



INFORMATION

INFORMATION

AUTOGESTATIVE

KWA

Women's Association of Kalamazoo

Frank Field

Ed May

Register Here

FREE PRIZES

The KWA GUIDE

July, 1963

COVER STORY

The KMA Guide

JULY, 1963

Vol. 9

No. 7

This month's cover picture is an interior view of the new Shenandoah Armory where visitors viewed indoor exhibits of vacation equipment at the 1963 KMA Vacation Showcase. Other exhibits and kiddie rides were located outdoors. In the foreground is the KMA booth with Farrell Turnbull and Evalyn Saner of the KMA office staff registering visitors for free prizes. The girls also did a land-office business handing out tickets for free kiddie rides. An estimated 16,000 people in the KMA area attended. All enjoyed the fun, entertainment, and opportunity to closely inspect vacation items of every description. More Showcase pictures and story on page six.

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Mail Bag

... I especially enjoy this month's recipes they are simple and very good."

Mrs. M. S.
Council Bluffs, Iowa

Thank you, Mrs. S. Many of our Guide readers particularly enjoy recipes, and express in their letters how well they like those in the Guide. Your KMA women's activities department works very hard finding recipes which are unusually good, with the foremost thought . . . simplicity.

... I am a charter subscriber and have every Guide, except May '49 and October '56, two hundred and twenty six of them. There is a lot of KMA history in them. I am also a charter "listener". Thanks for the many happy listening hours you have given me. Thanks too for keeping the price at \$1.00.

Mrs. R. T.
Macedonia, Iowa

Thank you, too, Mrs. T. Your Guide file count is correct. We're sorry we don't have your missing issues or we would send them. You are right, the KMA Guide probably constitutes one of the finest historical accounts of any radio station in the country.

... Surely do appreciate the offers (recipe books) you put out. They are worth the price many times over."

J. P. P.
Harlan, Iowa

The cost of producing these books is much more than the postage and handling required to get them to you. The companies supplying them do so as a goodwill gesture. We are happy to break even as a "middle man" in locating them for you. We might let out a little secret right here. We just requested a supply of a new recipe book which is the first of its kind that we've heard of and we're really excited about it. It has been promised to us, so we should have them before long. It will be announced on the air and in the Guide to you subscribers only.

"Am sending a dollar for the KMA Guide. Got a copy from a neighbor and thought it was an interesting booklet."

Mrs. J. K.
Charter Oak, Iowa

Welcome to the Guide family, Mrs. K.!

"Please renew my subscription. My last number has the red star to remind me and I don't want to miss any number. I have all except. the February '52 issue'."

Mrs. P. W.
Archie, Missouri

When the red star appears by your address, time to renew.

... I've been a loyal subscriber since the very first issue and have all as one big book. I lace a heavy flat cord right through the center with the newest one always added on the bottom."

Mrs. E. K.
Friend, Nebraska

Another way to avoid losing any is to nail them down! Mrs. K. has a good suggestion which should discourage "Guide snatchers." If someone wants a Guide, tell us and we'll be glad to send them a complimentary copy. Keep yours intact.



A Chat With Edward May

"I've Been Working on the Railroad, All the Livelong Day" might have been the song we were singing when the picture on this page was taken. Regardless of what the song might have been, I can assure you we were having a wonderful time. Saturday night, June 15, three quartets, together with their wives, met at our house and, since we all enjoy singing, we had a most enjoyable evening. The four fellows in the front of the picture are members of the Harmonaires Quartet from the Omaha area, the quartet in the middle (those sitting down) constitute a quartet from Rock Port, Missouri, and in the back row we have a local quartet which, for lack of any other name, is generally referred to as the Ed May Quartet. From all indications, both the men and their wives enjoyed themselves. We hope to have another get-together in the not too distant future.

By the time this issue of the Guide reaches you, the May family hopes to be relaxing in the north woods of the State of Wisconsin. We are planning on leaving the latter part of June to vacation at our usual spot at Mercer, Wisconsin. This year we are going by way of Minneapolis to see a Major League baseball game between Minneapolis and Baltimore. Eddie is particularly excited about seeing the baseball game as he is active in Little League baseball and thoroughly enjoys the sport. When I told him the tickets had arrived for the ball game, he said, "Dad, I'm going to take my ball glove with me, because I might have a chance to catch a foul ball or maybe a home run that was hit over the fence." I hope he does have the opportunity to catch a ball, because, to a young enthusiastic baseball player, it would be quite a thrill to carry home a souvenir ball that had been hit by a Major League baseball player.

We are looking forward to

our usual good time in Wisconsin. Shortly after our return, our daughter, Karen, is scheduled to go into an Omaha hospital for plastic surgery. The doctor told her in the meantime to exercise vigorously, particularly during the month of July, because exercise will help Mother Nature tone up the skin which, in turn, will make the job of plastic surgery that much easier and more successful.

Also by the time you receive this issue of the KMA Guide, we may be able to announce the day of our Open House at the Trial Grounds. You keep your dial set to KMA-960—and, just as soon as we will be in a position to definitely set a date, we will be announcing it over the station. I hope you will drive to Shenandoah the day of our Open House and help us enjoy the magnificent colors on the many flowers at our 80-acre Trial Grounds. This year we have added something new in the way of several varieties of evergreens and shrubs so you will want to see these, too.



Pictured Left to Right Back Row: Ed May, John McNeilly, Ron King, Wayne Stevens, Glen Sheirbon, Middle Row: E. Dalrymple, Clark Gore, Harold Melvin, Bill Corkle, Front Row: Darwin Wegner, Church West, Lyle Plugge, Lloyd Marshall.

