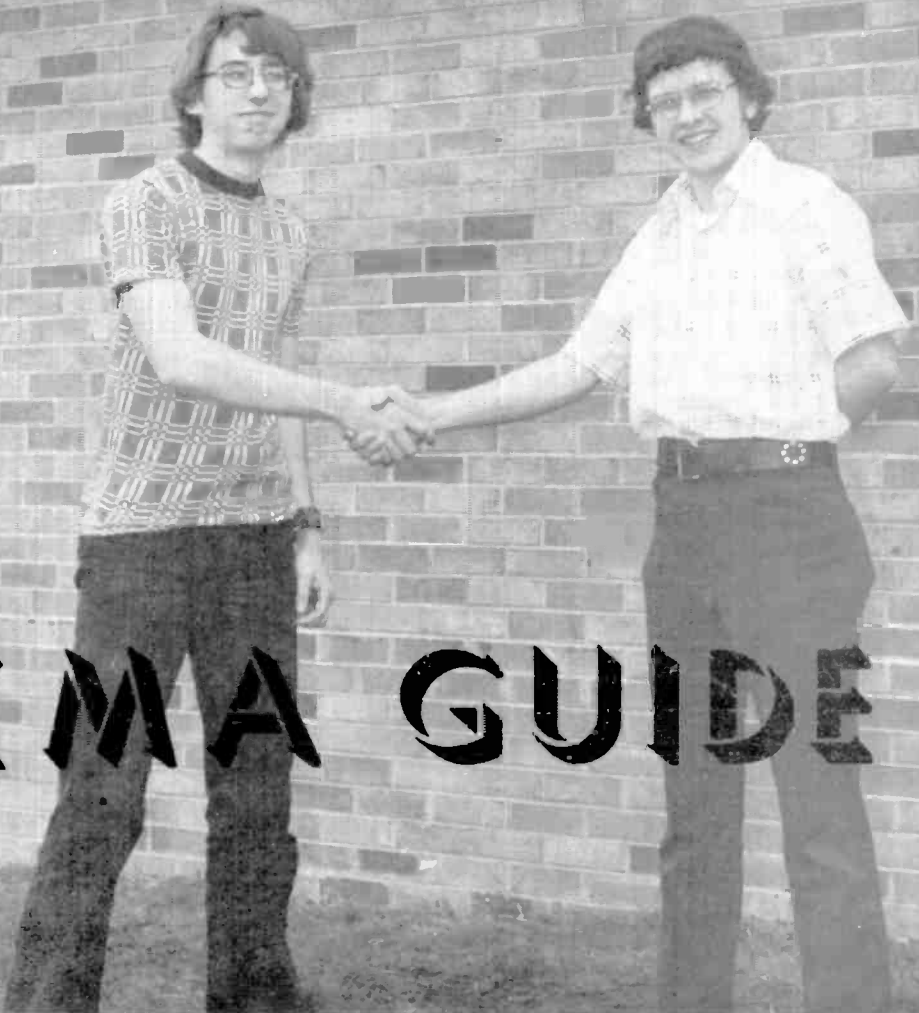


SHENANDOAH HIGH S



May-June, 1975



The

KMA GUIDE

CONGRATULATIONS

to
Chris Tornquist and Tom Westberg

These two young men, Chris and Tom, will graduate in May from Shenandoah High School at the top of their class. They are well known to KMA Radio audiences from their work on the air.

The two scholars have worked part-time on KMA for the past three years. Their schedules have included mostly weekend hours, some after school and evenings and fill-in time. (Chris on right in picture.)

Working didn't stop them from participating in many activities during school. Chris was elected Student Council President, was drum major for marching band, member of concert, pep and stage bands; sang with vocal music groups including Shenandoah Singers and in solos and ensembles at State Music Contests; besides taking part in plays and musicals and speech contests, and serving on the Round Up staff. He was elected to Thespians, Honor Society, Quill and Scroll and received an Iowa Scholar award and a Special Awards Scholarship at Northwest Mo. State University. He took first place at the Shenandoah contest and the Creighton University contest in mathematics. He also assisted in the athletic department as statistician and P.A. announcer.

Chosen to attend Boys State last year, Tom also was selected for a national science seminar at the United States Naval Academy in Annapolis last summer. He has been active in music also, playing in band and stage band. He had the title role in the musical "Wizard of Oz" and sang with the Shenandoah Singers. He was elected to the National Honor Society.

Plans for college will find Chris at Northwest Missouri State University at Maryville majoring in music. Tom has been accepted at the Massachusetts Institute of Technology in Boston where he will enter the computer science field.

Parents of these 18-year-olds are Mr. and Mrs. Harold Tornquist and Mr. and Mrs. Dwight Westberg, all of Shenandoah.

From the staff of KMA go best wishes to Tom and Chris for continued success in their future studies and chosen careers.

Attend Convention

MR. and MRS. ED MAY and MR. and MRS. "ANDY" ANDERSEN spent about a week in April in Las Vegas, Nev., attending the National Association of Broadcasters annual convention. In addition to the president of May Broadcasting Company and KMA Station Manager, others from May Broadcasting who went were OWEN

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SADDLER, executive vice president and general manager, and NORMAN WILLIAMS, vice president and assistant general manager, and their wives from Omaha. Scheduled to fly direct from Omaha, the group was informed their flight had equipment problems and flew instead into Los Angeles airport where they waited a couple of hours for a connection to Las Vegas. However, they arrived the same evening as planned. Besides attending the sessions at the Convention Center, they were able to soak up sun, golf and take in the usual amusements that Vegas offers. An extra for "Andy" and his wife was a visit with Andy's sister, MRS. JOAN GARRETT who came from her home in Whittier, California, to visit them.

