

The **KMA GUIDE**



March - April, 1975

MARCH - APRIL GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- March 17—Dr. James Sislo, Ed May's son-in-law
March 31—Henry Schnoor
April 5—Mrs. Ralph Childs
April 8—Melinda Sherman, granddaughter of J. D. Rankin, Jr.
April 8—Bill Bone
April 13—Joey, son of Dee Martin
April 19—Mrs. David Sanders, daughter of Ed May
April 20—Terry, husband of Marsha Broyles
April 22—Angela, daughter of Mike Goodin
April 28—Mrs. J. D. Rankin, Jr.
April 30—Bill Sislo, grandson of Ed May

HAPPY ANNIVERSARY TO:

- April 16—Mr. and Mrs. Robert Stotts

Gray, Iowa — "Please send me the KMA Guide. I listen to KMA all the time."

Easter Seals help Crippled Children.



Announcer Don Hansen had just arrived at the KMA studios when this picture was taken. He can be heard on the nightside spinning records and taking care of the breaks for the heavy schedule of sporting events.

The KMA Guide

MARCH-APRIL, 1975

Vol. 32

No. 2

The KMA Guide is published every other month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Carl Andersen, editorial chairman; Mary Williams, editor. Subscription price \$1 per year (6 issues) in the United States, foreign countries, \$1.50 per year. Allow one month notice for change of address and be sure to send old as well as new address and zip.

COVER PICTURE

Miniaturization is the biggest change that Norm Kling has seen in his 25 years as an engineer for KMA Radio.

Recognition of his employment record took place at the annual Christmas party when President Ed May presented Norm a gold watch. He also presented a watch to Miss Lois Adelung of the garden seed department of May Seed and Nursery Company for her 25 years of service.

Norm came to KMA on Oct. 9, 1949 after working for his father-in-law at Greenwalt Electrical Service. He had also served in the Navy, being discharged in 1946, the same year he married Margaret Greenwalt.

When Norm joined KMA, there were eight or nine engineers on the staff and about 30 entertainers. He remembers wire recorders and describes the first tape recorders as being very heavy, housed in foot locker style containers.

Automation, another big change which Norm witnessed, came about 12 years ago. He has worked at KMA under four different managers, Owen Saddler, the late Tony Koelker, Norm Williams and "Andy" Andersen. Among the changes in duty in addition to the equipment changes, Norman recalls that the engineers played all the records in his early years in radio instead of the disc jockeys; 78 records and transcriptions were the mainstays then.

Because of changes in FCC regulations, engineers are now required to be on duty at the transmitter building near Shenandoah only from sign-on to sunrise and from sunset to sign-off. Norm along with engineer Ralph Lund and Chief Don Burrichter alternate shifts at the studios and the transmitter. As do the other engineers, Norm has a 1st class license granted by the FCC.

Among his hobbies, Norm rates hunting and trap shooting as favorites.

He and his wife, Margaret, have three children, Benny, Bob and Carole Lea, all married now; and two grandchildren.

A Chat With Edward May



Last month I mentioned we are formulating plans for the 50th anniversary of KMA which will be held this summer. I have received several letters from listeners with varying ideas and suggestions. For example, one letter suggested a "fiddler's contest." Another came from ex-farm director, Merrill Langfitt, who now lives in Mesa, Arizona. Merrill assured us he would make every effort to attend the celebration, and knowing Merrill, I am certain he will make every effort to be in attendance. I certainly hope so. Merrill came up with several suggestions of things to consider.

Also of interest to "early" KMA listeners, a letter came from Hinton, Oklahoma which said, "I was one of the Dixie girls (Ardeh) in the years 1928 and 1929 playing the guitar and singing with my sister Alta. My husband of 45 years is now retired and is an enthusiastic organic gardener, so we do a lot of canning of fruit and vegetables. I

shall always remember the good times Alta and I had when entertaining at KMA."

Time has a habit of passing all too rapidly, doesn't it? To illustrate this point I decided to show you the latest picture of grandchildren Amy and Bill Sislo of Wausau, Wisconsin. Amy is now six years old, in kindergarten, and last month was pleased to have a loose tooth. Apparently she associates losing a baby tooth with growing up. Billy Sislo is going on five and will start to school next September.

Eleanor and I journeyed to Wisconsin a few days in January where we had our belated Christmas with Karen, Jim and the grandchildren. They gave us cross-country skis, so, naturally, we had to try them. Frankly, we didn't have much difficulty as the places we went were pretty much on the level. We enjoyed it and hope to do considerably more in the future. It is said

(Continued on page 15)



MAC'S FAX

It's time to think about gardening again. A garden can help you fight inflation and be a fun hobby at the same time. A garden as small as 15 feet by 25 feet with 18 varieties of vegetables is capable of yielding vegetables from April to December, with plenty left over for canning, freezing and storing. The total value of the produce of a garden this size can be as much as \$300. The few dollars spent for seed, fertilizer and other gardening aids will still make a home garden a financial saving. In addition to the financial saving, you will produce better-flavored vegetables with higher nutritional value than anything you can buy in the store. Many varieties of seed need to be started indoors in late winter and early spring, then transplanted outdoors after danger of frost. Now is a good time to get your garden started. We have a seed starting kit perfect for starting seeds indoors now. The kit contains: 11"x22" plastic tray, 55 peat pots, 2 19-oz. bags of deluxe potting soil, 12 - 5" plant stakes. You can start tomatoes, peppers, cabbage, cauliflower and egg plants in your house. Allow about six weeks after planting time to transplanting time and set them outdoors after danger of frost.

