

October, 1966



The **KMA** **GUILD**

Vignettes of the Vice President

The KMA Guide

OCTOBER, 1966

Vol. 13

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Hubert H. Humphrey arrives at airport.



Emerges from Radio Station KMA.



Chats with Ed May.



Speaks to crowd.



Converses with Governor Hughes.



A Chat With Edward May

As you know, Saturday, September 17, was an exciting Farm-Industry Day in Shenandoah. It was highlighted by the appearance of Vice President Hubert Humphrey. It is an important event when a town is honored by a visit from the Vice President of the United States. I thought you might be interested in some of the activities which took place preparatory to his arrival.

About five days before the Vice President was due, an advance man from the Vice President's office arrived in Shenandoah to work out the many publicity details relevant to the Vice President's visit. This was a very competent young man by the name of Ted Rogers. He was most cooperative and made his headquarters at KMA.

About the same time, the secret service men arrived. They were extremely well organized and knew exactly what had to be done. This is the first time I had seen the secret service work. Since the Vice President was to speak from a platform directly in front of the May Seed & Nursery building, which is just a stone's throw from

KMA, the secret service men concentrated much of their activity in and around the May Seed & Nursery Co. and the KMA buildings. It would be impossible for me to tell you the details of their job and I am sure they did many things I knew nothing about, but believe me, insofar as I could tell, they didn't leave a single stone unturned. They covered the May Seed & Nursery Co. from top to bottom. They supervised the building of the platform from which the Vice President was to give his address, and even inspected the water that was put in the barrels which formed the base for the platform. The day the Vice President arrived the secret service took over one of the private offices of the May Seed & Nursery Co. and set up their own telephone system in order to have direct communications with those it was necessary to communicate with.

I imagine they were quite relieved when the Vice President concluded his visit in Shenandoah. The secret service did an excellent job, but I don't envy them. They have a terrific responsibility, that of providing security for the Vice President.

Many of the pictures in this issue of the Guide were taken on Farm - Industry Day, but I thought I might show you a picture of our loaded car preparatory to taking our daughter, Karen, to college. Karen is attending Christian College at Columbia, Missouri. If she had taken any more things, I think we would have needed a small truck. She is excited about school and is looking forward to a fine experience.



Family helps Karen get off to college.

Frank Comments

By FRANK FIELD

Yes, Jennie and I, along with Joe and Nellie Hunter, took a few days off the last of August and went fishing, on Lake Koronis, near Paynesville, Minnesota. For the most part, we found the fishing very slow, as it was still pretty hot, and the fish were mostly down in deep water, especially the big ones. For example, this picture (below) shows my entire catch for one afternoon, but the six fish did weigh a little over 20 pounds. Reading from left to right, the first two are walleyes, which weighed two pounds each; the big one was a northern pike which weighed six pounds; then another northern at almost four pounds; a small-mouth bass, 3¾ pounds; and the last, another northern at 2¼ pounds. The next day it rained all day, and we didn't do so well. The following day, the skies cleared and Joe brought in a northern which beat my biggest one by about half a pound. So, you see, while the fishing was rather slow, what we did get were good ones. We had all the fish we could eat there, and brought home enough so we haven't gotten them all eaten yet; as a matter of fact, we had walleyes for supper last night.

We do not have any trip planned for September, but about mid-October we plan to go to Table Rock Lake in southwest Missouri for a weekend. We'll let you know later how it comes out.

The garden produced fairly well this year in spite of unfavorable growing conditions. Our fruit room off the basement is just



Frank caught these in one afternoon!

about full of canned vegetables now and so is the freezer. Jennie is canning the red peppers today and about all that remains to be done is taking care of the lima beans which are just coming on now. These, of course, go into the freezer as fast as they are ready. They continue to bear until the first freeze. How did your garden do this year?

Here is the recipe Jennie used for canning the red peppers as pimientos. She got it from Mrs. Ray Holliday of Greenfield, Iowa.

Red Peppers

Remove stem end and seeds and cut peppers in half. Cover three times with boiling water, allowing the water to boil for three minutes each time before draining. Pack peppers in jars.

Mix Together: 1 pint vinegar; 1 pint water; ¼ cup salt; ½ cup sugar.

Bring to a rolling boil. Fill jars to overflowing and seal. The peppers will be ready for use in about two weeks.

The last batch Jennie made, she put the jars in the pressure cooker and gave them ten minutes at five pounds pressure, just to be on the safe side.

