



The

KWA GUIDE

March, 1971

COVER STORY

The KMA Guide

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No. 3

Two Bearded Gentlemen

Getting ready for the big celebration in June of Shenandoah's "Shentennial" are two bearded gentlemen.

In case you can't see the forest for the brush, the two are none other than KMA's Chief Announcer Mike Goodin and Local Sales Manager Pat Patterson.

As the months roll on, more and more of the male staffers will be sporting mustaches, sideburns and whiskers and beards of all colors and shapes.

And since it is the month of the Irish, these two men have Irish sounding names—Pat and Mike.

IT'S A GOODIN'

One of the nicest things about conscience is that it seldom bothers you until you have had your fun.

One way to solve the traffic problem would be to keep all the cars that aren't paid for off the street.

One of the least surprising revelations of the 1970 census is that the population of New York City has dropped 10 per cent. What's astonishing is that 90 per cent stay there.

You can no longer tell a book by its movie.

It may be true that money can't buy

happiness but it sure helps pay the bills while one is shopping around trying to find it.

There are millions of persons in this country to whom a sign proclaiming "Home Style Cooking" doesn't offer any special allure.

A new battery-operated device sets off an alarm when a baby wets its diapers. We remember when most babies could be depended on to sound their own alarm.

They say the hems are coming down, and no doubt it must be so, because if they're going anywhere, down's the only way left to go.

Somehow there's nothing beautiful about a masculine head which looks like a swab for the old-fashioned muzzle loading cannon.

Despite jets, missiles and such—they still haven't invented anything that goes faster than a two week vacation.

The relatives were all gathered for the reading of a lost uncle's will. The lawyer read, "Being of sound mind, I spent all my money."

KMA Presents Records

Last month The Guide featured the Our House Development Center on the back cover. Since then, KMA Radio has presented several children's records to the day care center, Mrs. Lynn McWilliams is shown accepting the records for the Shenandoah Center. She is its Administrative-teacher.



A Chat With Edward May

This month marks the end of winter and the arrival of spring. Unless you are like a polar bear who seemingly enjoys cold weather, I think you will be happy to see the end of winter and the arrival of warmer weather. To me, the winter has seemed long, due primarily to the fact that we had more snow cover over a longer period of time. The heavy snow storm that occurred early in January, during which time we had 13 inches of snow, resulted in the snow cover remaining with us throughout most of the winter months.

However, I was fortunate in being able to get a break from winter by spending a few days in Tucson, Arizona. I don't know how I could have been so fortunate to have been gone when the temperature dropped to a low of 22 degrees below zero at Shenandoah. By contrast, temperatures in Arizona were mainly in the 70s and 80s. I returned to Shenandoah with a healthy tan which seemingly was the envy of most folks at KMA.

While in Tucson I had a most enjoyable visit with former KMA staff member, Merrill Langfitt. Merrill lives in Mesa, Arizona, and one Sunday he and his fine daughter, Jeanine, drove to Tucson where we enjoyed a very nice visit. Merrill said he takes the KMA Guide and reads each issue from cover to cover. Incidentally, his attractive

daughter, Jeanine, who is quite a young lady, has just returned from spending a year in Argentina as a Foreign Exchange Student. It was a wonderful experience for her, and I am certain is one she will never forget.

Throughout the KMA area we should go into spring with a favorable moisture situation. In addition, the long range forecasts I have seen indicate precipitation during March will be normal or above. According to my "onion forecast," we are to have a wet March. Another private forecast I have seen indicates precipitation during the month to be above normal throughout all of Missouri, southern Iowa, most of Kansas, and eastern Nebraska. Time will tell how these predictions turn out, but I hope they are accurate as we need the moisture to go into a favorable growing season. The question of moisture and weather in general is always an important factor for anyone connected with agriculture. Another concern regarding the approaching season is the question of corn blight. However, it is usually for the unknown that we show the most concern. Apparently, this is why we try to anticipate the weather and other conditions which are so important to nearly everyone in this part of the country.

I didn't have time to take pictures in Tucson for the Guide but plan to have one in the April issue. At that time I hope to have a new photograph of the grandchildren, Amy and Bill. They spent the last week of February with us in Shenandoah while their mother participated in a wedding at Louisville, Kentucky. One of Karen's former Christian College friends was married and Karen was a member of the wedding party. We certainly didn't mind having the grandchildren, in fact, we enjoyed every minute of it. However, I must say they have grown since the last time we had them and are becoming more active, but they are healthy, normal children, and this is the way they should be.



Because Ed May, Jr., and Henry Schnoor work unusual broadcasting schedules, it is rare to get a picture of them together. Last fall Ed subbed for Henry on the Sunday Album spot while Henry finished harvesting at his farm near Hastings, Ia.

FRANK COMMENTS

On this page in the January issue of the KMA Guide, I showed a picture of the Field tribe as they had gathered for dinner in the home of our daughter, Zo Fishbaugh. The picture this month was taken at the same time, in the same place, to give you a more close up view of four generations in the Field line. Reading from right to left, you see Great Grandfather Frank Field, Grandfather Robert Field, Father Bill Field, and son, Steve Field, who of course is also occupying the spot of grandson and great grandson. Steve will be six this summer and has been attending Kindergarten since last fall. When he starts back to school this fall, he will be in the first grade. His sister, Sondra is just a year older, and she will be in second grade this fall.

