

The

# KMA GUIDE

October, 1969

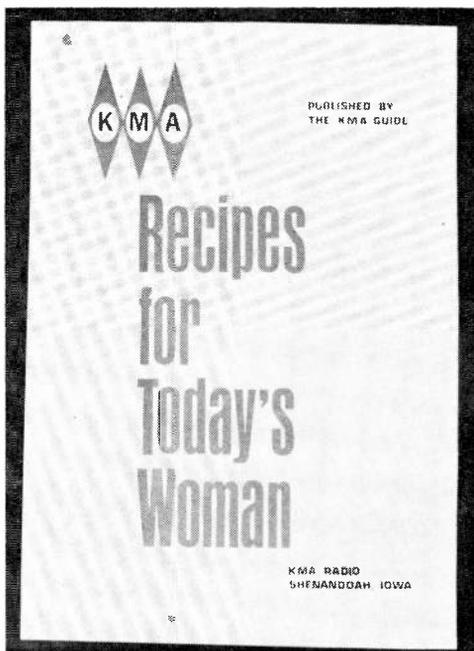


# KMA GUIDE CHRISTMAS SPECIAL

## "Recipes for Today's Woman"

32 pages of a variety of recipes contributed by famous personalities and KMA Staff Members plus the Family Favorites of Jo Freed, KMA's Women's Director.

ORDER NOW THROUGH  
DECEMBER 10TH FOR  
CHRISTMAS GIFT  
DELIVERY



**For only \$2.00  
You Receive**

**One year's subscription to the  
KMA Guide and the cook book.**

To take advantage of this Special Offer  
Order a new, renewal or gift subscription to The KMA Guide.

Specify who is to receive The Guide and who is to receive the cook book on the blanks below. Make checks payable to the KMA Guide and address all correspondence concerning this offer to CHRISTMAS SPECIAL, KMA GUIDE, Shenandoah, Iowa, 51601.

**SEND GUIDE TO:**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Gift from: \_\_\_\_\_

**SEND COOK BOOK TO:**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Gift from: \_\_\_\_\_

**The new Cook Book  
will be ready for  
mailing by December 1.**

## The KMA Guide

OCTOBER, 1969

Vol. 26

No. 10

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Mary Williams, editor; Jo Freed, feature editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

# A Chat With Edward May

In this issue of the Guide, I would like to digress a bit and devote most of my column to KMTV, our Omaha television station.

On Monday, September 1, 1969, we celebrated the 20th Anniversary of KMTV. Our 20th Anniversary party was held at Omaha's Rosenblatt Stadium where we drew a capacity crowd to see The Young Americans, NBC's Rosey Grier, and Triple A baseball. That night we presented a prime time recollection of the highlights of KMTV's first 20 years of which there were many.

Twenty years is a long time in the field of television and makes us a true pioneer. Some of you long-time Guide subscribers may recall in July of 1949 when in the KMA Guide we said, "KMTV, our new television station in Omaha, will be on the air September 1. All equipment needed for operations is on hand and our main studio is ready for immediate use." In the August, 1949 issue, we said, "At 7:15 on the evening of August 3, Edward May pushed the transmitter button which put KMTV, our new television station in Omaha, on the air for the first time. Now a period of test pattern will follow during which we will make final adjustments on our television transmitter, and give television set dealers a chance to demonstrate and install sets."

The May Broadcasting Company continues to grow and, even if I might be a little boastful and say so myself, we have come a long way since the Company found-



**Ed and Eleanor May watch the events at the KMTV 20th Anniversary Party which drew a capacity crowd to Omaha's Rosenblatt Stadium to see The Young Americans, Shenandoah High School Band, Rosey Grier and Triple A Baseball.**

er, Earl May, started the parent station, KMA, in 1925.

There are some pictures which I would like to comment on. The picture taken at the Rosenblatt Stadium in Omaha shows Eleanor and myself attending the KMTV 20th Anniversary party. The other picture on this page was taken at the KMTV 20th Anniversary Open Golf Tournament, which was highlighted by an exhibition by nationally famous golfer, Bob Rosburg, this year's runner-up in the United States Open Golf Tournament. I had the pleasure of playing in a foursome with Bob Rosburg. It was very enjoyable, and one of the things I will always remember is seeing about 250 spectators on the first tee and hearing the announcement over the Public Address System. "The first person off No. 1 tee will be Ed May." Just as I was ready to address the ball my son, who is a much better golfer than I am, turned to KMA's Andy Andersen and said, "Here we go! The moment of truth has arrived." (Incidentally, I got a good hit and played pretty fair golf for me.)

