

The  
**KMA GUIDE**

March, 1967

# The KMA Guide

MARCH, 1967

Vol. 14

No. 3

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; Joni Baillon, 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.



## FALLOUT SHELTER

Last September KMA began construction of a fallout shelter located at the southwest corner of the transmitter building. KMA Morning Guard music man, MERL DOUGLAS went out to investigate the now-completed shelter. Designed as a broadcast studio with living quarters, the shelter has 18-inch thick walls and ceiling. Thanks to a new generator, KMA is capable of operating 24 hours daily for two weeks without outside power.

In addition, there is necessary equip-

## Cover Picture

In the theme of Easter, the KMA GUIDE visited the Vern Morhain farm just east of Shenandoah. Kurt Taylor, son of KMA Sports Director George Taylor, bundled up to face the winter winds and received his first close-up view of life on a farm. He was delighted with the cows, and geese and chickens and stopped off to watch three young lambs as they played. Even though they're just two weeks old, the lambs ran faster than Kurt. As the picture was taken, the lambs huddled together and bleated their disdain at flash bulbs.

ment for broadcasting in the event of an emergency, MERL can sit right down and use the turntable, mixer, microphone, tape recorder, and have contact with a police radio and radio receiver. We're glad the shelter has turned out so well, but we hope circumstances don't arise to make us use the new studio.

## Finger Painting

Arden Smith, KMTV Art Director in Omaha, recently completed in a 2½ hour period, a portrait of Earl May, founder of May Broadcasting. Arden painted with his fingers using pastels on velour paper.

Mr. Smith has done art work for television for several years, studied at Creighton University, Morningside College, and the National Art Gallery in Washington. His favorite media in painting are pastels and watercolor. When not tending to his brushes, Arden likes sailing and fishing and enjoying his bachelorhood.



The painting, photographed on a set at KMTV, is now a part of the Executive Suite at the new May Seed and Nursery building in Shenandoah. Shown with Mr. Smith at the left, are Ed May and Owen Saddler of KMTV.



## A Chat With Edward May

Last month I mentioned that my mother, Mrs. Earl May, is on a wonderful trip to Tahiti, Fiji Islands, Australia, New Zealand, and Hawaii. I thought you might enjoy hearing of her experiences, so here is her first letter which she wrote from Papeete, Tahiti.

"My how much beauty and interesting people and places we have enjoyed in one week. Grace Brown (also of Shenandoah) and I flew to Los Angeles, January 18, visiting that evening and Thursday with friends and relatives. We stayed at the Beverly-Hilton and at 6:30 p.m. Friday we met our Tour Group. We had dinner in the L'Escoffier Restaurant on the roof.

### Bora Bora Island

"Our plane left at 1 a.m. Saturday. It was an eight and half hour flight to Papeete where we transferred to a smaller plane flying another hour to the Island of Bora Bora. What a wonderful view from our hotel. The office and dining room are situated on a high rock cliff overlooking the blue Pacific. There are coral reefs all along the white sand beaches with waves dashing against the rocks. Our hotel is composed of several small thatched-roof cottages conveniently arranged with bedroom, shower and lanai. Polynesian food, quite different from American, is good. One morning we took glass bottom boats to see the beautiful coral formations and underwater life. One cannot imagine how we relaxed nor how quickly our three days on the island passed.

"We flew back to Papeete where we journeyed by motor launch to the Island of Moorea. It again is a beautiful tropical island and a trip around via "La Truck" doesn't take long. The people are very friendly, flowers and vegetation so gorgeous and life so uncomplicated; it is easy to relax and forget outside responsibilities. At Hotel Aimeo, our hostess, a charming French lady, made it ideal for us.

### Feast Prepared

"We watched them prepare the food for our tramoorea feast. The food is placed on hot coals, covered with cocoanut sticks. All the food including a pig, sweet potatoes,

bread fruit, spinach, pineapple on top of the pig, cocoanut milk, and in a wooden bowl the makings of poi in cocoanut milk, were put on the fire and covered with layers of banana leaves. Other leaves sewed into pads and wet burlap cloths went over the food to keep the steam inside for cooking. When finished cooking, the food was uncovered and made ready for the table. Large green leaves were used instead of dishes. Cocoanut halves filled with seasoned cocoanut milk provided the dip for the food which was eaten with the fingers. This tramoorea feast is not quite the same as the Hawaiian luau.

### Rode in Outrigger

"We spent some time at Hotel Bali Hai and rode back to our own hotel in an outrigger canoe equipped with sails and a motor.

"Back in Papeete, we took an island tour, ate a Chinese dinner, and watched Tahitian dancers. Three of us went to the shopping section of the island, arriving back at the hotel just ahead of our first rain. And how it did rain—for thirty minutes. You cannot imagine tropical heat in the day time unless you have experienced it, but the evenings are delightful. Almost every lady in the party has been buying cool cotton shifts and the men, shirts and shorts. I can't wear most of the clothes I packed even though they are cottons. You can't wear nylons, in fact we don't wear hose very often. We all bought cheap straw hats and wear bedroom slippers much of the time. It is so casual and informal, one wants to be comfortable.

### Seventeen on Tour

"There are seventeen on the tour or were. One 80+ year old lady couldn't stand the heat and returned to Los Angeles. Five single women, five couples and our tour director complete the very congenial group. We go to the airport at 5 a.m. tomorrow and plan to leave for Nandi, Fiji, at 7:30. We will lose a day crossing the International Date Line. This is a wonderful, carefree and most relaxing country."

Sincerely, Gertrude May

# Frank Comments

By FRANK FIELD

Last month we were talking about an early vegetable garden and discussing varieties and cultural methods. All of those things were planted in rows 40 inches apart, as I use a Roto Tiller for all of my cultivating. One thing we didn't talk about was onions, and they are actually the very first thing to be planted. They are very hardy and can take a lot of frost and cold weather without any real damage. Two years ago we had several inches of snow after the onion plants were set out, and it didn't seem to hurt them a bit.