I mentioned on the air a few days ago, that Jennie always canned her tomatoes with celery, green peppers, and onions in with them. We use them in the winter mostly in soups and stews, anyway. Quite a few ladies wrote in and wanted the recipe—they said it sounded good. The truth of the matter is, there isn't any set or fixed recipe, of course, the mixture is basically tomatoes and the other three are put in more for flavor than anything else. The quantity depends entirely on how well you like that certain thing. It usually works out like this: wash a peck of dead ripe tomatoes, dip them in boiling water until the skins will

—slip, then peel them and quarter them into a big kettle. While they are coming to a boil, cut up one big bunch celery, two large green peppers, and four or five medium sized onions. Cut these rather coarsely, say ¼ to ½ inch pieces. Put them into your little pressure saucepan and give them 10 minutes at 15 lbs. pressure. By this time, the tomatoes will be boiling pretty well. Mix everything together and let the tomatoes boil for 10 or 15 minutes more, stirring occasionally. Of course, you will want to salt them to taste. No other spices or vinegar is added. Pack the mixture into hot, sterilized jars and keep the mixture boiling until you have it all canned. That's all there is to it.



with
Jack
Gowing

By JIM ROSS
Associate Farm Director

Once again Guide time finds Jack away from his desk, and the column duties shifted my way. As the old saying goes, a lot of water has gone under the bridge since we last met by way of this column.

I was out in Jack's corn field a few days ago. Things look real good. When you stop to consider all the adverse conditions—dry weather, new planting method, etc., that this field was subjected to, I think you must agree it has been a very successful experiment. If you recall, the corn lay in the ground quite a long time before enough rainfall was received to germinate it and activate the chemicals. The brome grass was very well established and on its way at planting time. In fact, a few weeks after the field was planted I don't think I would have given you thirty cents for the whole lot.

Finally the rains came and things really started to happen. The herbicide took effect and the brome started to die. The fertilizer sent the corn off to a good healthy growth. I have a series of colored slides taken at each step of the way. I must admit that by July my whole outlook on the situation had changed.

Then more dry weather. But even this was stood up to without any outward signs of major damage. Today you can look between the rows and find the ground as clean as if it had been cultivated. If you stop by to look at the plot, get out of your car and walk up along the east side of the field by the creek. There you will see some really fine corn. As Jack mentioned, the

piece right next to the road is probably the poorest part of the whole field.

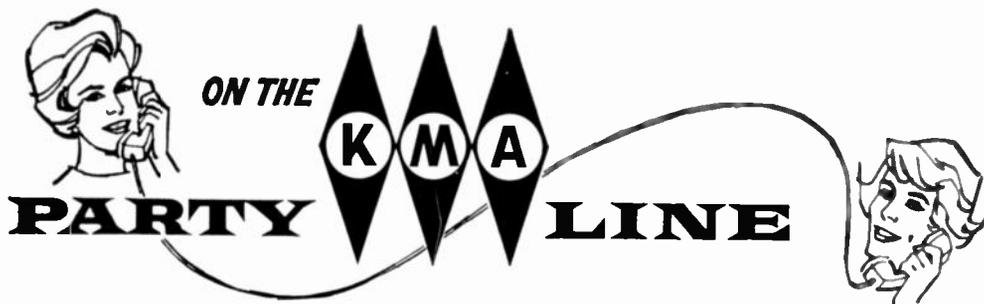
The next big test will be to see what happens after it's picked. I think this is a planting theory that deserves much attention and consideration.

Our picture this month will have a few familiar faces for most of you. Bill Cole from Winnipeg and his father and mother, Mr. and Mrs. Howard Cole from Ninette, Manitoba, visited us a few weeks back. We certainly enjoyed having them here and many of you had the opportunity of meeting Mrs. Cole by way of the **OPEN LINE** show. The Coles expressed their fondest thanks for being made to feel so welcome and offered an invitation to anyone coming to Canada to be sure and look them up.

Traditionally the months of September and October are filled with the many stock shows and exhibitions around the country. We will be reporting back to you on the many happenings and will probably meet a great number of you first hand. It's always good to see this time of year when the hard summer's work will get its payoff. I personally enjoy the Fall but on the other hand I hate to see the summer activities go. This summer was quite busy, and I'll probably spend the winter making plans for a busier summer next year.



Bill Cole, accompanied by his mother (above) recently visited Jim Ross. While here, he addressed large group on Canadian markets. Interested listeners included Duane Johnson and Jack Gowing.



ON THE
KMA
PARTY LINE

By Joni Baillon

Our three top engineers, **DON BURRICHTER**, **RALPH LUND**, and **NORM KLING** report that everything is fine with their families. Don says the KMA fallout shelter has passed its first inspection by the Army Corps of Engineers and is progressing nicely. Norm's son, **BENNIE**, was home on a ten day leave in September, then returned to Fort Benning, Georgia, where he is in radio communication for the Army.

One, two, three, hike . . . pass that football on to the third generation players in the **REX FISHER** family. Anytime there's a game at Simpson College, **BEV FISHER**, KMA girl Friday, will be there to cheer on eldest son, **CRAIG**, who plays fullback on offensive and defensive end. Course, there are Shenandoah games to be met by Rex and Bev. Freshman son, **JEFF**, fills quarterback position on the Freshman-Sophomore squad. We've traced three generations of football in that household. Bev's Dad, **WILLIAM F. HODGES**, of Des Moines, played with the original "Valley A.C.'s"; husband, Rex, was with the Des Moines Warriors and now the two boys. Daughter, **CATHY**, likes to watch, but participated as a drum majorette and boosted her old high school spirit in Hamburg. So . . . if you want to score big in the Fisher household, the password is "football." Think of all the broad shoulders in that family.



