



The
KMA GUIDE

March, 1969

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Hong Kong flu in Russia will tend to further strain the relations between Moscow and Peking.

A rural area is one of those backward places that use money instead of credit cards.

It is better to think mean things you don't say than to say mean things you think.

Cover Picture

Dr. and Mrs. James W. Sislo of Niagara Falls, New York, proudly present their new daughter, Amy. Grandparents are Mr. and Mrs. Edward May of Shenandoah and Mrs. William Sislo of Superior, Wisconsin. The KMA Guide wishes to congratulate the happy parents and the proud grandparents. Full details on page 3.



SCHNOOR FAMILY

Mr. and Mrs. Henry Schnoor of near Hastings, Iowa, announce a beautiful addition to their family. Born January 14th, weighing 6-pounds 12-ounces, the precious baby girl has been named Denell Ann. She joins her parents on their farm, also occupied by two dogs and ten cats (at last count).

Henry hosts the popular Sunday Afternoon Album Show on KMA, and we're wondering if his soothing air voice helps quiet the baby!

Edith Schnoor enjoys sewing, especially knitting, and has made a number of items for Denell including the red and white outfit she is wearing in the picture.

Congratulations to the Schnoors!

Mike Goodin's

"Lighter Side"

A man who says he wants a girl who is clever, good and beautiful really doesn't want one. He wants three.

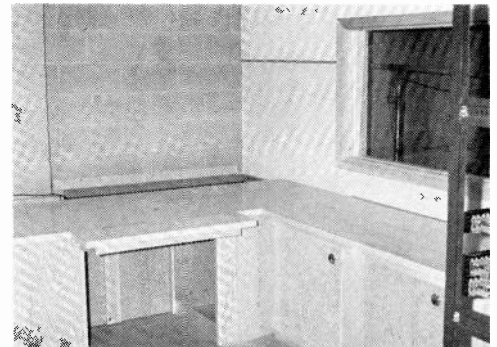
Arguing with a woman is like trying to read a newspaper in a high wind.

Money isn't everything—just a down payment.

It is anticipated that the outbreak of

THERE'S MORE TO KMA!

KMA's Main Studio now stands divided! The next time you visit with us you will see a brand new recording lab. This makes number two, providing our staff in every department with the most modern equipment and facilities available. Radio is always on the move . . . it's a busy business with many deadlines to meet each day, and much of the production and commercial work takes place in the recording lab. Between the Continuity, News, Sports, and Farm Departments, the recording facilities are in use from 8 a.m. to at least 6 p.m. each day.



New recording lab.

A Chat With Edward May



I would like to introduce you to Amy Catherine Sislo who was born at Niagara Falls, New York, January 3, 1969. Amy is the daughter of Karen and Jim Sislo. Those of you who are readers of the KMA Guide and KMA listeners undoubtedly know that Amy Catherine Sislo is the first grandchild of the Edward May family. Those of you who have had this experience know what a thrill this is. For those who haven't had this experience, I hope you will sometime in the future.

Amy was due to arrive shortly before Christmas. For this reason, Eleanor, Eddie, and I went to Niagara Falls for Christmas expecting to be there when Amy made her entrance into the world. However, Amy was in no particular hurry and didn't arrive until January 3. In the meantime, Eddie and I returned to Shenandoah while Karen's mother naturally stayed to be there for the big event.

Eddie and I received the word January 3, so a few days later when Karen and the baby went home from the hospital, proud Grandfather Ed and Uncle Ed made a flying trip to New York to see this precious little girl. Of necessity, the trip had to be short but it was well worth it. Naturally, we took pictures and have used a few in this issue of the Guide. As you can see, one of the pictures is proof that "Grandpa"

hasn't forgotten how to feed a tiny baby. (Someone made the comment little Amy has almost as much hair as her grandfather.)

The other picture on this page shows Eddie with his first experience at holding a small baby. (Amy was two weeks old when these pictures were taken.) Eddie and the baby got along just fine; that is, they got along fine for about fifteen minutes. At this point, Eleanor spoke to me and said, "I believe Eddie has a way with little Amy." Just at that particular point, Amy spit up, and, frantically, Eddie called to his mother, "Mom! What do I do now?" Grandmother immediately took care of the situation, and Eddie still thinks little Amy is quite a girl.

As a matter of interest, when flying on United Airlines between Chicago and Omaha, the stewardess was friendly and most helpful. As it turned out, she was raised in Seward, Nebraska, and said she had accompanied her parents several times to Shenandoah to attend the Open House at the Earl May Trial Grounds. The stewardess also made mention of the fact that the pilot of the airplane came from a town

(Continued on page 15)



FRANK COMMENTS



By Frank Field

Apparently, the ground hog saw his shadow all right because there isn't much question but what we will have at least six more weeks of winter, and possibly even more. Even at that, we here in southwest Iowa have been pretty fortunate, except for the ice in December and January. True, we have had five or six snow storms, but they have been fairly light and the snow didn't stay on very long.

