

KMA 960



September-October, 1977

The

KMA GUIDE

COVER PICTURE

Members of the KMA Radio staff who carry out their duties off the air are featured on this cover of The KMA Guide. You have read about most of them and their families in The Guide and have seen pictures of them from time to time. This is the final picture of the group which will be published in The Guide as this is the next to last issue of the Guide. On the cover of the final edition will be a group picture of all of the air personalities of Radio 960.

The people in the cover picture and their departments of work are: (back row, left to right) — Ron Erickson, Don Burrichter, Engineers; Norman Kling, Chief Engineer; Duane Young, Dee Martin and Larry Hill, Sales; Carl "Andy" Andersen, Station Manager; (second row) — Vicki Morris, Continuity; Marlys Meacham, Nadine Kelsey, Accounting; Evalyn Saner, Managerial Secretary; (front row) Mary Williams, Guide Editor; Lucille Lawson, Telephone Receptionist; Nancy Stotts, Traffic; and Bill Selby, Regional Sales Manager.

EXPIRATIONS

If a red star is stamped on the back cover of your KMA Guide next to your address, it means that your subscription to The Guide expires with this issue. If you want the final issue of The Guide, please send 25 cents for each one. There will be only one more edition of the Guide, the November-December issue.

Look for a KMA Radio Schedule in the final edition of The KMA Guide.

Two staff members were absent when the group picture for the front cover was taken. They were Lynn Paddilla of Continuity and Earle Crowley, Accountant, who are shown at right.



The KMA Guide

SEPTEMBER-OCTOBER, 1977

Vol. 34

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Old Time Shows Back on KMA

Returning by popular demand are the fabulous Old Time Radio Shows. The schedule for these old favorites begins Sunday, Oct. 9 and will run until spring.

There will be a special preview program on Oct. 2 at 12:15 p.m.

Be sure to listen to these all-time hits from radio's past every Sunday on KMA. There will be shows to appeal to all ages in the family.

Old Time Shows Schedule

Sundays starting at 12:15 p.m. — Jack Benny.

1:15 p.m. — "Nightbeat" starring Frank Lovejoy.

2:15 p.m. — Comedy at its best, selected shows from Fred Allen, Baby Snooks and Vic and Sade.

3:15 p.m. — "Inner Sanctum" and "X Minus 1" will alternate weeks in this spot.

4:15 p.m. — "Life of Riley."

5:15 p.m. — "Cisco Kid."

A Chat With Edward May

I think it appropriate that one of the final issues of the KMA Guide tells of the groundbreaking ceremonies at our Omaha television station KMTV. The ceremonies took place July 18. This momentous occasion was reminiscent of the day we originally broke ground in 1949 preparatory to putting KMTV on the air in September of that year. It was exciting to pioneer television in the late 1940s, and it is just as exciting to look forward to the future with all new facilities at KMTV.

The following information is part of the news release written for the record . . .

Edward W. May and Frances May Rankin, son and daughter of May Broadcasting Company founder Earl E. May, turned the first shovels of earth in Omaha, Nebraska, July 18, at groundbreaking ceremonies for the new facilities of KMTV.

Also on hand were May Broadcasting Company Board members Owen L. Saddler, Executive Vice President and General Manager; J. D. Rankin, Vice President; Norman W. Williams, Vice President and Assistant General Manager; and James B. Shaum, Secretary.

Located on nearly three acres of land at 107th and Mockingbird Drive, the one-story building will contain 46,000 square feet of working area. Architect Jack A. Jackson, President of Jackson & Jackson & Associates architectural firm, said he and his staff conferred with the KMTV technical staff and department heads to determine their specific needs.

Plans include two large studios, increasing production space from the present facilities by 3500 square feet. Provisions call for two complete control rooms, although only one will be operable when the building begins operation.

Future expansion has been built into the plans with a production facility that could accommodate approximately twice as many personnel as now, plus room for additional staff in the sales, promotion, news and executive areas.

The building will feature a special production conference room, a film studio within the news department, a patio studio for outdoor production, two dressing rooms adjacent to the studios, an employee lunch room, and a completely enclosed shop area for construction of stage and background props.

A micro-wave tower, rising 75 feet from the floor of the building, will contain microwave relay systems to the downtown and North 72nd Street towers, as well as a radar dome.

The lower level of the building will be used for electrical cable distribution to engineering facilities, as well as the mechanical room for heating, Telco and electrical installations, and film storage area.

The two main features of the studios are the pre-designed two-color cyclorama lighting system and the track curtain systems which provide capabilities for instant back-grounds. Adjacent shop and storage areas will also facilitate quick scenery changes.

As previously mentioned, the groundbreaking ceremony was an exciting occasion, and we are anxiously anticipating the completion of the new facility, which is estimated to take approximately one year.

Open House Held

For the twentieth straight year, thousands of people braved the hot July sun to come to Shenandoah for the Earl May Seed and Nursery Company's Annual Open House at the Trial Gardens.

Held July 17, nearly 9,000 persons from 25 states and four foreign countries, including Australia, Canada, France and Israel, viewed the wide array of flowers, plants, shrubs and grasses.

May Seed and Nursery Company is the only company in the central west selected to conduct All-American Flower and Vegetable Trials. This year there were 109 All-American entries out of the 899 varieties of flowers in the garden. A total of 841 vegetables plus 510 entrants from roses, lawn seed, gladioli, evergreens, shrubs, hedges, ornamental and shade trees and landscape plantings added to the flowers brought the grand total of varieties on test to 2250.

The huge American flag, which measures 56 by 103 feet and is composed of over 4,000 red, white and blue petunias, is always a highlight of the garden.

Voting for their favorite flower bed from the other 120 beds, visitors picked No. 53. It was a 24 foot round bed filled with yellow galore marigolds and bright red-orange diablo cosmos.

Twenty foreign countries were represented in the test plots. Flags of those countries flying from poles along the avenue of flags were a colorful addition to the garden.

Employees of both May Seed and Nursery Co., and KMA Radio were on hand to serve as guides, traffic controllers and in the registration booths. Free buses transported visitors from the garden to tour KMA Radio Station.