Frank Comments

By FRANK FIELD

The picture this month shows my 'late' garden as it looked on June 19, just after a good shower of rain and while the sky was still quite cloudy — that is why you don't see any shadows.

I think I told you we have two gardens this year — the radishes, beets, onions, peas and all the other early things, we planted between the rows of trees in the orchard. That also includes the first two plantings of sweet corn.

Then, all the later things are over in this garden which is practically square and where there is enough room to put the rows 42 inches apart with the plants 42 inches apart in the row. In other words, it is just like checked corn. The reason for it is that the garden can be cultivated both ways . . . one time east and west and the next time north and south.

The first two rows, starting at the lower left hand corner of the picture, are Contender Beans planted 5 beans in a hill; then come six rows of tomatoes — one row of Tomboy, two rows of Surprise, and the other three are experimental numbers from the University of Missouri; then come two rows of Hybrid Stowells Evergreen Sweet Corn; two rows of Hybrid Country Gentlemen Sweet Corn; two more rows of Contender Beans; one row of Penquin Gourds; one row Dipper Gourds; two rows of an experimental number in Green Beans, with the last row being Fordhook Bush Lima Beans.

The tomatoes, as you can see, are pruned to a single stem and tied up to Bamboo stakes 8 ft. long and put 18 inches into the ground so they extend 6½ ft. above the ground. There is a steel fence post driven into the ground at each end of the row with a wire stretched tightly between the posts. This wire makes one wrap around the top of each of the Bamboo poles so they are held very firmly in place and can't blow over or break over in a wind storm. The tomatoes are being sprayed every week or ten days with a mixture of Zineb and Sevin. The Zineb is the best preventive we have found for Blight and the Sevin is a very effective insecticide which is safe to use on all garden vegetables. Incidentally, the beans and gourds have been sprayed twice with this same mixture. These tomato plants were almost this big at the time we had our killing frost on May 21 and 22. All of them were killed clear back to the ground but about half of them came up from below the ground and made good plants. The other half had to be pulled up and replaced with new plants. I figure the freeze set everything back at least two weeks and probably as much as three weeks. The beans, of course, were killed completely and all had to be replanted.

I told you last month that we and the Hunters would probably go on another week-end fishing trip about the middle of June, which we did. The 14th, 15th and 16th of June we went fishing and stayed at Marvin's Place on Lake Koronis, near Paynesville, Minnesota. The weather was perfect but the fishing was not too good, although we did get enough Walleyes and Crappies to bring home with us. In fact, we liked the place so well we are planning on going up there again about the middle of July. So, if you miss me on the air, you will know where we are!





by
Jack
Gowing



July is the start of vacations and since we have a report in this issue on the KMA Vacation Showcase which was held here in Shenandoah, this month we are showing you a picture of Mr. and Mrs. Everett "Dutch" Briggs with their pickup camper. The Briggs live here in Shenandoah and tell me that they really enjoy and use their camper a lot.

My reason for showing this picture is that we hope to lease a camper for a vacation trip this year. Our plans aren't complete at the time of this writing but we hope to be able to give it a try.

Dutch tells me that they have made trips to Pennsylvania, California, Arkansas and many other week-end trips since they bought their camper.

If you don't own a pickup truck then you may want to consider a camper trailer or a folding camping trailer. A few hours on any of the major highways and you can see that a large number of Americans are taking to the camp trail.

We have never actually camped out, but we have done a lot of hiking on some of our vacations. I think a good many people read about it and think they would enjoy it, but many of us never get around to doing it.

If you haven't looked over today's pickup campers, camping trailers or the fold down type trailer, you have a real surprise coming. They are all but a home on wheels on a small scale, of course. You can spend as much as you want for luxury or you can keep it simple and stick to the bare essentials.

Many states are aware of the need for more parks and camping areas along highways, too. When we were in the Northeast last year we noticed that there are many camping areas along the highways, we noticed more

in Vermont probably because of the fact that many tourists go to that state to enjoy the beautiful scenery.

A couple of years ago we met a family of four from Des Moines who were camping in Rocky Mountain National Park and they said they had been camping out for about 11 years and had us convinced that once you do any camping you will never want to give it up.

If you are one of those that never takes a trip then you can enjoy some real beauty close to home. We can all enjoy beautiful sunrises and sunsets, then we have some beautiful parks in the KMA area or just drive along some of our rural roads and you can see some wonderful sights within a few minutes from where you live. We live where we can look over the East Nishnabotna River, and at this time of year it is really a picture to see all of the various shades of green and then sandwiched in between is a golden field of small grain.

If we get to vacation in a camper I will give you a report in a later issue of the Guide.



Jack Gowing talks campers with experienced hands



Vacation Showcase Draws Thousands

Our cover picture this month shows a portion of the many indoor and outdoor exhibits and other attractions visitors enjoyed at the KMA Vacation Showcase held at Sportsman's Park Saturday and Sunday, May 25 and 26.

Visitors came from all over the four-state KMA listening area. There were exhibits of interest for every member of the family; everything from mammoth trailers with every convenience to complete gear for camping out-of-doors.

Families particularly enjoyed the opportunity to inspect the many types of trailers and campers. Boats and water sport gear were in abundance. Two vacation cottages were constructed right on the grounds. Auto companies brought in cars and wagons decked out for vacation fun. The Iowa Conservation Commission prepared a special display of beautiful wood samples of all trees found in Iowa. Conservation officers were on hand to answer questions and distribute literature. Their outdoor wildlife exhibit pictured at bottom left was of interest to all ages. The Conservation officers estimated 12,000 visitors attended the showcase.