Folks often ask me what Jennie and I do to keep busy in the winter time when we can't be working out in the yard or garden. As a matter of fact, Jennie has a hobby and I have a different one. Then, both of us have still another hobby together. The picture this month shows the south end of our living room with examples of all three hobbies. Jennie's hobby is ceramics, mine is oil painting, and the one we share is watching T.V. Those two pictures hanging on the wall are copies of very famous paintings, which I made a couple of

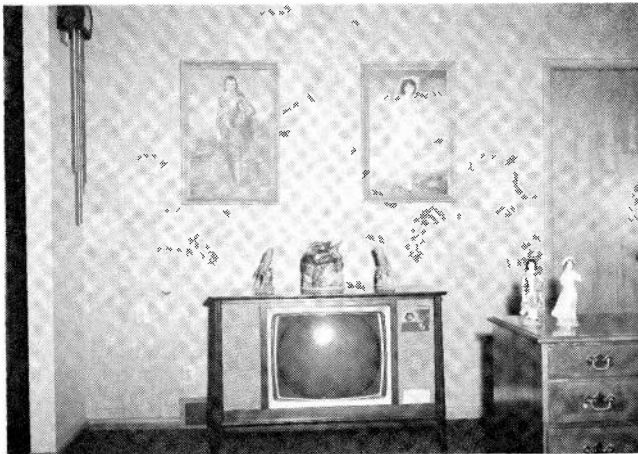
years ago. On the left is Gainsborough's "Blue Boy" and on the right is Sir Joshua Reynolds' "Pinkie." Now look on the top of the desk at the righthand side of the picture. Jennie made those two figurines last fall and they are exact duplications of the pictures, "Blue Boy" and "Pinkie." She also, this winter, made those three pieces on the T.V. set. The one in the center is actually a T.V. lamp. If you look quite closely, you can count at least seven different birds in various positions. It is really quite attractive. On either side of the lamp you will see parakeets sitting on a stump.

Jennie has been working in ceramics for a number of years now, and it completely solves the Christmas gift problem, as by the time another Christmas season rolls around, she has enough different items made up to completely fill the list. Incidentally, I do the same with my oil paintings. That covering on the wall you were wondering about is what is called Bolta Wall. They are actually individual pieces like floor tile, but are really made of plastic to look like split bamboo. That odd-looking thing in the upper lefthand corner is our doorbell, which plays the Westminster chimes tune for the front door and a single note for the back door.

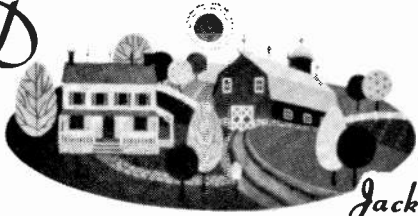
No, I haven't applied the dormant spray to the fruit trees yet, but think I will have put it on by the time you are reading this, as by that time the weather will surely have moderated enough to do so. I will use Liquid Lime Sulphur mixed at the rate of 1 gallon of Lime Sulphur to 8 gallons of water. It can be applied anytime in February or early March before the buds start to swell. This is particularly necessary on peaches, as it is the only thing that will prevent Peach Leaf Curl. The next spray, and the most important one of all is the petal-drop spray, using Home Orchard Spray at the rate of 1 lb. to 12 gallons of water and applied thoroughly when about 90% of the petals have fallen. There are only a few scattered here and there over the trees. Timing is quite important, as the calyx of the little apple only stays open for about 10 days, and it is quite essential to get a speck of the spray material inside each calyx before it closes.

Sometime between these two sprays, I will apply the Garden Weed Preventer to the asparagus row, using 1 can to 75 feet of row, which is about 18 inches wide. This will keep the weeds and grasses from coming up in the asparagus row and eliminate all that hand-weeding and hoeing, which otherwise would be necessary.

The KMA Guide



RFD



with
Jack Gowing



By **WARREN NIELSON**

It was with much pleasure that I recently became an official member of the KMA Farm Department. I have had a great deal of respect for the high ideals of farm reporting that this department has achieved under Jack Gowing's leadership, and I feel privileged to become a recognized member of the team! I say recognized member, because for many years now, I have been pinch-hitting for the farm men whenever the need arose, so KMA farm service is not a new field to me.

Many people ask me how long I have been with KMA Radio. I joined the station as a news editor, working with the late Earl E. May and Ralph Childs, on November 3, 1945. During the past 23 years, in addition to working in the news and farm departments, I have served as morning announcer and DJ, program director and production manager. For the past six years I have also been KMTV Farm Director, a position which I continue to hold.

Although I am now in the KMA Farm Department, I will still be doing some work with both KMA programming and production. It seems as though I have always had more than one hat to wear, and I guess I like it that way.

In the picture below you see me interviewing our new Secretary of Agriculture, Clifford M. Hardin. I was fortunate enough to be able to film an interview with him when he was in Lincoln recently to help commemorate the University of Nebraska's Centennial. Secretary Hardin impressed me as being a very personable individual, a man quite capable of effective management and administration, as reflected by his many successful years as Chancellor of the University of Nebraska.

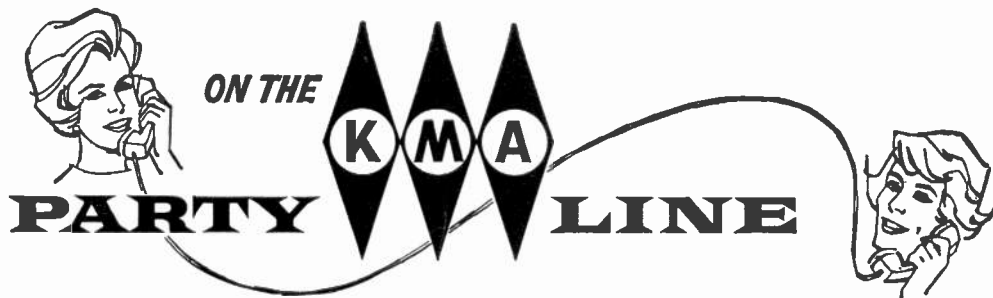
Dr. Hardin right now is brushing up on his agricultural economies, and with his training as an educator, I am sure that he will not be satisfied until he has done all of his homework. He is trying to get the feel of what

farm leaders and farmers themselves want. That's why he plans personally to participate in many meetings scheduled at Land Grant Colleges in March, April, and May. He'll attend these meetings to listen . . . not to make speeches himself. He'll be trying to learn the problems faced by farmers, by people in towns and small cities, and by industries related to agriculture. The Secretary says, "We don't care who has the ideas if they're good ones! But they will have to be backed up with some solid thinking and information!"

