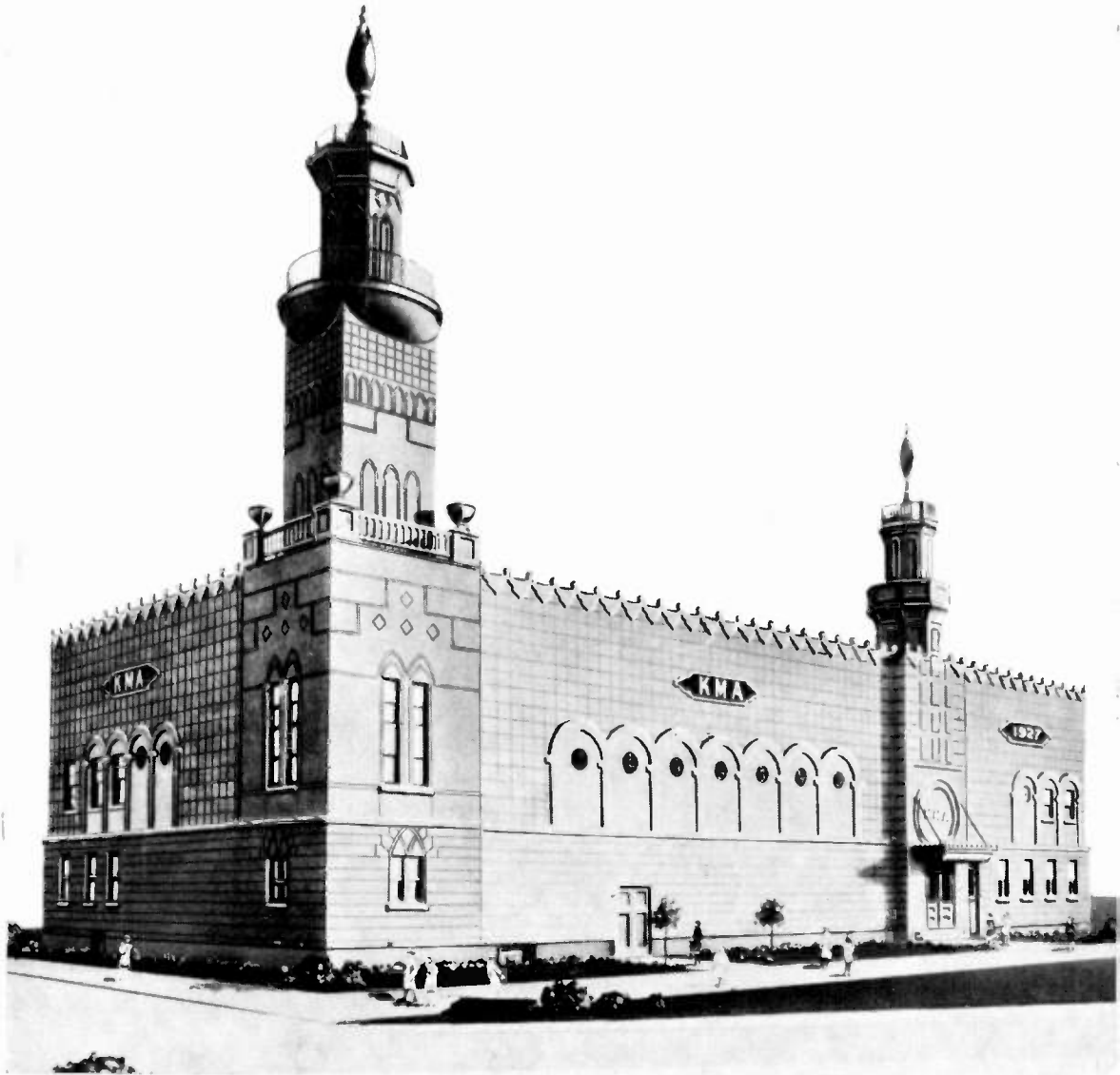


The

KMA GUIDE

January 1966



Mayfair Auditorium 1927 - 1966

COVER PICTURE

The KMA Guide

Vol. 12

No. 12

JANUARY, 1966

Our January cover picture will probably be the last time the old Mayfair Auditorium will be in print . . . the reason . . . it is to be torn down and replaced with a new, modern structure this coming year. The new building will house offices of the May Seed Company, which is badly in need of the office space. Before the building was condemned, many May Seed offices were along the east side second floor. The new building will also include an auditorium. Ed May comments on the old auditorium in his column on the next page. We will have pictures and stories in coming issues of the KMA Guide as the new building progresses.

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Plans for 1966 Trial Grounds Under Way

George Hayes, trial grounds superintendent, and John Topham, head of the May Seed Company garden seed department, are shown getting the new year off to a flying start with big plans for the layout and seed samples to be tested in the Test Gardens.

The gardens are to be enlarged this year with additional plantings of shrubs and evergreens. George and John go over the many seed samples from all over the world. They select the most likely varieties and plan for their planting. At this time the grounds are bare, but around the first of May the planting will begin.

Before a plowshare touches the ground the garden will be all laid out on paper and every seed to be planted will be known

beforehand. Vegetables are tested for yield, texture, and flavor (on the table). The seeds are tested for growing in the mid-west. As John says, "We're not interested in how these plants perform in France, Italy, Japan, Maine, or California, but how they do here in the central west."

There is a long list of new varieties under the heading The New Look . . . Knee High Sweetpeas, Green Envy Zinnias, Tells When Ripe Watermelon, Sweet Green Peas . . . and too many more to mention here. You'll just have to plan to come visit us and see this most interesting place you can imagine. The grounds are open all summer long to visitors, with a special Open House during late July. Don't forget your notebook and color camera.