Potatoes will give you the greatest return. We offer four varieties: Cobbler, Kennebec, Norland, and Mayfair. Norland is an



One of Mac's favorite vegetables is the radish so it was only natural for this picture that the first seed packet he pulled out of the shelf at the Earl May Garden Center store in Shenandoah was one filled with radish seeds. The people in the background are employees of the store who were busy restocking the shelves.

early red, the others are main crop white varieties. Mayfair is one of the finest white potatoes we have ever seen. It has very shallow eyes, which makes it easy to peel without loss of flesh. Mayfair is great for baking, frying or whipping.

You must plant those Extra Sweet Sweet Corns. Early Extra Sweet is ready in 70 days, while the Extra Sweet takes 85 days or two weeks longer. I recommend Golden Hybrid Iochief as your main crop for freezing and canning. You will like the flavor of the Extra Sweets so much that you will probably use them all as roasting ears.

I still like Hybrid Surprise Tomatoes. It produces large red fruits, smooth and uniform in ripening.

Hybrid Tokyo Bell Pepper takes the prize in my garden. My wife picks the mature green peppers and puts them in a plastic sack and stacks them in the freezer. They came out delicious. We've been eating them in salads all winter.

I like Progress No. 9 Peas, but my wife seems to prefer Little Marvel. I guess that's because her mother always planted them. We plan to freeze more peas this year as we are about to run out. They come out of the freezer just like fresh garden peas.

We are going to freeze more Lima Beans. They also come out of the freezer garden fresh.

Contender and Top Crop Green Beans will occupy space in our garden, both for fresh table use and also for freezing.

I love radishes, and we will be planting Champion for a big round red; Silver Dollar for a round white; and Icicle for a long white.

If you like onions, be sure to set out plants of Miss Society; you will love them. I like that Red Hamburger Onion; it's so sweet and mild. Among the onion plants, the Hybrid Yellow Spanish is the best keeper. For table use green onions, plant onion sets.

One more item — roses. We have three new varieties for 1975 that you should plant. They are Oregold, a beautiful buttercup yellow and a hybrid tea; Arizona, a bronze copper Grandiflora with a lovely fragrance; Rose Parade, a coral pink and a Floribunda, which requires very little care.

Remember there is a huge demand for seeds and plants which will produce food. I'm referring to fruit trees, berry plants, asparagus and rhubarb. Don't wait too long, you may be left out.

RFD 960

By STEVE HOEFING



With this issue of the Guide, spring is just ahead and farmers are once again making final preparations for the planting season. This is also the time of year when all the so called "experts" come forward with their many predictions.

It's pretty hard to define an expert, but generally he is one who either claims to know or actually does know more than you about a particular subject. I get reports daily from the many colleges and universities in our four state area with comments and predictions from the experts. Some-

times two experts on the same subject do not agree, but then we're all used to that.

I thought I would take some space here and list some of the predictions made earlier this year by the experts. For various reasons I have left out their names. After sorting out all the qualifying phrases such as "if it rains," or "if the fish bite in Peru," or "assuming no increase in planting, etc.," I was left with the following. Most of these predictions were made in January and February and pertain to the period April to June:

PLANTING INTENTIONS

1975 U.S. CORN ACREAGE	76,132,000 ACRES
1975 U.S. SOYBEAN ACREAGE	57,106,000 ACRES
1975 DURHAM AND SPRING WHEAT	18,476,000 ACRES

FERTILIZER PRICES

By spring Anhydrous Ammonia prices could be \$250 to \$280 PER TON

HOG PRICE BY LATE SPRING** — Butchers \$40-\$44/CWT

CATTLE PRICES — \$35 to \$37 for choice slaughter steers until mid summer

LAMB PRICES — \$45 to \$50 by June

CORN PRICES are expected to continue downward the next couple of months and remain under \$3.00

SOYBEANS — probably \$5.60 to \$6.25 until late spring.

Well, there you have it, and it will be interesting to see how close the experts come. As usual the weather will play an impor-

tant part in the outcome and hopefully 1975 will be a good year for farmers in this country. As any expert will tell you, they certainly could use one.



In February when people who could not go south, Steve Hoefing traveled north to Minneapolis. He went to attend the annual meeting of Land O Lakes-Felco which was held at the Hotel Marquette Inn. News Director Ned Dermody also trekked north to Minneapolis to the yearly meeting of the Northwest Broadcast News Association held at the end of January on the University of Minnesota campus.

Steve Hoefing who wrote the RFD column this month is kept very busy with farm department activities for KMA. While in Minnesota briefly, KMA Station Manager "Andy" Andersen filled in for him on the air.

On Sports

BOYS' STATE BASKETBALL TOURNAMENT FROM DES MOINES ON KMA MARCH 18-22

- AAA Boys' State Basketball Tournament**
 March 19 — First-Round Games — 7:05 and 8:45 p.m.
 March 20 — First-Round Games — 12:30 and 2:15 p.m.
 March 21 — Semi-Finals — 3:15 and 7:05 p.m.
 March 22 — Championship — 8:35 p.m.

- AA Boys' State Basketball Tournament**
 March 18 — First-Round Games — 12:30, 2:15, 4:00, 7:05 p.m.
 March 20 — Semi-Finals — 4:00 and 7:05 p.m.
 March 21 — Championship — 8:45 p.m.

