

The K M A GUIDE

September, 1969



COVER STORY

Adorning the cover of this issue of The KMA Guide is the first grandchild of the Edward May family. She is Amy Sislo, seven-month-old daughter of Dr. and Mrs. James Sislo. Amy spent two weeks in Shenandoah with her grandparents while her parents moved from Niagara Falls, N. Y., to Rhinelander, Wisconsin. Mrs. Sislo is the former Karen May.

K. C. Royals Sept. Schedule on KMA

- Sept. 1, 6:45 p.m.—Detroit
- Sept. 2, 7:10 p.m.—Detroit
- Sept. 3, 5:40 p.m.—Detroit
- Sept. 4, 9:40 p.m.—Seattle
- Sept. 5, 9:40 p.m.—Seattle
- Sept. 6, 9:40 p.m.—Seattle
- Sept. 7, 3:40 p.m.—Seattle
- Sept. 8, 9:10 p.m.—Oakland
- Sept. 9, 9:10 p.m.—Oakland
- Sept. 10, 9:40 p.m.—California
- Sept. 11, 2:40 p.m.—California
- Sept. 12, 7:40 p.m.—Minnesota
- Sept. 13, 12:55 p.m.—Minnesota
- Sept. 14, 1:10 p.m.—Minnesota
- Sept. 15, 7:10 p.m.—Seattle
- Sept. 16, 7:10 p.m.—Seattle
- Sept. 17, 7:10 p.m.—Oakland
- Sept. 18, 5:40 p.m.—Oakland
- Sept. 19, 7:10 p.m.—Chicago
- Sept. 20, 1:10 p.m.—Chicago
- Sept. 21, 1:10 p.m.—Chicago
- Sept. 22, 7:10 p.m.—Minnesota
- Sept. 23, 7:10 p.m.—Minnesota
- Sept. 24, 1:10 p.m.—Minnesota
- Sept. 25, 7:10 p.m.—Chicago
- Sept. 26, 7:10 p.m.—Chicago
- Sept. 27, 12:55 p.m.—Chicago
- Sept. 28, 1:40 p.m.—Chicago
- Sept. 30, 7:10 p.m.—California

The KMA Guide

SEPTEMBER, 1969

Vol. 26

No. 9

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SEPTEMBER GREETINGS

THIS IS YOUR DAY:

HAPPY BIRTHDAY TO:

- Sept. 3—Ann Lund
- Sept. 14—Mrs. Earl May
- Sept. 15—Jane Mullison
- Sept. 21—Lory Williams
- Sept. 25—Dick Mullison
- Sept. 27—Jodie Mullison
- Sept. 27—Mrs. Ralph (Betty) Lund
- Sept. 29—Mrs. F. W. Hagemann
(Susan Childs)

HAPPY ANNIVERSARY TO:

- Sept. 5—Mr. and Mrs. Ralph Childs
- Sept. 6—Mr. and Mrs. Earle Crowley

IT'S A GOOD'N

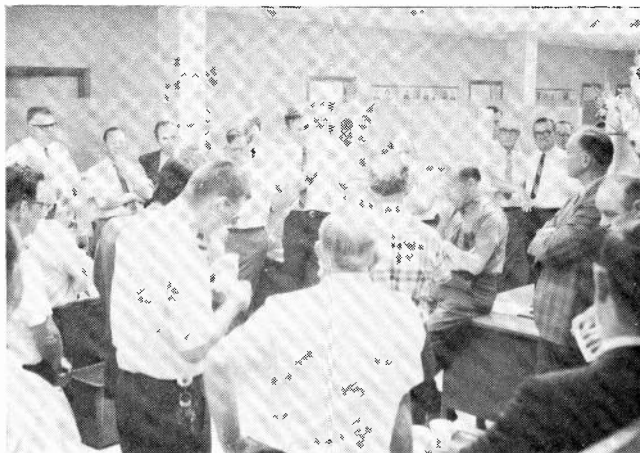
Marriage is an institution where a man loses his bachelor's degree and his wife acquires her master's.

Some people resemble billboards — all front.

Telegram to a new father: "Congratulations, you have just become a baby sitter."

Chamber of Commerce Tours KMA

Approximately 60 persons visited the KMA studios during the morning of the Chamber of Commerce Coffee, July 30th. Pictured is Ed May telling of a few incidents involving his father as well as the history of KMA. Norm Williams, at the right in the picture, gave a resume of the recent studio improvements. A tour of the station was conducted by employees and including a recording demonstration in the new laboratory. The Shenandoah Chamber of Commerce honored KMA with this coffee so its members could view the newly remodeled and re-decorated studios.



A Chat With Edward May



I hope you don't mind if I talk about my family. All of us are proud of our families, and I would like to bring you up to date on the Ed May family.

A picture of the newest member of the family appears on the front cover of this issue. She is seven-month-old Amy, our first grandchild. Amy spent two weeks with grandpa and grandma during August. Needless to say, we had a wonderful time with her, and it certainly took some re-adjusting at our house when we took Amy home to her father and mother, Jim and Karen Sislo, who live at Rhinelander, Wisconsin. Jim completed his Service commitment the first of August and is now in the process of establishing his dental practice in northern Wisconsin.

Another member of the May family, Eddie, is pictured on this page, and perhaps I should add the golfing member of the family. We were pleased and very proud when Eddie won the Shenandoah Junior Golf Championship. He has worked hard on his golf game and felt quite rewarded when he took championship honors. He is shown in the picture with his golfing friend and Junior Tournament runner-up, Rusty Giese. (I might add I play golf myself, but Eddie beats me regularly. In fact, I don't give him much of a match now unless he happens to have a bad day. However, I still enjoy playing with him, and I have certainly enjoyed the rapport we have been able to develop on the golf course. I frequently smile when I recall that Eddie beat me for the first time three years ago, and by some strange coincidence, it happened to be on Father's Day.)