I believe Secretary Hardin has the right approach. His background gives him the tools he will need to go to work on agriculture's many economic problems. His position gives him an opportunity to develop and put into practice a new federal farm program. He has a year to work on it before the present farm program expires. And finally, as far as I can tell, he has no political ax to grind . . . no political debts to pay. He has not been identified with any specific point of view so he can approach his huge task with an open mind!

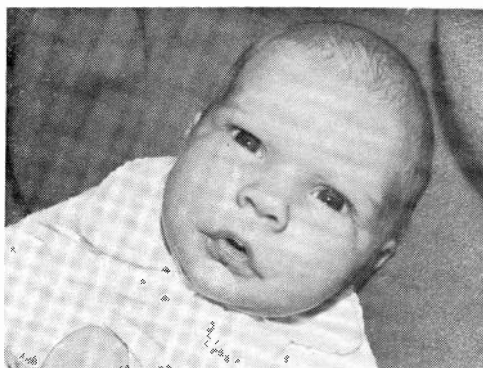
Dr. Hardin's appointment as Secretary of Agriculture has been met with much optimism in many circles. Something must be done to solve the many problems facing the American Farmer today; many people believe that Secretary Hardin is the man who can develop some sensible solutions!



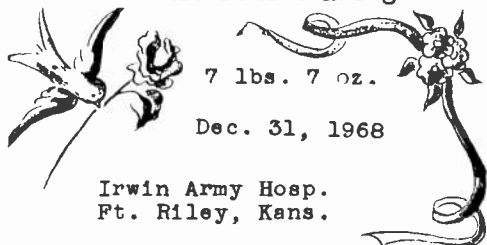


ON THE
KMA
PARTY LINE

By JONI BAILLON



Melanie Denise Kling



Engineer **NORM KLING** and wife, **MARGARET**, are grandparents! Their oldest son, **BENNIE**, and his wife, **SUE**, have a lovely baby daughter. She has an Uncle **BOB** and Aunt **CAROLEE**, too, and is adored by the entire family. Our picture shows the announcement provided by the base hospital. Congratulations to all!

BITS & PIECES: Rumor has it that salesman **DENNIS BOLDRA** is sporting a mustache just because several S. W. Iowa towns are celebrating their centennials. Is it real?????????; **PAT** and **SUE PATTERSON'S** young son, **JEFF**, is the proud owner of three baby teeth; **HOLLY NIELSON** observed her fifteenth birthday on February 20; **JULIE GOWING** received several stitches above her eye resulting from a sledding accident on the farm . . .

fortunately not serious; **RALPH CHILDS**, meeting with a patch of ice, lost out . . . turned his ankle and spent several days racing (?) around the station on crutches.

MR. and **MRS. RALPH W. CHILDS** announce the engagement of their daughter, **SUSAN ELIZABETH**, to **FREDERICK W. HAGEMANN**, son of **MR.** and **MRS. CARL E. HAGEMANN** of Waverly.

The bride-to-be is presently employed in Des Moines, and her fiance is employed in Chicago. Mr. Hagemann and Miss Childs were graduated from Wartburg College in Waverly.

An August 9th wedding is planned.



Bride-to-be Susan Childs.



WARREN NIELSON has found the perfect way to watch your weight on special holidays like Valentine's Day. Give the sweets away! And so we did . . . drew out twenty-four names from thousands sent to the station prior to February 14th. Each winner received a box of Whitman's Sam-

pler Chocolates and the closest Warren got was unpacking the boxes.

No wonder **MIKE GOODIN** sounds relaxed on his afternoon music show! He has been taking a few turns in the pool. Mike and Jackie live at the Tall Corn Apartments in Shenandoah where a swimming pool and sauna bath are at the disposal of the residents. While Jackie comes to her job at eight in the morning, Mike has most of the morning free since he works late into the evening. These cold wintry days, Mike has been swimming before he comes to the station. Well, with an indoor pool, wouldn't that be nicer than jogging around in the cold?

Gathering at the home of **NORM and LOIS WILLIAMS**, the staff of KMA sent **JONI BAILLON** off in the grand manner to her new responsibilities at KMTV in Omaha. Later in the evening the group met for dinner at the Shenandoah Country Club where a gift was presented to Joni. Joni will continue to be heard on KMA on the 10:30 a.m. Joni's Journal show Monday through Saturday.

It all started as a quiet evening with cocktails, until the medium and the ghosts upset things in the comedy "Blithe Spirit" presented in February by the S.W. Iowa Theatre Group at the Park Playhouse in Shenandoah. Representing KMA in two of the roles were Station Manager, **NORM WILLIAMS**, and Continuity Assistant, **CARMIE WILSON**, both of whom have been very active in theatre work in past seasons. Also in the cast were **MEL CHASTAIN**, **NANCY STEVENS** (wife of **DICK STEVENS** at May Seed & Nursery), **PHYLLIS COCHRANE**, **MARY ALICE MICKLE**, and **DEBBIE JARRETT**.



L. to R.—Williams, Wilson, Chastain and Stevens on stage.

Bowling Champs

Bowling is a fun way to keep physically fit, and our May Seed Bowling Team has been going strong this season. For the second year in a row, they brought home the City Tournament Championship. These girls have accumulated so many trophies we don't have room to show them. Our pros are r. **DELORES JOSEPHSON**, show them. Our pros are l. to **MAHER**, **EVALYN SANER**, and **GAYLE MAHER**.



