



May, 1969

The
KMA GUIDE

TODAY'S WOMAN

The KMA Guide

MAY, 1969

Vol. 26

No. 5

Meet Jo Freed, the new Women's Director of KMA Radio. Her program "Today's Woman" heard each day at 10:30 is designed to keep you up-to-date with interesting and useful facts besides providing home-tested recipes and other home-making information.

Bringing to KMA a background of experience in radio, newspaper, and business fields, Jo also adds the practical everyday side of housewife and mother. She and her husband, Wilbur, live on a farm and are the parents of two school age children.

Active in farm organizations, extension, school groups, charity work, and church, Jo was chosen as the 1969 Page County Homemaker of the Year.

Transplanted to the farm after marriage, Jo grew up in Council Bluffs. She delights in farm life and can be found in the fields on the tractor or busy with her favorite

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home activities of cooking, sewing, or puttering around with carpentry tools and paint brushes. She and her family enjoy camping and fishing vacations.

Jo's variety and friendliness are waiting for KMA listeners when they tune to "Today's Woman" at 10:30 a.m. Monday through Saturday.



SPECIAL JUNE ISSUE

Be sure to get your extra orders in now for the special 25th anniversary edition of the KMA Guide which will come out in June. Pictures, schedules, letters, and stories from that extraordinary year 1944 will be featured.

If you are a charter subscriber, we would appreciate a letter from you; send along a clear snapshot too as we like to know our good friends better. Send your advance orders for the June issue to KMA Guide, Shenandoah, Iowa, 51601.

A Chat With Edward May



This month I had hoped to show you a picture of four generations, which would be my mother, Mrs. Earl May, myself, my daughter, Karen May Sislo, and Karen's baby, Amy. Karen and the baby spent a week with us shortly before Easter, and needless to say, we had a wonderful time getting better acquainted with our first grandchild. On a Sunday, my mother came over for dinner and we proceeded to take pictures of the four generations. I put the flash attachment on the camera and everything seemed ready, so we took a dozen pictures of the four generations. The next day I sent the film to be developed and anxiously anticipated its return. However, when the film came back, much to my horror and disappointment, not a single picture turned out. Obviously, I had made a mistake in setting the camera, and now, looking back, I know what I did wrong—I didn't set it on the right timing. So, as a result, a picture of the four generations will have to wait.

Instead of the four generations, you see a picture taken April 16 when I went to Omaha to accept an award from the Women's Division of the Omaha Chamber of Commerce at their City Beautification Awards Banquet. Each year this Division of the Omaha Chamber names award recipients for "Beautification Unlimited for Omaha." The Earl May Garden Center, located in the Westroads Shopping Center, was cited as one of the outstanding examples of a progressive, forward looking firm with a beautiful new building which helps contribute to a more beautiful Omaha, showing confidence in the future of Omaha and the area.

I wish to compliment the Women's Division of the Omaha Chamber of Commerce for the excellent job they do, and we are particularly pleased that the Earl May Garden Center in the Westroads Shopping Center was chosen to receive an award. The photograph shows, on the left, Mrs. Erma Conley, who is chairman of the program, Mr. Leon Schmidt, Manager of the Westroads Earl May Garden

Center, yours truly, and Mrs. Phyllis Douglas who is Board member in charge of the program.

I am sure all of us were happy to see spring finally arrive. A radio listener recently remarked, "Winter was bad enough, but now we come into the season where we have to watch out for tornadoes." Let's hope we have no tornadoes this year, but no doubt we will have the usual tornado watches and alerts. With our ESSA Weather Wire, KMA is in an excellent position to keep you alerted on all weather developments, so keep your dial set on 960 and you, too, will be up to the minute on weather developments.

This is a wonderful time of the year. Personally, I don't think you can beat spring in the Middle West. It is a time to be joyful. However, someone has said, "If you want to be miserable, do the following:

1. Think about yourself.
2. Talk about yourself.
3. Listen greedily to what people say about you.
4. Expect to be appreciated.
5. Be suspicious, jealous, envious.
6. Be sensitive to slights—never forget criticism.
7. Insist on consideration and respect.
8. Demand agreement with your own views.
9. Never forget a service you have rendered.
10. Be on the lookout for a good time.
11. Shirk your duties if possible.
12. Try to run the other fellow's business."



FRANK COMMENTS



By Frank Field

I mentioned some months ago that my old garden spot was going to be taken over this year by a new apartment house and here is proof positive. In the background, you can see a bulldozer and in the foreground a grading machine; both very busily engaged in leveling the piece of ground and giving it an even grade to the south to take care of drainage. The building itself will be mostly out of the picture on the left side, but the south half will rest on that light colored strip just in front of the bulldozer. The idea back of the whole project is to provide living quarters for teachers and instructors at the new Shenandoah High School which you see stretching out in the background.

In talking with the contractor, I find that while actual building construction may not start right away, he felt that it was a good idea to get the leveling and grading done so as to get the whole area seeded down as soon as possible. Incidentally, this grading and leveling project also took out about half of my little orchard including three Peach Trees, three Plum Trees, two Pear Trees, and one Dwarf Apple Tree as the space they occupied would be needed



for the north end of the apartment house. I knew of course that all of this was going to happen so about the first of April I planted two Dwarf Peach Trees and two Dwarf Apple Trees in the back yard behind the house. They are coming along beautifully and all four are showing new growth already, thanks to the cool moist weather ever since they were planted.

Our lawn too has benefited tremendously from the cool rainy weather which started in the next day after I got the Royal Maytone Fertilizer applied to the yard. Not only that but before the fertilizer was applied, I cut my Roses all back, removed all the mulch from around them, raked up all the leaves and did some necessary pruning on the shrubs and shade trees. Most of the Roses are sprouting out very nicely now and it looks as if we would not lose more than two or three out of more than fifty, which isn't bad at all considering the severe winter which we had.