MAY-JUNE GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- May 2—Mrs. Mike Sherman
- May 4—Loche, son of Mary Williams
- May 13—David Sanders, son-in-law of Ed May
- June 4—Mrs. Bill Bone
- June 4—Evalyn Saner
- June 5—Mrs. James Sislo
- June 7—Merl Douglas
- June 7—Jeff, son of Dee Martin
- June 14—Dan, son of "Andy" Andersen
- June 18—Charles, husband of Mary Williams
- June 20—Mrs. Norman Kling
- June 28—"Andy" Andersen
- June 29—Ralph Childs

HAPPY ANNIVERSARY TO:

- May 6—Mr. and Mrs. Richard McConahay (Brenda Kay)
- May 21—Mr. and Mrs. Robert Kelsey
- May 26—Mr. and Mrs. Charles Meacham
- June 6—Mr. and Mrs. Henry Schnoor
- June 9—Mr. and Mrs. Larry Hill
- June 12—Mr. and Mrs. Norman Kling
- June 15—Mr. and Mrs. Bill Bone
- June 16—Mr. and Mrs. Merl Douglas
- June 19—Mr. and Mrs. Ed May
- June 21—Mr. and Mrs. Wayne McManama
- June 23—Mr. and Mrs. J. D. Rankin, Jr.

A Chat With Edward May



I know you have heard the saying, "That's for the birds." Usually this expression is not too complimentary. However, we can use this expression in referring to the picture on this page which shows me holding a beautifully done replica of the KMA transmitter. Actually, the "transmitter house" is a birdhouse and was built by a long-time Shenandoah friend who was kind enough to present me with the finished product. As you can see, he did an excellent job of duplicating the towers, the transmitter house, et cetera, all of which are responsible for sending the KMA signal into the atmosphere so that you and other listeners can pick up our programs by tuning to the KMA wave length. Frankly, I still marvel how we can turn a button on a radio and hear voices being transmitted hundreds and even thousands of miles. We have come a long way in a few years.

In this regard we all know 1976 is the bicentennial year of the United States. I wonder what the "fathers" of the country would think if they could see the United States today some 200 years later. I believe for the most part they would approve of the things they would see, and I have a distinct feeling they would like radio. Personally I think communication has done as much, if not more, than most anything to advance our people and our country to

the position of leadership that we enjoy in the world today.

Those of us at KMA are pleased to be a part of this system of communications. We are proud to think we celebrate our 50th anniversary of broadcasting within a few months (August).

We still have not finalized our golden anniversary plans, but I am positive we will be able to announce them in the next issue of the Guide. I would like to say at this time that we have set aside the week of August 10th through the 16th as our golden anniversary week, and I hope you will tentatively hold that week so that you can join us in Shenandoah for at least some of the festivities.

My wife and I recently had a rather frightening experience. While returning home late one night from Omaha we suddenly were faced with a herd of six or eight deer. They had come from the side of the road and were attempting to cross the highway. There was no time to do anything except slam on the brakes and hope no one got hurt in the collision which we knew was inevitable. We hit two deer for certain, possibly more, and fortunately for us none of them came flying onto the hood into the windshield. Instead the car knocked them off to the side of the road. Naturally we stopped as quickly as possible, gathered our composure, and checked to see how much damage had been done to the car. The grill and grill paneling were both damaged beyond repair, together with a few other minor things, but we felt more than fortunate that neither of us was hurt in the accident. Two deer were killed which we reported to the proper authorities, and, believe me, from now on I am going to be more conscious of deer in southwestern Iowa, particularly when driving at night.

Shortly after this issue of the Guide goes in the mail it will be summer vacation for thousands of students across the country. Most of them will be pleased with the end of another school year. To the graduating seniors, I wish to congratulate you and wish you every success for the future. I can't help but believe these are rather trying times for young people just finishing school, but I also have a feeling they have a good future ahead of them and things will work out for the best.



MAC'S FAX

Mac looks over nursery stock at Earl May Garden Center with Mark Beery and Jim Hunt who work there.

The weather has not cooperated very well this spring, but we did get some garden planted on Saturday, April 12. This was sixteen days later than our first planting last year.

We planted two kinds of radishes. Red Champion, the big round red that grows to the size of a silver dollar without getting hot or pithy; and White Icicle, the one that grows to a length of five or six inches and is tapered about the size of a man's thumb. I enjoy both on the table, but I think my preference is White Icicle. They will be ready to eat in four weeks.

We planted onion sets to use as green onions early. We intend to set out onion plants as soon as possible. We will set out Red Hamburger Onions and let them grow to about the size of baseballs before pulling. Without doubt, Red Hamburger Onions are the sweetest, mildest onions I've ever grown. They don't keep too long after harvest, but they really don't have to as we eat them in a hurry. For winter use we are planting Hybrid Yellow Sweet Spanish. This one keeps about the best; and, hopefully, we will get several bushels of big delicious onions to hang for winter use.

My wife, Del, likes to can several pints of beets; so we planted the baby canning beets for eating fresh and for canning. We also planted a short row of new coreless carrots for fresh eating, making vegetable soup and for storing for winter use. We put in a short row of Black Seeded Simpson Lettuce. I love wilted lettuce with a little bacon and boiled egg.

We planted a long row of Progress No. 9 Peas. We intend to freeze a lot of peas this year. They come out of the freezer in the winter just as if they were picked fresh from the garden. We will make several plantings of peas so that they won't all come on at once, which would make too much picking and shelling at one time. We are also planting a new pea called Arrow. It is a little later than Progress No. 9, but it is outstanding in quality and is a terrific yielder with lots of pods and seven to



nine peas per pod. We are going to try the Edible Podded Pea, which is supposed to be a real delicacy in the pea family.

We put in a dab of parsley this year, as my wife makes a delicious green salad made from parsley leaves and other green vegetables. We planted Mayfair, Cobbler and Kennebec Potatoes. Freshly dug potatoes are far superior in flavor. Hope we have a good crop.

Later on when the weather is warm, we will plant Contender Green Beans for table and for freezing. Fordhook Lima Beans are good for freezing because they come out of the freezer just like freshly picked.

We are also going to plant some Crimson Sweet Watermelon and Classic Hybrid Muskmelon this year. When we plant these, we will also plant cucumbers and squash. The cucumbers will be the New Everbearing Hybrid. My wife puts up delicious sweet pickles with onion rings. The squash will be Table Queen (Acorn) and Table King. Table King is a bush type and doesn't take so much room. We will also put in a couple of hills of Ambassador, which is the zucchini type. It makes so many fruits, the two of us can't eat them all.

The sweet corn we will be planting in May will be Early Extra Sweet and Extra Sweet for eating fresh. For freezing we will plant Hybrid Iochief. I don't think anything compares to those Extra Sweet varieties. They are twice as sweet as other varieties at picking time, but you put them in the refrigerator in the husks for forty-eight hours and they become four times as sweet as any other kind. Absolutely the greatest.