A Chat With Edward May

This column I find somewhat difficult to write for it is like writing the obituary of a long-time friend. The friend is the Mayfair Auditorium, which will be torn down to make room for a modern two-story office building for the May Seed & Nursery Co. The destruction of the Mayfair will mark the end of a bygone era, an era

which carries many happy memories.

For nearly forty years the Mayfair Auditorium has been a spectacle to behold, a landmark that stood in a class by itself.

What is Mayfair, or what has it been? From a builder's standpoint, you might say Mayfair has been a rather uniquely designed building with a large auditorium where people could view talent performing on Radio Station KMA.



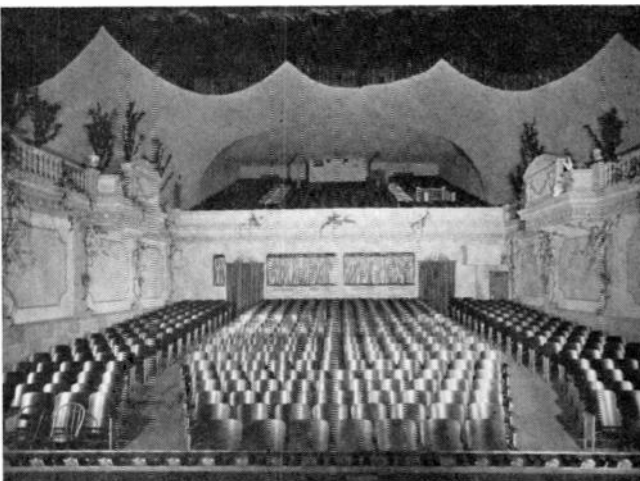
But Mayfair has been much more than this. It has been the heart and soul of many radio pioneers who helped build KMA and the radio industry as we know it today. The building of KMA has always been "FORWARD AND UPWARD," and Mayfair played a key part in this goal.

The Mayfair Auditorium was of Moorish Architecture complete with two towers, which could be seen from a distance of several miles. Inside was a large auditorium capable of seating over a thousand people. From within the auditorium it appeared to have an open ceiling, for a glance upwards revealed a ceiling studded with silver stars which twinkled realistically among the clouds floating by. Although the effect was obtained by artificial means, it was certainly realistic.

The auditorium was separated from the studio by an enormous plate glass, seven feet high and twenty-two feet long. The glass could be raised or lowered depending upon the occasion.

The studio was intended to represent a room in a Moorish Castle, while the walls and alcoves were finished to represent the gardens surrounding the Castle.

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Frank Comments

By FRANK FIELD

Yes, the picture below shows my car as it looked on December 18. You regular listeners to KMA already know the whole story but briefly, here is what happened: on Thursday, December 16, I drove to Omaha as usual and took my noon-time television show, then started home. About 6 miles east of Council Bluffs on Highway 92, I came up behind a big semi-trailer truck also going east. I followed it over the top of the hill to the end of the yellow line, and where I had a clear view for nearly a mile. Since there was no car in sight coming toward me, I swung out to go around the truck. Lo and behold, immediately in front of the truck was another car with its turn signal blinking for a left-hand turn into a driveway on the north side of the road. With the extra speed I had put on for passing the truck, stopping in time was an utter impossibility. Apparently the driver of the other car hadn't seen me coming, and if I had tried to stop, I would have struck the other car broadside with extremely disastrous results. Taking to the ditch was the lesser of the two evils, so I swung onto the shoulder on the north side of the highway, hoping to get past the other car before the collision. Had the other driver slowed up just a little, I could have gotten past all right but it continued to turn and you can see in the picture where the front of the other car hit



Sad Cad has had it bad . . . Frank OK.

the side of my car. Both cars wound up in the ditch on the north side of the road. Luckily the ditch was only about 5 or 6 feet deep and neither car overturned.

Of course, I had my seat belt on and buckled, which probably saved my life and most certainly, saved me from any serious injury. However, coming up against the seat belt with such force, while it did prevent me from going through the windshield, did bruise my right hip and twist my spine a little.

The next piece of good fortune was the fact that the very first car along was driven by Dr. Marsh of Avoca, Iowa. Since I was in considerable pain, he suspected possible damage to the hip or pelvis and took the proper and necessary precautions, the first of which was to borrow a stretcher and some blankets from the Missile Base which was just across the highway; next, he had the Highway Patrol radio in for an ambulance; helped get me into the ambulance when it arrived, followed it into Omaha to the Clarkson Hospital and stayed by my side until the X-rays showed there were definitely no broken bones. In the meantime, he had called Dr. John Davis, who in turn, called in Dr. Hamsa for a consultation. Between the three of them with a great big assist from the nurses and Mother Nature, I am back at my desk on December 20, writing this account of why I was off the air for a few days. I am still a little stiff and lame in that right hip and will be driving a borrowed car for a week or ten days, waiting for a whole new right side to be applied to my car. As you can

see, it will need a new front fender, both doors and a rear fender - mechanically, the car is in perfect condition.

Yes, as of right now, the entire Field tribe — or as many of them as can get there—will be eating Christmas dinner in John's new house. It isn't quite completed yet, but they moved in about the 15th of December and John insists that the Christmas Dinner is on as scheduled. I'll let you know for sure next month. P. S. God bless seat belts!

The KMA Guide



NEWS

with
Jack
Gowing



We will talk about 1965 for a little bit and then we will look to 1966 and beyond and guess as to what we may expect.

I believe that 1965 will go down as one of Agriculture's better years. We had the highest hog prices in 17 years and the big question is how long will it last and why did they go up as far as they did.

Some of the experts say that the small, inner-outer hog man is not out there anymore. They say that the hog business is in the hands of people who will stay in the business year after year.

We have seen some great changes in the livestock feeding business in just a few short years. I believe we will see as many or more in the next few years.

I believe that automatic feeding will take over and I believe we will see rather large feeding setups. This type of feeding means that one man can feed many more head with a self feeder and a grain bank service that is being provided by many feed dealers.