(Pictures on page 15)

MAC'S FAX

In spite of dry weather and grasshoppers, we have had a wonderful gardening year. Since last April, we have had vegetables like you wouldn't believe.

We started out with asparagus which we ate until we were tired of it and then froze several pints. Frozen asparagus retains its flavor and is delicious. We will enjoy this next winter.

Next came radishes and green onions along with carrots, beets and peas. I didn't think the radishes were too good, but we did enjoy them while they lasted. My wife, Del, froze several pints of peas and pickled several pints of beets. The peas come out of the freezer just like fresh picked.

We picked Contender Green Beans until we tired of them and gave several bushels away. We row planted broccoli seed and didn't get a very good stand. What plants did come through made beautiful broccoli and we did enjoy it. Broccoli can be frozen for winter use. We kept it in the refrigerator for weeks and used it as we wanted it. We tied the leaves over the heads on our six plants of cauliflower and picked the heads at about a pound and a half. They came out of the garden a beautiful white color, tender and delicious. These too keep in the refrigerator for weeks.

We had roasting ears for about a month and froze about 30 pints. We put the shucked, silked ears in a large pan of boiling water for two minutes; removed them and plunged them into ice water until cool. We then cut the ears on a corn cutter, placed them in containers and rushed them into the freezer. Our corn comes out creamy and delicious. Our first picking was Early Xtra Sweet, then Xtra Sweet and finally, Iochief. Before the season was over, I was a little tired of sweet corn on the ear but wish I had some right now.

Meanwhile, our cucumbers outdid themselves in yield. We had Mrs. Pickler, and my wife put up several pints of bread and butter pickles. Cucumbers are not one of my favorites. Next came our big crop of lima beans. They are easy to pick but a little tricky to shell. They are delicious, and we froze several pints.

We have harvested our potatoes and onions and they are in winter storage. Both were outstanding in yield and quality beyond compare. We are using the Red Ham-

burger Onions now as they won't keep too long. I think they are my favorite for slicing. Those big, juicy, mild onions are just like eating an apple. The Yellow Sweet Spanish are about the size of a softball and a little stronger than the hamburger onion but they will keep well into winter. Our potatoes came out of the ground clean, smooth and about the size of a tea cup. We've never had a bigger yield or better quality and these should last until spring. The flavor of homegrown potatoes can't be equaled. Here is a recipe you might like to try: Wash and dry several medium size potatoes. Leave the skins on and slice about the thickness of a nickel. Fry in vegetable oil (I use an electric skillet) at 420°. Do not pile them up in the skillet. Remove when they are a golden brown and crispy. They are much better than any potato chip or french fry that you've ever eaten.

Meanwhile, we are harvesting about a bushel of Table Queen Squash a week. Put in a cool, dry place and they will keep for months. Harvest when a little bigger than a baseball and a deep, rich green color.

Next came the tomatoes, peppers and egg plant. We have canned about 30 pints of beautiful red tomatoes. We don't put up quarts because there are only two of us. I have a variety (two plants) called He Man that I like real well that produces big, red tomatoes with very few seeds and solid, juicy flesh. Most of our planting was Surprise. We have 22 plants staked up and will have fresh tomatoes until frost kills them. Our peppers (Tokyo Bell) are small due to dry weather, and we only have six plants. We have picked some egg plant, and they are also small due to dry weather.

We have a row of carrots and a row of parsnips still to be harvested. They can stay in the ground until the first of October. Now we are harvesting cantaloupe and watermelon. Our Crenshaw melons are absolutely delicious. Harvest Crenshaw when the rind turns golden yellow. When they are ripe, they must be picked as they soon spoil in the patch. Our Super Hybrid Muskmelons are almost as good as the Crenshaw. They too have to be harvested just right or they become overripe or are still green and harsh. Our watermelons have been great. It's surprising how melons can be so sweet and juicy after weeks of dry weather, attacks by bugs and hot weather. The texture and flavor of our Hybrid Dixie Queen Watermelons is delicious. We also have Black Diamond with huge melons loaded with sweet, juicy, red flesh.

I hope you all plan to have a garden next year. I also hope that it will be as good as mine has been this year.

Have a good day, everybody.

The KMA Guide

RFD 960

By CRAIGHTON KNAU

The KMA Farm Director causes Mary Williams, editor of the KMA Guide, untold moments of concern because he never gets the writing of this column done on time. She tells, she asks, she pleads, and finally, she demands and Knau is still always late. As a reader, I suppose you too could take this delay as a personal thing, because the whole thing is done for you. My apologies to Mary and you. I hide behind what I like to have people think is a most busy schedule. I've got some people believing this, but like the old saying goes, "you can fool some of the people some of the time . . ."

The farm department has been on a fast track, with county fairs, field days, state fairs, and keeping posted on the news that affects farmers and the communities which depend on agriculture for their economic and social well-being. I haven't really stopped to count the number of fairs and field events we've attended in the past month, but it is a bunch. Jim Ross and I have seen some might proud and happy 4-H and F.F.A. members as their projects have attracted a purple or blue ribbon, and we've seen some very disappointed young persons also. They worked just as hard and just as long as the blue ribbon bunch, but there was some valid reason the judge gave the blue or purple to someone else. This is the good old American game called competition. We personally lived through it as a young person, and we face it every day. It's hard to believe there is any other way of doing things, and we hope it's around for a long time to come. We just want to say to all competitors, thanks for taking part. When any of us stop participating, we're all in trouble.

The rains have come and the lawn needs mowing again. Probably the moisture came too late to do a great lot of assistance to most of the cash crops, but the soil moisture build-up is wonderful, and there sure are some stock ponds and pastures that look a lot healthier these days. And, would you believe the comfortable August we've experienced?

There are still well-filled days ahead. The Aksarben livestock show in Omaha, American Royal in Kansas City, more seed corn field days, cattle feeders' tours and several appearances before county farm and feeder organizations already scheduled. Between times, Merideth, the Knau youngest and last to leave the fireside, packs and moves to college. Mama and I will be kind of lost without the teenage phone calls, deadlines for being in at night, and wondering how in the world our youngest can possibly get along without our advice

and counseling while she's not at home. The great thing, of course, will be looking forward to the whole clan coming back for holidays and special occasions, as well as a visit or two we might just make at the college, just to see how things are going. We're just experiencing another of those big changes that are an interesting part of all our lives.