In addition to seeing all types of vacation equipment oriented to the theme "where to go, how to go, what to do", there were three big stage shows in the Rose Garden Building and free carnival rides for the kiddies. Pictured at top is banjo artist Ted Painter of Kansas City and accompanist Harry Jenks who gave a dazzling performance both days. In the background are Don Beasley's Country Gentlemen who are heard every Saturday night on KMA at 6:45. They performed at both shows on Saturday proving to be real crowd pleasers. Picture number 2 is the Sunday afternoon performance of the Sparta Polka Band of Omaha, which is heard every Saturday morning at 11:30 on KMA. Merl Douglas is the MC at the mike. (Mike Heuer MC'd the Saturday shows.)

Picture three is a shot of the kiddie rides and crowd in the background, looking toward the outdoor displays at the rear of the Armory building.

The Brownie girl scouts of Council Bluffs chose Shenandoah and the Vacation Showcase as their annual outing. 250 girl scouts in six chartered buses enjoyed a big day with KMA and the May Seed Company, touring all the sights, picknicking (pictured) at one of Shenandoah's fine parks, and touring the showcase.



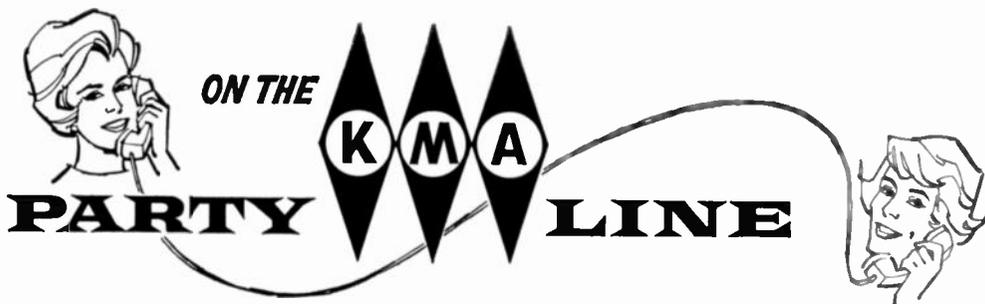
Mike's Tour To Nashville

The KMA OPRY TOUR to Nashville, Tennessee and Grand Ole Opry was a fabulous success. Mike Heuer, who arranged and personally conducted the tour reports that the 40 people who went along were the finest people he's ever known. Everybody had a great time. Among the highlights on the trip was the witnessing of a recording session "run-through" (rehearsal) at Starday Records, a luncheon with Eddy Arnold as guest, a visit to President Andrew Jackson's home, the Hermitage and of course The Friday Night Opry and the world famous Grand Ole Opry on Saturday night June 8th.

Mike was D.J. USA that weekend, did an hour record show with a large number of guests from the recording business sitting in with him. He was also introduced from the stage of the Friday Night Opry and the Saturday night show. Mike says Opry officials gave the red carpet treatment to the entire group. While he had the opportunity, Mike brought along a tape recorder and did a large amount of interviewing with artists for playback on KMA B A N D S T A N D COUNTRY STYLE. Plans are being made for a reunion of tour members in several months.

Top pictures shows tour group ready to leave on journey to Nashville. Next four pictures were taken at Nashville by WSM photographer, Les Leverett. First: Sonny James, Mike, Roy Acuff, and Bill Anderson. These were taken backstage during Saturday night Grand Ole Opry. Next: Kitty Wells, Johnny Wright, Mike, Pearl Butler. Next is Mike with Grand Ole Opry announcer, T. Tommy Cutrer and Comedian Archie Campbell. Bottom picture is Mike with Billy Grammer.





ON THE

KMA

PARTY LINE

By **DORIS MURPHY**

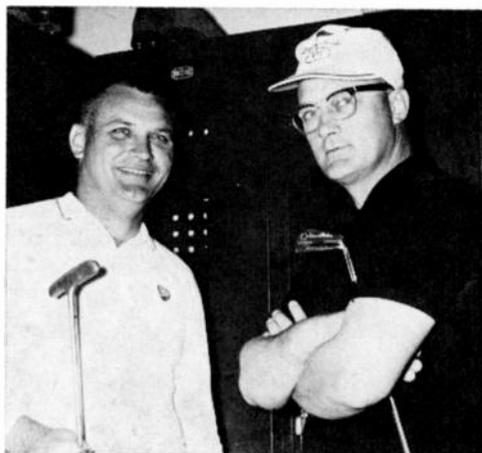
Getting the family dressed for a "day in the city" and leaving home by 4:30 in the morning, was just too much of a chore for FLORENCE NIELSON, wife of Warren Nielson, so she and daughter Holly decided to let Warren drive to Omaha at 4:30 a.m. for his weekly TV Farm Show, and then take the bus to meet him around noon. But this Saturday . . . the bus had to be late! It was involved in a wreck, and also had a flat tire on its run from Kansas City, and got into Shenandoah "hours late". Having no way to get in touch with WARREN, the girls just waited it out. Finally, tired and hungry, they arrived in Omaha . . . not at noon . . . but between 3:30 and 4:00 in the afternoon. Next time, they'll go up with WARREN even though it means getting up at the crack of dawn.

Nothing is more unpredictable than the weather! One day in early May Newscaster Dean Naven flew to Des Moines in the KMA plane with pilot Gene Racine, where Dean attended a session of the Iowa legislature. When the plane took off from Des Moines airport at 4 P.M. for the flight

home, the sun was shining brightly. But within a short time, clouds appeared on the horizon. The ceiling kept dropping lower and lower. In order to avoid the rain clouds, Gene flew the plane below the clouds until they reached Creston, when they were really in them. By this time visibility was so poor, they could not see much farther than a mile and a half in each direction. As the plane flew over the Iowa Highway 48, it was flying so low it was only about 480 feet up, which is about the same height as the tower at the KMA transmitter. The irony of it all was . . . that after dodging rain clouds all the way from Des Moines . . . the sun broke thru and shone just as the plane pulled up in front of the hangar at the Shenandoah airport. It would!

