

KWA GUIDE

August 1965



40th ANNIVERSARY
August 12

May Seed Company trial grounds open house attracted a lot of visitors. One cute little visitor attracted a lot of attention . . . our pretty little charmer pictured on the front cover. She is Dorothy Mott, daughter of Mr. and Mrs. William Mott of Council Bluffs, Iowa. Dorothy was wearing a pretty little pink dress which nearly matched the bed of Pink Button Zinnias she is admiring. Her big smile is for bystanders who were watching her interest in the pretty blossoms. Dorothy is starting out at an early age as a flower lover. As with the many children who came with their parents, we hope they all grow up to be expert gardeners.

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25 Year Club

Two more of the KMA staff join the impressive list of members of the "25 Year Club". Pictured at top, engineer Ralph Lund receives a beautiful engraved wrist watch, presented by Ed May at the Annual KMA Picnic. Ralph was raised in Columbus, Nebraska, moving to Shenandoah in June of 1940 when he joined the KMA engineering staff after completion of electronic engineering school in Kansas City.



Pictured at bottom is Laurine Lundgren, secretary to executives of the May Broadcasting Company and Earl May Seed & Nursery Company. Laurine (center) is surrounded by members of the staff congratulating her following a surprise presentation of a beautiful diamond wrist watch by Ed May in the KMA studios. Laurine is a native of Shenandoah and joined the staff in 1940, her first and only association in the business world. Our congratulations to these two fine people.



A Chat With Edward May

In this issue of the KMA GUIDE you will see pictures of people having a very enjoyable time at the May Seed Trial Gardens Open House, which was held Sunday, July 18. This was our 8th Annual Open House and I believe each one proves to be a little better than the previous one. This is the day in which we work very diligently to "manicure" the trial gardens to have all the flowers and everything possible at the peak of perfection. When this is accomplished we invite everyone in to be our guest for the day to see the thousands of varieties of flowers, vegetables, roses, gladiolus, lawn seed plots, shrubs and evergreens. This is our way of saying Thank You to the people who favor us with their business. There is nothing a person can buy at our Open House except a sandwich or a bottle of pop which is sold by a local 4-H Club. We are pleased and proud to put our trial gardens on display so the people can see the All-American Flower & Vegetable Trials of which we have the only Trials in the Central West. We have varieties of flowers and vegetables from Holland, Italy, Denmark, Japan,

France, Canada, England and West Germany.

To indicate to you the magnitude of the trials, we have a total of 2,367 varieties on test. Of these, vegetables make up 771; roses, 82; gladiolus, 132; lawn seed, 139; shrubs, 56; evergreens, 42; experimental nursery plots, 61; and annual flowers, 1,084. In addition, we have a large flag made out of red, white and blue petunias. This covers an area 95 x 165 feet, and 8,011 petunia plants were planted to make this flag. In addition, 690 marigolds were planted to make the flagstaff. It is a very impressive sight, and I hope you were able to spend the day with us at our Open House on the 18th. If not, the flowers, or at least most of them, will remain beautiful until a killing frost, which usually is the forepart of October; so, I want to invite you to drive to Shenandoah and to stop and see the Trial Gardens. Believe me, they are a sight to behold.

While you are in Shenandoah and before leaving, I also want to invite you to go through Radio Station KMA. We are extremely proud of our new radio facilities and they are open to the public.

An excellent time to see KMA might be Saturday, September 18. That is the day we are celebrating the 40th Anniversary of Radio Station KMA. This celebration is in cooperation with the Shenandoah Chamber of Commerce and their Annual Farm Industries Day on the same date. There will be a wonderful parade at 2:00 o'clock in the afternoon, and following the parade, the main speaker of the day will be Secretary of Agriculture Orville Freeman, at approximately 3:00 o'clock in the afternoon. I hope to see you then.



Ed May chats with old friends at Open House, Mr. and Mrs. August Bierman and William Bierman of Falls City, Nebraska.

Frank Comments

By FRANK FIELD

Well, another annual "Open House" in the Earl May Seed & Nursery Company's Trial Grounds has come and gone, and as usual it was a howling success, as any of the more than 12,000 visitors that day will readily testify. It was held on Sunday, July 18th, and about 4:00 that morning we had about $\frac{1}{4}$ " of rain and it kept on drizzling and sprinkling off and on up until about noon, so that raincoats and umbrellas were pretty much in evidence and the crowd was pretty slim. However, the drizzle eased up to just an occasional sprinkle and the crowd really started to roll in. By 3:00 the available parking space was pretty well filled up and cars were backed up for $\frac{1}{2}$ mile both directions along the highway, but no one seemed to mind the slight delay and everyone took it good naturedly. About 5:00 the sun broke through the clouds and it was nearly 8:00 before the visitors all cleared out.

