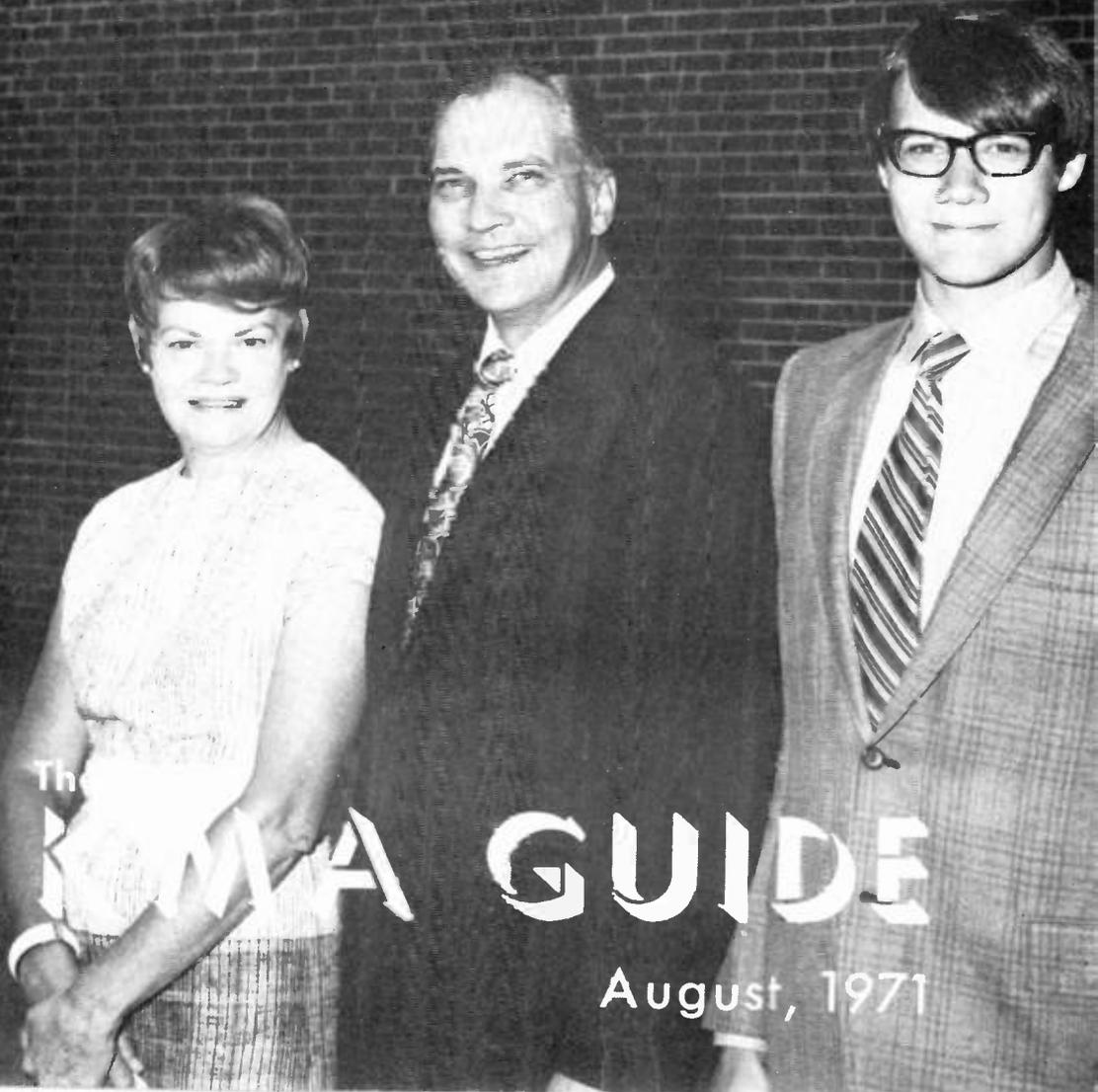


# KMA 960



The

# KMA GUIDE

August, 1971

# Ned Dermody

## KMA News Director

Ned Dermody joins the KMA staff as News Director. Ned is a native of Mexico, Missouri. He graduated from the University of Missouri with a major in Journalism and Marketing. Ned has eleven years of experience in broadcast journalism and comes to KMA from St. Joseph, Missouri where he has been news director for KFEQ since 1970.

Ned and his wife, Martha, have three children: Diane 7, Patrick 6, and Thomas 5. Martha is a Registered Nurse. As soon as the family is settled in Shenandoah she will probably return to part-time nursing.

Golf and tennis are the participating sports Ned favors. He also enjoys music, political science and broadcast journalism. The Jaycees have had an active member in Ned. In 1964 he won the Spoke Award, in 1965 the Sparkplug Award and Key Man Award and was also named External Vice President. He has also held offices in several professional associations.

You can hear Ned on the KMA news at 6:00, 7:00 and 7:45 a.m. and 12 noon. He will be organizing the finest news department in the mid-west and will concentrate on giving the KMA listeners personal coverage of area news as well as local news from the KMA communities.

