

The **KMA GUIDE**

August, 1966



KMTV
JUNE 1966

KMA
enters its
42nd Year
August 12

COVER PICTURE

The KMA Guide

Our August cover picture was taken June 23rd, at ceremonies marking another milestone in progress for the May Broadcasting Company. Mrs. Earl May, Chairman of the Board, and Ed May, President of the firm are pictured at the laying of the cornerstone of the new KMTV tower northwest of Omaha. Before placing the cornerstone, Mrs. May inserted several historical documents and pictures into a "time capsule" which was placed under the cornerstone. Mrs. May and her husband, the late Earl May, founded KMA in 1925. KMTV went on the air in 1949. The new tower, 1345 feet high, will be erected in the next few weeks and become operational in September. The new giant needle in the sky will extend service by 4500 square miles and improve color and black and white signals in areas now covered. Also assisting in the ceremonies were Owen L. Saddler, executive vice president and general manager and Ray Schroeder, vice-president of engineering of the May Broadcasting Company.

AUGUST, 1966

Vol. 13

No. 7

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

Company Bus Transports Tour Visitors



The Garden Club of Ridgeway, Missouri was among the first to use the new May Seed Company bus which was recently purchased to transport tour visitors. They are pictured in front of the Shenandoah Garden Center and retail store. Our friends from Ridgeway are taking advantage of the all-day conducted tours offered by KMA and the May Seed Company. The tours are conducted every weekday by hostess Isabella Hanzlick. The tours usually start in mid-morning with trips through the nursery grounds and greenhouses, KMA Radio Center, the May Seed Company Trial Gardens, with many stops along the way to visit beautiful home gardens.

If your group is interested in one of these all day tours, you may make arrangements by sending a self-addressed stamped envelope to Mr. Paul Foster of the May Seed & Nursery Company in Shenandoah. He will forward you a reservation form to fill out. The form includes such information as how many there will be in your group and if you wish to make reservations for lunch at one of the local restaurants.

We certainly welcome your visit and will try our best to make your day enjoyable and informative. As you see, we have transportation waiting for you when you arrive. Come and see us.



A Chat With Edward May

Hello. This is Annette May, writing from south of the border, in Mexico, and I am very happy to write and share my experiences with you.

I find Mexico to be full of extremes. The variations depend to a large extent upon what part of the country you happen to be. I spent the first three and a half weeks in North Central Mexico in the town of San Miguel de Allende. Here I attended an Art Institute, which is located in a former hacienda (ranch house) of the Governor of the State of Guanajuato.

The town of San Miguel seems to be a center for retired Americans. The Art Institute, being an English speaking school, also draws many American students. It was enjoyable meeting many new people but, frankly, I would have liked it better had there been more of a Mexican atmosphere where I would have learned more about the customs of the country.

I enjoyed San Miguel but I was delighted to have the opportunity to accompany some friends to Mexico City. The capital city was the ultimate destination. We traveled by bus which is a different experience in Mexico but a wonderful way to see the people and the countryside. We rode four hours

through the Valley of Mexico into the capital city.

My traveling companion is Pamela Powers, a personal friend and neighbor from Shenandoah. At the time of writing this letter, we have been in Mexico City for a week and a half and have proven to be veteran tourists. The city is full of many interesting things. If you happen to enjoy art, it is a Mecca for this type of thing, and much of the art is in mural form picturesquely depicting the historical events of the country, which, at times, have been rather violent. The Mexican people proudly tell you they have some of the world's renowned muralists. In addition to the murals, there are also the pre-Spanish cultural remains which are most easily seen in the outstanding Museum of Anthropology and at the Pyramids of Teotihuacan. At the latter, we climbed the Pyramid of the Sun, and were incredibly surprised when later we found this is the equivalent of climbing the steps of a ten-story office building.

We spent a different but most interesting evening when we were taken to the part of town where the "mariachis" work. These are small musical groups who generally work with a guitar, violin, and trumpet, and sing traditional folk melodies. These are professional musicians who are hired to entertain by serenading. The musicians are men who usually wear a colorful costume, consisting of black pants and jacket, trimmed in silver ornaments extending down both legs from hip to ankle. Their style of music is similar to the popular music of the United States played by The Tijuana Brass. I find all of the Mexican people to be extremely musical, and find the "mariachis" to be very entertaining.

We have seen a great deal and perhaps have done as much as one can do in a relatively short period of time. There is much to do, and I have certainly enjoyed all I have done so far.