Homer and Jethro clowning as usual.

The good bowler with the Maygold sign on her back is none other than star secretary, **EVIE SANER**. For many years Evalyn has taken to the bowling lanes to score for the home team. This year she has a more difficult task on her hands as she attempts to turn **JONI BAILLON** into a bowler . . . so far the only advice that Joni's been able to use is where the car is parked . . . seems she needs a ride home after Monday Night League.

Now that fall has come, KMA News Director **DUANE JOHNSON**, has taken to the paint brush. After steaming off wallpaper in their rural Essex home, the Johnsons have been painting three rooms upstairs. The entire house is getting spruced up . . . the outside has been painted, and aluminum combination windows installed . . . compliments of a very nice landlord. Duane was busy traveling in September . . . he attended the Radio Television News Directors Association meeting in Chicago for five days. His wife, **MARLENE**, was busy at the Essex Labor Day festivities where she judged the "Cutest Baby" contest. Marlene should know how to choose . . . she and Duane have four cute youngsters of their own . . . all reported in good health.

KMA's Bandstand conductor, **DALE EICHOR** was a judge in the finals of the 5th Annual National Oldtime Fiddlers and Country Music Contest held recently at Brownville, Nebraska. Entries in the show totaled 73 in four divisions and Dale was one of the final judges who selected the top acts in each division. With his tape recorder nearby, Dale recorded the finalists in fiddling, picking, singing and combo divisions and featured them on a Saturday night Country Style show. According to Dale, contest participants represented many areas including Arkansas and Oklahoma, and a crowd of 5,000 attended the two day event.

Entertainers Homer and Jethro kept **ED MAY** and **JIM ROSS** laughing when they stopped for an interview with Jim on **KMA GOES VISITING**. The comedy team had been headliners at the National Tractor Rodeo at Sidney, Iowa.

Associate Farm Director **JIM ROSS** can't seem to stay at home . . . and with a new home at that. Jim's traveling for KMA farm listeners takes him away from the family much of the time. Jim reports that everyone is fine and that he does get a few minutes on the weekends to ride . . . horses, of course.

You can tell it's Fall around the station because **WARREN NIELSON** has a car again. At the first sign of spring he remodels his big red station wagon into a camper to use on weekends when he and his father-in-law go fishing and camping. Now the seats are back in place and WCN is finished galavantin' until next summer.

Other news at the Nielson household is good now that **HOLLY'S** bike is back. The second day of school, Holly's bike was taken, but found by the local police the following day. The bike was scratched and abused . . . tires were flat and the speedometer was broken. We know how badly Holly must have felt since she saved her money and bought the bike herself. She's glad to have it back, has had it all fixed up but thinks too much of it to ride it to school anymore where it might be mistreated again.



New residence of Jim Ross family.

JOHN SAWYER of Accounting was kidded on the Election Party Night. Seems John was well aware of a delicious five pound box of candy set aside for volunteer workers. He's determined to keep off that weight and we didn't have to slap his hands once that night. John and Accountant **EARLE CROWLEY**, proved that man's ability is better than a machine. Right at the end of the month, a very impressive piece of equipment in their office broke down leaving efficient John and Earle to send out statements without pushbuttons.

Mary Burrichter, daughter of Chief Engineer **DON BURRICHTER**, rode on the Chamber of Commerce float on Farm-Industry Day along with Nicki Clarke and Queen Donna Greever.

STEVE CHILDS, son of KMA newsman, **RALPH CHILDS**, has been stationed for more than a year as a translator with the U. S. Navy in S. E. Asia. Steve is living in the capitol city of Saigon and sent home a picture of friends he has met in South VietNam. Steve is pictured conversing over dinner . . . in English or Vietnamese . . . with the formerly highest rated VietNam translator.



Steve Childs in VietNam

DENISE JOHNSON, our capable girl in Continuity, is eagerly watching the progress of the new family home in Essex. She and her Mother, and brother, **TOM**, hope to move in by November. We know that Denise won't have too long to enjoy the new ranch style brick and stone house as she'll be making plans early next summer for her marriage to **GARY WRIGHT**.

Long-time KMA favorite-**DON McNEILL** of the **BREAKFAST CLUB** was delighted with the antique radio whose vintage he readily remembered. The radio which came from **ED MAY'S** collection was presented by Station Manager **NORM WILLIAMS** and Miss **MINK** (Terry Crain) on behalf of **ED MAY** during a recent broadcast of the program in Chicago.



Don McNeill accepts KMA gift.