I have talked to some who are thinking about harvesting the whole corn plant. They think we will harvest the grain and then harvest the stalk for roughage. We know that we have wasted a lot of roughage on every farm, the problem is to save it and then of course use it in such a way as to show a profit.

We are seeing quite a growth in packing house facilities and I've been told that if we do not close any existing plants, that we will need over a million more cattle to operate the packing houses that are planned or being built. Who will raise and feed these additional cattle?

We know that we have ample feed supplies and until freight rates are changed, we have an advantage over any other area in the country. Some experts believe that cattle feeding in other areas will decline and we will take up the slack in this area.

This is the age of specialization. The crop producer will use more chemicals in the future. We will see more emphasis put on herbicides and I believe that we will learn to apply these at such rates that they will be used up in one year so that we can plant another kind of crop the following year without any concern about carry-over.

I believe that we will rely on soil testing for more of the answers and we will stop guessing so much.

I believe commercial companies will provide more of these services in order to sell more of their product.

I believe we will see more demands put on the electronic computer in the very near future.

Agriculture will, I believe, be one of our most exciting industries in the years ahead.

Last month I told about my son Randy taking up the woodcraft hobby. Randy is pictured with his new lathe which has been set up in a corner of the basement. He is holding a bowl and plate, his first project, and has another bowl in the making.



Randy shows wood skills at new lathe.



One of the delightful surprises at the KMA-May Seed Company annual Christmas Party was to find Margaret Tavora playing the electric console organ when everyone came upstairs from the punch-bowl in the foyer of the auditorium. Margaret is one of the old-time entertainers on KMA. She will probably best be remembered as accordionist and pianist with the Cornhusker Trio. Margaret is living in Shenandoah at the present time where she headquarters for club engagements with her electric organ, which she takes with her. Margaret and Mrs. Earl May, pictured, were engaged in a friendly chat when the photographer interrupted them momentarily.



Station Manager Norm Williams and family enjoy many hours of pool on the latest addition to their basement rec room. John, the youngest son, takes careful aim while older brother Tom, mother Lois and dad look on. The full-size regulation table had to be taken apart and scooted through the narrow basement window in the background of the picture to get it in the basement.

Below: Christmas is a "doubleheader" for Julie Gowing whose birthday falls on December 23rd. Julie is pictured enjoying her eighth birthday with a party for school friends. Julie's mother, Pauline, has prepared a birthday cake in the shape of a Christmas tree (center) with green decorations.



KMA GUIDE SANDWICH RECIPE CONTEST

Here we go with a wonderful KMA Guide Recipe Contest so all you home-makers, and you fellows too, can share your best sandwich ideas. All the best sandwich recipes submitted in the contest will be published in coming issues of the KMA Guide. Best of all, we're awarding three prizes in each of the four sandwich categories below . . . 12 prizes in all. First prize in each category is a handy electric combination salad maker and meat grinder . . . retail value \$30.00. So, get out your favorite sandwich recipes and enter now!



CONTEST RULES

Each contestant may submit one or more sandwich recipes in one or more categories listed below. Your entries must be accompanied by the entry blank below or a reasonable facsimile (more than one entry may be submitted with the entry blank). Each recipe must be on a separate sheet of paper, legibly written, and identified with the entrant's name, address, and the category in which the recipe is being entered. Each recipe must have a name or title.

SANDWICH RECIPE CATEGORIES

1. **PARTY SANDWICHES** — includes open face and pinwheel varieties, checkerboard and ribbon type; some may have pastry tube decorations.
2. **WHOLE LOAF SANDWICHES** — Multi-layer, multi-filling, possibly with a cream cheese topping. These are also called submarines, heroes, or poor boys.
3. **LUNCH-BOX or PICNIC SANDWICHES** — Any combination of ingredients between plain, seasoned, or toasted slices of any type of bread.
4. **OPEN-FACE BROILER or GRILL SANDWICHES** — Any combination of ingredients on any type of bread; prepared in oven, broiler, or grilled.

Contest closes at midnight, Saturday, February 12, 1966. All entries must be post-marked no later. In case of duplicate entries, the entry with the earliest postmark will be declared the winner.

KMA Guide Sandwich Recipe Entry Blank

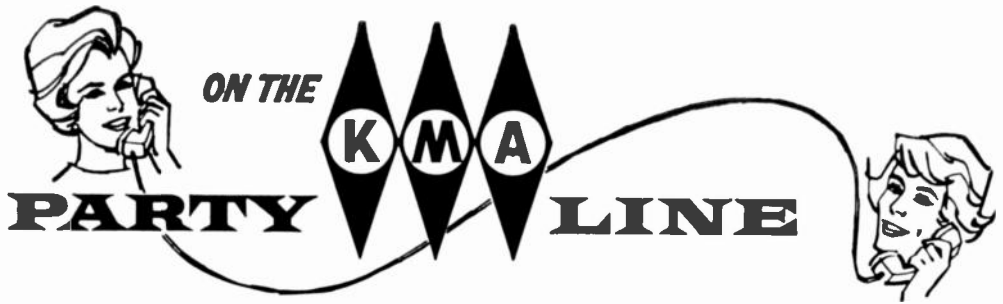
Name _____

Address _____

Town _____ Zip No. _____

Please enter my recipe(s) in the KMA Guide Sandwich Recipe Contest.

CLIP THIS ENTRY BLANK AND ATTACH TO YOUR RECIPES



ON THE
KMA
PARTY LINE

by **Billie McNelly**

This has been a season of 'firsts' for **FRANK**. In driving through Council Bluffs, on his way to KMTV, Frank recently had his first flat tire in three years. With all the Christmas rush, you never expect to find a parking place, but Frank wheeled right around the corner into one, and immediately a Gas Company Utility man drove up to help. He had recognized Frank as he passed, and realizing he needed assistance was there to offer it. Frank reports the tire was swiftly changed and he was on his way within ten minutes. That takes a bit of doing. This kind of 'first' we like much better than the next one Frank experienced. You can read all about that one in Frank's own column! He gave us all a good scare, but showed his stuff by being back on the job in a short time.