About the first of April, I installed one of those eight family Grandma Martin Houses where we can watch it from the kitchen window. Inside of five minutes the sparrows tried to take it over and for the last two weeks I have been letting the Martin House down every night and removing the nest which the sparrows had built during the day. There was no sign of any Martins until yesterday when four of them showed up and immediately drove the sparrows away and started right in to set up housekeeping. People with old established Martin Houses tell me that they have been successful in getting Martins to move into houses installed as late as the latter part of May, so we do not anticipate any trouble in getting all eight apartments occupied by Martins this spring.

One job that remains for this week end is dividing and thinning out the Mums allowing not more than two or three sprouts in each clump. This is very necessary and should be done before the sprouts get more than two or three inches high. The surplus may be replanted in another location or simply hoed off but don't leave more than two or three sprouts in each clump.

The boys at the trial grounds were very fortunate in getting all of their early garden planted before the rainy weather set in. This included not only the early vegetables such as radishes, lettuce, peas, spinach, and the like, but also included all of the hardier annual flowers which are seeded directly in the row. The more tender sorts are still in the greenhouse and will be transplanted to the open ground the first or second week in May. How is your garden coming?

RFD



with
Jack Gowing



This is a busy time of the year with farmers trying to get fields prepared for planting. At the time I am writing this we are about to have a very important field day near Shenandoah, the Minimum Tillage Field Day, which I will tell you more about next month.

Farmers are always intrigued by machinery and new ideas and this last month saw one of the largest turnouts for the Triumph of Agriculture Exposition in Omaha. I think one of the exhibits that seemed to be attracting most attention was the hay baler exhibited by Iowa State University. This baler makes 1,000 pound bales; they are round. If the experts can take more lifting out of making hay, I'm sure all farmers will be happy and it will take the drudgery out of making hay.

FFA members from Iowa and Nebraska converged on Omaha for the exposition because the main attraction for them was Jeff Hanlon, National President of the Future Farmers of America. They greeted Jeff with applause and cheers.

Secretary of Agriculture Clifford Hardin held a listening conference in Lincoln this past month for the purpose of hearing from the farmers in something like eight states, including Iowa, Nebraska, Missouri, Kansas, Minnesota, North Dakota, South Dakota, and Wyoming.

The meeting room was jammed to capacity and the crowd overflowed into the halls and even outdoors around the Memorial Union on the University of Nebraska campus.

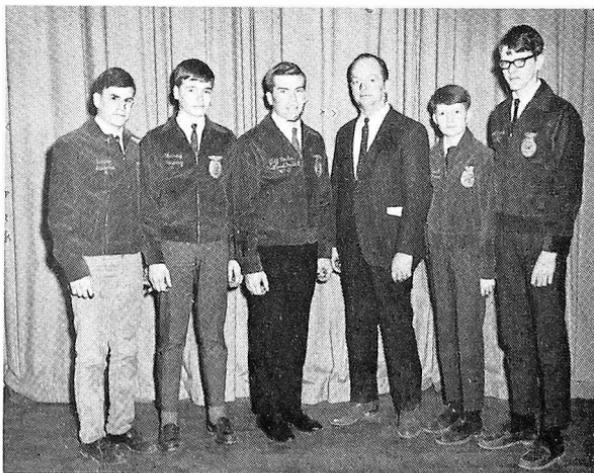
The list of speakers was an impressive one, and to start off the day was William Sellhorst, Dodge, Neb., Nebraska president of National Farmers Organization. He was given thunderous applause

many times during his 12 minutes on the platform. Sellhorst told Secretary Hardin that the only thing that is wrong with agriculture is low farm prices. He said that USDA has not been really telling the facts as they are. In 1967, the last year that all figures are available, the USDA said that farmers showed a net profit of 14.6 billion dollars; when in reality, farmers net cash income from the market was only eight billion dollars. To try to make the situation look normal, the USDA included a three billion government payment as cash income which he said may be justified, but they also included 2.5 million for house rent, 24 million for firewood and 745 million dollars for home raised products.

Sellhorst said he believed farmers should be allowed to decide what type of program they want. This was just one of the speakers, but there were representatives there from The American Farm Bureau, National Farmers Union, National Grange, American National Cattlemen's Association, National Livestock Feeders, National Corn Growers and many others.

I would estimate that 95 per cent of the crowd was made up of National Farmers Organization members. The NFO certainly put on a show of members in the area for which the conference was held.

Next month we will tell you about the Minimum Tillage Field Day.

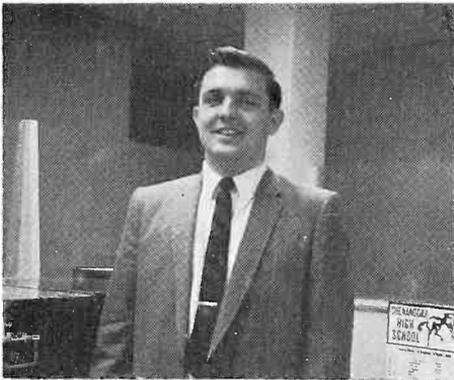


Shenandoah FFA members met their national president, Jeff Hanlon, at the recent Omaha exposition. Standing with Hanlon and KMA's Jack Gowing are left to right: Larry Guthrie, Randy Gowing, (J. Hanlon), Mike Diederickson, and Mike Zuck.

May, 1969

Tribe of Yessir Visits Shenandoah

When the Omaha Tribe of Yessir arrived on a goodwill tour of Shenandoah last month, KMA's Carl "Andy" Andersen extended greetings to the 65 guests in his capacity as Shenandoah Ambassador Supreme. Luncheon was served to 130 visitors and business men and women at the American Legion Country Club. Getting acquainted in the picture are Bob Best, Big Chief of the Omaha Tribe, Dick Roncka of KMTV, Tour Director, "Andy" Andersen, and Dick Hinman, Shenandoah Chamber of Commerce Manager.