The other picture is that of the four generations on the front cover. From left to right, it shows, myself, my mother holding her six-month old great-granddaughter, Amy Sislo, and Karen May Sislo. I am pleased that it was possible to have such a picture because many families are not so fortunate. (Incidentally, Amy is now nine months old and is a mighty busy little girl.)



**Bob Rosburg, PGA star, played an exhibition round at the KMTV 20th Anniversary Amateur Open Golf Tournament. His partners were, from left, Omaha Mayor Eugene Leahy, (Rosburg), Ed May and Martin Nierman, president of the Edward Petry Co., national representatives of the May Broadcasting Co. stations.**

## FRANK COMMENTS



*By Frank Field*

The picture on this page this month is one taken by a visitor to the Trial Grounds a few days after the open house on July 20th. She lived in Red Oak, but said she always came down a few days after Open House in order to avoid the crowd. My sister, Mary Hamilton, and I were busy taking color photographs of each of the 60 beds, and I was dictating a description of each bed in the tape recorder, which you see hanging around my neck. We do this each year so that George Hayes can look over the pictures and study the description of each one during the winter while he is laying out the planting plan for next year's trial grounds. The bed which was given the most votes by the visitors this year was number 32. You can just see a corner of it behind Mary's shoulder, immediately back of the square bed in the center. It had an outside row of Sparky Marigolds, then a row of Forest Fire Celosia and a solid center of Orange Jubilee Marigolds. As I am writing this column the middle of September, that bed is much more beautiful than it was two months ago and I think it would still get the most votes from the visitors. Each of the people who voted for this bed on Open House Day will be sent enough seed next spring of each of these three varieties to make a bed just like it.

Years ago, practically all of the illustrations in the catalog were in black and white, but things illustrated in color seemed to sell quite a lot better than those in black and white, so each year our advertising department has been switching a few more pages to color, and next year's catalog will have at least two more pages in color than this year's. This year

the watermelon page will go in color and so will the onion page. Our advertising department demands actual color photographs in a 4 by 5 size for use in the catalog, and that meant that every sunny day this summer Mary and I put in three or four hours at the trial grounds taking those 4 by 5 color pictures, of each kind of flower and vegetable when it was at its best. We have just this week finished taking the photographs of the pumpkins, squashes, watermelons and muskmelons for the 1971 catalog, which will be made up sometime next summer.

The 1969 fall bulb and nursery catalog list was all mailed out early in September, and they must have pleased a lot of people, because orders are coming in, much heavier than ever before. Some of the items listed in the fall catalog must be planted in the fall, as they are simply not available in the spring. This would include all of the so-called Dutch bulbs—the tulips, the hyacinths, and the daffodils, and items of that nature that bloom very early in the spring.

I told you last month that Jenny and I were going to spend the third week of August down in the Ozarks on Table Rock Lake. We did, and we enjoyed ourselves immensely. We didn't hear a telephone ring for eight straight days and best of all we didn't have to get up until we felt like it. Ordinarily, you know, our alarm goes off at 5:30, six mornings a week in order to have plenty of time to get that 7:15 program on KMA ready. That is one program which can't be taped, as it has to give you the weather information right up to the minute, together with the latest forecast.

The fishing this last trip wasn't anything to brag about, as the temperature was in the high nineties and they were needing rain very badly. The crappies were simply not interested and we only caught a few cat fish. We did much better on bass and one day we did get our limit by three o'clock in the afternoon.



# RFD



with  
*Jack Gowing*



This month I will tell you about our two week trip to the Northwestern states, which we took just before school started.

On the way we went through the Badlands and Black Hills and on to Montana. We spent some time at Custer Battlefield National Monument near Crow Agency, which memorializes one of the last efforts of the Northern Plains Indians to resist the westward march of the white man. It was here in June, 1876, in the Valley of the Little Bighorn River, that over 260 soldiers and attached personnel of the U. S. Army met defeat and death at the hands of several thousand Sioux and Cheyenne warriors. Among the dead were Lt. Col. George Custer and every member of his immediate command. A ranger-naturalist dressed in the Army uniform of 1876 tells a story of life as a soldier in those days and helps you picture in your imagination the battle that took place there.

We stayed in Great Falls one night and enjoyed seeing the Black Eagle and Rainbow Falls of the Missouri River, which is clear and pretty there. Also at Great Falls we visited the art gallery and original studio of famous cowboy artist, C. M. Russell. Many of his original paintings, sculptures and letters are on exhibit here.

Our next stop was Glacier National Park. We stayed at an inn by beautiful St. Mary Lake. The park is named for the 40 glaciers located there and the scenery created by the Ice Age glaciers. We drove over Going-to-the-Sun Road which is a spectacular 50-mile drive through the park. The mountains are very rugged and lakes and streams so clear and turquoise blue.