Sincerely,
Annette May



The Castanos, old friends of the family, host Pam Powers and Annette May in Mexico. L-R: Luis Castano, Pam, Fausto Castano, Annette, Mrs. Castano, and Mr. Garcia Pena are pictured in a grotto cafe near ancient Aztec ruins.

Frank Comments

By FRANK FIELD

I talk so much about my garden that I thought you folks might like to see how it looked the middle of July. The 2 pictures on this page were taken on July 19th, just after we had received a nice rain amounting to 1.10 inches, in fact, it was still sprinkling while I was taking them.

Reading from left to right; the first 2 rows are Fordhook Lima Beans. Next is a row of Baby Canning Beets which have practically all been pulled and made into Jenny's pickled beets. Next come 2 rows of Contender Green Beans which are just about through bearing, however, with this good rain last night they will probably pep up and give us at least one more good picking. Next is a row of potatoes consisting of 5 different new numbers which we are trying out. Next is another row of Baby Canning Beets and another row of potatoes. These are the new russet variety, Norgold. Next is a row of cauliflower which is just starting to head a little, but are not yet tied up. Next is a row of Roma Tomatoes which will all go into catsup and chili sauce. Next is a row of cucumbers, the first few hills are Mrs. Pickler and the balance is Hybrid Triumph which we like very much.

Next come 3 rows of sweet corn which were planted in blocks across all 3 rows,

so as to get good pollination. Those short plants at the extreme right are Pride of Canada, which came in about the 1st of July right on schedule. The rest of the row consists of short blocks of Dinner Belle and Hybrid Stowell's Evergreen, planted at different times so as to stretch out the season.

Now drop down to the lower picture; the sweet corn here is at the extreme left of the picture. Next comes a row of Hybrid Sun-Up Tomatoes and then 2 rows of staked tomatoes, including 6 different varieties in all. Next comes a row of Tokyo Bell Peppers which we started picking on the 4th of July and will continue to produce heavily clear up until frost. Next is another row of Fordhook 242 Lima Beans which are blooming nicely, but are not setting on pods yet because of the terrific heat we've been having. At the extreme right is a late planting of Iochief Sweet Corn, which will come in late in September.

The tomatoes have not been setting on at all well during this extreme heat, as tomato blossoms will not pollinate properly whenever the temperature is over 85 degrees and we have had over 95 degrees for the past 10 days. However, there was a nice set of fruit earlier which is beginning to ripen now.

Yes, there were a number of things in the garden which didn't show up in the picture, such as a row of Okra and 2 short rows of experimental onions being tried against both the Hamburger and Yellow Sweet Spanish Onions. Jenny likes the red onions best.

How is your garden doing??





with
Jack
Gowing

Another month has gone and it has certainly been a hot one. However, the dry weather was only spotted, some areas had ample rainfall but a large number of counties were declared drouth disaster areas.

Our picture this month was taken just exactly one month from the time that our picture last month was taken. I don't know when I have seen corn grow as fast.

We haven't had as much rain as I would like to see. We are quite a bit below normal, but I think the corn is doing very well under the circumstances.

At the time I am writing this the corn is tasseling and silking, a critical time as far as moisture is concerned.

There was so much concern that we had numerous requests to reactivate the IAMO Weather Modification project. Of course at the moment, I don't know whether there will be enough interest to finance such a project.

Weather Modification as we know it today has piled up an impressive record. It had been used in 26 states and 10 foreign countries by 1956 when we used the principal here in a 9 county area. I would guess that the experts in the business would have volumes of data on results in the ten years since then.

The experts tell us that we get only 5 per cent of the moisture out of a cloud by natural rainfall but by using Silver Iodide crystals to seed clouds we can increase this amount by 2 per cent. That 2 per cent means a 40 per cent increase in actual rainfall to a given area.

In the IAMO project during 9 months of operation in 1956 and 1957 it was estimated that we obtained 6 inches more rainfall by cloud seeding. During the operation period there was one area that requested that the generators be turned off for their area. They were turned off for the Adams County area until the residents of the county asked that the generators be turned

back on. The control in cloud seeding is determined pretty much by the location of the generators and the times which they are actually operated for a given cloud formation.

I believe that we may see the time when we will utilize cloud seeding at sometime each year. One other point I should mention is that when you seed clouds, you reduce the chances of getting hail. In fact, some areas use it just for hail suppression and not to increase rainfall.



