

40 Years of
"LIVING" RADIO



The

KMA GUIDE

July, 1965

COVER STORY

The KMA Guide

Vol. 12

No. 6

JULY, 1965

Our cover girl this month is Marcia Jane McNeilly, daughter of KMA homemaker, Billie McNeilly, who was wed on June 27th, to Edward Robert Anderson of Council Bluffs, Iowa. "Marcie" is shown in her sheath gown of white silk and imported lace. There will be pictures and a complete story of the wedding in Billie's column in the August KMA Guide. Marcie starts her new life as Mrs. Eddie Anderson with the best wishes of the Guide staff and the KMA staff. After a brief trip to parts unknown, the newly weds will reside at West-side Manor apartments in Council Bluffs, Iowa.

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; Nadine Kelsey, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two week's notice for change of address and be sure to send old as well as new address.



CONDUCTED TOUR BEAUTY SPOT — Mrs. Earl May's residence.

Tour visitors by the hundreds are enjoying the beautiful gardens and hospitality of KMA and the Earl May Seed and Nursery Company during tour season. This year tour reservations are being taken for every day of the week, Monday through Friday. Pictured is the rear yard and garden at the home of Mrs. Earl May. The picture shows the large expanse of lawn which is landscaped with a perimeter of shrubbery and trees. The lawn has a sunken effect as

you go down the wide steps shown in the center of the stone terrace. The entire terrace is planted in a wide variety of beautiful flowers with over 200 hybrid roses all along the top of the terrace.

Reservations for conducted tours are made by contacting Ethel Baldwin at the Earl May Seed & Nursery Co. Be sure to listen for our Open House date at the trial grounds, which should reach peak of bloom during late July. Plan to visit us.



A Chat With Edward May

This month I decided to devote a large part of my column to the activities of my daughter, Annette. She is twenty years old, and attends college at Northwestern University at Evanston, Illinois. She has met many interesting people at Northwestern, one of whom is a fellow student by the name of Thia MacKenzie, whose parents live in England. Thia and Annette roomed together part of the school year, and the MacKenzies invited Annette to visit them in England. Annette took advantage of the opportunity and, as a result, is spending six weeks with Thia and her family in England. The girls left by jet airplane Tuesday, June 8, and Annette will return to Shenandoah about the first of August.

Annette's first letter was quite interesting and I would like to share part of it with you. Quoting from her letter, she said, "My plane trip was exciting. I sat between an old Russian man and a charming lady from Australia. They both had interesting stories. The man was going to visit his relatives in Kiev, Russia, who he hadn't seen in forty years. He had escaped after the Revolution. The woman had previously lived in Britain and Germany, and had escaped Hitler and the Nazis in 1939.

"The sun set about 9:30 and the sunrise was at 12:30. So, they fed us supper about 10:00 o'clock and breakfast at 1:00.

"I am learning the money exchange which is quite different. Will write more later. Love, Annette."

I am sure Annette is having a most enjoyable time, and it is a wonderful opportunity. Young people these days seems to have so many opportunities. For example, consider a few of the young people from the town of Shenandoah, which is only one of thousands of towns throughout the country. Annette is in England, my niece, Diane Rankin, is attending summer school in Mexico, my neighbor, Pat Warin, is spending a few weeks in Europe, Sam Spears, who is in Karen May's class in high school, is a Foreign Exchange Student and is spending the summer in the Philippines and Janie Schlick, another one of our personal friends, is working in New York. I am sure there are several more who are in Colorado or New York or other places. It is a small world and it is getting smaller all the time.

I decided an appropriate picture for this month's issue would be one of Eddie dusting his garden. Eddie's experience has been similar to that of every other gardener in the fact that we had had so many rains so far it has been a job to keep things dusted. Photographer Modrow took the picture of Eddie using the can of Bug Dust, while his friend John Williams watches. John is the son of Mr. and Mrs. Norman W. Williams. Norm is Station Manager of KMA. Mrs. Williams together with John came to Shenandoah from Omaha on this particular day preparatory to moving to Shenandoah. While John's mother was cleaning the house, Johnnie spent most of the day at our house getting acquainted with Eddie. The boys had a good time, and undoubtedly will be seeing a great deal of each other.



Eddie and John Williams dusting Eddie's vegetable garden which was shown being planted in the May issue of the Guide, page 3.

Frank Comments

By FRANK FIELD

This is the way my garden looked on the morning of June 17th, just in time to beat the deadline for copy for the July KMA Guide. It was a very dark day, in fact, it was sprinkling rain while I was taking this picture. That is why you can't see any shadows.

At the extreme right side of the picture you see 2 rows of Fordhook Lima Beans. Next is a row of Romano, the Italian Pole Bean which made such a hit last year. They bear heavily and have a very delicious flavor, different from any other beans we have ever eaten. They have almost reached the top of the poles and are blooming heavily. Next comes a row of Surprise Tomatoes and the first half of the next row is Mandarin, a large yellow tomato we are trying out. The back half of that row is Tomboy Tomatoes. Next comes a row of Hybrid Sun Up Tomatoes, the new dwarf one which makes a bush only about 3 ft. across and does not have to be staked. The next 2 rows are now vacant, one was of beets and the other was a row of peas, both of which have been harvested and the ground cleared for later plantings of sweet corn. The first half of each 2 rows will be planted about June 25th and the last half about 10 days later. Incidentally, they will be the 5th and 6th plantings respectively. I made the 4th planting on June 16th. The 1st planting was made about the middle of April and is now in full tassel and beginning to silk as I am writing this. We will have roasting ears well before the 4th of July. It is the new Pride of Canada, of course.

