

MISS KMA
Carol Ann Greenlee



the

KMA GUID

October, 1965

COVER PICTURE

The KMA Guide

Vol. 12

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Miss KMA — Carol Ann Greenlee . . . in her beautiful mink stole and wearing her tiara as Queen of Shenandoah's Farm-Industry Day. Carol Ann represented the state of Nebraska, having won the regional contest held in Auburn, Nebraska on August 28. Regional contests were also held in Missouri, Kansas, and Iowa to select one girl from each state to compete in the final contest in Shenandoah when KMA celebrated its 40th Anniversary Celebration and Farm-Industry Day was held by Shenandoah merchants. Carol's husband, Merrill, is a senior at Peru, Nebraska State College where they reside. They have a young son 14 months old.

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Miss KMA finalists with KMA station manager Norman Williams are guests of Harriet Olson on KMTV "Conversations" program. Harriet is wearing the coveted mink stole, soon to be awarded.

Pictured above, Miss KMA finalists were feted to a day of sights and sounds in Omaha on Friday, September 17 as guests of KMA and sister television station KMTV. After appearing on the 12:35 noon-time "Conversations" program, the girls and their escorts had a full tour of the television facilities at KMTV. The group, which included mothers of two of the girls and husbands of two, had lunch at the Orleans Room of the Blackstone Hotel before journeying to the Omaha Playhouse. Ken Wilson, General Manager of the Playhouse played the part of a very genial host, showing his guests the entire theatre facilities of the famous thespian organization. It is

interesting to note that the Omaha Playhouse is also celebrating its 40th Anniversary, having originated the same year as KMA . . . 1925. Norman Williams, manager of KMA, who was host of the entire day, was President of the Playhouse until his move to Shenandoah as KMA station manager.

Following their sightseeing tour, they stopped at Sam Nisi's Sparetime for dinner and on to the Cooper Foundation Theatre for "My Fair Lady". They over-nighted at the Lamplighter and journeyed to Shenandoah the following morning in preparation for the big day . . . the selection of Miss KMA.



A Chat With Edward May

I hope you liked last month's special edition of the KMA Guide. I am sure it brought back many memories to thousands of loyal KMA listeners who have followed the progress of KMA throughout the years. So many interesting things have happened it was difficult to decide what items had to be left out of the special edition. Perhaps these can be covered in future issues. For example, far more space could have been devoted to the famous "jubilees" which attracted thousands of people to

Shenandoah. These jubilees were fantastic. An example of a big jubilee was the free pancake week of 1928, which brought 100,000 people in to Shenandoah. Just as a matter of interest, the following items were served: 138,624 pancakes, 500 gallons of syrup, 2,490 pounds of bacon, 1,475 pounds of prunes, 1,000 packages of cereal, 600 pounds of coffee, 900 pounds of sugar for coffee, 308 gallons of cream for coffee and cereal, and 611 pounds of butter. That was the jubilee of 1928.

KMA's 40th Anniversary reminded me of the former jubilee days, and I hope you were one of those who helped us celebrate our 40th Anniversary the 18th of September. It was a memorable day for KMA and made possible by you and thousands of loyal KMA listeners. To you, I say, "thank you."



Above — Edward May, president of the May Broadcasting Company, presents his mother, Mrs. Earl May with a beautiful bouquet of roses following her welcoming speech at the main afternoon program on the outdoor stage.



Traveling all the way from Schaller, Iowa, Mr. and Mrs. Glenn Allen with their grandson Dale Stille felt compelled to attend our 40th Anniversary Celebration. The reason . . . they were married in the KMA Auditorium 36 years ago.

Frank Comments

By FRANK FIELD

KMA's big 40th Anniversary celebration has come and gone. In spite of threatening weather, the crowd would compare favorably with the old-time Jubilee crowds of the late 20's and early 30's. It was impossible to even estimate the number and the guesses range all the way from 20,000 to 40,000 with the exact number lying somewhere between those two figures, probably about half-way.