The biggest attraction seemed to be the Flag, made with red, white, and blue Petunias. The second biggest attraction, as usual, was the plot with the 50 sample flower beds made with annual flowers. The visitors were asked to look them all over and then vote on which they thought was the best of the 50 beds, all of which were different, no two being alike. Every bed received some votes, but bed No. 31, the one shown on this page received the largest number of votes by far. The outer 2 rows are mixed color Verbenas, the next 2 rows are an early blooming strain of Marigolds called Morning Sun, the seed of which comes from England. The center of the bed is made up of a new strain of Cosmos called Sunset, because the color is just that

of a glorious summer sunset. When the flowers first open they are dark orange red, which changes to a lighter shade after they are opened. This Sunset Cosmos, by the way, is a winner of the All America Award for 1966 and will be featured in the Earl May Catalog next year. Incidentally, all of the people who voted for No. 31 as being the most attractive bed will receive a collection of seed next spring, enough to make a bed just like it in their own yards.

The beds receiving the second largest number of votes was No. 6. It had a background of Kochia Burning Bush with 2 rows of Red Man Zinnias in front of that, and then a border of 2 rows of Petite Yellow Marigolds. The third place winner was No. 46, in the northwest corner of the plot. This bed, or rather one just like it, won first place last year when it was in the southeast corner of the plot. It consists of a border of Thumbelina Zinnias backed up with Pink Buttons Zinnias with Bonanza Zinnias in the background and then a row of Kochia Burning Bush in behind that.

Yes, Jennie and I went fishing again the third week in July, up in Minnesota on Lake Koronis, and this time we took 2 of our grandchildren with us, Danny and Polly Field, whose father, John, has the newspaper in Hamburg, The Hamburg Reporter. Danny is 15 now and Polly is 11. While the fishing was not very good the kids really enjoyed themselves, and to tell the truth, each of them caught just as many and just as large fish as I did. What they really enjoyed, however, was the swimming; they were in the water every available moment when we were not out fishing.

The garden is coming along very nicely and we are working on our second planting of sweet corn now, with three more plantings to follow along later. The early beans, beets, and peas, have been harvested and the ground cleared and part of it planted

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THE WINNER — Those who picked bed No. 31 win the entire assortment.



with
*Jack
Gowing*



Activities came to almost a standstill at our house when our 11-year old Randy got his foot injured by a power mower.

We had been trying to keep up with quite a few details on our new house but we haven't gotten much done since his unfortunate accident.

He was over at the neighbors when it happened so it took us a while to get all the details, but he was getting onto a rider mower and as he stepped onto the mower he didn't get his left foot up quite high enough and it slipped into the grass chute.

We were afraid that he might lose a couple of toes, but as of now it looks as if everything will be okay. He had to have a cast for ten days so that he couldn't move or try to move the toes while they were starting to heal. The cast was removed just a couple of days ago and he is beginning to use crutches some to get around.

In the picture you can see that he has his leg propped up, he still keeps it that way most of the time. Julie keeps busy

waiting on him most of the time. He has had quite a few models to work on and this has helped to keep him busy. It has been pretty hard to keep him satisfied because he likes to be out of doors.

This was his first year in 4-H and he won't be in shape to show his steer unless he improves rather quickly. This has been one of his big worries while recuperating. Julie has taken over the task of feeding his steer.

We have certainly had some unusually heavy rains in the KMA area this year. Rock Port, Missouri with its twenty-one inches in two nights, surely must be some kind of a record. Storms of this type are extremely costly to farmers and town-people as well.

After reading and hearing all of the reports on the drouth in the Northeast, I just wonder why there isn't more watershed development done across the country. Water storage anywhere in this area would be extremely valuable if we were to have

a two or three year drouth such as the one in the Northeast. I can visualize a good many farms without enough water for their livestock needs and some without enough for home use. Our modern home conveniences require large quantities of water and most of us fail to realize how much we depend upon a continual supply of water. I would like to see every watershed in the KMA area developed to its fullest in the very near future.



Randy Gowing and sister Julie catch up on hobbies and games while Randy convalesces from foot injury.

TRIAL GROUNDS OPEN HOUSE



There's no question that George Hayes, superintendant of the May Seed Trial Gardens, and his crew outdid themselves for the eighth straight year. Their conscientious efforts have produced the most beautiful trial gardens exhibit yet seen. Sample plantings of 2,367 varieties of flowers, vegetables, shrubs, evergreens, and lawn seed mixtures are almost overwhelming in beauty and inspiration to the flower lover. You can feel your thumb twinge, or should we say "start to turn green", as you walk on soft grassy aisles between the gorgeous beds. Nearly every flower and vegetable imaginable is on display. There are many All-America winners in every variety, each marked with red and white streamers. Every row is staked and tagged for identification, awaiting the visitor's camera and note pad. This year's Open House, held Sunday, July 18, attracted an estimated 12,300 visitors. After two days of weather in the 90's, a welcome cool front moved through and the day turned out to

be nearly ideal. Morning showers tended to put the "damper" on visitors, however most took advantage of waiting out the showers to visit the KMA Radio Center and Hall of Fame. During the afternoon occasional light sprinkles seemed to have little affect on visitors. Many popped open umbrellas or simply ignored the light moisture.



