope at the end of 1967 it can be said, "Ed May certainly knows his onions."

Front Office

During the past few months I frequently have mentioned the tearing down of the Mayfair Auditorium and the construction of a new May Seed & Nursery Co. office building on the same site. Space does not permit telling you all about the new building, but Guide photographer, Joni, took several pictures, and on this page you see a picture of the "front office" occupied by Jim Shaum, J. D. Rankin and myself. The carpet on the floor is bronze; the walls are paneled in walnut; and the desks are green smoked walnut, which actually gives them a greenish cast. We shall be holding an open house soon, and you can see the other details for yourself.

Wherever I go I am asked about my mother, Mrs. Earl May. I appreciate the interest so many KMA listeners show in the members of the May family. My mother is very active; in fact, she is now on an extensive tour which will take her to Tahiti, Fiji Islands, New Zealand, Australia, and home by way of the Hawaiian Islands. I am sure this will prove to be a most interesting trip. Perhaps in the next issue of the Guide we can print part of a letter from my mother telling of the points of interest along the way.



Frank Comments

By FRANK FIELD

No, there isn't any picture on this page this month, simply because I couldn't think of anything that would be interesting to you. We are simply marking time, waiting for spring so we can start working outside again. The garden was plowed deeply last fall and allowed to lay rough all winter, hoping to catch as much snow as possible to help build up a little sub-soil moisture. Our fall season here was very dry, and we have had very little snow so far this winter. All added together, it wouldn't amount to more than 6 inches at the most, but if we get anything like normal moisture through February and March, we will still be all right.

Just as soon as it warms up next spring and the frost goes out of the ground enough to work, I am going to spread Maytone Fertilizer over the entire garden, then I will take my Roto-tiller and work it in, leaving the garden as level as possible. I am going to use a 50 lb. bag of Regular Maytone on each 1000 sq. ft. of garden which is about the normal amount. At about the same time, I will also be applying about the same amount of Regular Maytone to all the perennial beds and also to the roses. Then too, about that same time, I will be applying Super Maytone to the lawn. This Super Maytone is twice as rich in Nitrogen, and that is what the lawn needs. I might use the Royal Maytone on the lawn — it is about twice as high in Nitrogen as the Super, so naturally it would have to be applied more thinly. Just go by the recommendations on the back of the bag as to the amount necessary.

All of this, I hope to get done late in March so I can get the early items planted by the first of April. Most years it works out that way all right. Included in this first early planting would be potatoes, peas, beets, radishes, lettuce, onion sets and plants, carrots and a few early turnips.

As to the varieties, it is pretty much a matter of personal preference but most of the peas will be Giant Progress No. 9, although we usually plant one short row of Alaska's, as they will give us one good mess of new peas before the others come on.

With beets, it doesn't make a great deal of difference which kind you plant as they are all good. We like the Baby Canning Beets, making pickled beets from them before they get larger than golf balls. I mark the rows out with the high-wheeled plow, then Jennie scatters the seed in the row rather thinly, then before the row is covered with dirt, I scatter radish seed along in the row trying to drop the seeds 6-8 inches

apart. The reason for this is, radish seeds come up very quickly and they will mark the row so if necessary, you can cultivate it once or possibly twice before the beets come up. The radishes will be all pulled out and used long before the beets begin to need the room and being spaced out this way, every radish seed will make a perfect radish.

By the time the radishes are all pulled and used the little beets will be up about 2 inches high and will need thinning for best results. Where they are too thick, we just pull out the surplus plants, leaving one plant every 2 inches in the row.

When it comes to potatoes, you have a considerable choice as to variety but here also, it really doesn't make a great deal of difference as they are all good ones. We usually plant Norland's for early and to use during the summer with Kennebec's for later on and to store for winter use. This year there will also be two or three varieties on trial which still have numbers instead of names. I'll let you know this fall how they come out. One variety from Ames looked extremely good in our trials last year and I want to try it in my own garden this year. The potatoes, of course, will be cut into chunks about the size of a hen egg with at least one eye to each piece. These pieces will be dropped in a furrow 4 inches deep, spacing them about 1 foot apart in the row. This row will be covered with a ridge of dirt about 6 inches high which will be left in place until the potatoes start coming through the top, then it will be raked back down level.

When it comes to lettuce, there are at least a dozen good varieties to choose from and they are equally good, it just depends on whether you want to use it as leaf lettuce or head lettuce. Keep in mind, of course, that head lettuce, in order to make heads, will have to be thinned to about 16 inches apart in the row and this thinning must be done before the plants get more than 2-3 inches high. In fact, if you do it carefully, these plants which you remove can be easily transplanted to another part of the garden, just like you would cabbage plants. They would come on about 10 days later than the ones you left in the row, untouched.

I didn't say anything about cabbage as I usually just get started plants at the store and set them out in the garden anytime after mid-April. However, if I want to try out some variety which will not be available in started plants, I simply mark out the row and drop 3-4 seeds in a hill with the hills about 2 ft. apart, then when the plants are up 2-3 inches high, I thin them out, leaving one plant in a hill. The ones I pull out can either be transplanted or simply discarded.

That pretty well takes care of the earliest planting — there is plenty of time to tell you about the later plantings next month.



with
*Jack
Gowing*

Last month we wrote about some of the big yields of corn and soybeans in the future. Since then we have had the corn-soybean clinic here in Shenandoah, and there have been some held in other towns as well.