I think that about covers the vegetable gardening. Of course when the weather warms up, we will set out tomato, egg plant, pepper and cabbage plants.

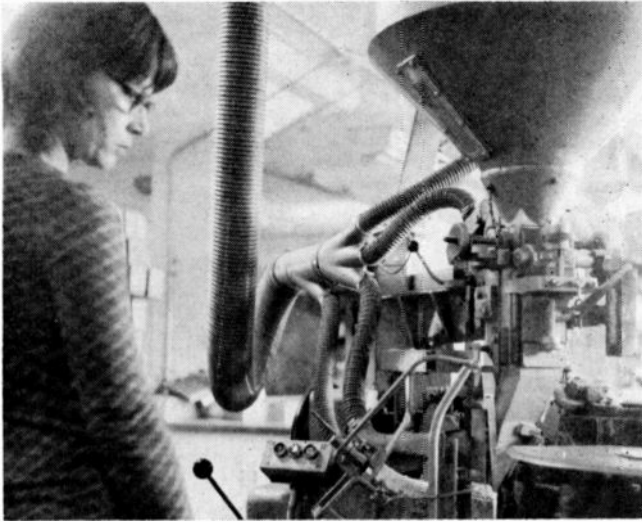
(Con't. on page 5)

Fills Packets

That machine which Jackie Guilford is watching so closely in picture at left is called a "holler." President Ed May says "it does everything but talk." German-made, it is a volumetric filling machine whose basic job is to put seeds in packets. One of the fastest, if not the fastest, machines designed for the task, the "holler" can fill 65 packets a minute at maximum speed and can handle from grams to 8 ounces in volume.

In order to keep up in this busiest season in years at the Earl May Seed and Nursery Company, there are three other machines like this one

plus a smaller one in operation. In addition some seeds such as fine petunias and smaller runs are dipped by hand. Operating the "hollers" are Jackie, Freda Schneckloth, Neva Looker and Hazel Buzzard. Duties of the operators include getting the control for the amount to be dipped, putting the paper packets in the tray to be filled and taking them out afterwards. The machine also impresses a code on the packet. The May company is the only company left in the business who takes care to code the germination date, lot numbers and date packed on the package, according to Roland Pulley, assistant manager of Garden Seed department.



(Con't. from page 4)

Our lawn at home is nearly an acre. We have it raked and are ready to fertilize with Earl May Lawn and Turf Food. When the temperature gets up in the 60 and 70 degree range, we will apply Earl May Dandelion and Weed Control Plus Fertilizer.

We have our roses uncovered, both the Hybrid Tea and Floribunda. I trimmed them all back to five inches above the crown, and I didn't find a single dead one.

My son, Jack, is living in Des Moines and is employed by the Banker's Trust Company, which is one of the largest banks in Iowa. He is going through their management training program. He likes his work and is very enthusiastic about it.

Have a good day for yourselves everybody.

JOIN BRENDA KAY every morning at 10:30 a.m., Monday thru Saturday.

People who "deal in words" for a living whether spoken or written tend to play games using words. Program Director MIKE GOODIN went around for a couple of weeks springing the word "sesquipedalian" on unwary listeners, backing them in corners asking if they had a propensity for sesquipedalianism. Many, caught off guard, denied any inclination toward the horror or sidestepped the question as if avoiding anthrax. When the score was in, it turned out that Newsman RALPH CHILDS was the only person who could come up, as usual, with the proper word to describe a person given to using long words when Mike was searching for it.

Listen to "Andy" at 11:05 a.m. on the Elephant Shop.

Spring, inevitably has its harbingers, robins, tornados, tulips and changes in hair styles for the girls in the KMA office. Long locks are shorn, new curls appear and even new colors. Some of the men have cropped up with a couple of nearly shaved heads. Add the new hairdos to the wearing of spring clothes, new or old, and the offices look brighter than most of the days have to this date. At this count staffers affected by spring include MERL DOUGLAS, LYNN PADILLA, EVALYN SANER, MARLYS MEACHAM, DEE MARTIN and MARY WILLIAMS.

MARSHA BROYLES from Continuity and her husband, TERRY, rode on the Pony Express ride through Southwest Iowa. Sponsored by saddle clubs in the area, the ride collected over \$2323 from Page county which will be used for Camp Sunnyside for Crippled Children. Terry and Marsha rode their horses "Annie" and "Tonka" and took part in the weekend festivities which ended March 30 in Des Moines.

On Sports

Optimism is running high in the Iowa State football camp this Spring. Coach Earle Bruce and his coaching staff have enjoyed their best recruiting year, ever. Top priorities in spring practice were the running game, kicking game and improvement of over-all team speed.

The graduation of running back, Mike Strachan, and fullback, Phil Danowski, has left big holes to fill in the backfield. However, Harlan's Mike Larson, Omaha's Jim Wingender, plus Mike Williams and John Soloman, all figure in the running back and fullback picture. Keep your eye on Freshman, Dexter Green, who has the potential to be a "super" at ISU. Competition at quarterback is a healthy situation with Buddy Hardeman, Wayne Stanley, and Tom Mason vying for the number one spot. The offensive line will be big and experienced. And, who can forget Luther Blue, who led the nation in kick-off returns last season. There is a chance that Blue will be moved to slotback where his running abilities will be utilized more.

There are some areas to plug-up on defense. Gone are such stand-outs as Andre Roundtree, Rick Howe, Brad Storm, Gerry Forge, Barry Hill, Sy Bassett and Ramsey Jay. The Stensrud brothers, Mike and Maynard, will be back to anchor the defensive line. Three spring transfers from the now defunct University of Tampa football team have brightened the Cyclone's defensive picture. Linebacker Greg Pittman is regarded by pro scouts as the best linebacker in collegiate football. Pittman will be a senior. Otis Rodgers is comparable to Pittman in ability. Rodgers is expected to become an outstanding Big Eight Conference defensive end. Otis will be a junior. The third Tampa recruit is Jimmy Randolph, a rover back, who is noted for his aggressive play and speed. He, too, has the ability to help the Cyclones in 75. Jack Thomas of Council Bluffs has been switched from the offensive line to linebacker, to better utilize his talents. Iowa State signed three outstanding state high school football prospects to national letters of intent. They are:

Randy Koch — 6'4, 240, fullback - middle guard - linebacker — from Charter Oak-Ute High School. Randy has the potential to really be a good one for Iowa State.