The grounds were full by noon. The heavy flow of traffic continued till late in the afternoon, more than making up for the morning's attendance deficit. Many people stated they came because of the cool, cloudy weather . . . all adding up to a near record-breaking crowd. Filling stations and restaurants were taxed to full capacity, some saying it was the largest volume they had ever handled.



The grounds were a dazzle of color in spite of the overcast. Movie and still cameras buzzed and clicked all around. It seemed there was every type of camera present that had ever been made . . . everything from simple box cameras to fancy zoom lens movie cameras. Bright sun-

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The KMA Guide

Staff Staff

Dean Naven, KMA news director is putting the finishing touches on a complete exterior paint job on his home. Dean spent the better part of two weeks' vacation on this ambitious project. As you can see by the picture it was a big undertaking. The Naven home is a large two-story structure. Nothing seemed to stand in the way of his determined efforts. The first few days he suffered through severe sunburn, nearly slipped off that big 28 ft. aluminum ladder, and almost grabbed hold of power lines running to the house trying to regain his balance. The finished job is worthy of admiration, deep grey with white trim. If any of the staff tackle a similar project, they can probably count on Dean . . . for advice, that is . . . and maybe, just maybe, the loan of that new ladder he bought for the job.



Phyllis Scott Joins Staff

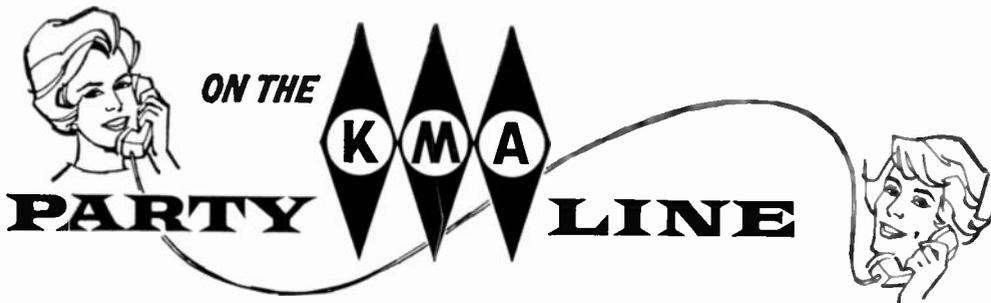
Phyllis Scott has joined the KMA office staff to assist in the work load during vacations. Phyllis is well acquainted around the May Seed Company, where she has helped out in the mail department during the busy seasons for a number of years. Phyllis' husband Gerald, better known as Scottie, is a route man for Peter Pan Bread. The Scotts have one son, Greg, eleven.



KMA Picnic

Come and get it! John Sawyer of the accounting department, donned chef's outfit, and served up the burgers at the annual KMA picnic at the Country Club Grove. In line for John's tasty morsels hot off the grill are: l. to r. Evelyn Saner, managerial secretary; Lucy Lawson, switchboard/receptionist; Nadine Kelsey, Guide Office; and Nancy O'Day, Continuity. The weather man came up with a perfect evening and nearly all the staff and husbands and wives had an enjoyable outing.





ON THE

KMA

PARTY LINE

by Billie McNeilly

CURT CHARTER, KMA salesman, brought his small daughter **TARA** to the office one Saturday morning recently. Tara promptly made friends with **EVALYN SANER** and even more promptly addressed her as "grandma". The depth of that new-found friendship was thinning out a bit; until Curt explained, "Tara thinks every woman who wears glasses is grandma." That's all right Tara, some of us don't think that's such a bad title, after all!

PETE HOWARD'S wife, **EVELYN**, underwent major surgery recently, but is well on the way to recover at this writing. Pete has had lots of capable help from **JANA** and **MAURINE** in keeping **TOM** and **MIKE** well fed and cared for during Evelyn's illness and hospitalization. We're all wishing Evelyn a speedy return to her eager and active family.

DALE EICHOR will be donning his uniform and heading for Camp Ripley, Minnesota with other National Guard members. Dale doesn't consider his two week encampment in Minnesota a vacation, and will relax after Guard Camp by heading for California by way of Los Alamos, N. M. with wife **ESTHER**.

WARREN NIELSON, wife **FLORENCE**, and their daughter **HOLLY** spent a cool, delightful vacation week in Colorado. This trio really explores, when visiting a new area, and they always seem to find the fun together.

Good to see **DORIS MURPHY** back in Shenandoah for a few weeks. We should have asked her to write this gossip column one more time. She wouldn't need any practice, after all these years!

