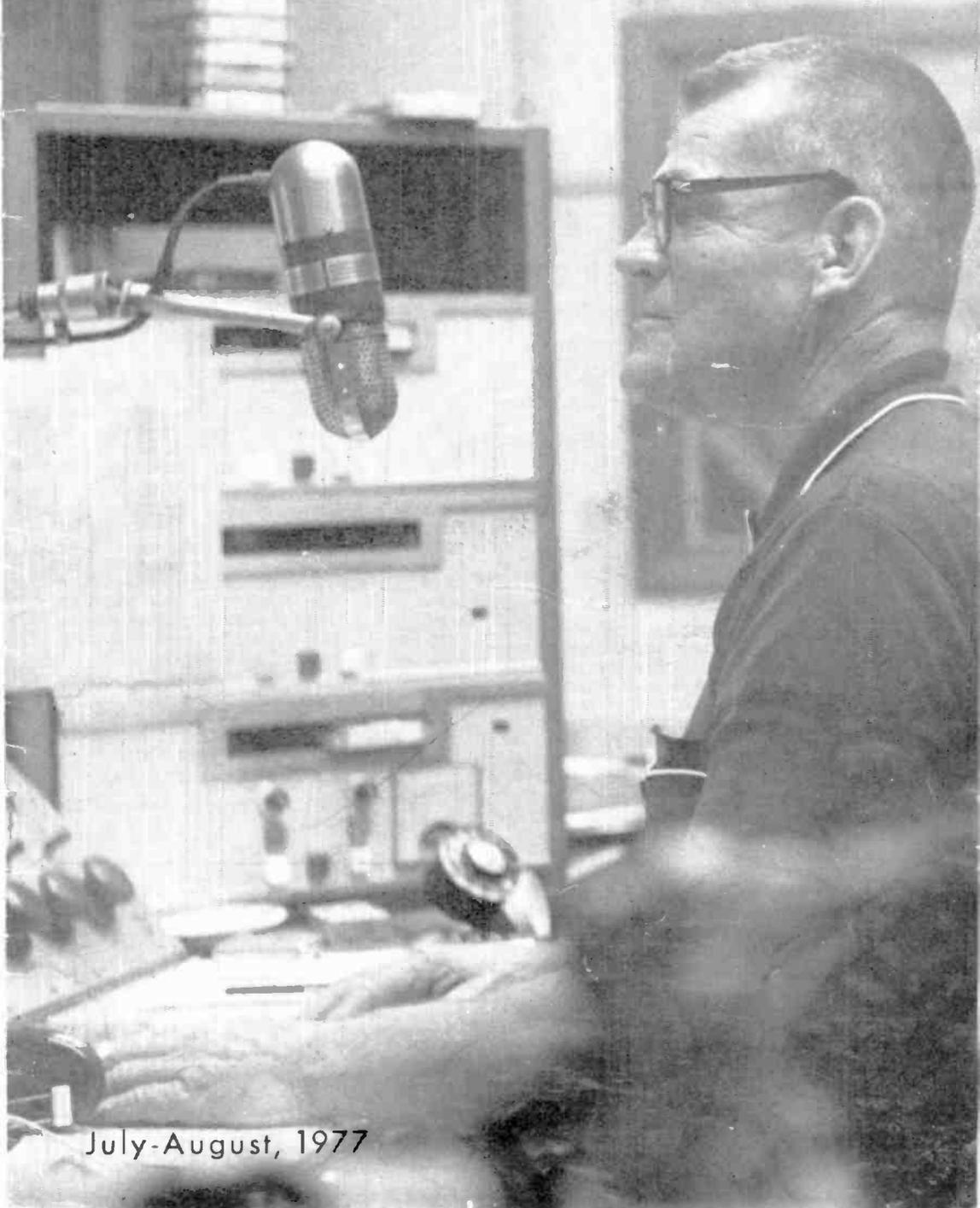


The

# KMA GUIDE



July-August, 1977

# END OF ERA

## KMA Old-Timer Merl Douglas Retires in May

"We won't know how to start the day without Doug." That was the general reaction when KMA listeners found out that Merl Douglas, the dean of the KMA announcing staff, was retiring. Some even went so far as to say that "they would probably forget to get out of bed with Doug gone."

When "old Douglepuss" said his farewells on the morning of May 17th, it marked the end of an era in broadcasting at KMA. For Doug was an old-timer in the business. He bridged the gap between the days on radio which were filled with music, skits and programs done by entertainers performing in the studios and in front of audiences to the current broadcasting days which rely largely on recorded music and taped shows.

Doug counted 34 years in broadcasting with 27 of those years spent at KMA off and on. Like so many of the entertainers and announcers of the so-called golden years of radio, Doug who could sing, play the guitar and bass along with the best, moved around from radio station to station. Sampling techniques and learning from a variety of broadcast operations, Doug looks back on those earlier years as the most exciting and challenging while he developed his talents in the "new field of radio."

Although radio, itself, was nearly 20 years old when Doug picked up his first microphone, it was yet to reach its zenith, and he became widely known as a fun-loving entertainer-musician as radio expanded. He began as Merl Douglas Roulstone at KICD at Spencer, Iowa, in 1943 as an announcer and entertainer. During the two years at Spencer, his cheerful ways earned him the sobriquet of "Smiling Doug." It was at the Spencer station too, that he met a little Missouri girl, but their romance started out none too amicably because he was hired for the job she thought she had. Love apparently conquered all because a year later Merl and Ruth were married on June 16, 1944.

Doug's career took him to KMOX at St. Louis, Mo., in 1944 where he played on the Barn Dance. That same year he moved on to KGLO, Mason City, Iowa, but 1945 found him in Springfield, Mo., at KGBX and later KWTO, which used the same studios. It was while Doug was at Springfield that he dropped the Roulstone from his name, going by Merl Douglas for the rest of his radio years. Doug moved on to KFNF, Shenandoah, Ia., in 1949, but 1951 marked

several moves—to KOAM, Pittsburg, Kansas, KWTO, Springfield, Mo., and back to KFNF, Shenandoah. On the last day of 1951, Doug became an announcer-entertainer on KMA Radio where he was to stay until 1964. Another interim at KFNF followed, with Christmas Day of 1965 marking his final return to KMA and a routine of opening the station's broadcast day for eleven and half years.