The first row beyond the vacant space is a row of Roma Tomatoes which do not

take kindly to staking. Notice that they are spaced far enough apart so they have plenty of room to sprawl. Next come 2 rows of Contender Beans; the first row was planted on April 20th and is now in full bearing and the next row was planted on May 6th or 7th and is just beginning to bloom nicely now. Then comes a row of Kennebec Potatoes, and as you can see, are just white with bloom. The next row is Norland and they were in full bloom about the 1st of June and we started using them about a week later. Next is a row of Yellow Sweet Spanish Onions which are now about the size of tennis balls. The last row has White Bermuda Onions in the front half and the Red Hamburger Onions in the last half.

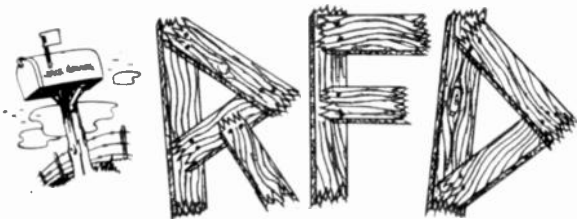
All the rows in the garden are spaced 42" apart so I can do all the cultivating with my Roto-Tiller, which takes most of the work out of gardening, as far as I am concerned. Even at that distance the potatoes and the beans have to be layed by when they are about half grown and the tops nearly meet across the middles. This picture, by the way, shows only about half the garden. The other half is between the rows of trees in the young orchard which doesn't show in this picture.

Yes, Jennie and I and Joe and Nellie Hunter spent a long weekend the middle of June up in Minnesota on Lake Koronis at Marvin's Place. The weather was absolutely perfect the whole time we were there and the fishing was extremely good, especially on crappies and black bass. We had so much fun that Jennie and I are trying to arrange to go back again the middle of July — will let you know next month whether we make it or not. It all depends on whether we can get away from the garden for 4 days. It took me nearly a week to get it back under control again after the last trip.

Incidentally, in your own garden you can plant Contender Beans where your

Continued on page 15





with
Jack
Gowing



Another month has gone by and it has been a busy time for farmers. I know that most of you had trouble getting all of the planting done with the rainy spell that we had. I believe that we had the most trouble of getting our first cutting of hay up that we have ever had in the ten years that we have lived out on the farm. We did manage to get all of the bales put in the barn though.

Last month, Pauline and I attended the summer meeting of the National Association of Farm Broadcasters in Kansas City. We toured the Truman Library and the Agricultural Hall of Fame and National Center.

If you have the opportunity to visit either of these, be sure and do so. We spent about an hour at the Truman Library but could have easily spent a half day or more.

We attended the formal opening of the Agricultural Hall of Fame and National Center, the dedication will be sometime in September.

The purpose of the Hall of Fame is to focus national attention on the importance of agriculture in America's past, present, and future. It will be a living memorial and a year round show place for Agriculture and related industries.

It is located about 12 miles west of Kansas City, Missouri at the Kansas Turnpike and Bonner Springs interchange. Of course it is just the beginning of a well planned building program. Something like twenty different parts or sections are in the present plan. Right at the top of that list is an Agricultural Museum and it is now completed.

The site itself consists of 275 acres, Wyandotte County, Kansas Park Board has bought and is developing an additional 350 acre park right next to the site. The State of Kansas is developing 70 acres between the site and the Kansas Turnpike, so the total area consists of 695 acres.

The Hall of Fame is being financed by voluntary subscriptions from farmers and ranchers as well as other individuals, industries and organizations. The subscriptions are deductible from federal income tax.

Our picture last month was of the foundation or basement walls of our new house that we are building on the farm. This month's picture was taken on June 16th after about three and a half weeks of work by the various crews. The picture tells the story pretty well of what has been done in that length of time. It also shows Pauline at work in her garden. We moved most of the flowers that you see in the foreground from the exact spot where the new house is located.

At the extreme left of the picture you can see what will be the garage and on top of it will be a cement patio. We hope that we can take time to relax there once in a while when the whole project is through. The peak or ridge of the white building that you see just over the garage is the implement shed which serves now as a hay shed, barn and garage.

The light line at the bottom of the brick is where we will have to fill in with dirt so we have quite a lot of work planned for this summer.



Rear view of new home looking across garden.

MARK FRANCIS MYERS — This happy little feller was snapped by his grandpa, KMA chief engineer Don Burrichter, about nap time a few days ago. Between yawns, gramps caught some cute smiles, and here a bubbly gurgle. Mark is the son of Mr. and Mrs. James Myers of Shenandoah and the first grandchild of the Burrichters. He just turned two months old. Grandpa says he's going to have to get him a guitar before long because he has so much hair he looks like a Beatle. He sure is a dandy boy. We'll depend on grandpa to keep us posted on his progress.



MINIATURE REPTILE GARDENS — Farm Director Jack Gowing's son Randy and daughter Julie have a couple new pets. Randy has a chameleon with terrarium. Daughter Julie has Myrtle the turtle and aquarium. The Gowing farm is not a safe place for flies because the youngsters swat them for their pet reptiles, which seem to have healthy appetites. Randy's chameleon must have been posing for a color photo . . . he kept changing color from brown to green. Vigorous little Myrtle also sat quietly for the photo then scampered for the edge of the table.