We always plant one row of onion sets to use as early green onions, but the bulk of our planting is onion plants. One row of white Bermudas for use during the summer and early fall and the rest about equally divided between the Hamburger onions and the Yellow Sweet Spanish. For the onion sets, I make a furrow 4 or 5 inches deep and space the sets about 1 inch apart in the row, with each set rightside up and pressed firmly into the bottom of the furrow. The reason for planting them so deep is to get as much stem as possible, as that is the edible part. The furrows for the onion plants are only about 3 inches deep and the plants are set about 6 inches apart in the row, so as to give each onion plenty of room in which to develop. The reason they are not planted very deeply is to make it easier to pull the dirt away from them when they are about half grown, leaving about half of the onion itself exposed above the ground. This is very important if you expect to grow large onions. Don't be afraid that they will sunburn — they won't.

## Harvesting Onions

Now about harvesting the onions. Most people make the mistake of waiting until the tops completely die down before they pull them. If you do this, most of them will rot in storage. Don't ever mash the tops over, just let them alone and the tops will fall over of their own accord when they are fully mature. I wait until the tops start to dry up a little, and when about half of the tops have broken over, I pull them all and let them lay in the sun for a few hours to cure a little. Then I tie them in bunches of about a dozen, leaving the tops on. These bunches are then hung from nails driven in the rafters of some shed, such as the garage or an empty corn crib, where there is good air circulation around them. It usually takes about a month for the tops

to dry up completely. Then the tops can be cut off close to the onion and the onions themselves stored in a cool, dry place.

## Blocks of Sweet Corn

Now let's talk about sweet corn. I discovered years ago that sweet corn produced far better planted in blocks instead of one long row. This gives better pollination, so about the middle of April I plant my first planting of Pride of Canada Sweet Corn, consisting of 4 rows about 15 feet long. Then about 2 weeks later I plant another 15 feet of the same 4 rows, using the same variety, so that in case the first planting is frozen off the second planting will be all right. Then about May 10th the main planting of sweet corn goes in, still 4 rows wide, but only about 15-foot rows. The varieties usually are Tendergold, Dinner Belle, Iochief, and Hybrid Stowell's Evergreen. This will give us a good succession of sweet corn for the table, as those varieties follow one another at intervals of about a week. Then about May 20th I make another planting of Iochief Sweet Corn so it will come in along with the Hybrid Stowell's Evergreen which was planted 10 days earlier. For putting in the freezer, we like to mix the Iochief and Stowell's Evergreen together. I know it sounds funny, but we like it better that way.

## Gambling Row of Beans

Now about the beans. They are very tender and can't stand any frost at all, so the main planting of beans doesn't go until after the 10th of May, but I always like to plant what I call my "gambling row." I put in 1 row of Contender Green Beans late in April. If they get frosted off, all I'm out is the cost of the seed. If we don't happen to receive that late frost, then we have some extremely early beans. Then about the 10th of May the main planting of green beans goes into the ground, all Contenders. About that same time we usually put in 1 or 2 rows of lima beans, the Fordhook 242. Then about the 20th of May we put in the main planting of Fordhook Lima Beans. Also, this is when we plant our pole beans, part Blue Lake and part Romano, the Italian bean which we like very much. These are planted in hills 40 inches apart in the row, with the rows 40 inches apart. Then later in the summer when they want to start climbing, we use the bamboo poles like we do for tomatoes, only for the lima beans we make wigwams out of each set of 4 hills, pulling the tops of the poles together and tying them securely.

So much for the medium-early plantings. Next month, let's talk about the tomatoes, peppers, pumpkins, and squash. See you then.



with  
*Jack  
Gowling*

This past month has been a busy one as far as meetings over the area. This is the month for all of the corn meetings and livestock meetings where the experts tell us what we should consider before actually getting on the job. The last few years we have been told to plant our corn early, get it planted a little before the first of May or shortly thereafter, now they say it may be wise to delay planting because of some soil insects. It would seem to me that each farmer will have to have a plan well in mind when he starts making those corn and soybean rows. He should know what he will do to the crop for the rest of the growing season, by that I mean, that should corn borer or any other insect give any trouble, he will have a definite plan of action in mind.

The Cattle Inventory had some surprises in it. I wonder if it is all true, and some whom I've talked to say that it just can't be. It is possible that we were misinformed leading up to the recent report.

Assistant Secretary George Mehren, USDA, spoke to the National Livestock Feeders' Convention in Des Moines this last month and told them that the objective of USDA would be the same as last year, and that would be to tell the truth as to the amounts, distribution, and causes of price changes. Mr. Mehren pointed out that they would state truthfully that farm prices are not generating higher retail prices. He said that "we shall say that the national interest will be served by higher farm-level prices, especially for animal products." He continued by saying that "USDA will do all it lawfully can to hold and to lift farm prices, and we shall do so in the interest of all of the people of this nation." Mr. Mehren went on to tell the feeders that farm prices generally have lagged behind others for twenty years. They have risen relatively little, only recently and in no sense have significantly contributed to price inflation, he added.

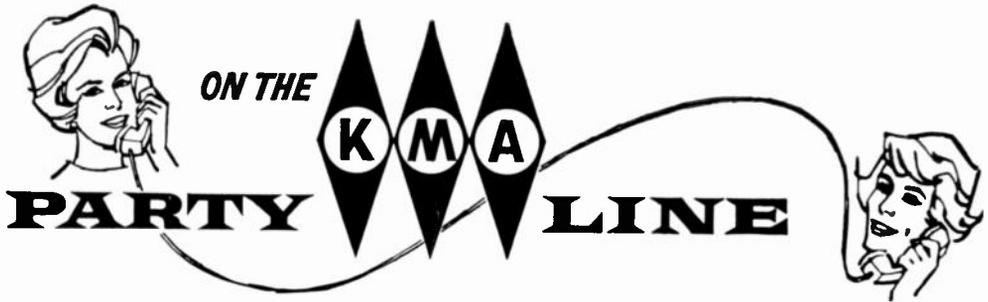
According to the Secretary, only a few consumer goods—durables, gas, and electricity, women's and girl's apparel, and private transportation rose less in price than foods since the 1957-1959 base period. A good many others increased much more, for example: medical care, 31 percent; public transportation, 30 percent; and footwear, 23 percent. Food eaten at home went up 13 percent, and 8 of the 13 percentage points occurred after 1964. The recent increases in food prices have not yet brought them fully in line with increases for other consumer goods and services.