KMA engineer, **RALPH LUND** was one of a group of eleven deer hunters who came home with nine deer after the hunt. After all his lecturing Homemaker, **BILLIE McNEILLY** about the need for an open season on deer, Ralph says he did not shoot any of

the nine deer they brought in. Could it be Ralph is softening a bit? Ralph tells us the way to prepare venison for the table is just like good beef, only cut away **EVERY BIT OF FAT . . .** and substitute suet for good flavor. It is true the fat of venison holds most of that 'gamey' flavor. Note the recipe for venison among Billie's recipes this month.

JOHN SAWYER says he bought that big 4½ pound box of chocolates for his Mother.

KMA's **WARREN NIELSON** and his artistic wife, **FLORENCE** received the second prize on their Holiday Door this year. A beautiful door it was, with a cute pot-bellied stove sending out Warm Wishes to all. Warren says the honors really go to Florence, who gave him part billing because he carried the door down for installation. Congratulations, Nielsons'!

PETE HOWARD and wife, **EVELYN** were elated this Christmas because son **TOM** got his first furlough from the Army to spend Christmas at home. Tom reported back to Ft. Leonard Wood, then will be sent elsewhere to school. That was the last word from Uncle Sam, at any rate.

KMA sales manager **JACK KATZ** is pictured with the new pet he acquired from the May Seed Company retail store in Shenandoah. The company brought the parrot to sell in Shenandoah from the Mason City store. Jack was among the first to see the new addition to the Shenandoah store's pet department and was immediately taken by the beautiful bird . . . Jack bought it on the spot. Jack has left the parrot in the store where everyone has been having a ball making friends with it and teaching it to talk. In the picture Jack is getting the parrot to climb on his finger for the first time. Previously the parrot would just put one foot on his finger . . . like shaking hands. They are trying to teach the bird to say "Jack". Jack wants to teach him to say "let's go flying today", since Jack is an avid pilot. We'd like to hear him say "I listen to KMA". For a few days after the parrot arrived in Shenandoah, he thought



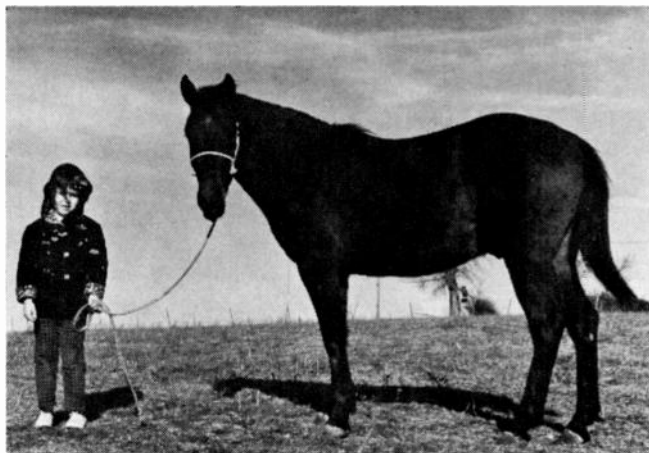
Jack Katz and new pet Parrot.

he was a dog. A poodle was shipped in a box on the same truck with the parrot. The poodle barked all the way down, and naturally the parrot picked up the dog's bark. The parrot barked in the pet shop for several days. Maybe Jack has a combination watch dog and talking parrot.

Early morning listeners had a pleasant surprise Monday morning, December 27. **MERL DOUGLAS** was back at his old haunt as morning announcer, filling in for **PETE HOWARD** who was performing sportcasting chores in Kansas City from the Big-8 Holiday Tournament. Merl is filling in part time on the announcing staff, helping out wherever he is needed. A lot of Merl's old friends called to tell him they were glad to hear him back on the air with KMA.

In tearing down the old Auditorium, a lot of old-timers will be happy to learn the old Reuter Pipe Organ is being salvaged. **MR. HOWARD BURTON**, a former Shenandoahan who now lives near Cedar Rapids, has taken the project under his wing. Mr. Burton has a hobby of pipe organ reconditioning. He has completely refurbished four or five; even has one in his home. He is a member of a national society whose objective is to salvage pipe organs being threatened with destruction. Mr. Burton has picked up the large keyboard and pedal console which everyone will remember on the KMA stage of bygone years. It had been stored. The old pipes, chimes, marimbas, etc., which were located in sound chambers over the Mayfair stage were tenderly removed by Mr. Howard right after the Christmas holiday. Mr. Howard will completely rejuvenate the organ, bringing it up to date with new parts. We are very glad it is being saved and are anxious to see where it will eventually be placed in service.

KMA associate farm director **JIM ROSS** has been nursing lumps, bumps, and bruises . . . the reason is pictured with his little daughter **TERRI** who is shown with the Ross horse Junior. Junior is a two-year-old colt and Jim is in the process of breaking him to ride. Junior gets along just fine until some little thing spooks him while Jim is riding him. Jim has been caught by surprise on a few occasions and wound up in an awkward position on the ground. Right now Junior is a frisky young colt, but Jim will soon have him gentled enough for Terri to ride.



Terri Lightfoot (Ross) and new colt.

CURT CHARTER's lovely wife, **SANDY**, is not exceptionally fond of mice. (In fact, she's terrified of them!) That's why she was not too happy the other evening when opening the door to bring in the evening paper, a small, bright-eyed mouse looked up at her from his perch beside the paper. Curt's small daughter, **TERRA**, calls the mouse "the birdie" and wants to feed him. That mouse showed a lot of horse-sense for a mouse, to realize he could get in when the folks at that house brought in the paper, tho'.

