

KMA 960

GUIDE



September, 1966

INTRODUCING JONI

The KMA Guide

SEPTEMBER, 1966

Vol. 13

No. 8

Just as lovely as she sounds is the consensus of opinion about the new woman's director whose voice you hear every morning at 10:30 a.m. on KMA. She is Joni Baillon, featured on the cover and in the pictures on this page, who came to KMA Radio from Madison, South Dakota.

Originally from Minnesota, Joni is 26 and lived with her parents in Mendota Heights, St. Paul, until 1962. She has three brothers, one in grade school, another at the College of St. Thomas, and the third in graduate school at State University of Iowa at Iowa City.

During her four and half years at Madison, Joni was active in the fashion world, having narrated and instructed models for four years for the annual city Jaycette style show. She also worked with the General Beadle State College at Madison, narrating college shows and radio programs.

Meal planning and entertaining at home make this gal happy. She has many sources for food favorites but is proudest of the top 400 family-tested recipes she compiled for a listener cookbook. Joni knows how good food is prepared and has served as a judge for the Annual Sioux Valley Empire Electric Christmas foods show. Extension clubs and 4-H work are close to her heart as she has helped judge their activities quite often.

While in Madison, she was active in Business and Professional Women's Club and the Madison Drama Reading Group. In addition, the energetic and vivacious Joni found time to organize the Madison Creative Writing Group and serve as a board

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; Mary Williams, 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.



Flowers on desk are from former employer.



Joni makes preparations for program.

member of the Community-College Arts Association and the Interlakes Community Action Group.

When not busy with her work or organizations, Joni enjoys collecting cookbooks and Mom's recipes. She recently started collecting music boxes, new and old, and attending auctions to search for items she can refinish for her apartment. Her favorite part of homemaking is baking, and for years, she has tested new cookie recipes on friends at a Christmas Open House.

She is a graduate of Our Lady of Peace High School and attended the College of St. Catherine, both in St. Paul. At college, she was a speech major, taking part in the drama club and working part time as secretary in the speech and drama department. She is a graduate of the Brown Institute of Broadcasting in Minneapolis.



A Chat With Edward May

The ladies in the picture below are examining radishes that are growing a long way from home. That's KMA's Pegge Parker on the right. As you know, Pegge and her husband, John Hlavacek are on a tour of Africa, sending back interviews and observations.

In Addis Abbaba, Ethiopia, Pegge found Mrs. Pat Lish (left), whose husband, Lt. Col. John F. Lish, is Chief U.S. Advisor to the Ethiopian Air Force. And when Mrs. Lish learned Pegge was from Omaha, she couldn't wait to show off her garden. It seems that when Col. Lish was stationed at Offutt Field, near Omaha, Mrs. Lish became an Earl May Seed and Nursery Co. fan. After they were transferred to Ethiopia, she decided to see if May Seeds wouldn't do as well there.

She reports her garden is doing well, and has sent this photograph of a radish to prove it. Of course, we've known all along that our seeds and plants will really produce, but we've never made claims about how well they do in Africa.

Our beautiful new fall catalogs have been printed, and most of them mailed out. We

are particularly proud of this issue; it's full of full-color photographs of tulips, hyacinths, daffodils and other imported bulbs, as well as roses, perennials, irises, and many other things, plus planting tips and valuable information. We still have some left, and would be glad to send you a copy if you haven't already received one. Just send me your name and address (don't forget your Zip Code number) and we'll have your catalog in the mail right away.

We have had a wonderful summer, and are now settling back into our routines . . . or beginning new ones. Annette spent the summer studying in Mexico, but had to spend some time in the hospital when she returned, throwing off a "bug" she picked up.

Eleanor, Karen, Eddie and I took a little trip to Wisconsin, enjoying lots of boating, swimming and water skiing.

Now Annette is getting ready to return to Northwestern University. Karen is excitedly looking forward to her first year in college, at Christian College in Columbia, Mo. Eddie isn't anticipating the seventh grade quite as anxiously, but I think he's secretly looking forward to the routine of school.



Mrs. Pat Lish and Pegge Parker, with an Earl May radish grown a long way from home.

We all welcome the change of seasons as they roll around. Sometimes in the heat of summer we find ourselves wishing for the invigorating blast of midwinter's north winds. By the same token, warm weather begins to look mighty attractive after we've had a couple of months of snow-shoveling. That's one of the big blessings of living in our great Midwest: the knowledge that whatever the weather is, it certainly can't be called monotonous. It's hard to pick a favorite season . . . I'm content to enjoy the one we're in now, and look forward to the next.

Frank Comments

By **FRANK FIELD**

The annual Open House was held at the Trial Grounds this year on July 24, which happened to be the fourth Sunday in the month. Most of you Guide readers were there and know what a howling success it was. To be exact, there were 16,420 of you there, and most of you voted for your favorite among the 52 sample flower beds, part of which are shown in this picture. The incentive, as usual, was the fact that all of those who voted for the bed which gained the most votes — in other words, the prize winning bed — would be sent, free, next spring, enough flower seed to make a bed just like it in your own yard. The bed receiving the most votes this year turned out to be No. 9 and if you look very closely, you can see it just to the right of the center of this picture and I am kneeling just behind the bed, looking at the flowers. That square white card just in front of the bed has the word "Winner" for the benefit of the people who are still flocking to the Trial Grounds every day to look it over. You probably don't remember them by number, but this was an oblong bed right

close to the south end, as the numbers started at the south end and worked toward the north end. The outer rows of this bed were Dark Opal Sweet Basil and the center was Spun Gold Marigolds. You can see a few visitors wandering around and looking at the various flower beds, as this picture was being taken. The second place went to bed No. 5 in the extreme southeast corner, and third was bed No. 1 which is in the extreme southwest corner.