March, 1969

Quick Fix Recipe Winners

MAIN DISH CATEGORY

FIRST PLACE:

HERB SALMON BAKE

Submitted by Mrs. George A. Green,
Box 88, Lorimor, Iowa

- 2 cups packaged croustettes
- 2 cups (1 pound can) salmon, drained,
boned and flaked
- 2 cups grated Cheddar cheese
- 4 eggs
- 2 cups milk
- ½ t. Worcestershire sauce
- ½ t. dry mustard
- 1 t. salt

METHOD: Place ½ cup of croustettes in a greased casserole or 8 x 8 inch baking dish. Sprinkle with 1 cup of salmon and 1 cup of cheese. Repeat, using rest of croustettes, salmon and cheese. Beat egg slightly, stir in milk, Worcestershire sauce and seasonings. Pour over contents of baking dish. Bake for 1 hour at 350 degrees or until a knife inserted near center comes out clean. Serve with lemon slices.

* * *

SECOND PLACE:

SUNDAY CHICKEN CASSEROLE SUPREME

Submitted by Mrs. William Crager,
108 Valley, Red Oak, Iowa

- 3½ to 4 pound frying chicken, cut in
pieces
- ½ cup flour
- ½ cup cooking oil
- 1 medium onion, sliced
- 1¼ cups tomato catsup
- 1¼ cups water
- 3 T. Worcestershire sauce
- 3 T. wine vinegar
- 3 T. light brown sugar
- Pepper

One package frozen artichoke hearts
OR brussel sprouts
1 small can ripe olives, drained
(optional)

METHOD: Early in the day, coat chicken with flour and cook in oil till golden brown. Put in a three-quart casserole. Cook onion until golden. Then mix together the catsup, water, Worcestershire sauce, vinegar, brown sugar, and ½ t. pepper. Pour this sauce over the chicken and refrigerate. Bake chicken covered in a 350 degree oven for 1 hour. For added flavor and color, add frozen artichokes or brussels sprouts and ripe olives, then cook an additional 20-30 minutes. Serve in casserole. Makes 6 servings.

THIRD PLACE WINNER—Next Page

DESSERT CATEGORY

FIRST PLACE: PEACH KUCHEN

Submitted by Mrs. Horace G. Waltz,
Route 2, Red Oak, Iowa

- One 2-layer size white cake mix
- ½ cup flaked coconut, toasted
- ½ cup butter
- 1 can (3 cups) sliced peaches, drained
- 2 T. sugar
- ½ t. cinnamon
- 1 cup dairy sour cream
- 1 slightly beaten egg

METHOD: Combine cake mix and coconut, cut in butter to form crumb mixture. Lightly press in a 13 x 9 inch pan. Bake at 350 degrees for 10 minutes. Then arrange the peach slices over the crust and sprinkle sugar and cinnamon over peaches. Blend the sour cream and egg. Pour over all. Bake at 350 degrees for about 10 minutes, just until the cream is set. Serves 10-12.

NOTE: This recipe is great for morning coffees and doubles as dessert. You can make it up in about twenty minutes.

* * *

SECOND PLACE:

BANANA LAYER CAKE DESSERT

Submitted by Mrs. Albert Hedinger,
Brooks, Iowa

- One 2-layer size yellow cake mix
- 1½ cups granulated sugar
- ½ cup water
- 2 large, firm bananas

METHOD: Mix cake as directed and bake in two, 9-inch layer pans. Mash bananas until lumpy with the potato masher. Boil the 1½ cups sugar and the ½ cup water until it spins a thread (about 250° on the candy thermometer). At once, add the bananas and stir.

Place a cake layer on a plate and punch full of holes with a fork. Spoon half of the banana syrup over the cake, allowing some to be absorbed. Place the second layer over the first and repeat with the rest of the syrup.

This cake may be served as is or garnished with banana slices and whipped cream or ice cream. It is a very moist cake and best served immediately.

NOTE: Our judges advise that you might try half the recipe . . . using a jiffy cake mix for one layer and half the syrup mixture. The bananas tend to darken so the cake is best served immediately . . . it tastes great. This recipe is both quick and economical . . . perfect for "drop in" company.

THIRD PLACE WINNER—Next Page

THIRD PLACE: FAMILY CASSEROLE

Submitted by Mrs. L. Joseph Wedel,
Langdon, Missouri

- One pound ground beef
- ½ cup minced onion
- Brown the beef and onion and add:
 - ½ cup Karo syrup
 - One 8-ounce can tomato sauce
 - ⅓ cup vinegar
 - 1 T. prepared mustard
 - 1 T. Worcestershire sauce
 - 2 t. salt
 - ¼ t. pepper
 - ¼ t. oregano
 - Longhorn cheese
 - One 1-lb. can tomatoes

METHOD: Bring mixture to a boil. Cook one 8-ounce package of noodles as directed on the package. In a 2 or 3 quart baking dish, arrange layers of the meat mixture, noodles and grated longhorn or cheese slices. Top with a one-pound can of tomatoes. Bake at 350 degrees for ½ hour or until bubbly. Serves 6-8.