But, we still have those daily visits with you, our listeners, and that's what makes all this possible. Thank you for listening. Good day, and Good Farming.

A letter from MISS LILLIE DePRIEST of 205 E. 14th St., Caruthersville, Missouri, 63850, informs us that she has almost all of the back issues of the KMA Guide, going back to the first year it was published. She would like to give them to someone "who would take care of them" as she doesn't want to destroy them. She asks that they pay the postage or delivery charge. Anyone interested can get in touch with her at the address given above.

SEPTEMBER-OCTOBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Sept. 13—Jered Kidd, son of John Kidd
- Sept. 16—Mrs. Bill Selby
- Sept. 19—Patrick, son of Ned Dermody
- Sept. 20—Nancy Stotts
- Sept. 22—Rhonda, daughter of Nancy Stotts
- Sept. 27—Amy, daughter of Ned Dermody
- Sept. 27—Jim Ross
- Sept. 28—Darren, son of Henry Schnoor
- Sept. 29—Don Hansen
- Oct. 2—Craighton Knau
- Oct. 2—Anne, daughter of Nancy Stotts
- Oct. 5—Marlys Meacham
- Oct. 5—Mrs. Craighton Knau
- Oct. 11—Warren Swain
- Oct. 15—Kent, son of Nadine Kelsey
- Oct. 18—Mrs. Mike Goodin
- Oct. 18—Richard, husband of Brenda Kay McConahay
- Oct. 18—Ricky, son of Brenda Kay McConahay

HAPPY ANNIVERSARY TO:

- Sept. 6—Mr. and Mrs. Earle Crowley
- Sept. 18—Mr. and Mrs. Duane Young
- Oct. 1—Mr. and Mrs. Bill Selby
- Oct. 30—Mr. and Mrs. Don Burrichter



On top of the news.

Associate News Director **BILL BONE** and Newsman **MARK MUNRO** discuss news story they have just pulled from the wire service. They are standing in the special room housing the United Press International wire machines, weather wire, commodity news service and police monitors.

Chief Engineer **NORM KLING** and his wife, **MARGARET**, are grandparents for the fourth time. The baby, a boy, is the first child of their daughter, **CAROL LEA** and her husband, **MARK MILLER** of Atlantic, Ia. Born with brown eyes and lots of dark hair that is now coming out and being replaced by blonde, **BRIAN MARK**, greeted this world July 3rd. He weighed 8 pounds 14½ ounces and was 21½ inches long. He was born at Cass County Memorial Hospital in Atlantic.

The **KLINGS'** artist son, **BOB**, entered a painting at the Iowa State Fair this year which stopped everyone in their tracks. It was the painting of the Pepsi Cola machine that looked so real the Des Moines Register showed a picture of a little girl trying to put money in it to get a Pepsi. However, the paper failed to mention the artist who is Bob Kling of Chariton. Bob teaches art in the schools in that area.

Part-timer **DON BURRICHTER** and his wife, **LORENE**, took an extended summer trip to California. Among the people they visited were Don's son-in-law and daughter, Mr. and Mrs. **JAMES CHICORELLI** at Susanville, Calif.

Vacation time meant renewing old college acquaintances, playing golf and tennis for Newsman **MARK MUNRO**. However, much of his time this past summer has been spent attending weddings as many people he knows are saying nuptial vows. Bachelor Mark claims that "the single life-style provides its good points." He visited a former college roommate in Boulder, Colo., and plans to go to Chicago in September to see a Chicago Cubs game and visit the "hot" spots.

KENT, son of **NADINE KELSEY** of Accounting, made the Iowa bike ride from Onawa to Lansing in August. This was the third year Kent has completed the exhausting ride, and he was accompanied this year by a friend, **DANNE BERGLAND**. Nadine met the bicyclists at Lansing, and they went on to Minneapolis, Minn., for a vacation with her brother-in-law and sister, Mr. and Mrs. **JOE DINVILLE**.

LYNN PADILLA of Continuity and her son, **DOUG**, spent a week in August touring Iowa. Highlights of their camping trip were the Grotto, Effigy Mounds and the Amana Colonies.

News Director **NED DERMODY** claimed he split his forehead on a car door recently but judging from the comments from the staff, he had a hard time proving it to the skeptics.

Retractions are in order. The Guide apologizes to **LUCY LAWSON** and **NANCY STOTTS**. It seems the picture of **MERL DOUGLAS** getting a kiss from one of the girls wound up with the wrong girl's name in the caption under the picture. It should have read that **LUCY LAWSON**, our telephone receptionist, was doing the "bussing" not **NANCY STOTTS**.



Fallen cake baker

Her "fallen" cake brought **EVIE SANER**, Managerial Secretary, much teasing, but nobody refused to eat it the day she brought it to the office.

A MEMO

From BRENDA KAY

"Here comes the judge!" . . . I feel like that should be my own personal slogan after all the judging that I have done the past two months. The events that I judged included 4-H Home Economics exhibits at several county fairs. These counties were: Montgomery, Mills, East Pottawattamie in Avoca, Taylor and Adair. Also I evaluated the 4-H Dress Revue and County Sew and Show Contest for the Montgomery County Fair in Red Oak. For a change of pace, I helped out both Page and Taylor County Farm Bureaus by tasting and then selecting winners for their "Cook-Out King Contests." Yum! The winning recipe from Page county is included in this issue's recipe section, too. Finally, I was invited to the Iowa State Fair to judge the State Sweepstakes in the Milk Made Magic Contest held at the Homemakers Theatre on the Fair grounds. This contest took two afternoons from 1:00 to 4:00 to judge as the creators of the recipes actually demonstrated their recipes before an audience as the judges tasted them. What fun! And I believe many people went home with some interesting and delicious ways to prepare dairy products for their families.