Now look closely on the mantelpiece just over the fireplace in the background. That is Zo's tabby cat "Grover." That mantelpiece is her favorite resting place when company comes, especially if they have any small children. She very dutifully plays with them for a while and then, standing flat footed, she makes one leap and lands on the mantelpiece where she goes to sleep; remaining until things get back to normal again. Incidentally, that same fireplace figures in her escape plan when she is outdoors, and the neighborhood dogs and children become a little too affectionate. Zo has an Ivy vine growing completely up the fireplace chimney on the east end of the house, so when Grover feels she needs to retire from circulation for a while, she just runs up that Ivy vine and steps off on the roof of the house, where she is free from interference of any kind.

This past winter has been the most severe in the last 30 years or more, especially as to sub-zero temperatures. It begins now to look as if our Peach crop this summer

will be cut very short. The old saying among fruit growers is that a temperature of 15 degrees below zero in January or February would kill the blossom buds so that they wouldn't even open; and that 20 degrees below zero would also kill most of the leaf buds; and that 25 below zero would even kill most of the Peach Trees themselves. On January 6, we had a reading here at Shenandoah of 17 degrees below zero. The next morning, January 7, we had 18 degrees below zero. A couple of weeks later I took my knife and cut open some of the buds on my Peach Trees to see how badly they were hurt. Two trees against the south end of the garage were apparently undamaged. Two Peach Trees down in the orchard, out in the open, had at least half of their blossom buds damaged. I thought, well four trees would give us more Peaches than we can use anyway, so we have nothing to worry about. Then on February 8, we had a reading of 22 degrees below zero here at the Radio Station, and the official station out at the trial grounds south of town, had a reading of 23 degrees below zero. The next day after the hard freeze, I cut some twigs from each of the four Peach Trees and brought them in the house and put them in a glass of water to see if they would open out. Eight days later they showed very little sign of life, especially those from the two trees down in the orchard. I still have hopes for the two behind the garage, but of course it is a little too early to tell yet. I would be interested in hearing from some of the rest of you as to whether you think you will have Peaches or not. Just take a real sharp knife and slice into the bud lengthwise. If it is still green all the way through, that bud is all right, but if it shows black in the center, it is probably gone.

Of course it is pretty hard to tell the middle of February what the weather will be like in the next few weeks, but keep in mind that the dormant spray should be applied to all of your fruit trees while they are still dormant, and that means before the buds begin to swell. Ordinarily, we have mild weather the last week in February and that would be the ideal time to apply it. If the weather has been such that it could not be applied at that time, then it most certainly should be put on as early in March as the weather will permit. So far as I know, there is still nothing any better than the old time Lime Sulphur Spray mixed at the old time rate of one to eight. That means one quart of liquid Lime Sulphur in eight quarts of water.



RFD

With JACK GOWING

Once in awhile we have to look back before we can look ahead. This month we want to review some of the columns we have had over the last few years.

We have written about watersheds and their development many times. In 1959, I wrote about the watershed program where we live and unless something happens, we will see the program all wrapped up this year. It was officially organized in 1958.

Back in those years we told you quite a lot about our Angus cows. We sold the herd in 1965 and hope to build another herd in the near future.

You have seen pictures of cloud-seeding generators and heard about some of the efforts of the many people who have worked on the cloud-seeding projects.

It was just a year ago that we wrote about pollution and had a picture of roadside pollution. Pollution will always be with us, but we must learn to minimize it or someday it will be our downfall.

Just recently I visited with Dr. George Smith from the University of Missouri. Dr. Smith told me that a farmer could actually improve our environment by the proper use of fertilizer on corn. Here's the way he told it: A one hundred bushel corn crop produces enough oxygen for 12 people for one year, increase that yield to 150 bushels and it will produce enough oxygen for 18 people per year, or each acre will produce enough oxygen for one person for eighteen years.

It is time that a few more experts came forward with more facts on the side of agriculture.

We have kept you posted about our family and their activities. We have told you about our vacation trips, and trips that I take as a matter of reporting the happenings in the world of agriculture. Sometimes we may talk about things other than agriculture. What I am saying is this; we have tried to give you well-rounded reports on KMA on all of our farm shows and also in the columns of the KMA Guide each month.

We would like to hear from you now. Do you like what we have been doing? Are there some stories that you would like to hear about on KMA or read about in the Guide that we haven't been covering in the past?

Do some of you who read our column here in the Guide, never listen to our farm shows on the air?

What would you like to see changed, the content of our programs or maybe the times that they are on?

Would you like to hear more about travel

and if so where to? Would you like to go on a trip with us, in other words, on an organized tour, and if so where would you like to go?

Let us hear from you. We will print some of the letters in future issues of the KMA Guide, and also with your permission we will read them on the air.

We can do a much better job over the months ahead if we know what you want and like.

Be sure and write to me soon.

The World of The Outdoors

Don't miss Jack Mihall and The World of the Outdoors every Friday evening at 5:15 p.m. This is an outdoor feature specifically aimed at the hunter and fisherman. Wildlife and environmental preservation depend on you. The composition and condition of fish and wildlife populations serve as a barometer of the quality of the environment for man, because he too must have clean water, fertile fields and healthy forests. Environmental elements determine survival for all species including man.

By working through local educational organizations you can help bring more forestry and wildlife management programs to the schools. Support state and federal programs that set aside and protect our parks, preserves, wild rivers and marshes and fish and game management areas.



Jack Gowing contemplates stacks of mail.

WARREN SWAIN

On Sports

The KMA sports team of yours truly and Mike Goodin continues to log many miles, as we continue down the high school basketball trail. So far, we have been able to bring many exciting games to our listeners.