On account of the drizzling rain during the morning, those events which had been scheduled for the outside platform, were moved into the old auditorium which hadn't been used for more than two years. About noon the rain stopped, the sun came out, and the rest of the program was moved back outdoors again to the big platform in the street. Of course, you Guide readers who were here that day, know all this all ready, but I thought it might be interesting to those who couldn't make it.

Jennie and I are about ready to wind up gardening for this year as the freezer is full to overflowing and the fruit cellar

won't hold another jar of canned goods. The lima beans and the tomatoes are still producing heavily but the tomatoes are cracking pretty badly due to the long, continued wet weather the first three weeks of September. This cool, wet weather was just exactly what the lima beans needed though, and I have never seen them produce like they have this year. They are the Fordhook No. 242 which is my favorite of all the limas. They were planted about the middle of May and we have been picking them since the middle of July and they are still blooming quite heavily. Just as soon as it dries up a little more, I will start taking down the bean poles and the tomato poles and getting ready for the fall plowing which is a must.

AT RIGHT — Billie McNeilly introduces Frank during indoor stage shows. On his morning show Frank said it was raining (it was) . . . it might or might not rain some more (it did and it didn't) . . . no one would get sunburned (they didn't) . . . but come on to Shenandoah anyhow (they did). How right can you get?



AT LEFT — To give you an idea of how little effect the drizzle had on dampening folks spirits . . . in fact increasing the fun . . . the youngsters here are all seated comfortably on rainwear on a little ledge in the shelter of the Old Armory Building. They have just been through the Barbecue line with their parents. Pictured are Suzy and Sherry Zentic, Terri Rexroth, Mike Zentic and Stephanie Rexroth. M-M-m-m, good!



with
Jack
Gowing



Last month KMA celebrated its fortieth anniversary and even though the weather wasn't the most cooperative, everything came off as planned. Due to the rains early that morning we hurriedly began moving everything into the famous KMA Auditorium.

It was in the Auditorium that so many people came to see and hear KMA down through the years. This day brought back many memories for lots of people. I can't go back forty years but I do remember many of the old radio programs in that auditorium.

I did some checking back and forty years ago the farm implement ads were telling about the advantages of the walking cultivators, some of course were telling about riding cultivators. Walking plows were quite common and the sulky plow was mentioned in many of the advertisements.

Farm sale bills listed work horses and gave quite a lot of descriptive detail about the horses.

Our pictures on this page this month show just a small part of our KMA 40th Anniversary Celebration. You'll find many others throughout the Guide. One shows the square dancers performing in the KMA Auditorium. We had square dancers from the



Red Oak Buckles and Bows, the Clarinda Circle Eight, and the Shenandoah Pairs and Squares Clubs.

The other picture is of the pie eating contest. There were 18 entries and 18 pies disappeared real fast. You'll see the winners' picture on page 15. Jim Ross, who was MC of the pie-eating, is now a member of our farm service department. Jim will work with me in covering the farm news and meetings and will take over the 12:30 to 1:00 p.m. daily "Midwest Farmer" program. We're covering a lot of ground and many things are happening in the farm world of today, so join Jim and me every day, Monday through Saturday.



Miss KMA - Queen of Farm-Industry Day



The vote of the people in attendance at KMA's 40th Anniversary Celebration and Shenandoah's Farm-Industry Day decided who was to become the winner of the final Miss KMA beauty contest. The four girls from Iowa, Nebraska, Kansas, and Missouri were not identified by name . . . only A, B, C, D. They appeared at the various activities . . .

. . . first in sports clothes as seen above on the stage of the KMA Auditorium in the morning. Plans to appear at the tractor pull were rained-out. At left they appeared on the KMA-May Seed Company float in the parade in street dress. The girls had a long, arduous day of public appearances. Their presence at the functions was delightful, adding a finishing touch of beauty . . .