Poor old **DALE EICHOR** is in the dark pretty much of the time, being KMA's night host, but he's been more in the dark than usual lately. It seems, Dale was elected to put out the outdoor Christmas lights and get them lighted, and in so doing blew a fuse. That wasn't so bad, but Dale didn't know where the fuse box was . . . and didn't have any good fuses in the house, so that called for a quick trip to town and a search for that "missing" fuse-box. Moral of story . . . always locate the fuse box in your house before turning on Christmas lights!

There's a rumor that **DALE EICHOR** told Santa Claus to bring **DAREL BARGAR** a new alarm clock for Christmas last month. It's those long noon naps Darel takes on Mondays that create the need.

RON SHOEMAN has a favorite alarm clock. He used it all the way through school and now has it in his home, still performing its daily duty, getting the Shoemans off to work on time daily. We only report this because Ron reports the alarm does its duty under adverse conditions sometimes. Like the other morning when Ron heaved a shoe at it . . . and it buzzed on, merrily. Why do some alarm clocks have such nasty voices?

A Letter From Billie McNeilly

Resolutions, anyone? I seldom make a lot of resolutions at the birth of a New Year. If I were to make any now, I'd include a resolve to be more patient . . . to know a little more humility, and to be a little more forgiving. I would hope to be more apt to attempt understanding of my fellow man, and a little more careful to speak with a gentle voice and heart. All of these resolutions speak a lot of that which is in my heart, so I shall put aside my tendency to weakness and make them my resolutions for the year 1966. May they become habitual . . . and a real part of me. I hope all of you enjoy a new year of goodness. May you know happiness and the ability to recognize the reasons for it.

My husband and I enter this new year with a sort-of 'heads-up' attitude, because John expects his new assignment this month, and we can't help wondering where and for how long? We join the multitude, don't we? John has lots of faith, and so do we, so we are sure 'all's going to be well.'

Donna and Bill have settled down into their cozy house in North Platte, with some new furniture to make things more pleasant. They live just four blocks from Jerry's school, so that's good news for that little fellow. Chris was four years old last month,

and celebrated his birthday in a new home with new friends. Four is a wonderful age to be.

Marcie and Ed announced the arrival of "twins" at their house this Christmas . . . but they turned out to be a pair of laundry twins. (A new washer and dryer they gifted each other with for Christmas.) This was a thrilling Christmas for them, and Marcie reports she got to hang her favorite Christmas ornament again. It's a funny little plastic ball she has put on the family tree since she was a toddler. Now it is hers to do with as she sees fit.

We are getting set for another season of hard work at our house. Fellows in the selling field know the meaning of this. Reg is soon to be off and going again with a spring line, and lots of territory to cover. I have to clean house! During the holidays I never have time for anything but surface cleaning, and hurried, at that. Now, I must get down to brass-tacks (whatever that means!) and really do some deep-down cleaning. So very soon we will start thinking of spring. In fact, this is the month for the seed catalog to enter your life. If the arrival of the brightly printed seed catalog doesn't stir thoughts of spring in your heart, I don't know what will. The hum of activity across the street from KMA tells us those thoughts are being anticipated.

Even though we know the signs are there, here in the midwest we are well aware that we have at least three months of weather before we can relax our vigil. Frankly, I like these months of waiting. Gives us an opportunity to spin a few dreams as we sit, snowbound, once in a while. Makes us pick up some of the tag-ends of work and polish them off, for want of something new to start. Then, when we are becoming weary of sitting by the fire and pondering, etc., suddenly . . . it's spring.

We have lots of plans in this woman's department. Plans for new mailers to be offered to you. Plans for some get-togethers for women in the KMA listening area, and the ever-present plans for better, more informative programs to come your way at 10:30 each Mon-

Continued on page 15



Pictured above, Billie interviewing friend's son, John A. Anderson, who is a Pfc in the U. S. Marine Corps. John had just returned that same day from a tour of duty in Viet Nam, and shows plainly the battle-weary expression of a veteran. John was trained for jungle warfare on Okinawa, then shipped into Chulai, and was in battle within six hours. After a thirty day leave, at his parent's home in Shenandoah, John will report to the Great Lakes Training Station.

Billie's Kitchen Tested Recipes

VENISON MEAT BALLS

- 1 pound ground venison
- $\frac{1}{4}$ pound ground pork
- $\frac{1}{2}$ cup milk
- 1 cup bread or cracker crumbs
- $\frac{1}{4}$ cup finely chopped onion
- 1 egg
- 1 t. salt
- $\frac{1}{8}$ t. nutmeg
- Dash allspice
- 2 T. shortening

Combine all ingredients except shortening in large bowl. Blend well. With moistened hands, roll into 24 balls. Brown on all sides in shortening in heavy skillet. Cover tightly, simmer for 15 to 20 minutes. Tip: Meat balls may be served with Mushroom Sauce.

CREAMY MUSHROOM SAUCE

- $\frac{1}{2}$ pound sliced fresh mushrooms*
- $\frac{1}{4}$ cup butter
- $\frac{1}{4}$ cup flour
- 10-ounce can condensed beef or chicken bouillon
- $\frac{1}{2}$ cup cream
- $\frac{1}{4}$ t. salt
- 2 T. chopped parsley
- Dash pepper

Saute mushrooms in butter until golden. Cover; let simmer 5 minutes. Blend in $\frac{1}{4}$ cup flour. Add beef broth slowly, stirring until smooth. Stir in cream, salt, parsley and pepper. Heat just until mixture simmers. * $\frac{3}{4}$ cup (4-ounce can) mushrooms may be substituted. Omit salt.