Our next overnight stop was at Spokane, Washington. Leaving there, we stopped to see Grand Coulee Dam on the Columbia River. It is the second greatest single source of water power in the world, and another plant is being added to increase power. The Columbia River basin has more than a third of the water-power potential of the U. S. and is important for irrigation since much of the area in eastern Washington is rather arid. Much wheat is raised in this area, also barley, rye and flax. We saw the orchards in the Wenatchee Valley, where they grow apples, peaches, apricots, plums, pears, and cherries. Our journey took us through the Cascade Mountains and on to Seattle, Washington's largest city. We spent two days here visiting relatives;

seeing the waterfront area, eating some of that fresh seafood; Seattle Center, where we rode to the top of the Space Needle for a panoramic view; and Chittenden Locks which lets ships and pleasure boats go between Lake Washington and Puget Sound.

Leaving Seattle we went by ferry to Winslow on the Olympic Peninsula, where we spent some time in Olympic National Park. This is a unique wilderness with rugged mountains, rain forests, glaciers, lakes, streams and the seacoast. We enjoyed hiking in the Rain Forest. The Sitka spruce, western hemlock, douglas fir and western red cedars are tremendous here, some reaching 300 feet tall. It rains so much here that mosses carpet the forest floor, upholster tree trunks and drape the branches. We saw the oyster producing areas, and the hundreds of fishing boats at Ilwaco where the Columbia flows into the Pacific. Some of the catches we saw coming in were: salmon, halibut, sea bass, flounder, cod and ocean catfish.

We crossed into Oregon at Astoria over a new 4½ mile-long bridge over the Columbia. Heading back we went through Portland and followed the Columbia River. One of our stops was at Bonneville Dam where we saw salmon going up the fish ladders on their way up the river to spawn. The Columbia River Gorge is very scenic and at Hood River we could view Mount Rainier to the north and Majestic Mount Hood to the south.

We again crossed Idaho, through a wilderness area. Much of the highway follows the Lewis and Clark trail and is very scenic.

Back in Montana we went through Missoula, Butte and to the earthquake area near West Yellowstone. Here, in August, 1959 80 million tons of mountain came down burying many people in the campgrounds and creating a natural dam on the Madison River. We continued on through Yellowstone seeing the geysers, bears, and lots of people, as usual. Enjoyed seeing the beautiful Tetons, then headed for Dubois where we spent some time in the back country. Randy and Julie did some trout fishing here, too. Heading on home we went through Nebraska, seeing the interesting limestone formations at Scottsbluff.

We took a good many colored slides of our trip and enjoy reliving it by viewing them. After traveling over 4,800 miles we were very thankful to arrive home safely.

# THE INSIDE STORY

A few inside facts about the KMA staff and how they spend their evenings and weekends are revealed on the next three pages. The pictures will give you just a little peek into their lives.



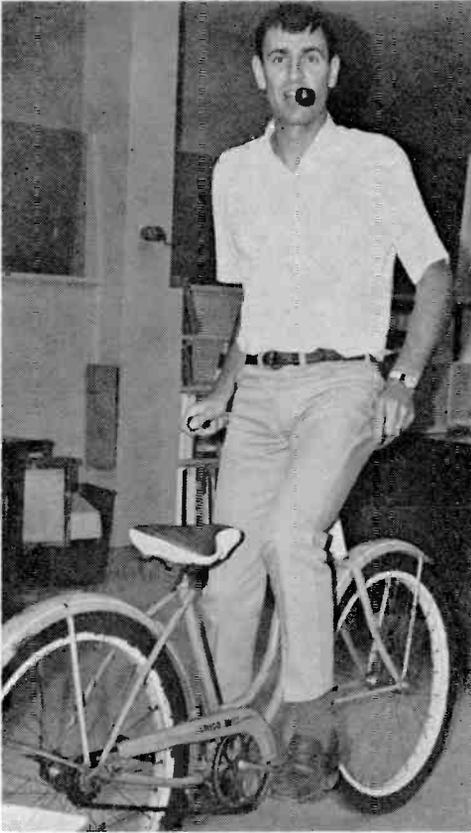
**A CORNY STORY!** Someone asked Merl Douglas, KMA's morning announcer, if he could eat just one piece of popcorn. Of course, one piece of popcorn is like eating one potato chip . . . you just cannot stop! For that reason, Merl hung the large plastic bag of popped corn on his belt and walked into the control room enjoying himself. (I really didn't have to tell you that he enjoyed himself, you can plainly see that for yourself.)