For the second consecutive year KMA Sportscaster, Andy Andersen, and sidekick "spotter" Jim Winegardner were paired off in the first round of the city golf tournament. In both cases the boys have had to battle it out to see who goes on up in competition. Andy won the first round both times. The third time may be the charm for Jim . . . if they are paired again next year.

"Livestock are pretty smart. They know how to take care of their young," commented Farm Service Director Jack Gowing as he told me about the difficult time he had finding a new-born calf. The calf was born out in the pasture, sometime during the day. Jack had spotted it thru his field glasses from the house. But he was busy and did not have time to go check on it right then. When he came home that evening, he still didn't have time, as he had to attend a meeting, so couldn't check on the new born calf. Next day he drove out to the pasture to check on the calf, but lo and behold he couldn't find it anywhere. That evening the whole family got in the truck and completely covered the pasture, searching for the calf. Still no luck! Finally Jack conceived of the idea of watching the mother cow thru his field glasses. He heard her bawling . . . watched her closely, and soon saw the calf stand up among the



KMA Sportscasters Andy Andersen, Jim Winegardner . . . old first-round foes at golf tournaments.

weeds. The mother cow certainly knew how to hide her off-spring.

Diane Rankin, daughter of Mr. and Mrs. J. D. Rankin, Jr., and Tim Anderson served as chairmen of the entertainment committee for the 1963 Junior-Senior banquet and prom.

Diane will also have a happy and busy summer serving as Counselor at the Crystal Springs Ranch at Wilson, Wyoming for six weeks. She left for Wyoming June 17th. Others from Shenandoah attending the camp are Pam Oswald, Nancy Ross and Mary Ann O'Hara.

Transferring fish from one pond to another by Conservation Officer Jim Shipley, proved to be interesting material for an interview by Tom Beavers on his Farm Service show on KMA. Tom went along to get first-hand information, when 100 bass were transferred from the pond at the Izaak Walton League to the pond at Pioneer Park in Shenandoah, and 200 Blue Gill were transferred from the Pioneer pond to the Izaak Walton League pond. The fish are given a slight electric shock, which brings them to surface of the water. They are stunned for just a few minutes. This allows time enough for the fish to be caught in nets and put in tubs of water, for transfer to another pond. The interview with the conservation officer was carried on KMA on May 8th.

Muriel, wife of Newscaster Ralph Childs recently cleaned the down-stairs cloak closet. In the process, she replaced a lost door knob. The new one had been in the house for months, but never installed. Wanting a bit of praise, she called on the only man-in-the-family at home, who happened to be teenager son Mike. After looking at the new knob he said: "It's nice, but it takes away all the adventure of opening the closet door!"

It wouldn't happen once in a hundred years, but it did Friday night June 7th. Tony Koelker, Station Manager of KMA, had his Pontiac car stolen in Shenandoah, and on the same night his son Mike's car was stolen in Omaha. But Tony fared better than Mike . . . his car was found unharmed next morning, a few miles south of town. Mike's car, an English Morris, was stolen by vandals in Omaha, and had been beaten and damaged by knives, until it was a total loss. It was thru the facilities of KMA, that Tony's car was found. About 10 o'clock in the morning, Tony asked Merle Douglas to make an announcement on KMA about his stolen car.

An employee of BRANNEN'S SUPER VALU Store, who lives south of town, heard the announcement and as he drove to work he noticed a Pontiac parked along the road. He immediately notified the police and the car was soon back in its owner's driveway. Mike is a resident of Omaha, and is employed by an advertising agency. What a strange coincidence that two cars in one family would be stolen on the same night!

Warren Nielson tells the best fish story we've heard in a long time. Seems that Memorial Day, Warren and his father-in-law Frank Cox were doing some lake fishing with pretty good luck. In fact, the way WARREN tells it, their FISH BAG attached to the boat must have held at least three dozen or more assorted fish, when the wind blew the boat into some snags . . . ripped the bottom out of the fish bag, and they managed to keep only seven fish from escaping. Naturally, the big ones all got away . . . or so says Warren! The one consolation he seemed to have over the loss of all those fine fish was expressed in his remark: "Oh well, I would have been too tired to clean that many fish, anyway!"

Susie, teenage daughter of Newscaster Ralph Childs, has found out from experience that you can't substitute cheese for yeast while making pizza! It doesn't work! Her dad got a call from Susie one Saturday night while he was at the Record Shop, to bring home a pizza. Then Susie told him her predicament . . . she had made a pizza but had put in the cheese instead of the yeast. Dad came to her rescue with another box, so Susie got her pizza after all!

Not long ago, Mr. and Mrs. Ralph Childs had a forecast of the future. David, a Sophomore at the University of Iowa in Iowa City, was joined by his brother, Mike, a Senior in Shenandoah, for a long week-

Continued on Page 15



Dean Naven helps judge Regional Toastmistress speech contest at Omaha. Wife Claudine is seated on Dean's left. Photo by Bob Miller, Omaha

A Letter From Mary Williams

The sound of the neighbor's power mower and a radio playing are the accompaniment to my typewriter on this beautiful summer morning. I have my typewriter and desk in our bedroom upstairs and this is where I not only write my letters but also plan my daily programs. Actually the desk is a convertible sewing table and at present it holds the sewing machine, typewriter, and numerous papers. The sewing machine is in place because I have been doing a little sewing; making play clothes for Lory and a sheer white dress for myself.