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Ned Dermody has assumed his duties as News Director for KMA Radio. He can be heard on all the regular newscasts. One of his first assignments after arriving in KMA Land was to attend the Midwest Governors conference as a member of the radio-press corps. Ned will feature a different aspect in his column-writing for the Guide as you can see by turning to page 7 for his thoughts in "Feedback."

# The KMA Guide

AUGUST, 1971

Vol. 28

No. 8

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Mary Williams, editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

## COVER STORY

The Norman Williams family including Norm, Lois and son, John, pose for their last picture beside the KMA Studios. Norm who writes about his years in Shenandoah as station manager of Radio KMA in his final column for The KMA Guide (see page 14) is taking a new position with KMTV in Omaha. Staff members of Radio KMA and The Guide wish Norm and his family continued success in their future endeavors and bid them an appreciative farewell.



The KMA Guide



## A Chat With Edward May



As I write this, our Fall Catalog is coming off the press and we're getting ready to put it in the mail. I am reminded that you may not realize what an undertaking catalog publication is.

It begins months in advance, of course. Our buyers, growers and department heads must know what they are going to offer next year . . . and be able to put a price on it and estimate the quantity our customers will order.

Our Advertising Department layout artists then make a sketch of each page, showing the illustrations, headlines and copy blocks. Then the descriptions, planting instructions, etc., are written to fit the space provided. This copy is set on an IBM composer in our offices, and a proof given to all concerned. After this proof has been checked at least twice, corrections are made and the type is pasted down on illustration board just as it will appear on the catalog page.

Engravings are made (in five colors) in an engraving plant nearly 700 miles away, and proofs again looked at and corrected. Then the plates are sent to a mammoth printing plant in Des Moines, where the books are printed, trimmed and bound.

We go through this process twice a year.

The Spring Catalog has 88 pages, 39 in full color and contains 475 color photographs and 410 in black and white. The Fall Catalog has 15 color pages and 9 two-color pages, with 102 color pictures and 91 black and white.

By the time we have published the two catalogs, we have set and corrected over 92,000 words. The presses, which produce catalogs at the rate of 22,000 per hour, will have put 13,808 pounds of ink on 650,000 pounds of paper. The paper, which comes in huge rolls, would stretch 13,450,253 feet (or 2,546 miles . . . the distance from Akron, Ohio to San Francisco, California). Even the staples that hold the pages together mount up: the bindery uses 312,500 feet of wire in our catalog!

A lot of people do a lot of work to produce these colorful books: photographers, artists, copy writers, typists, type setters, proof readers, engravers, printers and mailers . . . to name just a few. And we're never satisfied, of course. Each year we try to make them a little prettier and more informative than the year before.

I hope you're on our mailing list. If you aren't, send me your name, address and zip code and I'll see that you receive the catalog when it's ready.

# FRANK COMMENTS

The picture on this page this month was taken on July 12 in the Tomato plot in the Earl May trial grounds, and it shows me admiring a plant of Surprise Tomatoes. There are 85 different strains or varieties of Tomatoes on test this year, and about half of them are pruned and tied up to bamboo poles like the one in the picture. The rest of them are planted much farther apart and are allowed to sprawl out on the ground anyway they please.

These Tomato plants were all started in the greenhouse and were transplanted to the open field on May 17 when they were little plants about 8 or 10 inches high. The stakes were driven in about a week later, and about the first of June they were tied loosely against the stake and given their first pruning. The stakes are bamboo poles 8 feet long driven 1 foot into the ground so that there is 7 feet of pole above the ground. Steel fence posts are driven at the ends of the row with wire braces around the top of each pole to hold them rigidly erect and in place. Each Tomato plant sent out a strong side branch just below the first cluster of blossoms, so each plant as you see it in the picture consists of two main stems, each of which is tied loosely to the bamboo stake about every foot. All side branches are very carefully removed as they start in the axil of the leaves. With all the warm weather we have been having the plants are growing very rapidly, and it is necessary to go over them and prune them carefully every four or five days. When the plants reach a height of about 6 feet the tops will be cut off, and they will not be allowed to make any more growth at the top.

Most of the old time Tomato varieties were originated back East where the summers are very much milder than they are out here in the midwest, and whenever daytime temperatures get up around 85 most Tomato varieties do not set fruit. The blossoms simply dry up and fall off. The University of Missouri at Columbia realized this some years ago and began doing a lot of cross breeding and hybridizing with Tomatoes to come up with some varieties that could take our midwestern heat and still set fruit. We have had the privilege of introducing at least six of these Missouri varieties, and every one of them seems to be able to take the heat very much better than any of the varieties developed in other parts of the United States. The first one was Surprise; this was quickly followed by Tom Boy, Avalanche, and Sun Up. This last year saw two more new ones, called Red Heart and Pink Gourmet. Every one of them seems to have the ability to set fruit even when the temperatures are in the upper 90's for days at a stretch. Now look again at the plant in the picture. The

very bottom cluster of blooms set five nice large smooth Tomatoes. The next cluster set four, the next cluster set five again and so on right up the stem. Yes, I trimmed away five or six leaves so that you could get a better look at the Tomatoes. Notice in the other bushes showing in the picture the leaves almost completely cover the Tomatoes so that there is no danger of sun burning, and since they are tied up to the pole, none of the Tomatoes can rest on the ground and develop a rotten spot on the bottom.