THIRD PLACE: QUICK NO-ROLL CHERRY PIE

Submitted by Mrs. Charles Boettner,
Watson, Missouri

- A: In a 9-inch pie pan, melt ½ cup margarine or butter. Add 1 Tablespoon sugar and 1 cup of unsifted flour. Press the mixture over the bottom and sides of the pan.
- B: Pour over the crust, 1 can of prepared cherry pie filling.
- C: In a small bowl, beat 1 egg with ½ cup granulated sugar. Add ¼ cup of flour and ¼ cup of milk. Pour this mixture over the pie filling.
- D: Bake at 350 degrees for 60 minutes.

NOTE: The top crust is very tender and delicious. Any fruit pie filling may be used . . . blueberry is also delicious.

[Next month, more about the winners]

Billie's Recipe

A big "Hello there" to all you good KMA friends. There's a lot of activity in the Martha Gooch Kitchen these late winter days — but we are working under a handicap. Shortly after Min tested the recipe we have printed for you here — she suffered a nasty fall (on her own front steps!) and has a broken arm. We're hoping for a swift recovery!

Hope you enjoy the Shamrock Coffee Cake recipe. We'll be bringing you a recipe each month in the KMA Guide, so let us hear what you'd like to have printed. It's so nice visiting with you daily on KMA. I hope you enjoy it half as much as I do. Keep busy and happy!

Affectionately, Billie

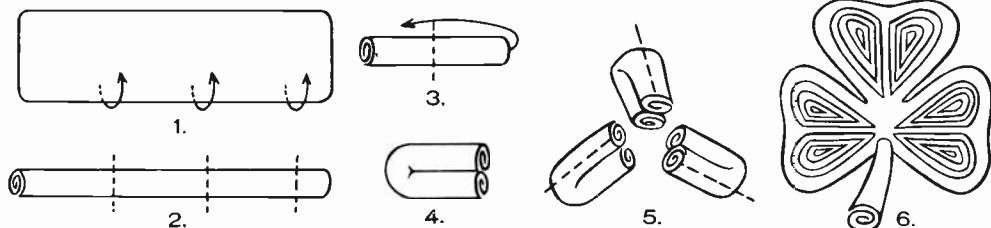
SHAMROCK COFFEE CAKE

- 1 pkg. active dry yeast
- ¼ cup warm (not hot) water
- ½ cup warm (not hot) milk
- ½ cup sugar
- ⅓ cup butter or margarine
- 1 tsp. salt
- 3½ cups sifted GOOCH'S BEST enriched flour
- 1 egg, beaten
- ½ cup melted butter or margarine
- ⅔ cup sugar
- 2 tsp. cinnamon

Add yeast to warm water. Let stand a few minutes. Stir to dissolve. Combine milk, sugar, butter and salt in mixing bowl. Cool to lukewarm. Add 1 cup flour; mix thoroughly. Stir in yeast mixture and egg. Beat well. Blend in remaining flour to make a soft dough. Turn out on lightly floured surface. Knead until smooth, elastic and does not stick when pinched with fingers. Place in greased bowl. Cover. Let rise in warm place until doubled in bulk. Punch down. Divide dough into 2 equal portions. Shape into balls; let stand 10 minutes. Roll each ball into 5"x20" rectangle. Brush with melted butter. Sprinkle with sugar-cinnamon mixture. Roll up tightly beginning with 20" side. Seal well by pinching edge of roll together. Flatten roll slightly. Cut into three 6" pieces and one 2" piece. Fold 6" pieces in half and seal ends. Arrange on greased baking sheet in spoke design with ends toward center. Cut each roll to ½" from center. Lay each roll open to form petals of shamrock. Place 2" roll at base of petals to form stem. Let rise until doubled. Bake in 325° oven 20 to 25 minutes. Frost with Glaze.

Glaze

- 2 cups sifted powdered sugar
- 1 - 2 Tbsp. water
- 1 tsp. vanilla
- 2 - 3 drops green food coloring



SHAPE UP FOR SPRING



Some of the most worthwhile exercises might make you look funny while you're doing them, but remember it's the results that count toward an entire new look on you.

There's really no excuse for not keeping fit, or trim, with the variety of simple exercises available today. We hope you will choose the exercise methods you need and do them faithfully every day on the way to a more shapely spring. Our lovely model is **JODY MULLISON**, employed in Shenandoah, the daughter of **MR. AND MRS. DICK MULLISON**.

The first exercise shown by Jody, can be done everytime you pick up a broom around the house. Hold the broom horizontally and bend from side to side, down in the front, up over your head and back down five or ten times. OR, when sweeping, pull your stomach in, hold your shoulders back. Swing the broom with long, free movements so you can feel the pull at your waistline.

TO FIRM UPPER ARMS: (for those sleeveless dresses) Hold a book in each hand, keep arms up and out to the side. Make big circles first, then smaller ones. Do 10 forward, 10 back and repeat four times.

FOR A FLAT TUMMY: Lie down, knees bent, feet flat on the floor, arms overhead, a book in your hands. Sit up and touch the book to your toes. Do 10 times, working up to 20. OR, notice Jody. Lie on the floor, support yourself on your elbows and raise your legs up, hold, spread legs. bring back together and return to the floor.

FOR A TRIMMER HIPLINE: Walk . . . sitting down. Sit on the floor with a book in front at arm's length, legs straight. Moving one leg at a time, go forward 10 paces, then back. Do once more.

FOR SHAPELESS LEGS: Run in place to music for at least five minutes everyday. Keep your knees high.

FAT KNEES: Lie with knees bent and feet about four inches apart, and slap your legs together quickly about 25 times. Or

stay where you are and do about 25 bicycle kicks.

THICK ANKLES: Twirl your ankles around in circles . . . do 10 circles with one foot, then the other, then both together.

FOR POSTURE AND SLIM THIGHS: Stand with arms out. Keeping chin up, kick as you bend forward. Hold. Five kicks then switch.