Needless to say, while I was judging, Daddy (otherwise known as Rich) did a lot of baby-sitting. Rich has been so great to help out so that I might pursue my home economist's activities. If I stayed this busy year around, I'm afraid he would be more disagreeable. But he knows that it's important to me and my career to be involved. Rich and Ricky have become quite

Ricky's First Year

At ten months, Ricky McConahay loves to get into everything and especially the cabinets in his mother's kitchen. He pulls up, stands and walks around holding on — his parents are waiting for that day when he lets loose and the merry chase begins. His three words at this date were "Mama," "Dada" and "Bye Bye." When this picture was taken he was 29 inches tall and weighed 20 pounds.



a twosome. And much to my dismay, I have to admit that our child is starting to look more and more like a "McConahay." I can still claim his blue eyes as a "Crow family" trait, but that's about it. But secretly I'm rather proud to have two handsome men in my little family.

As you can tell by Ricky's picture, he's in to everything. By the time he goes to bed, I feel like collapsing. But somehow God gives mothers an extra burst of speed in the evening, so that necessary household chores can be accomplished. One of my listeners, who is a grandmother, recently wrote me a letter and said that her grandchildren had just left and she told her husband that she never figured out how mothers ever live to grow old! Amen.

I'll sign off with a bumper sticker that I recently saw: "Have you hugged your child today?" Those hugs will pay off in big dividends of happiness.

BARBECUED 7-BONE ROAST

Cookout King's Recipe

Duane Rexroth, Shenandoah

- 3 to 5 lb. 7 bone roast or chuck roast
- 1 c. soy sauce
- 5 T. brown sugar
- 2 T. vinegar
- 2 cloves crushed garlic
- 2 T. ground ginger

Mix and pour over meat. Put into plastic bag in refrigerator and marinate for 24 hours. Turn once. When ready to cook blot with paper towel. Brown on hot grill for 5 minutes on each side. Put in foil and cook to desired doneness.

Listen to Brenda Kay's "Feminine Focus" every Saturday at 10:30 a.m.

ZUCCHINI PATTIES

- 3 c. grated zucchini
- 1 med. onion, chopped fine
- 1 lge. clove garlic, chopped or minced
- ¼ tsp. pepper
- 1 tsp. salt
- 1 egg, slightly beaten
- 3 heaping T. flour
- 1 pinch thyme
- 1 c. grated Cheddar cheese

Mix all ingredients except the cheese. Fry by dropping large spoonful into hot fat in a skillet. Fry till browned on both sides. Sprinkle with grated cheese and cover till cheese is melted.

* * *

CRAB SALAD

Penny Chupp, Des Moines

- 1 6-oz. box long grain and wild rice
- 7½ oz. can crab meat, drained, flaked and with cartilage removed
- 1 T. lemon juice
- ¼ c. chopped green pepper
- ¼ c. chopped pimiento
- 2 T. snipped parsley
- ½ c. mayonnaise (do not substitute with salad dressing)
- 2 T. Russian dressing
- ½ tsp. salt
- 1 medium avocado, opt.

Cook rice. Cool. Mix crab meat and lemon juice. Combine rice, crab meat, pimiento, green pepper, and parsley. Blend mayonnaise, Russian dressing and salt. Toss all ingredients lightly, except avocados. Garnish with peeled and sliced avocado if desired.

* * *

ZUCCHINI COOKIES

- 1 c. sugar
- ½ c. butter, softened
- 1 egg, beaten
- 2 c. flour
- 1 tsp. soda
- ½ tsp. cloves
- 1 tsp. cinnamon
- ½ tsp. salt
- 1 c. raisins
- 1 c. chopped nuts
- 1 c. grated zucchini

Cream sugar, butter and egg until fluffy and well-blended. Sift dry ingredients together and add to mixture with grated zucchini, blending well. Stir in raisins and nuts. Drop by teaspoonsful on greased cookie sheet and bake at 375° for 12 to 15 minutes. Do not overbake. Yields: 3 to 5 doz.

* * *

Among those going back to school this fall from the KMA staff families were: Doug Padilla, third grade; Rhonda Stotts, fifth; Anne Stotts, first; Kent Kelsey, sophomore; Angela Goodin, kindergarten; Diane Dermody, freshman; Patrick Dermody, seventh; Tom Dermody, fifth; Scott Selby, first; Brian Selby, pre-school; Scott Young, sophomore; and Brenda Young, senior.

JACK-O-LANTERN CAKE

- 1-lb. 2½ oz. package yellow, spice or orange cake mix
- ½ tsp. ground cinnamon
- ¼ tsp. each ground allspice, cloves and nutmeg
- 1 c. buttermilk
- 1 c. canned pumpkin
- 2 eggs
- 1 black licorice twist (6" long)
- 1 large marshmallow

Preheat Oven: 350° Yield: 8" diameter cake. Combine first 8 ingredients in 3-qt. mixing bowl. Beat at med. speed, scraping sides of bowl often, for 2 to 3 minutes until smooth and well blended. Pour batter into greased and floured 2½ qt. oven-proof bowl. Bake near center of 350° oven for 1 to 1¼ hr. or until toothpick inserted in center comes out clean. Cool 15 min.; remove from bowl and invert. When completely cool, frost with Creamy Pumpkin Frosting. Quarter licorice twist into 4 long strips; cut nine 1" pieces and arrange on side of cake in triangle shapes for eyes and nose. Place one quartered licorice strip on cake in curved fashion to form mouth. Frost large marshmallow green and place on top of cake to form stem.

TIP: For green stem of pumpkin, reserve ¼ c. frosting before adding red food coloring to Creamy Pumpkin Frosting. Add 2 drops green food coloring and blend well. Insert toothpick in center of large marshmallow and frost top and sides; secure to top of cake.

* * *

CREAMY PUMPKIN FROSTING

- ½ c. each butter, softened and canned pumpkin
- 4 c. confectioners' sugar
- 1 tsp. each milk and vanilla
- 2 drops red food coloring, if desired

In 1½ qt. mixing bowl, cream butter and pumpkin until thoroughly blended. Gradually add about half the confectioners' sugar. Beat at med. speed, scraping sides of bowl often, until smooth (about 1 min.). Add milk and vanilla; gradually blend in remaining sugar. Beat at high speed until smooth and creamy (about 2 min.). Stir in food coloring.