One of the commonest questions in the trial grounds these days is "What makes the Tomato leaves curl up so badly?". The answer is, it is strictly on account of the heat. We had a week straight with temperatures in the upper 90s and the Tomato plants, in order to conserve on moisture and cut down on evaporation, simply rolled up or curled up just like corn leaves do on a hot day.

Up until this year my favorite Tomato has been Surprise, with Tom Boy running a close second. It is too early in the season yet to say definitely, but I honestly believe that the new variety called Red Heart is going to outdo both Surprise and Avalanche, if such a thing is possible. It, too, like all of the other Missouri introductions, is what is called "uniform ripening" which means exactly that. They never have the dark green shoulders and the cracks that were so common with the older Tomato varieties. The next time you are in Shenandoah take a little extra time and go out to the Tomato plot in the trial grounds and check up on these varieties that I have been talking about and see for yourself how much superior they are to the older varieties.



# RFD 960

With CLIFF ADAMS

Since my last report in the KMA Guide, we have had some generous rains in KMA-land particularly welcome in Southwestern Iowa where we were beginning to suffer a drought. The timeliness of the rainfall has given us an excellent chance of having some fine soybean and corn crops although a cloud of concern still remains because of two other factors, corn borers and southern corn leaf blight. While the rains were good for growing, humidity along with the hot weather, provide the conditions that can spread the blight. So far the infection has been very slight but the corn borer situation is of real concern. Entomologists tell us that they have never seen such high infestations of this pest. Farmers are being advised to spray when the infestation reaches 50 percent or more of the corn plants in a field. Besides the first brood of corn borers, the experts say we will probably have two more infestations to contend with this year.

Much emphasis is being placed in Southern Iowa and Missouri these days on the potential existing for the cow-calf beef operator. The farmer who has land that is not the most suitable for cropping can find lucrative returns by upgrading native grasses and using a proper fertilizer program. The returns are not as good and the risk is much greater if borrowed money is used because of today's interest rates. I attended a field day recently at the Shelby-Grundy Experimental farm in Ringgold County where the cost factors were explain-

ed by Iowa State University extension specialists. The future for beef looks good, and there is a greater place for the farmer in this area who wants to raise feeders or calves.

The recent announcement of higher acreage plantings of corn and grain sorghum comes as no real surprise. The favorable spring planting season plus the freedom to plant more under the government's program both combined to bring this about. Record wheat harvests in Nebraska and Kansas are offsetting the drought in Texas and Oklahoma. Feed grains could be in abundant supplies as predicted by some authorities unless corn borers and southern corn leaf blight become limiting factors.

County fairs are now getting underway and by the time this article reaches you I will have covered a few. This takes me back a few more years than I like to think about when I showed dairy animals at the Blue Earth County Fair at Garden City, Minnesota, and the Minnesota State Fair. Fairs are fun, but they also involve a lot of hard work for many, many people. They deserve your support.

County Agricultural Extension Agents always play a great role in County Fairs. We were happy to see a goodly number of the extension agents in Shenandoah recently to attend a special showing of the Earl May trial grounds and listen to a number of University extension specialists talk about crops and crop insects. The group also had a chance to visit the KMA studios. I was able to visit with several of the agents attending. The weather was quite nice that day, and the group enjoyed eating a smorgasbord in the maple grove adjacent to the trial grounds.

The recent Shenandoah "Shentennial" has passed and gone for another hundred years. I had a role to play with one of the more hilarious events . . . acting as master of ceremonies for a hog-calling contest. Men and women participated and a fine crowd turned out for the occasion. Some mighty-interesting "pigs" showed up for the event when the male winner did his call. The act turned out to be a real crowd pleaser. The woman-winner had actually farmed by herself at one time. Now she drives a school bus. In addition to the hog-calling contest, I was called upon to do a pre-pageant program. I told my only joke on the program but forgot the punch line. The joke was about politicians. Having been one myself, it was perhaps quite appropriate.



KMA Farm Director Cliff Adams talks with Marvin Hoffman, Syracuse, Neb., and Dan Wellensiek, Cook, Neb., at recent county extension meeting in Shenandoah.

WARREN SWAIN

## On Sports

### THE SPORT VACATIONS IN GALVESTON, TEXAS!!

I spent a very relaxing and enjoyable week in Galveston, Texas. I got plenty of sun, ate great sea food, played golf and went fishing. The highlight of my stay in Galveston was a fishing trip I went on with Jim Havel, a game warden for the Texas Parks and Wildlife Department, and Jim's good friend, Miles Galceran.

The morning that we ventured out in Miles' shrimping boat to the Galveston bay area, the skies were overcast, the water choppy and the water muddy. Both Jim and Miles expressed doubt as to the success of our fishing trip because of those conditions. As it turned out, all three of us were surprised. We caught a total of 17 speckled trout. I caught the biggest one, a four-pounder. There were boats all around us, and all they could do was just sit and watch us haul in the fish. We used artificial lures, mainly spoons and worms.



As you can see, Miles, Jim and I had a very profitable day fishing. The gentleman with me is Miles Galceran's father, Earl.