This corn was waist high 30 days ago.

Record Attendance at Open House



The 9th Annual Earl May Seed Company Trial Gardens Open House enjoyed a record crowd with an estimated 16,400 visitors. People from 36 states took advantage of the opportunity to stroll through the grounds and ask questions of company per-

sonnel on hand for the one big day of the year. Many took advantage of the new company bus, pictured on page two, which shuttled visitors back and forth between the gardens and the main buildings downtown. Although many visitors parked their cars off the grounds and used the bus, there were acres of cars on the grounds.



The picture at top is a panoramic view of the grounds looking south. The first picture at left shows the large observation tower where people could go up for an overall look at the grounds. Under the tower is a group waiting for the bus.

The second picture was taken from the tower overlooking the 60 sample flower beds and the voting booth, where visitors voted for the favorite combination planting.

The bottom picture is in the KMA studios, where visitors enjoyed air-conditioned comfort and a chance to tour our broadcast facilities. Warren Nielson and Billie McNeilly are behind the reception desk. Station Manager Norm Williams is in the background pointing as he answers one of the visitor's questions. The studios were full of visitors all day.



The grounds were at their beautiful best. Over twenty five hundred varieties of flowers and vegetables seemed to strut in pools of brilliant color. The high temperature for the day was 88 with a light breeze. The sun was just hot enough that the little paper sun bonnets given as souvenirs were appreciated by both the women and the menfolks.

Beverly Fisher Joins Staff

At left is Mrs. Beverly (Rex) Fisher, our new Guide office gal, who replaced Nadine Kelsey during July. Nadine resigned so she could spend more time looking after her family. Beverly and family have been living in Hamburg, Iowa, but the family expects to move to Shenandoah very shortly. Her husband, Rex, is Zone Manager for Investors Diversified Services. They have twins, Cathy and Craig, 18, who graduated from high school this spring, and Jeff, 14, who will be a freshman in high school. Welcome to the KMA family, Bev!



Oh, No!

Our host on your KMA Afternoon Action, Darel Bargar, is shown expressing a wish he has had for a long time . . . to break the Mrs. Miller album! To end the controversy once and for all, Darel picked the time when he was going to demolish the album on the air. BUT, when he was about to swing away with the hammer, engineer Ralph Lund broke in the control room to stop him! Not because Ralph was crazy about the album, but because Darel was about to hit it with the hammer while it was on the turntable. The turntable would get smashed right along with the album. The engineers, who are responsible for all the tender loving care given to equipment around the station, almost break out in a rash when a piece of their delicate equipment gets abused. The record was demolished in the middle of "It's a Hard Day's Night" . . . on Afternoon Action!



A Grim Statistic

KMA news man Ralph Childs is pictured at the scene of a head on collision near Shenandoah this past month. In his hand is a stuffed toy picked up at the scene. Both drivers survived. There were no other passengers. This picture is an appeal for your safety . . . a warning of what can happen to anyone.



ON THE
KMA
PARTY LINE

By Duane Modrow

PEGGE PARKER, your twice-daily hostess on her commentary program, "Pegge Parker's People," is enroute with husband **JOHN HLAVACEK** on a five-week trip through eleven African countries. Pegge is mailing recordings taken on her trip to KMA for use on her daily programs. Pegge's many years of experience as correspondent for major news media is evident in her fascinating reports and interviews from this troubled, mysterious continent. The Hlavaceks will swing down the east side to the Union of South Africa then up the west side to the Ivory Coast and Liberia, covering many points of interest along the way. Her recordings are extremely interesting, covering many little-known facts of major interest. Join Pegge every weekday at 10:10 a.m. and 7:45 p.m. with her exclusive reports from Africa on KMA.

The **RON SHOEMANS**, the **DALE EICHORS**, and the **WARREN NIELSONS** are the camp-loving outdoorsmen on the staff. Even under the duress of recent frustrations, their enthusiasm hasn't waned. Last month Ron and Mary Shoeman en-

dured a rain-soaked night in high winds. Mist blew in their faces through tiny cracks in the tent which almost blew away. The Lake of Three Fires near which they had camped rose 18 inches during the night. They are now on their way to the Rockies in Colorado and will camp all the way up the continental divide into Canada, stopping over in the Tetons, Yellowstone, Glacier, and Lake Louise. Dale Eichor and wife Esther just returned from the same area the Shoemans are traveling. Dale says near freezings nights was their only problem. Warren Nielson, his wife Florence, and daughter Holly just returned from a camp-out trip to Salt Lake City. Warren reports it rained every night they camped, and the temperature hit record highs over 100 while they traveled. We must admire these hardy souls who wouldn't think of traveling any other way!