Now that school has started Eddie spends most of his free time practicing football. He is 5 ft. 8 in. tall and weighs about 150 lbs.

Since school has been mentioned, I would like to bring you up to date on the other member of the May family, namely, Annette Sanders. Annette and her husband, David, are attending Univer-

sity this fall in Seattle, Washington. This will be Annette's final year and she is anxious to get it behind her. She says it seems to her she has been in school for a long time, but when she finishes she will have a wonderful education, something no one can take away from her.

Next month we will have a picture showing four generations, namely, my mother, myself, Karen and Amy. We are proud of this four-generation picture as many families are not fortunate enough to have four generations living.

I hope you had a nice summer. Crops in the immediate KMA area benefited greatly from the generous summer rains, and yields show a tremendous improvement over a year ago. For any of you that might have been hit by hail, flood, army worms, or any other adversity, I hope next year will treat you much better. I believe most of the people in this part of the country that might have been hit by adversity still have enough of the true pioneer spirit to withstand the setbacks and continue to look to the future.

Another crop year is about completed, and, at the same time Radio Station KMA has celebrated another birthday. Since 1925 KMA has been filling the air waves, and we consider all of you members of the KMA family.

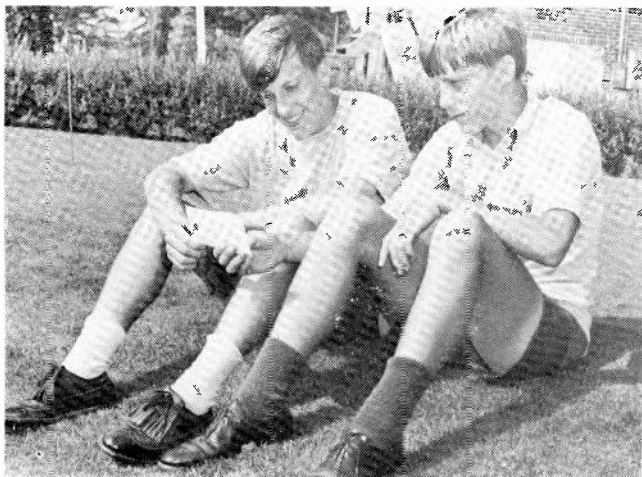


Photo by Bob Cochrane, Evening Sentinel

FRANK COMMENTS



By Frank Field

The picture this month shows me standing in behind a row of a very showy annual plant which we list in the catalog with the other flower seeds as Joseph's Coat, but whose botanical name is "Amaranthus Tricolor." Actually, it is very closely related to a common weed called "Pigweed." The Pigweed is very branched and grows almost in bush form, while the Joseph's Coat has practically no side branches and grows a single stem 3 or 4 feet tall, and then the upper leaves instead of being a plain green come out in shades of yellow, pink and red. This is where it gets its name of "Joseph's Coat," because it certainly does come in many colors. If you were among the more than sixteen thousand people who visited the Trial Grounds on Open House Day in July, you undoubtedly saw this row of Amaranthus Tricolor and might even have taken a color picture of it, as thousands of people did. It was located toward the west end of the Trial Grounds on the north side of the drive, just east of the bean trials.

It is an annual like Marigolds and Zinnias and dies out root and branch with the first frost. The seed for this row was planted about the middle of May and since it likes hot weather it didn't make much of a showing until after that long period of cold, wet, rainy weather was over. In fact it was just showing good color on Open House Day, July 20th. This picture, by the way, was taken on August 10th. No, it cannot be grown as a house plant for several reasons. One is that it has to have full sun in order to develop the brilliant colors and two, it gets too big and grows too tall.

If you have visited the Trial Grounds this summer, you have noticed here and there in various locations small signs saying, new for 1970, indicating some flower or vegetable which will be listed in the catalog next spring for the first time. There are six or eight new vegetables for next

year and at least a dozen new flowers. Some of them are just improvements on older varieties and some of them are entirely new and different. Among the new flowers is a new Morning Glory on the order of Heavenly Blue, but darker in color and coming into bloom at least a month earlier. The main draw back with Heavenly Blue is that it doesn't make any showing until the first of September and this one began blooming the last of July.

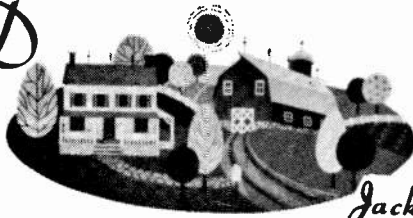
Most of the new flowers are ones which won the coveted All-America Award and naturally will be featured by all leading Seed Houses, but a few of them are our own introductions which no one but the Earl May Seed and Nursery Company will have. These are varieties which have come to light in the Trial Grounds and have usually been tried out for two or three successive years in order to make sure they are well adapted to our midwest climate.

Remember last spring I told you that I had lost my old garden spot to progress. Well, there is a big apartment house on that location now, which has eleven apartments in it. These apartments will be ready for occupancy late in September if everything continues to go along as well as it has been. Yes, we did miss the garden this summer and several farmer friends offered to share garden space with us, but we decided that it was time we began to slow down a little since there wasn't such a need for so much canned stuff with all the children married and gone into homes of their own.

By the time you are reading this, Jenny and I will have gotten back from a week's vacation down in the Ozarks on Table Rock Lake. We didn't take our usual weekend in July so in August we took a full week instead. Will tell you all about it in the October Guide. How was your summer?