This is Miles Galceran, who furnished his shrimping boat for our fishing trip. Miles spent nine years in the navy and is now undergoing a one year's apprenticeship to become a real estate agent in Galveston.

This was the prize catch of the day, a four-pound speckled trout, which I landed. Speckled trout are a very pretty fish. They also put up a very good battle when you catch them. I am told that if you should catch a 15-20 pound speckled trout you might as well figure that you will have about a 30 minute battle on your hands.

# "FEEDBACK"

QUOTES WE LIKE



Pictured here is game warden, Jim Havel of the Texas Parks and Wildlife Department. Jim organized the fishing trip for me. After we went fishing, he took me on a tour of the commercial fishing industries in Galveston.

## K. C. Royals Baseball Schedule for August

- August 1—Baltimore—4:10 p.m.
- August 2—Oakland—7:10 p.m.
- August 3—Oakland—7:10 p.m.
- August 4—Minnesota (Twi-dh) 6:15 p.m.
- August 5—Minnesota—7:10 p.m.
- August 6—Milwaukee—7:10 p.m.
- August 7—Milwaukee (Twi-dh) 6:05 p.m.
- August 8—Milwaukee—1:10 p.m.
- August 9—No game
- August 10—Washington—(dh) 3:40 p.m.
- August 11—Washington—(dh) 3:40 p.m.
- August 12—Washington—6:10 p.m.
- August 13—Boston—6:10 p.m.
- August 14—Boston—12:55 p.m.
- August 15—Boston—12:40 p.m.
- August 16—No game
- August 17—New York—(dh) 1:00 p.m.
- August 18—New York—6:40 p.m.
- August 19—No game
- August 20—Washington (Twi-dh) 6:05
- August 21—Washington—7:10 p.m.
- August 22—Washington—1:10 p.m.
- August 23—No game
- August 24—Boston—7:10 p.m.
- August 25—Boston—7:10 p.m.
- August 26—Boston—7:10 p.m.
- August 27—New York—7:10 p.m.
- August 28—New York—7:10 p.m.
- August 29—New York—1:10 p.m.
- August 30—No game
- August 31—Milwaukee—7:40 p.m.

You will work two hours and 37 minutes out of an eight hour day this year just to pay your taxes. Why not sleep two and one half hours late?

August, 1971

From the Contemporary Couplet Department:

"Listen my children, your nerves might Twitchell  
It's a midnight call from Martha Mitchell."

Regarding the Pentagon Papers and the CBS Special "Selling of the Pentagon," we have found some interesting thoughts expressed by some interesting individuals worthy of passing along.

"Some degree of abuse is inseparable from the proper use of everything; and in no instance is this more true than in that of the Press."

President James Madison said it. He also said:

"If we advert to the nature of Republican Government, we shall find that the censorial power is in the people over the Government and not in the Government over the people."

John Stuart Mill told us several years ago:

"The freedoms of Speech and Press rest upon a profound national commitment to the principle that debate on Public issues should be uninhibited, robust, wide open and that it may well include vehement, caustic and sometimes unpleasantly sharp attacks on Government and Public Officials."

The eminent Mr. Mills also noted:

"Debate on Public issues may lead honest men and women to argue sophistically, suppress facts or arguments, misstate the elements of the case or misrepresent the opposite opinion."

Supreme Court Justice William O. Douglas:

"The theory of our free society is that Government must be neutral when it comes to the Press . . . whether it be rightist, leftist, orthodox or unorthodox. The theory is that the community where men's minds are free, contains all shades of opinion and must be immune from Governmental inquiry lest we end with regimentation. Congress has no more authority in the field of the Press than it does where the Pulpit is involved. Since the editorials, News and Policies advocated by the Press are none of the Government's business — there is no justification for the Government's investigation of the capacities, leanings, ideology, qualifications, prejudices, or politics of those who collect the news."

### EAR-WITNESS NEWS

#### A Washington Status Symbol

"I'd better call you from a telephone booth. I think my telephone is tapped."

**ON THE**  
**KMA**  
**PARTY** **LINE**

**JACK MIHALL** is back on the farm scene and the Open Line again after he and his family returned from what they described as the best vacation ever.

Jack Mihall, and his wife **MARTY, DENISE, and DARLA MIHALL**, and Marty's Mom and Dad, Mr. and Mrs. **KEN GRAY** headed west for two weeks. First stop was the famous Pioneer Village in Minden, Nebraska. From there the Mihalls stopped in Cheyenne, Wyoming for a look at that famous cowboy town. The car headed south for a memorable trip all the way through Colorado. The mountain ranges started near Fort Collins and ended near Pueblo. Some of the points of interest viewed by the Mihalls were . . . Pike's Peak, The Arapahoe forest, Rocky Mt. Park, Estes Park, and a mountain nearly fifteen thousand feet high. Atop this mountain the Mihalls had a snowball fight. In Denver they visited the square downtown and the Colorado state capitol. Also toured was the Coor's brewery in Golden. When they returned nearly 2,500 miles later Marty's garden in Farragut had sweet corn and tomatoes almost ready to eat. The family pets were glad to see the family back. Timmy, the family cat, stayed at Dr. McGraw's, and Lassie was taken care of by a neighbor boy, Mike Whisler.