The **RON SHOEMAN'S** are taking the **DALE EICHOR'S** advice this summer, and camping out on their vacation. They headed for Yellowstone Park, with all their camping gear and a lot of enthusiasm. If this camping venture isn't as pleasant as they anticipate, we figure this could be the end of a perfectly fine friendship. After the heat and rains in Iowa, we hope the campers are greeted by cool, fair weather for their trip.

WARREN NIELSON was born in a sod house in the Nebraska Sandhills north of Ogallala. In 1925 when his father died, he and his Mother left the homestead and no one has lived on it since. This summer the Nielsons were visiting the **CHARLIE**

WILSONS whose ranch is nearby and they took a **JEEP** trip into the land. After 40 years everything was gone, except a few bricks where the soddy had stood. However, as they walked around in the grove of trees Warren's parents had planted years ago, a few things came to light. They unearthed a battered old coffee pot; part of a hand wringer washer; a lantern and a small grinding stone, among other things. **FLORENCE** plans to restore the lantern as a conversation piece and **WARREN** will use the stone as a paper weight on his desk, and the **NIELSONS** have many new, fond memories of the Nebraska Sandhills



Warren Nielson and Don Burchichter look over remains of old kerosene lantern and grinding wheel Warren dug up at site of old Nebraska homestead where Warren was born.

DARWIN HARRIGAN, husky son of KMA regional sales manager **KENN HARRIGAN**, recently purchased one of those cute little Triumph TR-3 English sports cars. Darwin has really been having a ball driving his new acquisition. One day he drove it to the swimming pool and heard a strange hissing noise. A look under the hood showed a leak in the gas line with gas squirting out in a heavy stream. Darwin went in the bathhouse, borrowed some tape out of a first-aid kit and patched up the leak . . . at least good enough to get him to where he could get it fixed. It's the first time we recall ever hearing of a car being patched-up out of a first aid kit.

A brief, but welcome visitor to KMA recently, was former Sales Manager, **HAROLD ARKOFF**, from California. Harold and wife, **HELEN** with youngsters, **DANNY** and **VICKI** enjoyed a visit with Helen's parents on the farm near Hatsfield, Missouri. It's good to visit with past members of the KMA family, who always seem to come back "home" when they're in the mid-west.

STEVE CHILDS, son of veteran KMA newsman **RALPH CHILDS**, recently completed special training in the Navy at the Defense Language Institute in Washington, D.C. Steve has been learning the Vietnamese language as an interpreter in the Navy. He will be assigned to South Vietnam following twenty days liberty at home. Nighttime announcer **JIM ROSS** has been attending Clarinda College where he became good friends with **TRAN CHY VIET** of South Vietnam. **VIET**, as everyone calls him, is obtaining an education in the U. S. and hopes to become an electronics engineer. Jim Ross arranged to get Steve and Viet together one Saturday afternoon so they could converse in Vietnamese. They are pictured chatting away. Viet was really surprised, as was everyone, how well Steve had learned the language in 9 months. Viet expressed his deep appreciation to Steve for going to his country to help his people in their great struggle. Viet also stated he has no intention of staying in the U. S. after his education is complete. He wants to learn all he can and return to his country and be as useful a citizen as possible. He also reasoned, "Why should I wish to remain in your country when so many Americans are going to my country to help? I am needed there, too!"

In Station Manager, **NORM WILLIAMS'** way of thinking . . . N.W. is not just his initials. It stands for "Now What?" On a recent Saturday morning, the Williams family was expecting their ex-neighbors, the **DONALD POFFS** for a weekend of golf and fun, and all seemed quiet and complacent. Then it all happened. **LOIS** was preparing some frozen rolls, when she made the wrong move and nearly cut the end of a finger off! Norm was hurrying to apply a cloth to stop the flow of blood, and searching for the recommended Doctor's name in the phone book, when the phone rang! It was the Williams son, **TOM**, calling from college to report that he'd been scuffling with a friend and broken a lense from his glasses. Tom wears glasses because he really needs them, and wanted his father to call the Physician's Service for a speedy replacement for him. The call was placed to Omaha to replace the lens, then Norm got to the case near at hand, and called the Doctor to repair his wife's finger. A quick trip was made to have five stitches made in the finger, but it wasn't quick enough. The guests drove up as they drove off. After all the emergencies were settled, the two couples proceeded to the Shenandoah Golf Course and enjoyed a game, with one member full of novacain and a lot of courage. Just as an afterthought . . . the lens was delivered, but was the wrong size, so the whole weekend isn't forgotten yet!

The speediest gal in the KMA offices at present is **NADINE KELSEY**, who is substituting for **NANCY O'DAY** in Continuity, manning the Guide mailing office, and spending some time at the front desk. That

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Nighttime announcer Jim Ross, left, with Clarinda Junior College School chum, Tran Chy Viet, and Steve Childs, son of KMA newsman Ralph Childs . . . Viet and Steve converse in Vietnamese.

