

The **KMA GUIDE**



March-April, 1977

MARCH-APRIL GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- March 17—Dr. James Siso, Ed May's son-in-law
March 20—Scott, son of Duane Young
March 25—Mrs. Jim Ross (Lightfoot)
March 26—Brenda, daughter of Duane Young
March 31—Henry Schnoor
April 7—Bruce, son of Duane Young
April 8—Melinda Sherman, granddaughter of J. D. Rankin Jr.
April 8—Bill Beac
April 12—Mrs. "Mac" McDonald
April 13—Joccy, son of Dee Martin
April 15—Allison, daughter of Jim Ross (Lightfoot)
April 17—Meridith, daughter of Craigton Kean
April 19—Mrs. David Sanders, daughter of Ed May
April 22—Angela, daughter of Mike Goodin
April 23—Mrs. J. D. Rankin, Jr.
April 30—Bill Siso, grandson of Ed May

HAPPY ANNIVERSARY TO:

- April 16—Mr. and Mrs. Robert Stotts
April 17—Mr. and Mrs. Richard Morris

Light the Candle of Understanding so that epileptics can lead normal productive lives. Please support the Epilepsy Foundation of America.



In observance of National FFA Week, members of the Shenandoah Davis-Rodgers Chapter talked with Associate Farm Director Jim Ross in February. Clark Hart who is a KMA part-time announcer is president of the Future Farmers. The group posed outside KMA studios for their picture on that sunny February morning. From left to right they are Jim Ross, Joe Hayes, Clark Hart, Lori Tackett, Russ Braymen and Ron Graham.

The KMA Guide

MARCH-APRIL, 1977

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No. 2

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CHANGES IN GUIDE WITH THIS ISSUE

With this issue of The KMA Guide, we are changing the arrangement of some of the pages and their contents.

In the center pages which number 7 through 10, you will find **A Memo** from Brenda Kay, KMA's Women's Director followed by not two but **three full pages** of recipes.

Placed as they are in the center of the Guide, these pages of recipes can be clipped or removed totally without ruining the remainder of the magazine. Recipe collectors, and there seem to be many in the KMA area, interested in the delicious, tested recipes that Brenda Kay provides can add these recipes to their own files more easily.

Look for Warren Swain, KMA Sports Director's **On Sports** column on page 13. Other columns will remain on their familiar pages.

Chatty news and candid pictures of the KMA staff will be found on intervening pages. We hope you like our new format.

A Chat With Edward May



I want to thank Dad for letting me tell you about a trip I recently took. A friend, George Max of Shenandoah, and I both graduated on December 23 from the University of Nebraska at Lincoln. We decided now was the time to strike out and travel around the country. It all started January 10.

Our drive to Tucson, Arizona, was fortunately not a difficult one. Clear weather followed us through portions of Nebraska, Kansas, Oklahoma, Texas, New Mexico and finally Arizona. The first weekend we were there the Tucson Open golf tournament happened to be in progress. Being avid golfers, George and I were at the course every day. It was fun to see some of the really big names in professional golf. Later on in the trip we met one of the game's legends. More on that later.

Tucson has several beautiful mountain ranges surrounding it. The day before we left gave us a chance to go with some friends up into one of these ranges. It took a 1947 Willis Jeep to get us to our campsite. Lunch was cooked by a stream and after a nice hike we returned to town. It was a most enjoyable day and a perfect ending to our stay in Tucson.

After a brief visit with some good friends in Scottsdale, Ariz., we arrived in Los Angeles. George has relatives there and we stayed with them for about a week. They were very gracious and made me feel like part of the family. While in L.A., we visited Disneyland, Knott's Berry Farm, Marineland, Hollywood, Beverly Hills and even watched a taping session of the "Tonight Show" starring Johnny Carson. Being a broadcaster, the chance to see a network television show produced was truly a thrill.

Now, just dream of white sandy beaches, warm breezes and beautiful golf courses. Our next stop was Hawaii which was all this and much more. Our 10-day tour included the islands of Oahu, Maui and the big island of Hawaii. There was not a place on the islands we didn't enjoy. Our activities, just to name a few, included swimming, snorkeling, golfing, sightseeing and plain relaxing. Everyone's opinions will

vary, but we enjoyed Maui the most. Its beauty is breathtaking plus it is not overrun with people—yet.

While on Maui, we discovered that Arnold Palmer was playing on a golf course he designed just a few minutes from where we were staying. Jumping at the chance, we followed "Arnie" around that day and enjoyed every minute of it. He treats people with respect and played a good game too. A real gentleman.

After regretfully leaving the Hawaiian Islands, we flew back to Los Angeles where our car was waiting to take us to Las Vegas. I'm not much of a gambler, but the entertainment was outstanding. George's parents and some other friends from Shenandoah happened to be there at the same time, and we all enjoyed ourselves. The town was interesting and exciting, but after three days, we were ready to move on to Wisconsin.

After visiting my sisters and their families, we came back to Shenandoah with many wonderful memories. Now George is returning to Lincoln to his job, and I will be working in Omaha at KMTV, a part of May Broadcasting Company. I doubt if I will ever take another trip with all the features this one had. It was a tremendous experience for me and thank you for letting me share it with you.

Sincerely,
Ed May, Jr.

COVER PICTURE

Another milestone in the life of Edward May, Jr., was passed in December last year when he received his diploma from the University of Nebraska at Lincoln. He is shown in the picture holding his prized sheepskin. Posing with him shortly after the graduation ceremonies are his proud parents, Ed and Eleanor, both N.U. alumni themselves. The picture for our cover was taken from a color photograph shot by R. W. Schlick of May Seed and Nursery Co., who attended the commencement exercises too. It was reproduced in black and white by Blaine Barton, also of May's.

MAC'S FAX

It's time to make plans for our 1977 gardens. I thought it would be interesting to give you the sequence of planting we follow in the trial grounds here at Shenandoah. I'm sure you old-time gardeners have your own planting dates for various vegetables, but here is the way we do it.

The very first thing we plant is our lawn seed. Blue Grass takes 28 days to germinate and likes cool weather. For the best results, we recommend early planting and a light covering of the seed. If planted too deep, it takes too long for the seedling to become established. Don't allow your seed bed to dry out, keep it moist but not wet. Some weeds will appear but don't worry about them.

Fertilize your grass with Earl May Lawn and Turf Food to promote the growth and crowd out the weeds. You may have some weeds through out the first year. Eventually they should disappear, but if they don't, there are plenty of weed killers which can be applied to get rid of them and not hurt the grass. I'm referring to Earl May Dandelion & Weed Control plus Lawn Food. Plant Maypark Lawn Seed for best results.