. . . during the main afternoon program the balloting ended and shortly the winner's name was announced by Edward May. At left is the moment Carol Ann Greenlee was named. The camera caught their reaction of surprise and happiness . . . and Carol's astonishment!

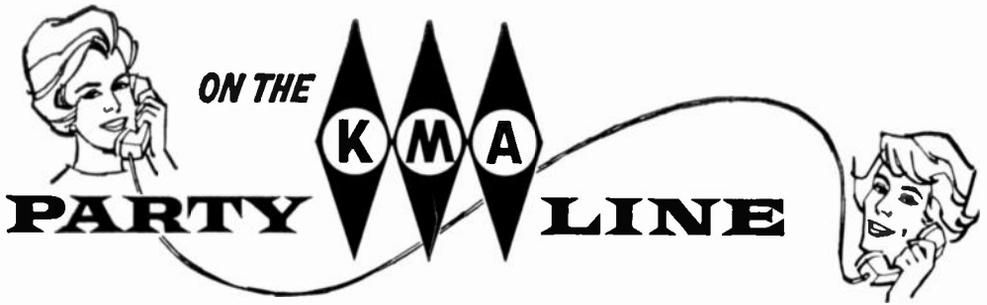
Moments later Carol Ann is pictured shedding tears of joy as she shakes hands with Ed May. Mrs. Earl May is standing by, ready to present Carol the coveted mink stole. Also Chamber of Commerce President, Bill Bennett is at left ready to crown Carol as Queen of Farm-Industry Day on behalf of Shenandoah.



Carol's husband Merrill joined her on the stage to give her a strong shoulder to lean on during the emotional moment. The crowd shows all smiles and applause for our lovely Miss KMA. Instants later the Greenlee's 14 month old son was scooped up to his mommy's side. Everyone was so happy for this lovely family.

At right, our four lovely girls with KMA station manager Norman Williams following his presentation of silver loving cups to each of the other contestants. We are so proud of them; each represented their home state beautifully. L to R: Terry Lynn Crain, Maryville, Mo.; Carol Ann; Alene Hageman, White Cloud, Kans.; and Phyllis Siefert, Coin, Ia.





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

by Billie McNelly

People, people everywhere . . . and everyone had a wonderful time! Our 40th Anniversary Celebration was most gratifying . . . even if I did have a hard time keeping my shoes on toward evening. We have so many people to thank for making the event a success I don't believe we could list all their names on these two pages. **ED MAY** is going to be very busy when he returns from his trip sending out personal notes to everyone who played a part. Particular appreciation should go to the Shenandoah Merchants and many local citizens who pitched in and worked like horses, as they do every year, to put on a bang-up Farm-Industry Day Celebration. We could take pages telling about heart-warming incidents of friendliness, cooperation, dilemmas, creative genius, generosity, and back-breaking effort that went on be-

hind the scenes. The celebration was a marvelous example of community spirit . . . the kind of folks you find out here in the great midwest. We did our best to show you a good time.

Pictured below is the Strategic Air Command Band of Offutt Air Base giving one of their wonderful concerts following the parade. Their versatility and musical ability is very enjoyable listening. Members of the band volunteer for this service. To give you an idea of their quality, many are former members of "big name" bands. We certainly enjoyed having them with us, and will look forward to hearing them again wherever they appear in the area.

Here's a topper to those famous ironic situations . . . on page 12 of the September, Special 40th Anniversary Edition, of the KMA Guide we showed a picture of one



of KMA's first farm remotes. This particular remote, with **MR. MAY** in attendance, was held at the **JOE O'HARA** farm near Shenandoah, which wouldn't be an item of second mention except for the fact that the barn in the picture burned during KMA's big celebration. Programs were interrupted to find Joe O'Hara and inform him of the fact. We're all sorry the O'Haras lost a barn, but this writer can't resist a quip. "That was quite a barn burner".