A Letter From Billie McNeilly

Since many of you expressed an interest in seeing some of the wedding pictures, we have printed four of them for you here. The top picture, of Marcie and Eddie cut-

ting their cake should be in color to be informative. But three rose buds atop the cake are real roses, in Marcie's favorite shade of yellow. The tapers are yellow also, and the table was covered with a blue satin cloth, topped with green and aqua netting, tied into swags with white satin bows, with yellow rose buds in the center. My friend, Audrey Beebe of Omaha did the decorating for us. You can see only the bottom part of a beautiful wood carving that hangs above the mantle in our Congregational Church parlors. Audrey flanked the picture with yellow tapers and used netting and a chain of white daisies to top it off.



The next picture down needs no explanation, I think. Only one little thing I'd like to point out. The tiny little girl with the great big laugh, is Janie Beth McNeilly, little sister of the candle lighters. She probably enjoyed this wedding more than anyone. Just before Marcie and Ed appeared at the church doors, Janie called out to the crowd below, "Heads up, kids! Here they come!" Our Minister, Mr. Syster commented later, "The birds will have a feast on all that rice." The next day, when Reg and I went to the church to remove the last vestiges of a wedding, I noted with Mr. Syster was right! The birds loved it.



The picture of Marcie with her little cousins, Joan Ellen and Melinda McNeilly is a

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Billie's Kitchen Tested Recipes

This is the season for good old home-made, freezer ice cream, so we are sending along some of our favorites. Hope you enjoy them.

SHERBET

- 3 cups water
- 3 cups sugar
- $\frac{2}{3}$ to $\frac{3}{4}$ cup lemon juice
- $\frac{3}{4}$ to 1 cup orange juice
- 3 medium-size bananas, mashed
- 3 egg whites

This sherbet must be made in a crank freezer with crushed ice and rock salt. It does not freeze or keep well in a mechanical freezer.

Prepare 3-quart freezer according to manufacturer's directions. Combine water and $2\frac{1}{2}$ cups sugar in saucepan. Bring to a boil and stir until sugar is completely dissolved. Cool. Add juices and mashed bananas. Pour into freezer can; freeze until mixture becomes mushy (crank turns harder). Beat egg whites until foamy. Gradually add $\frac{1}{2}$ cup sugar and continue beating until stiff peaks form. Open freezer and add beaten egg mixture to partially frozen sherbet. Continue freezing. Remove dasher. Cover and repack freezer with 4 parts ice and 1 part salt. Let stand 2 to 4 hours before serving. Yield: 3 quarts.

* * *

VANILLA ICE CREAM

- 8 eggs
- $2\frac{1}{4}$ cups sugar
- 6 cups milk
- 3 cups cream
- 2 tablespoons vanilla extract

Prepare freezer according to manufacturer's directions. In saucepan beat eggs well; add sugar and milk. Cook, stirring constantly, just until mixture reaches boiling point. Cool, heating occasionally with rotary beater. When cool, add cream and vanilla extract. Pour into freezer can. Freeze as directed. Yield: 3 quarts.

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FRENCH VANILLA ICE CREAM

- 2 eggs, beaten
- 1 quart light cream
- $\frac{3}{4}$ cup sugar
- $\frac{1}{8}$ teaspoon salt
- 1 tablespoon vanilla extract

Prepare freezer according to manufacturer's directions. Combine eggs, cream, sugar, salt and vanilla extract. Pour into freezer can. Freeze as directed. TIP: 4 egg yolks may be substituted for whole eggs. Yield: $\frac{1}{2}$ gallon.

FRENCH CHOCOLATE ICE CREAM

Add 1 cup Chocolate Syrup with eggs and cream.

MERINGUE SHELLS

- 2 egg whites
- $\frac{1}{8}$ teaspoon cream of tartar
- 1 teaspoon vanilla extract
- $\frac{1}{4}$ teaspoon salt
- $\frac{2}{3}$ cup sugar

Beat egg whites with cream of tartar vanilla extract and salt in mixing bowl until soft peaks form. Gradually add sugar and continue beating until very stiff peaks form. Spoon meringue onto brown paper on cookie sheets, using a heaping tablespoonful for each. Make a deep well in the center of each, spreading out to make a shell 3 inches in diameter. Bake at 275 degrees for about 1 hour, until crisp and very lightly browned. Cool a few minutes before removing from paper. Cool completely. Fill shells with ice cream and top with sundae sauce. 8 servings.

TIP: Meringues may be frozen or stored in a dry place in a tightly covered container. Meringues may be made into other shapes such as hearts.