Some of you may not have attended one of these clinics, so here is a quick look at what takes place: all of the participants, of course, are companies which sell items that are used in the production of corn or soybeans. Let me assure you too, that in each case, these people have spent many dollars to show you how their products can increase your return. I believe that most of these companies which manufacture and sell such things as fertilizer and chemicals or some other production item that is used on the farm will do everything they possibly can to help you get good results with their product. The reason they do this of course is because they would like to have you as a repeat customer. The only reason that you will keep buying a certain item is that it does the job well for you. This, of course, is one of the theories which has built our great country.

We have seen some big changes in how we produce corn over the last few years, but I believe that we will see many more changes in just a few years in the future.

Minimum tillage is a system that will probably be more widely used than it is at

present. I believe we may see practically all of our row crops planted in a once-over operation. I believe that we will see the distance between the rows narrowed down even more before we settle down to a standard width again.

Denver Stock Show

The National Western Stock Show in Denver was 61 years old this year and for the first time in the history of the show a young man has won the Grand Champion Steer award for two consecutive years.

Mike Steckel of Taylor, Nebraska, is the young man who achieved this record; his young sister, Cindy, owned one-half interest in the steer this year. Their steer sold for a record price of eight dollars and five cents per pound. They had another steer which came in second in its class, and they will turn the proceeds from the sale of this steer over to the polio fund. The Steckels raise cattle, but in the case of the champions, these were purchased from other ranchers.

The National Western Stock Show is attracting more exhibitors and more spectators every year and has become one of the most popular livestock shows in the country. The weatherman cooperated again this year; it was on the cool side, but the sun warmed things up to where it was pleasant throughout the day.

One-Day Schools

There are many one-day schools being conducted over the KMA area pertaining to crops and soils. These are sponsored by the Iowa State University Extension Service.

Many of you will have the chance to find out more about the relationship between moisture, fertility and plant population. There are several adjustments that you can make to fit the moisture situation in your area at planting time. You could figure out each plan before planting time and then you will be able to go ahead with your planting and not waste time deciding what adjustments will have to be made.



Hundreds attend Shenandoah clinic.

At Home With the Nielsons

Leisure Devoted To Musical Hobbies

When you enter the home of KMA's Production Manager and his family, you immediately feel welcome. Warren and his wife, Florence, have spent many hours decorating their home with a very personal touch. Music dominates . . . the baby grand in the living room is the center of activity. Poised atop a deep red carpet and surrounded by antiques preserving family history, the Nielson piano is always in use.

Holly Nielson, 13 years old on February 20th, loves to sing with her mother and in the past year has made great progress in her studies at the keyboard. Holly worked hard before the holidays to have Christmas music ready to play, and recently she composed a few light and lovely tunes of her



Holly and Florence practice piano duet.

own. Holly, under the experienced eye of her mother, has learned to sew and is now starting to experiment in the kitchen. With her studies at school she keeps very busy and you will find her around the dining room table at her homework as her parents follow their hobbies.

Florence Nielson is happiest in her home. She is an accomplished seamstress and is always in demand to give demonstrations for women's organizations on "How To" for Christmas time. Florence loves cooking and tries out specialties constantly on her family. Warren blames her for his "gain around the middle", but he doesn't really mind because he loves to eat. Music is important to Florence; she has studied voice, and sings soprano in the Page County Women's Chorus. One of her more unusual



Nightly gathering around the table.

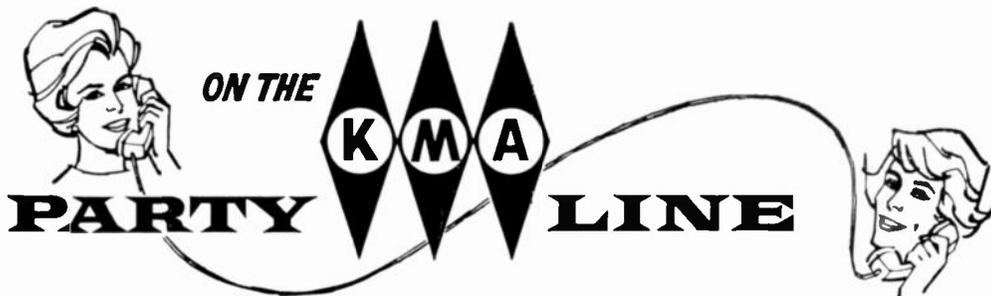
musical hobbies centers on the autoharp which she has played for years and is now teaching to Holly. Around the table at night when the family gathers, Florence usually works on sewing.

When we told Warren we wanted to do a picture report on his hobbies and family for February, he commented that people probably would think some of them were uninteresting. The Nielsons do many things as a family as you can see in the pictures this month. They think family unity is very important and "interesting." When he isn't running from radio to TV, Warren is a sportsman. As so many of you already know, he loves to camp . . . claiming he and the family have just as much fun planning their camping trips as going on them. Warren enjoys fishing and hunting, and the entire family takes to bicycles during the warm weather.

These are the Nielsons from KMA.



Teacher and pupil play autoharps.



ON THE
KMA
LINE
PARTY

By Joni Baillon

It took a few weeks to go through all your name and address stencils and make sure that your zip code was already present . . . or, to add it on. Doing the work, bless her heart, was **SUE PATTERSON**, wife of **KMA Account Executive PAT PATTERSON**. **SUE** has carefully checked all names, cities and states and did a fine job of putting Mr. Zip in our **KMA GUIDE** mail.

We have another new set of grandparents to report. On Monday, January 16th, a daughter was born at 11 p.m. to Mr. and Mrs. "**TUCKY**" **SADDLER** of Lincoln, Nebraska. The proud paternal grandparents are Mr. and Mrs. **OWEN SADDLER** of Omaha, formerly of Shenandoah. Owen, as you know, is the Executive Vice-President and General Manager of May Broadcasting, and is very happy about his first grandchild, named Erin.