Jody takes time from sweeping to use an ordinary broom as an exercise tool.

LOW-CALORIE DELIGHTS

RIBBON FUDGE PARFAIT

- One 4-serving envelope low-calorie chocolate pudding mix
- 2 t. instant coffee powder
- 1 3/4 cups skim milk
- 2 stiffly beaten egg whites
- One 1 1/4 ounce envelope low-calorie dessert topping mix

METHOD: In saucepan, combine pudding mix (dry) and instant coffee; slowly stir in milk. Cook and stir till mixture boils. Remove from heat; cool; beat smooth. Fold in stiffly beaten egg whites. Prepare topping mix according to package directions. Fold 1/2 cup topping into pudding. Alternately spoon pudding and remaining topping into 6 parfait glasses. Chill.

* * *

APPLE CRUNCH

Place 4 cups pared, sliced apples in a 1-quart casserole. Combine 3/4 cup orange juice, non-caloric liquid sweetener equal to 1/2 cup sugar, 1 t. ground cinnamon, and 1 t. lemon juice. Pour over apples and toss.

Combine 1 cup graham-cracker crumbs with 2 T. melted butter. Sprinkle over apples. Cover with foil and bake at 400° for 25 minutes. Uncover and bake 5-10 minutes longer. Serves 6.

* * *

TOMATO SOUP DRESSING

- 1/4 cup salad oil
- 1/2 cup vinegar
- 1/2 can (2/3 cup) condensed tomato soup
- 1 t. non-caloric liquid sweetener
- 1 T. finely chopped onion
- 1/4 t. garlic salt

METHOD: Combine all ingredients and blend well with electric or rotary beater. Store covered in refrigerator. Shake before serving. Makes 1 1/2 cups. Calories per Tablespoon . . . 14.

* * *

LOW-CALORIE PINEAPPLE CHIFFON CAKE

- 1 envelope unflavored gelatin
- 1/4 cup sugar
- 1/4 t. salt
- 3 eggs, separated
- 1 1/4 cups canned crushed pineapple and syrup
- 1 T. lemon juice
- 1/2 cup ice water
- 1/2 cup instant nonfat dry milk solids
- Chocolate cookies

METHOD: Mix together first 3 ingredients in top of double boiler. Beat egg yolks slightly; stir in pineapple and syrup. Add to gelatin mixture and cook over boiling water, stirring constantly, until gelatin dissolves and mixture thickens slightly (about 8 minutes). Remove from heat, stir in lemon juice. Chill till mixture is the consistency of unbeaten egg white. Beat egg whites until stiff, but not dry; fold in gelatin mixture. Beat ice water and instant non-fat

dry milk solids with beater until stiff peaks form (about 10 minutes). Fold into gelatin mixture. Spoon 1/3 of mixture into a 9x5 inch loaf pan; top with 2 large thin chocolate cookies whole or in crumbs. Repeat, ending with gelatin mixture. Chill until firm. Unmold, garnish with additional cookie crumbs or whipped topping. 10 servings . . . 114 calories each.

* * *

BAKED CHERRY TAPIOCA

- One 1-pound can pitted red sour cherries, undrained
- 3/4 cup hot water
- 1 T. lemon juice
- 1/2 cup granulated sugar
- 1 t. salt
- Dash nutmeg
- 1/3 cup quick-cooking tapioca
- 1/2 cup prepared dessert topping

METHOD: Start heating oven to 350 degrees. In a 1-quart casserole, stir together all ingredients except the dessert topping. Stirring occasionally, bake 35-45 minutes, or until the tapioca granules are clear and pudding has thickened. Serve warm, dabbled with dessert topping. Makes 6 servings . . . 150 calories each.

* * *

MOLDED CRANBERRY WALDORFS

- One 1-pint bottle (2 cups) low-calorie cranberry-juice cocktail
- One 4-serving envelope low-calorie strawberry-flavored gelatin
- 1/4 t. salt
- 1 cup chopped, unpared apple
- 1/2 cup chopped celery

METHOD: Bring 1 cup of the cranberry-juice cocktail to boiling; stir in gelatin till dissolved. Add remaining cranberry-juice and salt. Chill till partially set. Stir in apple and celery. Pour into 1-quart mold. Chill till set. Unmold on crisp greens. Makes 4 servings.

* * *

SLIM-TRIM DRESSING

- 1 T. cornstarch
- 1/2 t. dry mustard
- 1 cup cold water
- 1/4 cup vinegar
- 1/4 cup catsup
- 1/2 t. paprika
- 1/2 t. prepared horseradish
- 1/2 t. Worcestershire sauce
- Dash non-caloric liquid sweetener
- Dash salt
- 1 clove garlic, halved

METHOD: Combine cornstarch and mustard in small saucepan. Gradually stir in water. Cook over medium heat, stirring constantly, till mixture thickens; cool. Add remaining ingredients except garlic. Beat till smooth. Add garlic; cover; store in refrigerator. Shake well before using. Makes 1 1/2 cups.



from Joni's Journal



Welcome SPRING . . . March 20th. Will you be ready? Start the exercises we've printed for you on page 10 this month and get in shape for spring. Fashions are showing more waist so maybe it's time for you to start a conscientious program of daily exercises to "waste" away some of the inches you've acquired through the winter months. Of course, if you have more than just a few inches to concern yourself with, make a visit to your doctor's office first and get professional advice on how to "shape up" for your health's sake.