- A Boy's State Basketball Tournament**
 March 18 — First-Round — 8:45 p.m.
 March 19 — First-Round Games — 12:30, 2:15, 4:00 p.m.
 March 20 — Semi-Final — 8:45 p.m.
 March 21 — Semi-Final — 1:35 p.m.
 March 22 — Championship — 6:35 p.m.
 March 22 — Consolation Games — A - 12:00 Noon, AA - 1:45 p.m., AAA - 3:30 p.m.

ROYALS GAMES START ON KMA

Starting April 7, KMA will begin its sixth year broadcasting the Kansas City Royals Baseball games. Doing the play-by-play will be Buddy Blattner and Denny Matthews. The April schedule follows:

- April 7 — 9:25 p.m. — California
- April 8 — 9:25 p.m. — California
- April 9 — 9:25 p.m. — California
- April 11 — 7:25 p.m. — Minnesota
- April 12 — 1:25 p.m. — Minnesota
- April 13 — 1:25 p.m. — Minnesota
- April 14 — 7:25 p.m. — Oakland
- April 15 — 7:25 p.m. — Oakland
- April 16 — 7:25 p.m. — Oakland
- April 18 — 7:55 p.m. — Texas
- April 19 — 7:55 p.m. — Texas
- April 20 — 2:00 p.m. — Texas
- April 21 — 7:55 p.m. — Chicago
- April 22 — 1:10 p.m. — Chicago
- April 23 — 9:55 p.m. — Oakland
- April 24 — 3:25 p.m. — Oakland
- April 25 — 7:25 p.m. — Chicago
- April 26 — 1:25 p.m. — Chicago
- April 27 — 1:25 p.m. — Chicago
- April 28 — 7:25 p.m. — Chicago
- April 29 — 7:25 p.m. — California
- April 30 — 7:25 p.m. — California

The 1975 High School Basketball Tournament Trail is in full swing. Once again, that old rapscallion, Mike Goodin, and yours truly, are teaming up to broadcast all the play-by-play action. During February tournament action, Mike and I have broadcast Girls' Sectional games from Glenwood and the Council Bluffs Fieldhouse. We have been at Villisca and Neola Tri-Center for Boys' Class A Sectional Basketball, and back at the Council Bluffs Fieldhouse for Girls' District basketball, as well as the Regional Play-Off Game for the right to go to State. Plus, throw in Iowa State basketball, reports from the State Wrestling Tournament in Des Moines, plus some KMA Basketball Games Of The Week, and you can see the hectic pace we maintain. Listed below is the March Tournament Trail schedule to be heard on KMA:

March 1 — Iowa State at Kansas State — 1:50 p.m. Reports from the State Wrestling Tournament in Des Moines.

March 3 — Boys' AA District First-Round at Red Oak — Clarinda vs. Red Oak — 7:25 p.m.

March 4 — Boys' A District at Farragut — 7:25 p.m.

March 5 — Boys' AA District Semi-Final at Red Oak — 7:25 p.m. Delayed broadcast of Iowa State at Oklahoma.

March 6 — Boys' A District Final at Farragut — 7:25 p.m.

March 7 — Boys' AA District Final at CB Fieldhouse — 6:55 p.m. Boys' A District Final at CB Fieldhouse — 8:25 p.m.

March 8 — Boys' A Sub-State Double-Header at Vets Auditorium in Des Moines — 6:55 and 8:25 p.m. Delayed broadcast of Nebraska at Iowa State.

March 10 — Boys' AAA Sub-State Final at either Sioux City or the CB Fieldhouse — 7:25 p.m.

March 12 — Boys' AA Sub-State Final at the CB Fieldhouse — 7:25 p.m.

GIRLS' STATE BASKETBALL TOURNAMENT FROM DES MOINES ON KMA

MARCH 11-15

- March 11 — First-Round Games — 1:00, 2:30, 7:00, 8:30 p.m.
- March 12 — First-Round Games — 1:00, 2:30, 7:00, 8:30 p.m.
- March 13 — Quarter-Final Games — 1:00, 2:30, 7:00, 8:30 p.m.
- March 14 — Semi-Finals — 7:00 and 8:30 p.m.
- March 15 — Consolation Game — 6:00 p.m.
Championship Game — 8:00 p.m.

INTERNS IN BROADCASTING



Brent Harmon listens as news personality Christy Hall shows him KMA's style in writing news copy for broadcasting to the four-state area.

For the third year, KMA Radio is cooperating with the intern program at Northwest Missouri State University at Maryville.

Two interns from the college spend part of one day a week for one semester in the KMA studios observing and learning from first-hand experience the tasks of news broadcasting and programming for radio.

This semester the two interns are Steve Kohl and Brent Harmon. Both are seniors



Newsman Bill Bone explains the set up in the news broadcasting studio to intern Steve Kohl.

at NWMU and look forward to working in radio upon graduation in May.

Steve is the son of Dr. and Mrs. Al Kohl of Florissant, Mo., a St. Louis suburb. During his years at college, he has worked in all areas of radio-television.

A native of Harry Truman's hometown Independence, Mo., Brent is also interested in music and traveling and at 22 is eager to get into full-time radio announcing. His parents are Mr. and Mrs. Raymond Harmon of Independence.