The most noticeable fact about the Assistant Secretary's speech was that he kept emphasizing the fact the USDA would tell the truth, which brings up the question: "Haven't they been telling the truth in the past?" Now that the farm surpluses are gone, it appears that USDA is changing its approach to both the farmer and the consumer.

Another topic at the convention was the discussion of synthetic protein and synthetic meat or meat substitutes.



KMA's Jim Ross and J. D. Rankin, vice president of May Broadcasting Co., (above) participated in recent Junior Chamber of Commerce Farmer-Businessman Banquet. Winner of the Outstanding Young Farmer award was Eddie Lee Laughlin of Imogene, Ia., who is shown receiving congratulations from the speaker at the event, L. B. Liddy, Iowa's Secretary of Agriculture.



**ON THE**  
**PARTY** **KMA** **LINE**

By Joni Ballon

KMA Radio News Director **DUANE JOHNSON** attended the 19th Annual Northwest Broadcast News Association Radio-TV Seminar at the University of Minnesota on February 3rd and 4th. The program theme of the session was "Broadcast Journalism and The Free Press-Fair Trial Issue." A number of noted legal and judicial authorities, including Bronson C. LaFollette, Attorney General, State of Wisconsin took part in panel discussions on the program theme.



Dr. Sand and Nielson eat in cafeteria.

**MR. AND MRS. RALPH CHILDS** have received word that their eldest son, **STEVE**, will complete his three years of service in the United States Navy on May 1st. Steve has been stationed in VietNam, serving as a translator. In the meantime, another son, **DAVID**, has enlisted in the Army Security division and will be assigned to training after he completes his basic at Fort Leonard Wood, Missouri.

During one of our winter storms this year, many schools were forced to close early in the day. **WARREN NIELSON** noted that many area schools were not closing until after the noon hour. One exception was the Shenandoah Community Schools which closed at 9:45 in the morning. Curious as to what the school could do with the food that they had prepared to serve the more than 950 students and adults, Warren interviewed **Dr. KENNETH SAND** and **MRS. MARGE POLAND**. The school salvaged the food without a single loss. As a climax to the story, Dr. Sand invited Warren to attend the school lunch the following day and enjoy some of the "leftovers." We always kid him about eating anything, anytime, but Warren still went and reported that the food was excellent.

Another Army serviceman, **BENNIE KLING**, spent nineteen days leave at home before reporting back to duty that will take him to VietNam. Bennie is in radio communications for the Army, and we all wish him the very best in serving our country overseas. He is the son of engineer, **NORM KLING**.



Villisca students visit studios.

Mrs. Kim Smith, instructor in speech at Villisca High School, recently brought her class to the KMA studios as a part of their class study. "Afternoon Action" air-man, **DAREL BARGAR**, kept several of the young men entertained. Seated around studio desk are Craig Baker, Tom Graham, Phil Wertman, George Thomas, Kirk Franson, and Jim Robinson. KMA is always happy to tell students about radio, and we invite classes to tour. **NOTE:** Be sure to let us know a few days ahead of time.

Miss Betty Furness, known nationally for her commercial work, and more recently for network radio and television shows, spoke at the Houghton State Bank in Red Oak, Iowa, during their Ladies' Day. JONI BAILLON had an opportunity to interview Betty for her morning show. Miss Furness spoke of her career from Hollywood to the present and the role of women in business today.

We sometimes wonder how many of our KMA staffers have kissed the Blarney Stone. Since this is the month for the Irish to celebrate, we took a brief survey (everyone is doing it) and found 10 will sport shamrocks on March 17th.

The Southwest Iowa Theatre Group presented Ibsen's "Hedda Gabler" in February. Several KMA'ers were involved in the production. TOM WILLIAMS, News Department staffer who has performed in television and in Omaha, was a member of the cast. JOHN SAWYER, Accounting, headed duties as Stage Manager with help in Sound Effects from our Afternoon Action man, DAREL BARGAR. We have a mighty talented staff.

It is our pleasure to introduce you this month to the newest member of KMA, GENE PEREGRINE. Gene has joined our sales staff and will be traveling quite a bit over our 4-state region. Gene was raised in nearby Tarkio, Missouri, and is an avid fisherman. He is married to the former BETTY BURNETT of Fairfax, Missouri, and they are living in Shenandoah. The Peregrines recently moved from Denver, Colorado, and Gene says they listed sports car racing as a favorite hobby while in that area of the country. We're glad you're with us Gene and Betty, welcome to KMA.



Gene Peregrine joins sales staff.



Betty Furness speaks to women.

KMA Radio Announcer MERL DOUGLAS learned a lesson in confusion resulting from the meandering Missouri one recent morning. Merle was conducting a "Safety Quiz" at about 8:30 and had posed the question . . . "According to Nebraska law, when must you turn on your driving lights and when can you turn them off?" He asked listeners in Nemaha County, Nebraska, to call and answer the question for a cash prize.

The first call came from Mrs. Elmer Stenzel of Hamburg, Iowa. Mrs. Stenzel said . . . "I live in Hamburg, but am a resident of Nemaha County, Nebraska." Merl said the confusion was cleared up . . . he thinks . . . when Mrs. Stenzel explained: they live on what is known as McKissick Island, which once was an island, but isn't an island now. "We live six miles from Hamburg, Iowa, but are legal residents of Nemaha County, Nebraska. Our children go to school in Hamburg, but we pay taxes and vote in Nebraska but our mailing address is Hamburg, Iowa," she continued. "The only way you can get to our place is from Iowa, but you must go through about a mile and a half of Missouri before you get to Nebraska, where we live. In fact, our place is inaccessible from Nebraska and Missouri."

All of this was brought about by the state lines which were established in the middle of the Missouri River many years ago, and the changing of the bed of the Missouri around 1880. Legally, the area is Nebraska territory, even though it's east of the river and the residents receive their mail from Hamburg and send their children to school there.

Merl checked with John Field, publisher of the Hamburg newspaper, who informed him that the area's pupils ride through 3 states each way to attend the Hamburg school.

By the way, Mrs. Stenzel won six dollars by saying that according to Nebraska law a driver must turn on his headlights a half hour after sunset, and turn them off a half hour before sunrise.