Pat Henricksen — 6'4, 210, defensive end, from Clinton High School. Henricksen impressed recruiters from several schools with his toughness, speed, and ability to get to the football.

Terry Rubley — 6'2, 170, quarterback, from the 1974 4A State Champion, Davenport West.

Two other signees with Iowa ties were:

Joe Seymour — 6'3, 240, offensive guard, (Con't. on page 7)

ROYALS SCHEDULE FOR MAY-JUNE

The Kansas City Royals Baseball games are being broadcast over KMA for the sixth straight year.

The schedule for May and June is as follows:

May 1	— 7:25 p.m.	— California
May 2	— 1:10 p.m.	— Minnesota
May 3	— 1:10 p.m.	— Minnesota
May 4	— 1:10 p.m.	— Minnesota
May 6	— 7:25 p.m.	— Texas
May 7	— 7:25 p.m.	— Texas
May 8	— 7:25 p.m.	— Texas
May 9	— 7:25 p.m.	— Milwaukee
May 10	— 7:25 p.m.	— Milwaukee
May 11	— 1:25 p.m.	— Milwaukee
May 12	— 6:55 p.m.	— Detroit
May 13	— 6:55 p.m.	— Detroit
May 14	— 6:55 p.m.	— Detroit
May 15	— 6:25 p.m.	— Boston
May 16	— 6:25 p.m.	— Boston
May 17	— 12:55 p.m.	— Boston
May 18	— 12:55 p.m.	— Boston
May 19	— 6:55 p.m.	— New York
May 20	— 6:55 p.m.	— New York
May 21	— 6:55 p.m.	— New York
May 23	— 7:25 p.m.	— Baltimore
May 24	— 7:25 p.m.	— Baltimore
May 25	— 1:25 p.m.	— Baltimore
May 26	— 7:25 p.m.	— New York
May 27	— 7:25 p.m.	— New York
May 28	— 7:25 p.m.	— New York
May 30	— 7:25 p.m.	— Milwaukee
May 31	— 1:25 p.m.	— Milwaukee
June 1	— 12:55 p.m.	— Milwaukee
June 3	— 6:25 p.m.	— Cleveland
June 4	— 6:25 p.m.	— Cleveland
June 5	— 6:25 p.m.	— Cleveland
June 6	— 6:25 p.m.	— Baltimore
June 7	— 6:25 p.m.	— Baltimore
June 8	— 12:55 p.m.	— Baltimore
June 9	— 7:25 p.m.	— Detroit
June 10	— 7:25 p.m.	— Detroit
June 11	— 7:25 p.m.	— Cleveland
June 12	— 7:25 p.m.	— Cleveland
June 13	— 5:55 p.m.	— Boston
June 14	— 7:25 p.m.	— Boston
June 15	— 1:25 p.m.	— Boston
June 16	— 7:25 p.m.	— California
June 17	— 7:25 p.m.	— California
June 18	— 7:25 p.m.	— California
June 20	— 9:55 p.m.	— Oakland
June 21	— 3:25 p.m.	— Oakland
June 22	— 1:25 p.m.	— Oakland
June 24	— 9:25 p.m.	— California
June 25	— 9:25 p.m.	— California
June 26	— 9:25 p.m.	— California
June 27	— 7:55 p.m.	— Chicago
June 28	— 7:55 p.m.	— Chicago
June 29	— 1:10 p.m.	— Chicago

"Mac" keeps you informed about the weather every day at 7:15 a.m.



No. 2 in Series on Ministers

A mild-mannered man is the Rev. Ed West but he is also a man of stamina to keep up with the many and varied activities he pursues. KMA listeners hear him on the 7:35 a.m. Sunday Worship Service when he faithfully takes his turn along with the other ministers in the Shenandoah Area Ministerial Association.

After that duty, he becomes absorbed in his dominant role, that of pastor of the Church of the Nazarene in Shenandoah. He came to the local church in September 1973 from serving at the church in Farmington, Iowa. (Picture at left.)

Pastor West was educated at Trevecca Nazarene College in Nashville, Tenn. and has been in the ministry since 1961 when he began at Washington, Iowa.

Shortly after arriving in Shenandoah, he started driving the school bus for Shenandoah and continues to do so.

He and his wife, Eula, are the parents of four sons, Kevin, 19, Geron, 17 who is a junior in high school; Mark, 12, in sixth grade; and James, 6, in first grade. Kevin is completing his sophomore year at the British Isles Nazarene College in Manchester, England. The family resides in the parsonage at 106 E. Summit.

Both Mr. and Mrs. West are native Iowans and were brought up on farms. His home was at Pleasantville and hers at Osceola. They are active in Scouting, helping with Webelos and Cubs.

With a family of boys, Ed West has found it opportune to continue his interest in sports, particularly hunting and fishing, and to follow a family interest in airplanes and motorcycles. Besides doing some carpentry, in the past he has worked for morticians and once was area manager for Field Enterprises.

(Con't. from page 6)

from Indianola. Joe comes to Iowa State via Waldorf Junior College. Seymour was a teammate with Cyclone offensive center, Jeff Jones, at Indianola.

Mark Settle — 6'3, 230, linebacker, from Nevada. Mark was a walk-on candidate, last year, and was one of the top players on the Freshman Team.

Coach Earle Bruce can well be optimistic about the 1975 season. He has a lot of lettermen back plus several top-flight newcomers as well. Add to this the fact that Iowa State will be playing in its brand new stadium this Fall, and you have all the ingredients for an exciting season ahead. One disadvantage to the Cyclone 1975 schedule is that four out of the first five games are on the road. You can hear Iowa State football this Fall on KMA.



Pictures can be deceptive. Looking at this one of **MAURY SPIES** (right) and his son, **JERRY**, it appears they are standing on a slope but it doesn't show that they are actually high atop the Earl May Seed and Nursery building setting up the anemometer. A hard winter of winds, snow and ice destroyed the other anemometer and KMA Radio was without an instrument for measuring the velocity or pressure of the wind until the new one arrived, and the Spies duo dared the elements to place it. Chief **DON BURRICHTER** took this picture, bravely climbing out on a level with them. The anemometer is wired to the control room in KMA traveling from the rooftop of the May building and across the street to the studios.