A.F.S. Students Work Air Shift

If KMA had a slightly younger sound one recent night, it was because students from the Shenandoah A.F.S. Chapter took over KMA Radio on Feb. 4 broadcasting from 7 to midnight.

Done as a benefit for the American Field Service which sponsors foreign students in Shenandoah and local students' trips abroad in cooperation with KMA, a large group from AFS went out and sold ads to sponsor the broadcast. During their night on the air, they gave the commercials for their sponsors, played records, gave the weather and held general discussions. One feature of the evening was an interview with Philippa Seidel of South Africa who is residing at the home of Dr. and Mrs. Dean Ray this school year in Shenandoah under the AFS program.

Taking part in the event were the following students: Cindy Ray, Michele Mickle,

Neil Maffin, Yona Sheirbon, Jane Joyce, Jane Gowing, Betsy Vaughn, Melinda McNeilly, Mary Evans, Lisa Falk, Wayne Lonowski, Kathy Sjulín, Cheri Kenyon, Amy Duffy and Debbie Worl. Also cooperating with AFS were Bill Overbey of May Seed and Nursery Co., Mrs. Pat Martin, president of the local A.F.S. chapter, and two KMA staffers, Don Hansen and Tom Westberg.

AREA EVENTS PUBLICIZED

KMA Radio, for many years, has promoted meetings, programs and other events sponsored by clubs, schools and churches and other charitable groups through its COMMUNITY CALENDAR.

The COMMUNITY CALENDAR can be heard daily Monday through Saturday at 10:10 a.m. and again at 6:35 p.m. Monday through Friday. Sunday has now been added to the schedule with THE COMMUNITY CALENDAR being broadcast at 7:10 a.m.

For further public service, a program called AGENDA also broadcasts notices of events at 5:50 p.m. Monday thru Friday.

50 YEARS OF SERVICE 1925-1975



When Regional Sales Manager **BOB CLINE** handed Continuity Director **LYNN PADILLA** the white "glob" shown in the picture, she wasn't sure what it was. It looked something like ice cream . . . or snow . . . or a white fluffy hat; it actually was a hunk of acoustical foam insulation. Bob was showing the sample which came from one of KMA's happy and successful advertisers.

Earning quite a reputation as a "navigator" is Managerial Secretary **EVALYN SANER** who took a group of staffers to a party at the country home of **MARSHA BROYLES'** mother, **MRS. DALE KING**. They arrived

very late after driving many miles out of the way. This isn't the first time Evalyn has shown such an aptitude.

When the six inches of snow fell on Feb. 16, **DON BURRICHTER** looked out his window and decided it was time to take a vacation. He left the following weekend, flying to Phoenix for two weeks of golf in the sunshine and visiting friends.

Rows of boxes line the hall near the assembly room in the May Seed and Nursery Company building across the street from KMA on the day of the Christmas party. Those boxes, filled with lots of good eating—turkeys, are distributed at the end of the annual Christmas observance by the company to its employees.

In the last issue of the Guide, we wrote about the **PADILLA** children's dogs and are sorry to have to report that since then both dogs have disappeared. To add to their unhappiness, both children have had their share of the winter "bug" that went around and while they were sick, the furnace in their house went out. One bright spot for **LYNN** and her youngsters, **GAYLEEN** and **DOUG**, is the new "used car" she bought recently.

Because the picture is slightly dark, it is hard to see that hair stylist **WANDA BRAKE** is about to place a dark brown wig on Guide Editor **MARY WILLIAMS'** head. Mary wore the wig for the role she played in the recent production of "Bad Seed" performed by the Southwest Iowa Theatre Group, which was directed by Mary's husband, **CHARLIE**.





Wound not a fake.

Chief Engineer **DON BURRICHTER** has attended one session of the Page County grand jury, at which time the members were apprised of their duties and visited county institutions. On call for one year of service to the grand jury, the Chief thinks it will be most interesting to function in this role. On another occasion, Don was called for petit jury duty but did not serve because he and then Farm Director **MERRILL LANGFITT** were scheduled to go to Europe at the invitation of UNRRA officials with one of the last shipments of livestock to be sent to Europe in February 1947. At that time **OWEN SADDLER**, who was manager, interceded for Don, getting him out of jury duty. However, it was at some sacrifice as Owen in turn, was called to fill Don's spot on the jury. As long time Guide readers may recall, Owen was the first editor of the Guide, and has since become executive vice president and general manager of May Broadcasting Company and resides in Omaha.

Fifteen pounds of gun powder in the office made people slightly nervous until Engineer **NORM KLING** took it away. Norm and **MARSHA BROYLES** discuss the disposition of the powder which was later divided among Marsha's husband, **TERRY**, Norm and another friend. They plan to load their own shells with the explosive stuff. A sigh of relief went up when the powder was removed from the office.

Each announcer must sign the logs kept for each broadcast day. Traffic manager, **NANCY STOTTS** checks these logs to make sure they are signed. **MERLE DOUGLAS** in the picture is showing her his bandaged hand in an effort to get away from signing but Nancy wouldn't let him use it as an excuse. Several weeks ago, Doug went out to get his mail, slipped on the ice and fell. As he went down, he grabbed at his car nearby and succeeded only in gouging the palm of his right hand. He impaled his hand on the "fin" trim and in spite of severe bleeding, he managed to get to the doctor who gave him a tetanus shot and took three stitches in the wound. It took a long time to heal be-

cause of its location, but now Doug can hardly find the scar.