As you can see from this picture, which was taken four weeks after the Open House, everything is just as beautiful today as it was then. In fact, some things are even nicer. If you haven't had the opportunity to visit the Trial Grounds yet this summer, I would certainly suggest you make an effort to do so in the near future. Of course, most of the vegetables are past their prime and some of them are completely over the hill, but the flowers more than make up for it.

The tomatoes are just in their prime and starting to bear heavily now that it has turned cooler again. Very few tomato blossoms set on any fruit during that long, hot, dry spell late in July and early in August, but they are making up for it now that it has turned cooler and we have had some rain. Tokyo Bell Pepper is really "strutting its stuff" and some of the bushes have as many as 12 and 14 fully developed pep-

(Continued on page 7)





*with
Jack
Gowing*

By JIM ROSS
Associate Farm Director

As I write this Jack is somewhere in the beautiful mountains of Colorado, the big 1966 Sidney Championship Rodeo is underway, and Bill Cole is on his way down from Canada. The period from August 13 through the 28th has been one of many activities, including the Iowa State Fair, that has kept the wheels turning, the midnight oil burning and the alarm clock clanging away at unearthly hours.

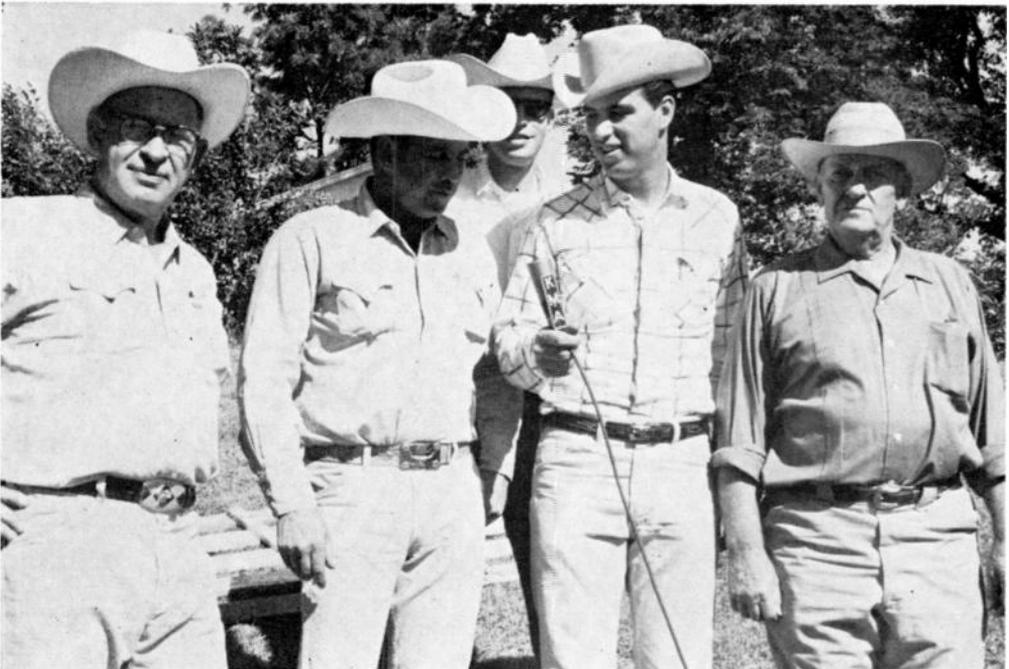
The Gowing family left on the 12th, and the big Sidney Rodeo got underway on the 16th. I hope you heard at least a part of our daily broadcasts from the Sidney arena. In fact, our picture this month shows me with the hard working Sidney Rodeo committee Members in the picture include Stewart Hall, Chairman Jim Sutton, myself, and Sam Kellogg. That other owl hoot is Ron Shoeman.

The Sidney Rodeo annually attracts nearly 100,000 people to southwest Iowa. The

amazing thing to me is something that the general public never sees, that is, the tremendous amount of work put into this rodeo by the members of Williams-Jobe-Gibson American Legion Post. It is a fine effort by a group of the nicest people I know.

Bill Cole paid us a visit from Canada. As you know, Bill is the executive secretary of the Winnipeg Livestock Exchange. On the 22nd, Bill and I toured the Omaha Stockyards, and on the 23rd, we were at the yards in St. Joseph, Mo. Many of you had the opportunity to meet him on the 24th. Thursday and Friday of the same week we were at the Iowa State Fair. Bill enjoyed the trip very much, and he offers an invitation for anyone to visit him in Canada.

By the time you read this Jack will be back on duty, the Sidney Rodeo will be history, and Bill Cole will be back at his many tasks in Winnipeg. Now that the dust has settled, I have but one thing on my mind. I'm going to bed. Good night!