Rising early around 3:30 a.m., daily, Doug's affability and cheery wit at 5 o'clock in the morning never failed him and won for him a vast array of fans whose cards and letters over the years always took note of his remarkably sunny disposition.

Doug says the most enjoyable part of his years in radio came from being with the people in it—announcers, staffers and especially his friends in the live entertainment end. He also recalls fondly the kindness of radio friends especially when he was hospitalized because of his leg. As most KMA listeners know, Doug was crippled by polio, called infantile paralysis then, when he was 15 months old and has walked with the help of a leg brace all his life.

Born on June 7, 1917 at Larrabee, Iowa, he grew up at Cherokee. He has two daughters, Sharon, now Mrs. Rick Stevens who lives in Idaho; and Valerie who is married to Don Parnell of Springfield, Mo. He also has one granddaughter, Michelle Stevens, 8 years old.

After a lifetime of meeting the clock, Doug could fill a book with his efforts at getting to work on time, but one that he recalls happened on a cold winter day. He tried to start his car but only succeeded in having the car catch fire. As memory serves him, it was Jim Ross who saved the day. Incidentally it was Jim also who gave him the nickname, "old Douglepuss."

No more worrying about the clock for Doug now, as he looks forward to retirement in Springfield, Mo. All of us here at KMA wish him many years of happiness and good health in the years ahead.

Cover picture shows Doug at console his last day at KMA.

## The KMA Guide

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# A Chat With Edward May



Early in May I had an occasion to make a trip to Los Angeles, the purpose being to attend the National Broadcasting Company's Television Affiliates Meeting. (Our Omaha TV station is affiliated with NBC.) The networks are in show business and they certainly know how to entertain royally. Naturally they have outstanding talent to draw from.

The first night was a large reception attended by about two thousand people. Many TV stars were in attendance and, for the most part, they were just roaming around visiting with people. I knew many of their faces and most of their names but there were also some I didn't know. Nevertheless, it was rather exciting to see the photographers snapping pictures here and there of the TV personalities. I can't begin to name all of those that were present but a few included Angie Dickinson, Jack Klugman, Jimmy Stewart, John Chancellor, Peter Marshall, Jane Pauley, Joe Garagiola, Alex Karras, O. J. Simpson, Jack Albertson, George Burns, Claude Akins, and many more.

The second evening Universal Studios hosted a party, equally as fantastic as the one the previous evening. Many TV people were there, and in addition, music was furnished by Bob Crosby and his band.

The third and final night was a sit down banquet, again hosted by NBC. We had the honor of hearing some remarks by former Secretary of State, Dr. Henry Kissinger. His speech was followed by the main program headed by the "Tonight" cast of Johnny Carson, Ed McMahon, Doc Seversten and his NBC orchestra. Special guests were singers Lola Falana and John Davidson. It was a fantastic program and we felt it was a privilege to see and hear such outstanding entertainment. I was sorry I didn't have an opportunity to visit with Johnny Carson because he happens to be a native of southwestern Iowa. In fact, recently I heard him say he was born in Avoca, Iowa, and with his family lived in the southwest Iowa towns of Corning, Clarinda, Red Oak and Shenandoah. Perhaps I will have the chance some other time to meet him and compare notes as to when he lived in Shenandoah.

In spite of the glamour of the city, it was a pleasure to return home to one's normal daily routine. According to my way

of thinking, small midwestern towns have a great deal to offer. In fact, every time I visit a big city I am glad to return to Shenandoah and enjoy the comfortable living of a rather small town. One doesn't have to spend hours commuting to and from work, fighting the endless traffic, etc.

Another thing distinctive to small towns is high school class reunions. These are very popular in Shenandoah. In fact, almost every week end throughout the summer sees a reunion of one class after another. I guess we all enjoy reliving our school experiences and, fortunately, time has the ability to erase the unpleasant experiences of school, leaving only fond memories of former school days.

Such was the experience when my high school class held a reunion Saturday, June 25. I suppose I should relate the details and say this was the Shenandoah High School graduating Class of 1937, so it was our 40th Anniversary. This was only the second reunion of our class in all these years, the other being our 20th in 1957. Time has been kinder to some class members than others, but everyone had a wonderful time reminiscing about "the good old school days." Enough time had elapsed since those days that almost everyone was willing to tell of some of the more unusual experiences of high school days. The whole thing made for an enjoyable evening. If your high school class has a reunion I urge you to make every effort to attend. We had class members come from Florida, Alabama, California, Oregon and virtually all points in between. They all said they wouldn't have missed it.

It is great to have long time friends, and this is the way we feel about our KMA listeners. Some of you have been listeners for going on 50 years. We regard you as members of the KMA family, and wouldn't it be great if we could get all of the KMA family together sometime?

## ELECTED CHAIRMAN

**EDWARD MAY**, president of May Broadcasting and May Seed and Nursery Co., was elected chairman of the Tarkio (Mo.) College board of directors at its May meeting. Also named as vice chairman was **JAMES SHAUM**, secretary of May Broadcasting, and vice president and secretary of May Seed and Nursery.

# MAC'S FAX

We have an absolutely fabulous garden this year. So far we have enjoyed asparagus, rhubarb, radishes, onions, lettuce, peas, potatoes, beets and carrots. We also have lots of things coming along such as tomatoes, cabbage, egg plant, cauliflower, peppers, broccoli, sweet corn, lima beans, green beans, cucumbers, squash, parsley, watermelons and cantaloupe. You just can't beat the flavor and quality of home grown vegetables.

We have quite a nice planting of Red Hamburger and Hybrid Yellow Sweet Spanish onions. This will give us beautiful onions for fall and winter use because the Yellow Sweet Spanish keep very good.

We have our share of bugs and worms, but so far we have kept them under control with Earl May Bug Dust and Earl May Sevin.

We planted our early garden on March 16 and got a good stand of everything without any freeze. I think the season is at least two weeks early and everything is doing beautifully.

I'm looking forward now to the sweet corn and tomatoes. Hopefully, they will be coming on in the middle of July; although right now on June 2, we have sweet corn over knee high. We have made about five different plantings of sweet corn to stretch out the season.