Newsman **RALPH CHILDS** sent several postcards back from Florida in January; each more laconic than the previous one. They were simply inscribed — "75 degrees, hot, eat your hearts out," and finally "75°". Taking their first real vacation in years, Ralph and his wife, **MURIEL**, temporarily closed their "Record Shop" in Shenandoah and flew down to Sarasota, Florida, where they visited with Ralph's brother-in-law and sister, Mr. and Mrs. **FORD SNYDER**. Although Ralph basked in the sun and returned tanned, he felt the southern state contained "miles and miles of sand," apparently not to his liking.



Serious discussion.

A MEMO

From **BRENDA KAY**

A new feature was added on the *Living Today* program on Jan. 27. Upon the advice of the program director, Mike Goodin, we called the addition "Potpourri," which means a mixture or medley. On "Potpourri" there has been a variety of topics discussed, as the name would indicate. Approximately twice a month, a special guest is available to discuss specific topics. I've had Charmion Stewart from the American Cancer Society, Evelyn Swanson from the Earl May Garden Center talking about house plants, and Dorothy Keith to promote Nutrition Week. On the other weeks, women have called in to discuss a variety of topics, quite often relating to recipes and food preparation. (The calls have come from all over the four-state area, the most distant point being Glade, Kansas.) It's a fun, exciting addition to *Living Today*, and I have thoroughly enjoyed talking with so many listeners.

Progress on our home is moving at its usual slow pace — my energy level seems to taper off in the evenings, more than I care to admit. But our carpenter did complete his work in January, and Rich and I can be assured of a structurally safe house. When we purchased the home, half of it had dropped approximately 5 inches through the years, due to several structural problems. So the carpenter proceeded to jack the house up, very gradually, and add some support beams. During this time, Rich did some work on the plumbing and wiring, and then the carpenter finished by putting a brand new ceiling back in the dining



Brenda Kay takes down information from listener who called in on her first broadcast of POTPOURRI — LIVING TODAY on January 27, 1975.

room. We were both happy that he was able to retain the original open beams to be used on the new ceiling. The woodwork is cypress and in excellent shape, so I won't have to worry about stripping and staining woodwork. I'm not sure I'd have the necessary patience for such a job. The floor of the dining room was in sad shape after all the plaster dust from the torn out ceiling had settled in the grooves, but it's amazing what a little paste wax and a lot of elbow grease can do! Slowly but surely, our house is becoming a livable home.

As winter comes to a close, I hope you have time to finish some of your decorating tasks, because as soon as spring comes, you will want to spend so much of your time outdoors.

Keep smiling



Brenda Kay calls this large fireplace in their living room one of the many delights of their new home.

Here's a better living tip. Want to save on your meat bill? Roast meats at no more than 300 to 325 degrees. They will shrink less. They will also be tenderer and easier to carve. Remember: the higher your oven temperature, the more your meats will shrink.

RECIPES FOR SPRING AND SUMMER ENTERTAINING

TRUE BLUE PUNCH

(Mrs. G. C. Rader, Mound City, Mo.)

- 1 gallon water
- ½ c. sugar
- 11 cans frozen lemonade
- 1 T. blue food coloring
- ¼ tsp. green food coloring
- 11 12-oz. bottles 7-Up

Mix ingredients together. Add half gallon pineapple sherbet. Stir until sherbet absorbs the blue coloring. Stir slowly.

* * *

RASPBERRY ANGEL TREAT

(Connie Burton)

- 2 c. sifted powdered sugar
- 1 6-oz. pkg. cream cheese, softened
- 2 2-oz. pkg. Dream Whip, prepared, or 4 cups whipped topping
- 10 c. or 14-oz. angel food cake, cubed
- 1 pkg. raspberry-currant dessert topping, prepared according to pkg. directions
- ¼ c. chopped pecans
- 1 pkg. frozen raspberries, thawed (opt.)

In a large bowl, add powdered sugar to cream cheese, gradually; beat till fluffy. Fold in whipped topping. Then fold in cake cubes and nuts. Spread in 9x13" pan. Spread with dessert topping, which has partially cooled. If raspberries are used, use the juice to make the dessert topping. Add the raspberries to the prepared topping.

* * *

MACARONI-BEEF ITALIANO

(Virginia Crow, my mother)

- 2 c. uncooked macaroni
- ¾ c. chopped onion
- ¼ c. chopped green pepper
- 1 lb. lean ground beef
- 1 T. margarine
- 1 jar (15½-oz.) spaghetti sauce
- ¼ c. water
- 1 tsp. basil
- 1 tsp. salt
- 2 T. margarine
- 3 T. flour
- 2 c. milk
- ¼ tsp. pepper
- 4-oz. pkg. shredded cheddar cheese
- ½ tsp. salt

Cook and drain macaroni. Saute onion pepper and beef in 1 T. margarine. Drain excess fat. Stir in 1¼ c. spaghetti sauce, 1 tsp. salt, water, basil. Bring to boil, cook 5 minutes, stirring often. Meanwhile, melt 2 T. margarine in saucepan, add flour and gradually blend in milk. Cook till thick and creamy. Remove from heat and add cheese, ½ tsp. salt, pepper. Stir till cheese melts. Pour meat sauce into large casserole, greased, or a greased 9x12" pan. Spoon macaroni over meat. Top with cheese sauce. Use remaining sauce to drizzle over top. Bake 30 minutes at 400°. Serves 6.