# OPEN LINE

This month, we will take a look at some of the letters received at KMA pertaining to our daily 11:00 morning show, "The Open Line." If you wish to add your comments to the subjects discussed in the letters, just write to OPEN LINE, KMA GUIDE, Shenandoah, Iowa 51601.

## FROM BIGELOW, MISSOURI:

" . . . I've recently had reason to question something in churches that I used to accept as a good thing and wonder what others think. Church fund raising activities that take in the whole community, like BAKE SALES, LORD'S ACRE SALES, AUCTIONS, etc., in God's Name. I am beginning to feel that God isn't praising these acts or blessing them. I feel if we have an auction in our own name and then give the proceeds to God's work, it would be much better, but to sell it under His name is wrong. I know many won't agree, but I wonder if they really think about it, if they won't see why I feel the way I do."

L. C.

## FROM RAVENWOOD, MISSOURI:

" . . . to the lady today who said she thought suppers, etc., for raising money for the church is wrong, I agree with her. God's Word about the church says we are not to do those things, but give as we are able. If you have to do these things, let it be done in the name of the organization and leave God's Name out."

Mrs. O. M.

## FROM RED OAK, IOWA:

" . . . listening to your program . . . a lady asked if the woman taking prayers, etc., out of the schools is doing that by herself. No indeed . . . she is backed by the Communist party. Our youth are fighting and dying—fighting the commies in VietNam and the commies are coming in to the United States, 'without firing a shot.' There are too many and not anything we can do about it."

Listener

## FROM DENISON, IOWA

"Having heard discussions on "abortion," must say, how can anyone who has any religion or any sense of understanding, think of even speaking of such a thing without making a law of it. The 5th Commandment by God himself, "Thou shalt not kill." Abortion is a very grievous sin to do. The people in our great nation are considering some of the worst things in history which could lead to the destruction of our nation. Whether it be Nebraska or any other place, abortion is a very serious wrong and should not be allowed."

Mrs. H. C. F.

## FROM VERDON, NEBRASKA:

"I don't have much time but want to put in my two cents worth about the abortion question (the pending Nebraska bill). There is only one answer, it is found in Exodus 20-13-14, "Thou shalt not kill," and "Thou shalt not commit adultery." These are the laws handed down to Moses; passing such laws, (as in Nebraska) would only point up how much Christianity would be missing among our representatives. In all of history, no nation who left God out was able to survive, and our U. S. won't either as I don't think progress alone will do the job."

M. R.

## FROM ONAWA, IOWA

"Regarding teaching Bible in school . . . I don't think it will work . . . must be taught in the home. If some of the Bible stories could be taught as literature it would be a good thing. And I wonder if all denominations agree on the Ten Commandments."

Listener

## FROM CLARINDA, IOWA:

"Want to mention that I would be in favor of breakfast at school. I'm not too lazy to fix breakfast . . . it's just that my children aren't ready to eat yet. I'm sure by the time they've walked to school, they have worked up an appetite. I can see where it would be a big help to working mothers, too. Why couldn't we have it for the ones that want it?"

D. C.

NOTE: This letter was in response to the subject discussed on the Mount Ayr schools offering breakfast to the children in the morning.

## FROM BEDFORD, IOWA:

"A good subject to talk about would be the removal of farmers off the land. Money is appropriated to remove 100 farmers off the counties in southern Iowa. When these farmers move into towns they will replace other city people in their jobs, their children will fill the schools and be more crowded. They can have chores to do on the farm while in the city with nothing to do, more crime will be committed. If the family stayed on the farm, their living expenses would be less as they could raise a garden. The gardens in town are almost impossible with people being so kind to dogs, rabbits, and the birds. With care, the bread winners can drive to any large city and find employment with short work hours they have plenty of time."

Mrs. G. K.

So many letters come in everyday on interesting topics, we wish we had room to print them all. Remember, if you'd like to comment on the OPEN LINE, or, on the KMA COMMENTARY, send your letter to KMA GUIDE, Shenandoah, Iowa 51601.

# K M A Commentary

By DUANE JOHNSON

Is Iowa really . . . "Beautiful Land?" This is a question which is pretty much resolved, but not before consuming a fair number of hours during the current session of the Iowa Legislature. Some say it is . . . others say it isn't. For our readers who may not be familiar with this question, briefly the discussion has been this:

It was suggested that a bill be passed which would embellish license plates in the state of Iowa with the words . . . "Beautiful Land." Simple enough. But is it?

It was claimed that the Indian meaning of the word Iowa was "Beautiful Land."

The proponents of this bill felt that having these words on the license plates would attract tourists to Iowa, and would reap worthwhile dividends in the tourist industry. As of this writing, the bill has passed both houses of the legislature and is awaiting the signature of Governor Hughes.

There, however, has been some doubt cast as to whether Iowa really means . . . "Beautiful Land." At least one source, the book "I Am A Man — The Indian Blackhawk," claims that a tribe of Indians defected from the Winnebagos and crossed the Mississippi. They camped on a sand bank and a violent windstorm covered them with dust. This splinter group of the Winnebagos called themselves . . . Pahutchae. The Sioux called them . . . Aybha, which meant the same thing. The French then changed it some more to . . . Ayuvois, and with more different spellings and so forth it became . . . Iowa! But the word, through these many changes retained the same meaning . . . "Dust in the Face."

As I said, this is at least one more account of the meaning of Iowa. Other suggestions have been "Dusty Nose" and "Sleepy Ones." Needless to say, these would not have been the best embellishment for our license plates. Slogans of this type, to be sure are not new. In fact, most states have a few words which point to a claim to fame. Minnesota . . . "Land of 10,000 Lakes"; Illinois . . . "Land of Lincoln"; Nebraska during 1966, '67 and '68 . . . "Centennial" which was preceded by "The Beef State."

I am all for the use of a catchy saying on the license plates in Iowa, or any other state for that matter, but the question this reporter raises is . . . is "Beautiful Land" the best we can come up with? Inasmuch as there seems to be a question of whether this is what Iowa actually means in the Indian jargon, maybe we should have latched onto a few words that are more pertinent and factual.

Any state could say "Beautiful Land" depending on how proud its citizens are of the scenery the state provides. It is pretty well established that Iowa produces more corn than any other state. So why not . . . "The Corn State." Iowa has more miles of interstate highway completed than any other state, so why not . . . "The Interstate State." There are more miles of road and/or highway in Iowa than any other state in the union, so why not . . . "The Travel State" or "The State of Travel."