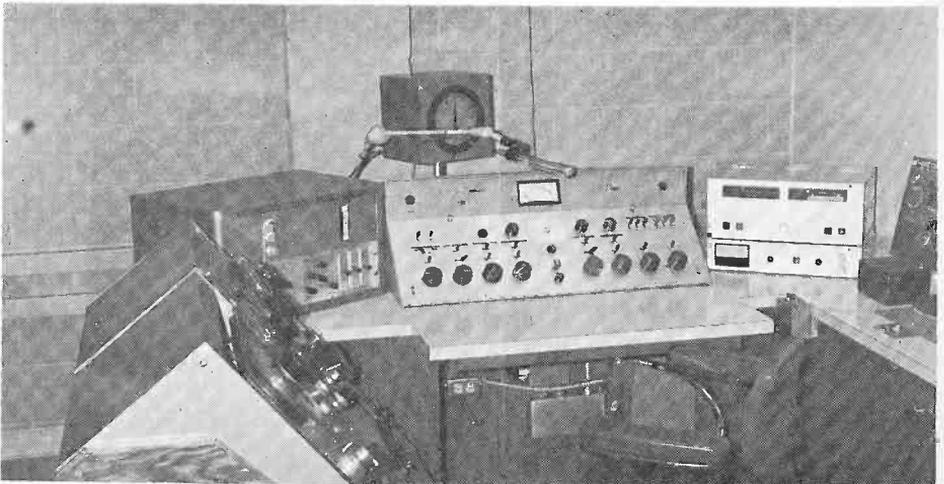


Keith Ramsey Is New Salesman

Joining the KMA sales force is Keith Ramsey, 28, who will make business calls in the KMA four-state area.

After serving two years from 1963 to 1965 in the Army as an MP, Keith was employed by Central Surveys in Shenandoah for three years. He was graduated from Pisgah, Ia., high school.

The son of Floyd R. (Mike) Ramsey of Pisgah, he has one brother, Larry Ramsey who resides with his wife and children, Todd and Shelley, on a farm near Woodbine, Ia.



Pride of the engineers and joy of the busy staffers taping programs and commercials is the new KMA recording studio. In the past two issues of the Guide, we have shown the progress of its construction and installation, and with this picture complete the series featuring this marvelous new facility at 960 Radio.

This Business Of Fishing

By WARREN NIELSON

(Listen to Warren's fishing show every Friday night at 5:35 p.m.)

FISHERMAN'S PRAYER:

God grant that I may live to fish until my dying day.
And when it comes to my last cast, I then most humbly pray:
When in the Lord's safe landing net I'm peacefully asleep,
That in His mercy I be judged good enough to keep!

Everybody has a favorite bait. One of mine is the whole kernel sweet corn . . . buy the cheapest kind. With canned whole kernel corn I have not only caught carp but catfish, bullheads, blue gills, and trout! It's one of the easiest baits to handle too. When you open a can, divide it into fourths and freeze in small plastic packages for future use.

Another favorite of mine is cheese . . . once again use cheese rinds or trimmings and run them through a food chopper. Then pour boiling water over the cheese until it is soggy . . . then add flour and ground rolled oats (the quick kind). Knead it until it is mixed and tough and rubbery. Of the cheese rinds, Swiss makes the best bait. For variations of the standard cheese, catfish bait, fish liver paste, ground up rough fish or sour clam meats may be added.

In any of the recipes calling for rolled oats, better results will be obtained if these are run through a food chopper and ground fine. They help make your bait tough and rubbery.

Carp, scaled and filleted, cut in bait size and soured, is an excellent bait for channel catfish. Don't pass up carp entrails. They are an excellent catfish catcher and some good fishermen prefer them to any other bait.

One other good point to make is that bulk cider vinegar will remove practically all the odor of stink baits from your hands.

In the following catfish bait recipes we start out rather gently. Non-catfishermen with squeamish stomachs should stop reading after the second or third recipe.

Take one pint jar of soft limburger cheese spread, add four tablespoonfuls of sour clam juice, mix together well, add dry uncooked oatmeal which has first been run through the food chopper. Mix all together until you have a thick, stiff, tough dough. A little oil meal added when mixing will help make the dough water-proof and stay on the hook better. Fish oil may also be added to this recipe.

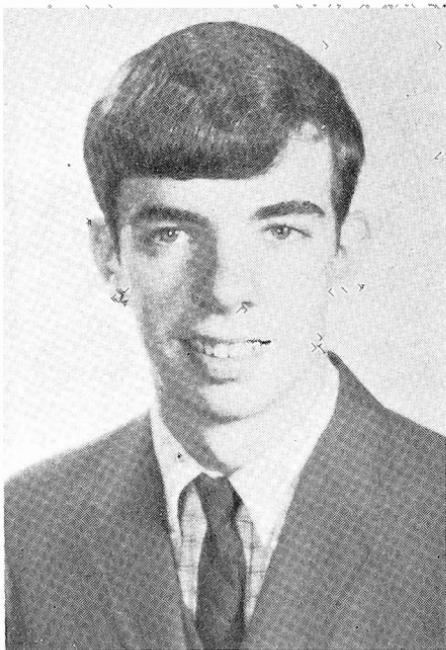
Cure a pound of wieners in the sun until

withered, cut in bait size. Take a half pint of fish oil, one teaspoon of powdered asafetida, 10 drops tincture valerian, 10 drops of oil of anise. Mix all together well and let age a week to 10 days.