Sue Patterson putting zip in her work.

Last month a **FISHER** engagement was announced. This issue we can tell you that **DENISE JOHNSON** and **GARY WRIGHT** have set the date for their wedding on April 8th in Essex, Iowa. **DEE DEE**, as she is nicknamed, has been busy since before Christmas with guest lists, and the showers planned for her are beginning to mount; not that she minds any of this fuss and bother. There's more excitement coming this month. **DENISE**, her mom, **MRS. RUSSELL JOHNSON**, and brother, **TOM**, are finishing the move from farm to town where they will reside in their beautiful new home at Essex, pictured in this column. Two outstanding areas are the basement . . . paneled in mahogany . . . and the family room, done in walnut. Pretty nice way to start off the New Year.



Tom Williams in the news room.

If you have turned the news up recently and heard a voice that sounds a little younger but somewhat like that of Station Manager **NORM WILLIAMS**, don't be surprised. Eldest son, **TOM**, has joined the **KMA NEWS DEPARTMENT** as a reporter. Although this is his first job in radio, Tom has had experience at **KMTV** in Omaha when he participated in a Junior Achievement program during one school year. The primary experience in TV for the young adults was a variety teen show presented every three weeks.



Johnson home at Essex.

OPEN LINE

We would like to recap briefly, the response from the January KMA COMMENTARY. The controversy continues over "Daylight Saving Time". The mail received indicates that those engaged in agriculture are against fast time. Several who said they were farmers commented that, "many city folks are against it too." It is a little odd that these "city folks" didn't mention their opposition in their letters.

FOR THE RECORD: Duane Johnson is married; the father of four children; has lived all of his life in areas that would be considered rural and heavily dependent on agriculture; walked at least a mile to school or to the school bus; spends most of his "leisure" time in the summer working on the yard or in the garden; he does not play golf but knows several farmers who do; and, he has NOT changed his thinking on "DST".

It is interesting to note, that as of this writing, there has been a bill introduced in the Iowa legislature to repeal Daylight Time and in the other three states served by KMA, only Nebraska is concerned with DST. In that state, Senator George Gerdes has introduced a bill to repeal Nebraska's law against "fast time." Gerdes said, "If the state doesn't change, its citizens will be sitting on an island."

We have many letters from GUIDE readers and KMA listeners on Daylight Time, some of them follow:

FROM IMOGENE, IOWA:

". . . we have daylight and darkness on a schedule that man or science are not going to do anything about. 'Time' is a period or a method of recording a schedule on a mechanical device. This so called D. S. T. is a highly controversial topic that is tending to broaden the gap of feeling between rural and urban people at a time when we should by all means be working to narrow that gap and promote better public relations. It is past time that rural and urban people should recognize how dependent we are on one another. . . . Rural people, even though they are only about 6 percent of our population, they are the one and only ones who actually produce a product and "a very important product" for the very existence of our country."

Signed, Yours for broader thinking

FROM DILLER, NEBRASKA:

". . . your commentary on DST has changed my feeling toward you as being my favorite newscaster. The farmers aren't against "DST" simply because the schedule of their favorite programs was changed with the situations we had last summer. Their work is more important to them, just so people like you can at least have three square meals a day, and don't you ever forget this."

FROM KENT, IOWA:

"I don't expect you to print this in the KMA GUIDE. You are not fair-minded enough to do so. Your commentary is the most impudent, insulting, self-centered and selfish, anyone could get. If you are so badly in need of the healthful exercise, I doubt if you could stand up to such long evenings of exercise created by DST. What you need is by standard time to go to Frank's and work in his garden one hour before time to go to the office. Then, after work, go to Jim Ross' for an hour. He could probably give you a horse to ride that would teach YOU more than you'd ever learn any other way. I have seen many hay harvests and nearly always have to wait for dew to dry off. I have had some very good boys to work, from town. I have also seen them sit . . . draw their pay for time the dew is on, then take off for town at 5 o'clock DST when the farmer is trying to get his hay in before a rain. A few years ago a Des Moines man was elected to office. He said "now we'll put those farmers in their place." It doesn't take them long to learn where they can get support for their ideas. As for you, Duane Johnson, you are right down at the bottom of the list in my book . . . You poor puny, overworked office worker, take care of yourself."

Signed, a disgusted reader

FROM SIOUX CITY, IOWA:

". . . would like to put in my few lines about not having DST. Our racing pigeon club is spread over two cities and states . . . Nebraska and Iowa. Within the year we will probably have a member in South Dakota and DST played havoc with us this past summer. We fly on a south-south east course . . . Council Bluffs, Iowa; St. Joseph, Missouri; Kansas City, Springfield, Missouri; Harrison and Little Rock, Arkansas. Here in Iowa on DST and Missouri and Arkansas on CST."

"We had to watch carefully on what time to crate the birds and get them to the airport to catch a certain plane for a certain city. Then the release time had to be put on in CST on the instruction sheet that was used by the airport officials to turn the birds loose. When the birds were clocked in some 4 to 14 hours later it was either in CST or DST and several times I computed the wrong speed and had to recompute the speed again just because DST fouled me up."

Lyle Johnson, Secretary,
Siouxland Racing Pigeon Club

That's part of the response at this time. It is amazing to note how many people who wrote, criticized Mr. Johnson for speaking out on his side of the issue. Most of them wanted their side to be heard also. Isn't that something even Duane Johnson is allowed . . . "Freedom of Speech"?