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SUMMERTIME PUNCH

- $2\frac{1}{4}$ cups (20-ounce can) pineapple juice
- 2 cups orange juice
- 1 cup lemon juice
- 1 cup lime juice
- 1 cup sugar
- 1 quart ginger ale, chilled
- 1 quart carbonated water, chilled

Combine fruit juices and sugar; chill. Just before serving, add ice cubes, ginger ale and carbonated water. Yield: $3\frac{1}{2}$ quarts.

TIP: Substitute frozen whole strawberries for ice cubes.

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CABBAGE SALAD

- 4 eggs
- $\frac{1}{2}$ cup cider vinegar
- 1 tablespoon butter
- $\frac{1}{4}$ cup sugar
- 2 teaspoons dry mustard
- 1 teaspoon salt
- $\frac{1}{2}$ cup heavy cream
- 5 cups shredded cabbage
- 2 cups chopped apples
- $\frac{3}{4}$ cup chopped green pepper
- $\frac{1}{2}$ cup shredded carrots
- $\frac{1}{3}$ cup chopped celery
- 1 teaspoon celery salt

Beat eggs with vinegar and butter in top of double boiler. Combine sugar, dry mustard and salt; add to egg mixture. Cook over boiling water, beating constantly, until mixture thickens. Cool. Beat cream until thick; fold into egg mixture. Combine with remaining ingredients. Serve immediately. 6 to 8 servings.

My Best Recipes for August

Most of you have gardens producing for you now, and are looking for different recipes for those good home-grown vegetables. How about these?

BEEF-STUFFED PEPPERS

- 6 large green peppers
- Boiling water
- 1½ pounds lean ground beef
- ¼ cup finely chopped onion
- ½ cup chopped celery
- ½ cup chopped green pepper
- ½ teaspoon salt
- 2 cups cooked rice

Cut tops from peppers; remove membranes and seeds. Cover peppers with boiling water. Cook 10 minutes; drain. Brown ground beef, onion, celery and green pepper in skillet. Add salt and rice. Spoon mixture into peppers. Place in baking dish and pour following Creole Sauce over peppers; cover. Bake at 350 degrees for 45 minutes; uncover and bake 15 minutes longer. 6 servings.

* * *

SAVORY SUMMER STEW

- ½ cup chopped onion
- 1 clove garlic, crushed
- ¼ cup minced parsley
- 2 teaspoons salt
- ¼ teaspoon pepper
- ¼ teaspoon powdered thyme
- ½ teaspoon sage
- 2 tablespoons butter
- 1 medium-size head cauliflower, broken into small flowerets
- 3 large tomatoes, diced
- 2 small zucchini, cut into ½-inch cubes
- ½ cup water

Cook onion, garlic, parsley and seasonings in butter in large skillet about 3 minutes. Add remaining ingredients. Cover tightly; simmer 10 to 15 minutes, until tender. 6 servings.

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OVEN-FRIED EGGPLANT

- 1 eggplant
- ¼ cup butter
- 1 egg, slightly beaten
- 1 teaspoon salt
- ¼ teaspoon pepper
- 1 cup Mashed Potato Flakes

Pare eggplant. Cut into ¾-inch slices. Cut slices into ¾-inch strips. Melt butter in shallow baking pan. Combine egg, salt and pepper. Dip eggplant into mixture, then into potato flakes. Bake at 450 degrees for 15 to 20 minutes, until tender; turn once. 4 servings.

TIP: Eggplant may be dipped as directed and fried in skillet on top of range.

WEIGHT WATCHERS COTTAGE CHEESE SALAD

- 1 tablespoon (1 envelope) unflavored gelatin
- ½ cup cold water
- ½ cup boiling water
- 1½ cups (12-ounce carton) creamed cottage cheese, sieved
- ½ cup shredded carrots
- ¼ cup finely chopped green pepper
- 1 teaspoon cream-style horseradish
- ½ teaspoon salt
- ¼ teaspoon liquid Kitchen Klatter no-calorie Sweetener
- ¼ cup nonfat dry milk

Soften gelatin in ¼ cup cold water. Add boiling water; stir until gelatin is dissolved. Add cottage cheese, carrots, green pepper, horseradish, salt and Sweetener. Combine dry milk and ¼ cup cold water; beat until thick. Fold into cheese mixture. Pour into 3-cup mold or 6 individual molds. Chill until firm. 6 servings.

* * *

PORCUPINES IN CABBAGE LEAVES

- 8 large cabbage leaves
- ½ pound ground beef
- 1 egg
- ½ cup chopped onion
- 1 cup cooked rice
- 1 teaspoon salt
- ¼ teaspoon pepper
- 2 tablespoons shortening
- 1 cup cooked tomatoes
- ½ teaspoon leaf thyme
- 2 tablespoons minced parsley

Cook cabbage leaves in saucepan in salted water 5 minutes. Drain. Combine ground beef, egg, ¼ cup onion, rice, salt and pepper in mixing bowl. Melt shortening in skillet; brown meat mixture in shortening. Place 1 spoonful meat mixture on each leaf. Fold edges in and roll up. Fasten each with wooden pick. Combine tomatoes, ¼ cup onion, thyme and parsley in skillet. Place cabbage rolls in sauce. Cover and simmer 45 minutes. Serve cabbage rolls with tomato sauce. 4 servings.