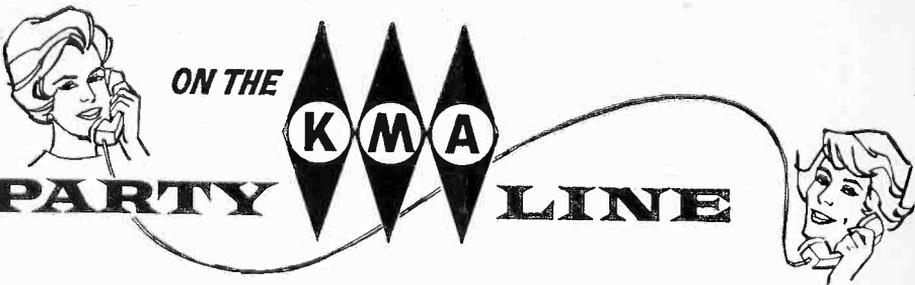
(This one is a real stinkeroo and a real catfish catcher.) Two dozen large night-crawlers, one pound strong cheese, cheese rinds ground fine, brick or limburger. Four ounces catfish liver paste will improve recipe but if not available you may omit. Pour enough boiling water over cheese stirring until it is a medium paste. Chop up worms and add. Mix in equal parts of flour and ground rolled oats (quick kind). Knead until tough and rubbery. Pack in small large mouth jars for easy removal. Let age a few days before using.

On my program, Hunting and Fishing Report, every Friday night at 5:35 p.m., I give lots of tips on these sports so keep listening and tell your friends to listen too.

Receives Top Rating



SAM SAWYER who is heard evenings on KMA spinning records received a one rating at district speech contest at Mt. Ayr and competed at the state contest at Boone. Given a half hour to prepare, Sam and the other contestants were required to present a five to six minute talk in the Radio Speaking Division at the state event at Boone. Sam received a one rating at the State too. We at KMA congratulate you, Sam!



ON THE
KMA
PARTY LINE



Joining Saddle Clubs in the rest of Iowa, the local riders took part in a Pony Express Ride for the Iowa Easter Seal Foundation. KMA Salesman, **PAT PATTERSON** made the trip along with Jim Lightfoot and L. Nelson, all of the Shenandoah club, from this corner of the state to Camp Sunnyside near Des Moines. Pat helped collect the donations which were put in western boots, placed in public places; almost \$25,000 was raised throughout Iowa to aid crippled children.

Those of you who have had occasion to call KMA, either on the **OPEN LINE**, or for some other reason will remember the pleasant voice of the switchboard operator.

She is **LUCILLE LAWSON** who underwent minor surgery in March but was soon up and around and back on the job.

Other hospital patients from KMA families this past month have been **MRS. WARREN NIELSON**, **LOCHE WILLIAMS**, and **DENNIS BOLDRA**. Editor **MARY WILLIAMS'** son, Loche, has returned to school, and we hope to have Florence Nielson and Dennis Boldra released soon.

Since state contests in vocal and instrumental were set for April 26 at Shenandoah, many hours of rehearsal took the time of **DENISE BOLDRA** and **SUSAN LARSON**, who sang; and **LORY WILLIAMS**, who played a tuba solo.

It's grandchild number four for **CHIEF ENGINEER DON BURRICHTER** and his wife, **ESTHER**. However, this is the first granddaughter and her name is Lori Ann. She was born March 27 to Lt. and Mrs. Stephen Peters at Fort Leonard Wood, Mo. The first child for the Peterses, she weighed seven pounds, seven ounces.

The handsome bachelor, KMA salesman, **KEITH RAMSEY**, has a sign above his desk stating "Join me for dinner . . . at your house." Each day he lays it on someone's desk hinting for an invite.

Looking forward to his discharge in May is Sp/5 Benny Kling who with his wife and daughter, Melanie, spent a 14-day furlough in April with their parents, **KMA ENGINEER** and **MRS. NORM KLING** and Mr. and Mrs. Everett Gardner. Benny has spent four years including duty in Vietnam in the service.

Enid Wortman, Management Specialist for the Southwest Iowa Extension office in Council Bluffs, Dorothy Keith, Page and Fremont counties Extension Home Economist, and Mrs. Loretta Johnson, of St. Louis, Consumer Specialist for the Food and Drug Administration, joined Warren Nielson on a stimulating discussion on Open Line recently.





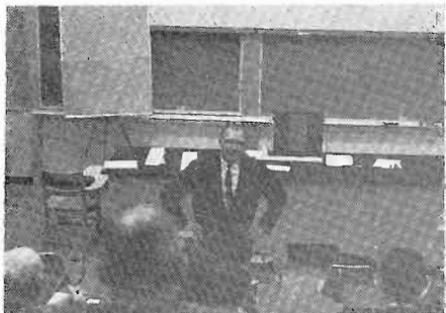
Another guest (above) on the Open Line was Lt. Col. (Ret.) Jack Mohr of Hot Springs, Ark., who had come to the area to speak under the sponsorship of Southwest Iowa TRAIN Committee.

RANDY GOWING, freshman at SHS, received a silver award for his FFA Creed Speaking at the recent District FFA Leadership Conference held at Elk Horn, Ia.

Spring seems to be especially busy this year for several family members of KMA staffers. At the end of March, **HOLLY NIELSON** played one of the leading roles in the Freshman school musical, "The Back Seat of Bus 29."

EDDIE MAY was also in the 9th grade musical in a supporting role and **JOHN WILLIAMS**, **NORM'S** son, sang in the chorus. Even 8th grader, **LOCHE WILLIAMS**, **MARY'S** son, helped in the light crew.

OVERHEARD AROUND THE STUDIO: As **JACK KATZ** handed **ED MAY'S** little



In his role as pedagogue, Norm Williams, KMA Station Manager, instructs a class at Maryville, Mo., in KMA's Defensive Driving Course. Qualified by the National Safety Council to teach this course, Norm is one of three KMA staff members who give of their time to promote safety through better driving. For information regarding sponsoring or enrolling in these classes write Radio KMA, Shenandoah, Iowa 51601.

granddaughter, Amy, a funny stuffed toy . . . Jack claimed "She could care less, I got a bigger laugh out of Amy by looking at her myself."