SPEAKING OF REPTILES — Here's a good way to get KMA Homemaker Billie McNelly's attention. No, it's not a real snake, just rubber. The fella gettin' his joys is engineer Norm Kling. Norm's son Bobby happened to drop in the office one day after just having purchased the "toy" down town. Norm decided to have a little fun . . . and did! Who wouldn't jump? It even writhed like a real snake!



Ambling Down Memory Lane

Pictured below is the audience which attended the "Grand Opening" of the KMA Auditorium in 1927. Previous to the building of the new auditorium, KMA studios were located in the south end of the second floor of the main building of the Earl May Seed and Nursery Company. There was provision in the original studios for visitors to come and watch the entertainment on radio. While most radio stations were discouraging visitors, Earl May always invited people to come in and tour the facilities, many times taking visitors around the station and seed house himself.

But in a matter of a few months the limited audience capacity of the old studios was becoming inadequate as this excerpt from an article in an October 1926 issue of the Des Moines Register and Tribune will testify: "Although Shenandoah, Iowa is a town of but 5,000 people, the interest of the public in KMA was shown this past summer by visits to the station from over 50,000 people".

Construction began immediately on the new auditorium which would seat nearly 1,000 people. None too soon, because by 1928 400,000 people a year, from every state in the union, were touring to Shen-

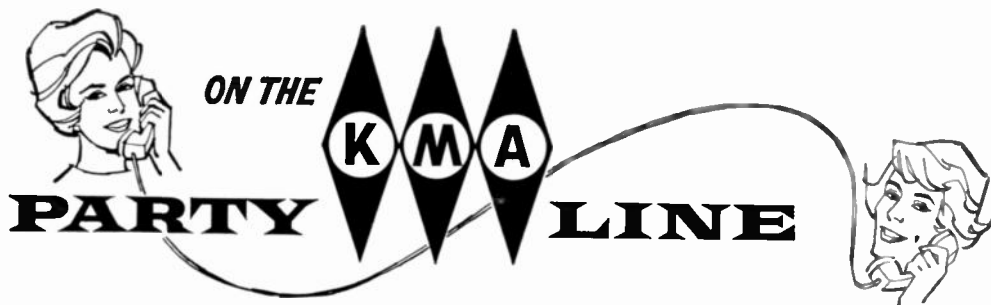
andoah for a look at KMA, its entertainment, hospitality, and a handshake with Earl E. May. As one broadcasting executive put it, "KMA is the only place in the world where you can meet a radio audience face-to-face".

In those early days of this marvelous new invention called radio, when the KMA studios had a continual flow of attractions, the new auditorium was a great showplace. The Moorish towers atop the building were visible for miles. The interior decor gave the effect of an outdoor theatre surrounded by high bannistered walls. Varicolored lamps topped the bannisters, flowers and vines hung down the walls, white pigeons appeared to be soaring overhead, and niches in the walls held large urns of flowers.

The high arched ceiling was painted dark blue to simulate the night sky, with dozens of small twinkling lights as stars, and a projector casting drifting clouds across the "sky". The expansive stage had all the facilities of a theatre with one addition . . . a huge plate glass seven feet high and twenty-two feet long which separated the studios from the audience. It had been so arranged that the plate glass could be

Continued on Page 13





ON THE

KMA

PARTY LINE

by Billie McNeilly

Here at KMA we miss **DORIS MURPHY** at the continuity desk. I know you Guide readers miss her too, when Party Line comes out. So here is a special letter to you from Doris, along with a picture of her two fine grandchildren: "Stepping from the typewriter where I have been writing KMA radio continuity for many years to the job of homemaking and caring for two little grandchildren, has made quite a change in my life, but I find I am equally as busy as when I was in the office, and the love and devotion of the children make it very gratifying. Since I visited with you through the KMA Party Line every month for 20 years, I thought you might like to see a picture of my grandchildren and hear a little about our life in the East. So here is a picture of **ELLEN**, age 6, and **TAMMIE**, age 5, the son and daughter of my son **TOM**. Ellen is in first grade, and Tam

will enter kindergarten this fall. Although there is 15 months difference in their ages, they are the same height. We live at 48 Alma Rock Road in Stamford, Connecticut. Tom's home is in a beautiful wooded section and the blooming dogwood trees and azaleas make springtime especially lovely in this part of the country. Tom drives to his office at the IBM headquarters in Armonk, N. Y. each day, or into their offices in New York. It is a magnificent drive into the city over the Merritt Parkway. He is with the Public Relations Department and is the new Managing Editor of **THINK** magazine, published by IBM. My sister **CAROL** and aunt **MISS LILLIAN PAUL**, who lived with me in Shenandoah, came East too, and we all help look after the home and children. In this area, most of the families have young children, so our children have playmates of all ages. We are a long block from a main highway, so they have a safe place to play, riding their bicycles, playing in their swings, and playing among the big stone rocks so familiar to the Connecticut landscape. The children enjoy eating out on the patio, so we plan to eat outdoors quite often this summer. As soon as school is out, the children will visit their **GRANDMOTHER MILLER** on Long Island. They have also been invited by relatives to spend a couple weeks at their summer home in Massachusetts, so that, with visiting the beach here in Stamford, and the Nature Center near our home, I am sure they are going to have an active and interesting summer. I hope you too, have a pleasant summer and maybe I can occasionally send the Guide Editor a little news about us, that he can pass along to you, as I feel you are "my friends" and in that way we can keep in touch."



Ellen and Tam, Doris Murphy's grandchildren.