The deer are eating off the tops of our beets so I planted another row of beets



**A good crop of potatoes is anticipated by Mac from these plants.**

last night. I love fresh buttered beets. Another thing that I'm looking forward to are the Crenshaw melons. They are absolutely delicious.

The roses in Shenandoah this month are glorious. The Hybrid Teas, Floribundas and Climbers are outdoing themselves. Everyone should have some roses, and to keep them looking at their peak, give them one cup of Earl May Rose Food. If you haven't done it, do it now and then give them another cup this fall and again next spring. To keep them healthy and free from insects, spray once a week with Earl May Zineb and Sevin. The easy way to do it is to use a hose end sprayer, available at Earl May Garden Centers, and attach to the end of a garden hose. Use two parts Sevin and one part Zineb, add water and mix to a paste, then turn on the garden hose and give them a thorough drenching. This should be done after each rain and at least once a week.

My son, Jack, is going on his third year with Bankers Trust Co. in Des Moines. He has had three promotions, likes his work and enjoys living in Des Moines. He is still single.

Have a good day for yourselves, everybody.

**Mac looks over the lettuce and onions in his garden.**



# RFD 960

By CRAINTON KNAU

Summer is officially here. That's not really news. Everybody knows the season officially arrived on June 21. The way the temperatures and weather conditions have been affecting our broadcast area, I thought summer arrived in March. It's hard to believe that the last killing frost we experienced here at KMA was on April 6, and that was in a temperature of 29 degrees F. We all know that rains are needed and I don't know about you, but I'd like to see a little more cloudy skies. Blue skies are a good symbol of good times, and the two words make up the basis for one of the good old standard pop tunes, but a few more clouds with water falling out the bottom over all the area would look right good these days.

Why don't we get our minds off rain, water shortages, rolling corn leaves, and market prices for a while? I don't know a better way to forget the day's problems easier than a good barbecue with the family and friends around. I sure don't want to get into Brenda Kay's field, but I do want to pass along an excellent recipe for a barbecued pork loin I just know you'll enjoy. I had the honor of being a judge of the National Pork Cookout Contest three years in a row. This is the winner of the contest in 1974, and was prepared by the Minnesota Pork Cookout King, who, of course, became the National Pork Cookout King with this recipe. It's called Luau Pork Loin, and after you prepare it and pass it over your taste buds, I think you'll agree this is really eating "high off the hog!" This takes a barbecue with a rotisserie and prepares equally as well with a bed of charcoal, or a gas or electric barbecue.

## LUAU PORK LOIN

5 lb. boneless pork loin roast  
Assorted dried fruits (apples, prunes, peaches and apricots)

The KMA gang including their families got together for a picnic in May at Pioneer Park near Shenandoah. LARRY HILL of the Sales Department had charge of arrangements. One of the highlights of the evening was an egg throwing contest when everyone ended up with egg on their face or someplace. Actually Salesman DUANE YOUNG and his wife, JEAN, were the winners. The picture shows the group lined up for the egg event.



2 c. seasoned bread cubes  
Luau Sauce  
1 jar (7¾ oz.) baby-food peaches  
¼ c. catsup  
½ c. brown sugar  
¼ c. cider vinegar  
1 T. soy sauce  
1 tsp. ginger  
¼ tsp. garlic powder

Combine all ingredients in small sauce pan. Bring to a boil stirring frequently. Remove from heat.

Moisten bread cubes with Luau Sauce. Make slits about ¼ inch deep at intervals on inside of loin. Fill slits with dried fruits; place moistened bread cubes on center of loin. Tie loin securely with string — one inch apart.

Place meat on rotisserie; insert meat thermometer. Cook slowly until thermometer reaches 170° F. (allow about 15 minutes per pound.) Brush roast with Luau Sauce several times during last ½ hour of cooking. Serve remaining sauce with roast.

\* \* \*

Happy eating! Now, don't you beef producers get too upset. Next issue of the KMA Guide, I'll pass along my favorite beef barbecue. And, along with the favorite main red meat dish, why don't you make sure you have lots of cold milk, and a tray of assorted cheeses and fresh fruits. As far as I'm concerned, that would make a complete meal and it would mean you'd be feeding yourself and your family from the bountiful supply of farm fresh foods from the Great Midwest.

**FLASH! JIM ROSS**, Farm Editor, and his wife, **NANCY**, are the parents of a son born June 17 at 1:54 a.m. at Hamburg's Grape Community Hospital. Their first son weighed in at 7 pounds 15¾ ounces and measured 21½ inches in length. He has been named **JAMES ROSS LIGHTFOOT, JR.** Jim and Nancy went through the Lamaze classes, and Jim can give a proud, descriptive and complete account of the baby's birth.



Farewell gift presented to Doug.



The girls lined up to kiss him goodbye. That's Nancy Stotts of Traffic doing the bussing.

MARY WILLIAMS' father-in-law, EARL WILLIAMS died May 3 at Silver City, New Mexico. He was a pioneer radio broadcaster, having been in the business nearly 50 years.

HAL RODGERS whose voice is heard on many commercials on KMA shot a hole-in-one at the Shenandoah American Legion Country Club course in April. Hal claims he's not a golfer but a tennis player.

## DOUG'S FAREWELL PARTY

The KMA gang gathered on the morning of May 17th for a farewell party honoring the last of the station's old timers — MERL DOUGLAS. He was presented a gift from the group with Station Manager "ANDY" ANDERSEN making appropriate remarks and wishing Doug a happy retirement.

The Midlands chapter of N A M A (National Agri-Marketing Association) held its annual summer outing at the American Legion Country Club in Shenandoah May 16. BILL SELBY, KMA Regional Sales Manager, had charge of the event which included a golf tourney and dinner. J. C. MECOM of Ralston Purina from Essex won the golf championship. KMA's associate farm director JIM ROSS isn't commenting on his golf score.

BILL and POLLY SELBY went to the Indianapolis 500 race over Memorial Day weekend. They stayed with friends whom they had met while on their honeymoon last fall at Hilton Head Island, S. C.