The next items we want to plant are onions: sets, plants and seeds. Onion tops can be frosted and come right back. The onion sets produce the green onions for table use early. If they're left to mature, they will make a pretty good-sized bulb. For big, sweet, juicy onions for late fall and early winter, we recommend the onion plants. Onions can be found on page 51 of our 1977 catalog. Everyone should put out as many Red Hamburger onion plants as they have room for because they produce a big, juicy, mild onion that is delicious. The best winter keeper is the Hybrid Yellow Spanish which makes a huge, mild onion that stores well into winter.

Peas stand a lot of cold weather and make their best crop when planted early in cool temperatures. Progress No. 9 produces lots of peas with eight large, plump peas per pod, easy to pick and a great pea for fresh use or for freezing. Little Marvel Peas which are a bit earlier than Progress No. 9 are popular, a good yielder and are sweet and tender. We have Green Arrow Peas again this year which are ideal for eating fresh, freezing or canning. The pods are 3½ to 4 inches long with eight to ten sweet, tender peas per pod. Of course we mustn't overlook the early Wilt-Resistant Alaska Peas which are the earliest variety. It will be ready in 44 days from planting

and has fine all-around usage but is especially popular because of its earliness. We try to have our peas planted by April 10 or earlier.

Radishes are next and on page 59 in the catalog. You will find the favorites such as White Icicle, French Breakfast with a red top and white tip, Red Devil and Cherry Belle. Early Bird is ready to eat in less than three weeks. Then there are three of my favorites like Red Champion, Pink Beauty and Silver Dollar which is white. All three of these are round radishes that grow to the size of a silver dollar and don't get pithy or hot extending your harvest season. Radishes should be in the ground by April 15 to 25.

For leaf lettuce we recommend Black Seeded Simpson as the most popular. It has large, crinkly leaves and can be picked or cut and will grow back, the ever-bearing lettuce. Butter Crunch makes compact, crisp heads with a wonderful flavor. Our third choice would be Great Lakes, a head lettuce of medium size which is crisp and refreshing. Lettuce should be planted April 15 to 25.

Our choice of carrots are in this order: Tendersweet, Hybrid Early Cross and Finger Stick. They are all sweet, deep orange in color and coreless. Plant carrots April 15 to 25.

The best choice we think for beets is Baby Canning or Detroit Dark Red. These make smooth globe-shaped roots, have fine flavor, are tender and are free from fiber. These are fine for canning with a deep dark red color and no browns or purples. Beets should be planted April 15 to 25.

Good Friday is April 8 this year and rather late, but traditionally Good Friday is potato planting time. For an early red, we recommend Norland which is good in yielding with a smooth red skin and shallow eyes; more potato and less skin. Norland is a fine cooking potato and the earliest of all. Kennebec is a dependable big yielder and a main crop late potato with an excellent flavor when cooked. Then there is the old reliable Irish Cobbler which has been around for years and is still very popular. It does a good all-around job producing nice big smooth tubers that keep well and cook well in all categories. Avoid sunlight on your potatoes after they mature, because this causes them to turn green and become toxic. However, you would have to eat a bushel at one time before they would do you any harm.

Have a good day for yourselves, everybody.

Send The KMA Guide for one year for only \$1.00.

RFD 960

By CRAIGHTON KNAU

This is the time of the year in the mid-west when you feel like the guy waiting for the man in the upstairs apartment to drop the other shoe. As of the day this was written, the KMA Region hadn't been walloped with a roaring good blizzard. The odds are just naturally in favor of us getting blasted with at least one during the weather year. We've had two or three days when we devoted most of our time to schools and other events, closing and cancelling, but they were one day cancellations and we really haven't been anything but inconvenienced. You can't help but wonder when "the real thing is going to come along."

Incidentally, when bad weather does happen, you really get the picture of the confidence you listeners have in KMA. One morning we had over fifty school closing announcements, and that storm affected just half of the KMA region. Amazing!

We all know our winter has been harsh in terms of temperature. It sure hasn't cooled the number of county and state farm meetings and banquets. It has been my pleasure to appear before a number of these and report back to you from even more. And, there are more to come. The combination of a new political administration in Washington, mergers of major livestock groups and increased pressure on farmers to cut production costs with increased efficiency have meant these gatherings have been better attended than they may have been in the past. When farmers are interested in the policies and actions of their own organizations, it's a good sign of progress.

I don't suppose I'm any different than you. I'm ready to put some radish seeds in the ground. Spring can come none too soon, as far as I'm concerned. My green thumb is itching. Our stack of wood for the fireplace is getting mighty small. Frozen well pits don't improve my good humor. I can't play golf worth a hoot, but I'm firmly convinced my buying replacement golf balls is a great contribution to the economy of the United States. Besides, the prospects of spring bring the optimistic outlook for some rain. It can't come too soon.

Just about missed the best news of all. Jim Ross is going to stay with us here at KMA as Farm Editor. Remember in the last issue of the KMA Guide I said he'd be with us until spring sprung and people

started buying ice cream cones and hot dogs? Now, it's good news that Jim will be a regular on the staff of KMA. That's almost as good news as three days of soft, soaking rain.

If you want to add confusion to chaos, come to our house. Of course, the good wife and daughter won't be joining the dog and me until the last of May because the daughter has to graduate from high school. Combine that situation with the remodeling of a kitchen in the home we have near Essex, (wives should never try to supervise the kitchen remodeling on a long distance basis), the daughter receiving a college scholarship, and me trying to take care of the dog, and you've got a situation that even Henry Aldrich would find confusing. I guess it is just a part of being a member of the human race.

Naturally, the main thing we have to do is to keep you informed by way of KMA. We pledge to continue to do that. Thanks for listening.

KNAU ON THE GO

Since the first of the year, KMA Farm Director, Craighton Knau has been traveling, attending many meetings and speaking at various banquets. His itinerary looks like this: Speaker, Union County Cattleman's Association Banquet, Creston, Iowa; Reporting from the National Western Stock Show, Denver, Colorado; Speaker, Farmer-Businessman Luncheon, Fairfax, Missouri; Speaker, Adair County Pork Producers, Greenfield, Iowa; Speaker, Pottawattamie County Pork Producers, Oakland, Iowa; Speaker, Johnson County Pork Producers, Iowa City, Iowa; Speaker, Vocational Educational Week, Waverly, Nebraska, High School; Master of Ceremonies, Banquet, National Meeting, National Livestock Feeders Association, St. Louis, Missouri; Speaker, Page County Livestock Association, Shenandoah, Iowa.