WILD DUCK WITH APPLE RAISIN STUFFING

- 6 cups dry bread cubes
- 1 cup cubed apple
- $\frac{1}{2}$ cup raisins
- $\frac{3}{4}$ cup butter, melted
- 2 t. salt
- $\frac{1}{2}$ t. pepper
- $\frac{1}{4}$ t. cinnamon
- $\frac{1}{8}$ t. ginger
- 3 ducks

Combine all ingredients except ducks in a large bowl. Stuff cavity of each duck with mixture. Close opening of birds with skewers or string. Place ducks breast side up in roasting pan. Roast uncovered at 450 degrees for 15 minutes. Reduce oven temperature to 325 degrees; cover ducks. Bake for 2 hours until tender. Serves 6.

GARLIC TOASTED FRENCH BREAD

- 1 loaf French bread
- $\frac{1}{2}$ cup soft butter
- 2 T. minced parsley
- $\frac{1}{2}$ t. garlic powder
- Heavy foil

Cut bread in half lengthwise. Spread each half with butter, sprinkle with parsley and garlic powder. Wrap each half in foil. Place cut side down on rack over hot coals. Heat 30 to 45 minutes until loaf is hot.

CORN PUDDING

- 4 slices bacon
- 2 T. chopped green pepper
- $1\frac{1}{2}$ cups milk
- 1 t. salt
- $2\frac{1}{2}$ cups corn
- 2 T. butter
- 2 T. minced onion
- 3 eggs
- $1\frac{1}{2}$ t. sugar
- Dash pepper

Fry the bacon until crisp; drain and crumble it. Melt the butter in a small skillet or pan. Add the green pepper and onion and saute until lightly browned. Break the eggs into a bowl and beat until light and fluffy. Add the milk, sugar, salt and pepper and beat again. Stir in the crumbled bacon, green pepper and onion. Combine this mixture with $2\frac{1}{2}$ cups cooked and drained corn. Bake in a casserole for $1\frac{1}{2}$ hours in a 325 degree oven.

* * *

CHEESE RAREBIT

- 2 T. butter
- 1 cup milk
- $\frac{1}{2}$ t. dry mustard
- $\frac{1}{2}$ t. Worcestershire
- $\frac{1}{4}$ t. salt
- 2 T. flour
- 1 lb. American cheese, cubed (4 cups)
- Dash of pepper

Make a medium white sauce by melting the butter or margarine, blending in the flour, stirring in the milk and continue stirring over low heat until thick. Put in a double boiler. Add the rest of the ingredients and continue cooking over boiling water until the cheese melts and the sauce is hot. Serve over toasted bread with cooked bacon slices and sliced tomatoes arranged attractively at the side.

* * *

CREOLE PORK CHOPS

- $\frac{2}{3}$ cup rice
- 10 $\frac{1}{2}$ -ounce can condensed beef consomme
- 2 (8-ounce) cans tomato sauce
- $\frac{1}{2}$ cup chopped onion
- 2 T. chopped green pepper
- $\frac{1}{4}$ t. powdered thyme
- $\frac{1}{8}$ t. powdered marjoram
- 6 rib or loin pork chops, cut 1-inch thick

Combine all ingredients except chops in shallow baking pan. Place chops over mixture. Bake, covered, at 325 degrees for 45 to 60 minutes. Uncover and bake 45 minutes longer, until meat is brown and tender. Add more water if necessary to keep rice moist. Serves 6.

My Best Recipes for January

SAUERBRATEN

- 4 pounds beef, arm or blade pot-roast
- 1 cup wine vinegar
- 1 cup water
- 1 onion, sliced
- 1 lemon, sliced
- 1 T. sugar
- 1 T. salt
- 5 whole cloves
- 4 peppercorns
- 2 bay leaves
- ¼ t. powdered thyme
- ¼ t. ginger
- 6 gingersnaps

Place meat in deep bowl. Add remaining ingredients except shortening and gingersnaps. Cover and marinate in refrigerator 24 hours. Turn meat 2 or 3 times to season evenly. Remove meat from marinade. Brown meat on all sides in shortening in Dutch oven. Add 1 cup marinade. Cover and simmer 3 hours until tender. Remove meat to heated platter. Spoon fat off drippings. Add crumbled gingersnaps. Cook, stirring constantly, until mixture comes to a boil. Serve with Spatzle. Tip: Sauerbraten may be baked at 350 degrees for 3 hours. Serves 6.

SPATZLE

- 3 cups sifted all purpose flour
- 3 eggs
- 1¼ cups milk
- ½ t. salt
- ¼ t. nutmeg

Combine all ingredients in large mixing bowl; beat well. Force batter through a large holed colander into boiling salted water. Scrape batter from bottom of colander with knife which has been dipped into boiling water. When spatzle comes to surface of water it is cooked; remove with slotted spoon. Serve with Sauerbraten. Tip: Spatzle may be drained and sauteed in ¼ cup butter in skillet, if desired.

* * *

BRUNSWICK STEW

- 3 pound stewing chicken, cut in pieces
- 3¼ cups water
- 2½ t. salt
- ¼ t. pepper
- 1 onion, sliced
- ¼ cup flour
- 1-pound can whole potatoes, drained
- 1-pound can green lima beans, drained
- 12-ounce can whole kernel corn, drained
- 1-pound can tomatoes, drained
- Dash pepper

Cook chicken in 3 cups water with 2 teaspoons salt, ¼ teaspoon pepper and onion 2 to 3 hours until tender. Remove chicken and cut meat into 1-inch cubes. Blend flour with ¼ cup cold water. Add to broth, stirring constantly, until smooth. Add vegetables and remaining salt and pepper. Heat thoroughly. Serves 8.

SIX-WAY BUTTER COOKIES

- 2 cups sifted all purpose flour
- 1 t. baking powder
- ¾ t. salt
- ¾ cup butter
- 1 cup sugar
- 1 egg
- ¼ cup milk
- 1 t. vanilla extract

Sift flour with baking powder and salt. Cream butter in mixing bowl. Gradually add sugar; continue creaming until light and fluffy. Add egg, milk and vanilla extract; beat well. Blend in sifted dry ingredients gradually. Drop by rounded teaspoonfuls onto ungreased cookie sheets. Bake at 375 degrees for 10 to 12 minutes, until golden brown. Yield: About 48 cookies.