Associate News Director BILL BONE and his wife, NAN, spent a week of vacation fishing in Minnesota.



Scenes from Doug's last day at KMA.

# A MEMO

From BRENDA KAY

Destination . . . Minneapolis! After five years as a member of A.W.R.T. (American Women in Radio and Television), I was able to attend the National Convention which was held in Minneapolis this year. It's such an uplift, professionally and personally, to be in constant companionship with people who share your occupational interests. It's great knowing that other women share your concerns, problems and frustrations . . . it makes your problems seem less important and puts them in proper perspective. At the same time, you come back to your work re-dedicated and refreshed.

Taking off for three days this year was a real challenge to me because I had to leave Ricky for the first time. But I felt it was a tremendous experience for Rich, for he had full-time responsibility for our son. It seemed that the two of them were so close by the time that I returned. Since I do work during the day, I'm very selfish with Ricky's wakeful hours in the evening, and it had gotten to the place that I was just doing everything with him and not really allowing Rich to have time alone with his son. After being gone for a few days, I learned that it is important for fathers to develop relationships with their children, too. Plus fathers need to be prepared to take over in the event of an emergency when perhaps mom won't be around. So all in all, I was glad that I could attend the A.W.R.T. Convention for both my profession and my family.

Ricky continues to be a delight, of course. It's so funny how proud a parent

can become! My mother said the other night that Ricky was by far the most intelligent, good-looking kid around(!!) and then laughed. I laughed, too, and then said, "Wouldn't it be nice if every parent and grandparent in the world thought that their child was the best?" I really feel that one of society's greatest problems is that parents just don't love their children enough, or perhaps they just don't show it. When I taught school, the children who didn't get love at home were so obvious. They either were discipline problems or were "clinging vines," always craving your attention. Though these children were frustrating to work with they were desperately in need of someone just to say, "I care."

One of my extra activities is serving on the Planned Parenthood Advisory Committee for the Red Oak center which serves all of S. W. Iowa. The main reason I work on the board is that the over-riding philosophy of Planned Parenthood is that every child deserves to be wanted and loved. If teen-agers and young adults today can be educated concerning human sexuality, perhaps unwanted pregnancies can be avoided. And then perhaps all the world's children can be truly loved.

Take time to tell a child you know that you care about them. It's the most important thing you can do to insure a future society filled with happy, secure adults.

## COLD BROCCOLI SALAD

Jan Farrens, Clarinda

- 1 10-oz. pkg. thawed chopped broccoli
- 1 dash of fresh lemon juice
- 1 can french peas, well drained
- 3 stalks celery, chopped
- 1 med. sized onion, finely chopped
- Salt and pepper to taste

Blend all ingredients with mayonnaise; serve in bowl of lettuce leaves. Serves 6.

## RICKY'S FIRST YEAR

"The Kid" tee shirt on Ricky McConahay gives an indication of the change that has taken place in Brenda Kay and Richard's son. In a short seven and half months he has changed from a cuddly baby to a lively boy weighing 18 pounds, 10 ounces and stretching to 28 inches as he shows here. Shortly after this visit to KMA when his picture was taken with his mother, he cut his first tooth — at 8 months.



July-August, 1977

# Living Today Favorites

## GRAPE AMBROSIA

- 1 3-oz. pkg. strawberry gelatin
- 2 c. water
- 1 c. sour cream or whipped cream
- 1 c. miniature marshmallows
- 1 can (11-oz.) mandarin oranges
- 2 c. halved and seeded grapes
- 1/4 c. chopped walnuts
- 1/2 c. toasted coconut

Prepare gelatin as directed on pkg. using the water. Pour in 8" square pan and chill till firm. Meanwhile mix together remaining ingredients except coconut. Remove gelatin and cut into cubes. Fold gelatin cubes into fruit mixture. Sprinkle with toasted coconut.

\* \* \*

## IMPOSSIBLE PIE

Mrs. Fred Richardson, Shenandoah, Ia.

- 2 c. milk
- 1 c. coconut
- 3/4 c. sugar
- 1/2 stick margarine
- 4 eggs
- 1 tsp. baking powder
- 1/2 c. flour
- 1 tsp. vanilla

Place ingredients in blender in order given. Blend on high for 1 minute. Pour into well-greased 10" pie pan. Bake in 350° oven for 45 to 50 minutes. Chill thoroughly. This pie forms its own crust during baking. It tastes like a custard pie.

\* \* \*

## MILE HIGH PIE

Margaret Hull, Villisca, Ia.

- Combine in large bowl:
- 2 egg whites
  - 1 10-oz. pkg. frozen strawberries, thawed
  - 1 tsp. lemon juice

Beat on high speed. Add 1 c. sugar gradually. Beat 10 to 15 minutes until stiff peaks form. Fold in 2 c. whipped cream or topping. Pile into two 9" crusts in pie pan. Freeze. Take out a few minutes before serving.

Crusts: 30 Oreo or Hydrox chocolate cookies, rolled fine or blended in blender. Work in 1 stick less 1 T. margarine or butter, softened. When well-mixed, pat into bottom and sides of two 9" pie pans. Fill and freeze.

\* \* \*

## SWEET AND SOUR CHICKEN

Connie Anderson, Shenandoah, Ia.

- 1 bottle Russian salad dressing
- 1 pkg. dry onion soup (do not dilute)
- 1 18-oz. jar apricot preserves

Combine the above ingredients. Place one chicken, cut-up, in a 9x13" cake pan. Cover the chicken with the above mixture. Bake at 350° for 90 minutes. Serve on rice.

## PEANUT BUTTER DESSERT

Janice Segrist, Clarinda, Ia.

- 1/2 c. brown sugar
  - 1/2 c. peanut butter
  - 1 c. flour
  - 1 c. chocolate chips
  - 1/4 c. butter, softened
- Filling:
- 8-oz. pkg. cream cheese, softened.
  - 1/2 c. sugar
  - 1/3 c. peanut butter
  - 1 tsp. vanilla
  - 2 eggs
  - 2 c. whipped cream or topping

Cream brown sugar, 1/2 c. peanut butter and butter till fluffy. Add flour and blend till crumbly. Sprinkle into ungreased 9x13" pan. Bake at 350° for 10 minutes or till golden. Reserve 1 c. of this mixture. Press remaining mixture firmly over bottom of pan.