Jottings from Joni's Journal



Hello again dear friends, this is the first column I have all to myself. After much coaxing, I persuaded my family to have a picture taken of the five minus me. I think they look healthy and fine and am very proud to present them to you. As you can see, Mom and I are outnumbered by men in the family . . . even the dog is a male . . . but the odds are nice. Just to get things up to date, my oldest brother **JIM**, is now feverishly studying and cooking for himself at the State University of Iowa. He is a second semester graduate student in business management. **JOHN** is the second, and is a sophomore at St. Thomas College in St. Paul, with designs on an architectural career. **JEFF** is now in fifth grade and reports that his favorite subject this year is mathematics. All the boys have been good in that area . . . too bad it didn't rub off on their sister. **MOM** has joined a bridge club in addition to her many other fall activities. **DAD** is always working around the house . . . he's very handy and has a full workshop next to the recreation room . . . last summer he added a screened porch. Next month I'll show you a picture of the folks' home back in Minnesota.

I have been with the KMA family for more than a month now, and keep on learning new things everyday. One revelation is not new . . . people all over are the same. Your friendly and most helpful letters keep the **JOURNAL** going . . . hope you will continue to tell me about your families. Had several chances to meet with you since coming . . . here at the station, at the Nebraska State Fair and on Farm-Industry Day in



The Baillon family including "Cocoa."

Shenandoah. It means a lot more to know whom you're talking and corresponding with. Don't you agree?

It's sorting time in my closets. Managed to do away with some of the clothes I never wear, but the fight goes on. How many times have you looked through the closets and found items that you "think" you can alter or remake for someone else? Well, this year I decided that there are only certain pieces that really are needed and those are the remaining ones in my closet. Thanks to those wonderful garment bags, everything is in its proper place and ready to wear . . . that might change though if the "bulge" battle flares up again. We'll see if Monday night bowling increases my circulation and takes off a few inches.

Since this is the month of October, I cannot help thinking that Thanksgiving and Christmas are not far away. Time for you to finish knitting or sewing presents, and to round up a nice list of favorite recipes to use on your family and guests. I know that you're busy with the youngsters in school and with writing letters to those away from home, so I've included a few busy day menu ideas in my October favorite recipes. For the next few months, we're going to include a special section for holiday parties, beginning with Halloween this month. I do hope you'll try these.

Right now, let's concentrate on Halloween safety. Just a few suggestions. When making or buying an outfit for the youngsters to wear that "scary night", be sure that the costume is fireproof. Most of the costumes you buy in the stores are perfectly safe. **Be sure** the costume fits well so the child is not hindered with eye holes too small, or dragging pieces of cloth that might cause him to stumble and get hurt. **Be sure** the costume is easily identified in the dark . . . choose light colors. **Be sure** you instruct the youngsters about traffic and remember that on a night like Halloween, the little folks are excited and often run into the street without warning. Remember too, it is safer to have the children wear makeup than a mask since the mask is often too large for their faces or slips down continually. And, when you're giving away treats at home, be sure they're wrapped properly . . . don't give loose candies or popcorn . . . it isn't sanitary. In Halloween safety at home, be sure the light in the pumpkin is a light . . . candles can do damage. I "witch" you a happy Halloween and "goblin" of all the goodies.

OCTOBER TRICKS FOR TREATS

Autumn Gold Punch

(Makes 20 servings)

- 2 cans (12 ounce size) apricot nectar
- 1½ cups orange juice
- ¾ cup lemon juice
- 1½ quarts sweet cider
- 20 maraschino cherries (opt.)

METHOD: In large pitcher, combine nectar, orange and lemon juices and cider. Refrigerate until well-chilled . . . at least 2 hours. Serve in punch cups. Garnish each with maraschino cherry, if desired. **NOTE:** You may also make fruit ka-bobs. Alternate green cherries and pineapple chunks on wooden sticks and place in glass with punch.

* * *

Orange Cookies

- 1½ cups brown sugar
- 2 beaten eggs
- 1 cup buttermilk
- 1 T. vanilla
- 3 cups flour
- 1 cup butter
- 1 T. orange rind grated
- 1 t. soda in buttermilk
- 2 t. baking powder

METHOD: Mix well . . . drop onto cookie sheet . . . bake at 350 degrees till light brown. Frost with the following:

- 3 T. melted butter
- 3 cups sifted powdered sugar
- ½ cup orange juice
- Small amount lemon rind

Mix together and frost orange cookies.

* * *

Buttered Puffed Cereal Snacks

- 4 cups puffed wheat or rice
- ¼ cup melted butter or margarine
- ¼ t. hickory smoked salt or onion salt

METHOD: Measure cereal into baking pan, 9x9x2". Place in 325 degree oven for 10 minutes to heat thoroughly. Remove from oven. Drizzle melted butter over cereal; sprinkle hickory smoked salt over all. Mix until evenly coated. Serve hot or cold. Store in airtight container.

* * *

Hot Punch

- 2 quarts (ten 6½ oz. bottles) Dr. Pepper soft drink
- ¼ cup brown sugar
- ¼ t. salt
- ½ t. whole cloves
- 1 t. allspice
- 3 sticks cinnamon
- ¼ t. nutmeg
- ¼ cup lemon juice

Pour Dr. Pepper into large saucepan. Add brown sugar and salt. Add spices tied in a cloth bag. Heat to boiling; turn heat low and simmer 10 minutes. Remove spices. Add lemon juice. Serve in cups . . . makes ten to twelve servings.