MARY WILLIAMS stated . . . "My son insisted that I go see "Back Seat of Bus 29" only because he was running the spot lights."

WARREN NIELSON'S daughter, **HOLLY**, was so proud that she had sold six tickets to the 9th grade musical "Back Seat of Bus 29" . . . then Warren said . . . "But I bought four of them myself."

DAN ANDERSEN, one of the sharpshooters on the Junior Varsity basketball team at Shenandoah High, sprained his left ankle so badly in practice early in March that he missed the last games. But by the time the Mustang Relays rolled around in April, Dan was able to take part in running the hurdles. He is the son of KMA Regional and Local Sales Manager, **CARL "ANDY" ANDERSEN**.

Numismatists, **Harvey Black** and **Jesse Crozier** answered questions from coin collectors on a recent Open Line Show which Warren Nielson emceed. Just as the camera was snapped, Jack Gowing stepped into their picture. Because of the requests and interest shown, Warren gave The Guide the addresses of these two experts: **H. Black**, 1726 So. Nevada, Colorado Springs, Colo. 80906; and **J. Crozier**, 513 Cragmor Road, Colorado Springs, Colo. 80907.



Do It Yourself

Since slacks and pants for women are very "in," the patterns offered this month feature various tops to wear with them. 10¢ with your name, address and zip code. You may order these patterns by sending to **MAY PATTERNS, KMA GUIDE, Shendoah, Iowa 51601.**



Irish crochet motifs featuring raised rosettes in super fingering yarn makes a lacy masterpiece to wear with pants or skirts. It comes in misses' sizes 12-16.

Billie Writes

Hello there,

What a surprise to have it be "suddenly spring." That's the way it happened in the Midlands, and what a welcome sight after the old-fashioned winter we experienced.

Since I enjoyed a brief association with Jo Freed, it was with a great deal of pleasure I found she was to be your new Women's Director on KMA. She's a delightful girl, with a perfectly charming little family . . . and I know you're going to enjoy a long and happy friendship with her. From all of us at the Martha Gooch Kitchen . . . "Congratulations and our best wishes for years and years of successful broadcasting" to Jo.

With bridal showers, graduation parties



This feminine tennis sweater in dainty cable pattern is sleeveless with a round neckline. Knit it in super fingering yarn. It comes in sizes small (10-12) and medium (14-16).

and other festive activities in the offing, we have recently tested some great "dress-ups" for angel food cakes. Why don't you try them in your kitchen, too?

Happy spring to all of you,
Billie

'Specially for the lucky ones who don't have to watch the calories . . . here's one of my favorites.

BERRY-CREAM FILLING

For a large size angel food or sponge cake . . . Whip 1 pt. heavy cream. Sweeten and flavor with vanilla to suit your own taste. Divide into two equal portions. Into one portion fold 1 cup well-drained (frozen and defrosted) raspberries or strawberries. Split cake horizontally into 3 layers and put together with berry-cream filling. Frost with remaining whipped cream. Refrigerate until ready to serve. Should be served within an hour or two for best results.

* * *

COFFEE-CREAM TOPPING

For a large size angel food or sponge cake . . . Combine 1 pt. heavy cream, $\frac{3}{8}$ cup sugar and 3 Tbsp. instant coffee powder. Chill 1 hour; then whip. Add $\frac{1}{2}$ cup chopped nuts. Split cake horizontally into 4 layers and put together with coffee-cream topping as you would a tort. Sprinkle top layer with toasted almonds.

COMMENCEMENT CUISINE

After graduation parties will be a great success if you prepare one or two of these festive refreshments.

PEPPERMINT VANILLA FREEZE (fix this with ease)

- 1½ cups milk
- ½ cup light or heavy cream
- 1 pkg. (small) Instant Vanilla Pudding
- ¼ cup crushed peppermint candy

METHOD: Pour milk and cream into a bowl. Add pudding mix. Slowly beat with rotary beater (or low speed of electric mixer) until well blended . . . 1-2 minutes. Fold in peppermint candy and pour into an 8x4 inch loaf pan. Freeze until firm . . . about 6 hours. Unmold. Garnish as desired. 4-5 servings.

* * *

SEVEN-UP PARTY SALAD

- 1 bottle (7 ounces) 7-Up
- ¼ pound marshmallows
- One 3-oz. pkg. lime-flavored gelatin
- 2 pkgs. (3 oz.) cream cheese
- 1 can (1 pound 4 ounces) crushed pineapple, undrained (2½ cups)
- ¾ cup chopped walnuts
- 1 cup heavy cream, whipped
- ¾ cup mayonnaise

METHOD: Combine 7-Up and marshmallows in a saucepan. Cook over medium heat until marshmallows are melted. Add gelatin, stirring until dissolved. Have cream cheese at room temperature. Add hot mixture slowly to cream cheese and beat until smooth. Add pineapple and walnuts. Chill until partially set. Fold in whipped cream and mayonnaise. Blend thoroughly. Pour into a lightly oiled 2-quart mold. Refrigerate until firm. Serve garnished with sugar-frosted grapes and sliced pineapple, if desired. Makes 12 servings.

* * *

PUDDIN' CAKE

- 1 package white, yellow or chocolate cake mix
- 1 package instant pudding (4-serving size)
- 1 cup water
- 4 eggs

METHOD: Combine ingredients in large mixing bowl. Blend at low speed of electric mixer just to moisten. Then beat 8 minutes at medium speed. Line 10-inch tube pan on bottom with brown paper; do not grease pan. Pour batter into pan. Bake at 350° for 50-60 minutes, or until cake tester comes out clean. Cool right side up in pan 15 minutes, then remove and cool on rack. Frost as desired. **NOTE:** Best results come in using the 10-inch pan. Yellow cake has proved to be the most flexible mix blending well with pineapple, banana, butterscotch, coconut or lemon flavor instant pudding.