A large crowd of well-wishers from KMA Radio gathered at the home of **J. D. RANKIN**, vice president of May Seed and Nursery Co., to honor **NORMAN WILLIAMS** at a farewell party last month. A group gift was presented to Norm who is leaving his post as KMA Manager to assume a new position at May Broadcasting Company's KMTV in Omaha. After a social hour at the Rankin home, the group went to the American Legion Country Club for dinner.

Managerial Secretary **EVALYN SANER** plans to visit her brother and his family in Osceola, Iowa, and then take the rest of her vacation at Lake Okoboji.

Colorado and New Mexico and the states in between took up the vacation time of Guide Editor **MARY WILLIAMS** and her family including husband, **CHARLIE**, son, **LOCHE**, and daughter, **LORY**. While in Silver City, N. M., the group visited Charlie's parents, Mr. and Mrs. **EARL WILLIAMS**, and were actually joined there by Lory who had been attending summer session at Western New Mexico University in Silver City. Lory returned to Shenandoah for the rest of the summer but will return to the University in September.



If this face looks familiar it should, it belongs to **Jim Ross**, former KMA announcer, who now represents Ralston Purina. He is shown here discussing advertising spots with KMA Local Sales manager, **Pat Patterson**.



After many anxious days, **ARDENE MULLISON** (Traffic Manager) proudly announced the arrival of her first grandchild—a girl. The baby born July 8 to Ardene's daughter, **JODIE**, and her husband, **RAYMOND GENOVESE**, has been named **NICOLE**. She weighed 7 lbs. and 14½ oz., was 20 inches in length and a long two weeks overdue. The grandparents are Ardene and her husband, **DICK**, and Mr. and Mrs. **SAM GENOVESE** of Denver, Colo.

**MIKE GOODIN** and his wife, **JACKIE**, along with five other couples from Shenandoah went to Brownville, Neb. one recent Saturday night where they took a four-hour ride on the Missouri River boat — "Belle of Brownville." They report a great time and recommend the boat trip.

Nothing very special is the way **CORINNE GILBERT** of Guide circulation describes her plans for vacation. She adds that they (she and her husband, **LARRY**) will take some long weekends for camping trips in this area. They like to fish and hope to match **NADINE KELSEY'S** fish story.

Just two days after his appendectomy Announcer **Lee Hughes** can caper around his hospital room as this picture depicts. On July 4th, Lee felt a little pain in his side but went out and celebrated the holiday anyway. However, by Monday morning Lee was too sick to do much of anything except report to the hospital where the surgery was done. He is now of course back on the air and appears to be his old self.

Local Sales Manager **PAT PATTERSON** has been so busy all summer with extra-curricular activities that his vacation plans are slightly indefinite. However, he hopes to take his wife, **SUE**, and son **JEFFREY**, to the Sidney Rodeo and the Iowa State Fair where they will camp in their pick-up camper. Pat recently purchased an acreage and has been busy working on it. In addition to that, he took an active part in the Shentennial (see page 11) and was co-chairman with his wife and Mr. and Mrs. **LELAND NICHOLS** of the annual Society Horse Show in Shenandoah in July. The show is sponsored by the Nishna Valley Saddle Club. Pat also participated in the Club's annual Rodeo held earlier in the summer.

A new trailer lures **NADINE KELSEY** of Accounting and her family to the lakes and byways these summer weekends. One weekend the Kelseys including **NADINE**, husband, **BOB**, and son, **KENT**, went to Viking Lake, near Stanton, Ia., where they caught 34 fish. Nadine claims to have caught the majority.



We hear that Accountant **EARLE CROWLEY** plans to borrow a self-contained camping rig to take his family camping this summer. Maybe he will report on how they fared next month.

Morning announcer **Merle Douglas** gets up mighty early, but he still has a smile and a chuckle later in the day. (left)

# "One Man's Family"

## The Adams Family Moves From Minnesota to Southwestern Iowa

The Cliff Adams family moved into a farm house on the edge of the Shenandoah city limits June 13th. The housing shortage in Shenandoah made the move a temporary one until another house with more space can be located. In the meantime, an unsettled situation prevails with boxes of articles unpacked and some of the furniture remaining stored in a nearby shed. The girls, Kathy who is 12 and Mary Jane who is 9, spend much time in the municipal swimming pool during the hot summer days while Cindy, 13, spends most of her time reading. Cindy also does some sewing. Mary Jane enjoys the nearby animals and likes to feed them. They consist of the neighbor's horses and rabbits and some pigs owned by our landlord.

Doris, wife of KMA's Farm Director, keeps busy with the usual household chores and likes to sew.

The family's Siamese cat named Sandy finds some preoccupation with catching bugs which seem to be in greater population in the Shenandoah area. Cliff says he has noticed, however, that mosquitoes do not seem to be the problem here that they are in Southern Minnesota.

The recent Shenandoah Centennial proved to be of interest to the family especially when Cliff was asked to emcee a hog-calling contest. Of course, the parade was of great interest to all and provided a nice summertime diversion.