Below is a list I compiled to show you just where we have been, so far: Feb. 13, at Neola, 2 girls sectional games; Feb. 15 at Malvern, 2 girls sectional games; Feb. 16 at Griswold, 2 girls sectional games;

Feb. 17 at CB Lewis Central, 2 girls sectional semi-final basketball games; Feb. 18, at CB Lewis Central, girls sectional consolation and championship games; Feb. 19 at Clarinda, KMA Game of the Week, Glenwood vs. Clarinda; Feb. 20 at Villisca, girls sectional consolation and championship games; Feb. 22 at Villisca, 2 boys class A sectional games; Feb. 23 at Malvern, 2 boys Class A sectional games; Feb. 25 at Faragut, boys class A sectional final; Feb. 26 at Denison, CB Abraham Lincoln vs. Denison (boys); Feb. 27, at CB Field House, girls district semi-final games; March 1, at CB Field House, girls district finals.

Not only has the sports department been busy with basketball, but with high school wrestling as well. Darrell Murphy has been doing a tremendous job covering KMA-area sectional and district wrestling tournaments. Darrell has just returned from the state wrestling tournament in Ames.

As you can see, KMA Sports has been on the go. We will continue to do so, to bring to our listeners the most comprehensive sports coverage in our four-state area.

UP-COMING TOURNAMENT BASKETBALL GAMES ON KMA

- March 1, at Council Bluffs, Field House
Girls District Finals
- March 2, at Shenandoah,
Boys Class AA District
Clarinda vs. Red Oak
- March 3, at Shenandoah,
Boys Class AA District
Shenandoah vs. Glenwood
- March 4, at CB Field House
2 Boys Class A District
Games
- March 5, at Shenandoah
Boys Class AA District
Finals
- March 6, at CB Field House
Boys Class A District Finals
- March 8, at CB Field House
2 Boys Class AA Sub-State
Games
- March 10, at CB Field House
Boys Class AA Sub-State
Final
- March 9-13 - Girls State
Basketball Tournament
- March 17-20 - Boys State
Basketball Tournament



Back in late January, KMA Radio played hosts to representatives of the Kansas City Royals, whose games are heard over KMA. Talking with KMA Sports Director Warren Swain in the picture are Amos Otis, Royals' outfielder, and Pitcher Bob Johnson, formerly of the Royals, now with the Pittsburgh Pirates, and also Jack Mihall,

JACK REYNOLDS

On News

Everyone likes to hear local news. This is a simple statement, but there is more to getting the local items than meets the listener's ear. When you serve a sixty-county, four-state area, you must consider all the various segments that make us that area. For instance, the people in Red Oak, Shenandoah, Clarinda, or Audubon are not interested, for the most part in what happens in the Missouri Legislature . . . but what about our listeners in the northwestern Missouri area? They probably aren't as interested in the fact that Fuller Transmissions will locate a satellite plant in Shenandoah, or that Iowa Western Community College is getting a 280-acre missile site to use for school purposes. But then, the people in Peru, Nebr., are more interested in State Senator John DeCamp's bill on drug education in Nebraska than they are about the proposed limit on Iowa's property taxes or Kansas Attorney General Vern Miller's statements on gambling. Think about the residents of Hiawatha, Kansas; do they really identify with news concerning Missouri Attorney General John Danforth's running battle with Governor Warren Hearnes or Terry Carpenter's perennial tonnage of legislation or Iowa Insurance Commissioner Lorne Worthington's sweeping driving law proposals?

Sounds like an insoluble problem. But there is a solution and KMA News is trying its hardest to find it. News or a news department is just as good as its sources, and its sources are you, the person who lives in Eagle, Nebr., or Burlington Junction, Mo., Red Oak, Ia., or Sabetha, Kan. You are the sources. Actually it all sounds very simple, doesn't it, but the key word here that makes it so difficult is . . . **INVOLVEMENT!** Would you be interested in calling KMA with a news item? At any time of the day or night? Would you take five minutes to merely call KMA News with a tip? The details of the story we'll dig out. Maybe you're wondering what items we want? Anything that happens or is going to happen in the future. We will decide if this is considered news . . . by and large it is. The main thing to remember is that broadcast news, especially radio news, is one of immediacy. We even accept collect calls . . . 712-246-1020 during business hours and on weekends and after business hours 712-246-2622.

The next time you read something in your newspaper, and you wonder why you didn't hear it first on KMA, it's because we weren't informed. With the huge area we have to check each day, it's virtually impossible to cover all in its entirety, but we are trying. Would you be interested in becoming involved?

March, 1971



Pat Tinnell Joins Continuity Staff

Assuming her duties in the continuity department this month was Miss Pat Tinnell.

Well-known for her basketball prowess in her high school years at Farragut, Ia., high school, Pat has taken quite a little ribbing about basketball at the office.

Pat is associated with Lynn Padilla in the Continuity Department of KMA Radio. She came to KMA from Farmaster, Inc. of Shenandoah.

She is the daughter of Mr. and Mrs. Perry Tinnell, Jr. and has two sisters, Beverly, of the home and Carol Stevens of Des Moines.

Her favorite hobby is horseback riding, and she has a cat named O'Toole, a dog named Rebel, and a horse, King.



After this winter, her idea of an ideal vacation would be going anywhere with warmer weather.



Covering all the sports activities in KMA land requires many hands and voices. While Sports Director Warren Swain and Mike Goodin broadcast basketball, Darrell Murphy has been making the rounds of the sectional wrestling tournaments. He has covered the sectionals at Corning, Farragut and Harlan.