DATE-NUT-ICE CREAM SQUARES

(Sandy Parsons, Clarinda)

- 1 qt. vanilla ice cream
- 1 9" vanilla wafer crust or pastry crust, baked
- 1½ c. snipped pitted dates
- ¾ c. water
- 1 T. sugar
- 1 T. lemon juice
- 1 tsp. vanilla
- ¼ c. chopped nuts
- 2 c. frozen whipped topping, thawed

Stir ice cream to soften; spread in bottom of pie shell. Freeze till firm. Meanwhile, in saucepan combine snipped dates, water, and sugar. Cover and cook till dates soften, about 5 minutes. Stir in lemon juice and vanilla; cool. Spread half of date mixture over ice cream in pie shell. Fold remaining date mixture and walnuts into whipped topping; spoon over date layer. Freeze till firm.

* * *

STRAWBERRY PUNCH

(Kathy McConahay, Thurman, Ia.)

- 4 pkg. strawberry Kool-Aid
- 5 quarts water
- 3 cans lemonade
- 4 c. sugar
- 3 bottles strawberry pop
- 1 lg. can unsweetened pineapple juice
- 1 qt. ginger ale
- ½ gallon vanilla ice cream

Mix first 6 ingredients, stirring till sugar is dissolved. Chill thoroughly. Before serving, add ginger ale and swirl in ice cream.

* * *

ZIPPY GREEN BEANS

(Mrs. E. R. Lutz, Lincoln, Nebr.)

- 1 T. chopped onion
- 10-oz. pkg. frozen green beans, cooked and drained
- ¼ tsp. celery salt
- ¼ c. French dressing
- ½ tsp. garlic salt

Saute onion in 1 T. margarine till tender. Add remaining ingredients and simmer 5 to 10 minutes. Serve hot.

* * *

GRAPE AMBROSIA

- 1 3-oz. pkg. strawberry gelatin
- 2 c. water
- 1 c. sour cream or whipped cream
- 1 c. miniature marshmallows
- 1 can (11-oz.) mandarin oranges
- 2 c. halved and seeded grapes
- ¼ c. chopped walnuts
- ½ c. toasted coconut

Prepare gelatin as directed on pkg. using the water. Pour in 8" square pan and chill till firm. Meanwhile mix together remaining ingredients except coconut. Remove gelatin and cut into cubes. Fold gelatin cubes into fruit mixture. Sprinkle with toasted coconut.

FROSTY LEMONADE PIE

- 1 2/3 c. crushed peanut butter-flavored cereal
- 1/3 c. firmly packed brown sugar
- 1/3 c. butter or margarine, melted
- 1 qt. vanilla ice cream
- 1/4 c. frozen lemonade concentrate, thawed

For crust, heat oven to 350°. Combine crushed cereal, sugar and butter, mixing until crumbly. Firmly press mixture into bottom and sides of 9" pie pan. Bake 5 to 8 minutes. Freeze until firm. For filling soften ice cream. Combine with lemonade. Spread into pie shell and freeze. Garnish with lemon slices and mint sprigs, if desired.

APRICOT-LEMON CAKE

(Wanda Wynn and Jane Banwart, Clarinda)

Prepare two-layer lemon cake mix according to package directions. Since a thinner cake is desired, remove enough batter to make about 4 to 6 separate cupcakes. Bake as directed in 9x13 inch pan. Let cool and top with prepared apricot pie filling. Top with the following:

- Combine — 1 8-oz. cream cheese
- 1 c. powdered sugar
- 4 c. whipped topping

PEOPLE AND TOPICS ON LIVING TODAY



Mrs. Joe Anderson and Nancy Bergen (right) were two guests of Brenda Kay.



Charnion Stewart shows booklet to Brenda Kay.

The Living Today Show delves into a wide variety of topics through discussions with many people. Mrs. Clee-steel Anderson shared her experiences in the Shenandoah Christian Women's Club with Brenda while Ms. Bergen, who was recently hired as the Homemakers Services Supervisor by the Dept. of Social Services in S.W. Iowa, explained her duties.

Field Representative of the American Cancer Society, Ms. Stewart talked about the most recent developments in cancer research and answered questions on **Potpourri**.



Top Picture — Judy Sandin (left) and Lynn Busenbark talked about the Lamaze method of childbirth. Lynn of Red Oak is a Lamaze instructor, and Judy and her husband, Jerry, of Stanton, were two recent class participants.



Center Picture — A certified instructor of Parent Effectiveness Training, the Rev. Gary Arp told Brenda Kay about some of the theories of P.E.T.



Bottom Picture — Urging parents to bring their children to the Free Immunization Clinic sponsored by Hand Community Hospital in Shenandoah were Emily Aikman, Director of Nurses, and Charlotte Maffin, R.N.

FEEDBACK

By NED DERMODY

The Economy will without a doubt be the major news story this year . . . will be the major political battleground at all levels of government . . . and will be the largest single factor affecting us individually. The facts are buried in statistics and as we all know, statistics have a way of being bent out of shape.

As in any major story . . . we have to somehow keep the economy in perspective and that is a tough job. There is little doubt that we face the gloomiest economic situation in 35 years. This is compounded by the problem in projecting what will happen or when a turn-around will occur.

First of all, let's look at some of those statistics. At the same time remember that the problem we face is two pronged. Recession and Inflation.