RFD



with
Jack Gowing



By WARREN NIELSON

This has been a busy Summer! Activity started when I attended a regional Farm Broadcasters' meeting in Grand Forks, North Dakota, and then tried for a little Canadian fishing. The Gowings next went north for a week's fishing in the Lake of the Woods area. Then Jack and Pauline went to Hawaii for the Summer meeting of the Farm Broadcasters and the Nielsons spent a wonderful two weeks in the Black Hills, Yellowstone and the Colorado Rockies. As I write this column, the Gowings have just returned from the Pacific Northwest. However, now that school has started again, we'll all keep our noses a lot closer to the grindstone.

Fair time is always an enjoyable time for me, and I get just as much of a kick out of watching our young people at County Fairs as I do at the big State Events.

This year at the Iowa State Fair I ran across some unique dairy cattle. They are about the size of the Holstein and are all black except for a white belt. They are called Dutch Belted Cattle and have a glamorous history that goes back to the Roman and Dutch Empires. In those days only the nobility owned cattle and only perfectly marked animals were allowed to live. When the empire fell, the peasants were allowed to keep the off-color animals which developed into our modern Holstein breed!

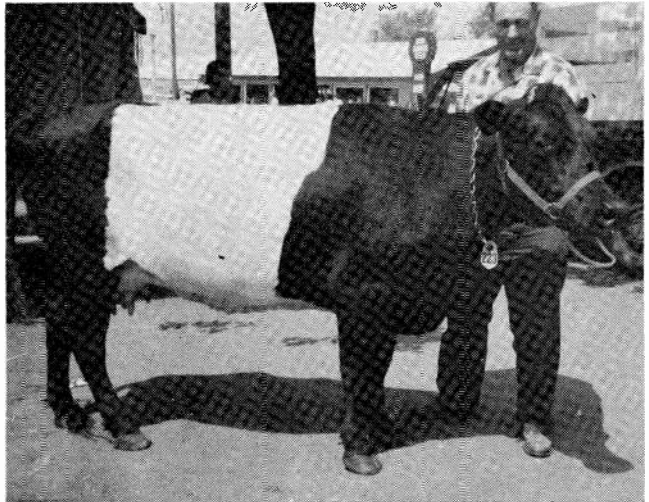
Dutch Belted cattle have strong genetic abilities, good dispositions and a higher butterfat content than do the Holsteins. Although there are few registered animals left I understand that there is a Dutch Belted Association with headquarters in Helfers, Florida.

Donald Maasden of Algona, Iowa, has a herd of six and had three on display at the Iowa State Fair. Maas-

den says they were first imported into this country in 1838 and were such a rarity that P. T. Barnum imported many for his shows.

Dutch Belted cattle represent the oldest breed known to man, says Maasden, but only a handful remain. He thinks if there were an open class for them he is sure that they would create enough interest that the breed would come back rapidly.

The pictures of the cattle created quite a stir around the office. No one had ever seen any before . . . until just before press time . . . when KMA Salesman Keith Ramsey stopped to look at them and said that when he used to travel in Florida he remembered that one of the big dairies had an entire herd of Dutch Belted Cattle. Keith says he remembers it because seeing an entire herd of this kind of cattle was a striking sight!



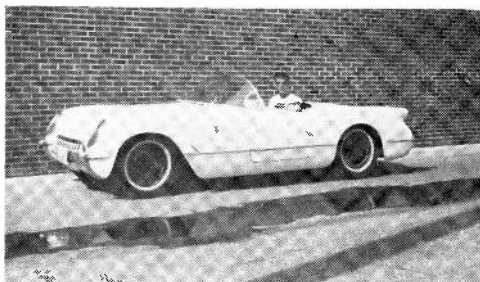
The ancient breed of Dutch Belted Cattle are all black with wide white belts. However, any width belt is allowed as long as it is uniform. Some cattle also show a little white on their feet and although this doesn't disqualify them, it is better if they are all black except for the white belt.



Two old buddies were reunited at the KMA studios during their vacations this summer. Merl Douglas who has worked as morning announcer for KMA for more years than he likes to admit is pictured visiting with Eddie Comer, who also worked at KMA when live talent was prominent. Eddie is now located in Kansas City. Merl and Eddie enjoyed looking at the picture gallery on the KMA studio walls and reminiscing about the good old Glenn Miller and Dorsey tunes, as well as the country music they played in the 40's.

VACATION AT HOME

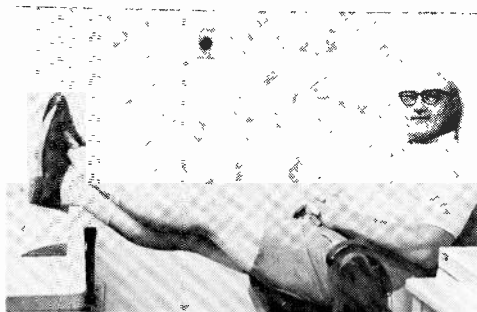
Americans are noted for vacations away from home. However, a few of the KMA personnel decided just to rest and relax at home and in the area. The KMA Guide cameraman was busy snapping pictures of those who stayed in KMA land to vacation.



Shown above is the car that Mike Goodin cherishes. While on vacation, Mike brought the car to Shenandoah. It had been stored for two years in his parents' garage. The car is a 1953 Corvette, of which only 300 were made. Mike bought the car in 1963 in Minneapolis, and spent the first year rebuilding it. Although the car would be worth more pure stock, Mike has the car for his enjoyment, and says he will never part with it. (For those who understand such lingo, the motor is a 1960 Chevy, 261, six cylinder, with aluminum pistons. Isky full race cam, McGurck racking head, that has been planed, portand relieved, and polished. Transmission is a '55 Chev over-drive, 3 one-barrel carburetors.) The car is far from stock, but Mike enjoys it that way. Some years back he set a record in his class at the drag races.