Speaking of old time advertisers on KMA, we not only slipped up a little, we slipped up a lot when the Opitz Motor Company of Clarinda, Iowa was inadvertently omitted from our "12 years and more" advertisers' page in the 40th Anniversary issue of the Guide. The Opitz Motor Company, which brings you **DEAN NAVEN'S** all-important 7:00 a.m. News, has not only been on KMA over 12 years . . . they have been a regular KMA advertiser for 24 years. These fine business folks registered nary a complaint for the omission, but we certainly want to rectify their standing as one of the outstanding business firms in the midwest, and our oldest local advertiser.

BILL BERNING of Bernings Cafe in Shenandoah is pictured with a tray of gooey banana cream pies he baked for the hilarious pie-eating contest. Bill looks like one of those "slapstick pie-throwers" getting ready to heave a "facefull" at someone. Heard after the pie-eating contest: (Bystander to one of the young contestants) "How was the pie?" (Contestant) "Good! Where can I clean up?"

BILLY WALKER, Grand Ole Opry star and featured performer at the celebration, was called on to fill in part of the main program as an emergency. Following the afternoon parade, the SAC Band was scheduled to give a concert on the stage as the first item of entertainment. But, their instruments got sidetracked somewhere in the traffic following the parade and the show was being held up till the instruments were found. KMA Production Manager **WARREN NIELSON** asked Billy if they could do an interview while the instruments were being located. Billy said sure . . . so Warren and Billy started talking (pictured). They visited for t-w-e-n-t-y minutes before the instruments showed up. Their unscheduled interview developed into an impromptu "This is Your Life" visit with Billy . . . It turned out to be very interesting! It went off so smoothly no one was aware anything was amiss.

A hearty welcome to Shenandoah come Sunday, October 10 for **REV. THEODORE EPP** and his Back to the Bible radio Choir. Rev. Epp and his Back to the Bible group will hold a radio rally in Shenandoah to celebrate 25 years of broadcasting on KMA. Be sure to attend this wonderful program which will be presented at 3:30 in the afternoon at the Old Armory. Rev. Epp has founded one of the outstanding organizations in the world to spread the word of the gospel.

A glimpse into the crowd during the parade on Shenandoah's Farm-Industry Day, and KMA's big 40th birthday celebration that brought a smile to many, and a tear to a queen's eye. Queen **CAROL'S** little dark eyed son spied her on the May Seed Company float, and held up his arms crying "Mommy". He hadn't seen her for a day and a half . . . and that's a lifetime when you're 14 months old, and your mommy is as pretty as Carol. He was seen crying very wet tears all over her mink clad shoulder shortly after the crowning . . . and their welcome reunion (see page 7).



A Letter From Billie McNeilly

Hello out there!

Another big KMA event has gone by, and this issue of the Guide is filled with a picture story of the 40th anniversary celebration. It was my pleasure to conduct the "Woman's World" program from the stage of the Mayfair Auditorium, along with some fine vocalists, Ralph Childs, Warren Nielson, Ed May, J. D. Rankin and others. I know how pleased you were with the appearance of Adella Shoemaker on that same program. Adella is as sweet and friendly as ever, and has promised to come and do a program with me soon. Her present life as a high school teacher is a happy one, and her association with the younger generation seems to have a lightening effect upon her. Our thanks to Adella.

We missed Doris Murphy, who always put both shoulders to the wheel to make such an event a great success. We missed her smiling face among us, but we know she is happy "back East", with those adored grandchildren. Now I am pleasantly involved in plans for our regional conference of American Women in Radio and Television, which will be held in Omaha this month of October. More about that on the program and in the next Guide.

Son John has been to Louisiana, as "guest" of the Air Force, and it has been a break in the monotony of the same old air base for him. He hopes to join Reg and me in our trek to the west this fall, and have a visit with his grandparents and the rest of the Cisney family out there. Marcie and Ed are busy and happy. She is getting pretty good at baking and cooking, and enjoys entertaining in their attractive apartment. Donna is appearing in a stage play in Lincoln, Nebraska, with the Lincoln Playhouse Group. She loves this sort of thing, and throws herself into it. Little Jerry started school this fall, and loves it. He was more than ready for kindergarten,

as many children are at his age. Donna reports that Chris is a lonely little fellow when his big brother leaves him for the halls of learning each day. That's quite an adjustment for the whole family, as most of you already know. Still seems strange for me not to have a youngster in school!