When **MRS. E. E. MAY** has the urge to gather her grandchildren around her, as all grandmothers do, she has a couple of handicaps this summer. **DIANE RANKIN**, daughter of **J. D.** and **FRANCES RANKIN**, is attending Ibero Americano University in Mexico City for six weeks. Diane and her Mother flew to New Orleans, where Diane

boarded one of three well-filled buses, leaving for Mexico City. The summer course was arranged through Loyola of the South, at New Orleans, and will provide Diane with six hours of Spanish, and a world of experience. Since she will be living with a Mexican family she has never met, Diane may have lots of colorful tales of Mexicana when she returns. Holay! Mrs. May's other traveling granddaughter is **ANNETTE MAY**, who is now in London, England. Annette enjoyed a school friend, **THIA MacKENZIE**, and obviously this feeling was mutual, for Thia invited her to be her guest in England this summer. Thia's father is with United States Steel in London and their entire family will return to the states later, bringing Annette with them. During her six week stay in London, Annette and Thia expect more of their school friends to join them, and there are many side-trips planned, so Annette should have many interesting experiences to relate when she returns.

Out of the mouths of babes department; When Guide editor, **DUANE MODROW** asked his small daughter, **MARCIE** for one of those hugs, she gave it to him happily. He said to her, "You sure have lots of good hugs", and her reply left him starry eyed. She bounced back with "Yes Daddy, I'm rich with hugs." There's a child who knows the value of things. May she never be disillusioned. Any cute sayings at your house lately? Send them in to Duane. We just might enlarge this department!

BENNY KLING was sorely missed at home when he joined Uncle Sam's Armed Forces, but probably was missed more by little sister **CAROL LEE** than anyone else in the family. Engineer **NORM KLING** reports Benny used to be the official corn-popper at their house, and the other evening, in a pensive mood, Carol Lee asked if she could pop some corn. Then asked if she could "burn it a little bit like Benny used to do." Benny has been home for a leave, before reporting for his new assignment, and **DUANE MODROW** haunted him to get a picture of Benny at the helm of the Kling popcorn popper.

Benny Kling is a Private in the United States Army, received his basic training at Ft. Leonard Wood, and now is stationed at Fort Devens in Massachusetts. That's new country to an Iowa boy, and we know Benny will make the most of this opportunity to see some more of the U. S. A.

A good KMA listener from Falls City, Nebraska has come to **PETE HOWARD'S** assistance with a very tasty sounding recipe. Pete has sounded off about putting out better recipes than you find on the homemaker's pages in the Guide, so **ELIZA SCHUETZ** sent Pete this one.

"Elephant Stew"

Take two large elephants. Cook over kerosene fire for two weeks. Make a brown gravy to cover. This will be enough for 3,800 people. If more is needed, you may add two rabbits . . . no more . . . as most people don't like to find a "hare in their stew". Pete is waiting until the KMA Safari is planned to obtain the necessary elephants. We can find the rabbits in Iowa.

DEAN NAVEN, KMA newscaster is having a delightfully restful vacation during this writing. He is painting the outside of their two story house. When a mention was made of his sunburned forehead, he complained that he'd used a quart of vinegar on his sunburned back the night before. If there's anything that makes a man come back to work happy, it's a delightfully restful vacation. Or should we say happy to come back to work?

HOLLY NIELSON is at it again. This profiteering little daughter of the **WARREN NIELSON'S** is pasting stamps in stamp books, at the reasonable fee of ten cents a book. Her profits are sizeable, when you consider her only investment is a thirty cent stamp moistener. Holly is probably working up to supporting her pappy in the manner in which he has been trying to convince her he would like to live.

Continued on page 15



Benny Kling home on furlough, shows sister Carol Lee how to put the finishing touch on popcorn.

A Letter From Billie McNeilly

Hello again. It hardly makes sense to write a Guide column to you before Marcie's wedding, knowing full well that the wedding will be over when the magazine goes out. We will have lots of pictures for you next month, but the wedding portrait will have to do the trick for now. At the time of this writing things are pretty hectic in my life. I don't know what I'd do without all my good friends who are helping me with details and decisions. They're just wonderful, that's all. You are wonderful, too. Thank you all for your orders for the Salad Mailer. Thousands of them have gone out, and we stand ready to fill the orders that are still coming. I also feel I owe you a special thanks for the newsy, wonderful mail you've been sending lately. It seems you are taking more time than usual to really chat with me by letter, and it is so appreciated. You would be surprised how many times the girls here in the office pick up one of your letters and read it through, too. Thank you so much, and do keep it up. This lets me know what you want to hear, and what kind of recipes and hints you prefer.

This column's picture is one of a charming little girl from San Jose, Costa Rica. Her name is Lidice Bermudez, and her American "parents" call her Lee-Day. That isn't the proper way to spell it, of course, but helps you say it the way they do. Lidice makes her home in this country with Mr. and Mrs. Francis Braley of Shendoah, and theirs is such a delightful relationship, everyone feels great just

knowing the three of them. Since the Braleys have no family of their own, she holds a special place in their hearts. Isn't it wonderful when young people can come to our country and be so fully accepted, and accept us in return. After Lidice returns from her six week visit to her homeland we hope for a return visit to the program to hear all about it. She's promised, so be listening. I'll try and give you warning so you won't miss her.

Another month I hope to have a picture for you of a new office-den at our apartment. We gave Marcie and Ed the furniture that was in her bedroom, leaving that room completely empty. At this writing it is full of wedding trappings. A table full of lovely gifts she received . . . her wedding gown and veil, hanging on a back-of-the-door rack, with a billowing plastic cover over it. As soon as the honeymooners return and remove all of this stuff, Reg and I hope to refurnish the room with a davenport that makes up into a double bed (for company, family visitors, and the likes of that). Also he must have a desk, and room for his file cabinet, and I'm sure the room will be filled to overflowing by that time. It is so unhandy for Reg to have to use the dinette table for his paper work, especially when I am cooking. Some of our traffic jams are quite laughable. It is a good thing he has a good disposition that's all I can say at that point.