As for the tourist attraction aspects of this type of embellishment, personally I would question it. I find this promotion helpful in determining the state from which an automobile is from, but I have yet to see one that makes me want to visit a particular state. Most people know enough about the various states in the 48 or 50 to know if they want to spend a vacation, or a part of one within its boundaries, and I feel that the words "Beautiful Land" would do little to make the state more attractive.

During the discussions in the Iowa Legislature, it was said that Iowa and Nebraska are two states which travelers go out of their way to miss, which would be questioned in my mind, but if it is true, maybe . . . "The Interstate State" should have been our legislator's choice. At least it would have assured travelers that they could quickly pass through Iowa which would be more beneficial to Iowans than by passing it completely.

## A FEW WORDS ABOUT THE COMMENTARY:

For the benefit of persons subscribing to the KMA GUIDE sometime after January 1, 1967, the KMA COMMENTARY is still a relatively new addition to this publication. By far the most response has been generated by our first effort on Daylight Saving Time. We hope to continue to use subjects which are of interest and importance to you as a citizen of the United States. We will strive on occasion to concentrate on serious matters, as well as lighter material such as this month's offering. And on occasion other members of the KMA News Staff will add their thoughts and comments.

Some of the topics we contemplate using in future issues are: Increasing Federal Government control; Public Apathy; Separation of Church and State; The Kennedy Assassination controversy and others. Your comments are welcome at any time.



## Do It Yourself

### PATCHES OF PATTERN FOR WARMTH AND DECORATION

When you're finished with sewing for your family's wardrobe, change to something new, a patchwork quilt. Never tried it? Here's your opportunity. Quiltmaking is an art which has been popular for hundreds of years, since the days ladies had little to do but sit with needle in hand and be creative. Don't be in a hurry, take your time to relax and create family-treasured quilts.

**DOUBLE IRISH CHAIN**, an example of the traditional patchwork method, is a variation of a universally known pattern. It is created entirely of small squares and rectangles and lends itself to the use of festive colors. As other quilts, it fits in perfectly and adds much to the grace of modern decor.

**THE PRESIDENT'S WREATH** is an example of applique, the type of quiltmaking in which the design units are placed on a larger piece of cloth and hemmed or felled down. This quilt has the grace and elegance women want in their home and have always wanted since this coverlet was first designed in the early 1850's.

Instructions, including general quilting directions, are available by sending your name, address, zip code and 10¢ to **QUILT PATTERNS, KMA GUIDE**, Shenandoah, Iowa 51601.

Send for yours today and if you're in a hurry . . . how about organizing an old-fashioned "quilting bee?"



### FOR YOUR EASTER TABLE

**ORANGE EASTER BASKETS:** Score center of top half of large orange to form handle one-half inch wide. Cut through, following scored lines, to orange center. Make two crosswise cuts on either side and remove wedge-shaped orange pieces. Remove peel from wedges and save fruit for basket. Carefully cut away orange under peel forming the basket handle. With sharp knife, carefully remove orange sections from bottom part of orange and save. Cut out any membrane remaining in bottom of orange cup. Mix orange sections with sliced banana, apple pieces, grapes, and other fruit. Chill. To serve, spoon fruit into baskets. Garnish basket handles with small bouquets of flowers.

**FRESH LEMON ICE CUPS:** Colorful and refreshing as garnish and accompaniment for Easter ham, leg of lamb, or other meat. Select large firm lemons. Cut each lemon in half and carefully ream juice, leaving shells intact and reserving juice. With spoon, scoop out any remaining pulp. Cut a thin slice from the bottom of each lemon cup so it will sit upright. Scallop or notch edge of cups if desired. Fill each cup with lemon sherbet. Place on tray; freeze till firm.



# With A Little Bit O' Irish

Even without the help of a leprechaun on St. Patrick's Day, you can surprise your family by serving a tempting rainbow of foods with the accent on GREEN.

## ST. PATRICK'S COOKIE DESSERT

- 1 pkg. lime-flavored gelatin
- ½ cup hot water
- 3 egg whites
- 1 pint whipping cream, whipped
- ¾ cup sugar
- 1 t. vanilla
- ½ pound chocolate sandwich cookies with white filling

**METHOD:** Dissolve gelatin in hot water. Beat egg whites and add to whipped cream, sugar, and vanilla. Stir in gelatin, which is cooled but not thickened. Beat together thoroughly. A little green coloring may be added. Crush cookies with rolling pin and pat half in bottom of an 8x12 inch pan. Add gelatin mixture and top with remaining crumbs. Refrigerate. Cut in squares to serve. Other flavors and matching food coloring can be substituted for other times of the year.

\* \* \*

## RAINBOW DESSERT

- 1 pkg. coconut macaroon mix
- 1 pt. heavy cream, whipped
- 3 tsp. sugar
- 1 tsp. vanilla
- ½ c. nuts
- 1 qt. lemon sherbet
- 1 pt. orange sherbet
- 1 pt. lime sherbet

**METHOD:** Bake macaroons and cool. Mix together whipped cream, sugar, vanilla and nuts. Break macaroons and add to cream mixture. Alternate spoonful of sherbet and cream-macaroon mixture into a 9-by-13-inch pan. Store in freezer. Serves 16.

\* \* \*

## FROZEN MINT DELIGHT

- ¾ glass mint jelly
- 2 one pound cans crushed pineapple
- 1 pkg. unflavored gelatin
- 2 to 5 T. powdered sugar
- 1 pint of whipping cream

**METHOD:** Chill all ingredients. Drain pineapple, dissolve gelatin in 1 cup of juice. Add to jelly which has been broken with a fork. Add drained pineapple, fold in whipped cream and powdered sugar. Pour into 8x8 or 9x13 inch pan and freeze. It's nice to add a few drops of green food coloring and be sure that the dessert is not frozen solid.

\* \* \*

## "ONE CUP" CHEESE RING

Dissolve one 3-ounce package lime-flavored gelatin in 1 cup hot water. Chill till partially set. Blend in 1 cup mayonnaise. Fold in 1 cup each: chopped celery, diced green pepper, and large-curd cream-style cottage cheese. Pour into 4-cup ring mold. Chill till firm. Unmold. Makes 6 servings.