Pegge Parker's People



On a wide-ranging tour of Africa, Pegge Parker, KMA's own correspondent and commentator, spent five weeks interviewing fascinating leaders and ordinary citizens alike in her determination to bring out the human interest side of important events occurring almost daily in this controversial continent. On her twice-daily programs broadcast at 10:10 a.m. and 7:45 p.m. on KMA, listeners have heard her taped interviews with such outstanding international personalities as **EMPEROR HAILE SELASSIE I** of Ethiopia whose regal bearing has been captured in the picture at left. Emperor Selassie is one of few national rulers of long tenure as he has reigned since 1930.

In direct contrast with the stable government of Ethiopia is the newly independent nation of Rhodesia whose **PRIME MINISTER, IAN SMITH**, is shown in the picture (at right) discussing the situation with Pegge Parker. Rhodesia until Prime Minister Smith took it out was a member of the British Commonwealth.



Visiting eleven countries with her husband, John Hlavacek, daily commentator for our sister station, KMTV, in Omaha, Pegge spoke with people in all walks of life in order to get their viewpoints on events of world importance.



One of the persons Pegge talked to in Ethiopia turned out to be a former resident of the midwest. He is **ME-LAK H. MENGESHA**, shown in the picture at left. Typically, Pegge in her deft, personalized interview, discovered that Mr. Mengesha had lived in our neighboring state of Nebraska while he studied and later received his Master's degree at the University of Nebraska. In the background of the picture can be seen some of the buildings of the experimental farm which Mr. Mengesha directs.

Pegge Parker's African tour gives KMA a headstart over its ABC affiliate network which plans an African project within the year.

Far Eastern Visitors



Shenandoah took on an international aura when Far Eastern visitors toured May Seed Company and other business and farm operations. Station Manager Norm Williams explained radio technicalities to a group of Japanese students who were guests here for three days of Rotary Club members during a continental tour of the United States. Del Brockshus, research department, and Farm Broadcaster Jim Ross interviewed Ramesh Bondre who stayed with Mr. and Mrs. Ray Morris at Craig, Mo., on the International Farm Youth Exchange program. He is a farmer in his home of Chikhli, India, where he lives with his wife and two year old daughter.



FRANK COMMENTS

(Continued from page 4)

pers on them, or at least, ones big enough to pick. This is in sharp contrast to all the other varieties of peppers which have not yet started to set on any fruit.

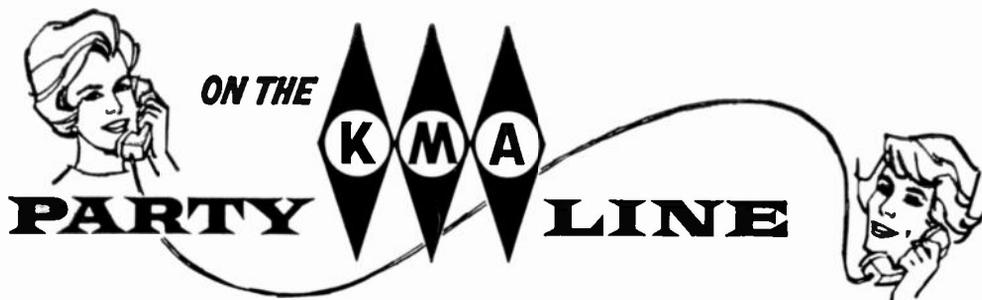
In my own garden, some rather surprising things developed this year. Take tomatoes for instance; Jennie has about finished tomato canning for the year and is ready to start making catsup and chili sauce. The tomatoes are practically all coming out of two varieties — Sun-Up and Roma. We have seven kinds out this year, mostly experimental numbers which we are trying out and which didn't turn out to be so good. The Sun-Up and Roma, on the other hand, started bearing early and heavily and kept it up right through the hot weather. Every blossom on both kinds set a tomato, all of which matured into sound, solid, usable fruit, except those which happened to be lying directly on the ground . . . some of these developed rotten spots.

The Fordhook Bush Limas are starting to set on now and if we have average weather from here on, we will have plenty

of them to put down in the freezer for use next winter.

Cucumbers — I never saw cucumbers bear like they have this summer! We have two hills of Mrs. Pickler and two hills of Hybrid Triumph and from those four hills, we have been picking a bucket full of cucumbers every other night. We have just about run out of anyone to give them to! The worst of it is, we have five hills coming on which hadn't started to bear yet. They were planted after the hail storm on June 17 almost completely wrecked the garden. I didn't think the early planted cucumbers would come out of it at all, but two weeks after the hail storm, you couldn't see they had ever been touched.

Yes, the Trial Grounds have paid off handsomely again this year in turning out four or five new varieties of vegetables and six or eight brand new flowers which you will find in next spring's catalog. There is a new cucumber you are going to like and a new sweet corn that is out of this world. I'll tell you more about the other new things later. How are your tomatoes doing by now?



ON THE

K M A

PARTY LINE

By Mary Williams

Just prior to the frantic days of rodeo and fairs, the **JIM ROSS** family decided they needed more room and found it in a house at 1107 Maple in Shenandoah. On moving day the whole family including Jim, wife **BARBARA**, and daughters, **TERRI**, 7 years, and **JAMIE**, 15 months, were invited to supper at the home of company pilot, **DICK MULLISON**. Later in the evening when the Rosses were busily engaged in all the efforts involved in changing households, Dick made the mistake of stopping by to see how they were getting along and was promptly put to work.