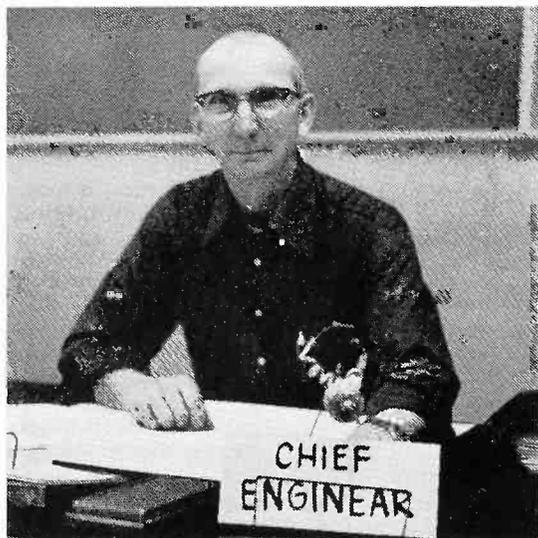
Coming Up . . . Speaker, Future Farmers of America, Father-Son Banquet, New Market, Iowa; Speaker, Nishna Valley Angus Breeders Meeting, Walnut, Iowa; Speaker, Farmer-Businessman's Banquet, Oakland, Iowa; Speaker, Farmer-Businessman's Breakfast, Glenwood, Iowa; Reporting, Agricultural Conference, Congressman Tom Harkin, Washington, D. C.; Reporting, American Pork Congress, Des Moines, Iowa; and Speaker, Osceola County Cattleman's Association Banquet, Osceola, Iowa.

MOVING????

If you plan to move or change your address, please notify **The KMA Guide** as soon as possible. We must have your old address in addition to your new address to complete the change in our mailing list. Be sure to include your zip.



Although he ruined his "Kojak" image, KMA Station Manager **"ANDY" ANDERSEN** created quite a stir at a recent social affair when he wore the "rug" shown in this picture. Some of the visitors at the event actually thought he was Alex Karras of TV and football fame. That was such fun that he wore the wig to work where everyone knew him but couldn't remember if he ever had that much hair.



Upon his promotion to Chief Engineer, **NORMAN KLING** also received a big desk to go along with the title. A community effort initiated by **JIM ROSS** and implemented by **DON BURRICHTER** and **BILL OVERBEY** designed an appropriate desk plate sculpture (?). It is a complicated assemblage of wires, condensers and misspelling as shown. Jim calls it a "BDJ original" and says they will accept orders.

CONGRATULATIONS ON NEW ARRIVALS!

Besides **BRENDA KAY'S** new baby, KMA added two more babies to its staff families—one a daughter and another a granddaughter.

LYNN PADILLA of Continuity is proudly showing pictures of her first grandchild. It's a baby girl, daughter of Lynn's daughter, **GAYLEEN** and her husband, **ALVIN HALE**. Named **ALLISON LYNN**, the baby was born Feb. 18 at 1:51 p.m. at Hand Hospital in Shenandoah. She weighed 7 pounds 4½ ounces and was 22 inches long. According to "Grandma" she's a beautiful baby with lots of dark hair. Her uncle **DOUGLAS**, a young man of 8 years, can't wait to take her on his bicycle and on rides at carnivals.

The other new baby in our circle is that long-awaited daughter for **MR. AND MRS. DEE MARTIN**. KMA Salesman Dee has three sons so this tiny girl is bound to twist her father around her little finger. She has been named **JENNIFER DEANNE**, and her big brothers, **JEFF**, 12, **JOE**, 8, and **TIM**, 4, are already forming a protective association. She was born at 6:15 a.m. Feb. 10 at Mercy Hospital in Council Bluffs and weighed 5 pounds 5 ounces.

BARBARA ANDERSEN, daughter of Station Manager **"ANDY" ANDERSEN**, who is in nurse's training at the College of St. Mary in Omaha filled her Dad in with an altogether too descriptive account of her training and observations in surgery.

Getting away from the winter weather were **MR. AND MRS. ED MAY** who spent several weeks in Tucson and **MR. AND MRS. BILL OVERBEY** who made their annual trip to Oaxaca, Mexico.

Spring Cleaning? In these inflationary days, every little bit helps and **KMA's Elephant Shop** can help you sell or trade those no longer needed items. Call "Mac," the proprietor, Monday through Friday at 11:05 a.m.

Arnold Kansas: Please find enclosed a check for \$2.00 for which send me a two year subscription to the **best little magazine printed**. I do enjoy the news, recipes and pictures and the newsy letters. Please keep this important magazine coming a long time. I think I have one of the first publications all filed away. (Editor's Note—This Kansan is one of The KMA Guide's early and continuous subscribers — dating back to 1945.)

Blanchard, Iowa — KMA—The best station on the air. Please find enclosed my \$1.00 for the Guide Magazine. I enjoy it too much to let it expire.

A MEMO

From BRENDA KAY

"Enjoy Ricky while he's little, because he won't stay a baby very long." I must have heard that statement a hundred times when I first came home with our new baby boy. And now I'm beginning to understand why so many parents made that comment. At four months, Ricky Lee is 24 inches long and a whopping 16 pounds. In fact, now when I look at him, I see a baby boy, but not an infant any longer. I was beginning to think that every bottle that he took added one more ounce to his weight, but the weight gain has started to slow down a little now. It's so much fun to watch babies develop physically and pick out traits of different relatives, and of course, discover other characteristics that are distinctly "baby's."

My husband, Rich, views growing up a bit differently than I do. For example, Rich keeps saying that he can't wait for Ricky to get big enough to walk and talk and "change the TV channel for him!" On the other hand, I find myself holding Ricky

and thinking how fast time is moving and then I cry! I felt a little overly sentimental about this until one of my friends told me that her little boy is 5 years old and she still goes into her son's room in the middle of the night to look at him because she starts to think about him growing up too fast. (And she cries, too!!) But another friend is more realistic, perhaps. She says that every stage that her son goes through is her "favorite" stage and that his growing up doesn't bother her because she fully anticipates enjoying him as much when he's fifteen, twenty, and twenty-five. That's an optimistic and healthy attitude, isn't it?

Probably the most delightful change in Ricky has been his growth in personality. He literally squeals with delight when you talk, laugh and make sounds at him. And with his dad's dimples, his smile is a sure winner! But he also has a temper and it appears most often when he's hungry. Ricky doesn't take too kindly to waiting for dinner. He certainly knows how to keep his mom on her toes.