To be able to do what he pleased; golf as the desire overcame him, relax at his desk in the office and just plain enjoy resting, is what Regional Sales Manager Andy Andersen did for his two-week vacation.

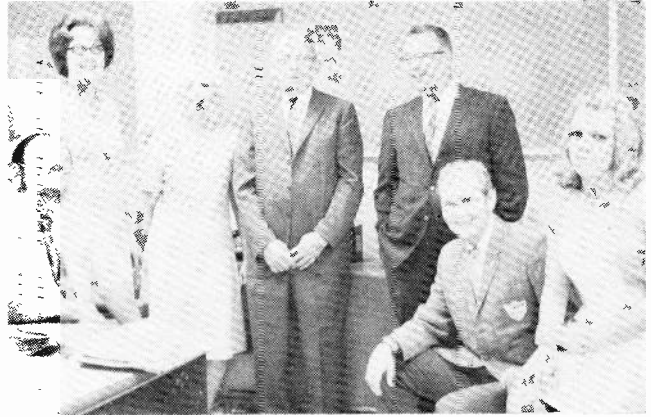
As you can plainly see in the picture, Andy is relaxing in the KMA sales office. Editor's note: This isn't the usual pose or attire for Andy at the office. We know you have seen many pictures in the Guide of Andy in regular business attire the other 50 weeks out of the year.



Managerial Secretary Evalyn Saner is a girl of many talents. Evalyn was quite busy during her vacation this summer—painting her house. As Evalyn states "four pieces of the house are painted, two to go." This doesn't mean she has a six-sided house, however. Evalyn got away from her painting once in a while for a jaunt for a day or so with friends during her holiday.



F. C. and Mary Palm and Mary's parents, Mr. and Mrs. Raymond Service of Warner Robins, Georgia, spent a week visiting in Farragut with F. C.'s parents, Ruth (KMA Continuity Director) and Bus Palm. When the visitors toured our KMA Studios, F. C. and Warren Nielson had a fine time discussing "radio." F. C. is News Director and night-time d. j. on Radio WNEX in Macon, Georgia. Left to right in the picture above . . . Warren, Ruth, Mr. and Mrs. Service, Bus, F. C. and Mary.



Bob Tarbell Joins News Staff at KMA

KMA is happy to say "Welcome Aboard" to **BOB TARBELL**. Bob joined the KMA News staff on August 4th and has assumed the responsibility of gathering, writing, and airing several newscasts daily. A native of Norwich, New York, Bob is 28 years old. Following a four-year hitch with the Air Force, he returned to school at the University of Kansas, where he received a Bachelor of Science in Journalism last June.

Bob says he likes the weather of the mid-west better than the cold and snow of up-state New York. (You may be surprised, Bob!)

His hobbies include astronomy, writing, and photography. Additionally, he enjoys what he calls the "strenuous" sports, like watching television, listening to the radio, and reading. (But not necessarily in that order, we hope.)

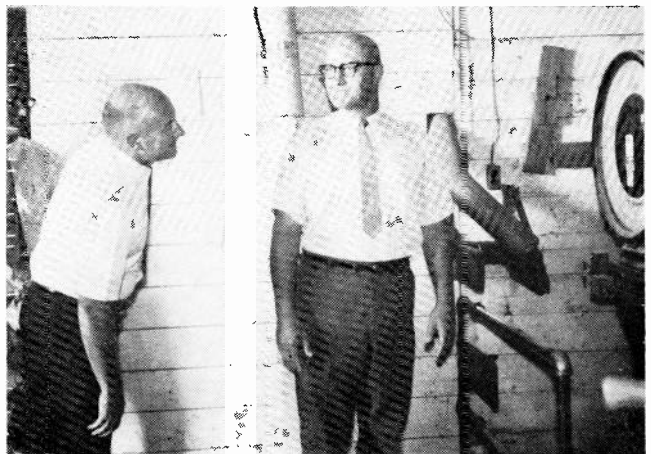
Besides writing and reading news, Bob says he enjoys meeting people and learning about interesting situations.

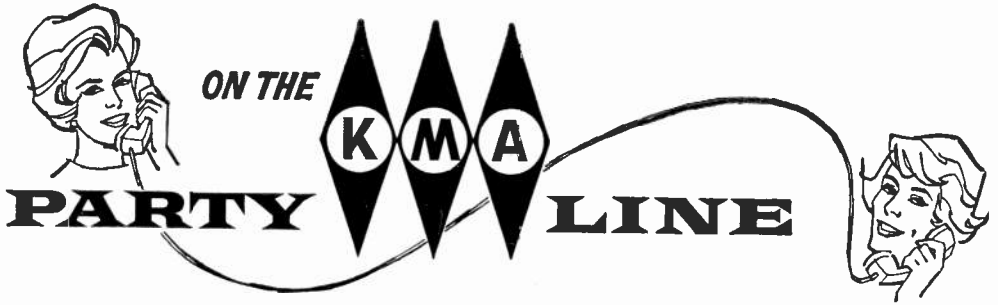


News Director Larry Miller shows Bob Tarbell the operational procedures in KMA's News Department.

Weight Winner

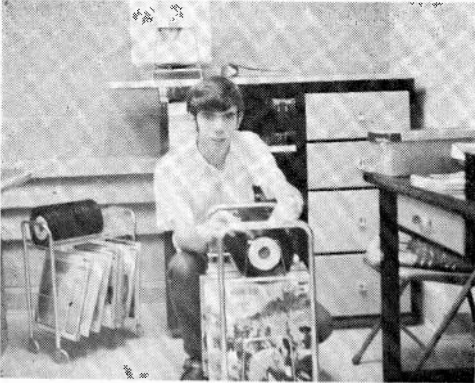
"To the loser goes the spoils." Or in this case we should state "From the loser goes the money." Andy Andersen, KMA regional sales manager and Earle Crowley, head accountant of KMA, had a friendly wager recently concerning who could lose the most weight during a 25 day period. As the picture shows, Earle can't believe the scales when he found that Andy had lost two pounds more than he had, so he had to forfeit the \$5.00.