Are you getting sort of impatient for the local sweet corn to come on the market? For some reason, I can hardly think of any other food these days. I keep watching these rows of field corn growing just east and north of our apartment building, and remembering the days when we added a tablespoon of sugar to the water, and cooked field corn, for the best eating corn we knew of. Now all of these beautiful sweet corn hybrids have sort of spoiled us. Seeing that corn reminds me of the days when we'd suffer from the heat down on the farm. (Who ever heard of air conditioning in those days?!) Then in the evening, as the family sat out on the porch to try and cool off, Dad would say, "You can almost hear the corn grow in weather like this." He always said it like a blessing, but all I could think of was the heat. I still detest the heat of summer.

continued on page 15



Lidice Bermudez, San Jose, Costa Rica visits Billie on "Woman's World".

Billie's Kitchen Tested Recipes

Because many listeners have requested some outdoor cookery ideas, we are including a few tips and recipes.

Most outdoor cooks dislike cleaning a greasy fire bowl under the grill. Line the fire bowl with heavy-duty foil for the best results and easy cleaning. A one-inch layer of gravel, cinders or sand in the bottom of the fire bowl allows "breathing", and permits amateurs as well as experts to build a cookable fire. Remove and replace after several cook-outs. When cooking with a grill, spread the briquets about one inch apart over the cooking area. For the rotisserie, arrange the lighted briquets at the rear of the fire bowl. Start with a small amount of charcoal and add more as needed. Keep a sprinkler bottle handy to douse any flame, and use heavy canvas or asbestos gloves for handling hot pots and pans.

* * *

ECONOMY STEAK

3 lb. round steak, two inches thick
Tenderizing salt

Sprinkle tenderizing salt on meat, generously. Combine following ingredients in shallow bowl. Add meat and marinate in refrigerator overnight or all day before cooking.

* * *

MARINATE SAUCE

1 cup water
¼ cup brown sugar (firmly packed)
¼ cup soy sauce
¼ cup lemon juice
1 T. Worcestershire sauce
1 T. minced parsley
One drop Tabasco Sauce (if desired)

Place steak on rack six inches above hot coals. Grill about 15 minutes, basting occasionally with sauce. Turn, continue basting, and grill 10 to 15 minutes longer for medium done steak. For rare steak . . . grill ten minutes per side. For well done steak . . . grill 20 to 25 minutes on each side.

* * *

MARINATED MINUTE STEAKS

¼ cup soy sauce
3 to 4 T. honey
¾ cup cooking oil
2 T. vinegar
2 T. finely chopped green onion
1½ t. ginger
Dash of garlic powder
Six good sized minute steaks

Combine all ingredients except steaks in shallow pan. Add steaks. Let stand one to two hours. Grill over hot coals five to seven minutes on each side, brushing often with marinade.

BARBECUED SPARERIBS

6 pounds spareribs, cut into 3-rib pieces
1 cup cooking oil
1 cup tomato juice
½ cup vinegar
2 T. chopped green onion
1 T. chili powder
1 t. salt
1 t. oregano
1 clove garlic, crushed

Bake ribs in 325 degree oven in covered pan for one hour. Combine remaining ingredients in saucepan. Simmer 10 minutes; strain. Place ribs on rack 6 to 8 inches above hot coals; brush with sauce. Grill, turning frequently, until crisp and brown. Brush with sauce during grilling. Makes 6 to 8 servings.

* * *

ROTISSERIE BARBECUED CHICKEN

2 whole chickens, 3 to 4 pounds each
Salt
Pepper
2 medium-size onions, quartered
2 celery stalks, cut into pieces
¼ cup butter, melted
1 recipe - Easy Barbecue Sauce

Wash chickens, dry thoroughly. Sprinkle cavity with salt and pepper. Fill with onion and celery. Skewer and tie cavity closed; place on spit. Tie securely with string. Brush with butter. Place on rotisserie over hot coals. Grill 45 minutes until skin begins to brown. Brush with sauce every 15 minutes and continue to grill 1 to 1½ hours until tender. Serves 6.

* * *

OLD SOUTH GRILLED CHICKEN

3 broiler-fryer chickens, cut in half
¾ cup cooking oil
¼ cup vinegar
2 t. salt
1 t. paprika
½ t. monosodium glutamate
½ t. poultry seasoning

Place chicken, skin side up on rack 6 inches above hot coals. Combine remaining ingredients in a bowl. Brush chicken with mixture. Grill 45 to 60 minutes until tender, turning and basting frequently. Serves 6.

* * *

EASY BARBECUE SAUCE

8-ounce can tomato sauce
¼ cup barbecue sauce
1 T. instant minced onion
1 lemon, thinly sliced
2 T. brown sugar
1 t. garlic salt
½ t. dry mustard
¼ t. pepper

Combine all ingredients in a mixing bowl. Let stand 15 to 20 minutes to blend flavors. Makes 1½ cups.

My Best Recipes for July

CAKE S'MORES

- 1 (1-layer) package cake mix, any flavor
- 3 milk chocolate candy bars, broken into pieces
- 1 cup miniature marshmallows

Prepare cake mix and bake in 8-inch pan as directed on package. Cool. Split cake to form 2 layers. Place candy bar pieces and marshmallows between layers. Wrap in foil, allowing 1 inch air space between top of cake and foil. Place on grill 6 inches above hot coals or in 350 degree oven for 15 to 20 minutes, until filling melts. Cut into squares and serve warm. Serves 6 to 9.