Sue, Pat and Jeff Patterson enjoyed the Essex Labor Day Celebration, especially after Jeff won first place in the baby contest (12 to 18 months division). Pat, our local KMA salesman, participates in rodeos, contests and horse shows exhibiting his prize winning horse "Poco Tanace." Sue and Jeff share Pat's enthusiasm for horses, as you can see by their western attire.



Jack and Pauline Gowing had better watch out as their children, Randy and Julie, have almost caught up in height with them. The Gowing family is pictured sitting in front of the fireplace which is in the living room of their home. Jack is KMA's Farm Director.



**Not a bicycle built for two, but a bicycle for each in the Pilcher family.** Bruce, KMA sports director, and his wife, Cheryl, cycle together almost every free evening. They enjoy the togetherness, as well as the physical fitness this sport creates. Bruce purchased and assembled the bicycles as a surprise for Cheryl's birthday recently.

**Another cycling KMA family is the Goodins.** Mike, KMA's music director, and his wife, Jackie, (not shown) sometimes join the Pilchers as they ride around Shenandoah. However, Mike is shown doing one of his professional (?) tricks down the center aisle of the KMA studios.



**Just one of the many KMA** and Earl May Seed Company employees who bowl on teams is KMA's Managerial Secretary **Evalyn Saner.** Evalyn bowls a couple times each week and has a bookcase full of trophies to show for it. However, she claims that these are team trophies, and it takes more than one person to earn them.

**"A Happy October Birthday"** goes out to **Bradley Miller**, who will be 2 years old this month. He thoroughly enjoys life and keeps his mother, **Karen**, running after him to keep him out of mischief. Taking time out to sit for a picture requires great patience on Bradley's part as he poses with his father and mother. **Larry Miller**, Bradley's father, is KMA's news director and his mother has a full time job lovin' and livin' with an active 2 year old.



With the roar of thunder and the speed of a snail, Newsman **Bob Tarbell's** golden bomb has been zooming around Shenandoah for the last six weeks. Bob says the car works pretty well but leaves something to be desired. One of its defects, he says, is the fact that it lacks get up and go. Sometimes it gets up and then sits down, and a car shouldn't do that.

Of course, Bob likes the way it looks and handles. Some day Bob plans to enter his bomb in the "Super Tortoise Special Race" for cars operating in the class under 60 miles per hour. And so up, up and putt-putt.

**Mrs. Dick (Dee) North**, **Mrs. Larry (Karen) Miller**, **Mrs. Bruce (Cheryl) Pilcher**, and **Mrs. Mike (Jackie) Goodin** (above) all enjoyed the La Femme Jamae Wig and Fashion Show last month in Shenandoah. Dee North's husband is the assistant manager of the Penney's store in Shenandoah and the other three ladies are wives of KMA personnel.



# THE OPEN LINE

By  
**WARREN  
NIELSON**



**Elton Anderson tells Warren Nielson about working abroad.**

Elton Anderson was another interesting "LINE" guest. Elton is a District Representative for Caterpillar Co. and has been working in Lebanon, Iran, Switzerland, Spain and Portugal these past few years. I especially enjoyed his comments about the little, dry, dusty, oil-rich country of Kuwait where the Socialist form of government is trying to distribute its new found wealth to all of its citizens. Elton said it wasn't a bit unusual to see a janitor drive to work in a Cadillac!

He also commented on selling heavy earth moving equipment behind the "Iron Curtain" saying that his company would not sell just one piece of equipment to a Communist Country for fear that they would only be buying it so that they could copy and manufacture it themselves. He also revealed that all sales to communist nations must first be cleared through the State Department!

Dr. Donald Armstrong is Director of the Horace Mann Campus Laboratory School at Northwest Missouri State College at Maryville. A graduate of the University of Nebraska, Dr. Armstrong served as superintendent of schools at various midwest



**Dr. Donald Armstrong discusses school.**

towns before becoming associated with the Horace Mann School which has been in existence over fifty years. He defines a laboratory school as a "Model Exemplary School for Educational Innovation!" It has an enrollment of approximately 200 children from four-year-old nursery pupils through the sixth grade. No tuition is charged. The school is state-funded and has a teacher-pupil ratio of eight to one! Dr. Armstrong said the school has a long waiting list with some parents trying to enroll their children in it before they are born. All teachers have their MA's and most of them have just about completed their PHD degrees. The school does not give grades, has no disciplinary problems, and apparently does wonders for its students. For example, he spoke of second grade students learning to type on electric typewriters. He also said the best "learning" years are from one to five. Oh yes . . . someone asked if it were true that with their advanced thinking they allowed boys and girls to go to the bathroom together; he replied "No!"

## Billie Oakley Writes

Hello there!