No scores were reported on the golfing vacation which Station Manager, **NORMAN WILLIAMS** and his wife, **LOIS**, enjoyed with Omaha friends, the **DON POFFS**, in August. Besides touring the courses in Missouri, the foursome attended the Starlight Theater production of "Oklahoma" in Kansas City, Mo., and watched the Cardinals play in St. Louis. At Columbia, Mo., they had a chance encounter with **BILLIE McNEILLY'S** friend, **ESTHER DONAT**. Later in the month the Williams family including sons, **TOM** and **JOHN**, spent an athletic week water-skiing at Lake Okoboji.

Staffer **RALPH CHILDS** keeps us up to date on military matters on the air and off. He reports son, **DAVID**, has been classified 1A and has volunteered for the Foreign Service. He has received deferment until January 1967 at which time he will complete his studies at State University of Iowa at Iowa City. Another son, **STEVE**, Seaman 2nd class in the U.S. Navy, has elected to finish his enlistment time in Saigon where he serves as a translator. His term will end next April.

Two years ago when **CARL "ANDY" ANDERSEN'S** young son, **DAN** went off to summer camp, his family was rather surprised to learn how fast a boy figures out all the angles. It seems that each boy at camp is required to write a letter home, and this properly addressed missile is used as a pass to the dining hall. Tuesday rolled around, Dan entered the dining hall with his letter neatly addressed and stamped. When the family received the letter in Shenandoah, they opened it to find a blank piece of paper! Now as a follow up, Dan is two years older, 13, and according to Andy has put his mother into a tailspin since letter writing day has come and gone and no letter has arrived from Dan. Friends report seeing Dan serving as a waiter in the dining hall which probably explains why he can eat without the letter of admission. Word is he is the proverbial chip off the old block.



Fall out shelter begun.

Down in the hole went Chief Engineer **DON BURRICHTER** for this picture showing that construction had begun on the KMA fall out shelter. The growing pile of dirt and cement blocks can be seen at the southwest side of the transmitter building adjacent to the KMA towers. As illustrated the emergency facility will be mostly submerged. Designed as a broadcast studio with living quarters, it will have 18-inch-thick walls and ceiling. According to Chief Burrichter the first piece of equipment to be placed in the shelter will be a generator capable of operating KMA for 24 hours daily for two weeks without outside power.

Loud thunderclaps upset **NORM KLING** despite years of shocks from engineering equipment. Verbatim quotes are not available from the Sidney Rodeo worker who was the recipient of the hot cup of coffee down his back when the rain storm crackled enough to startle Norman into spilling it.

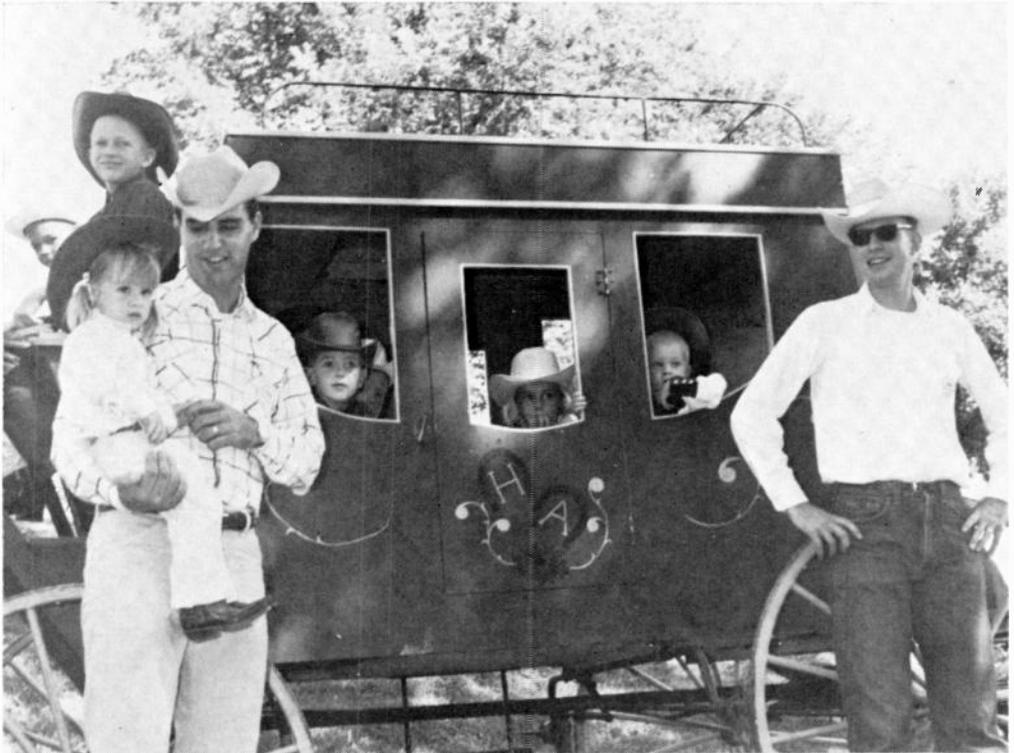
How do you make plans to feed approximately 12,000 people was the problem accountant, **JOHN SAWYER**, faced as chairman of the food serving committee for the big Farm-Industry Day in Shenandoah on September 17. With the help of a fine committee including **EARL CROWLEY**, also of the accounting department, the group decided to serve knockwurst sandwiches, potato chips, beans, and coffee. John reported that he awakened in the early morning hours during preparations for the event and figured out that they would have to move one diner through the line every 3.6 seconds. By running four lines, he expects to get all 12,000 served in three hours from 11 a.m. to 2 p.m. Such statistics could only come from human computers—talents not found everyday.