* * *

NUTRITIOUS TUNA CASSEROLE

- 2 cans tuna
- 1 can cream soup (Ex.: cream of chicken, celery, etc.)
- 1 can French-cut green beans, drained
- Small package Tater Tots

Bake Tater Tots 10 minutes at 400° oven. Meanwhile combine tuna, soup, and beans. When Tater Tots are baked, place on top of casserole. Turn oven to 300° and bake for 20 minutes.

FEMININE FOCUS FAVORITES

MARSHMALLOW BROWNIES

Evelyn Boettner, Rock Port, Mo.

- 1 c. melted margarine
- 2 c. sugar
- ½ c. cocoa
- 4 eggs
- 1 tsp. salt
- 1½ c. flour
- 2 tsp. vanilla

Cream together margarine, sugar and cocoa. Beat in eggs and vanilla. Sift and add dry ingredients. Pour into jelly roll pan. Bake for 20 to 25 minutes, 375° oven. When done, remove from oven and sprinkle about ½ to ¾ c. miniature marshmallows on top. Put back in oven for 1 to 2 minutes. Remove and frost immediately with chocolate frosting so that the frosting and marshmallows are mixed together. Let cool and cut in squares.

Chocolate Frosting:

- 1 sq. unsweetened chocolate
- 3 T. margarine
- 4 T. milk or less

Melt ingredients together. Remove from heat and add about 2 to 3 c. powdered sugar gradually until the frosting is a spreading consistency. It is important to have frosting prepared before you top the brownies with the marshmallows. After removing the marshmallows from the oven, they firm up very quickly, making it difficult to frost the top. Note: the 4 eggs are the leavening agent in this recipe.

* * *

LARGE CHOCOLATE CHIP COOKIES

Lulubelle Hamilton, Shenandoah

Cream together:

- 2 c. butter
- 3 c. sugar
- 1½ c. brown sugar

Add and beat well:

- 6 eggs
- 1 T. vanilla

Sift together and add:

- 2 c. flour
- 2 tsp. soda
- 1 tsp. baking powder
- 1 tsp. salt

Add a little at a time: 6 c. flour. Beat hard at end of flour addition.

Add:

- 2 12-oz. pkg. chocolate chips
- 1 c. chopped nuts

Chill several hours or overnight. Bake on ungreased cookie sheets in 375° oven for 10 to 15 minutes, depending on the size of the cookies. This cookie dough may be stored in the refrigerator and cookies may be baked as needed.

* * *

"Potpourri" — Brenda Kay's call-in show every Monday at 10:30 a.m. on Radio 960.

BLUEBERRY BARS

Bessie Dichting, Shenandoah

- 1¾ c. sugar
- 1 c. butter or margarine
- 4 eggs
- 1 tsp. vanilla
- 3 c. flour
- 1½ tsp. baking powder
- ½ tsp. salt
- 1 21-oz. can blueberry pie filling
- Little ground nutmeg

Cream sugar and butter till fluffy. Add eggs, vanilla and beat well. Sift dry ingredients together. Add to creamed mixture. Stir till blended, using spoon. Spread half of dough on ungreased 15x10" jelly roll pan. Spread with blueberry pie filling, using spoon. Sprinkle with nutmeg. Drop remaining dough evenly over top. Bake in 350° oven for 45 minutes. Frost while warm with Lemon Frosting. Variation: Omit frosting and make a sugar, water, corn starch mixture to spoon over individual servings as a dessert.

Lemon Frosting:

- 1½ c. powdered sugar
- 2 T. lemon juice
- 1 T. butter, softened

Stir ingredients together and add milk to make a spreading consistency.

* * *

FRUIT ROLL

Lois Stephens, Villisca

Use your own short cake recipe or the following:

- 2 c. flour
- 2 T. sugar
- 3 tsp. baking powder
- 1 tsp. salt

Sift together. Add 6 T. shortening. Cut in with pastry blender. Add ¾ to ¾ c. milk, enough to make a soft dough. Pat or roll out into an oblong shape, about 8x12". Sprinkle on top of dough, 3 c. cut-up fruit, 1 T. butter and ½ tsp. cinnamon. Roll up lengthwise, like a jelly-roll.

Cook together:

- 1½ c. sugar
- 2 c. boiling water

Pour into bottom of 7x13" pan. Slice roll into 1½ inch slices. Place slices with a cut side down into hot syrup. Bake at 450° for 20 to 25 minutes.

Lois' family's favorite fruits are rhubarb and cherries. However apples and other fruits are also good. If rhubarb and cherries are used, add ½ c. extra sugar, sprinkled over fruit.

* * *

Want to know the basic legalities of employment for women and how to file complaints? A booklet entitled, "A Working Woman's Guide to Her Job Rights" is available for 60 cents from the Superintendent of Documents in Washington, D.C. Ask for leaflet 55.

POTPOURRI FAVORITES

ZUCCHINI PINEAPPLE CAKE

Farragut, Ia., listener

Mix:

- 2 c. sugar
- 1 c. oil
- 3 eggs
- 2 tsp. vanilla

Add:

- 1 tsp. baking powder
- 1 tsp. soda
- 1 tsp. salt
- 2 c. grated zucchini
- 1 c. crushed pineapple, drained
- 3 c. flour
- ½ c. raisins, blanched
- Nuts, opt.

Pour into 2 greased loaf pans. Bake 1 hour in 325° oven.

* * *

SOUR DOUGH BISCUITS

Nebraska City, Ne., listener

- 1 pkg. yeast
- 1 c. warm water
- 2 c. buttermilk
- ¾ c. corn oil
- ¼ c. sugar
- 4 tsp. baking powder
- 2 tsp. salt
- ¼ tsp. soda
- 6 or more c. flour

Dissolve yeast and sugar in water. Add remaining ingredients and stir well. Place in covered bowl and refrigerate. Keep up to 2 weeks. 1 c. makes 6 medium biscuits. Measure dough on lightly floured board and knead lightly. Cut out and let rise — will make light biscuits. May be baked immediately, but not as light. Bake on ungreased sheet at 425° until browned.