Perk up your Halloween with a party for friends or for the immediate family. Youngsters love parties and will remember family-times when you go a little out of your way for Halloween dinner. For a centerpiece you might use orange candles in a black base. Use autumn colored artificial flowers, or gather up the long stemmed weeds and fill a vase or pumpkin. Be sure to give the youngsters part of the planning to do. I hope you'll have fun, and enjoy the treats I've listed here for this special occasion.

Yams in Pepper Cups

- 2 medium green peppers, cut in half
- 2 cups mushrooms, chopped
- 1 medium onion, chopped
- ¼ cup butter or margarine, melted
- 1 one-pound can yams, drained and mashed
- 1 egg, beaten
- 1 t. salt
- ¼ t. pepper

METHOD: Cook green peppers, covered, in boiling salted water for 5 minutes; drain. Saute mushrooms and onion in butter over low heat for 5 minutes. Combine mushroom mixture, yams, egg, salt and pepper; mix well. Stuff green pepper halves with yam mixture. Place in greased baking dish. Bake, uncovered, at 350 degrees for 30 minutes. Yield: 4 servings.

* * *

Toasted Nut Burgers

Prepare hamburgers as usual, in patties. Make sure you have an even number of patties. On half of the patties, sprinkle coarsely chopped walnuts, chopped onion, and minced parsley. Top with a bacon strip. Place the remaining patties on top, sandwich fashion and pinch the edges together. Broil to taste.

* * *

Crispy Caramel Lollipops

- ½ package of vanilla caramels . . . (14 oz. size)

4 cups oven-toasted rice cereal

METHOD: In top of double boiler, combine caramels with 3 T. water. Cook, over hot water, stirring occasionally, till caramels are melted. Pour caramel mixture over cereal in medium bowl; stir with wooden spoon until cereal is well coated. Pack cereal mixture into 5 paper dessert dishes. Insert wooden skewer into center of each. Refrigerate at least 30 minutes. To serve, gently remove from paper dishes.

* * *

Hot Tea Punch

- 2 quarts strong tea
- 1 6-oz. can frozen lemonade
- 2 sticks cinnamon
- ¼ cup honey
- ½ cup sugar

Stir ingredients into tea . . . simmer 10 minutes. Serve in mugs. Makes 10 to 12 servings.

VARIETIES FOR FALL MENUS

Autumn weather works magic on appetites. Everyone is so hungry. Here are a few new serving ideas that use basic foods we all enjoy . . . not too fancy, but nutritious and filling.

Eggs & Ham Platter

- 1 can chicken noodle soup
- Flour
- 6 eggs
- $\frac{1}{2}$ cup milk
- 1 cup cubed baked ham
- Butter
- Garnishes

METHOD: Drain broth from the soup. Add flour to broth and make a gravy. Stir together eggs, milk, cubed ham and noodles from the soup. Cook in butter, stirring almost constantly as for scrambled eggs. Heap on platter and top with hot gravy. Sprinkle with parsley flakes or almonds. Surround with broiled peaches or broiled tomato halves, if desired. Four servings.

* * *

Beanie Sausage Bake

- 1 pound pork sausage
- 3 well-drained 16 ounce cans French-style wax beans
- 1 10 $\frac{1}{2}$ -ounce can undiluted tomato soup
- $\frac{1}{4}$ t. salt
- $\frac{1}{8}$ t. pepper

Thoroughly brown meat. Drain excess meat drippings. Combine meat with wax beans, soup, and seasonings. Place in greased 1 $\frac{1}{2}$ quart casserole. Bake in pre-heated 350 degree oven about 30 minutes. Makes 4-6 servings.

* * *

Ham and Green Bean Casserole

- 1 package frozen French cut green beans
- 1 $\frac{1}{2}$ cups liquid
- 3 T. butter
- 3 T. flour
- $\frac{1}{2}$ t. salt
- $\frac{2}{3}$ cup instant nonfat dry milk
- 2 cups chopped, cooked ham
- 1 cup shredded Cheddar cheese
- 2 hard-cooked eggs, chopped
- 2 T. chopped pimiento
- 1 T. chopped parsley
- 1 t. finely chopped onion
- $\frac{1}{2}$ cup buttered bread crumbs

METHOD: Cook green beans according to package directions; drain, reserving liquid; add water to make 1 $\frac{1}{2}$ cups. In saucepan, melt butter; stir in flour and salt. Remove from heat; gradually stir in liquid and milk. Return to heat and cook, stirring constantly, until thickened. Cook 2 additional minutes. Remove from heat; stir in ham, cheese, eggs, pimiento, parsley, and onion. Place beans in 1 $\frac{1}{2}$ quart buttered baking dish and cover with ham sauce. Sprinkle crumbs over top. Bake at 350 degrees 20-25 minutes.