Since Christmas, I've been to three different groups for speaking engagements. My first trip was to Atlantic where I gave the Special Feature for the Christian Women's Club. Then I spoke at the YWCA program "Everyone's Morning Out" in Clarinda, followed by a talk with the South Page High School Y-Teens in College Springs. What fun it is to meet face to face the people I talk with on Living Today.

Spring and Easter both send a promise of rebirth and renewal. I hope your spiritual life experiences a freshness and strengthening during the holy season.

RICKY'S FIRST YEAR

At three and half months, "our KMA baby," Ricky McConahay, son of KMA Women's Director Brenda Kay, is turning on the charm with his big smile which shows his dimples. This picture was taken on Jan. 24 when he came to visit the KMA studios. His mother is holding his favorite friend, a Charlie Brown doll. It practically guarantees a showing of his dimples.



"Living Today" Favorites

TASTY PORK ROAST

- 3-4 lb. pork loin roast
- 2 T. shortening
- 1 can tomato soup
- $\frac{1}{2}$ c. water
- $\frac{1}{2}$ c. chopped onion
- 1 T. paprika
- 1 bay leaf
- $\frac{1}{2}$ t. salt
- Dash pepper

Brown pork in shortening and drain. Add remaining ingredients. Cover and cook on top of stove over low heat or in the oven at 325° for 1 hour 15 minutes. Add carrots and potatoes as desired. Cook another hour or till done. Thicken sauce if desired.

* * *

HOME-MADE CORNBREAD MIX

- 4 c. flour
- 2 T. baking powder
- 2 t. salt
- $\frac{1}{2}$ c. sugar
- 3 c. cornmeal

Mix ingredients. Cut in $\frac{1}{2}$ c. lard. Store in cool place. To use — mix 2 c. mix, 1 c. milk, 1 egg. Stir until mixed. Bake in 450° oven for 10 to 15 minutes - muffins, 20-25 for bread.

* * *

SUNNY SCALLOPED POTATOES

- 5 large potatoes, sliced
- 2 T. flour
- $\frac{1}{2}$ tsp. salt
- Dash pepper
- $\frac{1}{2}$ lb. American process cheese, cubed
- $\frac{3}{4}$ c. milk
- $\frac{1}{4}$ c. chopped onion
- 2 T. chopped pimiento, chopped

Combine flour and seasonings and coat potato slices. Place in rectangular baking dish. Heat milk and cheese over low heat. Add onion and pimiento. Pour over potatoes. Bake at 350° for 50 minutes or till done.

* * *

BANANA PINK SNOW

- 2 small pkg. strawberry gelatin
- 2 c. boiling water
- 1 $\frac{1}{2}$ c. ginger ale
- 4 bananas, small (fewer may be used)
- 1 c. whipped topping
- 1 pkg. frozen strawberries, defrosted and drained (1 c. fresh berries may be substituted)

Dissolve gelatin in boiling water. Cool to room temperature. Stir in ginger ale. Pour $\frac{2}{3}$ c. into a 6 cup mold and chill till gelatin begins to thicken. Press sliced bananas into gelatin, in desired pattern. Chill. Meanwhile, chill remaining gelatin till it begins to thicken. Fold whipped topping into thickened gelatin. Then fold in drained strawberries. Spoon on top of layer in mold. Chill 4 hours or till firm. You may also use a decorative glass bowl for this layer salad.

FUDGE BROWNIE RING CAKE

- 1 pkg. fudge brownie mix (family size)
- 1 pkg. coconut almond or coconut pecan frosting mix
- 1 c. dairy sour cream
- $\frac{2}{3}$ c. milk
- 2 eggs
- Powdered sugar

Grease and flour Bundt pan. In large bowl combine all ingredients except powdered sugar. Stir well. Pour batter into pan and bake in 350 oven for 60 to 70 minutes or till tests done. Cool in pan 15 minutes. Turn out of pan to completely cool. Sprinkle with powdered sugar.

* * *

CREAMY APRICOT MOLD

- 1 1-lb. 14-oz. can apricot halves
- 1 3-oz. pkg. orange gelatin
- $\frac{1}{2}$ c. salad dressing
- 2 cups whipped topping
- 1 3-oz. pkg. orange gelatin
- 1 3-oz. pkg. lemon gelatin
- 2 c. boiling water
- 1 $\frac{1}{4}$ c. cold gingerale
- $\frac{1}{3}$ cup toasted slivered almonds

Drain apricots, reserving syrup. Dissolve gelatin in 1 cup boiling syrup. Cool. Gradually add salad dressing, mixing well. Fold in whipped topping. Pour into 2-qt. mold; chill till almost firm. Dissolve last two pkg. of gelatin in boiling water; add gingerale. Chill till slightly thickened. Fold in 1 $\frac{1}{2}$ c. apricots and almonds. Pour over molded layer. Chill till firm and unmold. Garnish with whole apricots, mandarin oranges, etc.

* * *

APPLE PANCAKES

- 1 $\frac{1}{2}$ cups sifted flour
- 3 $\frac{1}{2}$ t. baking powder
- 3 T. sugar
- $\frac{3}{4}$ t. salt
- 2 eggs, beaten
- $\frac{3}{4}$ cup milk
- 1 T. melted shortening
- $\frac{1}{2}$ apple, chopped fine
- $\frac{1}{8}$ t. cinnamon
- Dash nutmeg

Sift together first four ingredients. Combine eggs and milk. Stir into flour mixture, beating only enough to moisten mixture. Add shortening, apple, and spices. Bake on hot, lightly greased griddle. Yield: 8 pancakes.

* * *

RIPE OLIVE VEGETABLE TOPPER

- $\frac{1}{2}$ c. chopped ripe olives
- $\frac{3}{4}$ c. sour cream
- $\frac{1}{4}$ c. grated Cheddar cheese
- 1 T. minced onion or onion powder
- 1 $\frac{1}{2}$ t. lemon juice
- $\frac{1}{2}$ t. dry mustard

Dash of each garlic powder, salt, pepper. Blend ingredients and heat in pan over low heat. Serve over hot vegetables, such as green beans. Extra sauce may be refrigerated for several days. Yield: 1 c.

CRANBERRY BREAKFAST RING

- 1 pkg. dry yeast
- ½ c. warm water
- 1 egg, beaten
- ¼ c. melted margarine
- 1 T. sugar
- 2½ c. commercial biscuit mix
- ½ c. sugar
- 1 t. cinnamon
- 2 c. coarsely chopped cranberries
- ½ c. chopped walnuts

Frosting:

- 1 c. powdered sugar
- 2-3 T. maraschino cherry juice

Dissolve yeast in water; stir in egg, 2 T. margarine and 1 T. sugar. Add biscuit mix and beat thoroughly. Turn out on lightly floured pastry cloth; knead till smooth and elastic. Roll into a rectangle 15x10". Brush with remaining margarine. Mix ½ c. sugar with cinnamon. Sprinkle over dough along with cranberries and nuts. Roll as jelly roll, starting at narrow end. Bring ends together to form a ring; place on buttered cookie sheet. Snip with scissors around the ring; at 1" intervals, about ⅔ of the way through. Turn each slice partly on its side to expose filling, turning one side out and the next in, to form heart shapes. Lightly press flat so cake is even in height. Cover and let rise till doubled. Bake at 375° for 20 minutes. Dribble with frosting when cake is warm.