HAWAIIAN MILK PUNCH

- 1½ quarts vanilla ice cream, softened
- 3 cups chilled pineapple juice
- ¼ cup orange juice
- 3 t. lemon juice
- 4 cups cold milk

METHOD: In a mixing bowl while beating softened ice cream, gradually add fruit juices, then milk; beat until frothy. Pour into chilled punch bowl.

* * *

Embracing new flavor drink you'll "LOVE"

CRANBERRY FRUIT PUNCH

- 3½ quarts water
- 1 6-oz. can lemonade or limeade concentrate, thawed
- 1 pint cranberry juice cocktail
- 2 cups Tang breakfast drink
- Red food coloring

METHOD: Combine water, lemonade, and cranberry juice in punch bowl or other large container. Add instant breakfast drink, stir till dissolved. Add a few drops of red food coloring. Chill. Serve with ice. Garnish with lemon slices, if desired. Makes about 4 quarts or 28 servings.

* * *

FRUIT SPARKLE SAUCE

- One 1-pound 14-ounce can fruit cocktail (3½ cups)
- ¼ cup sugar
- 1 T. cornstarch
- ¼ t. salt
- ¼ cup water
- ½ six-ounce can frozen orange juice concentrate, thawed
- ¼ cup coarsely chopped pecans

METHOD: Drain fruit cocktail, reserving syrup. In a saucepan, combine sugar, cornstarch, and salt; blend in water. Add syrup and concentrate. Cook and stir till mixture thickens and boils. Add fruit; chill. Stir in pecans. Serve over vanilla ice cream. Makes 3½ cups.

* * *

PINK ARCTIC FREEZE

- Two 3-ounce pkgs. cream cheese
- 2 T. mayonnaise or salad dressing
- 2 T. sugar
- One 1-pound can (2 cups) whole cranberry sauce
- One 9-ounce can (1 cup) crushed pineapple or pineapple tidbits, drained
- ½ cup chopped walnuts
- 1 cup whipping cream, whipped

METHOD: Soften cheese; blend in mayonnaise and sugar. Add fruits and nuts. Fold in whipped cream. Pour into 8½x4½x2½ inch loaf pan. Freeze firm, 6 hours or overnight. To serve, let stand at room temperature about 15 minutes, turn out on lettuce; slice. Makes 8-10 servings.

EASY SUPPERS

TOTEM BURGERS

- 2 lbs. ground beef
- 2 t. Accent
- 1½ t. salt
- ¼ t. pepper
- 8 slices process American Cheese
- 8 hamburger buns

METHOD: Break up meat with fork in mixing bowl; sprinkle with Accent, salt and pepper. Toss gently with fork to distribute seasonings; shape into eight patties. Pan broil, broil or grill to desired doneness. Just before the hamburgers are done, top with cheese. Butter each hamburger bun; cover bottom half with lettuce. Top with hamburger patty; spread with mustard. Top with onion and tomato slices, pickle relish and olive. Yield: 8 servings.

* * *

HAMBURGER PIE

- 1 pound ground beef
- 1 onion
- 2 cups whole tomatoes
- 1 can drained green cut beans
- 3 cups mashed potatoes (leftovers or instant)
- 1 egg

METHOD: Fry ground beef and onion together with seasonings until well done. Add tomatoes and beans and mix. Place in casserole and top with mashed potatoes in which the raw egg has been mixed. Bake at 350° for 25 minutes. This dish may be made ahead and refrigerated to be heated later.

* * *

BUN WICHES

- ½ lb. boiled ham, chopped
 - ½ lb. sharp Cheddar cheese, grated
 - 2 hard-cooked eggs, chopped
 - ½ c. chili sauce
 - 3 T. mayonnaise
 - 1 t. mustard
- Buns

METHOD: Combine all ingredients except buns; lightly. Spread on buns; wrap each bun in aluminum foil. Bake 400 degrees until heated through.

* * *

TUNA PIZZA BURGERS

- ½ cup mayonnaise
- ½ t. salt
- ¼ t. oregano
- ¼ t. basil
- 1 T. instant minced onion
- 2 cans (6½ or 7 oz.) tuna, well-drained
- 6 slices toast or English muffin halves
- 1 8-oz. can tomato sauce
- Grated Parmesan cheese

METHOD: Blend together first 5 ingredients. Toss with tuna. Pile tuna mixture on toast slices (or muffins). Spoon tomato sauce on top. Sprinkle with Parmesan cheese. Place under broiler heat until heated through and browned (about 10 min-

utes). Offer a choice of toppings . . . onion rings, tomato slices, mustard, pickles, relish, etc. Makes 6 servings.

* * *

CHEEZA CORNED BEEF

- 2 cups all-purpose flour
- 2 t. baking powder
- ¾ cup plus ½ cup pickle relish mayonnaise
- ½ cup milk
- 12-ounce can corned beef
- 1 cup (4 oz. pkg.) shredded Cheddar cheese
- ½ cup dairy sour cream

METHOD: Combine flour, baking powder, ¾ cup mayonnaise, and milk in mixer bowl. Mix at low speed of mixer until a dough forms. Press into bottom of 12-inch pizza pan. Break up corned beef in pie pan. Bake both at 425 degrees for 10 minutes. Remove from oven; drain corned beef. Sprinkle over crust. Combine cheese, sour cream and ½ cup mayonnaise; blend well. Spread over corned beef. Bake 10 to 12 minutes longer. Makes 16 wedges.