Oatcakes

- 2 $\frac{1}{2}$ cups quick-cooking oatmeal
- 1 t. salt
- 3 T. sugar
- $\frac{1}{4}$ cup butter or margarine melted
- 1 cup dairy sour cream
- Melted butter or margarine
- Oatmeal

METHOD: Mix together oatmeal, salt and sugar. Blend in butter and sour cream. Chill until dough is easy to handle, then shape into 1-inch balls. Place on baking sheet and flatten with bottom of glass dipped in melted butter or margarine, then oatmeal. Bake in a 375 degree oven for about 20 minutes. Serve with honey, assorted jams, and plenty of cold milk.

* * *

Celestial Pie

- 3 eggs whites
- 1 cup sugar
- $\frac{1}{2}$ t. baking powder
- 12 soda crackers, crushed
- $\frac{1}{4}$ cup chopped nutmeats
- Whipped cream

METHOD: Beat egg whites until stiff. Gradually add sugar and baking powder, beating until stiff and glossy. Stir in crushed crackers and chopped nutmeats. Butter pie tin generously and put egg-white mixture into pan. Bake in moderately slow oven (325 degrees) about 30 minutes. Cool and spread with whipped cream which has been sweetened and flavored with vanilla. Serves 6-8.

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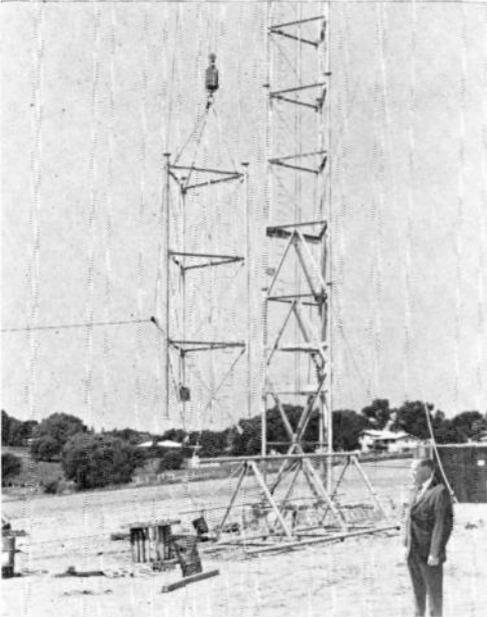
Ways With Rice

Like rice instead of potatoes now and then? Heat one 12-ounce can of whole kernel corn with sweet peppers. Add 1 cup cooked rice and 1 $\frac{1}{2}$ teaspoons sugar. Top with $\frac{1}{4}$ cup toasted chopped salted pecans. Makes 3-4 servings.

* * *

Mailing Cookies

You'll probably be sending a "home care" package to those students of yours who are boarding away from home so here are a few tips on packing cookies (kitchen baked) for mailing. Select a strong cardboard box or metal container. (If you're sending bar cookies bake them in foil containers and pack them right in the foil plate.) Line box with aluminum foil and put a cushion of paper towels or wax paper on bottom. Wrap cookies in pairs, back to back, with wax paper in between. Pack snugly in rows with heavy cookies at the bottom. Cover each layer with a cushion of paper towels and a thick layer on top. Wrap box in foil; then in heavy brown paper. Tie or tape securely. Off go your kitchen goodies to the young folks and their roommates. I know they'll be delighted.



New Tower for KMTV Rises Above Omaha

The new tower (for our sister station, KMTV), already taller than the Washington Monument, continues to grow as the newest structure on the Omaha skyline.

By mid-September the tower height was 675 feet as compared to the Washington Monument which is 555.5 feet. When completed, the tower will be 1,345 feet above ground, higher than the Empire State building in New York City. It will add 8,000 square miles and a quarter of a million more people to the Channel 3 coverage area.

In the picture at left, another 25 foot section pre-assembled on the ground is raised to the top where a steel framework, called a ginpole, allows workmen to swing the section into place.

Ed May watches another section go in place.



COMMENTATOR PEGGE PARKER prepares her twice-daily program heard exclusively on KMA in her study-work area in the basement of her home in Omaha.



SPORTS ANNOUNCERS Andy Andersen and Chuck Warren show their own athletic agility when they climb to this new roof top broadcasting booth built for KMA at Shenandoah's Mustang Field.



ELECTION NIGHT Found KMA Radio Station personnel working far into the night. Several of the staffers caught in action on that busy evening AND morning are shown above. Evalyn Saner marks the latest returns on the big board as Ralph Childs calls them off. Ralph and Duane Johnson alternate announcing the results for the listening audience while John Sawyer keeps an accurate record for all concerned.

PROGRAM NEWS FOR OCTOBER 1966

NORMS FORUM

By

Norman Williams

Station Manager



KMA's SECRET AGENTS 0096 CONTINUE TO GROW IN NUMBERS. Forty-two new agents have been added to the roster since the first of August. These "Secret Agents 0096" are mayors, police or fire chiefs or postmasters in their community. The first person to call KMA after the "Agents" name has been announced and tell us what position he holds in his community wins a cash prize. The caller must have the same postoffice address as the Secret Agent. The person identified receives a beautiful certificate which is suitable for framing.