This is the month of turning leaves, ripening pumpkins, and October's bright blue weather. My very favorite! And, it's football season again. A few football games under the belt and everybody gets into the swing of fall . . . appetites and all.

We are ready for the printing of the Cookie Book, and I'll be in Shenandoah for the big Cookie Festival on November 17th, providing nothing happens to change our plans. I hope you listeners, who can make it, will put that date down.

Min is back from Germany, and by now many of you have heard some of her stories about her trip on our program. Sure was good to get our cook back where she belongs! . . . in the Martha Gooch Kitchen.

Diana is preparing for a visit from the stork in February, so we have a new helper on the job learning all the multitudinous things Diana has gone through these years. Her name is Barbara Pendergast, and you'll be getting better acquainted with her as the months fly by. Diana will stay with us until after Christmas and we're thankful for that!

Busily yours, Billie Oakley

October, 1969

ON THE  
**KMA**  
PARTY LINE



"MMMMMM . . . is my cake good!" says little **WILLY**, grandson of KMA Newsman **RALPH CHILDS**, as he celebrates his first birthday. Little Willy was born in Berlin, Germany, and his parents, **DAVID** and **BONNIE CHILDS**, wrote in their last let-

ter that they might be home before Christmas. Of course, Grandpa Childs was "beaming" when he told the Guide that they might be home, since grandpa hasn't seen little Willy in person yet.



"Love makes the world go-round" is the leading sentence of a popular song, and we shall caption our picture in this way. **LINDA LANG** and **BENNY BEMBERGER** were married September 27th and are making their home in an apartment in Shenandoah. Linda plans to continue on KMA's continuity staff. Benny is employed at Missouri Beef Packers in Rockport, Missouri.

The little model car in the foreground is one which they constructed and is a replica of their recently purchased car.

The newly redecorated KMA-May Company float features a water fountain in the center surrounded by a garden. It is one of the most traveled floats in KMA land this year, as it has been exhibited in 18 different parades with more to attend before the season of parades ends. Here, it is pictured in the Essex Labor Day Celebration with four young ladies aboard; from left to right, Lori Mecom, Joyce Porter, Kari Bengston and Trina Carlson.



## Shades of The Past

**Richard Goy, Malvern, Iowa** businessman and farmer, purchased this 3200 lb. pair of oxen from a backwoods lumberman deep in the Ozarks. Goy had the Malvern Centennial in mind when he purchased the team and made a covered wagon to go with them. The oxen were used during the centennial in the nightly pageant presented by Malvern citizens.



**Henry, Edith, and little Denell Schnoor** are shown in the garden scene of the Ladies' Day Program at the Malvern Centennial Celebration last month. Henry, who is KMA's Sunday afternoon musical host, farms near Malvern, Iowa, and played a big part narrating the Malvern Centennial pageant. Henry received a nice trophy during the pageant as the winner of the Van Dyke section of the beard contest.



## And The Future

Queen of the 1969 Essex Labor Day Celebration was Jo Ellen Johnson, daughter of Mr. and Mrs. Harold Johnson. Runners-up were Pam Chastain, daughter of the Keith Chastains, and Marla Carlson, daughter of Mr. and Mrs. Reynold Almquist, all of Essex.

# TODAY'S WOMAN

By JO FREED

It's a wonderful world of fashion each fall. The designers love to come out with new and different ideas to set everyone's mind awirl. This fall, there were two outstanding fashion shows, one in Nebraska City and one in Shenandoah, which I attended. Just thought I would tell you about them, as I have pictures here on my page concerning them.

The Nebraska City "Fashion Spotlight 1969" was the most outstanding fashion show I have seen. I'm sure you each would agree with me if you could have seen the setting for the show. It took place in Steinhart Park. People sat on lawn chairs, folding chairs and blankets on the terrace between Steinhart Lodge and the band stand. It was a lovely evening, and the Municipal Band, directed by Bill Jenkins, presented a concert of a great variety of music. Possibly one of the reasons the show was so outstanding was because Maxine Morrison, wife of the former governor of Nebraska, narrated the style show. Beautiful styles on 41 models, ranging from a darling four-year-old to Miss Nebraska City and lovely matrons, enchanted the crowd of about 1,000 people. The stage background featured a garden setting and behind the stage was the circular swimming pool, from which sprayed fountains of water, lighted with colored lights.

The early fall "Instant Hairdos for Modern LaFem" wig and fashion show held in Shenandoah last month, drew a capacity crowd to the Shenandoah Country Club. Two little children, not in the picture, were also models and stole the show as they had their hair styled in front of the audience.