"In general, mankind, since the improvement of cookery, eat twice as much as nature requires." So quoth Benjamin Franklin, and he was right. But since cooking has improved and homemakers now find a good selection of low-calorie products on the grocery shelves, it is simpler to cut down on caloric intake by utilizing these products in the daily diet . . . sometimes easier than refusing a second helping. Our **LOW CALORIE DELIGHTS** on page 11 will enable you to cut down and still entertain with flair.

I am just delighted with the fine response from you in our **KMA GUIDE QUICK-FIX RECIPE CONTEST**. Judging the entries was a very difficult task since many original ideas were submitted. Most everyone sent at least two recipes as their entries so we had to sort through over eighteen-hundred to get our winners. My most capable judges were Mrs. Dorothy Keith of Clarinda, Page County Extension Home

Economist, and Mrs. George Powers of Shenandoah, a qualified dietician. Their decisions were final, and I retreated to the kitchen to prepare the first-place winners. You'll find our top six recipes and the names of the winners on pages 8-9 this month. I hope to have more details in the April **GUIDE** on how you may obtain a copy of the best recipes entered in the contest.

Mrs. Charles M. Smith of Red Oak, Iowa, sent along a "**RECIPE FOR MANY HAPPY DAYS**" that I'd like to share with you:

"Take a little dash of cold water
A little leaven of prayer
A little bit of sunshine gold,
Dissolved in morning air.
Add thought for kith and kin,
And then as a prime ingredient
Have plenty of work thrown in.
Flavor it all with the essence of love,
And a dash of play
Let the dear old Book and a glance above
Complete each day."

The field of broadcasting offers so many opportunities for people to advance and enter new areas and that is especially true in the case of May Broadcasting Company. It is due to the wide facilities offered by this fine company that I am able to accept a new challenge. Starting March 3rd, my duties will center around KMTV in Omaha but I will still be able to join you each morning at 10:30 a.m. Monday through Saturday, on KMA and will continue to jot down thoughts for this page.

Judges in the **KMA Guide Quick Fix Recipe Contest** are shown in the picture with Joni. They are Mrs. George Powers of Shenandoah (left) and Mrs. Dorothy Keith of Clarinda.





areas were his main interests when teaching high school.

It hasn't taken long to discover that Mr. and Mrs. Bruce Pilcher are great to have on our team!

At Home With The Pilchers

Although Bruce Pilcher has been KMA Sports Director since late 1968, the KMA GUIDE hasn't visited him at home because his wife, Cheryl, had to complete her teaching assignment at Iowa Falls before moving to Shenandoah in January.

Cheryl is now teaching fifth grade in the Clarinda school system and commutes daily. Her interest in the field of education takes up time outside of the classroom as Cheryl directs a good deal of her reading at searching out new, interesting ways to present subjects to her students. Several years ago, Cheryl became interested in painting and now keeps the brushes and canvas around for spare moments. She is an accomplished seamstress . . . sewing clothes for her wardrobe . . . and just finished making curtains for their apartment. She enjoys cooking and trying new recipes.

Bruce truly enjoys sports. He favors tennis but makes the rounds on the golf course, too, as well as the swimming pool. His vital interest in all sports shows in his work, and he feels that one of the finest things about being in radio and concentrating on the sports field is the "opportunity to meet so many people." He enjoys anything connected with speech and debate since those



Listen for New Voices

Beginning the first week of March, three regular KMA shows will feature new voices.

Monday through Saturday at 10:05 a.m. listen for Ruth Palm on the Community Calendar. She will also do the Calendar at 6:40 p.m. Monday through Friday.

The popular Open Line show will be hosted by Warren Nielson. It is heard at 11:00 to 11:30 a.m. Monday through Friday. Last month we introduced Carmaleta Wilson as an assistant in the continuity department. She will also assume air duties when she takes over the KMA Classified Show at 1:35 p.m. Monday through Friday this month.

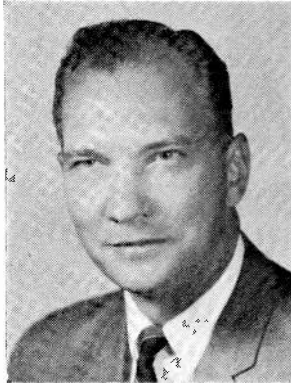
PROGRAM NEWS FOR MARCH 1969

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By

Norman Williams
Station Manager



WHAT DOES HE DO?

This is a strange business and the average person has some even stranger ideas about it. Why strange? Well, different then. Broadcasting doesn't manufacture a product nor does it exactly sell a service to the consumer in the normal manner. In the front are the "personalities." These are the people you hear and see and identify with the station. To you they ARE the station. Their personalities give the station its over all image and identity. If they are well liked, the station will be well accepted.

A salesman working behind the scenes is introduced to a listener and the listener says, "Hmm, I don't know if I've heard you, you must be new. When are you on the air?" It is too involved to try to explain the working mechanism of a broadcasting station in such an informal meeting. Not long ago it happened to me when I was introduced to the teenage son of a friend. The boy asked, "What does the manager do?" I facetiously told him, "I worry a lot." It is impossible to answer a question like that in one sentence or even a paragraph.