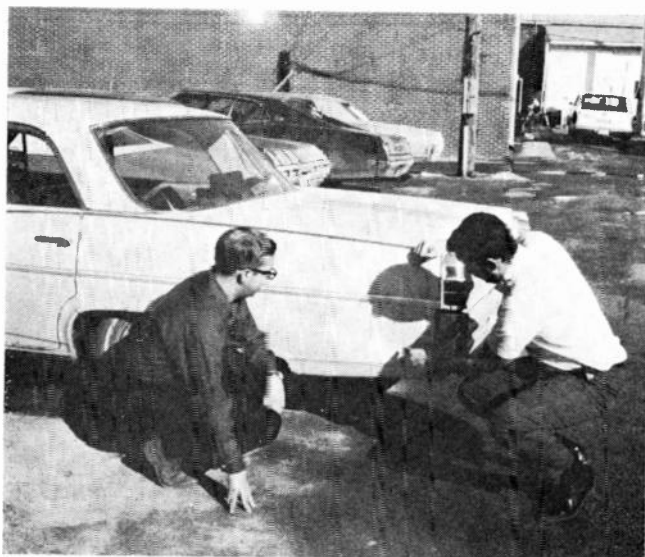
ON THE **KMA** LINE

PARTY


Managerial Secretary **EVALYN SANER** talks over with **BILLIE OAKLEY** who was visiting in Shenandoah recently. (Picture at left.)

Bags packed, itinerary planned and ready to leave at 10 a.m. Friday, but Thursday, KMA Station Manager **NORM WILLIAMS** had to face his wife, **LOIS**, with the announcement that their trip was postponed. He must have phrased it in his most honeyed tones as he explained that he had to remain in Shenandoah while KMA changed national sales representatives because Norm appeared unfluffed at the office the following day. Maybe some of the other husbands would like to know your secret, Norm. Incidentally, they hope to get away on their journey south soon. They are heading for Florida to soak up sun, swim and play golf. Enroute Norm wants to stop at Ft. Benning, Ga., and Camp Clairborne, La., where he spent some time in World War II.



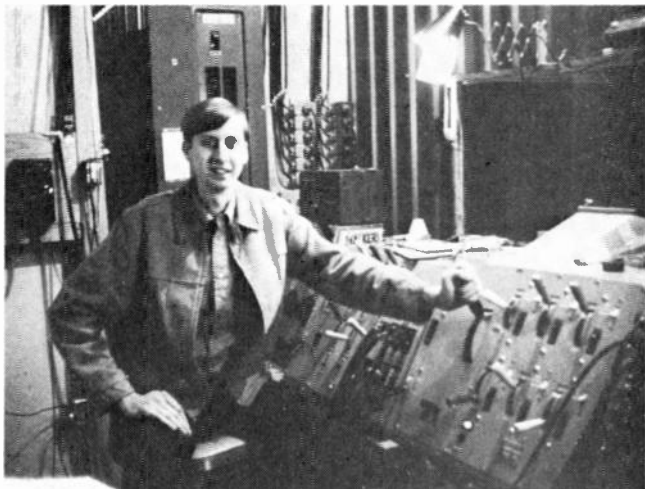
Darrell and Warren at the scene of the crime.

If KMA announcer **DARRELL MURPHY** were the judge, the KMA Sports Director would be charged with OMVMG—operating a motor vehicle with **MIKE GOODIN**, KMA Chief Announcer, and fined a steak dinner or two, or three. As Darrell saw it, **WARREN SWAIN** urged on by his cohort in crime, Mike, managed to back out of the parking lot, but not before he crumpled the left rear fender on Darrell's car. Mike claims he kept telling Warren he was too close. So far the jury is still out.

Claiming to be camera shy, Managerial Secretary **EVALYN SANER** wouldn't let us take her picture with her newest trophy. In the recent Shenandoah City Bowling Tournament, Evalyn was the "all events" winner. She rolled a 511, 522 and 523 to take home the trophy. Congratulations, Ev, we only have one question. What does the Champ eat for breakfast?

Newest Grandparents on the KMA Staff and first timers too are KMA Salesman **DENNIS BOLDRA** and his wife, **BETTY**. Their daughter, **DENISE**, and her husband, **WALT WOODRING**, are the parents of a boy, born Feb. 10. They named him **SEBASTIAN LEE**. Grandpa knew all the statistics: weight, 7 lbs. 9½ ozs. and 21½ in. in length. Dennis says he has blue eyes and fuzzy hair. The Woodrings live in Maryville, Mo., where Walt is a student at Northwest Missouri State College. Although the grandparents and Uncle **TOM**, have been to see Sebastian, they forgot to get a picture for the Guide. Maybe next month, they'll remember.

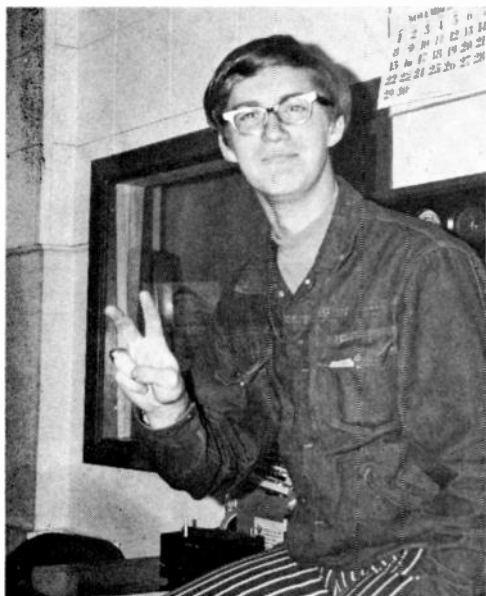
The staff celebrated **NADINE KELSEY'S** birthday last month with a cake and some appropriate sentiments which she censored from the Guide. Nadine is in the accounting department.