I must make room for the pictures we've selected for the column, so will cut things short this time. Have a pleasant month of October. Enjoy the flaming colors of fall, the nip of frost in the air, and the bountiful harvest of vegetables, and fruit. And how's about a cup of chilled apple cider to top off October.

See you in another month.

Busily,

Billie



ABOVE: Former KMA Homemaker, Adella Shoemaker, is presented corsage by Billie after introduction to audience.



LEFT: Taking the mike into the audience, Billie interviews people attending 40th Anniversary Celebration.

Billie's Kitchen Tested Recipes

APPLESAUCE CAKE

- 1/2 cup shortening
- 1 cup sugar
- 1 egg, beaten
- 2 1/2 cups sifted cake flour
- 1 teaspoon baking powder
- 1/3 teaspoon salt
- 1/2 teaspoon cloves
- 1 teaspoon cinnamon
- 1/4 teaspoon nutmeg
- 1 teaspoon soda
- 1 tablespoon warm water
- 1 1/2 cups applesauce
- 3/4 cup chopped raisins
- 3/4 cup chopped nuts

Cream shortening; add sugar gradually and continue creaming until light and fluffy. Add egg. Sift together flour, baking powder, salt, and spices. Dissolve soda in 1 tablespoon warm water and add to applesauce. Add flour mixture alternately with applesauce to creamed mixture. Stir in raisins and nuts. Pour into 3 greased 8-inch layer cake pans. Bake in moderate oven (350 degrees) 25 to 30 minutes. Spread layers with Fluffy White Frosting and cover top and sides of cake with the same frosting. Sprinkle chopped nuts on top of cake.

FLUFFY WHITE FROSTING

- 1 cup granulated sugar
- 1/2 cup boiling water
- 3 egg whites
- 1 cup confectioners' sugar
- 1 teaspoon vanilla

Boil granulated sugar and water together rapidly until the syrup forms a soft ball (238 degrees). Whip egg whites, adding gradually 1/3 cup of the confectioners' sugar and beating until the consistency of a meringue. Add syrup gradually, beating constantly. Beat until mixture is thick and creamy. Add remaining 2/3 cup of confectioners' sugar or until frosting will hold its shape when spread. Add vanilla. This frosting can be kept in a covered container in the refrigerator for several days. Then, before using, add a small amount of hot water to make a smooth mixture.

* * *

ALMOND MUSHROOM SAUCE

- 4 tablespoons butter
- 1 tablespoon chopped onion
- 1 cup chopped fresh mushrooms
- 4 tablespoons flour
- 1/2 teaspoon salt
- Dash of pepper
- 2 cups Chicken Stock
- 2 teaspoons lemon juice
- 1/2 cup chopped toasted almonds

Melt butter; add onion and mushrooms. Saute, then add flour and blend well. Add salt, pepper, and chicken stock. Cook until thick and smooth. Add lemon juice and almonds. 3 cups.

BAKED INDIAN PUDDING

- 1 quart milk
- 1/2 cup yellow corn meal
- 1 teaspoon salt
- 1/4 cup molasses
- 1/2 cup sugar
- 1/4 teaspoon cinnamon
- 2 tablespoons butter

Scald 3 cups of the milk; pour over corn meal to which salt has been added. Add molasses, sugar, cinnamon, and butter. Mix thoroughly. Turn into buttered 1 1/2-quart casserole. After pudding has been in oven 20 minutes, pour in the remaining cup of cold milk and stir carefully. Bake in very slow oven (250 degrees) 5 to 6 hours. Serve warm with whipped cream or ice cream. 6 to 8 servings.