Kathy is the most athletically inclined of the girls and received a Presidential Citation award for physical fitness this past spring. She was one of three students in her school in Mankato to receive the award. All the Adams girls are good students academically. Cindy made the A honor roll in the 7th grade in Mankato. Musical activity in the family consists of a little guitar playing. Kathy is interested in drums and was taking lessons in school in Mankato. Cindy likes vocal music and was quite active in school musical activity. All the girls sang in Church vocal groups. Cindy is also interested in nursing and was a Candy Stripper in the hospital at Mankato.

Nothing like a country setting for a casual relaxed life as the Adams family demonstrates in this picture.



KMA Farm Director Cliff Adams closes his eyes to get in the mood to serenade the girls of his family.



Living on an acreage has given Cliff and his daughters a chance to put in some garden.



# IT'S A GOODIN'

There are three ways a man can wear his hair: parted, unparted, and departed.

*Who was it who said: "When the mists of romance fade away, a girl sometimes finds she's married to an appetite in need of a shave."*

A brat is always someone else's child.

Justice Oliver Wendell Holmes once said, "It will take more than the 19th Amendment to convince me that there are no differences between men and women."

*Remember when every home had two books — the Bible which tells of the miracles of God and the seed catalog which proves them.*

Remember way back when a sex movie was dirty and the air was clean?

Planned Parenthood is the only group which has tried to increase its political influence by reducing its numbers.

*In England, the police don't carry guns, only whistles. This means that when they chase a crook, they have to shout: "Halt or I'll toot!"*

Latest California bumper sticker: "Only YOU can prevent earthquakes."



Another remnant of the Shentennial is the "Faustian" mustache and goatee which Chief Engineer Don Burrichter has kept.

## AUGUST GREETINGS

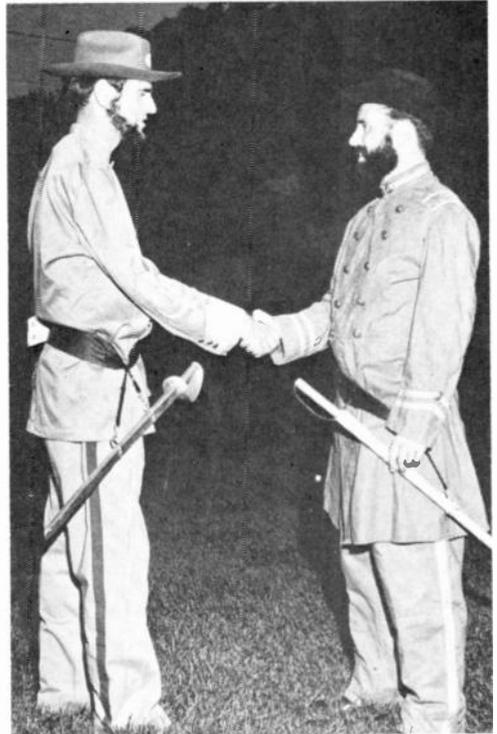
THIS IS YOUR DAY!

### HAPPY BIRTHDAY TO:

- Aug. 1—Mary Williams
- Aug. 3—Benny Kling (Norm's son)
- Aug. 7—Scott Crowley (Earle's son)
- Aug. 8—Cliff Adams
- Aug. 10—Norm Williams
- Aug. 19—David Lund (Ralph's son)
- Aug. 20—Lee Hughes
- Aug. 23—Mrs. Roger Malmberg  
(Ralph's daughter)
- Aug. 30—Corinne Gilbert

### HAPPY ANNIVERSARY TO:

- Aug. 12—Mr. and Mrs. Carl "Andy" Andersen
- Aug. 14—Mr. and Mrs. Dick Mullison
- Aug. 21—Mr. and Mrs. Mike Good'n



Although the Shentennial is past history, this picture of KMA Salesman Pat Patterson and Announcer Mike Goodin couldn't be tossed aside. The two portrayed soldiers of the north and south in the pageant given during the centennial celebration and this picture was taken by photographer Tom Crane at the pageant one night.

# GUEST COOK for August . . . JANE CROWLEY

Recipes from the Guest Cook this month feature food for a growing family. They come from Jane Crowley, wife of KMA Accountant Earle Crowley, who prepares "Three squares a day" for her husband and their three children, David, 13, Janet, 11, and Scott, 9. Jane's hobbies also center around her home and family as she particularly enjoys interior decorating and family activities.

## LASAGNE

- 1 8-oz. pkg. lasagne noodles
- 1 lb. ground beef
- 2 cloves garlic, crushed
- 1 8-oz. can tomato sauce
- 1 T. shortening
- 1 No. 2½ can tomatoes
- ½ cup chopped onion
- 1½ t. salt
- ½ t. pepper
- 1½ t. oregano
- ½ lb. mozzarella cheese
- Parmesan cheese

Brown meat and garlic in shortening, stir in tomatoes, sauce, onion and spices, cover and simmer for about 30 minutes. Grease 8x12 dish. Alternate noodles, parmesan cheese, meat mixture and mozzarella cheese. Bake at 375° for about 25 minutes. Let stand a few minutes before serving.

\* \* \*

## A GOOD BOILED FROSTING

- 1 cup sugar
- ½ cup water
- 1 T. light corn syrup
- Dash salt

Boil without stirring until it spins a long thread. Add syrup to 2 beaten egg whites very slowly while beating with electric mixer.

