

The

KMA GUIDE

June, 1967

RODEO TIME

Our cover picture anticipates the excitement of one of the biggest summer activities in the KMA area—rodeo time. Two of our KMA staff, Jim Ross and Pat Patterson, are discussing plans for the Nishna Valley Saddle Club Rodeo to be held in Shenandoah June 16, 17, and 18. As working members of the Club, they are inspecting the arena's additional bucking chute which brings the total to five, also the new lighting system, and fresh coat of paint on everything. KMA will be a part of the newest feature of the show—the big four state "Queen Contest." Roses on behalf of KMA will be presented to the winning girl

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on opening night June 16. Our "cowboys" urge everyone to attend this and all the many other rodeos scheduled throughout the summer. As they say "it's our last link with the OLD WEST."

Our Readers Comment---

Sibley, Iowa "I don't like the new KMA Guide as well as the old."

Hazel Steffenhagen

Creston, Iowa "I think this is the most wonderful little magazine and enjoy every bit of it. It seems like such a big happy family there. Especially do we like Joni."

Mrs. William Ross

Trenton, Missouri "Enclosed is a dollar for the KMA Guide for another year. We enjoy it so very, very much. We read it and reread it as we have always enjoyed it."

Mrs. Edmond Atkinson

Swea City, Iowa "Just a note to say . . . I love this little magazine. I read every bit of it; also Frank Field's page on gardens helps me so much."

Mrs. Olive Dontje

Denver, Missouri "Have taken the Guide since it was published and enjoy reading about KMA folks. Keep it coming. Here's my \$1.00 for another year."

Mrs. Emmet Noble

Lineville, Iowa "Enclosed you will find a check for one dollar for the Guide for another year. I enjoy the Guide. I'm sorry some of your previous entertainers are gone from KMA. Such is life and we must enjoy what we do have as the time goes by."

Hallie Overton

Kellerton, Iowa "Enclosed \$1.00 for subscription for the Guide for another year. I start the day off at 5 a.m. and enjoy Merl Douglas with all his early day jokes. Keep it up Merl."

Mrs. Salee Goodell



Lively Tourists

Visitors to the KMA studios in May included a group of 23 kindergarten students from Craig-R-III school in Missouri. The youngsters had just finished their last day in school. They were accompanied by several of the mothers, their teacher, Mrs. Glenn Felumb of Craig, and the bus driver, Ralph Kemerling. Their consolidated school serves Craig, Corning, and Fortescue, Missouri. Shown with the lively and curious group are the teacher, driver, and KMA's Warren Nielson, who tried to answer their questions.



A Chat With Edward May

June—the traditional month of marriages. I sincerely hope you enjoy the series of wedding pictures appearing in the Guide. Personally, I find them very interesting. However, I must admit they show that time has a habit of slipping by. When I look at my wedding pictures and compare them with today's photographs, I realize, "It's later than you think." Not that I feel old, but I realize my children are 22, 19, and soon to be 13 years of age. I am also aware that my wife and I will be celebrating our 25th wedding anniversary the 19th of this month. They have been 25 wonderful years with a minimum amount of frustration and anxiety, and I am looking forward with anticipation to the next 25 years. No doubt it will bring about as many changes, perhaps more, than we have seen during the past 25. It is a wonderful age we live in, and I am glad I am here to see the changes that are taking place. It is fantastic the advancements that are being made in the fields of science, industry, in fact, any field you want to name. We are fortunate to be living in these times and fortunate also to be living in this great country of ours.

Now that June has arrived, I hope the weather has settled down to its normal pattern. Our belated spring was most unusual and unwelcome. I don't know if you believe in moon signs but, according to one of the moon sign books, "Farmers should be warned of a false spring in 1967. Many trees, shrubs and flowers will be fooled into blooming, but when the flowers come out on fruit trees, a great storm will come from northern Canada and sweep cold and freezing weather across the Plains, and these trees, flowers, and early crops will suffer." Too much of this has already come true. I hope our weather will be normal for the rest of the spring and summer.