* * *

SUNSHINE POTATO SALAD

- 2 hard-cooked eggs, chopped
- 3 cups diced cooked potatoes
- ½ cup sliced celery
- 2 T. chopped onion
- 1 T. chopped green pepper
- ¼ cup mayonnaise
- 1 to 2 T. prepared mustard
- 1 t. salt
- Dash pepper

Combine ingredients; mix well. Chill for several hours before serving.

* * *

SUMMER GINGER ALE SALAD

- 2 (3-ounce) pkgs. lemon-flavored gelatin
- 1 cup boiling water
- 6-ounce can frozen lemonade concentrate
- 1 pint ginger ale
- 1 cup cantaloupe balls
- 2 bananas, sliced
- 1 cup watermelon balls
- 1 cup seedless grapes
- Lettuce leaves

Dissolve gelatin in boiling water. Add lemonade concentrate; stir to dissolve. Add ginger ale. Chill until thick but not set. Fold in all remaining ingredients except lettuce. Pour into 2½-quart ring mold. Chill until firm. Unmold on lettuce leaves.

* * *

CHARCOAL GRILLED BISCUITS

- Heavy foil
- 1 can refrigerated biscuits
- Butter
- Sesame seed or poppy seed

Fold 1 yard of foil in half so that dull side is inside. Arrange biscuits at one end of foil. Brush biscuits with butter. Sprinkle with poppy seed. Fold over other end of foil, allowing about 1 inch for rising; crimp edges to seal. Place on rack 8 inches above hot coals. Bake 8 to 10 minutes on each side.

GRILLED FRANKFURTERS

Place frankfurters crosswise on rack 6 inches above coals. Grill 3 minutes; turn. Cook 5 minutes longer until browned.

BAR-B-CUE

Brush franks with barbecue sauce before and during grilling.

STUFFED BACON WRAPS

Cut frankfurters almost through lengthwise. Place cheese strip in center. Wrap a slice of bacon around each frank. Secure ends with wooden picks. Grill on rack 6 inches from coals until bacon and franks are browned, turning occasionally.

* * *

ROAST CORN ON THE COB

- 6 ears corn
- ½ cup softened butter
- 1 t. salt
- ½ t. paprika
- ¼ t. pepper
- 1 drop hot pepper sauce
- Heavy foil

Pull corn husks away from cob but do not pull off completely. Remove corn silk. Spread corn with mixture of butter, salt, paprika, pepper and hot pepper sauce. Fold husks over cob. Wrap corn in foil. Place directly on coals. Roast 30 minutes until corn is tender, turning occasionally.

* * *

MIXED VEGETABLE GRILL

- 10-½-ounce package frozen mixed vegetables
- Heavy foil
- ¼ t. salt
- Dash pepper
- 2 tomatoes, cut in wedges
- ¼ cup chopped green onion
- 2 T. butter

Place frozen vegetables on foil. Sprinkle with salt and pepper. Add remaining ingredients. Fold edges over twice and seal. Place on rack 6 to 8 inches above hot coals. Roast 30 to 40 minutes until tender. Other vegetables can be used. Serves 4 to 6.

* * *

BROILED LOBSTER TAILS

- 6 lobster tails
- ¼ cup butter, melted
- 1 T. lemon juice
- Salt and pepper

Split tails lengthwise. Holding tail in both hands bend backwards until shell cracks (this prevents curling during cooking). Combine butter and lemon juice in small bowl. Brush lobster with lemon butter. Season with salt and pepper. Place lobster, shell side down on rack 4 inches from coals. Grill 20 minutes. Turn tails and continue grilling 15 minutes, until lobster is tender. Serve with melted butter and lemon wedges. Serves 6.

WHO'S WHO?

We had another good group of who-belongs-with-which-baby-picture again last month. We were really surprised at how few could bat 1.000 matching the pictures. Well, let's see how you did. Last month's correct matches were: A—Mike Hoyer, B—Tom Beavers, C—John Sawyer, D—Ralph Childs. We're going to do something a little different this time . . . four gals. Even their hair dressers don't know. Let's see if you can match 'em up. Correct answers next month.



A



B



C



D



Nadine Kelsey



Lucy Lawson



Nancy O'Day



Billie McNeilly

AMBLING DOWN MEMORY LANE

Continued from page 7

raised for live entertainment and audience participation.

In addition to fulfilling the great hunger for entertainment and offering a mecca of warm hospitality for folks who wished to see a radio station, KMA went a great step farther. KMA has always maintained a policy of full service to a wide agricultural area, giving folks over the entire four-state coverage news, entertainment, and specialized information programs which fill their particular needs.

The question which has been so often asked over the years by broadcasting specialists from coast to coast: "Why is KMA so successful, and continue to hold such a unique position in the broadcasting industry?" The answer is that although KMA is located in a small community, it is not tempted to localize its service to the city in which it operates, as is the case with many radio stations in large metropolitan

areas. KMA must serve hundreds of towns in scores of counties, most of them essentially rural in nature. The service rendered by KMA is unduplicated by any other station in the area. This service is maintained and constantly improved to keep abreast of changing times.

The old auditorium was an outstanding facility for meeting a great need. As times changed, KMA built modern studios with custom made equipment to better serve its listening audience. The door of hospitality still remains open. Thousands of visitors each year visit the new facilities, the Radio Hall of Fame, and special events presented by KMA. Ed May, son of the founder, and now President of the firm, always manages to greet visitors, visit with them and reminisce many of the behind-the-scenes activities around the station.