* * *

WAFFLED SANDWICHES

- ¼ cup chili sauce
- Worcestershire sauce
- 4 slices American cheese
- 4 slices large bologna or boiled ham
- 4 thin slices tomato
- ½ cup melted butter
- 8 slices white bread

METHOD: Blend chili sauce with 1 teaspoon Worcestershire. Spread slices of bread with the chili sauce mixture. On 4 slices, place a slice of cheese, bologna or ham and tomato. Cover with remaining bread slices. Melt butter. Combine with 1 Tablespoon Worcestershire. Brush outsides of sandwiches with butter mixture. Place sandwich on well oiled or greased waffle iron. Press lid down lightly and grill till sandwich is crisp and hot.

* * *

MEAT BALLS A GO-GO

- 2 cups shredded sharp Cheddar cheese
- ½ cup butter
- 1½ cups regular or instant blending flour
- 2 t. curry powder
- ½ t. salt
- ¼ t. hot pepper sauce
- 7½ oz. can cocktail meatballs, drained
- Paprika, if desired

METHOD: Blend cheese and butter in large mixing bowl. Stir in flour, curry powder, salt and pepper sauce. Knead until dough forms a soft ball. Pinch off tablespoonsful of dough; flatten in palm of hand. Wrap around meatball. Roll into ball, sealing well. Place on ungreased cookie sheets. Bake at 425 degrees for 15 to 17 minutes. Dust with paprika. Serve hot on cocktail picks.

TIP: If desired, 1-pound can plain meatballs, cut into fourths, may be substituted for cocktail meatballs.

TODAY'S WOMAN

By JO FREED

It's nice to be able to sit down and write you after having chatted with you for a little over three weeks on my new radio homemakers' show "Today's Woman."

First, I will tell you of my family. My husband, Wilbur, and I have two daughters, Lori Jo who is 14½ years old and Lynn Denise, 12 years old. We live on a farm on a gravel road. We enjoy doing things together, whether on vacations or at home, and share many hobbies as a family.

Lori and Lynn play the piano and are both in the school band. Lori plays the clarinet and Lynn the flute. Both love to cook and sew and are in 4-H together. On the warmer days they enjoy working with their 4-H baby beeves which they are grooming for the county fair.

Wilbur has no regular hired man at this time, so he is quite busy farming. His interests are varied ranging from boys' 4-H club leader, singing, church work, farm organizations to golf and bridge.

Secondly, my interests are many and varied and I am thoroughly enjoying my new position as Women's Director. It gives me a chance to visit with each of you and attend many functions as a KMA representative. Recently I enjoyed visiting with women from six different towns while in Atlantic at a business girls' sorority observance last month. Another important meeting attended was the women's leadership forum held in Council Bluffs and still another very enjoyable duty was the judging of the "Miss Maryville" beauty contest in Maryville, Missouri.

We have tried to incorporate in my "Today's Woman" show short visits with the extension homemakers in the listening area and also since I love to sew, I have been giving sewing tips.

If you have any household hints, or sew-

* * * * *

ing tips, why don't you sit down and write me and we will share the tips with our other listeners.

Have to close now . . . but will write you again next month.



One of the new features of the "Today's Woman" show is the short interview with the extension home economist on the events happening in her county. This will cover counties in Nebraska, Missouri and Iowa and will be presented each day on Jo Freed's homemakers' program. Checking the dates for upcoming interviews are Jo Freed and Dorothy Keith, Page and Fremont counties home economist.

On a trip to Maryville, Mo., to obtain pictures for the **KMA GUIDE GOOD NEIGHBORS** page, JO FREED made the acquaintance of the two college students, shown in this picture, who are gaining actual radio experience at Northwest Missouri State College. The young men are Rollie Stadlman, Des Moines, advanced radio and TV major, and Larry Lewellen, Maryville, studio technician. They prepare tapes in the main production studio at KDLX studios which are played on KMA each Sunday morning at 9:35 a.m. The college's own station is on the air five days a week on closed circuit to the NWMSC campus only.



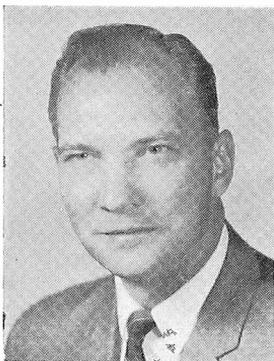
PROGRAM NEWS FOR MAY 1969

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By

Norman Williams
Station Manager



What Do They Do In Continuity?

In the March issue of the KMA Guide I wrote a column entitled, "What Does He Do?" I explained briefly about the variety of jobs performed in a station like KMA. I also promised you in the coming months to take you behind the scenes and give you a look at what happens in a department.

We will start our tour with the Continuity Department. First meet Continuity Director Ruth Palm and her assistant, Carmie Wilson. They will personally conduct your tour.



Hello! We're the Continuity Department at KMA . . . namely: Ruth Palm and Carmie Wilson. People ask us . . . "What does the Continuity Department DO?" Officially we're responsible for all of the Commercial Copy for KMA's nineteen-hour broadcast day. What is Commercial Copy? It is a group of sounds and words that attempts to sell something to somebody . . . or to sell the idea . . . of a store, a product, a sale, or whatever. In effect we're copywriters . . . and copywriters write Commercial Copy. For example:

It's Happy Birthday for the Earl May Seed & Nursery Co. in Shenandoah! Happy Savings for you . . . during the EARL MAY SEED & NURSERY CO.'s 50th Birthday Sale . . . today!

Behind this commercial copy we probably would use "Happy Birthday" music. If you heard it on KMA and it prompted you to stop in at the Earl May Seed & Nursery Co., and take advantage of reduced prices . . . and savings . . . during this special sales event . . . we've accomplished our purpose!

Sometimes we use two voices:

1st voice: Who has recently air-conditioned their store for your summer shopping comfort?

2nd voice: Earl May Seed & Nursery Co in Shenandoah . . . That's who!

1st voice: Who shops there?

2nd voice: Cool Customers!

This is an example of commercial copy you might hear on KMA . . . written just to sell you on the idea of shopping at the Earl May Seed & Nursery Co.