Women love fashion shows, and it's a great way to display merchandise and draw a crowd. That's the reason there is usually a style show during the Craft Carnival, which will be October 14 in the New Armory on the north side of Shenandoah on Ferguson Road. Doors open at 9 until 6 that afternoon, and there will be plenty of free parking. It's all on one floor and lunch will be served in a nearby building.



Mrs. Gerald (Genevive) Livingston and Mrs. Paul (Joan) Young (shown above with Jo Freed) were interviewed on Today's Woman prior to their Nebraska City fashion show. Mrs. Livingston was the director of the show, and Mrs. Young was the chairman of the antique displays featured at Steinhart Lodge that evening.



Pictured are: Mrs. Eugene Tyner, Mrs. Eugene Lyden, Omaha, narrator for Mr. Rudy's, Mrs. Richard McLaren, Mrs. Don Moffet, Mrs. Robert Creighton, Sandra Edgar, Mrs. Charles Oxenford, Mrs. Ralph Edgar. (Shenandoah)

# Trick or Treat Party Ideas

By JO FREED

Last year our two daughters entertained all of the girls in each of their classes at a Halloween party on our farm. We cleaned out the hayloft but left the spider-webs, (of course, we sprayed the spiders.) and hung bats, ghosts, and a stuffed dummy around the barn. The guests sat on bales of straw. An old rocking chair had a rope tied to it and strung through a knothole so their daddy could pull the rope below the floor and the chair would rock. We had a wiener roast outside, hot chocolate, potato chips, finger foods such as carrot sticks, celery, etc., and decorated cup cakes. It was all served outside and games were played outside until it got a little chilly; then we came inside and had a few sit-down games until it was time to go home.

One of the little tidbits with which we usually treat our tricksters is caramel popcorn balls. But before we make the popcorn balls we type "fortunes" on little strips of paper and shape the ball around it. This is a fun sit-down game. Instead of "fortunes" you could place tricks or actions they should do when they eat down to the little strip of paper. By the way, this is one of the recipes which was a winner in Ed May's Popcorn Recipe Contest quite a few years ago.

## CARAMELED CORN

- 2 cups brown sugar
- ½ cup syrup
- ½ cup butter
- 1 T. vinegar
- Pinch of soda
- 3 quarts popped corn

Combine sugar, butter, syrup. Cook until it forms a hard ball. Put vinegar in just before removing from heat. Add soda after removing from heat and pour this mixture over the popped corn.

## COLORED POPCORN BALLS

- 1 cup sugar
- 1 cup white syrup
- 1 pkg. any kind jello

No water; bring mixture to a full boil. Pour over 2 quarts popped corn.

The night of witches and goblins isn't just for children's parties. Why don't you invite a few adults in for a costume party. If you don't live on a farm with a hayloft available, you can ask some farmer for a few corn stalks. (He probably will take the corn off before giving it to you.) Set them up outside or in a recreation room for atmosphere. You don't have to stick to wiener roasts. Why don't you prepare a large batch of chili? This batch serves 50 people.

## CHILI CON CARNE

- 10 onions, chopped
- Enough vegetable oil to cover bottom of pan
- 10 lbs. hamburger
- 6 bricks chili

- 10 No. 2½ cans tomatoes
- 10 T. chili powder
- 10 No. 2½ cans chili beans
- Salt to taste

Brown onions slightly in vegetable oil. Add hamburger; fry until almost done. Add chili bricks, chopped up; mix and heat. Heat tomatoes in large kettle; add hamburger mixture and chili powder. Simmer for one hour, stirring occasionally. Add chili beans and salt, 15 minutes before serving. Add water if necessary.

You don't have to have a lot of other things to eat with chili, but serve it with dill pickle sticks, olives, finger foods, cottage cheese, bread sticks and assorted crackers. For dessert why don't you have caramel apples on sticks, or just warmed-in-the-oven sugared doughnuts.

The men may balk at first about a costume party but just relax. After they see the others in costume, they will forget their apprehension and love the party.

So that the hostess will have as much fun as the guests, it is best to have easy lunch "fixins." Here is an easy sandwich you can make, and serve with it one of those giant size dill pickles on a stick. Be sure and chill the pickle ahead of time. Or this sandwich would be great served with coleslaw and corn chips.

## TAMALE HERO SANDWICHES

Slices of French bread one inch thick  
(about 6 slices)

- ¼ cup chopped green pepper
- 1 T. instant minced onion
- 1 15-oz. can chili with beans
- 1 15-oz. can tamales
- 3 oz. sharp natural Cheddar cheese, shredded (¾ cup)

Spread the slices of French bread with butter and toast them on a grill. Add the green pepper and onion to chili and spread on the toasted buns. Split tamales lengthwise and arrange on top of the chili. Sprinkle with the Cheddar cheese. Place under the broiler for about 10 minutes or until the cheese melts and sandwiches are heated through. Makes about six open face sandwiches.