This close audience friendship has continued throughout the years. You might say this policy was firmly established the day the picture was taken of the auditorium audience on page seven.

KMA Program News for July

ENJOY FULL-SERVICE PROGRAMMING EVERY DAY ON KMA

Jim Ross Returns to KMA



A familiar voice to KMA listeners is back on the KMA microphone. Jim Ross, who was your afternoon music host for a number of years, has returned to the evening program period. Jim is attending Clarinda Junior College at Clarinda, Iowa and working part time through the summer months to help fill in while the announcing staff are taking vacations. Jim's sharp wit and smooth handling of nighttime music makes good listening. We're glad to have Jim back with the KMA gang. Join him every evening no matter where you are, patio, house, or car. Other staff announcers will be heard at different times of the day throughout the vacation period. Ron Shoeman, your regular nighttime host, is filling the afternoon news periods on the hour. Your regular afternoon newsmen, Ralph Childs, is taking care of the major morning news periods at 6:00, 7:00, 8:00 and Noon while morning newsmen, Dean Naven, is on vacation. The versatile KMA announcing staff is doing a magnificent job of stepping into other program periods to keep you well informed and entertained.

Paul Harvey Named 'Salesman of the Year'

Paul Harvey, who is heard twice daily on KMA, at 1:05 p.m. and 6:20 p.m., has won so many awards it almost doesn't have the ring of being newsy when he wins another . . . and still another. Mr. Harvey is a great newsmen whose dramatic approach to top news stories stirs the emotions; wins him a great following. Just a few weeks ago he won the American Legion's 1965 "Fourth Estate Award" as radio and television's top newsmen. On June 14, just two weeks later, he was honored as the industry's top commercial salesman. This is indeed an honor. He was named the "Salesman of the Year" by the National Association of Direct Selling Companies at its 51st annual convention in Chicago. We might add, he is the second ABC radio network personality heard on KMA to be so honored in the past five years. Another Chicago-based star, Don McNeill, your 9:00 a.m. host on "Breakfast Club", received the award in 1961. The plaque, only the seventh ever presented by the NADSC, was presented to Harvey for "the good taste with which Mr. Harvey presents his sponsor's wares on the air." The honor is presented by the direct selling group, in which there are more than 300 blue ribbon companies represented, to a salesman in another field.

KMA Music Chosen for Good Taste

Dale Eichor, your afternoon music host on KMA, is the first of the KMA deejay staff to hear all the new record releases shipped to KMA. Dale goes through the piles of new records, carefully auditioning and culling out those which are obviously undesirable, setting aside those which sound good enough for immediate use. A few others are held back if they are prospects as "coming" records on the hit lists. At first glance this looks as if it might be a fairly simple task. However, when you realize we receive sixty to seventy-five new single releases every week and from fifty to seventy-five new albums every month, you see it could soon get out of hand. Generally speaking, about 10% of all new records received make the grade and are immediately used on the air. This seems a relatively small percentage, but soon adds up to a lot of records. The KMA music library is continually culled to keep it up to date. At this time there are approximately 35,000 different selections of every type of music on file. Most of the music played is among the top selling records, excluding raucous rock 'n roll. Our objective is to give you good sounding music in the current trend and new arrangements of old favorites, sprinkled with memory tunes.

FRANK COMMENTS

Continued from Page 4

early peas were and also sweet corn where the early beets were, or you can plant beets for a fall crop where the peas were. When your early beans get through bearing you can pull them up and plant that piece of ground back to turnips, which shouldn't be planted until about the 1st of August for best results.

Where are the Tokyo Bell Peppers? Oh, they're over in the other garden along with the cucumbers, hot peppers, Gladiolus, and the first 4 plantings of sweet corn. How is your garden doing?

PARTY LINE

Continued from Page 9

You can hide the thimble when playing a childhood game, or lose a needle in a haystack . . . but did you ever try to hide the bridegroom's car preceding the wedding ceremony so it won't get the usual decorative treatment? KMA engineer RALPH LUND tried to be helpful when daughter JUDY was married (see picture on back cover). He help arrange to stow the bridegroom's car away in the lower level of the KMA transmitter building; all locked up tight in the transmitter garage. The groom's "friends" were real persistent bloodhounds. They found the car alright, but couldn't get at it. However, they pursued their task until they found someone who had a key to the building, got inside, painted and decorated the car to the utmost, then thoughtfully locked the door behind them, leaving the car all snug in its hiding place . . . plastered! The bridal couple, certain they had outfoxed the funsters, were, to say the least, a little dismayed when they opened the transmitter garage door!

An interesting sight on Church Street in Shenandoah . . . the NORMAN WILLIAMS' dog, Grizzly, sitting patiently in the Williams car waiting till that family gets through fooling around in that strange house (their new home in Shenandoah) and takes him "home". Grizzly isn't ready for the family move and has no intention of joining the family in new surroundings. He was content to just sit in the car and wait till they came out. His expression said many things. We'd say the canine newcomers club had better organize! Incidentally, Grizzly is an unusual name for a cute little dog of Dachshund-plus lineage.

We've seen a few KMA people with their heads in the clouds, but it's been a long time since this writer has seen one with her head in a car door. Traffic manager, MAE DRIFTMIER was getting into her son-in-law's car one windy day recently, when the wind caught the car door and snapped it against her head. Literally caught her head in the car door. Mae's a real sore-head now.