* * *

CREOLE SAUCE

- 1-pound can tomatoes
- ¼ cup chopped onion
- ½ teaspoon salt
- 1 tablespoon sugar
- 1 teaspoon crushed dried sweet basil
- 1 tablespoon flour
- ¼ cup water

Combine tomatoes, onion, salt, sugar and sweet basil in skillet. Simmer 10 minutes. Combine flour and water; add to skillet and cook until mixture thickens.

WHO'S WHO?

Ok, let's get out last month's issue of the Guide and see how we did matching up the gals. Weren't those little girls the cutest things you ever saw? Of course, we'd better protect ourselves by adding that the gals are a lovely group today, too. We fooled plenty of them around the office, so don't feel badly if you didn't score 100! Here's the way they go: A — Nancy O'Day, B — Billie McNeilly, C — Lucy Lawson, D — Nadine Kelsey. Now, let's try some more. These are loaded with clues.



A



B



C



D



Bob Field



Dale Eichor



Ralph Lund



Frank Field

SPECIAL NEXT MONTH KMA 40th Anniversary Souvenir Guide Issue

The September issue of the KMA Guide will be a special edition commemorating KMA's 40 years of service in the broadcast industry. We are really planning something to look forward to. The Anniversary Issue will be at least double the regular number of pages, full of pictures of old timers dating back to 1925 and bringing you right up to the present with an added feature . . . a look into the future of radio services to the KMA listening area.

All regular Guide subscribers will receive this special Anniversary Edition at no extra cost. Extra copies will be made available in limited supply at a single-copy price of \$1.00. Our advice to non-subscribers is to get your subscription in right away and take advantage of this opportunity to get the special issue along with a Guide subscription for the remainder of the year for the price of a single anniversary issue. This is also an ideal opportunity to order gift subscriptions for friends. Don't delay!

KMA Program News for August

KMA "Win 40"

40 PRIZES DAILY -- A WINNER EVERY DAY FOR 40 DAYS!

Starting August 9th, and continuing every day of the week for 40 days (thru September 17), KMA listeners will have 40 chances to win 40 prizes!

Here's all you do to enter: Send us a postcard with — your name, address, phone number, and date of birth.

Every day postcards will be drawn and that person's name announced on KMA. If the person calls KMA within five minutes after their name is announced . . . THEY WIN 40 PRIZES! You call KMA collect so there is no charge to you for the phone call.

No one knows, not even the announcer, what the 40 prizes are each time until the call comes in. The winner may win anything from 40 dollars to 40 donuts. However, there are surprise prizes, too, along with bonus prizes if your date of birth happens to be just right. So be sure to put your date of birth on your postcard entry.

Names will be drawn and announced until we get a WINNER EVERY DAY, so enter right away . . . join the fun! Send your postcard to "WIN 40" KMA Shenandoah, Iowa.

Miss KMA To Reign Sept. 18

Four contestants, one from each of the four states in the KMA area, will vie for Miss KMA at the KMA 40th Anniversary Celebration and Shenandoah Farm-Industry Day Saturday September 18.

The winner will be selected by POPULAR VOTE of folks at the giant celebration. Votes will be cast throughout the day, as the contestants appear at the many events, including the parade in the afternoon. Votes will be tabulated and the winner announced following the appearance of Secretary of Agriculture Orville Freeman. Miss KMA will reign over the celebration.

A contestant from each state, Missouri - Iowa - Nebraska - Kansas, will be selected at preliminary regional contests in Maryville, Mo.; Carroll and Shenandoah, Iowa; Auburn, Nebraska; and Hiawatha, Kansas.

Any girl over 18 years of age, married or single, and a legal resident of the state in which she is entered, is eligible. Each of the state winners will receive a trophy and Miss KMA will win a lovely mink stole. Many other treats are in store for state winners and their chaperones. Girls desiring to enter the contest should write to KMA for an entry blank and copy of contest rules.

FRANK COMMENTS Continued from Page 4

back to Contender Beans for a fall crop. Right now we are enjoying the Romano Italian Beans and it looks as if they would keep on bearing until frost. The tomatoes are just starting to ripen well now and the potatoes are about ready for digging. By the time you are reading this the Norlands will have been dug, as the vines are about half dead now. That new Russet one I told you about is apparently going to be all that is claimed for it. We haven't tried baking any yet, but will very shortly. We have also been enjoying the Hybrid Triumph Cucumbers, as well as the Mrs. Pickler Cucumbers. Both are doing very nicely. The Tokyo Bell Peppers are coming on faster than we can use them now, so we will have to start freezing them. Just cut them in strips, lay them on a cookie sheet, and freeze them solidly, then put them in small plastic bags, dry. Fasten the bag with a rubber band and drop them into the freezer.