Newsman **RALPH CHILDS** can verify what people have suspected for many years. If you're badly in need of rain, start watering the garden. One scorching day in mid-July Ralph decided to water the tomatoes. They were so thirsty he left the water running down a little trench he dug along the row, then departed for KMA. That evening a downpour hit the area. Ralph was tied up so he couldn't get away to shut off the water . . . total rainfall — 1.70 inches . . . and the water still running!

We'll broadcast the Annual College All Star Football Classic from Soldiers Field, Chicago August 5. Broadcast time on KMA will be 9:00 p.m. with ABC's **FRANK SWEENEY** on play-by-play.

The tower-sitter pausing for a visit with two pool-side admirers is **TOM WILLIAMS**, eldest son of station manager **NORM WILLIAMS**. Tom is a life-guard at the Shenandoah Municipal Pool, one of the finest and largest in this part of the country. As is always the case with a handsome life-guard, Tom finds himself the center of attraction for the gals around the pool. He enjoys it immensely, especially when they bestow him with such favors as a batch of home-made cookies. Pictured with Tom are **CHERYL PONTIOUS** and **JANE GOWING**.



There's something about a lifeguard.

JIM SHAUM, Secretary-Treasurer of May Broadcasting, and his wife **MARNIE** journeyed to Philadelphia in early July to attend the American Seed Trade Association. Marnie took advantage of the trip to journey on to Stamford, Conn. for a visit with her aunt **DORIS MURPHY**, retired Director of Women's Activities at KMA. Doris, one of our radio pioneers, is very busy looking out after the household and the children of son **TOM** who is an executive with IBM in New York. Marnie reports that Doris is fit as a fiddle and enjoying her new home in the east.

The **SUTTON, NEBRASKA GARDEN CLUB** is really on the map now. Forty club members decided to charter an air-conditioned bus to the Trial Gardens Open House. The big bus attracted a lot of attention and we suspect a lot of other garden clubbers on the grounds asked themselves, "Why didn't we think of that?" Sutton is about 150 miles from Shenandoah.

Something is going to have to be done about designing a different type of cup for the "coffee bar" on the company plane. On two occasions, we heard that sudden dips of the plane entering air pockets tossed the coffee right out into the lap of the unfortunate passenger. Maybe a . . . raincoat?

JIM ROSS and **RON SHOEMAN** will broadcast every day from the Sidney, Iowa Championship rodeo again this year. Jim will have interviews, action, and interesting behind-the-scenes activities during the afternoon performances on Wednesday, Friday, and Sunday . . . and evenings on Tuesday, Thursday, and Saturday. This year's featured stars are **DOC** and **FESTUS** of "Gunsmoke" fame. Rodeo dates are August 16 through 21. Be sure to attend at least one thrilling performance in the world's second largest outdoor arena, and follow the daily standings plus plenty of other items of interest to rodeo fans every day on KMA.

Our new regional sales manager **CHUCK WARREN** is pictured with his lovely wife **SHIRLEY** in the process of putting all the furniture in place after their move from Beatrice, Nebraska to Shenandoah. The sofa was no where near the problem placing that their washing machine was. They wanted to move the washer to the basement. After measuring, the movers said it wouldn't go through the door. After Chuck made a few suggestions for getting it through, they made it . . . with a fraction of an inch to spare! Chuck learned about daylight saving time the hard way. He was supposed to

meet the movers at the edge of town at 8:00 a.m. They arrived an hour later . . . 8:00 a.m. Nebraska time! He could have kicked himself because just previously he remembered a lecture **BILLIE** gave on her homemaker program about being careful when making reservations, etc. to be sure you are talking daylight time or standard time. An hour wait has helped many Iowans to never forget!

Engineer **NORM KLING**, his wife **MARGARET**, son **BOBBY**, daughter **CAROL LEE**, and niece **SHARRON SPIES** spent part of their vacation making a trip to Ft. Benning, Georgia to visit their son **BENNY**, who is stationed with the Headquarters Company. Norm reports Benny is very happy with his service duties. His company assists in special details and may be called out for almost anything at any time. His duties have lots of variety and Benny reports, "Never a dull moment!" In fact the first Saturday morning the family arrived Benny was on special detail and they had to wait to see him. Ft. Benning hosted the Kling family with special quarters during their stay in Georgia. Norm suggests anyone contemplating a trip into the deep South during the summer . . . go air-conditioned!