You have heard the saying, "Everybody talks about the weather but no one does anything about it." KMA's Farm Service Director, Jack Gowing, and his assistant, Jim Ross, are trying to do something about the weather. Perhaps you have heard them talking about meetings in regard to weather modification. There is a feeling on the part of many people that we could experience a serious drought during the next few months, and possibly this drought might be avoided by weather modification

or "cloud seeding." It remains to be seen if this weather modification project materializes, but several meetings are being held. KMA is in the "middle" of the project and is trying to keep on top of happenings in KMA land.

Now that school is out everyone seems to be going in all directions. Any time this summer you happen to be in the vicinity of Shenandoah you are invited to visit the Earl May Trial Grounds. These are well worth seeing, and the flowers are beautiful from the middle of June until we have a killing frost in the fall. Many garden clubs, as well as other groups, enjoy a trip to Shenandoah. You are cordially invited to take a tour of our town. Let us know in advance so we can give you the conducted tour.



Seeing all the wedding pictures of KMA personalities prompted the Ed May family to look up this wedding portrait of his parents, Mr. and Mrs. Earl May. The former Miss Gertrude Welch married the late Earl May in a home wedding in Shenandoah on June 8, 1916.

Frank Comments

By FRANK FIELD

The picture this month is something different — I thought you might like to see what our new granddaughter looks like. Her name used to be Carol Henry, and she and John Fishbaugh were married on March 30, in Albuquerque, New Mexico. For the past year John had been taking post-graduate work at the University of New Mexico where Carol was also a student. After a honeymoon in Guaymas, Mexico, they came back to Shenandoah where John is working with his father in the bank.

To get back to the picture — on the left is Bob Fishbaugh, (John's father), next is Carol, then John, and on the right is John's mother, (our daughter, Zo). The picture was taken at the Shenandoah Country Club during the reception which was held on April 30 after they had returned to Shenandoah. Zo is the one, you will remember, who had the open heart surgery a few years back and who now has a plastic valve in her heart. The valve apparently, is working beautifully, making it possible for her to do everything anyone else does; even to playing golf at least once a week. Of course, she goes back to the heart specialist once a month for a careful check-up to make sure it is functioning properly.

This has been a very peculiar season, so far, what with 90° temperatures in early

April, a hard freeze late in April which caught the fruit trees in full bloom, then 4 inches of snow in early May.

After careful checking, I find that on three peach trees, we are going to have one peach. One plum tree has twelve little plums on it; another will have about one-fourth a crop and another about half a crop; one pear tree has no pears set on at all; a second has two pears; a third, is going to bear a full crop. On the five apple trees, two will have nothing at all; one has three little apples; the fourth about a dozen; and the fifth which is a Yellow Delicious, will apparently bear a full crop for a very peculiar reason. It was in full bloom when the freeze hit and naturally, every bloom was killed. The tree immediately got busy, called on all its reserve strength and produced a second crop of blooms which are just now beginning to fade after setting a normal crop of fruit. In checking around the neighborhood, I was surprised to find the same thing happened with other trees but in every case, it was a Yellow Delicious. Apparently no other variety has the ability to produce a second crop of bloom in case the first ones are frozen; at least, I have not yet heard of any such cases.

None of the early things in the garden were hurt by the freeze and I never had finer looking peas, beets, radishes, or onions. I am writing this on May 13 and even the gambling row of beans is not through the ground yet. I have not set out any tomatoes, peppers, egg plant or planted any of the tender things. The potatoes which were frozen back to the ground, made new sprouts from below the ground and now look as good as ever. How did your garden make out?





with
Jack
Gowing

We have had quite a lot of interest in cloud seeding this spring. Many who have contacted us are concerned because at the time I am writing this, we have had several good fronts come over the area which gave only very light precipitation.

I think some explanation as to what is actually done when we seed clouds might be in order now.

Silver Iodide is the chemical that is generally used, and it can be distributed into a cloud formation by using what is called a ground generator. This is really only a small electric furnace that burns the silver iodide at a very high temperature. The silver iodide crystals are carried aloft and distributed by wind currents. The silver iodide nuclei works in the lower portion of the clouds which is also the wettest portion, while natural nuclei doesn't work on this portion of the clouds.

The cloud seeders decide which clouds will be seeded by studying the wind currents and the clouds as the front develops; by doing this they know which generators to turn on to seed a certain portion of the front to direct the increase of rain to a certain area. In the last projects here in 1956 and 1957, we had generators positioned completely around the target area so as to be able to take advantage of wind currents from any direction.