Yes, Jennie and I, and Joe and Nellie Hunter, are planning now to be gone the fourth week in August. I'll give you 3 guesses why! How are things with you?

TRIAL GROUNDS OPEN HOUSE (Continued from Page 4)

light would have been a decided advantage for shooting color.

Visitors registered from twenty states, the District of Columbia, and one student from England. A large number were from the Omaha-Lincoln vicinity.

Activity at the Earl May Seed Company retail store and the KMA studios was the greatest ever. At times the KMA Hall of Fame was so packed, people had to wait to get in.

If you were unable to attend during Open House, do try to visit the gardens and KMA Studios before the end of summer. Although there won't be anyone on hand to answer questions and guide you as the KMA and May Seed Personnel are on Open House day, but everything is clearly marked and identified so you may tour the gardens on your own. It is a trip well worth while, especially if you enjoy gardening. Come and see us.

PICTURES —

Top: Visitors rub Sensitive Plants, leaves curl up at touch. Center: Frank and Ed, left, inspect tomatoes with University of Missouri . . . tomato specialist, Dr. Lambeth; extension director, Art Gaus, and head of flora culture, Professor Smith. Bottom: Billie McNeilly welcomes guests to KMA Radio Center and Hall of Fame.

PARTY LINE

Continued from Page 9

swish you just heard was Nadine changing desks for the next hour.

EVALYN SANER, gal Friday, (Sat., Mon., Tues., etc.) has just had a shattering experience. She recently attended a Saner family reunion at Imogene, Iowa, where over **FOUR HUNDRED** members of the clan met to renew acquaintances. Evalyn says you have to be careful at a reunion like this. You might step on a relative. This is pretty amazing to get this many members of one family together at one time. We understand they pretty well filled the Church basement.

A LETTER FROM BILLIE McNEILLY (Continued from Page 10)

favorite of Marcie's. This was the little girls first experience at lighting tapers, and they did a wonderful job. Their dresses are aqua, with that pretty rose and the long stem up the front, the only trim. We think these little gals are very special! Lynn Baldwin took the picture of Reg and me with "our bride" right after she had donned her gown for the ceremony. It may be only a mother's pride, but I feel her happiness shows through in her smile.

Now that we have the weddings all taken care of, and the summer heat has set in, I hope some of the activities will simmer down a little. All of us at KMA are aiming a lot of our thoughts and efforts toward a big celebration, you'll be hearing more about later on. We will celebrate KMA's 40th year on the air, in September, and you listeners will have a big part in the affair. So many of you who write to us of listening to this same station for so many, many years, will certainly enjoy this coming event. I have big plans for a get together for us this fall, too. So I guess I'll just try and weather this hot weather, with as little complaining as possible, and get set for fall.

Donna and Bill report all is well with them, and with the youngsters. John says things are as usual at Lincoln Air Force Base, so there really isn't too much news from those quarters.

My brother, Richard, and his family report a nice trip home to Cottage Grove, Oregon, and they've already planned a camping trip in those beautiful mountains out there. They had the good fortune to be stopped in North Platte, Nebraska, on their way through. The police stopped them, which alarmed them a bit, until they were told that they were the "Tourists of the Week", and were given the grand tour of the area, plus a lot of gifts, meals, and were put up for the night, at one of the big motels in North Platte. A nice topping to a vacation, I'd say.

On the recipe pages are some "goodies" for you cooks to try. I know the whole family will love the home made ice cream recipes.

See you next month. "Billie"

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Plan Now to Attend Our Big
KMA 40th
Anniversary Celebration
(To be held in conjunction with Shenandoah Farm-Industry Day)
Saturday, September 18

GUEST OF HONOR — Secretary of Agriculture Orville Freeman

-- IT'S ALL FREE --

BAR-B-CUE—3,000 LBS. BEEF AND PORK

TRACTOR PULL—HUNDREDS OF \$ IN PRIZES

ENTERTAINMENT—BIG OUTDOOR STAGE

★ BILLY WALKER — GRAND OLE OPRY STAR

With his country/western entertainers featuring
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MILE LONG PARADE—BANDS, BEAUTIFUL FLOATS

COIN SHOW AT LIBERTY MEMORIAL BUILDING

Vote for Miss KMA—^{QUEEN OF}FARM-INDUSTRY DAY
You'll vote from four finalists from Missouri, Iowa, Nebraska, Kansas

BRING THE WHOLE FAMILY
COME EARLY AND STAY LATE

— Complete details in next issue of your Guide —