K M A Commentary

By DUANE JOHNSON

"The public has a right to know what is going on." That statement has undoubtedly been uttered on more than one occasion. One of the more recent utterances occurred early in the current session of the Missouri Legislature, when a rule was proposed which says, "no recording by means of tape or any other sound reproduction method, shall be made of the house proceedings without its express consent. Also, no edited form of such recording shall be broadcast without the express consent of the house."

The purported purpose of this rule was to prevent the distortion of statements made in the legislature by using them out of context.

An alternative offered in the Missouri house proposed the installation of some type of electronic device which would warn the lawmakers whenever the proceedings underway were being recorded or filmed.

The initial rule, as proposed, and the alternate were greeted by protest from members of the Missouri Legislature and from broadcast newsmen. The protesting lawmakers did so because they realized the importance of the broadcast media, both radio and television, in keeping the citizens of the state informed on the activities of the legislative bodies, and the citizens' elected representatives.

Both the initial proposal, and the alternate offering, raise some interesting questions. Have the Missouri Legislators been plagued by misquotes and misrepresentation because only pertinent segments of their debates have been used in reporting their activities to their constituents? If this is the case, those advancing the rule failed to offer a single example. Or, is it possible they want to be warned when a recording or film is being made because they may sometimes conduct themselves in a manner which would not be appreciated by their constituents?

Broadcast news reporting has built its outstanding reputation by providing news accurately and with speed. Accuracy, however, never should be, and very seldom is forfeited for the sake of speed in reporting.

The broadcast newsman has several factors which prevent his doing this. (1) He has an obligation to his listener and/or viewer to do a thorough job of providing information. That listener or viewer will soon realize if the broadcaster is not meeting this obligation. (2) Competition says the broadcaster must be accurate, while working with as much speed as possible. The listener or viewer will find another

broadcast source from which to get the news, if the broadcaster, again, does not meet his obligation. (3) Broadcast newsmen face possible civil litigation and/or action by the Federal Communications Commission for wanton disregard of accurate reporting. (4) Most broadcast newsmen work under a professional, ethical code which will not allow anything but accurate reporting.



In my opinion, a man who has been elected to represent a segment of the population of a state in a state legislature or an entire state in the national congress has no valid excuse for not, at all times, conducting himself in a manner which is above reproach. If his personal conduct is not of this calibre, does he really belong in a position where he handles our tax money, and makes decisions which directly affect each and everyone of us?

A hearing was held on the Missouri rule situation on Wednesday, January 18. The Missouri House Rules Committee heard more than a dozen witnesses, then adjourned without taking any action. And as of this writing, the question is still unanswered.

During the January hearing, Missouri Representative Richard Decoster said, "The Rules Committee would have to decide whether the public's right to know is more important than the right of a privately owned news medium to decide what the public should know."

Jerry Bryan, a broadcast newsman from Jefferson City, Missouri, speaking for the Missouri Radio-Television News Association said, "It is our belief that the general assembly does not have the power to tell any station what it can or cannot broadcast." And my question to Mr. Decoster, and other supporters of the Missouri rule is . . . just why shouldn't the citizens of Missouri know about everything that takes place in the legislative body of their state?

The proposed Missouri rule is another effort to censor or "manage" the news. The news people involved will do everything they can to prevent this from happening. It is this reporter's hope that all citizens, not only in the state of Missouri, but all across the nation will be made aware of such attempts, and join in this fight. You, "the public has a right to know what is going on."

Do It Yourself

Hearts, Flowers And Food, Too

When you want a centerpiece with a holiday theme, Do It Yourself. This month, a Valentine's Day centerpiece is shown that is easy to make and takes very little time.

The base is a milk glass compote. Inside, a styrofoam candle and flower holder was inserted and held secure with florist tape adhesive. Fifteen inch red floral tapers were inserted. Eight artificial white roses, averaging two blossoms on each stem, were placed around and in-between the candles. The bottom row consists of eight red velvetized-artificial roses . . . stems cut short and inserted deep into the styrofoam. The finishing touch, carrying the Valentine theme, is several hearts shaped by hand from red and white pipe cleaner. The hearts vary in size, some are single strands, others are double made by twisting and shaping a red and white strand together.

Add a white tablecloth, holiday napkins, and a colorful menu, to brighten your February 14th.

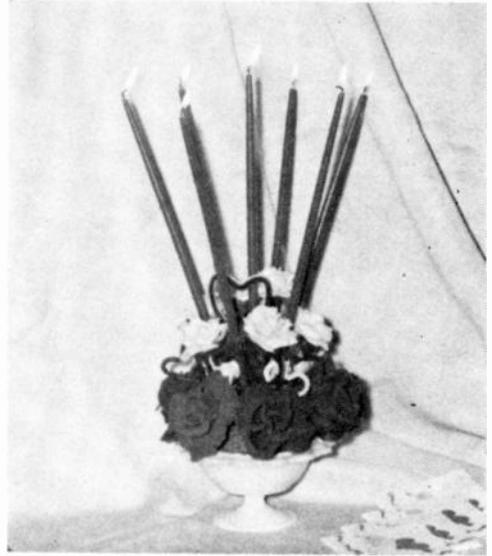
CHERRY POM-POMS

- 1 cup regular or instant blending flour
- $\frac{1}{2}$ t. baking powder
- $\frac{1}{2}$ cup cooking oil
- 3 T. cherry-flavored gelatin
- 1 regular package instant vanilla pudding mix
- 2 eggs, separated
- 3 T. milk
- $\frac{1}{2}$ t. almond extract
- $\frac{3}{4}$ cup chopped walnuts
- $\frac{3}{4}$ cup grated coconut
- 1 t. water
- 2 cups flaked coconut

METHOD: Combine flour and baking powder in large mixing bowl, combine oil, gelatin, pudding mix and egg yolks; blend well. Add dry ingredients, milk and almond extract; blend well. Stir in walnuts and grated coconut. Shape into balls, using a rounded teaspoonful for each. Slightly beat egg whites with water. Roll balls in egg whites, then in flaked coconut. Place on ungreased cookie sheets, pressing down to flatten. Bake at 350 degrees for 12 to 15 minutes or until delicately browned.