ON THE KMA LINE PARTY

By JO FREED



Sam Sawyer's farewell.

"First of all, I wish to thank KMA and all of the people there for this opportunity to work in radio. I feel I am very lucky to be going into my freshman year of college with over a year's radio experience. But the greatest experience was not the technical part of the job but the people. I have never worked with a nicer "bunch" and seriously doubt if I ever will. I'll be attending Northwest Missouri State College in Maryville, Mo., next year, majoring in radio and T.V.

"Once again, thank you so much."

SAM SAWYER

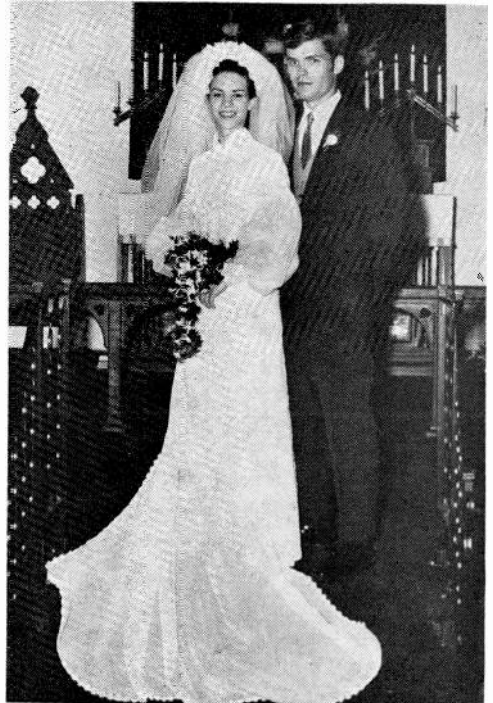
"Well, I have to say so-long to everyone. I am going to further my education at the University of Kansas in Lawrence, Kansas, this fall. I will be transferring in as a junior. I plan to major in Radio and T.V. Film at the University, so I will be in a program that I enjoy. I want to thank Station Manager **NORM WILLIAMS** for giving me a chance to get started in radio. I also want to thank the entire staff at KMA. You've been just great in helping me, and last but not least I want to thank the listeners for listening. It has been a lot of fun, and I'll miss the whole gang at KMA."

Sincerely,

MIKE LePORTE

Tom Williams, son of Station Manager **NORM WILLIAMS**, was recently discharged from Valley Forge General Hospital near Philadelphia, Pennsylvania. Tom has spent the last 19 months in the Army hospital following injuries he sustained in a one car accident. He was released from the hospital in time to enroll in the second summer session at the University of Nebraska at Omaha. He will be a full time student at the Omaha campus this fall.

RALPH and **MURIEL CHILDS'** only daughter, Susan, became the bride of Frederick W. Hagemann, Aug. 9 in a ceremony at St. John's Episcopal Church in Shenandoah. The young couple, both graduates of Wartburg College at Waverly, Ia., will reside in Rolling Meadows, Ill., after a trip to England. (Pictured below.)



The KMA Guide

Celebrations in KMA Land

'Tis the season for celebrations, fairs and centennials in the KMA area and Jo Freed, KMA women's director, enjoyed attending the ones pictured on the next three pages.

FREMONT COUNTY FAIR



Mrs. Lloyd Lorimor and Mrs. Glen Brink are shown in the Industrial Building Farm Bureau Booth at the Sidney, Iowa, Fremont County Fair. Handling the display and sale of their new "Fremont Families Favorites" cookbook proved to be a full time job through the fair.



Mrs. Dean C. Brown and Mrs. Raymond Hodde (above) are superintendent and assistant of the Open Class Division of the Fremont County (Iowa) Fair. This Open Class Building is one of the largest displays of crafts, flowers, fruits, vegetables, baking, antiques and photography in one building in the immediate area. These women were interviewed on KMA's "Today's Woman" program in July.

MALVERN CENTENNIAL



Jo Freed was made an honorary member of the Malvern Centennial Belles. Howard Notson presented her with bonnet, certificate and pin as Ed Mullhullen looked on. Howard is the Spectacle Pageant chairman of the celebration which will be September 7 through the 13th at Malvern, Iowa, and Ed is the chairman of the queen pageant. They were interviewed by Women's Director Jo Freed for her Today's Woman show.

MILLS COUNTY FAIR



Two of the judges for the 1969 Mills County Fair Queen Contest were Dennis Boldra, KMA salesman, Mark Mayne, Red Oak banker, and KMA's Jo Freed (not pictured). Seated you will see the fair queen committee, Mrs. Dwayne Sell, Mrs. Boyd Nuckolls and Mrs. Dean Fender and not pictured Mrs. Roy Mansfield.



Queen Linda Barnes of Glenwood, Iowa, was overcome with emotion as she was congratulated by one of the judges, Mark Mayne of Red Oak. Shown with Queen Linda was the 1968 Mills County Fair Queen; First Runner-up Cheryl Shaw and Miss Congeniality Sherry Greenwood. Linda won over 26 other lovely contestants.

CRAIG CENTENNIAL



The Craig, Missouri, Centennial was celebrated the end of July. Observing their town's 100th anniversary was this group of residents attired in costumes representing the era.

PAGE COUNTY FAIR



Ed Fulk, son of the Marvin Fulks of Clarinda, Iowa, won top honors with his Angus baby beef at the Page County Fair. Presenting him with his purple ribbon was the Iowa Angus Princess Cynthia Steeve, 17-year-old daughter of the Orie Steeves of Clarinda.