Easter brings another holiday to try your culinary talents. You might purchase the sweet chocolate bunnies and jelly beans, but the finest treats you will serve are those from your kitchen corner of the house.

## KULICH (Russian Easter Bread)

- 2 pkg. active, dry or cake, yeast
- ½ cup warm water
- ½ cup milk, scalded
- ¾ cup granulated sugar
- ¾ cup melted butter or margarine
- 1 t. vanilla extract
- ¼ t. powdered cardamom
- 1 t. salt
- 2 T. grated lemon rind
- 3 eggs, beaten
- ¾ cup canned, toasted, slivered almonds
- ¾ cup mixed glaceed fruit
- 6 cups sifted all-purpose flour
- 1 cup sifted confectioner's sugar
- 5 t. lemon juice
- Glacced cherries

**DAY BEFORE SERVING:** Sprinkle yeast onto warm water to dissolve. In large bowl, combine milk, granulated sugar, butter or margarine, vanilla, cardamom, salt, rind; when lukewarm add yeast, eggs, stirring until well blended. Add almonds (reserving 2 T. for later use) and glaceed fruit. Now gradually beat in flour, then turn onto a floured board and knead until smooth and satiny. Place in greased bowl, cover with towel and let rise in warm place, (80 to 85°) until doubled, about 2 hours. Punch down dough, divide in half, then place each half in a well-greased 1½ quart casserole, or 3 pound shortening can. Cover and let rise in warm place until doubled. Start heating oven to 350°. Bake loaves 35 to 40 minutes or until golden. Remove to rack, let cool; remove from casseroles. Combine confectioner's sugar and lemon juice, blending until smooth. Spoon over tops of Kulich, sprinkle with reserved almonds then decorate with glaceed cherries. Cover with wax paper until serving time. If desired, freeze one for later use. Nice for Easter breakfast, cut into wedges. Makes 2 loaves.

\* \* \*

## BROCCOLI-MUSHROOM CASSEROLE

- 2 pkg. frozen chopped broccoli
- Salt to taste
- 1½ cans mushroom soup
- 1 can mushrooms
- 1 pkg. slivered almonds
- 1 stick margarine
- Cracker crumbs

**METHOD:** Cook broccoli until almost done. Drain and season to taste. Mix with mushroom soup, mushrooms and almonds in ungreased casserole. Melt margarine and brown enough cracker crumbs to take up grease.

# DOLLAR . . . . SAVERS

We are pleased with the response to this new page of helpful hints for the homemaker. In order to enter the Dollar Savers monthly contest simply send in your ideas to DOLLAR SAVERS by March 15th to KMA GUIDE, Shenandoah, Iowa, 51601. The top five each month will be awarded \$1.00 for their sender and are designated by the special dollar signs on the page.



**To patch overalls and coveralls when the knees are getting thin. After washing, iron dry and well, wrong side out. Lay a piece of plastic, you may have to experiment with the kind of plastic, then a piece of overall patch on top. Do not have the plastic extend because the iron will mess it if it touches. Then, iron hard with a hot iron so the plastic will melt. It withstands washing quite well. Trim the edge of the patch so it is solid and well stuck.**

Lillian Carmichael,  
Emerson, Iowa

Here is an old-fashioned wall paper and wall cleaner, just as good today as it was a generation ago. Stir 4 tablespoons of baking soda into 2 cups of flour, then add 2½ tablespoons of household ammonia and 1¼ cups water. Beat until smooth, then steam in a double boiler for 1½ hours and keep covered until cool. Knead it in your hands until smooth and soft as art gum. Roll across wallpaper or wall to clean.

Mrs. Ralph Gallagher,  
Maryville, Missouri

Place a fold of wax paper over the end of curtain rods to prevent catching the curtains when putting them on the rods.

Mrs. Cyril Styskal,  
Seward, Nebraska



**For a sentimental and personal gift: when a good friend moves away, give her a cup, preferably one you've used when drinking coffee or tea with her, to remind her of your many conversations together.**

G. C. Victor,  
Atlantic, Iowa

Make room-sized rugs from several smaller ones held together with masking tape on the back. Simply peel apart for easy laundering.

Mildred Longinaker,  
Red Oak, Iowa

Pleat and thumbtack border-type shelf paper to your basement window frames . . . border toward the center . . . for disposable "curtains."

Mildred Longinaker,  
Red Oak, Iowa



**New use for textile paints: after an accident with the bleach on a dress and shirt, I took out paints and mixed a color matching the materials in each. No one can tell where the spots were. I have also touched up the burned and worn spots on rugs.**

Mrs. Rudolph Srajhans,  
Friend, Nebraska



**Paint and varnish remover (not as strong or hard as lye but serves the same purpose). Take 6 tablespoons of sal soda and 2 tablespoons of gloss starch and dissolve in ½ cup water. Add 1 quart of boiling water. Apply with a brush, leave on a few minutes and wash off with warm water.**

Mrs. Ralph Gallagher,  
Maryville, Missouri

To keep dinette table and chairs from denting the floors, place a pop bottle cap, smooth side down, inside the rubber caps.

Letha Larson,  
Clarinda, Iowa



**Avoid high temperatures when using pots and pans coated with non-stick finish such as teflon. If staining does occur, remove by boiling 1 cup of water, ½ cup of liquid laundry bleach and 2 tablespoons of baking soda in the pan. When stain has been removed, wash and condition the pan with oil before re-using.**

Mrs. Herman J. M. Hansen,  
Elkhorn, Nebraska

Pour melted paraffin over the paint in a partially used can. When needed again, the paint will be like new.

Miss Sue Fenton,  
Omaha, Nebraska



**For large scale fish, make a flat paddle from a 2 inch board and then nail bottle caps to one side, spacing them ½ inch apart in staggered fashion. Grasp the handle of the paddle and work the handle edges of the caps against the scales. For small fish, use a coarse scouring pad which cleans pots and pans. Takes scales off in a few swipes.**

Mrs. Ruth Fisher,  
Ottumwa, Iowa

# Jottings from Joni's Journal



Last month, I introduced you to my youngest brother, Jeff. This issue, JOHN'S picture appears. He informed me that it was taken two years ago so would I please mention that . . . he really hasn't changed too much . . . just as good-looking, a little older, and a bit taller but he's still my brother JOHN.