RASPBERRY PARFAIT PIE

Dissolve raspberry gelatin in 1 cup of boiling water. Stir in 1 pint of vanilla ice cream and 1 package frozen raspberries until gelatin thickens. Spoon into cooled baked pie shell. Chill until firm.



Easy Valentine centerpiece.

No need to cut down a cherry tree, by George, just open a can.

CHERRY CHIFFON PIE

- 1 one pound can red tart cherries
- 1 envelope unflavored gelatin
- $\frac{3}{8}$ cup sugar
- 3 egg whites
- $\frac{1}{4}$ t. cream of tartar
- $\frac{1}{3}$ cup sugar
- $\frac{1}{2}$ cup heavy cream, whipped
- 1 9-inch baked pastry shell

METHOD: Drain cherries, reserving juice. Soften gelatin in juice. Heat remaining cherries with $\frac{3}{8}$ cup sugar to boiling. Add gelatin and stir until dissolved. Cool until mixture begins to thicken. Beat egg whites and cream of tartar until fluffy. Gradually add $\frac{1}{3}$ cup sugar and beat until stiff. Fold cherry mixture into egg whites. Fold in whipped cream. Pile into baked pastry shell. Chill several hours or overnight.

* * *

"Beet" a path to your Valentine's heart . . . a new flavor.

SPICY BEET SALAD

- 1 can (1 pound) diced beets
- 1 package lemon gelatin
- 1 cup boiling water
- $\frac{1}{2}$ t. salt
- 3 T. vinegar
- $\frac{3}{4}$ cup beet juice
- $1\frac{1}{2}$ cups finely chopped cabbage
- $1\frac{1}{2}$ t. grated horseradish

METHOD: Drain beets, reserving liquid. Dissolve gelatin in boiling water. Stir in salt, vinegar and beet juice. Chill until slightly thickened. Stir in drained beets, cabbage and horseradish. Pour into 1 quart mold and chill until firm. Yield is 6 servings.

Winter Favorites to Brighten Appetites

WILD DUCK SOUFFLE

- 1 T. flour
- 2 T. butter
- 1 cup hot milk
- 1 cup chopped, cooked duck
- 1 t. onion juice
- 1 t. parsley
- 2 egg yolks, well beaten
- 2 egg whites, well beaten
- Salt and pepper to taste

METHOD: Cook flour in butter. Add hot milk. Stir into this duck meat. Season with parsley and onion. Add salt and pepper. When hot add egg yolks. Cook one minute. When cold, add egg whites. Bake in buttered casserole dish at 350 degrees for 40 minutes.

* * *

CHEESEBURGER CASSEROLE

- 1 pound ground beef
- ¼ cup chopped green pepper
- ¼ cup chopped onion
- 8 ounce can tomato sauce
- ¼ cup catsup
- ⅛ t. pepper
- ½ pound sliced American cheese
- 1 can refrigerated country style or buttermilk biscuits

METHOD: Brown ground beef with onion and green pepper in skillet. Drain off fat. Add tomato sauce, catsup and pepper; heat. Alternate meat mixture and cheese slices in ungreased 1½ quart casserole. Arrange biscuits around edge of casserole. Bake at 400 degrees for 20 to 25 minutes, until golden brown. Makes 4 to 6 servings.

* * *

So many love the following recipe, that we're repeating it, "Just for YOU".

RASPBERRY CHEESE CAKE

- 1 cup graham cracker crumbs
- ¼ cup melted butter
- ¼ cup sugar

Mix and press above ingredients in a 11x13 pan. Bake 5 minutes at 250°.

Mix, chill and whip, the following:

- 1 pkg. lemon gelatin
- 1 cup boiling water
- 3 T. lemon juice

Then, freeze one can (13 oz.) Pet milk until crystalized. Whip and add:

- 1 t. vanilla
 - 1 cup sugar
 - Two 3-oz. pkgs. softened cream cheese
- Mix with jello and pour over crust.

Take one box of Danish dessert in the currant-raspberry flavor, and 1 cup cold water. Boil till clear, then cool. Add 1 package of frozen raspberries. Spread over top.

This is light, not too rich, and will keep in the refrigerator for several days, if under "lock and key".

VENISON MINCEMEAT

- 4 pounds lean venison
- 12 cored chopped fresh winter pears
- 2 pounds raisins
- 1 pound currants
- 1 pound mixed candied fruits and peels
- 4 cups brown sugar
- Juice of 4 oranges
- Juice of 3 lemons
- 1 T. celery salt
- 2 T. cinnamon
- 1 T. nutmeg
- 1 t. cloves
- 1 t. allspice
- Cider . . . about 2 quarts

METHOD: Boil venison in salted water until very tender. Separate meat from bones and put through food chopper using coarse blade. Combine with remaining ingredients in large kettle, using enough cider to barely cover mixture. Simmer 2 hours to blend flavors. Stir often to prevent sticking. Pack at once into pint jars. Adjust lids. Process in pressure canner at 10 pounds pressure for 60 minutes. Or, mincemeat may be frozen. Recommended storage time: 3 months.

NOTE: This is a very rich mincemeat. When making pie, an additional fresh pear may be chopped and stirred into mixture and it may be thinned with fruit juice.