Chief engineer **DON BURRICHTER** reports construction will get under way immediately on the new KMA disaster shelter to be located at the transmitter building under the towers just northeast of Shenandoah. The shelter will be an emergency operation center so KMA can continue to operate under any conditions. It will be a partially submerged room approximately 10x15 feet with complete duplicate broadcast equipment. The facilities will be entirely isolated from the outside, with food and water for two weeks, a filtered-air system, its own 25 kilowatt generator. Sounds kinda lonely down there!



Chuck Warren and wife Shirley, moving day.

A Letter From Billie McNeilly

Hello again!

As we enter the month of August, I remember, lovingly, that next month brings the promise of fall. But now, we must attend to the business of August, the last real month of summer. I suppose there's canning, and preserving, and hoeing of weeds in the garden, to spice things up for you. The weeds grow better'n anything, don't they? August is vacation month for many of you. Just a few days away from the routine helps so much. I hope you can find a few days to enjoy with your family. Do things you seldom find time for. Fishing? Swimming? Or just being lazy and doing plenty of nothing.

Our two pictures on this page are the promised glimpse of our new home in Lincoln. The picture showing the front of the house, with the two of us sitting on the ledge in front of the planter, is a deceiving shot. You can't SEE the 103 degree heat we were soaking up as the photographer took the picture. The front of the house faces the east, and that picture window is in the living room. The door we use most

is around the corner, on the right side of the picture, on the north side of the house, and brings us right into our kitchen. The driveway travels right into the garage, set a little apart from the house, itself.

In the other picture, you can see the wrought-iron pillar that holds up the green plastic roof of the patio area . . . and the little gas lamp that burns in the edge of the patio. We love this little lamp, for it lights the garage area, and most of the back yard. Makes sitting outside on a cool evening a real joy. When we have a cool evening, that is. 'Way out in the back yard you can see the little "sick" apple tree. It has tilted over to the north, and I feel sure it is going to die, in spite of some stabilizing treatments of Mr. Proctor. At any rate, it is full of apples, and we hate to see it go. There is another apple tree, just north of it . . . and our small garden just north of that. This scene is pretty much the one I will enjoy from the window of my recording room. By the next Guide time, I'll have that room in working order.

Marcie is now working at a bank in Eugene, Oregon, just across the river from their apartment in Springfield. She got just a little bored with staying home all the time.

Donna and her family are back at their old hobby of sailing. Bill has a sailboat, and Donna reports that they head for the water as soon as they have a little time to spend. Both little boys are water-babies, and so are their parents. Donna is working at the North Platte library, reading to the little ones, and helping with their entertainment during the summer "children's library sessions".

News from John is remarkably regular, knowing how he dislikes writing letters. No complaints from him about anything, so I'd say he is pretty well adjusted to life in Japan. We are eager for some pictures.

We are looking forward to living in a "Fair town", Lincoln, during the Nebraska State Fair. Will I be seeing some of you at the fair?

Until September, 'Bye for now.

Billie

The KMA Guide



Billie's Kitchen Tested Recipes

FRESH GLAZED PEACH PIE

- 9-inch baked pie shell
- 4 cups sliced peaches (fresh)
- $\frac{1}{2}$ cup water
- 1 cup granulated sugar
- 3 T. cornstarch
- 1 T. butter
- Few drops almond flavor

Crush enough peaches to make 1 cup. Combine with water, sugar and cornstarch. Bring to a boil and cook over low heat until clear. Add butter and flavoring and cool slightly. Line pie with fresh peach slices. Spread on the cooked filling. Chill and top with whipped cream.

* * *

SWEET POTATO - ORANGE CASSEROLE

- 4 medium size sweet potatoes
- 1 medium sized orange — thinly sliced

Cook the potatoes, skins on, 20 minutes in boiling water. Drain, peel and slice cross-wise $\frac{1}{4}$ " thick.

Orange sauce:

- Melt $\frac{1}{4}$ c. butter, blend in
- 1 T. flour
- $\frac{1}{2}$ c. brown sugar — dissolved in
- $\frac{1}{2}$ c. orange juice

Cook until slightly thick and pour over the potatoes and orange. Bake at 375 degrees for 30 minutes. Serves 4.