Jack Reynolds controls the lights.

LEE HUGHES, KMA disc jockey, was afoot for a while, seems his car battery died, and he had to wait for the replacement.

Acting News Director **JACK REYNOLDS** manned the maze of switches and wires of the light control board at the latest production of the Southwest Iowa Theatre Group which was entitled "The Deadly Game," and which was originally set to run Feb. 24 through Feb. 28 at the Park Playhouse where this picture was taken.



KMA DJ Lee Hughes makes the now familiar sign of the young.



In a light-hearted moment before he knew about the car's crumpled fender and also before his growth of beard, Darrell Murphy tosses a ball to keep his muscles in shape.

Listeners Respond To Need

KMA listeners generously responded to the appeal for clothing for the **RONALD REED** family who lost everything in an early morning fire in February. The Reeds with their seven children barely escaped when fire engulfed their farm home near Gravity, Ia., about 4 in the morning. **BYRON STONER**, KMA salesman, loaded these bags of clothes into the KMA station wagon and delivered them to the Bedford Service Center which distributed them to the family. Byron says the Reed family has relocated in another country home in the same area.



Byron Stoner goes on errand of mercy.

Square Dancers Honor Dennis Boldra

As most KMA Guide readers know, KMA Salesman Dennis Boldra recently returned to Shenandoah after a prolonged stay in an Omaha hospital. At press time, he had resumed his duties at KMA after a recuperative period at home.

This was not the first visit for Dennis to the hospital in his fight against a malignancy.

Active for many years as a teacher and caller for square dancers, more than 400 square dancers and 12 guest callers honored Dennis with an appreciation dance at the Shenandoah Rose Garden in January.



Square dancers thronged the Rose Garden to pay tribute to their caller and friend, Dennis Boldra. As they entered, they put their contributions in this large Mexican sombrero.

No admission was charged but a large sombrero hat was placed near the door with the sign "Hats Off To Dennis." Before the evening was over that hat was filled with voluntary donations amounting to more than \$800.

Sponsored by the Pairs & Squares of Shenandoah and the Dudes and Dolls Clubs of Sidney, Ia., this event drew the largest crowd ever to attend a square dance at the Rose Garden.

During the evening a tape recording made by Dennis was played in which he expressed his appreciation to the square dancers from Missouri, Nebraska, and various Iowa cities.



When Billie Oakley refers to her recording engineer, Ron Ubel, you will know what he looks like as this is Ron and Billie in the recording studio.

BILLIE OAKLEY'S LETTER

Temperamental old March! From snow storms to high winds to thaw to St. Patrick's day and on to the first day of spring—and even that is sometimes a surprise! But, I'm glad it's March, and winter is nearly over. For once in my life I must say . . . "I've had enough of winter!"

This month I hope to journey to Oregon to help Mom and Dad celebrate their 60th Wedding Anniversary. Hardly seems ten years could have passed since their Golden One. My brothers and their wives will join us and I hope to get a picture of the lot of us all together again.

Last month, Min baked a big batch of her favorite Martha Gooch sugar cookies in heart shapes. We spent a fun hour or two decorating them for Valentine's Day. Barbara tied red bows on our big tree (a bare-branched affair that stands at least four feet high!), and we hung the Valentine cookies with red satin ribbons. Min almost wept when we put real glue on them to hold them on. (She kept moaning around about "my beautiful cookies . . . all spoiled with that glue.") Now we are undressing the tree to start all over again with shamrock cookies and lots of green where the red was. This time she swears she will bake up some tough old cookies that no one would eat, anyway! We laughed at that, "cuz" our Min couldn't bake a tough cookie if she wanted to!

I hope to get over to Shenandoah to spend some time with my good friends, and

do the program live from the KMA studios this month. Keep tuned and we'll visit a while.

Sincerely yours,
Billie

ST. PAT'S DESSERT

Some of you may be planning special St. Patrick's parties, and I have a pretty suggestion for an easy, do-ahead dessert. Take scoops of lime sherbet and ice cream and doll them up for company. Prepare a variety of goodies to roll the ice cream balls in. For instance, green tinted coconut; pistachio nut meats, chopped; green maraschino cherries, chopped or sliced, and blotted dry with paper toweling; chocolate morsels or chocolate shot (especially pretty on the lime sherbet balls) . . . crushed cereal. We like rice krispies and those multi-colored cereal bits for this. As you scoop the sherbet and ice cream, roll the balls in the goodies and place on a waxed paper lined jelly roll sheet. Pop into the freezer and let freeze to very solid. Cover tightly with foil and keep until serving time. To serve, place in chilled glass bowl or huge brandy snifter.

The above is delicious served with the following crispy, light flavored cookie.

CREAM CHEESE SLICES

- $\frac{1}{2}$ cup shortening
- $\frac{1}{2}$ cup sugar
- $\frac{1}{2}$ cup cream cheese, softened
- 1 egg, well beaten
- 2 cups sifted flour
- $\frac{1}{4}$ t. salt
- 1 t. baking powder

Cream shortening and sugar. Add cream cheese and egg. Mix well. Sift together dry ingredients and add. Shape into rolls. Chill. Slice thin and place on greased cookie sheet. Bake in 350° oven 10 minutes or until lightly browned. Makes 5 dozen small cookies.