TOM HEUER, son of morning announcer MIKE HOYER, is recovering from a bout of acute mastoiditis. Tom spent several days in the hospital taking treatment and seems to be coming along fine. Mike says things were pretty quiet around the house, because other son JEFF has been in Minnesota visiting his paternal grandparents, MR. AND MRS. ERNEST HEUER at Howard Lake. The Heuers plan on going up to Minnesota on their vacation in July and Jeff will return home with them.

NANCY O'DAY of continuity is enjoying a visit with her sister BETTY, who with her husband, M/SGT. JOE CROFT and two boys, have been stationed in Ankara, Turkey for three years. They are visiting in Shenandoah before reporting to their new station at Big Spring, Texas.

The ANDY ANDERSENS recently took their two daughters, JANIS and BARBARA to Omaha to board a bus for two weeks at Camp Foster, Lake Okiboji, Iowa. They struck up an acquaintance with a couple in the bus station who were seeing their boys off to camp. When Andy indicated they were from Shenandoah, the other gentleman said that's a coincidence, we had some good friends moving to Shenandoah. When Andy asked who, they said MR. AND MRS. NORMAN WILLIAMS. Andy said, "That IS a coincidence, because he's my boss."

One evening JIM ROSS was playing music and brightening up the airwaves with his usual wit and patter when he received a telephone call from Omaha congratulating him in the fine programing on KMA. The fellow who called was a salesman traveling through who happened to tune in KMA in his motel. He was so impressed he just had to call long distance. He told Jim it was the first time he enjoyed listening to a station so much that he felt compelled to call and tell them about it.

A LETTER FROM BILLIE McNEILLY

Continued from page 10

To me, the air conditioner is the blessing of the century, and I don't even care if it does make my sinuses kick up. Better that than suffer the heat!

As many of you head out for your well-earned vacations this summer, I hope you allow plenty of time for travel fun. It seems to me too many vacations are spoiled by the word "hurry". We hurry to the vacation spot, so we can hurry through as much fun as possible . . . then hurry home so we can hurry back to work. Don't let hurry spoil your vacation. We won't be vacationing until fall, so I'll have lots of time to plan so I won't have to hurry, myself. If you are traveling, have a fine time, drive carefully, and come back rested and happy.

Until this time next month . . . Bye for now. Billie

POSTMASTER

"Return

Requested"

Tom Thumb Publishing Co.
Shenandoah, Iowa

WILLIE JOHNSON
701 ST. IS. STREET
GENE, IOWA 50438

Bulk Rate

U.S. Postage

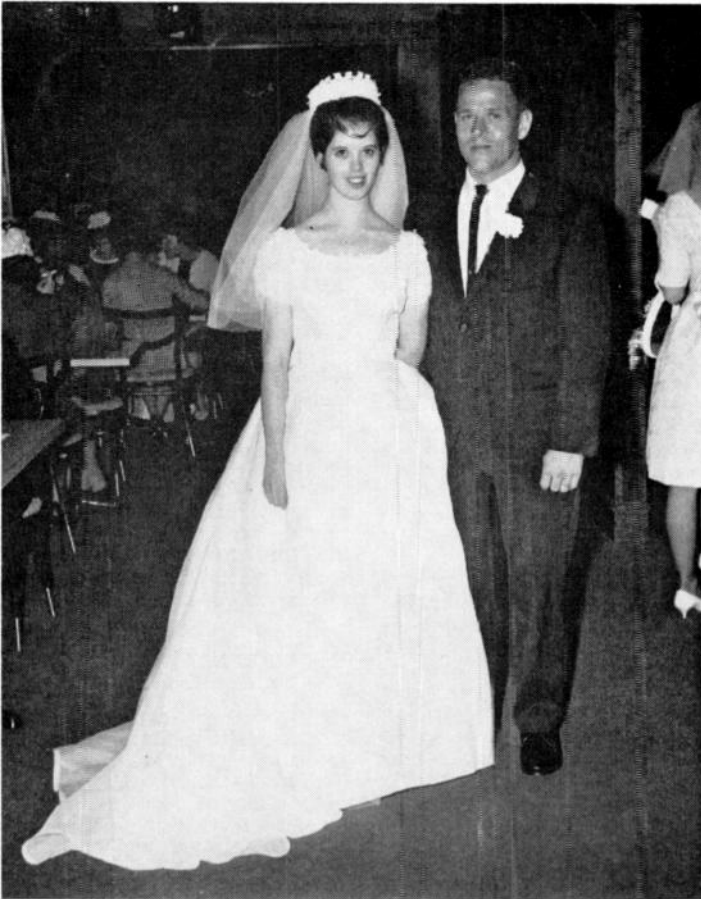
- PAID -

Permit No. 1

Shenandoah, Ia.

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.



Mr. and Mrs. Norman Roger Malmberg were married May 29 in a double ring ceremony at St. Mary's Catholic Church by the Very Rev. Msgr. Paul Marasco. The bride is the former Judith Lund, daughter of KMA engineer Ralph Lund. The bridegroom's parents are Mr. and Mrs. Harold Malmberg of Shenandoah. Ann Lund served as maid of honor at her sister's wedding. Bridesmaids were Miss Jeanne Marr of

Council Bluffs, and Miss Connie Kreissler. Bill George of Audubon was best man. David Lund, brother of the bride, and Jim Book were groomsmen. The bride will graduate from Mercy Hospital School of Nursing, Council Bluffs in August. The couple will make their home in Audubon, Iowa where Mr. Malmberg holds a teaching position.