NOTE: To insure proper consistency, stir carefully four or five times during first 1 1/2 hours of baking. The pudding is very thin when put in the oven, but don't be alarmed — it will thicken and caramelize as it bakes.

The long slow baking is the secret of success with this old-fashioned New England pudding. It brings out the smooth caramel flavor and a texture like velvet. Hurried cooking at high temperature fails to develop the delicate flavor and the product will be syrupy and tasteless.

* * *

ROLLED PECAN NUT WAFERS

About 2 1/2 dozen

- 1/3 cup shortening
- 1 cup light brown sugar
- 2 eggs, well beaten
- 1/4 cup sifted flour
- 1/4 teaspoon salt
- 1/2 cup finely chopped pecans
- 1/2 teaspoon vanilla

Cream shortening; add brown sugar and beat until light. Blend in the beaten eggs. Sift flour and salt together and add to creamed mixture. Add pecans and vanilla and mix thoroughly. Drop from teaspoon on the bottom of inverted oblong pans, 13x9 1/2 inches, that have been greased lightly. Put only 3 on pan at a time, so as to leave plenty of space between the wafers; they spread very thin in baking. Bake in slow oven (325 degrees) 5 to 8 minutes. Allow to stand a few minutes before rolling. Roll over handle of wooden spoon while still warm. You will have to work quickly before wafer becomes too crisp to roll.

Though these rolled pecan nut wafers take a little time to make, they are worth the effort. They are crisp and delicate and have an unusually good flavor. They make an attractive addition to a tray of tea cookies.

B. Walker, L. Manning — Crowd Pleasers



Two big shows featuring Grand Ole Opry star Billy Walker and guest recording artist Linda Manning headlined the day of stage entertainment during KMA's 40th Anniversary Celebration and Shenandoah's Farm-Industry Day. The first show was 11:30 in the morning. Due to the rains, it was moved indoors to the KMA Mayfair Auditorium. Live entertainment hadn't been seen in the famous KMA facility since 1954.

Billy and Linda and their group played to a packed house. It was originally not intended to open the balcony, but the press of the overflow of people made it necessary to open the added seating.

The afternoon program was scheduled for 4:30. By this time the sun was shining and the rains had stopped. The show was moved to the outdoor stage along with the main program and wrestling matches. So many people were in the crowd, the audi-



torium could not have held them all. Estimates ran as high as 7,000 people at the show. One delightful event was an extemporaneous duet by Billy and Linda. They had never sang together before; a real treat which was enthusiastically received by the audience. A surprise event was when Ed May, president of the firm, joined Billy in singing a hymn, much to everyone's delight.



ABOVE — During morning program Iowa Congressman John Hansen spoke to the auditorium audience. Seated on the stage to his right are area committee workers of the Democratic Party.



RIGHT — During the main program in the afternoon, Iowa U. S. Senator Jack Miller spoke from the stage. The audiences were given some interesting and aggressive legislative viewpoints by both political figures. They got right to the point and hit hard with discussions of great interest to people of our area.

BELOW — Attesting by the crowd, the wrestling match between Mad Dog Vachone and Reggie Parks was a real knock-down, rough-and-tumble bout. These two top wrestlers really had the grunt and groan fans excited. Reg, who hails from Melbourne, Australia took two out of three falls by disqualification of Mad Dog, who was up to his hair-raising, ornery best.



KMA Program News for October

KMA Football

HIGH SCHOOL —

HAWKEYE SEVEN GAME OF THE WEEK

With Pete Howard and Dean Naven

FRIDAY NIGHTS —

7:15 Football Warmup

7:30 Game of the Week

10:15 Sports Scoreboard

SATURDAY MORNING —

7:45 High School Scores

SATURDAY AFTERNOONS —

IOWA UNIVERSITY

KMA will carry the complete schedule of the Hawkeyes

1:15 Iowa Hawkeyes —
College Scores

5:00 Johnson Scoreboard

6:45 Johnson Football Finale



Two of the outstanding square dance callers in the area were in charge of the stage show square dancing in the KMA Auditorium during the big celebration. Dennis Boldra and Keith Evans paired up to really keep the old halls bouncing. Their duet singing calls were excellent. Their demonstration was one of the finest ever seen.