* * *

CREAMY SCALLOPED POTATOES

- 2 quarts thin-sliced pared potatoes
- $\frac{1}{4}$ c. chopped green pepper
- $\frac{1}{4}$ c. minced onion
- 1 can condensed cream of mushroom soup
- 1 c. milk
- 2 t. salt

In 2-quart casserole, alternate layers of potatoes, green pepper, onion. Mix remaining ingredients; pour on. Cover, bake 45 minutes at 350 degrees. Uncover; bake 20 minutes longer.

* * *

CREAMY CABBAGE

- 4 cups shredded cabbage
- 1 3-oz. pkg. cream cheese
- 1 tbsp. light cream
- $\frac{3}{4}$ teas. celery seed
- $\frac{1}{4}$ teas. salt

Cook cabbage, covered, in small amount of boiling water till just tender. Drain. Soften cream cheese, blend in cream, celery seed, and salt. Toss lightly with cabbage till cheese melts. Serve immediately. Makes four servings.

ESCALLOPED GREEN BEANS

- 1 can green beans
- $\frac{3}{4}$ c. celery cut fine
- 2 T. onions chopped
- 1 small bag of potato chips
- 1 can mushroom soup

Drain juice from beans into a pan, add celery and onions, and let cook until juice has fairly cooked away. Then add green beans and 1 can of mushroom soup, and mix well. Grease baking dish and cover with crushed potato chips. Add green bean mixture and cover with the rest of potato chips. Bake 1 hour at 350 degrees.

* * *

FRENCH FRIED ONION

- $\frac{1}{4}$ c. sifted flour
- $\frac{1}{4}$ t. salt
- $\frac{1}{3}$ c. milk
- $\frac{1}{4}$ c. cream
- 1 $\frac{1}{2}$ T. salad oil
- 1 egg white unbeaten
- 2-3 medium size onions

Sift flour and salt in bowl, add milk, cream, oil and egg white. Beat until smooth. Drop onion rings in batter and then drop a few at a time in hot fat 375 F. fry about 3 minutes.

* * *

GERMAN STYLE SALAD

- 1 3-oz. pkg. vegetable flavored gelatin
- 2 cups boiling water
- 1 tbsp. vinegar
- $\frac{1}{4}$ cup minced onion
- 1 cup sauerkraut, drained
- $\frac{1}{4}$ cup stuffed olives diced

Dissolve gelatin in boiling water, add vinegar. Chill until mixture starts to congeal, and then add onion, sauerkraut, and stuffed olives. Pour into mold and chill until firm. Serve on salad greens with a dab of salad dressing.

* * *

HOT DEVEILED BEETS

- 2 cups cooked beets (sliced or diced)
- 3 T. butter
- 2 T. prepared mustard
- $\frac{1}{2}$ tsp. paprika
- 1 T. honey
- 1 tsp. Worcestershire sauce
- Salt to taste

Blend all ingredients together and heat, pour over cooked beets and heat slowly over low heat.

* * *

GREEN BEAN CASSEROLE

- 1 can No. 2 size of Green Beans or 1 pkg. frozen green beans, drained
- 1 can Mushroom soup, undiluted
- 1 can french fried onions

Mix beans and mushroom soup together. Add $\frac{2}{3}$ of the onions. Put in casserole with remaining onions on top. Bake 30 minutes at 350 degrees.

My Best Recipes For August

BEEF 'N' KRAUT PLATTER

- 1 round, rump, or boneless chuck beef roast, weighing about 4 pounds
 - 1 c. water
 - ¼ c. chili sauce
 - 1 envelope onion-soup mix
 - 1 T. caraway seeds
 - 1 T. paprika
 - ¼ t. pepper
 - 1 can (1 pound, 11 ounces) sauerkraut, drained
 - ¼ c. firmly packed brown sugar
 - 1 c. (8-ounce carton) dairy sour cream
1. Brown beef in its own fat in a Dutch oven over medium heat or in an electric skillet; stir in water, chili sauce, onion-soup mix, caraway seeds, paprika, and pepper; cover.
 2. Simmer, turning meat once or twice, 2 hours; skim off all fat. Mix sauerkraut and brown sugar in a medium size bowl; stir into liquid around meat; cover again. Simmer 1 hour longer, or until meat is very tender. Remove to a carving board; keep hot while finishing sauce for sauerkraut.
 3. Stir about ½ cup of the hot sauerkraut mixture into sour cream in a medium size bowl, then stir back into remaining sauerkraut mixture in pan. Heat very slowly just until hot. (Do not boil).
 4. Spoon sauerkraut into a deep serving platter. Carve meat into ¼-inch thick slices; place on top of sauerkraut. Serve with buttered noodles, if you wish. Makes six servings.