There aren't too many guidelines for a Radio Copywriter to follow. Commercial Copy starts with an idea . . . then you paint a picture with words . . . sometimes add sound effects to give the copy a sense of reality, and/or music to create a mood.

Being a Copywriter often involves more than copywriting. You find yourself selecting talent, music and sound effects . . . acting as producer and director . . . putting together the copy you have written, the sound effects and/or music you have selected, and directing the voices you have chosen . . . to create the total sound of the commercial as it is heard on the air.

Basically . . . that's what we do in the Continuity Department. Ours is an interesting, challenging, busy job . . . and we love it! The next time you hear a commercial message on KMA . . . we hope you'll have a better understanding of the copywriter's role in creating and producing Commercial Copy.

PAST AND PRESENT

Joni and Jo discuss programs for women before the television cameras at our sister station, KMTV in Omaha. As KMA listeners know, Joni Baillon, who spent two and one-half years as women's director for Radio KMA, transferred in March to KMTV where she presents the daily "Conversations" show at 12:35 p.m. Joni interviewed our new KMA Women's Director, Jo Freed on that program in April.



Kansas City Royals May Schedule on KMA

May 2, 7:40 p.m. — Cal.
May 3, 9:40 p.m. — Cal.
May 4, 2:40 p.m. — Cal.
May 6, 7:40 p.m. — Det.
May 7, 7:40 p.m. — Det.
May 9, 6:40 p.m. — Bal.
May 10, 6:40 p.m. — Bal.
May 11, 12:40 p.m. — Bal.
May 13, 7:10 p.m. — Clev.
May 14, 7:10 p.m. — Clev.
May 15, 7:10 p.m. — Clev.
May 16, 7:10 p.m. — Bal.
May 17, 7:10 p.m. — Bal.
May 18, 1:10 p.m. — Bal.
May 20, 6:25 p.m. — Clev.
May 21, 6:25 p.m. — Clev.
May 22, 6:25 p.m. — Clev.
May 23, 6:10 p.m. — Wash.
May 24, 12:10 p.m. — Wash.
May 25, 12:10 p.m. — Wash.
May 27, 7:10 p.m. — Bost.
May 28, 7:10 p.m. — Bost.
May 29, 1:10 p.m. — Bost.
May 30, 1:10 p.m. — N.Y.
May 31, 7:10 p.m. — N.Y.

THIS AND THAT ON SPORTS

By BRUCE PILCHER

This is that time of the year in the sports world when baseball and track take the limelight. Several area track meets have been held with quite a few more scheduled in the near future. On the high school scene, several high jumpers have thrilled area fans with record-breaking performances. Atlantic is blessed with two fine high jumpers, both of whom have gone over 6'2" in meet action. When you watch

this event you realize what tremendous athletic ability is necessary to perform in this event. How those boys can get that kind of spring and kick with their legs is beyond me—but they do. If you get a chance to take in a track meet or two, I'm sure you'll enjoy it.

How about the Royals? Boy, they have a fine young team and I don't believe their good start is a fluke. They have the pitching with Bunker, Nelson, Drabowsky, to be real strong all year. As you know, KMA is carrying the full slate so be sure and follow their progress. They are playing in the weaker division of the American League and that makes their finish in the first three or four seem even more possible. I've got the itch to do some play-by-play baseball and hope to have a chance soon. KMA will be having many baseball games on the air this year, and it is our hope you will enjoy them.

MAY GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- May 4—Loche Williams (Mary Williams' son)
- May 5—Jean Priebe
- May 13—David Sanders (Ed May's son-in-law)
- May 15—Donald Priebe (Jean's husband)
- May 25—Mrs. F. C. Palm (Ruth Palm's daughter-in-law)
- May 27—Jo Freed

HAPPY ANNIVERSARY TO:

- May 7—Mr. and Mrs. Norman Williams
- May 17—Mr. and Mrs. Donald Priebe
- May 21—Mr. and Mrs. Robert Kelsey (Nadine)

POSTMASTER

Address Correction Requested

Tom Thumb Publishing Co.
Shenandoah, Iowa
51601

MRS. JIM MARTIN
1501 SO ELM STREET
SHENANDOAH, IOWA 51601



"Old Main" — on NWMSC campus.

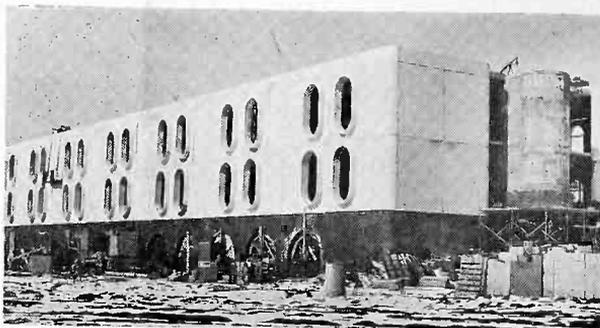


Familiar landmark — the Forsythe house.

KMA GUIDE GOOD NEIGHBORS

Founded in 1845, Maryville, Missouri, was named after Mary Graham, the first girl born in the new town. Shortly after World War II, the city embarked on a program of civic improvement which included a new swimming pool, improved streets, new high school, new sewage system and new water treatment plant and reservoir. In addition to retail establishments, Maryville has industries producing chain, steel and road tubes, lighting rods, milk products and meat processing.

A four year state supported college, Northwest Missouri State College has 275 on the faculty and an enrollment of nearly 5,000.



Target date for completion of the new St. Francis Hospital is December, 1969. Costing almost three million dollars, the medical facility will provide a 91-bed patient tower (shown in the picture), administrative and ancillary services wing, five-bed intensive and coronary care unit, and two-bed recovery room.

Unique architecture of the striking new Olive De Luce Fine Arts Building makes it the most easily recognized building on the campus of the Northwest Missouri State College. Someone stated "In Maryville, we don't just build a building . . . we design it first then build."