YIELD: 11 pints (or 11 pies)

VENISON-MINCEMEAT PIE

- 2 pears
- Venison mincemeat
- Pastry for double-crust 9-inch pie

METHOD: To mincemeat, add pears which have been washed, cored, and diced. Pour into pastry-lined pie plate and cover with lattice crust. Bake at 425 degrees for 35 to 45 minutes. Serve warm or cold.

* * *

PECAN PUFFS

- ½ cup soft butter or margarine
- 3 T. confectioner's sugar
- 1 cup sifted flour
- ½ cup finely chopped pecan meats
- ½ cup Bran Buds
- Sifted confectioner's sugar

METHOD: Blend butter and the 3 T. of sugar until fluffy. Stir in flour gradually, then pecans and Bran Buds; mix well. Chill about 1 hour or until firm enough to handle. Roll teaspoonsful of dough into balls about 1 inch in diameter; place 2 inches apart on ungreased baking sheets. Bake in a 325 degree oven about 15 minutes or until lightly golden. Cool on baking sheet 5 minutes; remove carefully. Roll in confectioner's sugar while warm. Complete cooling. Makes 3½ dozen. MAKE, BAKE, AND FREEZE if desired.

DOLLAR SAVERS

Here it is, your first page in our KMA GUIDE. The DOLLAR SAVERS in this section were contributed by many homemakers. We don't have nearly enough space to print them all so we have chosen the best. The TOP FIVE earn \$1.00 for their sender.

You'll have another chance next month, so send in your DOLLAR SAVERS by February 15th to KMA GUIDE, Shenandoah, Iowa, 51601. You might be a lucky winner in the March issue.



"Soap Saver" neat way to save the scraps . . . fully described on page 13.

Mrs. Lula Clark,
Idana, Kansas

To clean fireplace bricks, cover the bricks with a paste made of powdered pumice and household ammonia. Let dry for one hour, then scrub with warm, soapy water.

Mildred Linginaker, Red Oak, Iowa

An easy way to paint the basement floor is with a paint roller fastened to a mop handle . . . does the job in half the time.

Mrs. Fred Husman, LeMars, Iowa

Sew a snap on each lower corner of your bedroom curtains and two more near the top. When more air is wanted, the curtains can be snapped up to the top, saving them from flopping on dusty screens . . . handy for cleaning your windows, too.



Mrs. Donald Ackerman, Villisca, Iowa

Wax paper placed under dresser scarves will protect furniture from lotion or cosmetics that may be spilled.

Mrs. Ed Stiens, Maryville, Missouri

If you have problems with lumpy powdered sugar, just place it in a large plastic bag, close the top and lay on a flat surface. Roll with a rolling pin. This method also works when you need cracker crumbs . . . no mess . . . pour right from the bag into your measuring cup.

Mrs. Bert Weber, Pacific Junction, Iowa

Frozen meat will thaw quicker if you sprinkle with the amount of salt you want for seasoning.

Mrs. Ralph Gallagher, Maryville, Missouri

Use your older crinkle type or wash 'n wear fabric bedspreads for "sheets by night" and "spread by day" for teenagers beds. Have a folded blanket at the foot of the bed, to use as a coverlet. After a night of rest, the "bedspread" sheet is easily smoothed out and the blanket folded, and the bed is neat and tidy for the day.



Mrs. Raymond Dickey,
Grant City, Missouri

Pack paper picnic plates with a sheet of wax paper on each. Serve main meal on wax paper . . . lift it off and you have a clean plate for dessert.

Mrs. Darrell M. Cary, Griswold, Iowa

To make your aluminum pans bright and shiny, boil water with a pinch of cream of tartar or a little vinegar in your pans, and they'll look like new.

Mrs. Herbert Wurst, Milford, Nebraska

To clean your coffee pot, take a package of unsweetened Kool-Aid in any flavor and put in your coffee pot. Fill up the pot with water and let it perk till it shuts off automatically. Wash the pot in hot, soapy water and it will be odor free.

Mrs. Ruby Lage, Red Oak, Iowa

To take the warp out of phonograph records, place them between 2 sheets of glass and lay all 3 in the sun.



Letitia Larson, Clarinda, Iowa

Apply a little wax to the screw top of a nail polish bottle to guarantee easy opening the next time it is needed.

Mrs. David McCartney, Hastings, Iowa

When gift and holiday cards are sent to you, save them. Make your own postcards from the attractive covers. A stamped card, ready to mail, can be a fast messenger for appropriate occasion.



Mrs. Theodore Tietjen, Sr.,
Chester, Nebraska

Paint a stripe around your paint cans at the level of the liquid inside. Then you can see what color is in each can and how much paint is left.

Mrs. Ed Stiens, Maryville, Missouri

To remove mildew: ½ cup liquid bleach, ½ cup of vinegar and 2 quarts of water. Soak white clothes a few minutes and dip the colored clothes till mildew is removed.

Mrs. A. A. Watson, Barnard, Missouri

When cooking rice, take a large kettle and fill half full of water and add a little salt. Bring to a rolling boil and add rice. Let it boil up, then stir just once. Put lid on and turn off burner. Let rice stand for twenty minutes, then pour off the excess water. Rice will be nice and fluffy.

Mrs. Nellie Steadman, Stella, Nebraska

Jottings from Joni's Journal



We hope you will enjoy and make use of the DOLLAR SAVERS sent in by our readers and listeners, on page 12. One of them I will describe for you since there wasn't enough space on the other page to give you the full details. It is a good idea and the sender very nicely enclosed the actual article for me to see. It's called a "soap saver" and it's easy to make for your home or as small favors.