MARCH GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- March 2—Robert Mullison (Ardene's son)
- March 13—Peter Mullison (Ardene's son)
- March 14—Randy Gowing (Jack's son)
- March 16—Pat Patterson
- March 17—Jim Sislo (Ed May's son-in-law)
- March 19—Billie Oakley
- March 21—Jack Gowing
- March 23—Sharon Stevens (Merl Douglas' daughter)
- March 26—Mike Childs (Ralph's son)
- March 30—Mrs. Jack Mihal
- March 31—Henry Schnoor

GUEST COOK for March . . . *MARTY MIHALL*

It seems only appropriate that Marilyn Mihall or Marty as she prefers being called don the chef's hat for March. The reason is that she celebrates her birthday on March 30. The wife of KMA Operations Director Jack Mihall, Marty is a talented musician besides being a housewife and mother. She plays piano and organ, having played for her church in Farragut and before that serving as organist for many years in her hometown. She likes to sew and knows how to please her family with these recipes.

SPAGHETTI AND MEAT BALLS

- 2 cans tomatoes (regular size cans)
- 3 cans tomato paste
- 2 small onions (diced)
- 1 stalk celery (chopped)
- One hand full of raisins

Put these ingredients together.

- Add $\frac{1}{4}$ t. garlic salt, $\frac{1}{2}$ t. salt, $\frac{1}{2}$ t. pepper, $\frac{1}{2}$ t. celery salt, 1 t. oregano, $\frac{1}{4}$ t. basil.

Bring to a boil.

Brown $1\frac{1}{2}$ lbs. of hamburger formed into small balls. Sprinkle these with salt and pepper and garlic salt. When they are browned good, add to tomato mixture. Cook at least 3 hours.

* * *

MACARONI PAN SUPPER

- 2 T. butter
- 1 lb. lean ground beef
- $\frac{3}{4}$ cup chopped onion
- $\frac{1}{2}$ cup chopped celery
- $\frac{1}{4}$ cup chopped green pepper
- 1 can (large can) tomatoes
- 1 t. salt
- $\frac{1}{4}$ t. pepper
- 1 cup uncooked elbow macaroni
- $\frac{1}{2}$ cup grated Parmesan cheese
- Chopped parsley (if you wish)

In a large pan with a cover for it, melt butter, add beef, onion, celery, and green pepper. Saute until the meat is browned. Add macaroni, cover and cook over very low heat, stirring constantly for 10 minutes or so. Stir in cheese and sprinkle with cheddar cheese, cover and let stand for 5 minutes. Sprinkle with parsley if you wish and serve. This serves 4 or 6 people.

* * *

EASY BREAD

- 1 cup milk, scalded
- 1 t. salt
- $\frac{1}{4}$ cup sugar
- $\frac{1}{4}$ cup margarine

Mix together and cool mixture. Dissolve 1 pkg. yeast in $\frac{1}{4}$ cup warm water. Beat 2 eggs well. Combine all above ingredients together.

Add 2 cups flour and beat with beater. Let stand until bubbly. Add flour to stiffen to correct consistency. Knead until smooth and put into greased bowl. Let rise, punch down and let rise again. Put into greased pans and brush with melted butter, $\frac{1}{2}$ cup sugar and 2 t. cinnamon. Bake at 325 degrees for 20 minutes.

REFRIGERATOR PICKLES

- 1 t. dry mustard
- $\frac{1}{4}$ t. salt
- 1 t. celery seed
- $\frac{1}{2}$ t. tumeric
- 3 cups sugar
- 3 cups vinegar

Mix well. Slice unpeeled cucumbers and onions into your sterile jar and cover with the above mixture, cold not cooked. I use a good sized onion to each quart. Pack tightly. Store in refrigerator.

* * *

SCALLOPED CHICKEN SUPREME

One stewing hen cut up and stewed until tender. I add a diced onion and a cup of diced celery along with the salt and pepper. Cool. Remove from bones and cut meat into bite sized pieces. I use the broth from mixing the dressing using 1 pkg. Kellogg's Croutons and using the celery and onions as they suggest. Put a layer of dressing in the well greased pan. Add the chicken and then top with the remaining dressing. Thicken the remaining liquid broth to make a very thin gravy and pour over the top. Bake at 350 degrees for about 30 minutes.

* * *

HAM ROLLS

- $1\frac{1}{2}$ lbs. ground ham
- 1 lb. ground beef
- $\frac{1}{2}$ lb. ground pork

Have your meat market mix this for you.

- 2 eggs
- 1 cup of milk
- $1\frac{1}{2}$ cups or pkg. crushed graham crackers

Add the above to the meat mixture and mix well. Shape into rolls.

Then mix ingredients below:

- 1 cup tomato soup
- 1 cup brown sugar
- $\frac{1}{3}$ cup vinegar
- 1 t. dry mustard

Pour this mixture over meat rolls and bake 1 hour at 350 degrees.

* * *

HERSHEY PIE

- $\frac{1}{2}$ of 39 cent Hershey bar
- 20 marshmallows
- $\frac{1}{2}$ cup milk

Put in double boiler until melted; then cool

Then fold in 1 pkg. Dream Whip prepared as on package. Pour into baked pie shell. Put pkg. of prepared Dream Whip on top. Sprinkle chocolate shavings on top if you wish.

COCONUT BAR COOKIES

- 1/2 cup margarine
- 1/2 cup brown sugar
- 1 cup flour
- 2 eggs
- 1 cup brown sugar
- 1 t. vanilla
- 1/2 t. baking powder
- 2 T. butter
- 1 cup coconut
- 1 cup nut meats

METHOD: Mix 1/2 cup butter, 1/2 cup brown sugar and 1 cup flour. Press into pan and bake 10 minutes at 350 degrees. Cool this.