Filling: Combine cream cheese, sugar, peanut butter and vanilla. Beat at medium speed till smooth and creamy. Add eggs, one at a time, beating well after each addition. Fold in whipped topping. Pour filling over crumb layer in pan. Melt chocolate pieces and drizzle over filling. Work quickly as the chocolate hardens almost immediately. Sprinkle top with reserved crumbs and press in slightly. Freeze at least 3 hours.

\* \* \*

## CURRIED BROCCOLI-CHEESE DIP

- 1 10-oz. pkg. frozen broccoli in cheese sauce
- 1/4 c. dairy sour cream
- 2 T. grated parmesan cheese
- 2 T. lemon juice
- 1 tsp. instant minced onion
- 1/4 tsp. curry powder

Prepare broccoli in cheese sauce according to package directions. Pour broccoli mixture into blender. Add remaining ingredients. Cover and blend until mixture is smooth. To blend flavors, refrigerate until thoroughly chilled. Makes 1 1/3 cups.

\* \* \*

## POTATO CASSEROLE

- 2 lb. frozen hash browns
- 1/2 c. melted margarine
- 1 tsp. salt
- 1/2 tsp. pepper
- 2 T. dried minced onions
- 1 can cream of chicken soup
- 2 c. sour cream
- 2 c. grated American process cheese
- 1/4 c. margarine
- 2 c. crushed corn flakes

Thaw potatoes slightly, so that they can be separated. Mix first eight ingredients together and pour into a large casserole. Sprinkle with corn flakes and slivers of margarine. Bake 45 to 60 minutes in 350° oven.

## STRAWBERRY BAVARIAN CREAM

Doris Damewood, Clarinda, Ia.  
"Feminine Focus"

### Crust:

- 2 sticks butter or margarine
- 4 T. powdered sugar
- 2 c. flour
- ½ c. chopped nuts

Soften to room temperature. Mix in sugar, then flour. Add nuts. Press into bottom of 9x13" pan. Chill for 30 minutes. Bake in 350° oven for 20 minutes or till light brown.

### Filling:

- 10-oz. pkg. strawberries, thawed and drained
- 1 c. liquid, using strawberry juice plus water
- 1 pkg. unflavored gelatin
- 2 small pkg. strawberry gelatin
- 2 c. hot water
- 3 c. vanilla or strawberry ice cream
- 2 c. whipped cream

Drain strawberries, cut in small pieces. Keep juice for liquid. Put unflavored gelatin in liquid. Let soften. Meanwhile mix strawberry gelatin with hot water. Add unflavored gelatin mixture. Mix well. Chill 30 to 40 minutes. When cold add ice cream and berries. Pour over crust and chill. Top with whipped cream.

\* \* \*

## BUTTERSCOTCH ICE CREAM

Virginia Crow, my mother

- 4 eggs
- 2 c. sugar
- 1 pkg. instant butterscotch pudding mix
- 2 T. burnt sugar flavoring
- 1 qt. milk
- 1 qt. thick cream

Mix all ingredients together. Freeze according to manufacturer's instructions.

\* \* \*

## APRICOT ALMOND CREAM

- 1 pkg. (3-oz.) apricot gelatin
- 1½ c. boiling water
- 1 c. light cream
- ¼ tsp. almond extract
- Whipped topping
- 1 T. toasted chopped almonds or almond slivers

Dissolve gelatin in boiling water. Chill about 15 minutes. Add cream and almond. Chill till firm, about 3 hours. Top with whipped topping and almonds.

\* \* \*

## CHERRY CREME PARFAITS

- Whip 1 c. whipping cream with:
- 3 T. sugar
  - 1 tsp. vanilla
  - Dash of salt

Fold in 1 c. sour cream. Alternate layers of whipped-cream mixture and one 21-oz. can cherry pie filling. Use parfait or sherbet glasses. Begin with red layer and end with white layer. Garnish with single maraschino cherry.

# VIVIAN'S RECIPES

## HAM-NOODLE CASSEROLE

- 1 (8-oz.) pkg. noodles
- 1½ c. chopped cooked ham
- 1 c. grated cheese (like Cheddar)
- 1 (10½-oz.) can condensed cream of chicken soup
- 2 T. green pepper, diced, optional
- ½ c. milk
- 2 T. butter

Cook noodles as directed on the package, drain. Combine ham and ¾ cup of cheese; alternate layers of the ingredients in greased 1 qt. baking dish. Sprinkle remaining cheese on top and dot with butter. Bake 375° for 30 to 35 minutes. Makes 6 servings.

\* \* \*

## MONSTER COOKIES

Chewy and rich, no flour.

- 3 eggs
- 1 stick margarine or butter
- 1½ c. brown sugar
- 1 c. sugar
- 1 tsp. vanilla
- 1 c. peanut butter
- 2 tsp. baking soda
- 4½ c. rolled oats (instant)
- 6 oz. chocolate chips
- ½ c. chopped nuts (peanuts are good or use crunchy peanut butter)
- ½ c. M and M's

Cream margarine and sugars. Add eggs, vanilla, peanut butter. Mix. Add baking soda and oats and mix thoroughly. Stir in chopped nuts, chocolate chips, and M and M's. Shape into balls and drop on ungreased cookie sheet. Bake 350° for 10 to 12 minutes. Don't let them get too brown or they won't be chewy.

\* \* \*

## CARROT PINEAPPLE CAKE

- 1½ c. corn oil
- 2 c. sugar
- 3 eggs
- 2 c. flour
- 2 tsp. cinnamon
- 2 tsp. soda
- 2 tsp. vanilla
- 1 tsp. salt

Mix together well and add:

- 2 c. grated carrots
- 1 c. pecans

1½ c. crushed well drained pineapple  
Pour into 9x13" pan. Bake 350° for 1 hour.

### Frosting

Cream together:

- 3 oz. cream cheese
- 1¼ c. powdered sugar
- 1 stick margarine

Add:

- ½ c. well drained pineapple
- ¼ c. pecans

Mix and spread over cake.