* * *

BROCCOLI AND LIMA BEAN CASSEROLE

- 1 pkg. frozen chopped broccoli
 - 1 pkg. frozen lima beans
 - 1 can cream of mushroom soup
 - 1 can cream of celery soup
 - ½ lb. butter
 - ½ pkg. crushed Rice Chex
 - Salt and pepper to taste
- Cook vegetables separately and drain. Mix them together with 2 cans of soup. Brown Rice Chex in butter over low heat. Add half to vegetable mixture, put in buttered casserole and top with remaining chex. Bake 350 degrees for 30-40 minutes.

* * *

GARDEN ONION CASSEROLE

- Cook 2 cups small onions until tender. Salt very little, or none at all. Mix together
 - 1 can mushroom soup
 - ½ cup grated cheese
 - ¼ tsp. pepper
 - ½ cup cracker crumbs
- Put half of the above mixture in casserole then place onions in middle and rest of mixture on top. Sprinkle with paprika for color. Bake at 350 degrees for 30 minutes.

GREEN BEAN SALAD

- 2 slices of bacon
 - 2 c. sliced, canned green beans
 - ½ c. finely diced celery
 - 6 stuffed olives, chopped
 - 1 T. capers
 - 1 T. parsley
 - 1 t. chives
 - Salt and pepper
 - ½ c. mayonnaise
 - ¼ t. prepared mustard
 - ¼ t. curry powder
 - ¼ t. horseradish
- Chop bacon into small pieces, fry until crisp and drain off all grease. Put beans into colander and press out all liquid. (The less liquid in the beans, the better this salad will be.) Combine all of the remaining ingredients aside from the last four things. Mix up the mayonnaise with the mustard, curry powder and horseradish and then add it to the other ingredients.
- This improves upon standing and really should be made at least one day before serving.

* * *

BUTTER BRICKLE REF. COOKIES

- 1 cup brown sugar
 - 1 cup white sugar
 - ½ teas. salt
 - 1¼ cups butter
 - 1½ teas. vanilla
 - 2 eggs
 - 4 cups flour
 - 1 teas. soda
 - 1 teas. cream of tartar
 - 6 butter brickle candy bars crushed
- Cream butter, add vanilla and salt. Gradually add the brown and white sugar. Add eggs one at a time beating well after each addition. Sift flour, soda, cream of tartar and add. Stir in crushed candy. Shape into a roll, chill, slice. Bake at 350 degrees for 8 to 10 minutes or until a delicate brown. Can be shaped into balls immediately and baked also.

* * *

ARABIAN NIGHTS SALAD

- 2 cups grape juice
 - ½ cup water, heat to boiling
 - Add 2 packages lemon gelatin
 - ¼ tsp. salt
 - 1 t. lemon juice
 - ¼ cup blanched almonds
 - ⅛ teaspoon ginger
 - 2 3-oz. cream cheese at room temperature
- Put nuts in bottom of salad mold or pyrex dish. When gelatin mixture is slightly thickened, spoon half of the mixture over nut meats and chill until set. When remaining gelatin mixture is quite thick, beat in the cream cheese and ground ginger. Beat until frothy and spoon over solid gelatin in mold. Will serve six.

PROGRAM NEWS FOR AUGUST 1966

Dial 960 — K M A — 5,000 Watts

NORMS FORUM

By

Norman Williams
Station Manager



A complimentary letter is like an unexpected kiss from a loved one.

KMA has received many such letters this past month. I would like to share one with you which came in yesterday from Stanton, Iowa. "Just a note to let you know how much we enjoy Jim Ross. His easy relaxed manner of speaking is so easy to listen to. I believe this is what makes him and Billie McNeilly, in our opinion, the outstanding two people on your radio station. They are so friendly."

And just as I was writing this Mae Driftmier put the following letter on my desk. "I am so glad Merl Douglas is back at KMA as it just did not seem like the same station without him . . ."