K M A

## Cookie Festival and Style Show

NOVEMBER 17th

American Legion Country Club  
Shenandoah

ADMISSION: Bring a dozen cookies.

# PROGRAM NEWS FOR OCTOBER 1969

Dial 960 — K M A — 5,000 Watts

## NORM'S FORUM

By  
Norman Williams  
Station Manager

### News Department

The heartbeat of KMA Radio can be found in the newsroom. For it is here that we receive virtually all of our news, market, weather and sports information. The sources are many, and it requires a competent full-time news staff to coordinate the many activities which take place every day.

We have three full-time newsmen at KMA. Two are relative newcomers, while the third, Ralph Childs, is a veteran KMA newscaster. He joined KMA Radio in 1939 and has been a familiar voice ever since.

KMA's News Director is Larry Miller. Larry began in radio at Chadron, Nebraska, in 1958 and has worked in both radio and television news. He has been with KMA since last May.

Bob Tarbell is our most recent addition. Bob came to KMA from the University of Kansas, where he received his BA in journalism last spring. With the company for about two months now, Bob Tarbell is learning the broadcasting business at a rapid pace and is doing a fine job.

In a nutshell, here's the way our News Department divides its day. Larry Miller begins at 5 A.M. Monday through Saturday. He spends the first hour preparing for the 6 A.M. news. He is joined at 6 by Bob Tarbell, and the two of them work together all morning, right up through the noon news. Ralph Childs takes over at 12:30 P.M. and is responsible for the preparation and delivery of all afternoon newscasts, including a 15-minute round-up at 6 P.M.

Much preparation goes into each newscast you hear on KMA. We have three newswire machines in the newsroom. They bring us news instantly from Iowa, Nebraska, Missouri and Kansas. We also have a weather

machine which provides us with complete weather information 24 hours a day. The teletypes run 24 hours a day.

We also have monitors with which we listen in on police, fire, and civil defense radio calls. Additionally, our men spend much time in the area, visiting with law enforcement agencies, government leaders, and other people who are considered "news-makers."

We have more than three dozen people in our four-state coverage area who assist in providing us with news stories by acting as correspondents. This valuable service gives us a localized approach to the news, which we feel is extremely important.

Another valuable source of news for KMA is the ABC Entertainment Network. World-wide correspondents bring you the news from the scene, whether it's across the street or on the far side of the world. Together, network and KMA-originated newscasts comprise about four and one-half hours of our broadcast day. KMA broadcasts 45 newscasts each day.

Covering the news is an endless job; but it's a job we will continue to concentrate upon, looking for ways to improve our coverage to bring you the facts about things that are of interest to you and your neighbors.



News Director Larry Miller (left) confers with News-men Bob Tarbell and Ralph Childs on KMA's news coverage.

## Introducing Two New Announcers

Lee Hughes, on the left in the picture, is the son of Mr. and Mrs. John Hughes and has lived all his life in the Shenandoah area. Lee is the oldest of 10 children and a junior in Shenandoah High School. You will hear this 145 lb., red-head each Sunday morning.

Darrell Murphy, nineteen-year-old son of Mr. and Mrs. Darrell Murphy, is KMA's new late night-time announcer and has lived all his life on a farm. Darrell is the oldest of four children and graduated from the South Page High school in 1967. He is a sophomore majoring in communications at Iowa Western Community College at Clarinda. Darrell says, "I would like to stay in radio or TV as a career. However, I plan to go into the service after getting out of college."



Music Director Mike Goodin explains to the new announcers, Lee Hughes and Darrell Murphy, about KMA's music policy. "We play anything that we think will please our listeners' taste in music. We know we cannot make everyone happy, but we are certain that anyone who dials 960 will hear music that they enjoy."

## KMA Sports Schedule

By BRUCE PILCHER

KMA will have many sports broadcasts for you this month and throughout the football season. The Iowa Hawkeyes will be aired on October 4th, October 11th, October 18th, October 25th, and also on the first four Saturdays in the month of November. In addition, we'll have Kansas City Chiefs' football starting October 5th. The Chiefs have an outstanding pro football club which will provide exciting action throughout the season. Tom Hedrick and Bill Grigsby will do the play-by-play. Following the Chiefs' broadcasts there will also be the Pro Football Scoreboard program.

In addition to this fine sports programming, our **Game of the Week** broadcasts will continue throughout the high school football season. We'll have the finest in high school football for you every Friday evening at 7:20 with the pre-game show and at 7:25 with the play-by-play. Also, on Friday evenings at 10:15, area scores will be given on the **Johnson Football Scoreboard**. This program is expanding with area reports coming from all of the four-state

region. The scores will be repeated along with game details on the **Saturday High School Scoreboard** at 7:35 A.M. Then later on at 5 P.M., we'll have the **College Scoreboard**. You can see that KMA has sports service in mind with our sports programming.