50 YEARS OF SERVICE --- 1925-1975



Artists with their paintings.

Talk of kites caught in trees around town started Announcer **MERL DOUGLAS** to reminiscing about kites he flew as a boy. He remembered one in particular that had "at least a mile of string" attached to it to fly from the top of the hill near his home way out over adjacent farms. "Everybody contributed to the string to make it that long," he said, "and the long tail was made of the usual strips of fabric." "We made our own kites then," and "sometimes sent messages up the string on a paper rolled into a funnel shape."

Whether destined to become "Grandma Moses" of the staff, Managerial Secretary **EVALYN SANER** and Switchboard Chief, **LUCY LAWSON**, enjoyed the art classes which they took from **JERRY SPIES**. Here they display two of their paintings, done in acrylics. Both gals also like to make craft items, and Evie collected enough old radio tubes, set them in plastic, to make a chess set which **MARSHA BROYLES** of Continuity inspects in another picture on the next page.

With some surprise, Chief **DON BURRICHTER** notes that whenever he is mentioned in the Guide, one of his friends comments about reading about what he is doing. Your surprise is our surprise, Don; after all these years you know how the Guide gets around.

CHIEF BURRICHTER spent a weekend in April in Kansas with his son, **ED** and family. Musician that he is, the Chief also attended the recent production of the opera, "Barber of Seville," at Tarkio.

MARSHA BROYLES took her poodle dog "Tiffany" to the beauty parlor for dogs recently. Tiffany wound up sheared with only enough hair around her ears for two purple hair bows and purple painted toenails.

BONNIE NEVILLE has been assigned duties in the accounting office at KMA. She came to KMA from Mission, Ks., and is residing in Clarinda, driving back and forth like Women's Director **BRENDA KAY**. Her parents, **MR. AND MRS. LEE CLAY-BAKER** live in New Market.

With many a good wish, the office gang presented Regional Sales Manager **BOB CLINE** with a farewell gift. Bob left KMA to take a position with Cresswell, Munsell, Schubert and Zirbel, Inc., advertising agency at Cedar Rapids, Ia. He will be in charge of the western region for one of their accounts which means lots of traveling. He has bought a house in Cedar Rapids and his wife and son will move soon. In the picture are **NADINE KELSEY**, **BARB GINGER**, **LYNN PADILLA** and **ANDY ANDERSEN**.



Farewell for Bob Cline

Witticisms, jokes, an original slant on the local news went into the tape recorded message that each staff member sent to Newsman **RALPH CHILDS** who has been confined to the University Hospital at Iowa City for many weeks. News Director **NED DERMODY** holds the mike and **BRENDA KAY**, Women's Director, the recorder, as **BILL BONE** and **DON BURRICHTER** ready their remarks. Ralph entered the hospital March 9 for exploratory surgery and followup treatment. When the Guide went to press, the date for Ralph's return to Shenandoah had not been set but all of us at KMA hope it will be soon.

There's good and bad news about cars and staff members. **EVIE SANER** is the proud owner of a new vinyl-topped sedan. She says it's the first brand-spanking new car she has ever owned.

She sent "baby" announcements to her close friends telling its name and weight.

As for the bad news that belongs to News Director **NED DERMODY** who went out one morning in April to drive down to work and discovered that vandals had slashed the two back tires on his vehicle.

CLAYTON McMAHON, who retired in April from his job as mail truck driver for **Earl May Seed and Nursery Co.** and **May Broadcasting Co.** after nearly seven years, also reports vandalism. All of the wiring was cut in his truck while it was parked in a lot in Shenandoah, and he reports the job was so complete that it took nearly three hours for the mechanic to fix it.

When the National Farmers Organization decided to sell cheese directly to the consumer, members of the group let the staffers at KMA sample a block of cheddar. Registering approval by asking for seconds from **EVIE SANER** who is cutting the cheese are (l-r) **MARSHA BROYLES**, **CHRISTY HALL**, **BRENDA KAY** and Station Manager **ANDY ANDERSEN**. (Picture at right)



A MEMO

From **BRENDA KAY**

A new contest is being held during May. Since I started at KMA I have thought it would be fun to share summertime dessert recipes. So now is your chance to share one of your crowd-pleasing recipes. If everything goes as planned, I'll print the winning recipes in the next issue of The Guide. Please note the information box concerning the contest elsewhere in this issue. I'll be anxious to hear from you.

March and April have been a whirlwind of activity. It was all I could do to catch my breath long enough to sit down and write my Memo to you. In March I talked with the Essex, Ia., Federated Women on the topic of Nutrition. I so enjoyed meeting so many fine women from that community. Later on that month, I attended the House-A-Rama in Creston, Ia., sponsored by the Mid-Crest Area Extension Service. It was such a fine program and I learned so much. Several Iowa State University specialists gave presentations, and I was interested in attending the discussion on selecting floor coverings. Rich and I have been looking for different ideas for our entryway and bathroom floors. It's so hard to know what the most practical and yet attractive floor treatment is. With the cost of housing materials as high as they are, the decisions we make will need to last for a long time.

Perhaps the highlight of April was the opportunity I had to speak to the State Conference of the Young Mother's Council Service held in Exira, Ia., this year. The topic I chose was "Reach Out and Touch" in which I shared different ways we could touch the lives of others. I was impressed with the intent of the organization. It certainly is refreshing to learn of women who are willing to meet monthly to discuss ways of becoming better parents. I feel strongly that the stability of our country depends directly on the stability of our families.

Also in April Christy Hall, KMA News, and I, did a program together for one of the P.E.O. Chapters in Clarinda. It was the first time we had worked together on a presentation and was such a fun experience for both of us. It was an evening meeting, so Christy had sort of a wild time getting back to the station in time to do the ten o'clock news. However, Royals baseball postponed that newscast till 10:45 p.m. so the breathless effort was to no avail!

May and June have two beautiful holidays in honor of our parents. Take time to remember both your mom and dad on their "special" days, if you are still fortunate enough to be able to do so. Parents are gifts from God. Praise Him for the joy they bring to our lives.

Happy Spring!

RECIPE CONTEST

SUMMERTIME DESSERTS

The contest begins May 1 and ends May 30th.