- 1 t. vanilla

\* \* \*

## HOT FRUIT DISH GOOD FOR BRUNCH

Put in bottom of baking dish a layer of applesauce and scatter red cinnamon hearts candy throughout, use own judgment as to how many.

Then arrange pear halves, peach halves, pineapple slices and uncooked prunes over applesauce mixture. Bake in 350° oven until candies are melted and prunes are plump. Take spoon and mix through applesauce and candy mixture. Serve hot.

\* \* \*

## HOT SHRIMP DIP

- 1 lb. Velveeta cheese
- 1 cup Heinz catsup
- 3 cans shrimp
- 2 cans minced clams
- Minced garlic to taste

Heat in double boiler and serve hot with assorted crackers.

## HOT TUNA SANDWICHES

- 1 6½-oz. can tuna
- 2 T. minced onion
- ½ cup diced celery (diced fine)
- 2 hard cooked eggs (chopped)
- 1 can cream of mushroom soup
- Salt to taste and mix together
- Makes 8 sandwiches — wrap each in foil and refrigerate overnight. When ready to serve, beat eggs (as many as needed), cut sandwiches in fourths at an angle and dip in egg, then in crushed potato chips. Bake in 350° oven for 30 minutes on top of foil. (Foil must be open).

\* \* \*

## BROWNIES

- 1 cup sugar
- 1 stick oleo
- 4 eggs
- 1 large can Hersheys chocolate syrup
- 1 cup flour
- ½ cup nuts
- Mix and bake at 350° in cake pan for 25 minutes.

Frost with following frosting:

- 1 stick oleo
- 4 T. cocoa
- 6 T. water

Melt together. Add 1 box powdered sugar and vanilla. A little milk or cream can be added if needed to make it of spreading consistency.

\* \* \*

## TAVERNS

- 3 lbs. hamburger (good grade)
- 3 t. salt (level)
- Pepper
- 1 medium whole onion

Place above in kettle and cover with water. Mash hamburger fine with potato masher. Boil 2 to 3 hours over medium heat until just a little liquid remains. Remove onion. Serve on large bakery-made buns with lots of mustard, dill pickle, and sliced onion. Delicious!

\* \* \*

## A GOOD FLAVORED PUMPKIN PIE

- 1 No. 2 can pumpkin pie
- ½ cup brown sugar
- ¾ cup white sugar
- Dash salt
- 1 T. cinnamon
- ½ t. ginger
- ¼ t. cloves (or less)
- 1 t. vanilla
- 3 eggs
- 2 T. melted butter
- 1½ cups milk

Combine pumpkin, sugar, salt, spices, vanilla and mix. Then add eggs. Mix well, then add melted butter and milk. Pour in unbaked pie shell and bake first 10 minutes in oven about 400°, then turn down to 350° and bake until filling is set. This makes a deep dish pie. Serve with whipped cream.

### QUICK ANGELFOOD REFRIGERATOR DESSERT

Angelfood cake (loaf type)

Lime sherbet

Whipped cream sweetened good with powdered sugar and vanilla

Cut angelfood cake in two lengthwise. Spread lime sherbet (slightly melted) on first layer, then set top layer on same. Spread whipped cream over all and put in freezer until time to serve. Other flavors of sherbet or ice cream can be used. I double recipe when making this as it is nice to have on hand.

\* \* \*

### FRENCH DRESSING

1 cup sugar

1 t. salt

1 t. celery seed

1½ cups Wesson Oil

1 cup white vinegar

1 cup tomato catsup (Heinz preferred)

1 medium onion, cut up fine

Beat well. Makes 1 quart and keeps well in refrigerator. Shake well before using.

## Letter From Billie Oakley

August may be a vacation month for some, but most midlanders are busy people; the men with the harvest, homemakers busy with their canning, youngsters involved in preparations for county and state fairs and such. If you have a bad case of the "busies," I hope you remember to relax a bit now and then. I'm a firm believer that you shouldn't work ALL the time. Allow yourself a breather.

We're welcoming a new member to our staff at the Martha Gooch Kitchen, and I hope to bring her to KMA for a visit one of these days. She's Irene Ruzicka, who lived in Grand Island, Nebraska, for several years and was Extension Home Economist for three counties out that way. I knew Irene during my year in Grand Island and came to like her immensely . . . plus having a great deal of respect for her abilities. We think Irene will fit in beautifully, and I know you folks will like her, too.

The Nebraska Wheat Queen is scheduled to visit our kitchen this month, and I have a couple of trips to make, so we'll hitch up and get ready for action.

My family is hoping for a reunion of sorts one of these days soon. Donna and Bill must come back for a high school reunion in Bill's home town, Colby, Kansas. It's about time I get acquainted with their little Leslie, who is still a stranger to this grandmother. It will be interesting to see how Kerry and Ross enjoy sharing the limelight with the Cole children. You know how youngsters are!

The Macaroni Chicken Salad recipe I'm sharing with you this month is one that Lyle DeMoss gave me, and we all know what a good cook Lyle is!

When your work slacks off a bit, drop me a line. I always love hearing from you.