* * *

TACO SAUCE

Stanton, Ia., listener

- 2 c. peeled and chopped tomatoes (3 to 4 tomatoes)
- ¼ c. chopped onion
- ¼ c. chopped green pepper
- 2 T. chopped, seeded green chiles
- 1 small clove garlic, minced
- ¼ tsp. salt
- ¼ tsp. chili powder
- ¼ tsp. cumin
- 1 c. white vinegar (opt.)

Combine ingredients in saucepan and simmer for 30 minutes, uncovered. Serve hot or cold. May be canned by processing in boiling water bath.

* * *

Did you know that baby oil unsticks adhesive tape from the skin? It also is good for taking off eye makeup and removing ink stains from fingers.

You can use waxed dental floss for lots of things, including restringing necklaces and substituting for thread in emergencies.

ZUCCHINI BUNDT CAKE

Coin, Ia., listener

Mix well:

- 4 eggs
- ¾ c. oil
- 2 c. coarse grated zucchini
- 1 tsp. vanilla
- 1 box chocolate pudding (instant)

Add:

- 1 chocolate cake mix, dry
- Pour into greased and floured Bundt pan.
- Bake in 350° for 1 hour 10 minutes.

VIVIAN'S RECIPES

SUPERB MEATBALLS

- 1½ lbs. lean ground beef
- ½ c. quick cooking rice
- ½ tsp. paprika
- 1 tsp. salt
- ½ or ¼ c. diced onion
- 2 T. hot shortening
- ½ c. water
- 1 beef bouillon cube
- 1 tsp. Worcestershire sauce
- 1 can cr. of mushroom soup
- ½ c. dairy sour cream
- Chow Mein noodles

Combine ground beef with rice, paprika, salt and onion. Shape into 16 balls. Pack into ¼ measuring cup. Brown meat balls in hot shortening. Arrange balls in 1½ qt. casserole. Drain fat from skillet. Combine in skillet, the water, bouillon cube, Worcestershire sauce and soup. Stir until well blended. Add sour cream and pour mixture over meat balls. Cover and refrigerate. Bake, uncovered in moderate oven (350°) for 45 minutes. Serve with hot crispy chow mein noodles. Serves 8. Makes 16 meatballs.

* * *

CARAWAY-RYE CRACKERS

- 1½ c. flour
- ¾ c. rye flour
- ¼ c. salad oil
- 1½ tsp. caraway seed
- 1 tsp. salt
- ½ tsp. baking soda
- 2 T. cider vinegar

About 1 hour or up to 1 week before serving: Preheat oven to 375°. In medium bowl, measure all ingredients and ¼ c. water; stir until well mixed and mixture forms a ball. On lightly floured surface with lightly floured stockinette-covered rolling pin, roll ½ of dough 1/16 inch thick. With a 3½ inch round cookie cutter, cut dough in circles. Place circles on ungreased cookie sheets. Prick circles several times with fork tines. Repeat with remaining dough and scraps. Bake 12 to 15 minutes until light golden. Cool crackers on racks; then store in tightly covered container. Makes about 2 dozen crackers.



James Ross Lightfoot Jr. made his first visit to KMA in August. The occasion prompted this family portrait. Mother Nancy on the left, Jamie, and father and son. Little Jim was born June 17 at the Hamburg hospital.

GINGER DOWNING (at right, who is hoping to make radio her career can be heard filling in as a part-time announcer on KMA. The Shenandoah high school senior is the daughter of Mr. and Mrs. James Downing of Shenandoah.



Ruth Baumgarten, Page County Dept. of Social Services Social Worker, explained the Food Stamp program and talked about a recipe contest on Brenda Kay's **LIVING TODAY SHOW**.

WARREN SWAIN

On Sports

KMA Sports will have another aggressive fall football programming schedule in 1977. Starting September 9, the Friday KMA Sports Show at 5:15 will feature coaches' comments on the key high school football games to be played each week in the KMA listening area.

KMA FOOTBALL FORECAST

The "KMA Football Forecast" will return Friday nights at 7:00 starting September 9. Each week, two different high school coaches in the KMA-area are invited to predict the winners of 18 major college football games. The winner at the end of the season will be awarded a trophy.

KMA H. S. FOOTBALL PREVIEW

KMA High School Football Preview will begin September 23 at 7:15 p.m. The show will feature interviews with the opposing coaches of the "KMA Football Game of the Week."

KMA Game of the Week

The first "KMA Game of the Week" is set for September 23. Air time will be 7:25. Warren Swain and Mac McDonald will again team to bring you all the play-by-play action.

HIGH SCHOOL SCOREBOARD

The "KMA High School Football Scoreboard" is the most comprehensive broadcast of high school football scores in the KMA-listening area. This program is slated to start September 9, at approximately 9:30 p.m. Don Hansen will be the host.



Sports Director Warren Swain rarely runs the control board, but when vacation time came around, he pitched in to help as this picture testifies.

SATURDAY SCOREBOARDS

KMA will feature Saturday Morning High School Football Scoreboards at 7:35 and 10:15 throughout the high school football season. The scoreboards will be a recap of all the Friday night high school football scores.

CYCLONE FOOTBALL

Iowa State Cyclone football will commence September 10 on Radio 960. Warren Swain and Andy Andersen will bring you all the exciting play-by-play action of all Cyclone games home and away. See schedule on next page.

COLLEGE SCOREBOARD

The KMA College Football Scoreboard will follow every Iowa State football game Saturday afternoons.

Computer Kick-Off

College Football—Computer Kick-Off 1977 will be back for its second year on KMA beginning Friday nights at 6:45 starting September 9. Ray Stott's electronic football forecast not only projects who will win but the actual scores as well.

The Pro Football—Computer Kick-Off 1977 series will be aired Saturdays at 12:55 beginning September 17. Pro football winners and actual scores will be projected.