THREE CATEGORIES:

- ★ Frozen Desserts
- ★ Refrigerator Desserts
- ★ Baked and Miscellaneous Desserts

Judging will be on: Taste, Originality and Eye Appeal.

Five Prizes will be awarded in each category.

First Prize — Electric Ice Cream Freezer

Second Prize — Alpine Cooler and Thermos

Third, Fourth and Fifth Prizes — Better Homes and Garden Dessert Cookbooks

(Please limit your entries to one recipe per category.)

THREE LAYER BLUEBERRY SALAD B (Mrs. Leland Reeve, Clarinda, Ia.) B

1st Layer:

- 1 3-oz. pkg. raspberry gelatin
- 2 c. hot water
- ¼ tsp. raspberry flavoring

Dissolve gelatin in hot water and pour into 9x13" pan. Chill till firm.

2nd Layer:

- 1 envelope unflavored gelatin
- ½ c. cold water
- 1 c. evaporated milk
- 1 c. sugar
- 1 tsp. vanilla
- 1 8-oz. pkg. cream cheese, softened
- ½ c. chopped nuts

Dissolve gelatin in cold water. Bring sugar and milk to almost a boil (do not boil). Place all ingredients in a bowl except nuts and blend till smooth. Add nuts and cool. Pour over Layer 1. Chill till set.

3rd Layer:

- Dissolve 1 3-oz. pkg. raspberry gelatin in 1 c. hot water

Add:

- 1 can blueberries, juice included
 - ¼ tsp. blueberry flavoring
 - ¼ tsp. raspberry flavoring
- Cool. Pour over 2nd layer. Chill till set.

* * *

If you grease your measuring cup before filling it with syrup, molasses or honey, the sticky liquid won't cling to the sides and bottom of the cup.

BETTY'S CAVETELLI

(Betty Buttron, Lancaster, Ks.)

- 1 lb. hamburger
- 1 tsp. salt
- ½ c. chopped onion
- 1 tsp. oregano
- 2 small cans tomato sauce
- 1½ c. uncooked pasta, ½ c. each of 3 kinds
- ½ pkg. shredded Mozzarella cheese

Cook and drain pasta. Meanwhile brown hamburger and onion, drain. Add remaining ingredients. Put in greased casserole and cover. Heat in 350° oven till cheese is melted and heated through.

* * *

STONEGROUND WHEAT ROLLS

(Ruth Adams, Instructor of Homemaking Unit, M. H. L., Clarinda, Ia.)

Combine in a large mixing bowl:

- 1½ c. warm water
- ⅓ c. honey
- 2 pkg. yeast

Allow yeast to soften 5 minutes or longer. Add:

- 3 T. butter or oil
- 2½ c. unsifted high protein, stone-ground wheat flour
- 1 scant tsp. salt
- 2 eggs, slightly beaten

Beat on low speed for 7 minutes with electric beater. If dough is not beaten sufficiently the rolls will be heavy.

Add and stir well:

- 1½ c. white flour, or enough to make a fairly stiff dough

Sprinkle approximately 1 cup flour on pastry cloth and turn dough on it. Knead till smooth and elastic. Put into warmed oiled bowl, smooth side down, then turn greased side up. Cover. Let rise in warm place till double in bulk — about an hour. Punch down and let rise again. Make into rolls as desired. Bake in 350° oven 20 to 25 minutes. Makes 30 2" rolls. Note — Wheat flour must be stoneground.

* * *

FRENCH SILK PIE

(Willina Christensen, The Brick Inn, Tabor, Ia.)

Cream:

- 1 stick margarine
- ¾ c. sugar

Add:

- 1 tsp. vanilla
- 2 sq. Bakers unsweetened chocolate
- 1 egg, beat 5 minutes

Add:

- 1 more egg, beat 5 more minutes

Pour into cooled graham cracker crust. Top with generous amount of whipped topping or vanilla ice cream when served.

* * *

Try adding fresh mushrooms to your favorite stew recipe about 15 minutes before the stew is done. Do you know why mushrooms enhance the flavor of most dishes? (They are loaded with monosodium glutamate—msg—a natural ingredient that stimulates the taste buds.)

PORKLET PIZZA SANDWICHES

(From the Missouri Pork Producer)

- 6 porklets
- 1 8-oz. can tomato sauce
- ½ c. grated Parmesan cheese
- 2 tsp. instant minced onion
- ½ tsp. basil
- ¼ tsp. garlic powder
- 2 T. fat
- 3 English muffins, split and toasted
- 6 slices Mozzarella cheese
- ½ tsp. oregano
- 6 large stuffed olives, sliced, opt.

Combine tomato sauce, Parmesan cheese, onion, basil, and garlic powder. Simmer 5 minutes. Prepare muffins. Cook porklets on both sides in fat, over medium heat, till done. (18 to 20 minutes). Place each browned porklet on muffin half. Spread 2 T. tomato sauce mixture on top of each porklet. Cover with slice of Mozzarella cheese. Sprinkle oregano on each cheese slice. Arrange slices of stuffed green olives on tops. Place under broiler 3" from heat till cheese melts, approximately 5 minutes. Serves 6.

* * *

7-23

FROSTED COFFEE DROPS

- 1½ c. flour
- ½ c. wheat germ
- ½ tsp. baking powder
- ½ tsp. soda
- ½ tsp. salt
- 1 tsp. cinnamon
- 1 T. instant coffee
- 1 c. sugar
- ¾ c. margarine
- 2 eggs
- ¼ c. milk

Measure dry ingredients except sugar and stir well to blend. In a different container cream sugar, butter, and eggs thoroughly. Add blended dry ingredients to creamed mixture alternately with milk. Refrigerate 30 minutes. Drop by level tablespoonfuls onto greased baking sheets. Bake 375° for 10 to 12 minutes. Remove and cool. Makes 4 dozen. Frost with Mocha Icing.

Mocha Icing: Cream 1 T. soft margarine with 1 tsp. instant coffee powder and ½ tsp. vanilla. Add 1½ c. confectioners' sugar alternately with 1 to 2 T. milk, until spreading consistency.

* * *

BANANA PUNCH

(Coni Honken, Clarinda, Ia.)