In the last issue of The KMA Guide, readers met via a picture the new office staff member, **MRS. BEVERLY (REX) FISHER**. She is hard at work in her duties

and confesses that her new job helps ease the pangs of the "empty nest" feeling. Many of you, who have watched your families mature and leave home, can sympathize with Bev whose case is doubly poignant since her twins, **CATHY** and **CRAIG**, 18, have departed simultaneously. Cathy is in training in Council Bluffs to become a licensed practical nurse, and her brother, Craig, is enrolled on an athletic scholarship at Simpson College at Indianola, Ia. Perhaps the hardest hit in the family is 14-year-old **JEFF** who not only misses his brother and sister but his friends in Hamburg, Ia., too as the family moved in August to Shenandoah.

KMA lost two of its fine people this month. Guide Editor **DUANE MODROW** resigned to take a position in another field. **RON SHOEMAN** resigned to move to Loveland, Colorado, where he will work and attend graduate school. We were sorry to see these fine people leave, but we wish them the best in their future endeavors.

One of the big attractions for the kids at the Sidney Rodeo was this model stagecoach shown below. Joining the rest of the youngsters at this favorite spot were **JIM ROSS**, who claims he's holding one of the cutest charmers he saw at the Rodeo, and **RON SHOEMAN** in the dark glasses.



Jim Ross and Ron Shoeman join in children's game of make believe.

A Farewell from Billie McNeilly

Dear Friends,

See the tinge of red and gold across the midwest? Sure enough, it's beginning to look a little like autumn. The apples are getting red cheeks and the leaves starting to fall from the little apple trees in our back yard. And I love the first smells and sights of fall.

This letter to you is not the easiest I've ever written, for it is goodbye. Goodbyes are never easy, but this one comes harder than some, for me, because you have become like family to me through the years. As you folks know, we are now making our home in Lincoln, and I am associated with some Nebraska broadcasting stations. Until Joni came to KMA, there was no one to take over my air duties and carry on, so I taped most of the programs. Now, Joni will be here to visit with you each day, and I know you will give to her the same welcome you did to me.

To each and every one of you I want to say . . . THANK YOU. We have shared a lot of moments, you and I. As I look back, you backed me up with your loyal support through some heartaches and mental anguish, years ago. Then, when Reg and I were married, I waited to see your reaction. It was one of good wishes and cheer, and you cannot know how much I appreciated that!! The next big change in my life was the loss of the presence of both John, and Marcie and Eddie. Had it not been for your kindness, I doubt if I could have stayed cheerful through those days. Now it is farewell, and I must say, I am glad I don't have to talk my way through this. Words come a little more easily on paper than in person, in this case.

I have gotten such a thrill out of your letters and news of your families and your activities. These things endear you to me, even more. I shall miss hearing from you, but I know . . . and you know, that time marches on . . . and when changes occur, they are for the best, in many cases. I sincerely hope that you and Joni can have the same kind of friendship we have known. Keep her posted on your lives . . . your families . . . and your wishes, and I'm sure she will give as much in return.

So, as I have said to you each morning for so long . . . Goodbye now. May you all know the richest of God's blessings.

Sincerely,
Billie McNeilly Oakley

Here is that long promised recipe for Runzas, which so many of you requested.

RUNZAS

Dissolve 1 package dry yeast in 2 cups warm (not hot) water for 5 minutes.

Stir in $\frac{1}{2}$ cup sugar
1 tsp. salt
2 cups sifted flour

Beat until smooth.

Add 2 eggs and 3 tablespoons melted shortening cooled. Beat until smooth.

Stir in 5 additional cups sifted flour, beat for five minutes. This will be a soft dough.

Cover and let rise in a warm place, free from drafts, until doubled in bulk. (Prepare filling while dough rises.) Punch down.

Turn out on a lightly greased board, knead for a few seconds and then cut into 12 equal pieces. Roll out each piece of dough to about 8 inches long and 6 inches wide.

Place about $\frac{3}{4}$ cup of filling down center lengthwise of dough, fold dough over. Pinch sides and ends of dough together to keep from seeping, turn over and place on greased baking sheet. Bake at 400 degrees for 20-25 minutes. After Runzas have baked for 15 minutes, remove from oven, brush with egg-yolk water mixture and return to oven to finish baking.

EGG YOLK GLAZE

Add 2 tablespoons water to 1 egg yolk. Beat thoroughly.

FILLING FOR RUNZAS

Saute 2 pounds ground beef until almost brown, in a large skillet. Steam in a sauce pan;

2 cups finely chopped onion
4 cups shredded cabbage
1 teaspoon shortening
2 tbsps. water, for 10-15 minutes

Drain liquid from cabbage and meat mixtures. Combine.

Add 1 tablespoon of each salt and Worcestershire sauce; $\frac{1}{4}$ tsp. of each leaf oregano, savory, and pepper; $\frac{1}{4}$ tsp. chili powder, optional; $\frac{1}{2}$ tsp. of each monosodium glutamate and seasoned salt. Mix thoroughly. Cool completely before using.