Royals Baseball Schedule on KMA

The Kansas City Royals will wind up the season in October. Their games can be heard according to the following schedule on KMA:

- Sept. 2 — 7:30 p.m. — Milwaukee
- Sept. 3 — 7:30 p.m. — Milwaukee
- Sept. 4 — 1:30 p.m. — Milwaukee
- Sept. 5 — 9:35 p.m. — Seattle
- Sept. 6 — 9:35 p.m. — Seattle
- Sept. 7 — 9:35 p.m. — Seattle
- Sept. 8 — 9:35 p.m. — Seattle
- Sept. 9 — 7:30 p.m. — Minnesota
- Sept. 10 — 7:30 p.m. — Minnesota
- Sept. 11 — 1:15 p.m. — Minnesota
- Sept. 12 — 7:30 p.m. — Oakland
- Sept. 13 — 7:30 p.m. — Oakland
- Sept. 14 — 7:30 p.m. — Oakland
- Sept. 15 — 7:30 p.m. — Oakland
- Sept. 16 — 7:30 p.m. — Seattle
- Sept. 17 — 7:30 p.m. — Seattle
- Sept. 18 — 1:30 p.m. — Seattle
- Sept. 20 — 7:30 p.m. — Minnesota
- Sept. 21 — 7:30 p.m. — Minnesota
- Sept. 23 — 9:30 p.m. — California
- Sept. 24 — 3:00 p.m. — California
- Sept. 25 — 3:00 p.m. — California
- Sept. 26 — 9:30 p.m. — Oakland
- Sept. 27 — 8:00 p.m. — Oakland
- Sept. 28 — 9:30 p.m. — Oakland
- Sept. 29 — 7:30 p.m. — California
- Sept. 30 — 7:30 p.m. — California
- Oct. 1 — 7:30 p.m. — California
- Oct. 2 — 1:30 p.m. — California

Iowa State Football Starts Sept. 10 on KMA

KMA Sports Director Warren Swain will again do the play-by-play of all Iowa State football games this season. He will be assisted by "color-man," "Andy" Andersen, KMA Station Manager.

Games will begin Sept. 10 with the first conflict against Wichita State.

Preceding each game, KMA will broadcast the "Earle Bruce Pre-Game Show."

Listed below is the 1977 Iowa State football schedule:

Sept. 10—Wichita State	1:00 p.m.
Sept. 17—at Iowa	1:00 p.m.
Sept. 24—at Bowling Green	1:00 p.m.
Oct. 1—Dayton	1:00 p.m.
Oct. 8—Missouri	1:00 p.m.
Oct. 15—at Nebraska	1:00 p.m.
Oct. 22—at Oklahoma	1:00 p.m.
Oct. 29—Kansas	1:00 p.m.
Nov. 5—Colorado	1:00 p.m.
Nov. 12—at Kansas State	1:00 p.m.
Nov. 19—Oklahoma State	1:00 p.m.



Dwight Lane, who has been working this summer as an announcer went back to Maryville, Mo., this fall. He is enrolled at Northwest Missouri State University as a sophomore in broadcasting. Dwight's wife, Twyla, who is the former Twyla Davison of Braddyville, will be employed at the college. His parents are Mr. and Mrs. Claire Lane of Blanchard, Ia.



The greatest single problem epileptics face is the lack of understanding by the public of their disorder. To work toward that understanding the Epilepsy Foundation of America, Iowa Chapter, has installed a toll free phone within Iowa for anyone wishing assistance or more information about epilepsy. The number is 1-800-272-6434.

GOODIN THE BUILDER

Mike Goodin, Operations Manager, has proved to be quite a construction man. This past spring he started a project — remodeling and building a family room addition to his home. Now nearly completed, it measures 23 by 15 feet and features a brick fireplace at the south end and a screened porch on the west. The only help Mike had was in the framing of the room. The rest he did from digging the foundation to putting up the wallboard and painting. He is especially proud of the fireplace which he laid brick by brick. The picture shows him with his daughter, Angela, outside the new room.

FEEDBACK

By NED DERMODY

There is something about the dog days of summer that is depressing. The fish don't bite. The weather is usually lousy . . . too hot, too rainy, or too muggy, and everybody seems a bit lethargic even though it's a busy time. Merchants are busy with school sales. There are county and state fairs all over the place. Football practice is underway and Congress is on vacation.

This is a fairly typical dog day summer . . . in a rather untypical year. One of the major newspapers . . . we read . . . asked the question what happened to February? They noted . . . perhaps correctly that there really was no February this year . . . and everything as a result is a month ahead. August has been cool . . . and we could be in for a long autumn. Well, cool or not . . . the fish still aren't biting and everybody is still a bit lethargic. It has occurred to me that maybe this has been a silent August . . . due to the strange quiet that has fallen over the great state of Nebraska. This is not to say they aren't busy in Nebraska. They are. But they are also very quiet. It is most intense in Lincoln . . . the state capital.

Normally, those of us in southwestern Iowa are inundated as early as May with

long profiles, depth charts, prospects and past history of Nebraska Cornhuskers. Football, after all, is a sublime pastime in Nebraska. They like nothing better than recalling past glories and anticipating one more superlative year . . . another national ranking . . . and the usual Big Eight donnybrook.

Ah, but this year, the Big Red boosters are quiet . . . strangely silent. They are so quiet in fact, that we don't trust them. The quietness however has made a vast wasteland of the Omaha World Herald sports pages and the most vocal of graduates simply won't commit themselves to what kind of season they face. You must remember, of course, that Cornhusker football is a year-round passion in Nebraska, an all consuming flame that, it is said, unites the state from the Missouri River to the sand hills of the panhandle. Well, it appears that this year . . . Nebraska football is an unknown quantity. Virtually all of the experts expect a good team from Nebraska but not a superlative one and Cornhusker fans are used to very good teams. The silence would seem to indicate that the experts are right.

We don't want you to think we are happy about the Nebraska situation. We are in fact ambivalent except when they play Missouri. We don't hate the Cornhuskers. We reserve that emotion for the Yankees and the University of Kansas.