Combine:

- 1½ c. unsweetened pineapple juice
- ¾ c. orange juice

In a saucepan, combine:

- ½ c. sugar
- ¾ c. water

Cook 5 minutes after bringing to a simmer. Add to above juices. Add 1½ c. mashed banana (about 2 small bananas). Freeze till mushy. Add chilled large bottle of gingerale or 7-up to taste. Serves 5 to 6.



On Potpourri

Harold Mindermann, commodity and marketing director of the Iowa Farm Bureau Federation, and Jayne Hager, home economist with the National Livestock and Meat Board, talked about meat preparation and answered questions on Brenda Kay's POTPOURRI SHOW.



Nutrition Week

During National Nutrition Week, Brenda Kay discussed the Food Stamp program on her LIVING TODAY SHOW with Helen Maher (left) and Ruth Baumgarten. These two women are Fremont and Page county Department of Social Services representatives respectively.



Community Betterment

LIVING TODAY SHOW presented a program on community betterment when Brenda Kay interviewed John Barnts (left), Southwest Iowa Representative for Iowa Development Commission, and Norman Riggs, supervisor of Iowa Community Betterment Program.

Favorite Recipes of Former KMA Homemakers

Good recipes know no time boundaries. As examples of that statement, the following three recipes were selected from cook books published by KMA many years ago.

ONION SHORTCAKE

One of Adella Shoemaker's favorite recipes.

Filling:

- 8-10 medium sized white onions
- ½ t. salt
- 3 T. butter
- ½ of a slightly beaten egg
- ¾ to 1 c. thick cream, sweet or sour

Sprinkle the sliced onions, with salt and place in a frying pan in which the butter has been melted. Cover and simmer, stirring occasionally until the onions are very tender but not browned. Let cool. Prepare following:

- 1 c. flour
- ½ t. salt
- 1½ T. shortening
- 2 t. baking powder
- ½ c. milk
- ½ of a slightly beaten egg

Sift the dry ingredients together. Work in the shortening. Combine the milk and ½ egg and add to the dry ingredients, stirring only until mixed. Spread in a deep, greased pie tin or baking dish and cover with the cooked onions. (The dough should be spread very thin.) Mix the remaining ½ egg with the cream and pour over the layer of onions.

Place in a hot oven 425° and bake 25 minutes or until the shortcake is done. Serves 6.

* * *

BERNICE CURRIER'S THOUSAND ISLAND DRESSING

- 1 c. mayonnaise
- 4 T. chili sauce
- 1 T. chives
- 3 T. catsup
- 1 t. tarragon vinegar
- 1 T. chopped green pepper
- 3 T. chopped red pepper
- 1 t. paprika

Mix all together.

One of the earliest booklets published by Earl May Seed and Nursery Company was the sewing book of Jessie Young. It is shown in the picture at right along with the rest of the various recipe books published by KMA in past years.

In connection with Jessie Young's Sewing Hour on KMA, she compiled "The KMA Radio Sewing Book" which was published by the Earl E. May Seed & Nursery Company, before the days of The KMA Guide.

The 72 page booklet included many dress-making helps and discussed transferring patterns, threads, bias tape and rick-rack, embroidery stitches and trimming, gathering and basting, mending and darning and how to make all kinds of clothing, toys, flowers and numerous items. One tip on making small boys' overalls, "sew on a large patch before sewing up the leg and it will then outwear two pair." Another tip mentioned "summer sash curtains for kitchen are nice if hung to the window frame. When the window is raised, the curtain goes with it and avoids such frequent laundering."

"The 55 Favorite Recipes of KMA Personalities" included Edith Hansen's "Chinese One-Dish Meal" recipe:

- 1 lb. veal or beef, cut in cubes
- 2 med. onions, finely chopped
- 1 c. chopped celery
- 2 T. fat
- ½ c. uncooked rice
- 1 can chicken soup
- 1 can cream of mushroom soup
- 4 T. chop suey sauce or soy sauce
- 1 t. salt
- Pepper to taste
- 1 c. canned peas
- 2 c. water

Brown veal, onions and celery in fat. Add other ingredients, mixing well. Put in a large greased casserole. Bake in a 325° oven for 1½ hours. Serves 10. (A can of mixed vegetables may be added for a larger quantity.)



FEEDBACK

By NED DERMODY

What are you doing for the Bicentennial? Taking part in a pageant? Wearing a pin? Boning up on patriotism? Planning a vacation to one of the original 13 States? What ARE you doing for the Bicentennial?

I suppose we can expect to be inundated with historical notes from 200 years ago . . . on the scene reports from battles . . . restaged events surrounding the American Revolution . . . slowly relearning and maybe rethinking those history lessons and dates that were so laboriously passed on to us in American History Classes. We shall all learn again the dates and times . . . the people . . . the places and perhaps . . . if we pay attention . . . the reasons for the American Revolution.

We shall hear once again about the Seven Years War (the French and Indian here) . . . The Stamp Act . . . the Quartering Act . . . the Stamp Act Congress . . . The Boston Massacre . . . The Boston Tea Party . . . The First and Second Continental Congresses . . . the Battles . . . Oh the Battles! Lexington, Concord, Bunker Hill, White Plains, Crown Point, Harlem Heights, Saratoga. All of the visible . . . and in retrospect, exciting phases of the American Revolution. Where great and small men and women persevered, studied, appealed, demonstrated, protested and finally fought, bled and died. Why? For Independence? Yes . . . and much more!

The actual events are interesting. The causes should be required reading for every adult . . . but particularly for every politician and every bureaucrat. For a start, I recommend the Declaration of Independence. Not just the first two paragraphs. The entire document. All of us are familiar with the language of the second paragraph of the Declaration. "We hold these truths to be self evident, that all Men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the Pursuit of Happiness."

The Declaration of Independence did more than declare the intentions of the Americans to be Independent. It stated quite clearly that Government for the sake of Government was a fallacy. "Governments are instituted among Men, deriving their just Powers from the Consent of the Governed . . . wherever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it . . . and institute new Government, laying its Foundation on such Principles, and organizing its Powers in such a Form, as to them shall seem most likely to effect their Safety and Happiness."

Next, the signatories of the Declaration indicated that they had been patient with the many nuisance ordinances levied upon

them. "Prudence indeed will dictate that Governments long established should not be changed for light and transient causes. Mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed."