Mix the 2 eggs, 1 cup brown sugar, vanilla, baking powder and 2 T. butter. Add nuts and coconut. When the first mixture is cooled, spread on top of previous mixture. Bake 20 minutes at 350 degrees. Cool and cut into squares.

* * *

NEW TWIST CHOCOLATE CHIP COOKIES

- 1 cup shortening (scant if lard is used)
- 1/2 cup white sugar
- 1/2 cup brown sugar
- 1/2 t. soda in 1 T. hot water
- 1/2 t. salt
- 1 t. vanilla
- 2 egg yolks
- 2 cups sifted flour
- 1 cup chocolate chips

Cream shortening with the sugar, combine soda and water and beat into creamed mixture. Add flavoring and egg yolks and beat well. Stir in flour. Pat this mixture into the bottom of a 9 by 13 inch cake pan which has been greased and floured. Sprinkle the chocolate chips on top. Beat the 2 egg whites until very stiff and gradually beat in 1 cup brown sugar. Put this on top. Bake in 325 degree oven about 30 minutes. Cut into squares.

* * *

PUMPKIN BREAD

- 1 1/2 cups sugar
- 1 2/3 cups flour
- 1/4 t. baking powder
- 1 t. soda
- 3/4 t. salt
- 1/2 t. ground cloves
- 1/2 t. cinnamon
- 1/2 cup cold water
- 1/2 cup salad oil
- 1 cup pumpkin
- 2 eggs
- 1/2 cup nuts

Combine sugar, flour, baking powder, soda, salt, cloves, cinnamon, salad oil, water, pumpkin and eggs. Mix for three minutes and then fold in the nuts. Spread mixture in well greased and floured loaf pan. Bake at 325 degrees. Make one large loaf or two small ones. If baked as one large loaf will take about 1 hour and 20 minutes; if baked as two smaller loaves baking time will be shorter.

CHEERY CHERRY PUNCH

- 1 pkg. cherry gelatin
- 1/2 cup boiling water
- 1 can (46 oz.) red mixed fruit punch
- 3 T. lemon juice
- 2 cups club soda

Dissolve jello in boiling water. Cool to room temperature. Add other ingredients. Chill or serve over ice. Makes about 10 servings.

* * *

CHERRY DREAM SQUARES

- 1 pkg. 16 or 18 graham crackers, crushed
- 1/2 cup butter, melted
- 1/4 cup sugar

Blend above ingredients together and press firmly into a 9 by 11 inch cake pan.

Prepare one package Dream Whip. Beat this until thick. Add one cup powdered sugar and beat this into Dream Whip mixture. Then add one 8 oz. package of cream cheese, softened. Beat until the cream cheese is just mixed together with the Dream Whip and powdered sugar mixture. Pour and spread this mixture on top of the graham crackers. Open one can of prepared cherry pie filling and spread this on top of the Dream Whip mixture. Serves 15 people. Cut into squares.

NOW TRY THE RECIPE

From the phone calls and mail, it is obvious that Mrs. Norman Williams' recipe for Applesauce Cake triggered Guide readers into baking. But alas, due to an oversight and to the dismay of you fine cooks who wished to test the recipe immediately, we discovered the flour was omitted. To rectify that error, we reprint the recipe *en toto* and apologize to Lois Williams and you readers.

APPLESAUCE CAKE

- Cream together until fluffy:
 - 1/2 cup soft shortening
 - 2 cups sugar
- Beat in thoroughly:
 - 1 very large egg (1 1/3 cup)
- Stir in batter:
 - 1 1/2 cups applesauce
- Sift together and stir in alternately with 1/2 cup water:
 - 2 1/2 cups all purpose flour or
 - 2 7/8 cups cake flour
 - 1 1/2 t. soda
 - 1 1/2 t. salt
 - 3/4 t. cinnamon
 - 1/2 t. cloves
 - 1/2 t. allspice
- Stir in:

- 1/2 cup English walnuts, cut up
- 1 cup seedless raisins, cut up

Pour in 13x9 oblong pan which has been greased and floured. Bake in 350 degree oven for 45 to 50 minutes.

PROGRAM NEWS FOR MARCH, 1971

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By
Norman Williams
Station Manager

FREEDOM OF SPEECH

Received a letter last month which said,

"If you continue to broadcast the program of Edward P. Morgan, I will turn your radio station off on my set forever. That rabble rousing hypocritical smart aleck has no business on any radio station in the United States of America."

The person who wrote that letter obviously did not like Mr. Morgan's commentary on the news. In this country, he can express that opinion, and he can choose not to listen. He can also find many other commentators on the radio with whom he would agree.

Isn't it strange that so many of us want to deny the right of freedom of speech to those with whom we disagree. This letter is not an isolated example. We have received others over the years. We have listened to their pleas on the Open Line, and we have talked with them face to face. This mentality seems to be saying, "Free speech is all right as long as what you say agrees with my opinion." We shut our ears to critics. We refuse to read the opinions of the "other side" of the argument. Do you favor CENSORSHIP?

Who will decide which voices will be heard and which will be silenced?