Because of the increasing volume of material which I keep and file, I am about to work myself right out of the bedroom and down to the basement. Although I'm not sure I'll like going to the basement to work, at least it will improve the appearance of our bedroom. We are especially eager to complete the redecorating of the bedroom since the new drapes and matching bedspread in shades of blue, lilac, and gold stripes are already in use. Now all that remains is to paint the walls, (which Charlie and I will do ourselves), a pale, pale lilac. Our bedroom furniture, incidentally, is gray.

In the picture on this page, I am holding my little "semi-antique" musical instrument. I call it that because it is my understanding that an antique to be official must be 100 years old, and this instrument is between 65 to 70 years old. If I wait long enough, maybe I'll have a genuine antique.



Mary tries hand at "rescued" violin-uke

For several years I had been searching for a zither and last summer my sister-in-law, Mrs. R. C. Romdall of Mexico, Missouri, gave me this instrument. It seems that she went to Hannibal, Missouri, to help a friend clean out a house and barn, ridding them of a lifetime of accumulation. While they were working on the barn, they discovered several old instruments—violins, banjos, and this one. My sister-in-law came home with this and promptly stuck it in her basement. She had forgotten about it until we got to talking about my hunt for a zither. You can imagine how surprised I was when she brought this little prize out for me. It had been exceedingly dirty, apparently some small animal had made a nest in it, and the strings were rusty. Amazing enough all 32 strings were on it, but of course they were loose and completely out of tune. I first tried to tune it by using pliers but this didn't work.

En route back to Shenandoah, I stopped at a music store in St. Joseph, Missouri, and discussed the instrument with the repair man who knew all about it. He is the one who told me how old it is and said it was commonly called a zither-harp. However, the name printed on it is "violin-uke" and the label on the inside says it was made by the Marxochime company of New Troy, Michigan. This company is not now in existence according to the repair man. He measured the steel wire with which it is strung and because I didn't have time for him to work on it, Charlie restrung it for me.

For those of you who might be curious, it is tuned in the key of G with 16 melody strings which I play with fingerpicks on my right hand. The left hand, also using a pick, plays the four chords composed of four strings each. These are of course G, D seventh, C, and A seventh. Because we do a lot of folk singing and this instrument is wonderful for that, I changed the A seventh chord to E minor so that we'd have at least that for the minor songs. Speaking of tuning it, here again the repair man was our helper. He told me to buy an old-fashioned clock key to fit the upright tuning bars which you can see at one end of the zither. This worked like a charm and we were in business. The idea of the picks and the method of playing it were the result of experiments.

All in all it has proved to be very handy little instrument, fun to own and play, besides providing lots of nice conversation with our guests who usually have never seen one. Also I hope it is the start of a collection of instruments both unusual and ordinary for our family.

Getting To Know You



THINGS I REALLY LIKE

The media of radio
Good music from all fields
Steak, medium well
My wife, Esther
Vacations
Coffee breaks
Summer, Spring and Fall
Guitar
5-string banjo
Blueberry pie
My hobby of country music
A bit of fishin' and huntin'

Houses

THINGS I REALLY DON'T CARE FOR

Odd jobs around the house
People's careless driving habits
Winter

TV addicts

Monthly payments

Apartments

THINGS I REALLY LAUGH AT

My wife's household budgeting
Women's hats
"Corn-ball" type humor

THINGS I NOTICE AND ADMIRE

A good newscaster
A talented entertainer
A disc-jockey who sounds like he is enjoying his work

A good-natured person

MY HOPLESS AMBITION

To visit all the continental states and vacation in Hawaii

MY NAME: Dale Eichor

Tours Recess Vacation Months

Hundreds of visitors have been touring the KMA-May Seed Company facilities every Tuesday and Thursday. The full day (six hour) tours cover many points of interest in and around Shenandoah, colored movies in the KMA auditorium, and lectures, with guides to answer questions and point out highlights along the way. During the months of July and August there will be no conducted tours. They will continue again in September. Meanwhile, the big event of the year, "Open House" at the May Seed Trial Grounds, will occur this month. As Ed May suggests in his column, stay tuned to KMA for the date to be announced.

July, 1963

Omaha Livestock Reporter



Each weekday at 12:45 KMA takes you by telephone recording to the Livestock Foundation of Omaha for the markets. Recently, listeners who have long been accustomed to a male voice, heard the sound of a woman's voice bringing the reports. Pictured above is the charming young lady whose voice you hear. She is Miss Cleone Jessen, your Omaha reporter. Cleone is a native of the KMA listening area. She was raised on a farm near Walnut, Iowa. She was a star player on the outstanding Walnut girls basketball team and excelled in softball. After joining the staff of the Omaha Livestock Foundation, she volunteered to take to the airwaves, proving very acceptable to listeners.

KMTV Awards

KMTV, sister TV station of KMA, won five out of eight Gold Frame Awards at the annual awards dinner of the Omaha Radio TV Council. KMTV won the special award for the commentary, "Our Men In Viet Nam". Other awards were: the News category; Sports, for "The Joe Patrick Show"; Education, for "Television Classroom"; Frank Field's "Over The Garden Fence". "Operation SOS" also was nationally recognized as a nominee for an "Emmy" Station Award for community service via a program or series. KMTV was one of 8 stations in the nation to be nominated in this category.

"My Best" Recipe Selection for July

FROZEN CRANBERRY SALAD

- 1 lb. can Jellied Cranberry Sauce
- 2 T. lemon juice

Crush cranberry sauce with a fork. Combine with lemon juice. Spread in the bottom of a mold or small individual molds. Cover cranberry layer with the following:

- 1 c. heavy cream, whipped
- $\frac{1}{4}$ c. mayonnaise
- $\frac{1}{4}$ c. powdered sugar
- $\frac{1}{2}$ c. chopped walnuts

Whip the cream and fold in the mayonnaise, the sugar and nuts. Spoon over cranberry layer in salad mold or molds. Place in the refrigerator freezing compartment for at least 3 hours to become firmly frozen. Unmold. Serve on lettuce with a small dab of mayonnaise, if desired.