* * *

QUICK BUTTERSCOTCH ROLLS

(from Potpourri)

Place frozen dinner rolls in pan. Sprinkle with 1 pkg. regular butterscotch pudding and ½ c. brown sugar. Dot with 3 to 4 T. butter. Place in cold oven overnight. In the morning, set timer for 20 minutes. Turn oven to 350° and bake; do not remove rolls for oven to preheat. Rolls will be baked in 20 minutes. (Use individual frozen rolls.)

* * *

GLAZED RAISIN OATMEAL COOKIES

(from Potpourri)

Cream: 1 c. margarine and 1½ c. sugar till fluffy. Beat in 1 c. cottage cheese.

Add:

- 2 eggs
- 1 t. vanilla

Sift together:

- 1 t. baking powder
- 2 c. flour
- ½ t. soda
- 2 t. cinnamon
- ½ t. salt

Add to creamed mixture. Stir in:

- 2 c. quick oatmeal
- 1 c. raisins
- ½ c. chopped nuts

Chill several hours. Form into 1" balls. Dip one side in sugar, then milk, then sugar again. Bake with sugar side up, 350° for 10 to 12 minutes. Yield: 6 dozen cookies.

DOUGHNUT MUFFINS

- 2½ T. shortening
- ½ c. sugar
- 2 eggs
- 6 T. milk
- 2 c. flour
- ½ t. nutmeg
- 2 t. baking powder
- ½ t. salt

Topping:

- ⅓ c. melted margarine
- 2 t. cinnamon
- ½ c. sugar

Cream the sugar and shortening. Add eggs, one at a time. Combine dry ingredients and add alternately with milk. Drop batter by spoonfuls into small greased muffin tins. Bake 15 minutes at 400°. Remove from pans while hot. Dip in melted margarine and roll in cinnamon-sugar mixture. Serve hot. Yield: 20-24.

* * *

FROZEN FRUIT CUP

- 1 can frozen lemonade
- 1 can frozen orange juice
- ½ c. sugar
- 3 mashed bananas
- 1 pkg. frozen strawberries, partially thawed
- 1 large bottle 7-Up or gingerale (28 oz.)

Mix together juices and sugar. Stir in bananas and strawberries. Add gingerale and pour into small paper cups. Freeze. Let thaw partially before serving. 12 generous servings.

* * *



ing bowl and refrigerate. Serves 10-12 at least.

* * *

MISSISSIPPI MUD BROWNIES

(from Potpourri)

Cream together:

- 4 eggs
- 2 c. sugar
- 1 c. margarine
- 1 t. vanilla

Add:

- 3 T. cocoa
- 1½ c. flour
- 1½ c. coconut
- 1½ c. nuts

Bake in a lightly greased 9x13" pan in a 350° oven for 30 to 40 minutes. Remove from oven and immediately spread with marshmallow creme or miniature marshmallows and allow to melt. Frosting may be added.

COCONUT CUSTARD PIE

- 4 eggs
- ½ c. sugar (scant)
- 1 t. vanilla
- ¼ t. salt
- 2½ c. milk, scalded
- ¾ c. coconut

Blend eggs in large bowl. Add sugar, salt and vanilla. Add gradually the scalded milk. Fold in coconut. Pour into pie shell. Bake at 400° for 30 minutes or till knife comes out clean. Add topping after cooling slightly.

- ¼ c. brown sugar
- 2 T. butter
- ½ c. coconut

Mix sugar and butter; add coconut. Sprinkle on pie. Place under broiler for 2-3 minutes or till golden.

* * *

PIZZA-STYLE SPAGHETTI

- 1 c. milk
- 2 eggs
- 1 lb. spaghetti, cooked
- 2 jars spaghetti sauce (15½ oz.)
- 1½ c. thinly sliced pepperoni
- 2 c. shredded mozzarella cheese

Beat milk and eggs together; toss with spaghetti. Spread spaghetti mixture in a large flat baking dish. Top with spaghetti sauce. Arrange pepperoni over top as desired. Sprinkle with cheese. Bake for 30 minutes in 350°. Let stand for 5 minutes before cutting into squares.

* * *

- ½ tsp. salt
- Dash pepper
- ½ lb. American process cheese, cubed
- ¾ c. milk
- ¼ c. chopped onion
- 2 T. chopped pimiento, chopped

Combine flour and seasonings and coat potato slices. Place in rectangular baking dish. Heat milk and cheese over low heat. Add onion and pimiento. Pour over potato slices. Bake at 350° for 50 minutes or till done.

CHOCOLATE DROP COOKIES

- 1 c. brown sugar
- ½ c. butter
- 1 egg
- ¼ t. salt
- ½ t. baking powder
- ½ c. buttermilk
- ½ t. soda
- 2 1-oz. sq. chocolate, melted
- 1½ c. flour
- ½ c. chopped walnuts

Mix in order given. Drop by spoonful on greased pan and bake 12 to 15 minutes in 350° oven. Frost:

- 2 T. melted butter
- 1 T. milk
- 1 t. vanilla
- ¾ c. powdered sugar
- 1 oz. melted chocolate

Yield: 40 cookies.

Vivian's Recipes

FROZEN STRAWBERRY SQUARES

- 1 c. flour
- ½ c. chopped nuts
- ¼ c. brown sugar
- ½ c. melted butter

Bake in oven 350°, stir every few minutes until golden brown. Put 1½ c. in bottom of 9x13 inch pan and use the rest for top.

- 2 egg whites, beaten stiff
- 2 10-oz. pkg. strawberries or 1 16-oz. or 2 c.

- 1 c. sugar
- 2 T. lemon juice

Beat at high speed till stiff peaks form — 10 to 15 minutes. Fold in 1 large pkg. frozen whipped dairy substitute. Freeze and cut in squares. This is a good dessert to have in freezer to use as needed.