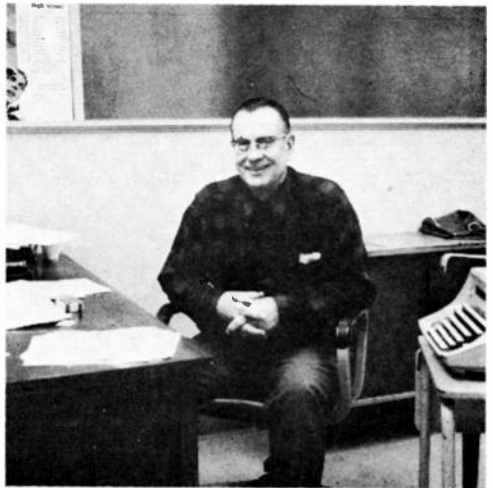
Radio stations are not protected by the 1st Amendment to the Constitution. We must be "fair" and provide opportunity for the expression of contrasting view points on controversial issues . . . if we broadcast a commentary or a program which takes sides on a controversial issue or makes an attack on a group or person. Newspapers can be as biased as they wish . . . for now. A bill has been introduced in the Missouri legislature which would require newspapers in that state to publish an article taking the other view on any controversial editorial the paper prints. Some have suggested this be adopted nationally. Where will it all end? Will the effort to be "FAIR" bog down the free exchange of ideas? Will it result finally in a type of police state censorship?

Why are so many Americans today **AFRAID** of free speech?

KMA Changes Reps

Effective February 15, KMA became associated with one of the oldest and largest national sales organizations in the country, the KATZ Company. The Katz company, headquartered in New York, is a sales organization representing KMA and many other top stations across the nation to the national advertising agencies that buy radio time. In this area the KATZ company also represents WNAX in Yankton, WMT, Cedar Rapids, and WDAF in Kansas City.

Four top officials of the company visited KMA in February. The firm maintains offices in New York, Chicago, Atlanta, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, and San Francisco.



"Mac" Subs For Ed May

When Ed May is out of town, the man who most often takes over his 12:15 p.m. weather program on KMA is J. Wayne McNannama.

Familiarly known as "Mac," he has been with the May Seed and Nursery Company for 38 years and is manager of its Farm Seed Division and in charge of all its transportation.

"Mac" came to Shenandoah from Clarinda where he was born and educated. His wife, Del, was reared on a farm in the Blanchard area. They have one son, Jack, a freshman at Nebraska University at Lincoln.

OPEN LINE GUESTS

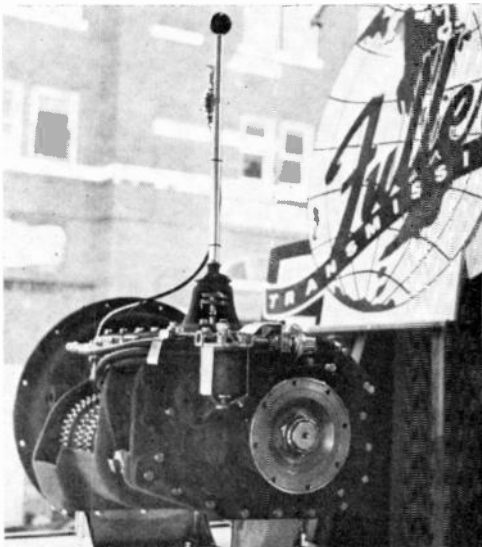
Many calls were generated when Walter Hyink of Villisca, Ia., appeared on the program with KMA Operations Director Jack Mihall.

A member of the "Iowans Who Care," Mr. Hyink told about the group's recent trip to Paris, France, to meet with the North Vietnamese delegation to find out about treatment of the POWs and their whereabouts. He explained that the trip was only a partial success with little new information being obtained.

Another recent guest on OPEN LINE who discussed a topical subject was Dr. Phillip Blagen. A population ecologist from Iowa State University at Ames, he pointed out the impending dangers of over population and pollution of the environment. In the evening he addressed a group at the Shenandoah High School.

Jack Mihall discusses prisoners of war with Walter Hyink on Open Line.

Over population drew calls when Jack Mihall interviewed Dr. Phillip Blagen on Open Line. (lower r. picture)



Product of new plant.

Shenandoah to Get \$20 Million Plant

Construction will soon begin on a new plant in Shenandoah which will house a satellite facility of Fuller Transmission Division of Eaton, Yale and Towne, Inc., of Kalamazoo, Mich.

The new plant which will manufacture and assemble heavy duty transmissions for trucks and other equipment eventually will employ 500 persons.

POSTMASTER

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JAN

Transmitter Building Puts KMA on the Air



KMA Transmitter Building as it looks today after several additions. Improved tiling has helped the land's drainage problem.



Flood waters have surrounded the Transmitter Building many times. One of the worst was in June, 1947 when this picture was taken.

By Don Burrichter, Chief Engineer for KMA

The voices and music you hear from the KMA Radio studios travel out to the KMA Transmitter Building a mile northeast by leased telephone lines. It is there that the voices and music are changed to radio frequencies, amplified to 5000 watts of power and transmitted through the antenna system to the four-state area and beyond.

Built in 1936, the Transmitter Building houses the KMA transmitters and associated equipment needed to put KMA "on the air." In the same building, the engineers have a well-equipped workshop, an engineer's office and a small apartment which was home for several years to KMA's engineers including Chief Don Burrichter, and others such as Ray Schroeder now with KMTV in Omaha, Franz Cherny, Wally Schwentzer and other KMA families. It is now used as a storage facility for equipment, spare parts and other items.

The cement building attached to the Transmitter Building is a specially designed fallout shelter built in cooperation with the National Civil Defense Program. Another smaller cement block building in the rear houses emergency power generators which are designed to keep KMA on the air in the event of major power failures.

The building is located adjacent to Highway 48 in the Nishnabotna Valley. The area was a swamp at one time, an ideal location from the engineer's point of view because it provides a fine ground system for the antenna array. But on at least a few occasions, the area has been too wet, flooding to the extent that it was accessible only by boat.