The news about the struggle to overcome the recession is not encouraging. The first week of February produced these figures; an unemployment rate that reached 8.2 percent in January compared to 7.2 percent in December nationally; orders from the nation's factories plunged 8.7 percent in January; consumer credit figures took a record drop for the second straight month which indicates that individuals are marshalling their finances for a long hard economic pull. The national figures are seasonally adjusted, meaning that seasonal factors such as weather, holiday periods and school vacations have been subtracted out. The same figures for the state of Iowa . . . are not seasonally adjusted, but they show a weakening economy in the face of the growing national instability. New hires and quits are down. Layoffs have increased substantially and the number of job openings has steadily declined. The current jobless rate in Iowa, not seasonally adjusted, is 5.1 percent. That is about one percentage point more than the average January jobless rate in Iowa for the past five years. I repeat, we cannot reasonably compare the Iowa rate to the National rate. We do know that the jobless rate is increasing—slowly—but increasing. So far it has increased to about the same point that it was during the so called economic downturn of 1973.

We can see that things are bad. And the outlook is not all that good for immediate relief. Still, it is not a Great Depression. Products and Services are available, but they are being cut back. Retail trade is up, but at half the rate of money inflation from a year ago. The result is inventory trimming, and that in turn hits the wholesale and manufacturing suppliers. Let's look briefly at unemployment figures from the so-called Great Depression. In 1930, unemployment hit 8.7 percent. By 1933 the rate was 24.9 percent! But let's not bend out statistics too far. There are twice as

many people in the work force now. We supply the figures and you'll have to draw your own conclusions.

The news about the fight against inflation is a bit brighter. The Federal Reserve Banks dropped the discount rate to six and three quarters percent. The discount rate is the interest charged banks who borrow from the FED. The move by the FED spurred speculation that the Prime Interest Rate charged by major banks may drop to around seven percent by midsummer. Many of these figures are national trends that will take a while to trickle down to the local level. Conversely, the national recession trend has really not reached the local level in our area yet, so generally we can minimize the doom and gloom we read and hear. Still, the recession is the worst in 35 years, and the inflation rate is an unhealthy 11 percent annually.

What we will feel immediately is what the Federal Government attempts to do to ease the national situation. President Ford has handed us a 349 billion dollar budget with a 52 billion dollar deficit. The budget, analysts say, "holds the line on new spending and therefore is anti-inflationary," but it slates new money to develop the nation's sagging energy sources. At the same time, the deficit and a related 16 billion dollar tax cut is designed to boost the slumping economy. The tax cut sounds great. We are to receive somewhere around 200 dollars in rebates per taxpayer. But the figures again are being bent. For instance, direct assistance to unemployed workers will soar to 18.8 billion dollars during the fiscal year and, according to the Wall Street Journal . . . income maintenance outlays, especially Social Security and disability payments, will increase four billion dollars. In essence, what goes in one of your pockets will be coming out of the other.

We have heard quite often recently that as Newsmen, we should be pointing up what is good about the economy. That constant gloom and doom is really bad journalism. We don't necessarily agree with that assessment. What we are attempting to do in the limited time and space afforded us is relate the facts. There are some good points but for the most part they are good principally in relation to how bad things are in other segments of the economy. It would be misleading to indicate otherwise.

ENTERTAINER DIES

Funeral services for Fred F. Warren were held Jan. 31 at Plainville, Kansas, where he was also buried. KMA listeners who can recall the days of live entertainment on this radio station will remember Mr. Warren as "Elmer Axelbender." A self-taught musician, he earned his living in that field.

He is survived by his wife, Nellie, a daughter, Mrs. Norman Mock of Plainville and a son, Fred Warren Jr., Norwalk, Calif.

A Look at Local Radio Ministers

For nearly a dozen years, the Sunday Worship Service, now heard at 7:35 a.m., has been broadcast over KMA with local ministers providing the message.

The fifteen minute program is only part of the service performed by the sponsoring Shenandoah Area Ministerial Association. The 14 different pastors, normally included in the roster, also conduct services at the nursing homes in addition to their own parishes. The services at Garden View are on Thursday evening and at Elm Heights on Sunday in Shenandoah.

In an effort to acquaint KMA listeners with these ministers. The Guide starting with this issue, plans to publish pictures and biographical sketches of the participating ministers.

President of the Association is the pastor pictured in this Guide. He is the Rev. Darrel Nelson who serves the Emmanuel Lutheran Church in Shenandoah and St. Paul's Lutheran Church at Northboro. Mr. Nelson came to Shenandoah in November, 1972 from North Dakota. He is a graduate of Bethany College in Lindsborg, Kansas, and Seminary at Rock Island, Ill. He is married and resides in the church parsonage at 205 So. Broad. His wife's name is Marlys and his two children are Kevin, 16, a junior in high school, and DeeAnn, 13, in 7th grade. When he has any leisure, he likes to devote time to his woodworking hobby.



Each week, usually on Wednesday, the ministers come to KMA to tape record their sermons for the Sunday Worship Service. The Rev. Darrel Nelson is shown in the main studio ready to record.

et cetera. You might be surprised how the moisture content varies from onion to onion. According to the onions, moisture for the year 1975 is forecast as follows . . .