* * *

SYMPHONY BARS

- 1 c. (2 sticks) butter
- 2 c. sugar
- 4 eggs
- 3 tsp. vanilla
- 2 c. sifted flour
- ½ tsp. salt
- 2 c. chopped pecans
- 2 oz. (4 T.) melted baking chocolate

Cream butter; gradually add sugar and beat until light and fluffy. Beat in eggs and vanilla. Sift together flour and salt; gradually add to creamed mixture. Blend in nuts. Divide dough in half. Add chocolate to one half and spread white layer in bottom of pan. Then spread chocolate layer on top. Bake in buttered 13x9x2 inch cake pan for 30 minutes at 350°. Cool in pan on wire rack. Yield: 32 bars.

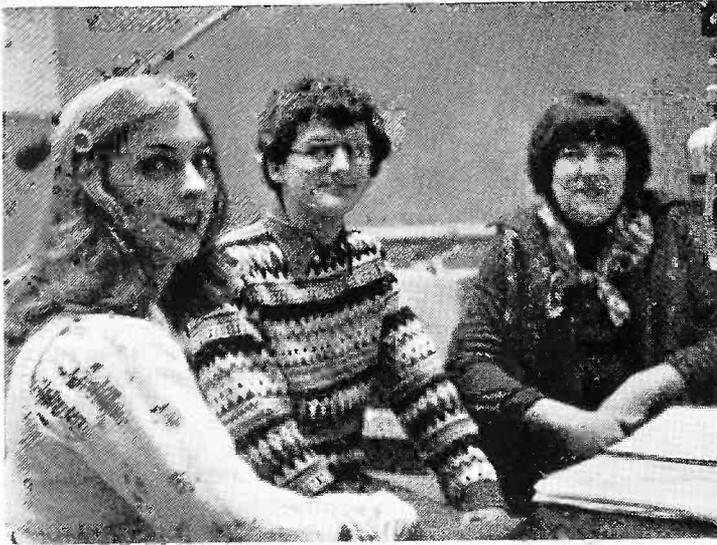
Frosting:

- 5 T. flour
- 1 c. milk
- 1 c. butter
- 1 c. sugar
- 2 tsp. vanilla

In heavy saucepan slowly blend flour and milk. Cook over low heat, stirring constantly until paste thickens. Cool thoroughly. Cream butter, sugar and vanilla in small mixer bowl. Gradually add paste and beat at high speed for 5 minutes or until frosting is creamy. Spread on cooled bars. Cut in 32 sections and garnish each with red and green candied cherries.

Save electricity by allowing dishes to air dry. After the final rinse cycle, turn off your dishwasher, open the door and let dishes stand until they are drained and dry.

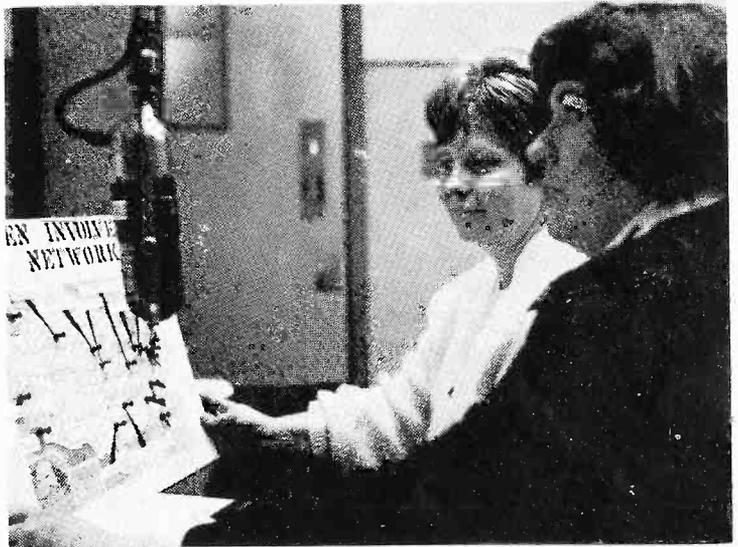
If you shop with your child riding in the supermarket cart, don't let go! Carts will tip in an instant if mother lets go and her toddler suddenly stands to grab for a package of cookies.



LIVING TODAY GUESTS

Two students from Tarkio College, Tarkio, Mo., shared their experiences in Children's Theater with Brenda Kay on her morning show in February. The two shown at left were Martha Dye and Carl Cole who talked about performing in the area schools.

Anna Smith, Director of the Citizens Involvement Network in Clarinda, Ia., discussed a workshop on the "Humanities" during Brenda Kay's "Living Today" show. The Network is all part of the Clarinda "Town of Tomorrow" project.



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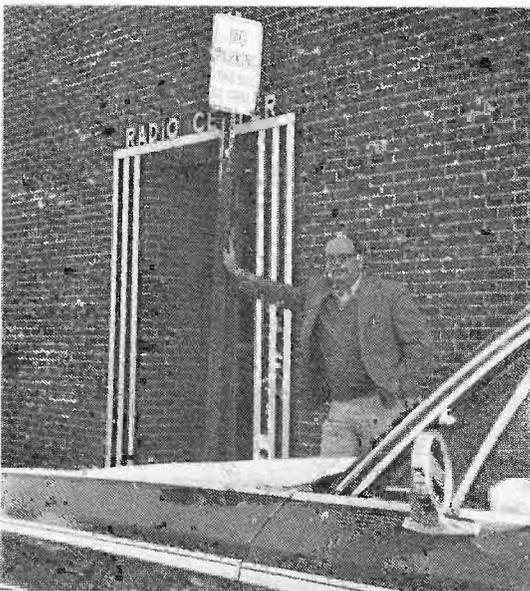
Don't forget to order The Guide for yourself.

March-April, 1977



Score: 2 experienced skiers + 2 novices = no broken bones. Not bad.

We understand there has been a city ordinance prohibiting parking on the east side of North Elm for sometime, but it was not enforced. Now KMA personnel cannot unwittingly break the law and park by the KMA studios because "No Parking" signs have been placed along that street. Nevertheless, **NED DERMODY** found several cars parked near the sign on the first day.



Ned says, "Whose car?"

In spite of the light snow cover in the Rocky Mountains this winter, persistent skiers found places to indulge in their favorite pastime. The picture at left was taken at Keystone, Colorado, which is near Denver. The skiers are **BILL** and **POLLY SELBY** and **GAYLE** and **LARRY GORE**. Bill is KMA Regional Sales Manager and Larry works for May Seed and Nursery Co. They rented a condominium and spent four days on the slopes or eating. Bill claims it takes lots of food to replenish your energy, but we think he kept some in reserve.

BRENDA KAY drives back and forth from Clarinda to Shenandoah without much trouble, but one day late in February, she neglected to fill up the gas tank. That's right the car stopped about midway between towns. Luckily, she knows many people in the area and got a ride with a friend to Shenandoah in plenty of time for her morning show.