## OCTOBER GREETINGS

THIS IS YOUR DAY:

HAPPY BIRTHDAY TO:

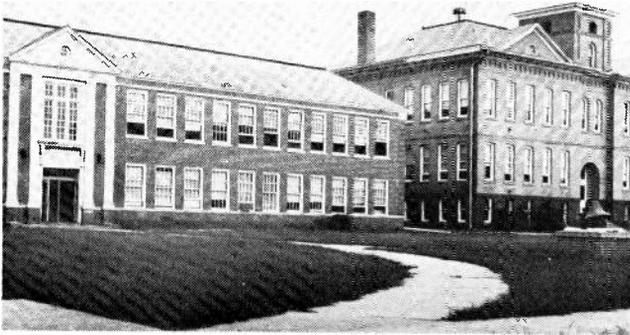
- Oct. 4—Bradley Miller (Larry's son)
- Oct. 13—Carol Kling (Norm's daughter)
- Oct. 15—Kent Kelsey (Nadine's son)
- Oct. 18—Mrs. Mike (Jackie) Goodin
- Oct. 18—Dennis Boldra
- Oct. 27—James Priebe (Jean's son)
- Oct. 31—Mrs. Steve (Linda) Palm (Ruth's daughter-in-law)
- Oct. 31—Michelle Palm (Ruth's granddaughter)

POSTMASTER

Address Correction Requested

Tom Thumb Publishing Co.  
Shenandoah, Iowa  
51601

MRS. DUANE PARTLOW  
MENLO, IOWA RR. 1  
50164



The picture of the Griswold Public School shows the new addition on the left.

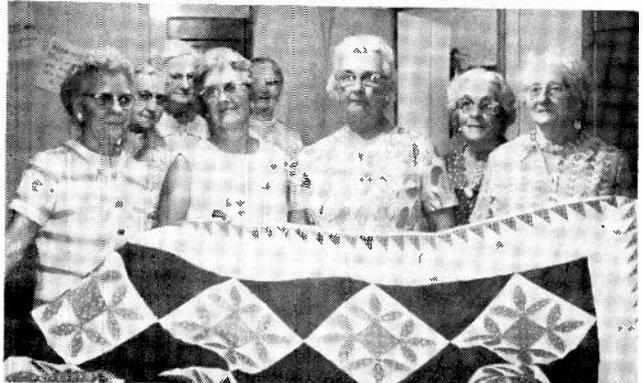
# KMA Guide Good Neighbors

51  
22  
11

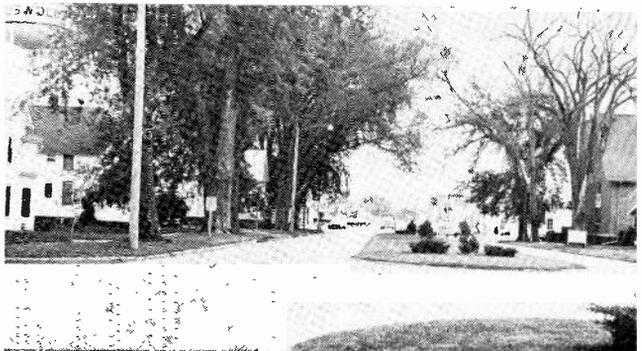
The highway sign "Friendliness Lives Here" proclaims the citizens' attitude toward travelers visiting or driving through Griswold, Iowa. Friendliness is extended no matter what the age, whether it comes from the very young playing in the park or the senior citizens at their quilting parties.

By driving through the town you will note the beautiful boulevard-type highway approaches, the new additions on the school, churches and businesses; and most important, the cleanliness of the town.

KMA wishes to salute the citizens and town of Griswold for their genuine mid-west friendliness at the crossroads of Highways 92 and 48.



The Quilting Bee Committee in Griswold is quite a busy one. One of the signs on the wall behind the quilting frame states "Another quilt? 'One more?' Why that's number 54 . . . NO sakes alive, 'tis quilt number 55." Members of the committee are Helen Wagler, Letha Inman, Florence Christian, Gladys Potter and Flossie Foy; behind in the picture are Hattie Reneke and Kathryn Barley. Darlyne Frazeur, (not pictured) vice-president of the S.W. Iowa Area Council on Aging, is one of the sponsors of the quilting bee and the very active senior citizen group in Griswold.



As you enter Griswold on Highway 92, this is the beautiful boulevard view you see.