HERE'S HOW: Cut a piece of nylon net, 18" by 9"; fold it to make a 9" two-layer square. Insert or sew around the edge, twice, with fishing line to make a draw-string bag. Put a thin square of plastic foam sponge inside and put in your bar of soap or soap scraps. **PRESTO!** You have a soap scouring pad ready to use.

Mrs. Lula Clark of Idana, Kansas, sent the "soap saver" plus the little poem she always encloses on a piece of paper inside:

"Throw away your soap scraps?

NEVER.

Put them in this soap scrap saver,
Then draw the string up tight,
And shine your sink real bright.
And listen to this news,
The soap you cannot lose,
So use one in your bath or shower
Twill make your skin glow for an hour
When finished hang it by the string.
And then its praises you will sing."

The Youngest Baillon

Were you stumped by some of the Kross-words in the January issue? So were some of us, so don't feel badly. The answers are in this issue on page 15. I've never been one to work out a Krossword puzzle completely. Guess the mood must prevail for the concentration that's necessary. And, there has to be a dictionary close by.

One of the puzzle answers is **JEFF**, that's the name of my youngest brother. His picture is in the column this month.

JEFFREY is 11 years old as of January 5, 1967. I was rather excited when he arrived. We were trying to think of boys names that start with J, to carry out the Joan, Jim and John routine. **JEFF** is a 5th grader at St. Joseph's school in West Saint Paul, Minnesota. He told me that his favorite subjects this year include math, (new and old, I suppose), history, and art. He loves to draw and this summer spent time in a summer-recreation program learning crafts. Remember the leather belts and bracelets you used to make? They're still around.

The children in our family have never been very active in school sports as such . . . no basketball or football stars . . . but are participants in other fields. Since there's a handy rink near our home, **JEFF** has been out on his hockey skates getting lots of exercise and fresh air. He likes to swim in the summertime and has played on summer ball teams.

JEFF's biggest responsibility is Cocoa . . . the dog who acts like Snoopy. Getting Cocoa fed, exercised and keeping him healthy, takes some time.

As far as hobbies are concerned, **JEFF** is very interested in plaster paris molds. In fact, after he gathered a collection of the commercial rubber molds, he started making his own. Using a "Vacuform", (something like a kiln) he molds plastic sheets into the shapes he wants, fills them with plaster of paris, then paints them. I have several bright ones hanging in my kitchen, now.

JEFF can't remember where he got the "Vacuform", but suggested that anyone interested in this type of hobby, should contact a hobby or department store.

That's **JEFFREY BAILLON**, the popcorn popper extraordinaire, the youngest member of my family, and we're very proud of him.



PROGRAM NEWS FOR FEBRUARY 1967

Dial 960 — K M A — 5,000 Watts

NORMS FORUM

By
Norman Williams
Station Manager

"CAUTION: CIGARETTE SMOKING MAY BE HAZARDOUS TO YOUR HEALTH." That is the statement printed on every package of cigarettes sold in the United States. The controversy over cigarette smoking and the advertising of cigarettes continues to rage. Radio and TV advertising of this product has been singled out for special attention by those forces trying to discourage smoking.

In the past two years I have received four letters expressing complaints about cigarette advertising on KMA. I have not heard of any massive "grass roots" movement any place in this country to curb or stop cigarette advertising on radio or TV.

The radio industry has its own voluntary curbs and restrictions in the form of The Radio Code. KMA subscribes to this code and abides by its standards. This is what the Code says about advertising cigarettes:

"The advertising of cigarettes shall not state or imply claims regarding health and shall not be presented in such a manner as to indicate to the youth of our country that the use of cigarettes contributes to individual achievement, personal acceptance, or is a habit worthy of imitation."

All of the cigarette commercials heard on KMA comply with this standard. Those people who want to eliminate cigarette advertising on the air prove once more the tremendous impact of radio broadcasting. Have they launched any similar campaign against cigarette advertising in newspapers, magazines and on billboards?

There are some laws in this land which have been enacted to protect the people from doing injury to themselves or being unfairly duped. So far the only law passed concerning cigarette smoking is the notice on each package of cigarettes. The matter is still being disputed. We do not feel we are in a position to be the absolute judge in this matter. We can only be guided by the consensus of public opinion as expressed in the law or our code of industry self-regulation.

New Subscriptions

With the new year, subscriptions to the KMA Guide increased to the point that we have now completely depleted our stock of the January issue. Because of this, all new subscriptions will, of necessity, begin with the February issue.

KEEP ME ALIVE

KMA wants YOU to take the Keep Me Alive Pledge. During 1967, Radio KMA has resolved to help you save your life. The appalling slaughter on the highways has prompted us to take positive steps to educate and encourage people to KNOW how to stay alive. Accidents on the highways are not just statistics, but are human tragedy and suffering. Accidents don't happen to the other fellow, they can happen to YOU.

We are also interested in helping to prevent accidents in the home, on the farm and in recreational activities. The facilities of KMA will be geared during '67 to get everyone who can hear KMA to join the Keep Me Alive Pledge.

To start this campaign, we have implemented a KEEP ME ALIVE SAFETY QUIZ. To help people be more conscious of the laws and rules of safety, KMA is offering prize money to those who know the answer to questions of safety. Four times a day, we broadcast a safety question. The first person from the county we name who calls in with the correct answer wins a minimum of \$5.00. If no one gives the correct answer, we add \$1.00 to the jackpot.

Questions for the KEEP ME ALIVE SAFETY QUIZ are taken from the Driver's Manuals of Missouri, Iowa, Nebraska and Kansas. Other questions will be added later which will deal with safety in the home, on the farm and in recreational activities. Each question is directed to the residents of one county in a state, and those who live in that county are eligible to call and answer the question. The questions are arranged so they pertain to the state YOU live in.