That after all is only natural for a Missouri native.

We are confident that if Nebraska kicks the season off well the papers will again be full of red . . . and column after column of recapitulation, that every play will be reshaped on television and each player will be asked those atrociously trite questions that only television sportscasters can ask. But as for now . . . we're enjoying the silence.

DERMODY FAMILY

Several years ago, The KMA Guide ran a picture of KMA News Director Ned Dermody's children on the front cover. The children have changed quite a bit since then. This picture was taken at the Earl May Seed and Nursery Co. Open House at the Test Garden in July and shows the Dermody's sporting KMA Radio T-shirts.

Left to right are Patrick, 13; Diane, 14; Tom, 11; and in front, little Amy, now 5.



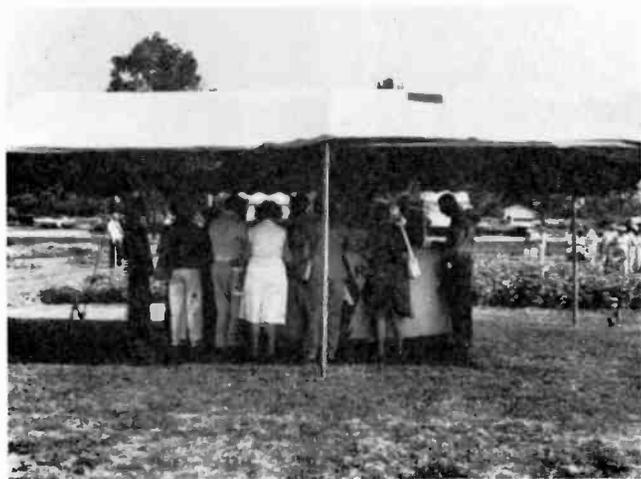


General view of Trial Gardens at Earl May Seed and Nursery Company's Open House.

20th Annual Open House

On July 17, a crowd of 9,000 people walked around the 76 acres of flowers and other plantings at the 20th annual Open House at the Trial Gardens of Earl May Seed and Nursery Company.

These pictures show some of the flower beds, viewing stand and registration booth.

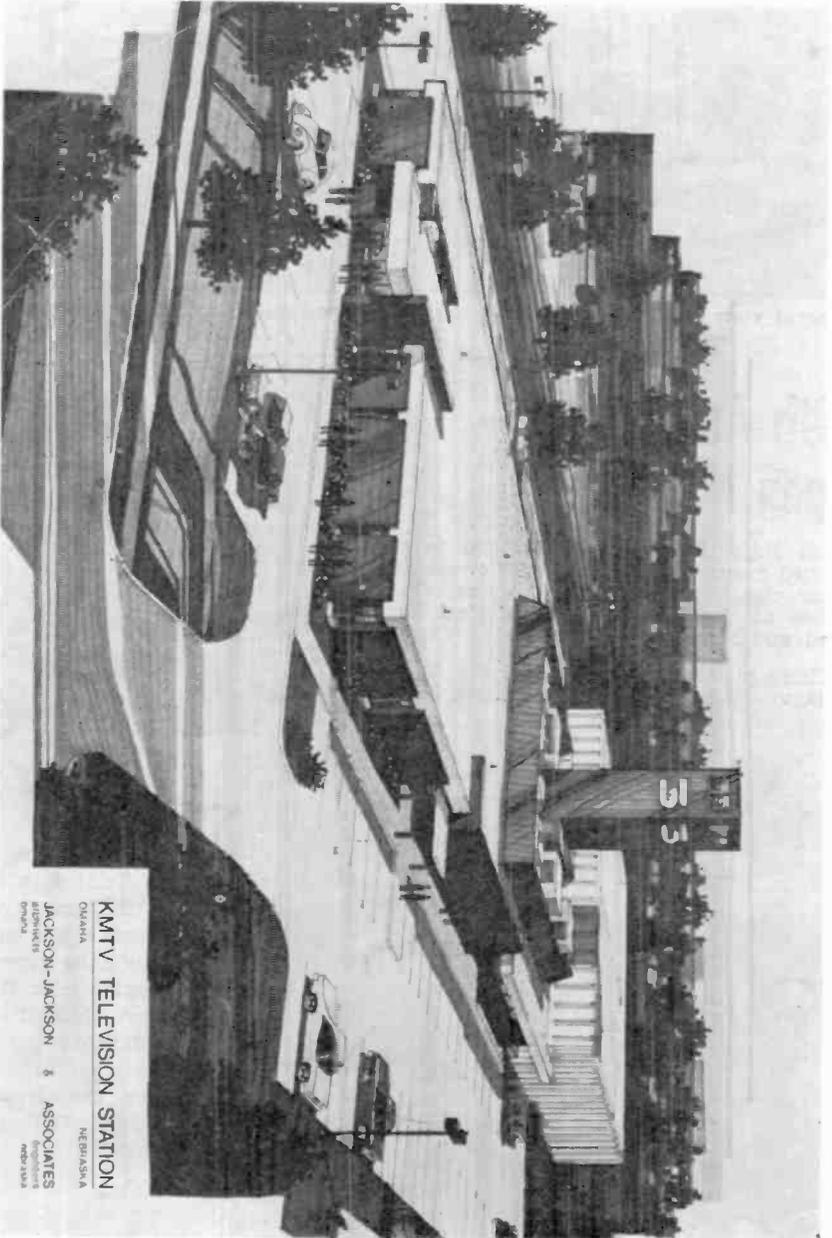


Visitors are welcome at the Trial Gardens throughout the growing season. The flowers are beautiful and the rains have improved some of the plantings. But hurry because that first frost, according to some, could be just around the corner. Soon after the frost ruins the blooms, the grounds are cleared.

POSTMASTER

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KMTV TELEVISION STATION
OMAHA, NEBRASKA
JACKSON-JACKSON & ASSOCIATES
ARCHITECTS
OMAHA, NEBRASKA

May Broadcasting Company is building a new station for KMTV, Channel 3, in Omaha. The picture above is the architects' conception of the way it will look when completed. Ed May writes about the new television station in his column on page 3.