We received a letter from a southwestern Iowa lady who identified her postmaster. She was delighted with her cash prize, but even more pleased with the response she received when it was announced that she had won. Her letter said, "A niece near Lamoni promptly called to congratulate, our cream man from Corning was near Grant City and heard it. I received cards from my Mother and Aunt in New Market, so it made the gift extra special." The postmaster she identified also wrote and said in part, "I believe your program creates much interest and attests to truly steady listening to your radio station." We were very pleased to receive these two letters and to know that our efforts to serve all the communities in our four state area are appreciated and fruitful.

I would like to share with you parts of a letter we received from Coin, Ia. "A big hand & bouquets to Jim Ross for sharing his interesting friends from Canada with every one by way of radio . . . Not only did we enjoy the visitors from Canada but knowing how busy Jim Ross was during rodeo week with rodeo, guests and his own radio programs—I feel he deserved a letter to let him know his efforts were much enjoyed and appreciated." I might add that Jim was also doing Jack Gowing's programs during rodeo week as Jack was on

SPORTS ACTION ON KMA

Andy Andersen gives you the colorful play by play of the Game of the Week in the Hawkeye Seven every Friday night. Put your radio on 960 and on Friday night at 7:20 p.m. you'll be able to join the exciting action of the best in high school football.

On Saturday KMA joins the Hawkeye Network to bring you the play by play action of University of Iowa football. All the games in October start at 1:15 p.m. Gene Claussen is your reporter of Hawkeye football.

Due to the KMA coverage of football activity we have had to make several program changes to clear the time to bring you these games. On Friday night **Lifeline** will be heard at 7:00 p.m. followed by **Chris Schenkel on Sports** from the ABC Radio network. The **World Tomorrow** will be moved on Friday night only to 10:30 p.m. The repeat broadcast of **Back to the Bible** will be heard Friday nights at 11:00 p.m. On Saturday **Back to the Bible** will be heard at 9:30 a.m.

SCORE BOARD

Friday evening at 10:15 you can hear a complete report on KMA of the games played that evening in the four state area. The **High School Scoreboard** is brought to you by the Shenandoah Printing Company.

Saturday at 5:00-5:30 is time for the **Johnson Scoreboard** to bring you up to date on the Saturday gridiron activity. This program is sponsored by the Johnson Tire Company, Johnson Clothing Company, and the City National Bank, all of Shenandoah.

vacation. He truly deserves the applause of this writer.

Hope you have fun with the "Scrambled Yeggs" game. If you have trouble with number five in the September issue of the Guide, let me give you a little help. That is part of a nose. Whose nose? Who knows? You might have the answer and win a bundle of cash. Just a reminder that no entries will be accepted which are post-marked before October 7. This gives everyone a fair and equal chance in case the earliest postmark becomes important.

Remember we would like to hear from you soon.



The Vice President delighted office girls, Bev Fisher, Denise Johnson, and Evalyn Saner when he posed with them.



In spite of the rain, Vice President Humphrey enjoyed his visit to the May Trial Garden. With him in the picture are young Eddie May, and Ed May.

Parade attractions below included Chamber of Commerce float; Vice President with Gov. Hughes and Congressman Hansen; and May Seed Company float.



Farm-Industry Day

A crowd estimated between six and nine thousand people gathered in the street and parking lot adjacent to KMA and May Seed Co. to hear Hubert H. Humphrey give the main address of the day. Secret Service men, city police, and National Guard were stationed inside, outside, and atop all buildings in the immediate area while he spoke.



ENTER SCRAMBLED YEGGS CONTEST NOW

Identify Radio Personalities From Fragments

Now is the time for you to sit right down, take the last two issues of the KMA Guide plus the current edition, look over the thirty fragments of pictures and identify them.

When you have your list of 30 complete, clip the entry blank on the opposite page and send it to KMA Scrambled Yeggs Contest. As you see there are fifteen fragments of pictures on the following page of this October Guide. There were another fifteen fragments published in the September Guide. These fragments are the clues to the identities of the KMA and ABC Network radio personalities whom you have heard many times. In the August Guide, we printed full head pictures of the 30 personalities which will assist with the identification puzzle.

This is your chance to have fun and test your skills of observation as you look at the picture fragments and compare them with the complete pictures which ran in the August Guide.

DEADLINES OCT. 7-15

Entries in the Scrambled Yeggs Contest must be postmarked no later than midnight October 15. However, no entries will be accepted before October 7 in order to give all a fair chance. Remember get your entry mailed between the dates of Oct. 7 and Oct. 15. In case of a tie, the earliest postmark within the specified time will determine the winner. In the event there is a tie for the earliest postmark, a run-off contest will be held among those so tied.

Follow These Few Rules For Fun and Cash Prizes

Remember these simple rules: On a separate sheet of paper list the numbers of the picture fragments from 1 through 30. After each number, write in the name of the KMA or ABC Radio Network air personality you think each picture fragment identifies. Send in your completed list with an entry blank.