Nineteen years old last September, JOHN is a sophomore in Business at the College of St. Thomas in St. Paul, Minnesota. He is very concerned about his future . . . as are most young men his age . . . and is busy making plans for future schooling or service to our country. Like JIM and I, JOHN has been working and saving money for his education, clothes, and billfold for several years. Probably one of his more enjoyable jobs . . . at least the surroundings . . . was caddying in the summer at a country club near our home. It's a beautiful course, and JOHN had a chance to try out his own skills at golf.

I guess it really isn't surprising that we lose contact with our brothers and sisters as they are maturing, that's part of life. But since I've been away from St. Paul over five years, JOHN gave me his opinions on some topics of the day, so we can see how he thinks. Here are a few of the answers.

**LOWERING THE VOTING AGE:** "Yes, I feel the voting age should be lowered to 18. With our generation moving as rapidly as it is, I think 18-year-olds have matured enough to comprehend our nation's governmental system and would undoubtedly be able to vote as well, if not more intelligently than the present voting population."

**PERSONAL CHALLENGE:** "Today's young people are faced with the challenge of succeeding. College becomes a necessity for future success."

**FASHIONS OF TODAY'S YOUNG WOMEN:** "Mod fashions are in my opinion, only fair. The Total Look and other fashions look good only on certain girls. Not everyone can wear Mod clothes . . . short skirts pre-

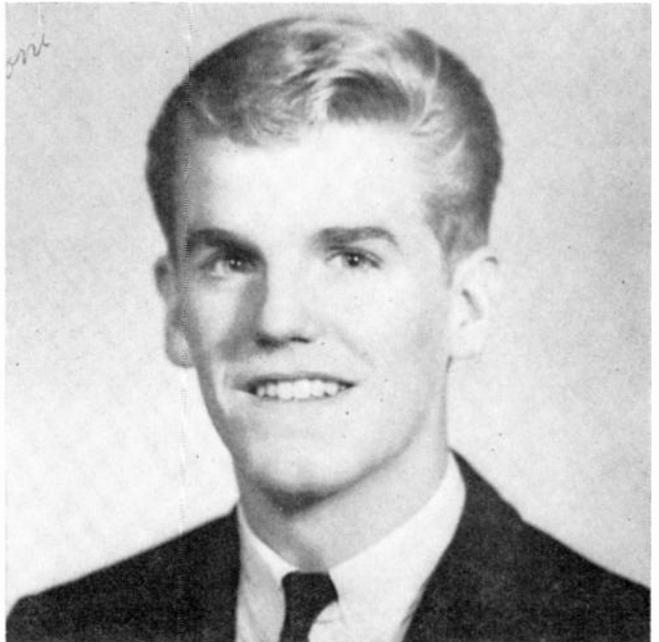
sent the same problem. Unless the girl has the right shape legs and is taller than 5'2", I think short skirts are very unattractive."

**HAIR STYLES:** "Short hair looks attractive on women who are facially thin. Long straight hair is just about out of the scene here in St. Paul. I don't have a favorite . . . short or long . . . as long as it is cared for properly."

**MARRIAGE:** "Women, I think, should be twenty or older to be married. A man, anywhere after twenty-three, unless he is financially able to support a family."

There are many deeper questions we could probe but for now let's say that my brother, JOHN, is an intelligent, hard-working young man who's concerned about his nation and its people . . . who wants to contribute to society the best he can . . . does not want to shirk his military duty . . . cares about his family and is a good example of the majority of our "Fine" young people today.

On closing this month, may I wish you shamrocks and shillelaghs when those Irish eyes are smilin' . . . and a very Blessed Easter to your family.



# PROGRAM NEWS FOR MARCH 1967

Dial 960 — K M A — 5,000 Watts

## NORM'S FORUM

By  
Norman Williams  
Station Manager



Dale Eichor received two letters this month complaining about the way his Saturday Night Country Bandstand is interrupted with news, religious shows, and basketball. These are difficult complaints to answer.

It is true that these interruptions are objectionable to those people who do not like basketball, news, or religious shows. We may lose some of the listeners who like their country-western music in solid blocks. However, we may also lose those listeners who want to hear the basketball game and some of the other programs.

How do we satisfy everybody? We don't. We can't. KMA is a "full service" station, which means that we offer a variety of programs which will interest a broad segment of the population in this area. Some stations specialize in one type of programming. There are stations which play only rock and roll music, country-western, and others which just talk. There is one station in Los Angeles which broadcasts only advertisements. These stations cater only to the people who like their kind of broadcast service.

KMA has the problem of being a little bit of something to a great number of people. According to the information we have, we have been successful with this format. We offer a heavy schedule of news, weather, farm service, and special information and religious programs. Music is important, but doesn't receive as much time on KMA as information programs. For the person who does not care about what is going on in their community and the world, or cares only to receive this information in eye-dropper amounts, they will be unhappy with KMA's policy of "full service."

We welcome the comments and criticism of our listeners. We sometimes make changes they have suggested. If we changed every time we received a criticism, we would not be performing a service to the greatest number of people.

## I. B. A. Awards

Each year the Iowa Broadcasters' Association presents two special awards. One award is called the "Distinguished Service Award" and is presented to an Iowan who has brought honor to his state by his prolonged years of service. The other award is called the "Iowan of the Year." This is presented to an individual for exceptional service during the past year which has brought prominence to himself and the state of Iowa.

The readers of the KMA Guide are invited to make nominations for these two awards. The nominee should either be a resident of Iowa or a former Iowan. People holding a political office are not eligible. Please state your reasons for nominating your candidate for either award.

We are asking you because you probably know someone whose service to their community in our state has been significant but unrecognized. Here is a chance to see that this person receives state-wide recognition. We need your nominations by April 1, 1967.

## Alcoholism Series

Starting Sunday, March 5 at 7:00 p.m. KMA will carry a special series of programs on Alcoholism. These 15 minute programs are produced by the Iowa State Commission on Alcoholism, Charles A. Churan, Jr., Executive Director. No punches are pulled on this unrehearsed program. All aspects of the drinking problem are openly discussed. The program will feature frank interviews with people from all walks of life who have suffered from this disease. You will receive valuable information on how to help an alcoholic and how to respond to the family situation that is created by the problem. Listen for this provocative program Sundays at 7:00 p.m.