Warren Swain and Mac McDonald will be in Des Moines to provide complete coverage of the Girls' and Boys' State Basketball Tournaments on KMA. The Girls' State Tournament runs March 8-12. The Boys' State Tournament will be held the following week, March 15-19.

Associate News Director **BILL BONE** will make his first appearance with the Southwest Iowa Theatre Group in the chorus for the musical, "Carnival." It will be presented in Shenandoah on the weekends of March 25 and April 1. Bill has a rich baritone voice and performed many times while in college at NWMSU at Maryville.

Although it is not always possible, the staff tries to celebrate after working hours whenever a member has a birthday. In the middle of February the group combined the observances for several birthdays including those of **NED DERMODY**, **NADINE KELSEY** and **EARLE CROWLEY**.

VICKI MORRIS of Continuity spent some time in Omaha with her husband, **RICK**, who was hospitalized for tests in February.

The annual fun and games known as the Knights of Columbus Variety Show was held Feb. 25 at the Elks Lodge in Shenandoah. Emceeding the event again was Salesman **DEE MARTIN** with assists from KMA News Director **NED DERMODY**.

On Sports

Hawkeye 8 Conference Athletic Directors have been watching with growing concern this Fall and Winter the declining crowd attendance at home football and basketball games. All eight conference schools are reporting this, not just a few.

Because of this alarming trend, KMA Radio selected various high school Athletic Directors in Southwest Iowa to record 30-second public service announcements to promote attendance at high school athletic events, as well as, at all school-related functions. These are being aired daily on KMA. Also, one of these announcements is played in every basketball game, KMA broadcasts.

The Athletic Directors who recorded these public service spots were: Rollin Dyer, Atlantic, First Vice-President of the Iowa High School Athletic Directors' Association; Arv Bomgaars, Lewis Central, President of the Hawkeye 8 Athletic Directors; Dennis Hanson, Shenandoah, on behalf of the Hawkeye 8 Conference; Harold Clark, Stanton, President of the Corner Conference Activities Association; Ray Leto, Greenfield, Secretary-Treasurer of the Tall Corn Conference; Dick Harris, Oakland, Chairman of the Western Iowa Conference Athletic Directors; Jay Hoogeveen, Griswold, on behalf of the Western Iowa Conference; Dave Palmeiro, Tarkio, Missouri, on behalf of the 275 Conference in Missouri; Gerald Shineman, Rock Port,

Missouri, on behalf of the 275 Conference in Missouri.

One example of the 30-second spots you might hear on KMA is as follows:

"Declining attendance at school-related functions and increased costs to maintain them are two problems confronting today's school administrators. This is Arv Bomgaars, Athletic Director at Lewis Central High School, and President of the Hawkeye 8 Athletic Directors. The solution to these problems is not easy. One way you can help is to take the entire family to a school-related activity this week. It is great entertainment and you will also be helping to ensure that these activities continue. For more reasons than one, it is important for you to be there."

On January 5, KMA Radio started a new sports call-in show. Mac McDonald, Assistant Sports Director, hosts the show, "KMA Sports Talk." It is aired every Wednesday night at 6:30. Each week, we try to have a topic relating to some phase of high school athletics.

So far on the show, we have had as guests: high school athletic directors, veteran high school basketball officials and girls' basketball coaches. KMA also did a feature on the football helmet problem.

The three Athletic Directors who appeared on the show the evening of January 12 were Rollin Dyer of Atlantic, Arv Bomgaars of Lewis Central, and Dennis Hanson of Shenandoah. They discussed the problems confronting high school athletics, as well as the pluses. Rollin, Arv, and Denny did a super job. This particular show went over very well.

Guests on Sports Call-In Show

The new SPORTS TALK SHOW heard Wednesdays at 6:30 p.m. with "Mac" McDonald presented several specialists recently. The guests interviewed by "Mac" and Sports Director Warren Swain had their picture taken in the studios and included (left to right) Arv Bomgaars, Activities Director at Lewis Central, Council Bluffs; Rollin Dyer, Athletic Director, Atlantic; and Dennis Hanson, Activities Director, Shenandoah. They discussed high school problems.



FEEDBACK

By NED DERMODY

I assume everyone successfully plowed through what I consider the most despicable month of the year. It is such a thoroughly lousy month that I hesitate to even mention its proper name. The second month of the year has, as far as I can see . . . no redeeming qualities at all . . . none . . . nada . . . nil!

In the first place, the month doesn't have enough days. Those 28 or 29 day months foul up mailing schedules and billing systems. The month is anathema to every calendar watch ever made.

Just look at the month, really look at it, see how completely miserable it really is. We start off this crummy month waiting for a rodent to stick his head out of the ground to inform supposedly intelligent human beings if another six weeks of winter is imminent. It doesn't take a rodent to know that the weather will be lousy for at least another six weeks, and that it will be consistently bad during the awful second month of the year. The holidays are almost as bad as the weather. They are confusing, often meaningless, and generally just an excuse for no mail service.

Valentine's Day: The day when love is supposed to reign supreme. Look for the origins of the holiday, and you'll see why it is set during the dreary days of the awful, second month of the year. St. Valentine's Day honors two third century martyrs and no one knows why the day is associated with lovers. Some say it may be inspired by the belief that birds mate on this particular day.

There used to be a couple of presidents' birthday observances during the month. Lincoln's on the 12th and Washington's on the 22nd. There used to be. Then some idiot bureaucrat thought up the idea of "Presidents' Day." Why not have a Presidents' Day honoring all presidents instead of just two. Never mind the logic. It fits the month. So now, the mail is delayed for three days instead of two. After all the mail goes through (maybe) regardless of rain, snow, sleet or dark of night but nobody said anything about presidents' birthdays.

Occasionally, Ash Wednesday falls during the month. It is singularly appropriate, we think that the end of this awful detestable month should be highlighted by the first day of the Lenten season . . . forty days of penance.

The topper for the entire period . . . whether it be 28 or 29 days . . . is the month's ridiculous name. February! It literally rolls off the tongue. Feb roo air ee . . . or is it Feb ryoo air ee or how about Feb you air ee. Webster gave us two pronunciations. Even that doesn't help.



Ron Erickson

New Engineer Begins Duties

Ronald Erickson has begun his new duties on the engineering staff of KMA.

He joins Chief Engineer Norm Kling in that department sharing the task of maintaining equipment and keeping KMA Radio on the air.