Miss Iowa National Teenager, Deanna Lynn Frey of Des Moines, stopped by to talk to Brenda Kay on her way to the Nebraska pageant.



Pancratya Mullison (left) and Carol Newman talked to Vivian Steinbauer on the Living Today show about Poppy Days.



Kathy Sorrell, Day Care Coordinator for the Work Incentive Program in southwest Iowa explained the process of becoming a registered day care provider.



Sally Kelker, Coordinator and Counselor at the Red Oak Planned Parenthood Center visited with Brenda Kay about the services provided to southwest Iowa. Brenda serves on the PA Advisory Board.



Delores Rothenberger, Chicago, and John Ferola, director of the Anderson Schoolhouse Restaurant and Theatre, appeared on Brenda Kay's LIVING TODAY Show.



Joan Rewe and Dorothy Nicholson, Omaha, planned the Neb. State China Painter's Convention and Show in Omaha. Dorothy holds a vase depicting the theme, "A Strawberry Festival."



**Proud Fisherman**

Four-year-old **TIM**, son of Salesman **DEE MARTIN**, shows off his very first catch — two nice bullheads — in what will probably prove to be a lifetime devotion to the sport of fishing.

**MIKE GOODIN**, Operations Manager, likes to work around his house and garden. This summer he has taken on a big project, even for Mike. He is building a large family room with fireplace onto his house. With the exception of some skilled help early in the project, Mike is doing all the work himself. He took one week off in May to work with the carpenter.



**Skateboard Champ?**

**NANCY STOTTS** of Traffic Dept. tries out her daughter, **RHONDA'S** new skateboard with the help of **VICKI MORRIS** of Continuity.

Word has been received of the death of **SANDY**, daughter of former KMA entertainer, **OMA WEST CORDER**. She was killed in a car accident in May. KMA listeners will remember **OMA** and **MAE WEST**, sisters, who returned to help KMA celebrate its 50th anniversary in 1975.



**Chuck Meacham and his wild turkey.**

Part-time announcer **DWIGHT LANE** served as assistant producer for a four hour morning magazine show, "Alive, and Living!" over public radio **KXCV-FM** at Maryville, Mo., this past semester. The show won first place in public affairs at the Missouri Broadcasters Association's 8th annual awards competition. Dwight has just completed his freshman year at the Northwest Missouri State University at Maryville.

Avid hunter **CHUCK MEACHAM** shot the wild turkey during the Missouri season this spring. That's Chuck's wife, **MARLYS**, in the center of the picture, and **NADINE KELSEY**, both of Accounting, admiring the big bird. It weighed about 12 pounds.

## On Sports

For the past three years, I have always thought about taking scuba-diving certification lessons. But, for one reason or another, yours truly has not done too much about it, that is, until this Spring. I have finally taken a giant step by enrolling in a scuba class. It meets every Wednesday evening at the West Branch Omaha YMCA from 7:00-10:00 p.m. The first hour and a half is devoted to classroom lecture and the other hour and a half to pool work. The maximum number in a scuba class is eight. There are only two in my class. It is almost like having a private instructor. This has really been a plus in my learning process.

Robbie Mears is the instructor. He does a super job of presenting the material to you. The first lesson he spotted some "Flaws" in my swimming skills. I took lessons many years ago down in Florida while on vacation. I have had a lot of time to acquire many bad habits. Since I began the course, my swimming skills have improved 300%. Developing a good flutter kick was my first big challenge. What a difference it makes when mastered.

The first thing you learn in the scuba class is how to snorkel correctly. To some, snorkeling does not look too difficult. However, there is only one correct way to breathe with your snorkel to prohibit inhaling a mouthful of water. Also, when you dive underneath the surface, there are only two correct ways to clear water out of your snorkel, so when you come back to the surface, you can breathe through it. It is just a few things like these that make a simple looking thing like snorkeling, just a bit more complicated.

Scuba-diving, itself, is a complex sport. Again, it does not look that difficult. I could never understand why a person couldn't just walk in to a scuba shop from off the street, rent the necessary equipment and go diving. Scuba shops will only rent equipment to certified divers. After taking the course, one quickly learns why.

There are so many factors involved. You are dealing with both water and air. The further down you go, the more it affects both differently. For example, a tank of air on the surface which would last a diver for an hour would only last 10 minutes at 132'. You have to take quite a few of these factors into account when diving. It really gets complicated.

Various kinds of emphysema could occur to a diver due to over-extension of the lungs: (1) the air could collect behind the lungs and sternum (2) the air could collect in the throat (3) the air could collect in

the pleural lining of the lungs causing irritation. The way to avoid the above is simple, breathe always.

The one big enemy of scuba divers is nitrogen. A diver has to keep track of how long he is in the water for any one dive and at what depths to avoid an over-build-up of nitrogen in the blood. Too much nitrogen causes bubbles in the blood which could result in the bends.

Concepts you learn in the pool are not always the easiest. One night, we had to sit on the bottom of the pool with our scuba gear on, take our equipment off and put it back on while staying underwater. Another time we practiced the buddy system in case one of us should run out of air. My partner and I would take turns spitting our regulator out of our mouths underwater and giving our buddy the out of air signal. The other would have to find his alternate regulator, get it to his buddy in time, so the person can breathe and thus remain underwater.

As you can see, a scuba certification course is essential for one to become a scuba diver. I don't want to paint too scary a picture. Scuba-diving is fun and very exciting. My goal is to get certified by the end of June. So in July, when I go to San Diego for part of my vacation, I can take advantage of my skills and do some scuba-diving out there. However, one must be aware of some of the things that could happen while underwater.

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## SPORTS DIRECTOR CONTINUES HIS WINNING WAYS

KMA Sports Director Warren Swain has done it again. He has won another award.

This time the award came from the Drake Relays in the form of a plaque given to Warren Swain and KMA Radio in recognition of outstanding contribution and service.

The plaque was presented Saturday morning, April 30, during one of Warren's broadcast reports from the Relays in Des Moines. It was presented by Steve Hellyer, Sports Information Director for Drake University.

Originally the plaque was to be a surprise presentation to Warren at a Friday night banquet, but Warren's devotion to duty caused a postponement. It seems Warren attended the banquet, ate, and left early in order to get a report ready to file for KMA.