Jottings from Joni's Journal



"A Hard Day's Night" is exactly the way to describe my arrival into KMAland. When I moved to Shenandoah from South Dakota last month, the weatherman plotted against the trip. My ace movers . . . the folks . . . and I, drove the 303 miles through rain and arrived about 3 hours behind schedule. Storm clouds hung overhead as we arrived in the midst of a thunderstorm. I found an apartment and moved in, complete with candle-light, which is what I got for being late and not contacting the power company. When the lights did come on, I found a beautiful city with very friendly and helpful people.

Try to remember that last time you took a new challenge and followed a tremendous person into a fascinating job. As you've probably guessed, I feel a bit uneasy about taking over the many duties that Billie has carried out so wonderfully for several years. I know that we will all miss Billie and hope that she'll let us know how her family progresses. Billie will always be remembered as a top KMA homemaker and swell gal in her position at KMA.

Billie has selected mountains of good, home-tested recipes for the past KMA Guides and I hope that my collection will keep you busy discovering new ideas in the kitchen. Recipes this month carry us from summer into fall. There are a few suggestions for entertaining with basic and fancied-up meals for the family and when company's coming. I hope you will enjoy the hot punch recipes that might . . . just might . . . replace apple cider when the days are cool.

When you have a chance, I hope you'll drop me a note about anything on your mind. I'd like to help you with recipes and hints and informative programs. A note from you is the best guide this KMA Guide-column-writer has, to go in the right direction.

Joni's Kitchen Tested Recipes

With the kids back to school and your social life busier, you'll find the following meals, "picker-uppers" for everyone.

CHEESE DOGS

- 1 pound frankfurters
- 1 cup grated process American cheese
- ½ cup crushed potato chips
- 2 tablespoons catsup
- 1 tablespoon minced onion
- 1 teaspoon Worcestershire
- 10 frankfurter buns

METHOD: Slit franks almost through lengthwise to form pockets. Mix cheese, potato chips, catsup, onion and Worcestershire. Stuff mixture into pockets in franks. Broil 6 inches from source of heat, 5-7 minutes until franks are hot and cheese begins to melt. Toast buns and fill with franks. (10 servings.)

* * *

MOLASSES TAFFY SNAPS

- ¾ cup butter
- 1 cup firmly packed brown sugar
- 1 egg
- ½ cup light molasses
- 1 teaspoon soda
- ½ teaspoon salt
- 2¼ to 2½ cups all purpose flour
- 1 cup flaked coconut
- Sugar

METHOD: Cream butter. Gradually add brown sugar, creaming well. Blend in egg, molasses, soda and salt. Add flour and

coconut; mix thoroughly. If necessary, chill for easier handling. Shape by rounded teaspoonfuls into balls. Dip tops in sugar. Place on ungreased cookie sheets. Bake at 350 degrees for 12 to 15 minutes until light golden brown. **Do not overbake.** Cool; store in a tightly covered container.

* * *

MEAL ON A MUFFIN

- 1 teaspoon butter
- 8 thin slices ham or Canadian bacon
- 4 slices pineapple
- 1 cup Nippy Cheese Sauce
- 2 English muffins, split and toasted

METHOD: Melt butter in frying pan. Saute meat and pineapple until lightly browned. Heat cheese sauce. Arrange muffin halves on four serving plates. Top each with two slices of meat and a slice of pineapple. Pour on cheese sauce just before serving, or serve cheese sauce at the table. Makes 4 servings.

NIPPY CHEESE SAUCE

- ½ pound Old English cheese
- 1 quart thick white sauce
- Dash of Tabasco
- 1 teaspoon Worcestershire sauce
- Dash of yellow coloring
- 1 teaspoon dry mustard
- ¼ teaspoon salt

METHOD: Melt cheese in thick white sauce and add seasonings. Cool and store in refrigerator until needed.

Transitional Recipes to Whet the Appetite

There's nothing better than fresh recipes. With cooler weather coming on, these will brighten your family.

SURPRISE MUFFINS

- 2 cups sifted all-purpose flour
- $\frac{1}{3}$ cup instant nonfat dry milk
- $\frac{1}{4}$ cup sugar
- 4 teaspoons baking powder
- 1 teaspoon salt
- $\frac{1}{4}$ cup melted shortening
- 1 egg, slightly beaten
- 1 cup water
- $\frac{1}{2}$ cup apple butter
- $\frac{1}{4}$ cup sugar
- $\frac{1}{2}$ teaspoon cinnamon

METHOD: Pre-heat oven to 400. Sift flour, nonfat dry milk, $\frac{1}{4}$ cup sugar, baking powder and salt into a $1\frac{1}{2}$ quart bowl. Add melted shortening or vegetable oil, egg and water and mix quickly but well. Spoon half of batter into 12 greased muffin cups. Drop 2 teaspoons apple butter into center of each. Spoon rest of batter over top. Sprinkle over tops a mixture of $\frac{1}{4}$ cup sugar and cinnamon. Bake 20-25 minutes, or until tops are brown. Makes 12 muffins.