* * *

MELON-CREAM PIE

- 1 baked 9-inch pie shell
- 2 T. corn starch
- grated rind $\frac{1}{2}$ lemon
- 2 T. lemon juice
- $\frac{1}{2}$ c. granulated sugar
- 2 eggs, separated
- $1\frac{1}{2}$ t. unflavored gelatin
- 3 c. diced cantaloupe
- vanilla ice cream

Early on the day:

1. Make and bake pie shell; then let cool on rack at room temperature.
2. In double-boiler top mix cornstarch with 2 tablespoons cold water, stir in lemon rind and juice, sugar, egg yolks and gelatine.
3. While beating, add 1 cup boiling water. Cook over boiling water, beating constantly, until thickened. Refrigerate until cool. Now fold in cantaloupe and stiffly beaten egg whites. Turn this into bottom of pie shell. Refrigerate several hours, or until set. Serve, cut into wedges, topped with ice cream. Makes 8 servings.

* * *

CHICKEN WITH RICE

- 1 1 small package MINUTE RICE (1 $\frac{1}{2}$ cups)
- 1 can Cream of Celery soup
- 1 can Cream of Mushroom soup
- $\frac{1}{2}$ package Lipton's dry onion soup
- 1 c. milk
- 2 $\frac{1}{2}$ chicken breasts (5 pieces)

Butter shallow casserole. Sprinkle uncooked rice in casserole. Mix celery soup, mushroom soup, and milk in bowl and pour over rice. Be sure that all rice is moist. Lay chicken breasts on top. (Not overlapping) Sprinkle dry onion soup on the chicken breasts. Seal with aluminum foil and bake in 350° oven for 2 hours and 15 minutes. **DO NOT OPEN UNTIL DONE** or steam will escape. This can be held in oven for 30 minutes or more if necessary. **OVER** rather than **UNDER** cook. Will serve 5.

STUFFED STEAK NEW ZEALAND STYLE

- 8 slices bacon, snipped
- $\frac{3}{4}$ c. minced onion
- $\frac{1}{4}$ c. packaged dried bread crumbs
- 3 T. catchup
- 6 4-oz. cube steaks
- 2 t. salt
- $\frac{1}{8}$ t. pepper
- 1 c. undiluted canned beef consomme'
- $1\frac{1}{2}$ T. flour

About 1 hour and 30 minutes before serving:

1. In skillet, saute' bacon till crisp and onion till golden; pour off all fat. With onion mixture blend bread crumbs, catchup. Start heating oven to 400°.
2. Rub cube steaks with salt and pepper. On each steak place some of bacon-onion mixture; roll up, fasten with toothpicks. Place in medium baking pan.
3. In saucepan, heat $\frac{3}{4}$ cup consomme'; pour over steak rolls. Cover pan with foil, then bake steak rolls 60 to 70 minutes, or until meat is tender. Blend flour with $\frac{1}{4}$ cup consomme'; stir into gravy in baking pan, return to oven and let come to a boil.
4. Transfer meat to serving dish, remove toothpicks. Spoon gravy over it. Makes 6 servings.

* * *

WHACKIER-THAN-WHACKY CAKE

- $1\frac{1}{2}$ c. sifted flour
- 3 T. cocoa, (not the instant kind)
- 1 c. sugar
- 1 t. baking soda
- $\frac{1}{2}$ t. salt
- 1 t. cider vinegar
- 1 t. vanilla
- 5 T. salad oil
- 1 c. canned applesauce

METHOD:

1. Sift first 5 ingredients into greased 8-inch square cake pan.
2. Make 3 depressions in dry ingredients. Pour vinegar into one, vanilla into second and oil in third.
3. Spoon applesauce over all. Mix well until smooth. Bake at 350 degrees for 35 minutes. When cool, cut into squares; top with whipped cream, or ice cream, if desired. 9 servings.

* * *

STRAWBERRY RAVE SALAD

- 1 package strawberry gelatin
- $1\frac{1}{2}$ c. boiling water

Then add: 1 package frozen strawberries. Stir until berries separate. Add $\frac{1}{2}$ cup chopped nuts. Let set. 1 cup cream whipped. Add 1 teaspoon vanilla to the whipped cream. After gelatin is set, add the whipped cream to the top of the gelatin.

Summer Specials

SPICY GLAZED PORK CHOPS WITH APRICOTS

Syrup from apricots gives chops and fruit a shiny coat and tart-sweet flavor. Bake at 400° for 1 hour and 15 minutes. Makes 6 servings.

- 1 can (1 lb. 14 oz.) whole apricots
- 1 T. bottled steak sauce
- 1 t. salt
- 6 rib or loin chops, cut ½ inch thick
- 1 t. whole cloves

1. Drain syrup from apricots into medium-size saucepan; stir in steak sauce and salt. Heat to boiling; cook, uncovered, 15 minutes, or until syrup thickens slightly. (Save apricots for Step 3.)
2. Brush chops on both sides with half of syrup; arrange in single layer in shallow baking pan. Do not cover.
3. Bake in hot oven (400°) 45 minutes; turn chops. Stud apricots with cloves; arrange around chops; brush all with remaining syrup.
4. Bake 30 minutes longer, or until chops are tender and richly glazed.