The honor is especially meaningful to Warren because he is an alumnus of Drake University.

# KANSAS CITY ROYALS

Fans of the Kansas City Royals baseball team can follow their athletes on KMA with the following schedule.

July 1	— 6:30 p.m.	— Cleveland
July 2	— 6:30 p.m.	— Cleveland
July 3	— 6:30 p.m.	— Cleveland
July 4	— 7:35 p.m.	— Texas
July 5	— 7:35 p.m.	— Texas
July 6	— 7:30 p.m.	— Milwaukee
July 7	— 7:30 p.m.	— Milwaukee
July 8	— 7:30 p.m.	— Oakland
July 9	— 7:30 p.m.	— Oakland
July 10	— 1:30 p.m.	— Oakland
July 11	— 7:30 p.m.	— Chicago
July 12	— 7:30 p.m.	— Chicago
July 13	— 7:30 p.m.	— Detroit
July 14	— 7:30 p.m.	— Detroit
July 15	— 7:30 p.m.	— New York
July 16	— 7:30 p.m.	— New York
July 17	— 1:30 p.m.	— New York
July 21	— 7:00 p.m.	— Detroit
July 22	— 7:00 p.m.	— Detroit
July 23	— 1:15 p.m.	— Detroit
July 24	— 1:00 p.m.	— New York
July 25	— 7:00 p.m.	— New York
July 27	— 7:30 p.m.	— Cleveland
July 28	— 7:30 p.m.	— Cleveland
July 29	— 7:30 p.m.	— Chicago
July 29	— 7:30 p.m.	— Chicago
July 30	— 1:15 p.m.	— Chicago
July 31	— 12:30 p.m.	— Chicago
August 1	— 7:30 p.m.	— Minnesota
August 2	— 7:30 p.m.	— Minnesota
August 3	— 7:30 p.m.	— Toronto
August 4	— 7:30 p.m.	— Toronto
August 5	— 7:30 p.m.	— Chicago
August 6	— 7:30 p.m.	— Chicago
August 7	— 1:30 p.m.	— Chicago
August 8	— 5:00 p.m.	— California
August 10	— 7:35 p.m.	— Texas
August 11	— 7:35 p.m.	— Texas
August 12	— 6:30 p.m.	— Toronto
August 13	— 6:30 p.m.	— Toronto
August 14	— 12:30 p.m.	— Toronto
August 15	— 6:30 p.m.	— Boston
August 16	— 6:30 p.m.	— Boston
August 17	— 6:30 p.m.	— Cleveland
August 18	— 6:30 p.m.	— Cleveland
August 19	— 7:30 p.m.	— Boston
August 20	— 7:30 p.m.	— Boston
August 21	— 1:30 p.m.	— Boston
August 22	— 7:30 p.m.	— Baltimore
August 23	— 7:30 p.m.	— Baltimore
August 24	— 7:30 p.m.	— Milwaukee
August 25	— 7:30 p.m.	— Milwaukee
August 26	— 6:30 p.m.	— Baltimore
August 27	— 6:30 p.m.	— Baltimore
August 28	— 1:00 p.m.	— Baltimore
August 30	— 7:30 p.m.	— Texas
August 31	— 7:30 p.m.	— Texas

For Royals fans who would like to see their team in action, KMA is sponsoring two more bus tours on July 17 and August 21. The round trip cost is \$19.00 per person and includes the transportation and reserved seat tickets.

July-August, 1977

# JULY - AUGUST GREETINGS

## THIS IS YOUR DAY!

### HAPPY BIRTHDAY TO:

July 1	— Terry, daughter of Jim Ross
July 1	— Mrs. Wayne McMannama
July 3	— Tony, son of Larry Hill
July 6	— Ed May Jr.
July 6	— Mrs. Earle Crowley
July 7	— Bob Kelsey
July 10	— Mrs. Carl Andersen
July 12	— Duane Young
July 14	— Darrell Murphy
July 17	— Greg, son of Craighton Knaut
July 22	— Scott, son of Bill Selby
July 27	— Brenda Kay McConahay
July 28	— Edward May
Aug. 1	— Mary Williams
Aug. 4	— Doug, son of Lynn Padilla
Aug. 7	— Scott, son of Earle Crowley
Aug. 9	— Tim, son of Dee Martin
Aug. 13	— Diane, daughter of Ned Dermody
Aug 16	— Bob Stotts
Aug. 19	— Mrs. Larry Hill
Aug. 26	— Jack, son of Wayne McMannama

### HAPPY ANNIVERSARY TO:

July 21	— Mr. and Mrs. Charles Williams
July 27	— Mr. and Mrs. Gaylord "Mac" McDonald
Aug. 12	— Mr. and Mrs. Carl "Andy" Andersen
Aug. 21	— Mr. and Mrs. Mike Goodin

CARL "ANDY" ANDERSEN, KMA Station Manager, was named to the board of directors of the Iowa Broadcasters Association at its annual convention at Lake Okoboji in June.



About 50 KMA and May Seed women employees enjoyed their annual picnic in June.

# FEEDBACK

By NED DERMODY

The one thing that occurs annually that really refreshes the spirit and depletes the pocketbook is not Christmas. It's vacation. Vacations can be more work than work. And if there are young children involved . . . they can be positively exhausting.

Each year, my four children and I plan an extended vacation trip. Something we think will be new and different and we hope educational and restful. Three years ago . . . Lake Okoboji and Mt. Rushmore. Two years ago . . . Missouri's Lake of the Ozarks. Last year . . . Chicago. This year . . . we decided that a week in Rocky Mountain National Park would be nice. The idea was pleasant since the family lived in Colorado for four years, and the two boys, Pat and Tom, were born there. The three oldest children had spent some time in the mountains, but really didn't remember much about them. The youngest, Amy had never seen a real mountain, and at four and one half years wasn't all that excited. She insisted on calling them islands!