* * *

HOT BUTTERED PUNCH

- $\frac{3}{4}$ cup brown sugar, firmly packed
- 1 cup water
- $\frac{1}{4}$ teaspoon salt
- $\frac{1}{4}$ teaspoon nutmeg
- $\frac{1}{2}$ teaspoon cinnamon
- $\frac{1}{2}$ teaspoon allspice
- $\frac{3}{4}$ teaspoon cloves
- 2 1-pound cans jellied cranberry sauce
- 3 cups water

1 quart pineapple juice
Cinnamon sticks
Butter or margarine

METHOD: Bring to a boil sugar, water, salt spices. Beat cranberry sauce with beater until "saucy". Add water and beat until smooth. Add cranberry liquid and pineapple juice to hot spiced syrup, and simmer about 5 minutes. Keep steaming hot over hot water. To serve: ladle punch into mugs. Add dots of butter or margarine. Serve with cinnamon stick stirrers. Makes $2\frac{1}{2}$ quarts.

* * *

CRANBERRY APPLE-TEASER

- 2 cups cranberry juice cocktail
- 2 cups orange juice
- 4 thin slices of lemon
- 1 tablespoon sugar
- $\frac{1}{4}$ teaspoon cinnamon
- Dash nutmeg

METHOD: Mix all ingredients in saucepan. Simmer slowly for 10 minutes. Remove lemon slices. Serve **HOT:** with orange garnish. Makes 1 quart. Serve **COLD:** Simmer lemon, sugar, spices with 1 cup of the cranberry juice. Add remaining fruit juices. Chill and serve over ice mold or cubes.

* * *

GINGER-PINEAPPLE-CREAM FINGERS

- 1 (No. 1 flat) can crushed pineapple, well drained
- 1 tablespoon finely chopped candied ginger
- $\frac{1}{2}$ teaspoon vanilla extract
- 1 cup heavy cream, whipped
- 12 ladyfingers

METHOD: Fold drained pineapple, ginger, and vanilla extract into whipped cream. Split ladyfingers in half and arrange lower halves in a lightly-buttered pan. ($10 \times 6 \times 1\frac{1}{2}$ ""). Pour cream filling over ladyfingers. Place remaining ladyfinger halves over the filling. Refrigerate for at least 3 hours before serving. To serve; loosen from edge of pan and turn onto a platter. Yield is 12 servings.

* * *

CALICO BEAN BAKE

Brown $1\frac{1}{2}$ pounds hamburger and 4 slices bacon. Add: 1 cup chopped onions and cook slightly. Put in bean pot or casserole and add:

- $\frac{1}{2}$ cup catsup
- 1 teaspoon salt
- $\frac{3}{4}$ cup brown sugar
- 1 teaspoon mustard
- 2 teaspoons vinegar
- 1 No. 2 can pork and beans
- 1 No. 2 can red kidney beans . . . drained
- 1 No. 2 can lima beans . . . drained

Mix all together and bake for 40 minutes at 350 degrees.

* * *

CUCUMBER ROUNDS

- 1 eight ounce package cream cheese
- 2 tablespoons mayonnaise
- $\frac{1}{2}$ envelope Italian dressing mix
- Dash of Tabasco
- 40 bread rounds
- 40 sliced unpeeled cucumbers

METHOD: Mix the cream cheese, mayonnaise, Italian dressing mix and Tabasco. Spread on bread rounds that have been cut the same size as the cucumber slices. Top with cucumbers. Garnish with paprika and parsley if desired. Makes 40 canapes.

* * *

Here's a new idea to add "old charm" to your home. Fill your prettiest vases then make some for giving to friends.

RECIPE TO MAKE YOUR OWN "ANTIQUED FLOWERS"

- 8 ounces of turpentine
- 4 ounces of walnut varnish
- 4 ounces of gold or bronze paint
- 4 ounces light oak varnish

NOTE: Do not use varnish stain

METHOD: Mix solution in an empty coffee can. Dip plastic flowers into this and hang to dry. Darker plastic flowers seem to work best.

Radio Given Don McNeill

Years ago, to be exact thirty-six, the small table radio which Chief Engineer Don Burrichter is revitalizing in the picture was a popular home receiver. It is a 1930 Majestic which came from the Ed May collection of antique radios.

On August 31, the radio was taken to Chicago where Miss MINK presented it to Don McNeill on ABC's Breakfast Club program. Miss MINK, who made the presentation on behalf of Ed May, was introduced on the program by KMA manager, Norm Williams.

KMA listeners first heard Don McNeill in 1938, quite possibly over a radio similar to the Majestic. In that year KMA joined the Blue Network of NBC which later became the ABC network.

Before the radio was given to McNeill, Chief Burrichter repaired its working parts, and master craftsman, Howard Driftmier, gave the cabinet a lustrous Danish finish.

Readers will recall that Miss MINK is really Miss Terry Crain of Maryville, Mo., a student at Northwest Missouri State College.



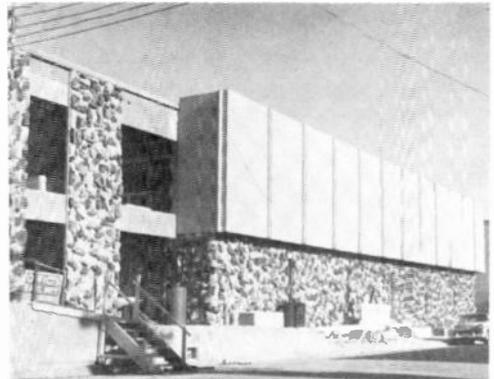
Don Burrichter inspects components of antique radio.