ADDITIONS TO BUTTER COOKIES

Coconut Cookies

Stir in 1½ cups packaged flaked coconut after blending in sifted dry ingredients.

Orange-Pecan Cookies

Blend in ½ cup chopped pecans and 2 tablespoons grated orange rind with sifted dry ingredients.

Mincemeat Cookies

Stir in ½ cup prepared mincemeat after blending in sifted dry ingredients.

Lemon-Nut Cookies

Blend in ½ cup chopped nuts and 2 teaspoons grated lemon rind with sifted dry ingredients.

Gumdrop Cookies

Stir in ¾ cup finely cut gumdrops and ½ cup chopped nuts after blending in sifted dry ingredients.

* * *

PHEASANT BAKED IN CREAM

- ½ cup all purpose flour
- 1 t. salt
- 1 t. paprika
- ¼ t. pepper
- 2 pheasants, cut into pieces
- ¼ cup shortening
- ¼ cup chopped onion
- 1 cup light cream
- ½ cup milk
- 2 T. toasted slivered almonds, if desired

Combine flour, salt, paprika and pepper. Coat pheasant with seasoned flour. Brown on all sides in shortening in large skillet. Place pieces in large shallow baking dish. Sprinkle with onion. Add cream and milk. Cover tightly. Bake at 325 degrees for 1 hour. Remove cover and bake 10 minutes longer until tender. Sprinkle with almonds. Serves 6.

QUAIL OR GROUSE BAKED IN CREAM

Substitute 6 quail or 6 grouse for pheasants. Split quail or grouse in half and follow directions in Pheasant recipe.

Christmas Party

The combined staffs of the May Seed and Nursery Company and Radio Station KMA enjoyed their annual Christmas Party on the second floor of the main building. Andy Andersen of the KMA sales staff MC'd the affair with a few well-chosen jests made at members of the staffs.

Ed May, pictured, discussed and displayed architect's drawings of the new building to replace the old Mayfair Auditorium,



which will get under way right after the first of the year. Although the drawings don't show up in the picture, the new building will be a modern structure.

Bill Overbey of the May Seed advertising department led the group in singing Christmas carols, accompanied by Margaret Tavora on the console organ, pictured on page 6.



The Ed May Quartet was at its best with some fine barbershop singing. Pictured L-R, Glen Sheirbon, Jim Loos, Tom Beavers and Ed May.

There was quite a bit of fun and suspense in presenting gifts to the company heads on behalf of the employees. When Mrs. Earl May opened her gift, not knowing what the electronic-looking gadget was, she asked Andy Andersen who jokingly said, "I think it's a radio station . . . just what you've always wanted." It turned out to be an intercom and music system for her home.



Mrs. May was very thrilled with the new gadget which will save her a lot of steps.

Ed May's family, (Eleanor, Karen, Eddie, Annette, and Ed) were first presented a tiny package (a key), then another tiny package (a lock). Completely mystified, the family was finally told the key and lock were for a remote controlled garage door opener.



The J. D. Rankins (Diane, Frances, J. D., and daughter Betty Jane with son Gordy and husband, Mike Sherman) were presented a 35mm Instamatic Camera . . . for lots of pictures of their grandson.

All the employees and guests were presented Christmas turkeys as they departed for the holiday.



Program News for January 1966

CASH PRIZES ON KMA MYSTERY TOWN

A new KMA Mystery Town Contest will begin on KMA January 3. The object of the contest is to identify a Mystery Town in the KMA listening area by clues given about that town. KMA Mystery Town clues will be given six times every day, Monday through Saturday. The first person who recognizes the mystery town by the clue given on the air and calls KMA with the identification will win the cash jackpot. The Jackpot starts at \$5.00 and \$1.00 is added each time some one does not call and identify the town by the clue just given. New clues for different KMA-land towns will be given at each of the six daily contests. Contests will be held at 8:15 to 8:55 a.m., between 2:00 and 3:00 p.m., 3:00 and 4:00 p.m. and 5:00 p.m., 7:30 and 8:30 p.m., and 8:30 and 9:00 p.m. When a winner is announced, the jackpot will start again at \$5.00. The clue to the mystery town will be given four times during each of the six daily contest periods. You'll have ample opportunity to get in on the winnings . . . Lots of money is to be given away so stay tuned and join the fun on "KMA Mystery Town".

FARMER'S MARKET STARTS JAN. 3

A new farm program starts after the first of the year which will feature information about livestock and farm auctions and sales. The program will also include farm news and weather. The new farm feature is in answer to many requests KMA has received to have announcements every day concerning livestock and farm and home sales. KMA Farm Broadcasters Jack Gowing and Jim Ross will present the program which will be heard Monday through Saturday at 6:00 each evening. You will be able to keep abreast of farm and livestock sale activity in the KMA area by tuning in each evening.

LIFE LINE PROGRAM MOVES TO 7:15 p.m.

The Life Line program regularly heard at 6:00 p.m. each evening on KMA will be heard at 7:15 p.m. starting January 3. This interesting 15-minute program which covers a multitude of subject matter on every phase of our American way of life has been a regular feature on KMA for five years. Life Line is moderated by Melvin Munn from Washington. Each of the editorial type programs are made available to listeners in printed transcripts, which are available at a nominal cost.