* * *

ORANGE SALAD

- 1 package orange gelatin
- 1 c. hot water

While still warm, stir in 1 pint of orange sherbet. Stir well. Then add:

- 1 can Mandarin oranges
- 1 small can crushed pineapple, drained. Refrigerate.

* * *

SALAD DRESSING

- 1 t. salt
- dash of pepper
- ½ t. garlic salt
- ⅔ c. sugar
- ½ c. vinegar
- ¼ t. celery seed
- ¾ c. salad oil

Have all ingredients warm and shake well to mix.

* * *

SEA FOAM SALAD

- 2 packages lime gelatin
- 1 pt. boiling water
- 1 No. 2 can crushed pineapple

MIX TOGETHER:

- 1 lb. cottage cheese
- 1 can sweetened Eagle Brand milk
- 1 c. salad dressing
- 1 t. horse radish
- 1 c. nuts

Combine the two mixtures and pour into two, 8 inch pans.

(Stuffed olives may be added if desired)

NUT CHOCOLATE BARS

A chewy, crunchy cookie.

- ½ c. shortening
- 1 c. brown sugar
- 1 egg
- 1 t. vanilla
- 1 c. sifted all-purpose flour
- ¼ t. soda
- ¼ t. salt
- ½ to 1 c. semisweet chocolate pieces
- ½ c. chopped walnuts

Cream shortening and sugar. Add egg and vanilla; beat well. Sift together flour, soda and salt; add to creamed mixtures; mix well. Stir in chocolate pieces and nuts. Spread in greased 11½ x 7½ x 1½ inch pan. Bake moderate oven (350 degrees) 20 to 25 minutes. Cut in bars while warm. Makes 2 dozen cookies.

* * *

BUTTERSCOTCH BANANA COOKIES

- 1 c. sugar
- ¾ c. butter
- 1 egg
- 1¼ c. flour
- ¾ t. salt
- ¼ t. each soda and nutmeg
- 1½ c. rolled oats
- 6 oz. package butterscotch pieces
- 2 large ripe bananas finely mashed (1 cup)
- 1 c. chopped dates
- ½ c. chopped nuts

Cream together sugar and butter. Beat in egg. Sift in flour, salt, soda and nutmeg. Add remaining ingredients; blend well. Drop by teaspoon on greased cookie sheet. Bake 10 to 12 minutes in a hot oven, four hundred degrees. Makes about 54 cookies.

* * *

FRANKFURTER BARBECUE SAUCE

A tangy combination of chili sauce, brown sugar, mustard and Tabasco.

- 2 medium onions, chopped
- 2 green peppers, chopped
- ⅔ c. sweet pickle relish
- ½ c. cider vinegar
- ½ c. chili sauce
- ¼ c. brown sugar
- 1 T. prepared mustard
- ¼ t. Tabasco

Combine all ingredients. Simmer, covered, about 10 minutes, stirring frequently. Makes about 3 cups sauce, or enough to serve with 3 pounds grilled or broiled frankfurters.

KMA Daily Program for July, 1963

5,000 WATTS—ABC

DAILY DAYTIME PROGRAM**MONDAY THROUGH FRIDAY**

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—RFD 960
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:35 a.m.—Lawrence Welk's Show
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Accent On Music
 9:00 a.m.—Breakfast Club
 9:55 a.m.—News
 10:05 a.m.—KMA Community Calendar
 10:10 a.m.—Housewives Serenade
 10:30 a.m.—Mary Williams Show
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Informacast
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Tom Beavers
 12:45 p.m.—Markets
 1:00 p.m.—Paul Harvey
 1:15 p.m.—Jim Ross Show
 4:00 p.m.—Mike's Matinee
 5:40 p.m.—Tom Harmon Sports
 5:50 p.m.—Alex Dreier
 6:00 p.m.—Life Line
 6:15 p.m.—Paul Harvey
 6:20 p.m.—On The Line With Bob Considine
 6:25 p.m.—As Naven Sees It
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Mkts. & Weather

MONDAY NIGHT

7:00 p.m.—Night Flight
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

TUESDAY NIGHT

7:00 p.m.—Night Flight
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

7:00 p.m.—Night Flight
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

7:00 p.m.—Night Flight
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

FRIDAY NIGHT

7:00 p.m.—Night Flight
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Music In The Night
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—Lawrence Welks Band
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 10:30 a.m.—Mary Williams Show
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Polka Party
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Tom Beavers
 12:45 p.m.—Market Review
 1:00 p.m.—Paul Harvey
 1:15 p.m.—Saturday Matinee
 6:00 p.m.—Life Line
 6:15 p.m.—Music on Deck
 6:30 p.m.—News
 6:45 p.m.—Don Beesley & His
 Midwestern Country
 Gentlemen
 7:00 p.m.—KMA Bandstand
 Country Style
 10:00 p.m.—News
 10:15 p.m.—KMA Bandstand
 Country Style
 11:00 p.m.—News
 11:05 p.m.—KMA Bandstand
 Country Style
 11:55 p.m.—News

SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible
 7:00 a.m.—News & Weather
 7:15 a.m.—Hymn Time
 7:30 a.m.—Sun. Worship Service
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Sunday Album
 12:00 noon—News
 12:15 p.m.—Sunday Album
 3:55 p.m.—Mon. Morn. Headlines
 4:10 p.m.—Sunday Album
 6:30 p.m.—News
 6:45 p.m.—Radio Liberty
 7:00 p.m.—Freedom Calls
 7:30 p.m.—Revival Hour
 8:00 p.m.—Sunday Album
 8:30 p.m.—Issues & Answers
 9:00 p.m.—Hour of Decision
 9:30 p.m.—Pilgrimage
 10:00 p.m.—News
 10:15 p.m.—Erwin Canham
 10:30 p.m.—Revival Time
 11:00 p.m.—Music In The Night
 11:55 p.m.—News

Every Afternoon
 Monday Through Saturday

ABC Network News 5 minutes
 before the hour

Local News on the hour

PARTY LINE

Continued from Page 9

end; and by his sister Susie, briefly, when the Shenandoah Mixed Chorus went to Iowa City for a music clinic. Steve, the eldest son, who is finishing a commercial art course, and working as an advertising layout man on a local publication, is not at home much. The elder Childses rattled around in their nine room house . . . had even forgotten how to cook for two . . . and learned very quickly that life would be different in the near future.