But, the signers indicated, patience had come to an end. They then proceeded to lower the boom on King George III . . . and the indictments should be read, very carefully, by Legislators and Bureaucrats . . . Democrats and Republicans . . . all of us. Note that not all of the indictments are listed . . . because not all are relevant to this time and place. Some are and should be noted.

What did George III do? For one thing he failed to pay attention.

—He refused to allow laws deemed necessary for the Public Good.

—He forbade Governors to pass laws of pressing importance without his approval, and when approval was requested, neglected to act.

—He called Legislative bodies at distant places solely to fatigue the legislators into complying with his decisions.

—He obstructed the administration of Justice.

—He made Judges dependent on his will alone through use of Tenure and salary schedules.

—He erected a multitude of new offices and sent out swarms of officers to harrass the people and eat out their substance.

—He combined with others to subject us to Jurisdiction foreign to our Constitution. (This mainly dealt with the quartering act . . . for tho the Colonists disliked forcible lodging of British soldiers . . . they by and large felt sorry for the underpaid and ill clothed Red Coats . . . who often had to moonlight in order to exist).

—For protecting them (the soldiers) by mock trial, from punishment for murder.

—For imposing taxes without our consent.

—For depriving us, in many cases, of the Benefits of Trial by Jury.

Then the signers said ". . . we have petitioned for redress humbly . . . we have warned them from time to time . . . we have reminded them of the circumstances of our settlement here . . . we have appealed to their native Justice and noted the ties of common kindred . . ." ". . . they have been deaf to the voice of Justice and consanguinity. . . we therefore . . . hold them as we hold the rest of Mankind — Enemies in War — in Peace, Friends."

That, friends, youth 200 years later would call . . . Heavy Stuff. The Bicentennial, it seems to me, would be a good time for a lot of us to read, think . . . study . . . and remind ourselves that the American Revolution was quite a bit more than Valley Forge and Minutemen and the men in Philadelphia. It was the end result of perfidy.

"Homemakers" Through The Years

Recognizing the diversity of the potential radio audience, KMA was in the vanguard of stations aiming programs at women listeners. It led the way in providing special women's features on a daily basis, employing one of the first so-called "homemakers" to broadcast them.

Through its 50 year history, KMA has continued to program at least one and sometimes more than one feature geared to the specific interests of women. The hundreds of thousands of letters received by KMA homemakers over the years confirms that decision.

Discriminating selection and use of talent meant the broadcasts have varied in emphasis, but consistently kept the midlands' woman informed and challenged; progressing to encompass the broader scope and participation of women "Living Today."

The first full-time "homemaker" on KMA was Jessie Young who came to KMA in 1926 and soon thereafter began a regular daily 20-minute program known as the "Stitch and Chat Club," an original radio sewing service program. By 1932, she was concentrating her efforts on an expanded show including kitchen helps and recipes. Broadcast from her home where she tested recipes and talked with and about her family, the popular program generated between 3,000 and 4,000 letters a week from listeners. Mrs. Young who had four children moved to Colorado in the early 1940s. Now 75, she lives in Ft. Collins and publishes a newsletter.

A second program for women joined KMA when Leanna Driftmier became affiliated with the station in 1939. Another pioneer in the field, Mrs. Driftmier and her "Kitchen Klatter," as the program was called, has been on KMA intermittently through the years. Independently produced, it can presently be heard at 9 a.m., daily on KMA with Leanna's daughters, Margery and Lucile, carrying on and visiting occasionally with their mother who resides in Shenandoah.

Edith Hansen replaced Jessie Young, broadcasting her first program June 1, 1942. She followed her husband to California in the war years, returning in 1945 when her husband's health failed, and re-joined KMA. The mother of two sons, her program called "Helpful Hints for Homemakers," went off in 1948.

Mrs. Hansen died in 1964. She was the grandmother of KMA's night announcer, Don Hansen.

KMA's fourth homemaker was Adella Shoemaker who was born and reared on a farm near Shenandoah. Starting on KMA in August, 1948, Adella by then was mar-

ried and had two teenage sons. She titled her afternoon program "Kitchen Klinik." Both Mrs. Hansen and Mrs. Shoemaker later worked for food manufacturers, continuing on the air for them. Mrs. Shoemaker is now residing in Shenandoah.

With September, 1948 came another homemaker on the KMA airways, Bernice Currier who was returning to the station. Her first duty on KMA was in 1927 when she played her violin; turning from classical to the popular oldtime fiddle music at Earl May's urging. The mother of four, two sons and two daughters, Mrs. Currier took over the 9 a.m. broadcasts, continuing until 1963 when she retired. At present she is a resident of Elm Heights Nursing Home in Shenandoah.

"The Farmer's Wife" Florence Falk became a regular on KMA in September, 1952. Broadcasts from her farm home near Essex continued for 10 years until 1963. She lives in Essex now.

Three popular homemakers filled the more recent years including Billie McNeilly Oakley whose "It's A Woman's World" began in August, 1963. She later moved to Lincoln, Nebraska, where she became associated in broadcasting with a food manufacturer.

Her successor was Joni Baillon who made her "Joni's Journal" a byword for the next two and half years. She moved to KMA's sister station, KMTV in Omaha where she can still be seen on the "Conversations" show.

"Today's Woman" was the title Jo Freed gave her show when she started in May, 1969. At the time, a farm wife with an active family, Jo has since moved into the town of Essex.

For an interim of a year and half, KMA went without its own homemaker, using shorter syndicated homemaker shows, but the demand from the listeners brought back the show at the traditional 10:30 morning time when KMA employed its first professional, degreed home economist, Brenda Kay Crow, in January, 1972. Married shortly after arriving at KMA to Richard McConahay, Brenda can be heard on her "Living Today" show Monday through Saturday. There have been other women broadcasters on KMA through the years either in the capacity of homemaker or some related area. These included Doris Murphy who worked at a variety of jobs for 34 years with the station; Lina Ferguson, the late Mamie Miller, Martha Bohlsen, the late Sue Conrad, Evelyn Birkby, Mary Williams and of course, the late Mrs. Earl May.

(Pictures on Back Cover)

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NOSTALGIA HOMEMAKERS

(Story on Page 15)



Homemakers pictured here include: (above l-r) Florence Falk, Bernice Currier, Adella Shoemaker, Jessle Young; (center) Edith Hansen, Leanna Driftmier; (lower l-r) Jo Freed, Billie Oakley, Joni Bailion.