If more than one person in the same household wish to enter, they may do so by enclosing a facsimile of the entry blank with their entry. Remember there are 30 picture fragments in all. You must attempt to identify all 30, and a completed entry blank or facsimile must accompany each entry.

CASH PRIZES

Prizes totaling \$200 will be awarded winners who correctly identify the fragments of pictures of 30 KMA and ABC Network radio personalities.

1st Prize \$100	3rd Prize \$25
2nd Prize \$ 50	4th Prize \$25

We'll be looking for your entry in the Scrambled Yeggs Contest. One last word: The decision of the judges will be final and no entries will be returned. Winners will be determined by the greatest number of correct answers.

Employees of the May Broadcasting Company and the Earl May Seed and Nursery Company, and the families and relatives of the KMA air personalities are not eligible.

Entry Blank For KMA Guide Scrambled Yeggs Contest

Name _____

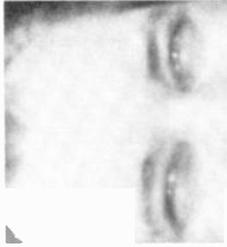
Address _____

Telephone _____

CLIP THIS BLANK AND ATTACH TO YOUR LIST



16



17



18



19



20



21



22



23



24



25



26



27



28



29



30

**Scrambled
Yeggs
Contest**

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 Tom Thumb Publishing Co.
 Shenandoah, Iowa

MR. PHILLIP JOHNSON
 720 STATE STREET
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 Permit No. 1
 Shenandoah, Ia.

JAN

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.

DIAL 960 — Fall KMA Program Schedule — 5,000 WATTS

WEEK DAYS

5:00 am—News
 5:05 am—Music
6:00 am—Johnson, News
 6:15 am—Music
 6:30 am—Gowing, RFD 960
 6:55 am—
7:00 am—Johnson, News
7:15 am—Frank/Weather
 7:30 am—Markets
7:45 am—KMA Sportsman
8:00 am—Johnson, News
 8:15 am—Cossell Sports, ABC
 8:20 am—Music
 8:30 am—
 9:00 am—Breakfast Club, ABC
 9:15 am—
 9:30 am—
10:00 am—News/Weather
 10:05 am—Community Calendar
10:10 am—Pegge Parker
 10:15 am—Music
10:30 am—Joni's Journal
 11:00 am—Open Line
 11:30 am—Music
 11:45 am—Markets
12:00 N.—Johnson, News
12:15 pm—Ed May/Weather
 12:30 pm—Ross, Midwest Farmer
 12:50 pm—
1:00 pm—Johnson, News/Sports
 1:15 pm—Paul Harvey, ABC
 1:30 pm—Back To The Bible
 2:00 pm—Music & News
ABC News at :55
KMA News on Hour
 5:10 pm—

SUNDAYS

Music
 ABC News & all day at :55
 KMA News
 Hymn Time
 Worship Service
 KMA News
 Radio Bible Class
 Your Worship Hour
 Sunday School Lesson
 Social Security
 University of Iowa
 Outdoor Nebraska
 Tarkio College
 Music
 KMA News
 Music
 You and the U.N.
 KMA News
 Music
 Music
 This Wk Washington, ABC

WEEK DAYS

5:25 pm—
 5:30 pm—
 5:40 pm—Tom Harmon, ABC
 5:50 pm—Bob Considine, ABC
 6:00 pm—Farmers Market
6:15 pm—KMA Sportsman
 6:20 pm—Paul Harvey, ABC
 6:25 pm—KMA Commentary
6:30 pm—Childs, News
 6:45 pm—Weather & Markets
 7:00 pm—Alex Dreier, ABC
 7:10 pm—Schenkel on Sports,
 ABC
 7:15 pm—Life Line
7:30 pm—KMA News/Weather
 7:45 pm—Pegge Parker
 8:00 pm—Back To The Bible
 8:30 pm—The World Tomorrow
 9:00 pm—Music
 9:30 pm—
10:00 pm—KMA
News/Weather/Sports
 10:15 pm—Music
 10:45 pm—

SUNDAYS

Guidepost
 Man On The Go, ABC
 Tom Harmon, ABC
 Music
 KMA News/Weather
 Space & Science, ABC
 Music
 Issues & Answers, ABC
 Revival Hour
 The World Tomorrow
 Hour of Decision, ABC
 Revival Time, ABC
 KMA
 News/Weather/Sports
 N.W. Reviewing Stand
 Music

SATURDAY CHANGES

7:30 am—KMA Goes Visiting
 9:30 am—Back To The Bible
 11:00 am—Joni's Journal
 5:30 pm—Alex Dreier, ABC
 5:40 pm—Voice of Agriculture
 6:45 pm—Bandstand-Countrystyle
 8:00 pm—Bandstand-Countrystyle

SPECIAL FEATURES

Road Reports 7:57 am; 6:00 pm & 10:00 pm