January	-----	Normal
February	-----	Little above normal
March	-----	Average
April	-----	Above normal (wet)
May	-----	Slightly below normal
June	-----	Slightly below normal
July	-----	Above normal
August	-----	Normal to slightly above
September	-----	Normal
October	-----	Normal to slightly above
November	-----	Below normal
December	-----	Normal

KMA RADIO HEARD IN FINLAND

An interesting letter from a 25-year-old man in Virkby, Finland, arrived in January. He wrote that he had been able to listen to KMA Radio on Dec. 20, 1974 and listed the programming for that period. As far as he could find out, it was the first time the station had been heard in Finland. He told about interference from a Canadian station in Calgary, Alberta, on the same frequency and from the Finnish station at Turku at 962 kc. The writer's name is **JAN-ERIK OSTERHOLM**. He is studying physical chemistry at the University of Turku, the third largest city in Finland, situated in the very southwestern part of Finland. His own home in Virkby has 5,000 inhabitants and is near Helsinki. Chief **DON BURRICHTER** gets several of these letters from people who make a hobby of attempting to get radio stations far away and then writing for verification.

(Ed May — Continued from page 3)
to be wonderful exercise. We brought the skis home but haven't been able to use them much yet at Shenandoah.

Speaking of weather, this is the first opportunity to publish my 1975 onion forecast. For those of you who aren't familiar with it. On January 1st, take twelve onions (I prefer any keeper variety, such as Yellow sweet Spanish) and cut them in half. Take twelve of the halves and remove a portion of the center so each half will form a cup. Next, place the twelve halves in a cool spot and fill the onions with salt. You also number the onions—1 for January, 2 for February, et cetera. Leave the onions undisturbed for a period of twelve days, and following the twelfth day, "read" the onions by checking the consistency of the salt in each onion. If the salt is moist, this indicates a wet month; if dry, a dry month;

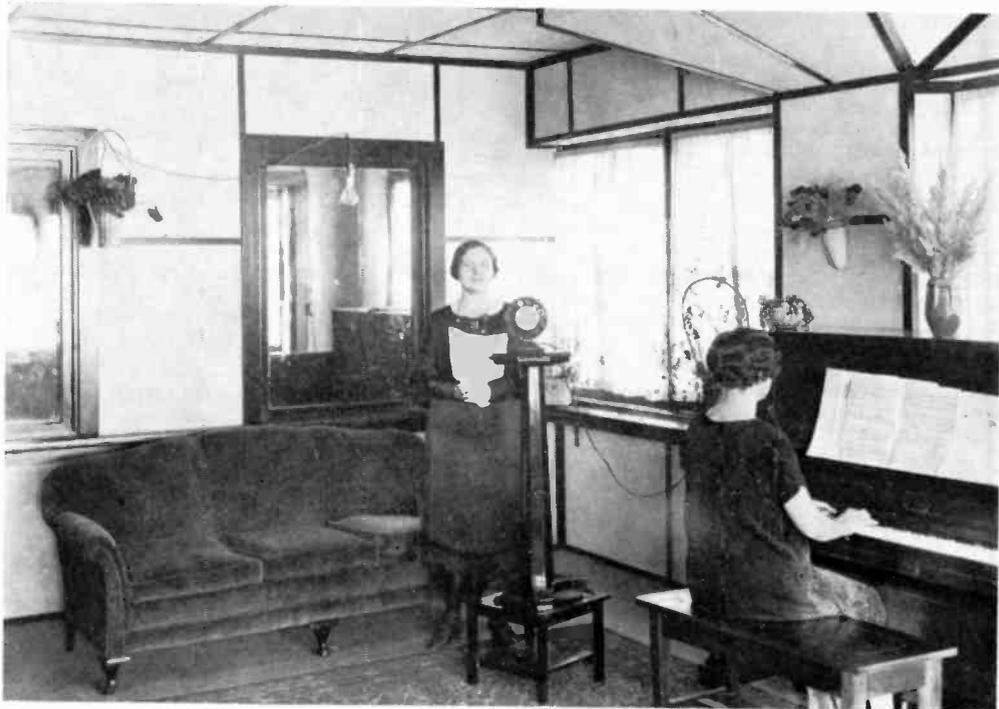
POSTMASTER

Address Correction Requested

Tom Thumb Publishing Co.
Shenandoah, Iowa
51601



NOSTALGIA...



Fifty years is a long time . . . and especially so in the volatile communications industry. This year, 1975 will mark the golden anniversary of KMA Radio on the air, a remarkable record of itself, but made even more distinctive by the fact that KMA remains in the hands of its founder's family. A unique tradition probably unmatched in radio history.

When Earl E. May went on the air August 12, 1925, he was one of the first to see radio's tremendous potential as a means of mass education, entertainment and publicity and as an ideal promotional vehicle for expanding his growing seed and nursery business.

The original short broadcast periods went out from KMA's first official studio located just above the present Earl May Garden Center in Shenandoah. You can see the windows on the second floor, southeast

corner of the building. The founder's wife, Gertrude Welch May also played a very creative role in the building of KMA. Credited with many contributions to the radio station, Mrs. May was one of its first active participants. As a soprano soloist, she achieved such a following in the early programming that listeners continued to request her songs long after she left the air. Recordings on the original KMA label of some of her favorites may be seen in the "Hall of Fame" collection at KMA today.

In this picture, Mrs. May is shown broadcasting from that first studio. Her accompanist is Mrs. Paul (Lina) Ferguson of Shenandoah who went on to become the well-known "Flower Lady" on KMA. The widow of an attorney, Mrs. Ferguson still resides in Shenandoah. This picture along with other pictures and memorabilia are on display at KMA Radio.