The first Milk Made Magic Sweepstakes contest held in Page County was sponsored by the Farm Bureau Women in their county fair booth. Pictured is Mrs. Meredith Lovitt, chairman of the contest; Judy Fisher, the 1969 Page County Dairy Princess, and Lynn Freed, the first place winner in the main dish category of the contest. Lynn is the daughter of KMA Women's Director Jo Freed.

HANCOCK OLD SETTLERS PICNIC



The Senior Division winners in the 56th Annual Old Settlers Picnic Celebration talent contest were Judy Pauley of Defiance, Iowa; Barbara Newberry of Council Bluffs, Iowa; and Sandy Schuster, Shelby, Iowa. Thirteen-year-old Judy Pauley won in the Hancock, Iowa, talent contest with her acrobatic feats permitting her to advance to the contest at the Iowa State Fair.



Winners in the Junior Talent Division of the 56th annual Old Settlers Picnic Celebration at Hancock, Iowa, were Julie Trierweiler of Arion, Iowa; Kimberly Rock of Council Bluffs, Iowa; Becky Chapman of Denison, Iowa; and Sheryll Schuster of Shelby, Iowa. Eight-year-old Julie won first place honors with her acrobatic act. KMA News Director Larry Miller and Women's Director Jo Freed were the judges in the preliminary and final events, along with Mr. and Mrs. Bill King of Omaha KMTV.

TODAY'S WOMAN

By JO FREED

Hello again! A month or so ago I mentioned that I would print a picture of our home and huge yard. With the beautiful weather we have had this summer, it has had to be mowed at least once if not twice a week. This job is not mine, however, because our two daughters enjoy mowing on our riding lawn-mower.

At the far right you will notice the two rows of tall pine trees. There are 20 trees in all. Lightning struck two of them and they had to be cut down. However, no one can remember when they were planted so we don't know their age. We often have talked to different settlers in this area and still are wondering why they were planted in two perfect rows and to the east of the house (where they would offer no weather protection), but, we love them. Many birds, squirrels, owls and rabbits use them for a home. As I have mentioned on my "Today's Woman" program, someday I will sit under them and make a tape recording . . . it's a lovely sound in the mornings.



All of our barns and buildings are to the left of this picture and mostly out of sight. Yes, we, too, have a dying elm tree which will have to be cut down. Behind the two long rows of pine trees to the north are about 10 apple trees. This used to be a really large orchard with cherry, plum, pear and more apple trees. However, the weather has broken them down or they have died, so we had to take them out.

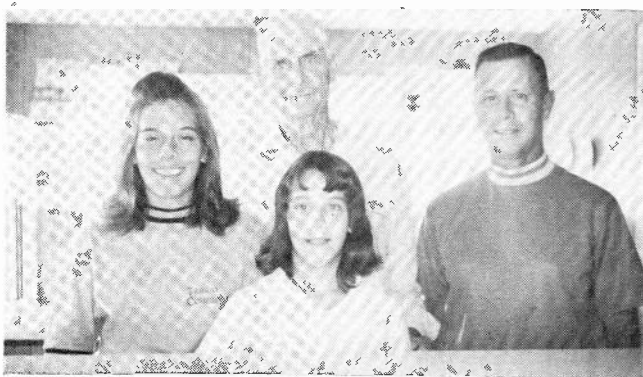
As you look across the fields from my home, you can see for about six miles. The panorama includes different colored fields, red and white buildings, the Nyman Lutheran Church steeple to the north, and the Bethesda Lutheran Church to the east. When the foliage is off the trees, you can just get a peek at the Fremont Covenant Church steeple to the south. To the south of our house is a dirt road where we find lots of pheasants, and one of the telephone poles is the roosting place for a huge hawk who flies whenever we drive down the road. Also, on that road are many beautiful Iowa wild roses and other wild flowers.

The second picture on this page was taken at the birthday party for my father-in-law. He likes to go to the local barber shop and visit each day. So on his birthday, I had the bakery deliver a cake to the barber shop, and I took paper plates, forks and a knife so they could all celebrate with him. The cake that served 25 to 30 people disappeared within a short while. He lived a little over 30 years on this farm, and we have lived here for about 17, and it still isn't owned by anyone in our family.

I have enjoyed meeting so many wonderful people in the KMA area this past month. I certainly wish there was more time, so that I could visit each fair, celebration and meeting.

Looking to the future; be sure and make arrangements to attend the Craft Carnival which will be held at the New Armory on Ferguson Road in Shenandoah this year on October 14th. The doors will open about 9 in the morning and close about 6:30 that evening. It is all on one floor with plenty of easy parking available around the

(Continued on page 15)



Family gathering includes: (left to right) Lori Jo; Lynn Denise; Gilbert Freed and Wilbur Freed.

MOST REQUESTED RECIPES

By JO FREED

FROZEN FRUIT SALAD

8-10 Servings

1 can (1 lb. 4½ oz.) crushed pineapple
1 tablespoon butter
1 tablespoon flour
2 tablespoons lemon juice
1 tablespoon sugar
Dash of salt
1 egg, beaten
½ cup miniature or cut-up marshmallows
1 cup dairy sour cream
1 cup finely chopped sweetened strawberries
1 cup sliced bananas
½ cup broken nuts
Drain pineapple reserving ¾ cup syrup. In a one quart saucepan melt butter; stir in flour. Remove from heat; gradually stir in reserved syrup. Cook over medium heat, stirring constantly, until thickened. Cook 2 additional minutes. Add lemon juice, sugar and salt. Blend a little of hot mixture into egg; return all to saucepan. Cook one minute. (Do not boil). Remove from heat; stir in marshmallows until dissolved. Cool. Fold in sour cream, strawberries, bananas, nuts and pineapple. Divide into refrigerator trays or in individual molds. Freeze; remove from freezer about 20 minutes before serving time.