Work Progresses On New and Old

In spite of heavy rainfall, workmen continue to make progress on both office and Garden Center buildings of the May Seed and Nursery Company.

On the second floor of the new office building, the exterior is finished with pre-cast concrete facing panels in a soft green shade. As the crew and their machinery put each of the 32 panels in place, large crowds of onlookers watched. Most spectators marveled as the panels went into position, and well they might, since each panel measured nine feet in width and 16 feet in height and weighed an almost unbelievable 6,400 pounds a piece. Made of a combination of granite, quartz, and porcelain the panels combine with the featherstone rock facing of the lower story to make the building a prime attraction for sightseers.

To keep pace with the modernization of the May complex of buildings, the older portion of the building is being given a pale green treatment in textured paint.



Workmen swing high above ground to cover May Seed Co. building with textured paint. Lower picture shows the facing panels on the upper story of new building.

PROGRAM NEWS FOR SEPTEMBER 1966

Dial 960 — K M A — 5,000 Watts

NORMS FORUM

By

Norman Williams
Station Manager



A letter this month from Rock Port, Missouri, relates a "Believe It Or Not" story about KMA's July Car Sale contest. The contest gave away 50 gallons of gas to ten lucky winners. The letter from Rock Port says, "The morning the names were announced on the air, (winners of the free gas) my husband ran out of gas, in his car, on Main St., had to push it out of traffic and I'm sure you can imagine the kidding we took when the word got out that I had won 50 gallons of gas!" Can you top that one?

The Open Line Program sometimes generates more mail than phone calls. We appreciate the mail, but we want the phone calls. All the letters we receive are carefully read and I use some of them on the air to stimulate a discussion. It works too. It is encouraging to see people take an interest in the problems of our society and express their honest opinions in public. This is the stuff that will keep our democracy alive and vital. Tell your friends and neighbors about the Open Line Program at 11:00 a.m. daylight time on KMA, Radio 960.

The mail bag this month revealed the popularity of KMA's Sunday morning "Hymn Time" program. Darel Bargar is your host and is to be complimented for the fine job he does in producing this program. The letters we received confirm this.

The Beatles created quite a stir with their comments this past month. All the comment we need to make is, "consider the source."

Remember, we would like to have your comments about KMA's program service. We aim to please, but you have to provide us with a target we can see. Take a minute off today and write to KMA and tell us how we can improve our radio service for you. I'll be looking for your letter.

Try Your Luck At Identification Of Scrambled Yeggs

How keen is your eyesight? Pride yourself on being observant? Here is your opportunity to sharpen your powers of observation and win in the new KMA Guide Scrambled Yeggs Contest.

Prizes totaling \$200 will be awarded winners who correctly identify the fragments of pictures of thirty KMA and ABC Network radio personalities. First prize will be \$100; second prize \$50; third prize \$25; and fourth prize \$25.

In the last issue of The KMA Guide, pictures of thirty radio personalities, identified by name, were published. This month fragments of fifteen of those pictures are printed on the opposite page with a number. In October, there will be fifteen more fragments published. The object of the game is to look at the fragment, list its number along with the name of the person you think it identifies. When you have completed the list of thirty simply CLIP THE ENTRY BLANK and attach it to your numbered list and send it to KMA Guide Scrambled Yeggs Contest.

TO ENTER CONTEST: On a separate sheet of paper list the numbers of the picture fragments from 1 through 30. After each number, write in the name of the KMA or ABC Radio Network air personality you think each picture fragment identifies. Send in list with completed entry blank. 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 list.

Entries must be postmarked no later than midnight October 15. In order to give everyone a fair chance and because of various mail deliveries, no entries will be accepted before October 7. So remember to get your entry mailed between those dates Oct. 7 and Oct. 15. In case of a tie, the earliest postmark within the specified time will determine the winner. In the event there is a tie for the earliest postmark, a run-off contest will be held among those 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 KMA air personalities are not eligible.

Entry Blank For KMA Guide Scrambled Yeggs Contest

Name _____

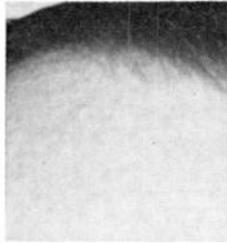
Address _____

Telephone _____

CLIP THIS BLANK AND ATTACH TO YOUR LIST



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15

Scrambled Yeggs Contest

POSTMASTER
"Return

Requested"

Tom Thumb Publishing Co.
Shenandoah, Iowa

MR. PHILLIP JOHNSON
720 STATE STREET
GARNER, IOWA 50438

Bulk Rate
U.S. Postage
- PAID -
Permit No. 1
Shenandoah, Ia.

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.



Iowa State Fair visitors met KMA Radio personalities when they visited the KMA Radio booth set up within the May Seed Company display in the Varied Industries Building at the annual fair held Aug. 19 through 28 at Des Moines. On the day this particular picture was taken Staffer Darel Bargar along

with Bill Haley, manager of the Earl May Garden Center at the Des Moines Plaza, 59th and Douglas, and Miss Joanne Albers were greeting the people and showing them such items as the miniature Crosley 1927 radio and "The Earl May Song" sheet music, published in 1928.