## Basketball

KMA Radio will continue to broadcast the exciting basketball games in both girls' and boys' divisions climaxing with the Iowa state tournaments.

Sports Director George Taylor and Andy Andersen will bring you the play-by-play of the Boys' District and Sub-State games to be played at Red Oak, Harlan, and Carroll-Kuemper gymnasiums February 27 through March 4. They will cover the action of the Girls' State Tournament at Des Moines broadcasting March 7 through 11, and the next week will follow the winners to the Boys' State Tournament at Des Moines March 15 through 18.

# KMA CROSSWORD

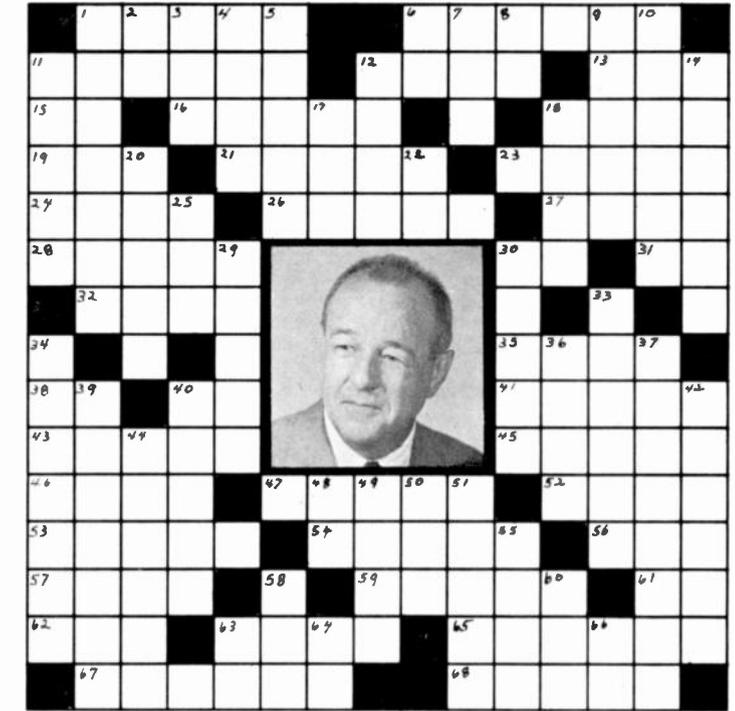
## ACROSS

- 1-6. KMA Newsman
- 11. 50th State
- 12. Atmospheric Gas
- 13. Dined
- 15. Hypothetical Force
- 16. Flower Bulb
- 18. You Are: French
- 19. Thus: Latin
- 21. Son of Number 1 Across
- 23. Agitates
- 24. Resound
- 26. Fashion
- 27. Prepare an Edition
- 28. Keep Me \_\_\_\_\_
- 30. Federal Security: Abbr.
- 31. Chief Engineer: Abbr.
- 32. Ardor
- 35. Skin Disease
- 38. Public Notice
- 40. Compass Point
- 41. Disgrace
- 43. Sun Mask
- 45. Ed's Daughter
- 46. Son of Isaac
- 47. Native of Rome
- 52. KMA Morning Announcer
- 53. Bridle Straps
- 54. Billiard Shot
- 56. 502: Roman
- 57. Lingers
- 59. Daughter of 1 Across

- 61. Technical Sergeant: Abbr.
- 62. Youth Service Organization: Abbr.
- 63. Home State of KMA
- 65. Reject
- 67. Betroth
- 68. Shrieks

## DOWN

- 1. Rootlike Beginning
- 2. Sound of Disgust
- 3. Resinous Substance
- 4. East Indian Herbs
- 5. Clues

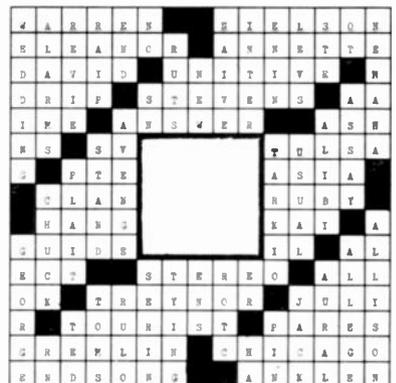


SHIRLEY WENJIAN

- 6. Civil Engineer: Abbr.
- 7. Dance or Prom: Slang
- 8. Within
- 9. College Son of 1 Across
- 10. Spatial
- 11. Old Testament Book
- 12. Service Branch of 21 Across
- 14. Holiday in March
- 17. Profit
- 18. Summers: French
- 20. Spicy Hot Dish
- 22. Dutch Meter
- 25. Egg-Shaped
- 29. Penetrate
- 30. Broad, Flat Bottle
- 33. Trapped
- 34. College Town of 59 Across
- 36. Albanian Dialect
- 37. Retired With a Title
- 39. Malady
- 40. Persons, Places or Things: Grammar
- 42. Volunteer
- 44. City in Viet Nam
- 48. Overcharge: Abbr.
- 49. Corn Meal

- 50. Indeed: Irish
- 51. Inquisitive
- 55. Another College Son of 1 Across
- 58. Schedule of Program Material
- 60. Snake-like Fish
- 63. Iowa: Abbr.
- 64. Us
- 66. Chemical Suffix

## LAST MONTH'S SOLUTION



**POSTMASTER**

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JAN

When the citizenry is aroused, action results. A case in point concerns the safety of motorists in the Imogene, Iowa area. Because three fatal accidents occurred in eight months at the railroad crossing on Iowa 184 over the Norfolk & Western RR tracks, the public demanded and received temporary warning signs on the highway. The long hill previously offered only faster speed and no warning, but now has a large shoulder barrier warning in black and white at the dangerous intersection. The Iowa Highway Commission plans to install automatic signals at the site sooner than originally planned because of public appeals. By taking the KMA KEEP ME ALIVE pledge, Guide readers can join these citizens in a campaign to reduce hazards to everyone.



**K** **E**E**P** **M** **E** **A** **L**I**V**E