* * *

CHICKEN SALAD DELUXE

2 cups diced cooked chicken
1 cup diced celery
2 tablespoons lemon juice
¾ cup mayonnaise or salad dressing
¼ cup slivered almonds, toasted
2 t. finely diced onion (optional)
2 hard-cooked eggs, chopped
½ teaspoon salt
Dash ground nutmeg

Combine chicken and celery; sprinkle with lemon juice. Chill one hour. Add remaining ingredients; toss lightly. Pile into lettuce lined bowl. If desired, garnish with hard-cooked egg slices. Makes 4 or 5 servings.

* * *

RASPBERRY DESSERT

1 cup sugar
2 egg whites
2 boxes frozen red raspberries*
1 box dessert topping
4 vanilla wafers (crushed)

*Substitute strawberries for raspberries

Beat egg whites, sugar and raspberries until light and fluffy. Prepare 1 box of dessert topping and add to first mixture. Put in a large cake pan and freeze. Crush vanilla wafers and sprinkle lightly on top. This is a light and delicious dessert for club.

CHERRY PUDDING

1½ cups sugar
½ teaspoon cinnamon
1 cup flour
Salt
1 teaspoon soda
1 cup chopped nuts
Mix above and add 2 cups drained cherries and add:
1 well beaten egg
2 tablespoons melted butter
Put in a well greased 9x12 baking dish or pan. Preheat oven to 350 degrees. Bake 45 minutes. When ready to serve, either spoon out into sherbet dishes or cut in squares and remove from pan with spatula.

Topping:

1 cup cherry juice
Dash of almond
1 tablespoon cornstarch
½ cup sugar
Dash of salt

* * *

HELLO DOLLY COOKIES

Melt 1 stick butter, or margarine, in a 9x13 baking dish, pat 1 cup graham cracker crumbs into melted butter. Sprinkle 1 cup coconut over cracker crumbs followed by 1 cup chocolate chips (you may use butterscotch, or carmel chips), finishing with 1 cup chopped nuts. Pour 1 can sweetened condensed milk over all, and bake at 350 degrees for 30 minutes.

* * *

FROZEN STRAWBERRY SALAD

16 large marshmallows
2 T. strawberry juice
1 cup crushed strawberries, drain well
½ cup crushed pineapple, drain well
1 3-oz. package cream cheese
3 T. salad dressing
1 cup cream, whipped
Dissolve marshmallows in strawberry juice in double boiler. Cool. Then add strawberries and pineapple. Mash cream cheese and add salad dressing. Fold in whipped cream. Mix altogether and freeze in a 9x9" square pan. Or you can put this in cup cake liners in cup cake pans and freeze. Remove paper before serving on lettuce and it will have a fluted edge.

CRAFT CARNIVAL

at the

NEW ARMORY IN SHENANDOAH

OCTOBER 14

Be sure and visit Jo Freed's
booth and say hello.

PROGRAM NEWS FOR SEPTEMBER 1969

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By
Norman Williams
Station Manager

One of the most hard working departments at KMA is the Sports Department. Manned by Bruce Pilcher, Sports Director, and Mike Goodin, the department is responsible for the scheduling, the programming, the description, and the color for all play-by-play local games. Basically, this means that the department decides what game to broadcast, schedules it, arranges with the school to allow KMA to broadcast, gets the necessary information for broadcasting, and arranges interviews.

During the football season, the big topic of discussion for the Sports Department is the game of the week. This is an area game featuring two of the top high school teams. In the past, KMA has always tried to cover the best high school game in our area. Promotion of this broadcast is taken care of by the Sports Department. This usually involves an interview with the coach for the daily sports programs and a promotion for the announcers to program.

During the basketball season, Mike and Bruce have a very hectic schedule. Early in the season usually only one game is broadcast per week, but that changes after December. From that time on, usually two games per week are broadcast. Then comes tournament time which means practically every night for the department, since KMA always broadcasts the districts, sub-states and the state tournament.

After basketball, the Sports Department turns to track and baseball. During the track season, the main responsibility is reporting. Since track is an individual sport, very little play-by-play can be done, but teams' scores for the various meets are al-

ways given. In addition to covering the meets in person, a great deal of the Sports Department's time is taken up with phone interviews. It's easier to interview the various personalities on the phone, than it is at the site because they have a lot to concentrate on when at the event.

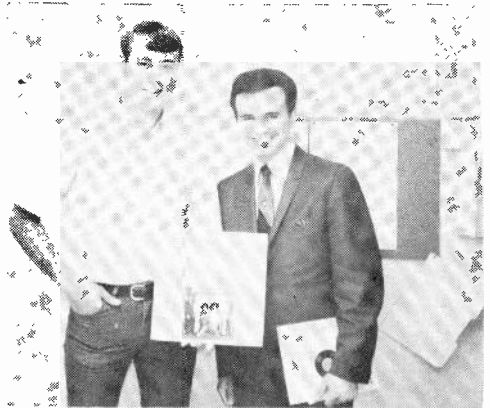
During baseball, play-by-play is the main feature. This involves getting the batting averages, the lineups, keeping track of the teams, watching the various schedules for the key games for each conference, and choosing the games for broadcast. This year KMA couldn't broadcast as many games as we would have liked because of the K. C. Royals' schedule.

The reporting of the daily sports news is the primary task of the Sports Department. Usually this is taken care of by Bruce Pilcher. When he is out of town or on vacation, Mike covers the sportcasts. We usually cover local and regional sports news on the programs and only the significant national stories. Accumulating the pertinent material for the program requires a great deal of research, and often times, a great deal of editing, since all stories cannot be covered.