We try to do a great job communicating to you everything under the sun except an understanding of our own industry. Of course, we humbly excuse this as unnecessary because who would be interested in what a copy writer does or what a salesman does or how he does it. After all the thing that counts to us is the **image**, the **reputation** . . . the **personality** the station has through its performers. But these performers from Johnny Carson to Mike Goodin would not be there unless the engineers keep the equipment humming, the salesmen sell, and the writers write. And if the accounting department didn't keep the



One of the recent guests on Warren Nielson's weekly hunting and fishing show (5:35 p.m. Friday nights) was this Scots gentleman in kilts. He is Robbie Roe, a modern day adventurer, who, together with two companions, took a seven month trip on a home-made raft down some 2,000 miles of the mighty Amazon River. He told Warren about their fishing and hunting experiences which included living off the land and eating everything from Piranha fish, monkeys, and ducks to crocodile tails. He reported that they encountered unfriendly Indians who shot at them with poisoned darts from blow guns; they went through the rainy season when the Amazon River rose 60 feet becoming a swamp as big as the state of Texas, and they suffered terribly from the millions of mosquitoes. (As Warren said, "Meeting men like Robbie proves that the spirit of adventure is not dead . . . and there are still exciting things being done all the time!")

books straight there would be complete chaos.

The readers of this magazine are probably better informed about what goes on behind the scenes in a radio station than the average listener. You have met the engineers and the secretaries and others in the pages of the Guide. Would you like to know more about what they do? We'll devote some space to that in the coming issues.

K M A Commentary

By FRITZ LIMBACHER

The recent college riots, centered as they are around the establishment of Black Studies' Divisions in major colleges and universities, point out a very basic hypocrisy in American education—a prejudice so old, and so deeply entrenched that subconsciously we have steadfastly concerned ourselves with the fact of the rioting, rather than the issue involved. Only recently have educators given in to long-standing demands that the Negro be given his rightful place in the history of the United States, indeed in the history of western civilization.

Many of us recall a course in the American West in which the instructor, as a humorous side-light, discussed the American Cowboy. But long-standing prejudices have allowed few books to be published on the subject of Negro history, or more importantly the History of Western Civilization encompassing the contributions and the cultures of the Negro. Many of us still picture the pre-Civil War American Negro as an "Uncle Remus" type and have no idea of any contribution he might have

made to the development of America. Anthologies of Matthew Brady's magnificent photos of the Civil War, books written in the period, letters, and other primary source material naturally emphasize the Zeitgeist, the feeling or spirit of the times. It is the duty of the historian to place these often



biased source materials in the perspective of his time. This has not yet been done. The American of past years would not allow it to be done. But now, in 1969, with sweeping civil rights legislation beginning to be implemented, it is time that historians begin to re-evaluate their conception of the past. It is time that our students, being offered an education at an enormous expense, be given an unbiased picture of the past. The time has come; the need exists. Our students are only demanding something rightly theirs—an undistorted view of the world.

THIS AND THAT ON SPORTS BY BRUCE PILCHER

Greetings once again from the Sports Department. This is the month that was. If the sectionals and districts were not enough, Mike and I will try the substate and the state tournaments. We hope that you will join us for all of the thrilling action. Both tournaments promise to be outstanding. Mike and I are planning on taking an adding machine with us for the girls' tournament. Last year Denise Long tallied something like 79 points in one game and she's back this year. So if her team makes it to the tournament this year, it could be a scoring derby.

I have personally become quite perturbed about the conduct of some fans at some of the college games. I realize that the fans of some schools desire victory in the worst

way, but it's becoming down-right ridiculous. The pressure that these fans are exerting on the coaches and referees is unbelievable. Can you imagine refereeing a game where if the police were not there protecting you, you would probably get attacked. How absurd. If the fans would put themselves in someone else's position they would realize the seriousness of their conduct. A sporting event is a highly skilled affair that carries with it a great deal of emotion, but the event should not put emotion first and composure second. So the next time you go to a game, go up and tell the referee that he did a fine job, providing the game is over and providing he did do a reasonably good job. Boy will he be shocked!

A CHAT WITH ED MAY—Continued

in the vicinity of Creston, Iowa, which is also in the heart of KMA land. Again, I was reminded that it really is a small world.

Many KMA listeners have been kind enough to ask about my mother, Mrs. Earl May. Perhaps you heard me say on the radio she fell and broke her arm while on a Caribbean Cruise. She actually broke her right wrist and the accident occurred January 24. Then, at the end of the Cruise, while she was leaving the ship, she had another misfortune and tore some ligaments

loose in her good knee. It was a freak accident, but afterwards she found it extremely painful to put any weight on her good leg. Consequently, when she arrived in Shenandoah she quickly decided the proper place for her was at the Shenandoah Hospital. She is feeling fine and is recuperating nicely. I am sure she will be going home from the hospital very shortly, or at least as soon as the broken arm heals, and she is again able to use her right arm. She asked me to thank all of you who have shown so much interest in her.

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As interesting inside as its facade, the Montgomery County Court House was built in 1890.

KMA Guide Good Neighbors

The county seat of Montgomery county, Red Oak, Iowa, is a community of nearly 7,000 residents. Located in the southwestern part of the state, Red Oak is a progressive city with three major industries employing a good number of the townspeople. The Thomas D. Murphy Calendar company has been part of Red Oak for many years . . . Union Carbide has a plant in the city . . . and two years ago, Douglas-Lomason opened their business which makes frames for car seats.

Education is an important part of the city of Red Oak. In addition to a fine new high school under construction, the Learning Resources Center has become a major help for an eight county area. At the LRC, 3,000 films and 4,000 tape recordings and other classroom aids are available whenever they're needed by teachers in 86 school buildings. The building was financed by funds from area businessmen and the Red Oak Lions Club donated an observatory and telescope. The Powell School outside of Red Oak is instrumental in helping retarded children.

We salute a community working together to make an even better Red Oak, Iowa.



Red Oak centers on a lovely city square park with business around all four sides.



LRC facilities turn the teacher's idea into reality at the "teachable moment."

Construction on the new Red Oak Community High School is to be completed in August of '69. The huge brick complex covers a wide area at the northeast edge of town.