Sincerely,  
Billie Oakley

### MACARONI CHICKEN SALAD

½ cup golden raisins

½ cup chicken broth

3 cups julienne cut cooked chicken

¼ cup chopped red onion

3 cups elbow macaroni, cooked and drained

2 T. slivered crystalized ginger

¾ t. salt

½ to ¾ t. curry powder

¼ t. garlic salt

¼ t. pepper

¾ cup mayonnaise

Salted peanuts, chopped parsley

Combine raisins and chicken broth in saucepan and let stand 5 minutes. Add chicken and onion and heat to serving temperature. Mix hot chicken mixture with hot macaroni. Stir in ginger, salt, curry powder, garlic salt, pepper and mayonnaise. Chill. Serve sprinkled with peanuts and parsley. Makes 6 servings.

### SUPER COLE SLAW

1 t. salt

¼ t. pepper

½ t. dry mustard

1 t. celery seed

2 T. sugar

¼ cup chopped green pepper

1 T. chopped pimiento

½ t. grated onion

3 T. salad oil

¼ cup vinegar

3 cups shredded cabbage

Combine all ingredients; mix well. Cover and chill thoroughly. Makes 4 servings.

**CHINESE SLAW:** Follow recipe for Super Cole Slaw, omitting celery seed, green pepper and pimiento and substituting diagonally cut Chinese celery cabbage for chopped cabbage.

**CONFETTI COLE SLAW:** Follow recipe for Super Cole Slaw, adding ½ cup shredded carrot and ¼ cup thinly sliced radishes.

**SHRIMP COLE SLAW:** Follow recipe for Super Cole Slaw, adding 1 cup chopped, cooked shrimp or 1 (4½-ounce) can tiny shrimp.

\* \* \*

Spoon canned applesauce into a buttered pie plate. Sprinkle with macaroon crumbs and a dash of cinnamon. Bake until bubbly brown. Serve warm with a splash of cream.

For a polka dot dessert, alternate cubes of jellied cranberry sauce with canned pineapple chunks and chopped walnuts.

# PROGRAM NEWS FOR AUGUST, 1971

Dial 960 — K M A — 5,000 Watts

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## NORM'S FORUM

By  
Norman Williams  
Station Manager

### IT'S BEEN WONDERFUL

The six and a half years I have been privileged to spend at KMA have been **WONDERFUL** years. I have enjoyed my close association with the fine people of this company and you, our friends and neighbors. Without them and without you, the time would not have passed so quickly. The good times always fly by.

There is a temptation to reflect and look back after you have closed a chapter of your life. The KMA Guides of the last six and a half years chronicle the events of this period. They also show us the growth and change that is constantly taking place in life. There have been marriages, births, new people, old friends moving also to new assignments within the company. Personally the two things that I noticed most drastically were that my wife is better looking than ever, and I have lost a lot of hair. That young boy who was with us in 1965 is now a young man. The young man of 1965 is now a young adult. I wouldn't have it any other way. For life to be frozen at

a particular age where nothing changes or grows would be deadly for our human existence.

There are more changes ahead. KMA, under the leadership of a familiar voice and face, Carl (Andy) Andersen . . . will find the years ahead will be ones of renewed growth, a growth which will continually improve KMA's Radio service to the people of this area. The May family is not only in the growing business as a Seed and Nursery firm but in the growing communications business. The only way the company can grow is by better service to you and the community.

KMTV is just one evidence of this growth. It sprouted from here.

Though I am leaving to return to KMTV in Omaha, I will still be concerned and interested in what is happening at KMA and with you. The KMA Guide and 960 Radio will keep us in close touch.

God Bless You!

### Correction

In introducing the new religious program last month, The Guide listed it by the wrong name. It should be called "America's Answer" and it can be heard each Sunday at 9:30 a.m. over KMA. Pastor Robert Bell writes that the church is located at 7505 Seward Street in Omaha.



**Named  
KMA  
Radio  
Station  
Manager**

Carl "Andy" Andersen takes over the reins of Radio KMA from outgoing manager Norm Williams. The two are shown shaking hands in the office of the manager in the KMA Studios. The Guide will publish more on the new manager in the September issue.



**KMA News Director Ned Dermody broad-  
casts from Test Gardens.**



**Part of crowd around booth and flower  
beds.**

# 1971 TEST GARDEN OPEN HOUSE



**U. S. flag continues as favorite of huge throng.**



**KMA Radio front office attracts crowd.**



**Ed May pauses on busy day  
at Test Garden.**

POSTMASTER

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JAN



## *14th Annual Open House at Earl May Test Gardens Smashes All Attendance Records*

The largest crowd in the history of the Open House at the Earl May Test Gardens — 23,500 — thronged to Shenandoah July 18 to view the spectacular display covering the 76-acre tract.

There were 2,079 different varieties of plants in bloom including 582 different varieties of flowers, 152 varieties of roses, 129 strains of gladioluses, 117 varieties of shrubs; 59 trees; and over 63 types of evergreens. In addition plants grown from seeds from 15 foreign countries were shown. The gigantic American flag measuring 56 by 103 feet and composed of 4,000 red, white and blue petunias was a top attraction. (For more pictures of the Test Garden, turn to page 15.)