We are proud of all of our KMA people and are particularly pleased when we hear these nice comments from our listeners. All of the rewards for radio broadcasters do not come in the pay envelope, they appreciate hearing from the people they try so hard to please.

Did you know that KMA has its own correspondent covering nine countries in Africa. Yep. Pegge Parker is touring Africa for 30 days with her husband, KMTV commentator, John Hlavacek. She is currently sending back her usual five minute reports from the dark continent. When she returns Pegge will have 10 special programs telling about her trip. The tenth program will be an hour long telephone open line show so you can call her and ask questions about the problems of this troubled continent.

KMA is always asking, "What do you need?" That's right we are interested in helping you, but we have to know what you need.

Just a reminder . . . KMA will be 41 years young on August 12. Always regretted I wasn't born two days later then we could have the same birthdate. The year? Well . . . now that doesn't matter, its the day that counts. Happy Birthday . . . KMA!

KMA Guide "Scrambled Yeggs" Contest

\$200 IN CASH PRIZES

1st Prize \$100	3rd Prize \$ 25
2nd Prize \$ 50	4th Prize \$ 25

On the next page are thirty pictures of KMA and ABC Network radio personalities. They are your key to the new KMA Guide "Scrambled Yeggs" Contest. The contest will give you the opportunity to have fun and test your skill identifying these air personalities by picture fragments which will appear in the coming September and October issues of the Guide. The next two issues of the Guide will each have a page of numbered picture fragments of the facial features of the air personalities on the opposite page. So save this month's page of pictures to help you identify the pictured fragments in the coming "Scrambled Yeggs" Contest. You could be one of the lucky cash prize winners.

HOW TO ENTER:

On a separate sheet of paper list the numbers of the picture fragments which will appear in the September and October issues of the Guide. After each number, write in the name of the KMA or ABC Radio Network air personality you think each picture fragment identifies.

There will be a total of 30 picture fragments in the next two issues of the Guide. Send in your completed list with the entry blank which will be in next month's issue. If more than one person in the same household wish to enter, they may do so by enclosing a facsimile of the entry blank with their entry. Remember there will be 30 picture fragments in all, in the coming September and October issues of the Guide. You must attempt to identify all 30. A completed entry blank must accompany each entry.

Entries must be postmarked no later than midnight October 15. In case of a tie, the earliest postmark will determine the winner. In the event there is a tie for the earliest postmark, a run-off contest will be held among those so tied.

The decision of the judges will be final and no entries will be returned. Winners will be determined by the greatest number of correct answers.

Employees of the May Broadcasting Company and the Earl May Seed & Nursery Company, and the families and relatives of the KMA air personalities are not eligible.



**RON
SHOEMAN**



**DON
GARDINER**



**MERL
DOUGLAS**



**BILLIE
McNEILLY**



**DUANE
JOHNSON**



**ALEX
DREIER**



**FRANK
FIELD**



**JACK
GOWING**



**ED
MAY**



**PEGGE
PARKER**



**WARREN
NIELSON**



**DAREL
BARGAR**



**DALE
EICHOR**



**TOM
HARMON**



**RANDY
KESTERSON**



**FRAN
ALLISON**



**ANDY
ANDERSEN**



**MURPHY
MARTIN**



**WAYNE
McMANNAMA**



**RON
COCHRAN**



**BOB
CONSIDINE**



**JIM
ROSS**



**BILL
OVERBEY**



**PAUL
FOSTER**



**HOWARD
COSELL**



**RALPH
CHILDS**



**DON
McNEILL**



**PAUL
HARVEY**



**NORM
WILLIAMS**



**CHRIS
SCHENKEL**

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JAN

NOTE

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

To keep you posted on progress of the new May Seed Company Building which is being constructed at the former location of the old KMA Auditorium, here is a recent shot. Workers have just completed the lower story exterior facing. It is beautiful featherstone in shades of gray, from light gray to almost black. Many people were curious as to how the workers could stick those big heavy stones right in that layer of concrete on the building wall without all the stones falling off. The reason is almost amazing! The stone is called featherstone for good reason . . . it



seems to be as light as a feather. It is a volcanic rock, glasslike, and foamy in texture. It's a strange experience the first time you pick up a piece of it because you expect it to be heavy. As you can see in the picture, the carpenters are busy putting up the walls for the offices on the second floor. The floors are all poured concrete and will be overlaid with tile flooring. There will be lots of glass around the entrance and a beautiful exterior treatment on the second floor. We'll have a picture of that for you when it is completed.