These are the highlights of the work that the Sports Department does. As you can see they have plenty to keep them busy.



Sports Department: Bruce and Mike.



Mike LePorte, who writes his farewell on page 8, interviewed Ron Blackwood of the Blackwood Singers in August. (Shown above.) Ron and his brother, R. W., Jr., spent their early years in Shenandoah where their father, R. W. Blackwood, Sr., and his brothers appeared on Radio KMA as the Blackwood Brothers. The Singers are composed of Ron and his wife, Sandra, R. W., Jr., and his wife, Donna, Ron Hamilton and Everett Reece, pianist.

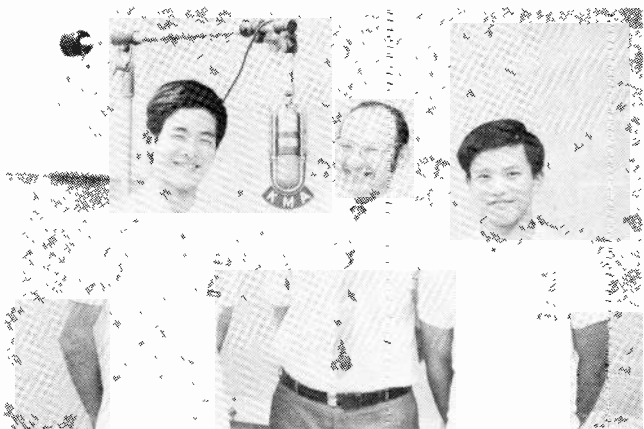
THE OPEN LINE

By WARREN NIELSON

My thanks to Norm Williams for taking over the "LINE" while I was on vacation. From time to time Norm has also had to double in the News Department, and I think this is a good thing. There are unique problems when you're behind a microphone, and the only way that management can appreciate them is by being able to "pull

a shift" themselves. By the same token, if every broadcaster could sit behind the manager's desk for a day, I'm sure he would change his ideas.

Recently I had two Japanese Foreign Exchange Students on the LINE. They were living for ten days with the Garnet Martins of Essex, Iowa. The smaller of the two is 17-year-old Shunich Sakida whose parents farm in prefecture, Kagoshima City, Japan. The other lad is 16-year-old Takuki Murayama whose father works in the Japanese Government's Architectural Dept. in Kagoshima City. The boys spoke very good English, and we didn't have as much trouble communicating as I thought we would. They both agreed that they liked to visit America but wouldn't want to live here. Your telephone calls revealed that they knew nothing about such insect problems as corn borers and grasshoppers, but they knew a lot about baseball, American foods and mini-skirts. All told it was a very revealing conversation.



Billie Oakley Writes

Hello there. This note to you friends is being written at my folks' dining room table in their Eugene, Oregon, home. It's great to be visiting with my family once again, and they all send their greetings to you. The jet flight out here was wonderful, with a clear view of the country below. Certainly looking down into the mountains and out over the clouds makes one feel pretty small and insignificant. We need that now and then, don't we?

My sis-in-law, Mary Lee Cisney contributed the recipe I have sent along to you in this issue of the KMA Guide. As soon as I return to Lincoln, I shall have Min give it a try in the Martha Gooch Kitchen. Speaking of Min, she is now in Germany and will return to the kitchen, mid-month. We can hardly wait to see how many good German recipes she brings back. Needless to say, we'll all be glad to have her back with us again.

'Till October . . .

Affectionately,
Billie Oakley

ZUCCHINI RELISH (Mary Lee Cisney)

10 c. chopped zucchini squash
4 c. chopped onion

1 chopped sweet red pepper
(Can be put thru food grinder.)
5 T. salt
2¼ c. vinegar
4½ c. sugar
1 T. dry mustard
2 T. celery seed
1½ t. black pepper
1 T. nutmeg
1 T. turmeric
2 T. cornstarch

Combine squash, onion and red pepper; sprinkle with salt. Cover with cold water. Let stand overnight. Drain and rinse with clear water; drain well. Add remaining ingredients. Cook slowly 30 to 40 minutes until thickened. Put in hot sterile jars and seal.

TODAY'S WOMAN—Continued

Armory. I plan to have a table with some fancy cooking on display as well as a few of my craft ideas. If you haven't been to the Craft Carnival, this is the 9th year of the largest hobby and craft display in this area. Each year, I wonder what else is there to see, but each year there are new and different crafts and displays of everything from food and feathers to rocks and rattan.

Hoping to see you at one of your meetings or celebrations this month, and until next month, I will say "Bye, for now."

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KMA Guide Good Neighbors

We are proud to salute the town of Tarkio, Missouri, this month as our KMA Guide Good Neighbor. According to legend, Tarkio received its name when early settlers arrived at the site which Indians had

named "Tarkio," which is an Indian name for walnut.

The town has many beautiful, historical homes and Tarkio College, a four-year Christian liberal arts college with international study programs in London, England, and Alexandria, Egypt.



Looking down main street, Tarkio, Missouri, presents a quiet face on Sunday. However, Monday morning brings the hustle and bustle of a progressive town's business district.



At the west end of the main street in Tarkio, you will notice this stately home, which is the former Rankin family home and now is owned by Tarkio College. This was J. D. Rankin's grandparents' home, and he grew up in the house north of it. (J. D. Rankin is Vice-President of the May Seed Company.)



Aerial view above shows the Tarkio College Campus and immediate area. At the far right is the location of the new Tarkio golf course; center front is the Mule Barn Theatre, and surrounding it on the college campus to the right is the new Science Center, Thompson Library and Learning Center; to the left is Rankin Hall, girls' and boys' dorms and the Student Center.