Educated at Essex High School and Iowa Western Community College where he obtained an A.A. degree, Ron gained experience in electronics at Gateway Electronics in Omaha and in two-way radio sales and service. Prior to coming to KMA, he was employed by Farmers Telephone Company of Essex.

Although he was born in Red Oak on Jan. 14, 1953, Ron grew up on a farm near Essex where he resides with his parents, Mr. and Mrs. Don Erickson. He has two brothers, Leslie and Alan.

An amateur radio buff, Ron also likes gardening. Among his favorites are angel food cake, the color blue and vacations where he can fish.

We still get our yearly letter from some kindly soul (probably a retired English teacher) to wit: Pet Peeve! Please all newscasters the word is February: Please sound the "R." I equate this person, who hasn't missed a year sending this letter . . . with the entire month. A monumental pain in the neck! Reminds me of a high school English teacher who insisted we say pick tour (picture) and temp er ah tour (temperature). Why, when competent news people are wading through names like Abou Daoud and Teng Siah Peng and Valerie Giscard D'Estang . . . does this person have to inflict the ultimate barb? But, like I said . . . it fits the month.

HONORED ON RETIREMENT

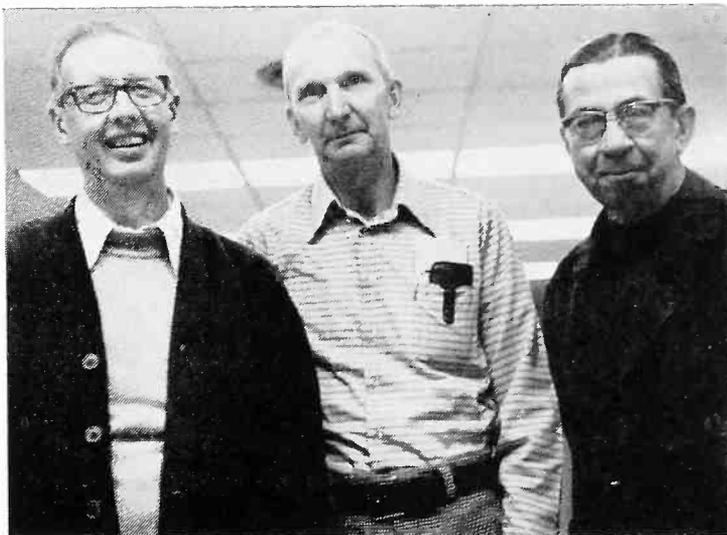
Last issue, The Guide noted the changes coming up in the engineering department at KMA Radio. Since then two retirement parties have been held, the first for former Chief Engineer Don Burrichter who went into semi-retirement in December and the other for Ralph Lund who retired after 37 years in February. Each was presented a gift from the staff. The parties were held in the big room called the "bull pen" where cake and coffee were served to the well-wishers of the retirees.



The top picture was taken on the occasion of Don Burrichter's retirement. Shown with him are Ed May and J. D. Rankin, Jr., president and vice president respectively of May Broadcasting Co., and Station Manager, Andy Andersen.



Ralph Lund holds the desk pen set given him by the staff at his retirement party in February when his picture was taken with Andy Andersen and Ed May.



This triumvirate—the three engineers in the bottom picture—worked their last day together Feb. 4th. They may have set some kind of record in radio because they had worked together for over 25 years. Best wishes for the future go to the two retirees from the staff.

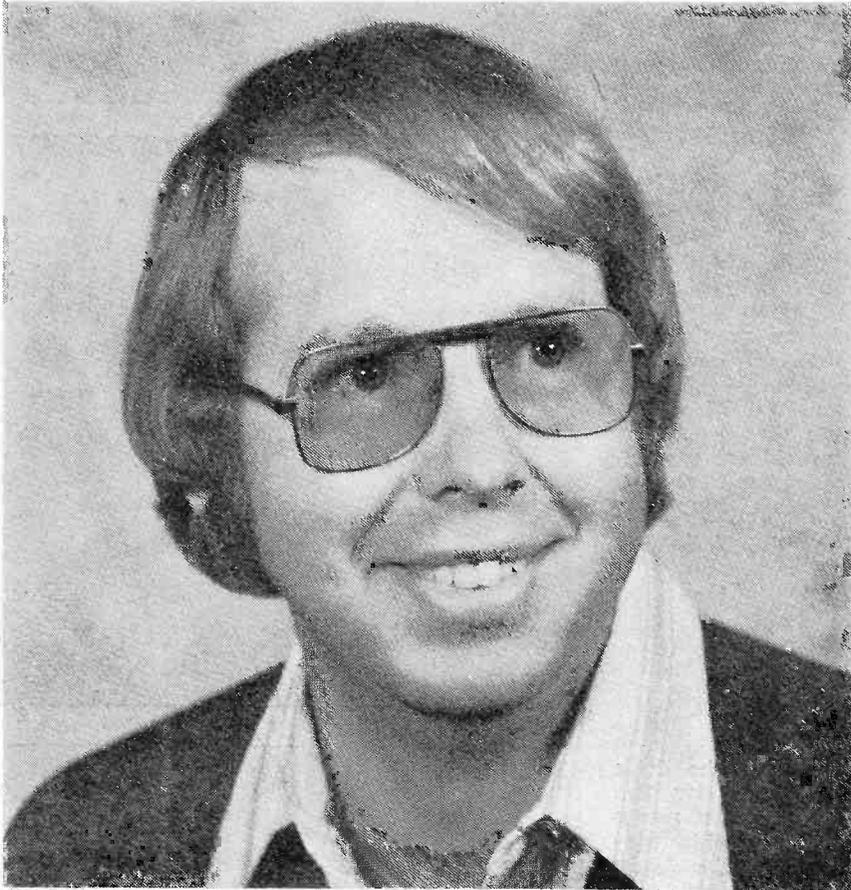
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WINS PRESTIGIOUS AWARD



CONGRATULATIONS TO WARREN SWAIN

KMA Sports Director Warren Swain has been selected to receive one of the most coveted prizes connected with Iowa school athletics.

He will be presented the News Media Award which is awarded annually by the Board of Control of the Iowa High School Athletic Association to members of the news media who have contributed greatly through the years to the success of the Iowa High School Interscholastic program.

Swain will be recognized Friday evening, March 18 at half-time of the Class 3A semi-final game at the Boys' State Basket-

ball Tournament at Veteran's Auditorium in Des Moines.

His picture and information about his career will appear in the State Basketball Tournament Program booklet.

In the letter informing Warren of his award, David Harty, Assistant Executive Secretary of the Association said: "There is no doubt in the minds of the Association that the Board of Control made a fine selection and are most honored to present to you the News Media Award this year. You surely have done a great job in that capacity."