There is always a first time for everything! Newscaster Dean Naven found it out recently when he attended the annual meeting of the Southwest Iowa Peace Officers Association in Clarinda. Dean was enjoying the opportunity of being a guest at the meeting. But his status soon changed from guest to speaker, when the projector refused to work, as the President of the Association, Lieut. John Mahnke of Atlantic, got ready to show some pictures. In order to keep the program moving, John asked Dean to make a talk. With all the Southwest Iowa sheriffs, patrolmen, and deputies, in the room, Dean didn't have much of a chance to make a "quick get away", so he graciously responded with a talk on "Officers placing their confidence in newsmen." Opening his speech, Dean gave them all a good laugh when he said: "This is the first time I've ever subbed for a burned out tube!"

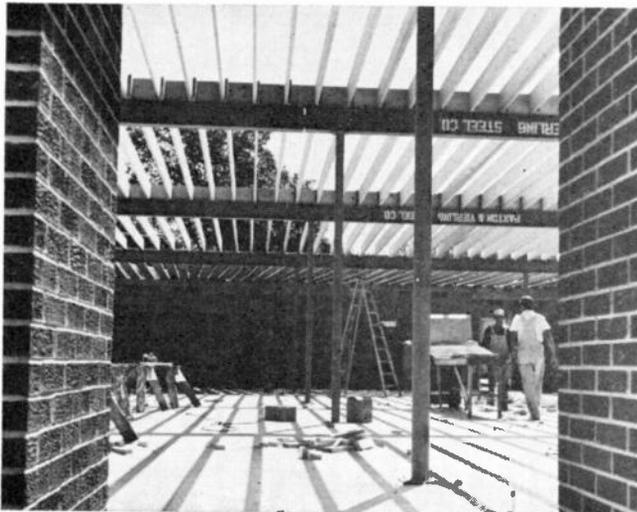
Colorado is the vacation spot for the families of engineer Ralph Lund and announcer Jim Ross. The Lunds left June 23rd for Colorado, and Mr. and Mrs. Jim Ross and Terri left July 1st for two weeks. They will visit relatives and friends in and around Colorado Springs. Because 4 year

old Terri's birthday came on July 1st, when they would be on their way to Colorado, a birthday party was held the latter part of June.

Evening Announcer Dale Eichor and his wife Esther will also vacation for eight days in Colorado, returning home by the way of the Black Hills. They plan to visit Dale's brother in Littleton, Colo., and visit in the Colorado Springs area.

Warren Nielson had quite a big thrill the night of May 27th, when he turned his car into the KMA TRANSMITTER GROUNDS, and his headlights picked up three deer grazing on the lawn. Quite often you see deer signs, but to see three beautiful deer grazing within a mile of town, was quite a thrill.

Trouble didn't come singly in the household of Mrs. Earl May, May 2nd, when her aunt, Mary Malone of Mobile, Alabama, who was here visiting, fell and broke her shoulder. The accident happened the same day Mrs. Edna Buntz, who makes her home with Mrs. May, had made arrangements to enter the hospital for treatment on her leg. Both were put in the same hospital room so they could be company for each other. Mrs. Buntz was able to leave the hospital in early June, going to her sister's home to recuperate. Although Aunt Mary still had her arm in a sling, she made a safe journey to her home in the south, June 8th, by plane. On the trip as far as New Orleans she was cared for by a group from the May Seed Company who were flying to New Orleans to attend the American Seed Trade Association convention. They were J. D. Rankin, Wayne McMannama, Richard Schlick, and Mr. and Mrs. John Topham. At New Orleans she was met by her daughter and husband who accompanied her on to Mobile, by plane.



Last month we promised a picture of the new KMA building. The exterior walls are up but we need a few final touches before its ready for a picture. Meanwhile Elmer Gilbert and crew are rapidly progressing on the interior. The picture is through the front door looking straight through 90 feet to far wall. Roof joists form interesting picture of perspective and shadows. By the time you receive the Guide, roof will be on and the interior entirely partitioned. Ceilings will be new type floating panels suspended from rafters.

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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.



OWEN SADDLER, executive vice-president and general manager of the May Broadcasting facilities, was honored June 5 by executives and employees at a special ceremony in Omaha. Owen was presented an engraved gold wrist watch by Edward May, president, for 25 years of service with the company. Pictured (left to right) are May Broadcasting Company executives James Shaum, secretary and treasurer; J. D. Rankin, Jr., vice-president; Owen Saddler; Mrs. Earl E. May, chairman of the board; Ray Schroeder, vice-president - engineering; Edward May; and Tony Koelker, KMA station manager. Owen joined KMA in

June 1938 and later became Manager of the station. He originated the KMA Guide, editing the first issue in June of 1944. In August of 1951 Owen moved to Omaha to assume management of television station KMTV while also acting as general manager of all May Broadcasting facilities. Owen's quarter century in broadcasting classifies him as a broadcasting pioneer, a term which suits him most admirably. During his years with the company he stressed programing with public service foremost in mind. He has been most instrumental in developing the company as an outstanding broadcast institution.