In future weeks, you will hear from your friends and neighbors. KMA staff members will be visiting almost every community in our four state coverage area in the next few weeks recording statements from public officials and citizens. These statements will be heard on KMA to remind you to take the Keep Me Alive Pledge. Hear more details everyday on KMA, this is just the beginning.

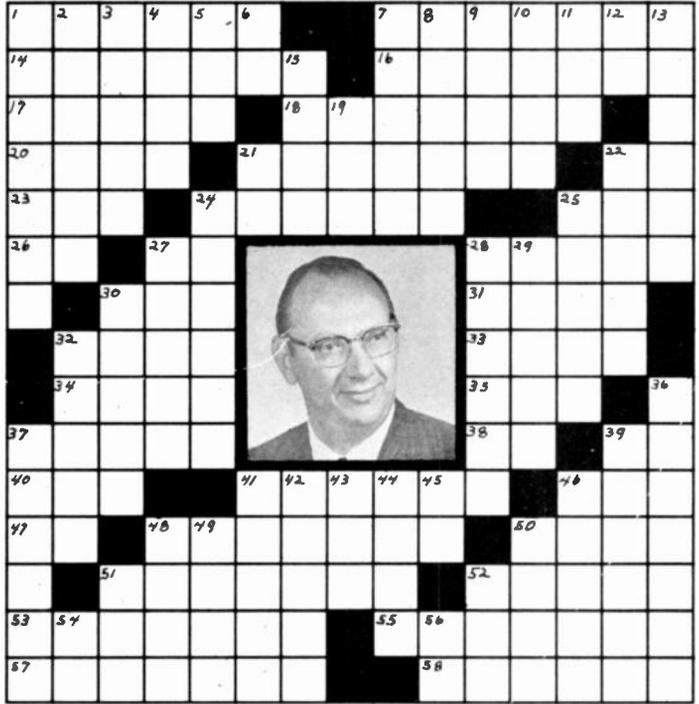
Cover Picture

When the snow falls out come the sleds. News director, Duane Johnson snapped this picture of his four youngsters as they were about to slide away. Holding on tight are (l to r) Charlene, almost 5, Nadene, 3½, Janine, 2½, and Jay, 18 months.

KMA CROSSWORD

ACROSS

- 17. Pictured KMA Announcer
- 14. Wife of KMA President
- 16. Daughter of KMA President
- 17. KMA Accountant's Son
- 18. Tending to Produce
- 20. To Fall in Drops
- 21. Actress, Connie —
- 22. Alcoholics Anonymous: Abbr.
- 23. Independent Mechanics Engineers: Abbr.
- 24. Reply
- 25. Timber Tree
- 26. Nova Scotia: Abbr.
- 27. Surveyor: Naval Abbr.
- 28. City in Oklahoma
- 30. Private: British Abbr.
- 31. Largest Continent
- 32. Tribal Unit
- 33. July Birthstone
- 34. Suspend
- 35. New Zealand Food
- 37. KMA —: Publication



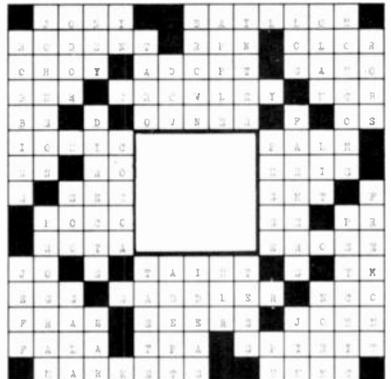
SHIRLEY WENNIHAN

- 38. Chemical Prefix
- 39. Man's Nickname
- 40. Without: Combination Form
- 41. Three dimensional music
- 46. Every
- 47. All Right: Slang
- 48. Southwest Iowa Town
- 50. Jack Gowing's Daughter
- 51. Sight-seer
- 52. Peels
- 53. Disruptive Elf
- 55. Breakfast Club City
- 57. Musical Finale
- 58. Ankle Ornament

- 9. Reddish-Purple Color
- 10. Gold Coins
- 11. Female Sainte: Abbr.
- 12. Old Testament: Abbr.
- 13. Nebraska or Kansas County
- 15. Tire Groove
- 19. Not Old
- 21. Seaman: Naval Abbr.
- 22. Ore Analysis
- 24. To Take Vengeance
- 25. Excuse
- 27. Be in an Erect Position
- 28. Northwest Missouri Town
- 29. Customary
- 30. Fold
- 32. Toss Out: Slang
- 36. Aunt Fanny's real Name
- 37. KMA — Taylor
- 39. To Declare
- 41. European Finch
- 42. Binding
- 43. Type Measures
- 44. College Military Unit
- 45. Hesitation Sound
- 46. Pertaining to Sound
- 48. Belonging to Norm's Son

- 49. Southeast Nebraska Town
- 50. KMA Farm Director
- 51. Joe Kennedy's Youngest Son
- 52. Metal Fastener
- 54. Registered Nurse: Abbr.
- 56. Exclamation

LAST MONTH'S SOLUTION



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10 N

Pointing out the importance of highway safety in KMA's KEEP ME ALIVE campaign, these Red Oak men braved below zero temperatures and a chilling wind to show Warren Nielson the dangers at the intersection of new highway 34 and 48 where five accidents occurred last year. Chief Don Maher suggests traffic should be slowed from 70 to 50 mph on 34 to improve the situation. Others discussing the hazard are E. G. "Johnnie" Johnson, manager of the Red Oak Chamber of Commerce (far left) and W. G. Mayne, President of Red Oak Chamber of Commerce (far right).



K **E**E**P** **M** **E** **A** **L**I**V**E