Darel Bargar Joins Announcing Staff



DAREL BARGAR, above, is the newest addition to the KMA announcing staff. Darel joins us from Lincoln, Nebraska, which is his home town. He attended the Hal Styles School of Radio Broadcasting at Beverly Hills, California following service in the Navy during WW II. Darel brings a versatile background of radio and TV experience to KMA. He has worked with several stations as announcer, newscaster, and in other capacities. He is single. His music program is heard every afternoon, Monday through Saturday, from 1:20 p.m. until 5:45 p.m. Darel presents a very smooth style on the air and has lots of good music and listening, so join him as your musical host every afternoon on KMA. We think you'll like his company . . . we do.

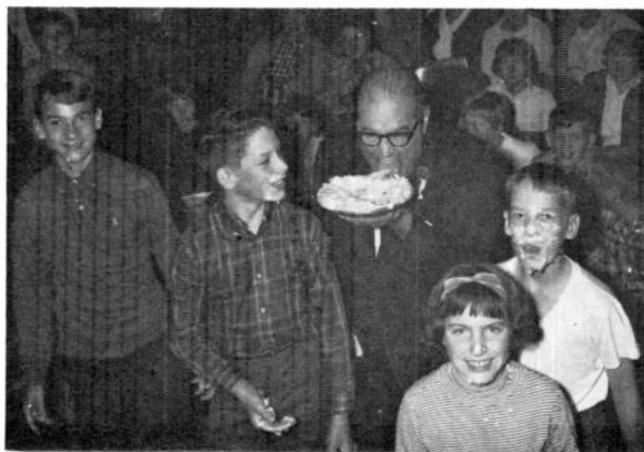
Stage Shows - Fun - Packed House



BARBERSHOP HARMONY . . .

Three barbershop groups including a group of gals presented a very fine program of good old-fashioned barbershop singing. At right are the Dynamos from Rock Port, Missouri. Below are the Harmonettes also of Rock Port. Also appearing were the Braddyville Quartet. Starting with the Tractor Pull on main street at 8:30 in the morning, there was something going on all day long during the big celebration. Stage shows started at 10:30 with Billie McNeilly's program live with the Barbershoppers. The Bil-

ly Walker show at 11:30. Square Dancers and political figures joined Ed May live at 12:15 with the grand finale before the parade, the pie-eating contest (winners below) at 1:15. Following the parade, which was one of the best ever in spite of early morning rains, the main program took up again at 3:00 p.m. SAC Band Concert, introduction of dignitaries including officials of KMA, political figures, the crowning of Miss KMA and Queen of Farm-Industry Day; this was followed by wrestling and a final Billy Walker Show. At 8:00 in the evening



there were two dances held simultaneously; one for the youngsters and a square and round dance for all ages.

PIE-EATERS — pictured is Chamber of Commerce President, Bill Bennett, about to demonstrate pie-eating talent of his own. L to R. Randy Williams, Red Oak (3rd), Greg Staples, Blanchard (2nd), Leanne Tyler, Lenox (special prize), and Ronald Wells, Corning, Iowa (1st). Prizes were \$25 Savings Bond, \$10, \$5, donated by Berning's Cafe and a special \$5 prize donated by the Chamber of Commerce.

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"Return

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A portion of the huge crowd converges on the outdoor stage as Ed May, President of the May Broadcasting Company, welcomes visitors to KMA's 40th Anniversary Celebration and Shenandoah's Farm-Industry Day September 18. The size of the crowd

and the festive atmosphere were reminiscent of the old Jubilee Days. Afternoon parade route was packed with people the full length of the route, all the way to Highway 59 at the west end of the city.