IOWA HAWKEYES AMONG TOP TEN

Iowa Hawkeye basketball fans are enjoying a fabulous winning streak on the part of the Iowa Hawks. KMA has been carrying the entire Hawkeye schedule so far, which at times was running two games a week and in some cases a game every other night. KMA will pick up the Hawkeyes schedule again starting January 8 at Wisconsin. As the holiday season brought action to a welcome halt, the Hawkeyes found themselves the only undefeated team in the Big 10 and one of the top ranked teams in the nation. The holiday rest will give the Hawkeyes their first opportunity to pause and take a look at some of their weaknesses and have time for practice sessions. One wonders just where their weakness is, when they have chalked up a fantastic streak of wins. Their tough schedule is ahead, so get ready for some furious action. The Hawkeye broadcast schedule on KMA is in the December issue of the Guide. Meanwhile, we'll keep you posted on KMA when Iowa games are coming up. Stay tuned and join us for some of the top basketball action in the nation with our Iowa Hawkeyes.

NEW KMA SPORTS TEAM

KMA boasts that rare combination of two play-by-play sportscasters, Pete Howard and Andy Andersen. The KMA sports team worked together doubling-up on sportscasting chores at the Big-8 Holiday Pre-season Basketball Tournament in Kansas City (December 27 through 30). Each of the sportscasters took half a game. The game schedule was very heavy, so this versatility came in very handy in handling the tournament broadcast. As basketball season gets under way again following the holiday season, our KMA sports team will be in a position to bring the top action in the area. As tournament time approaches in high school play, you'll be hearing more from Pete and Andy. KMA also has another sportscaster versatility, in case the need should arise; they can field two sportscast teams to cover two games in one night . . . from two different locations! Each of the sportscast play-by-play men can head up a team with two other members of the announcing staff who can go along to give game color and the commercials. This way KMA can cover two important games the same evening as long as they aren't going on simultaneously. If, during tournament play, this should happen, KMA is capable of bringing you the action.

A CHAT WITH EDWARD MAY

Continued from Page 3

The Mayfair more than served its purpose. If the walls of the building could only talk, many a book could be filled with the historic and memorable events that took place within the confines of those walls.

The auditorium was officially opened in October of 1927. The performers at the opening were The Dixie Girls, a male quartet known as the Jubilee Singers, and The Garay Sisters, the latter of whom were graduates of the Royal Academy of Music at Budapest, Hungary. Commissioner Bel-lows was also on hand for the formal dedication.

The Mayfair has seen little use since KMA completed its new facilities in 1963. However, it was on September 18 when KMA had its 40th Anniversary Celebration. Mother Nature played a part in this final event. The events of the day were scheduled for outdoors but a morning rain forced the tremendous crowd inside. The Mayfair once again was filled to overflowing. Perhaps it was appropriate that upon this auspicious occasion the Mayfair should be overflowing with a happy crowd.

However, within the next few weeks the Mayfair will be torn down. It is being sacrificed to make room for progress. If the Mayfair could only speak, perhaps the words of Charles Aude would be appropriate,

"When we are parted, let me lie
In some far corner of thy heart.
Silent, and from the world apart,
Like a forgotten melody."

A LETTER FROM BILLIE McNEILLY

(Continued from Page 10)

day through Saturday morning over KMA. Remember, I always welcome your ideas and suggestions. This may be the time for you to sit down and pen a letter to me, with your very own thoughts along this line.

Now, may I wish every one of you a 1966 filled with happiness, and may the best of health be with you throughout the New Year.



Barbara DeWees Wins Voice of Democracy

The Shenandoah High School speech class, under the direction of Mrs. Woodfill, made a class project of the annual Voice of Democracy Speech contest sponsored by the Veterans of Foreign Wars and the National Association of Broadcasters. The annual contest for students in the top three classes of high school is intended to train students to think and speak up on issues concerning our American way of life. It is hoped these students will become a nucleus of thinking Americans who will rise to the occasion when confronted with apathy on the part of their fellow Americans, or undermining ideology from abroad.

The top three winners in Shenandoah were Barbara DeWees, Carol Keltner, and Karen Giese. KMA again offered recording facilities for the winning speech to be sent on to competition at district level in the state of Iowa. Students in schools all over the country are participating in the contest. The winners from each of the 50 states will attend a national conclave in Washington, D. C. after the first of the year where the first place winner will receive a \$5,000 scholarship in the school of their choice. There are four other prizes at national level, cash prizes at state level, and cash and trophies presented locally by the Veterans of Foreign Wars Post.

141 SCHOOLS REPORT CLOSINGS TO KMA

It won't be long before the old weatherman unleashes some of his nasty worst and schools will be calling KMA to announce "no school today". So far we've been very lucky in not having traffic-stopping weather. But you can rest assured there will be several occasions in store when heavy, blowing snows will stop traffic for a day or two. When it does happen you can count on KMA to get the school closing announcements out to listeners in the four-state area of Iowa, Nebraska, Kansas, and Missouri. This year 141 schools have been coded to call in reports to KMA. The number code is so KMA will know that an authorized person is making the call and the school closing announcement is legitimate. There has never been a case of someone making a false report, but we don't want to take any chances. So, if the weather looks doubtful, keep a close ear on KMA for any announcements concerning your school. By all means, please do not call the station to inquire. Unnecessary calls just jam up the switchboards so calls from schools cannot get through. School closing announcements will be repeated on such occasions so you will be sure to know if your school is on the list of closings.

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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.

FIRST SIGN OF SPRING — It's a little early to be talking about signs of spring, particularly since winter has just gotten under way and there's a lot of snow between now and apple blossom time. Nevertheless, if you want a sure way to get rid of the winter doldrums, just pick up a new May Seed and Nursery Company catalog and the next thing you know you can almost smell that fresh-plowed soil. The new catalogs were just received when this picture was taken. Ed May, president of the firm, is pictured look-



ing over a copy of the new catalog. Behind Ed is less than half of the catalogs to be received . . . a big, big stack. The new catalog for Spring of 1966 is bigger and has more pages, with many new flowers and vegetables for you to try. If you are on the May Seed Company mailing list your catalog should be in the mail shortly. If you are not on the mailing list, or are not sure, just send your name and address to the May Seed Company and they'll send you a copy . . . then enjoy yourself planning for spring.