The trip called for stops in North Platte, Nebr., and Fort Morgan, Colo., then a week at a cottage in Estes Park, Colo. The first two days were non-eventful, primarily because they were spent in Nebraska and northeastern Colorado. The third day we traveled up the Big Thompson Canyon . . . the once beautiful canyon that was devastated a year ago by a flash flood. Colorado has reconstructed the road up the canyon, but it will take years for other reconstruction. In fact, a year after the flood people are still cleaning up, and evidence of the damage is obvious throughout

the canyon. Water has been diverted to facilitate the cleanup and reconstruction. The once beautiful trout stream is a dry boulder strewn empty riverbed.

Estes Park was just barely open when we arrived. Most of the tourist activity was scheduled to begin a week after our arrival, so many of the shops and attractions were occupied with cleaning and stocking up. Our resort which was really eighteen cottages set along the Big Thompson River southwest of the village of Estes Park was virtually empty except for us and a spectacular view of the high mountains.

The boys started fishing the stream for trout immediately. They fished the stream all week probably a couple of hours each day, but they were skunked. A few bites but no trout. Friday . . . a man checked in . . . took his rod and reel to the river near where son, Pat was fishing, and promptly caught five fish. Pat was furious. We never did catch a fish, and I was stuck with three pounds of flour, a lot of salmon eggs, and a couple of very angry boys.

Amy was not impressed by the fish, but she did enjoy the ground squirrels, deer and birds in the area. She was pretty content to spend time wearing dad out at games of frisbie. She calls it "krisbee."

Mountain hikes, drives through the hills and a visit to Central City occupied most of the time along with outdoor meals and a blazing fire in the fireplace each evening accompanied by popcorn. It was an altogether pleasant vacation. The kids are growing older and enjoy many of the things I enjoy. It was not a funny vacation because nice things happened. The weather was pleasant . . . the crowds were not in Colorado yet . . . and virtually everything worked out according to plan. If only the fish had been hungry . . . !



"Mac" gets the bird.

"MAC" McDONALD knew if he kept asking for a rubber chicken long enough he was bound to get the bird. Proprietor of THE ELEPHANT SHOP heard at 11:05 a.m., Monday through Friday, "Mac" asked each caller who advertised a garage sale on the show if they had a rubber chicken for sale. Not wishing to be called "chicken hearted" Mac bravely opened the package which arrived one morning from LIZ HANSON of Omaha. And there it was—the rubber chicken which Mac promptly tied to the microphone stand.

# GUIDE TO END PUBLICATION

The KMA Guide Magazine which began publishing in June, 1944 will suspend publication by the end of this calendar year.

Started in response to the thousands of requests for pictures and information about the radio station and its staff, The Guide was first edited by Owen Saddler, who went on to become Executive Vice President and General Manager of May Broadcasting Company.

That first issue carried the motto, "The Magazine about your favorites on your favorite station." It featured a column by Earl May, a KMA program schedule, newsy columns by homemakers, chatty news by Doris Murphy and tips for farmers from Frank Field.

When all music and programming on KMA was produced by entertainers performing in the studios or on the Mayfair Theatre stage in front of audiences, The KMA Guide was filled with pictures of singers, guitar players and banjo pickers plus other staff personnel. At one time the unique publication boasted a circulation of many thousands, going to 48 states and several foreign countries.

Not since the 1950's has KMA featured live entertainers and with their passing went the basis of the Guide's existence. Increasing costs of publishing and a change of interest in listeners' habits are other factors contributing to the end of this unusual magazine.

There will be two more issues of the Guide after this one — September-October and November-December.

As subscriptions expire, they will not be renewed. Subscribers will be notified of their expiration dates by a red star on the back cover. Any checks or money received for Guide subscriptions will be returned to the sender.

Single copies of The Guide may be purchased for 25¢ (each) up to and including the final issue AS LONG AS SUPPLIES LAST.

KMA Radio, The KMA Guide staff and May Broadcasting Company thank you for your support and loyalty to this unique magazine over the past 33 years.

## EXPIRATIONS

If a red star is stamped on the back cover of your KMA Guide next to your address, it means that your subscription to The Guide expires with this issue. If you want the final issues of The Guide, please send 25 cents for each one.



## DELL EPPERSON JOINS KMA STAFF

That relaxed and pleasant voice you hear in the early morning hours on KMA belongs to Dell Epperson.

Some listeners may remember when Dell, who was a student at Northwest Missouri State University at Maryville, Mo., at the time, interned at KMA in the fall of 1975. He went on to graduate with a B.S. in speech and radio and later was programmer and music director at KWIX-KRES at Moberly, Mo.

Born January 12, 1954 at Brookfield, Mo., Dell was reared in Marceline where he finished high school. His parents, Mr. and Mrs. Paul Coram reside in Marceline along with his two brothers, Rick and Paul. His sister, Margaret is married and lives in St. Louis.

Dell and his fiancée, Janet Kelley who taught at Rock Port, Mo., are planning their wedding for July 16th at Maryville.

Dell wants KMA listeners to know that he realizes he "has some big shoes to fill and hopes that he can grow into them."

LORY WILLIAMS and her fiancée, JACK MOOREHEAD JR., both of Silver City, New Mexico, visited in June in Shenandoah with her parents, Guide Editor MARY and CHARLES WILLIAMS. The couple will wed July 16 in Silver City.

BRENDA YOUNG, daughter of Salesman DUANE YOUNG and his wife, JEAN, was chosen to represent the Sidney American Legion Auxiliary at Girls' State held on the University of Northern Iowa campus at Cedar Falls the first week of June. Brenda just completed her junior year at Sidney High School.

**POSTMASTER**

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# WINS NATIONAL AWARD



## CONGRATULATIONS TO BRENDA KAY

KMA Women's Director Brenda Kay McConahay won the top national award for excellence in nutrition communications in radio sponsored by General Foods Corporation. The prize consisted of a monetary award and a pewter tea service. It was presented by Peggy Kohl, vice president Consumer Affairs, at a luncheon sponsored by the corporation on April 29 during the national convention of American Women in

Radio and Television in Minneapolis, Minn., which Brenda Kay attended.

Brenda Kay's first place honor was based on her programming for her daily "Living Today" show. In a January segment, she discussed with Nelia Stevens, a consulting dietician, nutrition for the small household.

With KMA since 1972, Brenda Kay can be heard Monday through Saturday at 10:30 a.m. on the "Living Today" show.