Weather Modification doesn't always mean increasing rainfall, it is used to suppress hail and also to dissipate fog. There is some work being done in the field of tornado suppression too. Scientists at the annual convention of the American Meteorological Society have agreed that all of the above mentioned

Interested citizens, Max Van Hoozer and Robert Rankin, both of Tarkio, Mo., and Ralph Neill of Corning, Ia., inspect plans for weather modification at meeting in Shenandoah.

ideas work and are practical. The problem that they wish to start on now is the control of the atmosphere.

The federal government has become quite interested in what the private corporations have been doing in the field of weather modification. In January of this year, Secretary of the Interior, Stuart Udall, made public a departmental report outlining recommendations for new development programs to increase controlled yields of water from the atmosphere to help meet current and future needs in water-short areas throughout the nation.

The Secretary's report didn't give a total cost estimate and none is available. The outline of plans, however, indicates the cost could be in excess of \$100 million by 1975. Congress approved \$3.75 million for the department's weather modification program for 1967.

In the outline, about 50 projects are proposed by 1975. The annual cost is expected to average about \$350,000 each, with an initial cost of \$300,000. There would also be about 20 pilot projects, with initial costs averaging \$2 million and continuing costs of \$1.66 million per year.

So we will be hearing much more about Weather Modification in the very near future.



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

What appeared to be a badly sprained right leg turned out to be broken below the knee when the physician examined **MARY ANN MANN**, 11-year-old daughter of **KMA Sportsman HAL MANN**. The youngster fell from the top of a neighbor's swing set a short two weeks before summer vacation, and now will spend part of that precious vacation in a cast reaching from her foot to above the right knee.

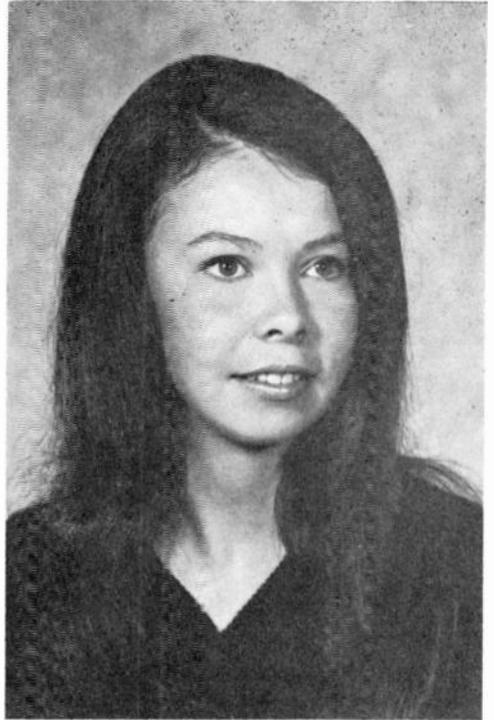
ANNOUNCER MIKE LEPORTE looked very handsome in his tux as he escorted Miss Vicki Briggs to the Shenandoah Junior-Senior Prom held in May. **MIKE** was graduated from the Shenandoah High School in May.



"A Star is Born." Well, not really. **NORM WILLIAMS**, station manager, had participated in productions at the Omaha Playhouse, but this was his first role with the Southwest Iowa Theatre Group in Shenandoah. Norm took the role of Jonas, a movie actor who walked off the set of his movie and hid away. The play was "Ready When You Are, C. B.," a funny, funny show presented the last week of May at the Shenandoah Rose Garden. In the rehearsal scene picture we show, Norm is acting out his lines with another member of the cast, **NANCY STEVENS**, wife of May Seed Company's Dick Stevens. Several other **KMA**'ers got into the behind-the-scene action, **JOHN SAWYER** and **DAREL BARGAR** on music and sound effects. By the way, congratulations to **JOHN SAWYER** on his election to the board of the S. W. Iowa Theatre Group.

MAE and **HOWARD DRIFTMIER** have been going home to a messy house. Just to clear up matters, we're not criticizing Mae's housekeeping. Wanted to let you know that the **DRIFTMIERS** are redecorating the living room and dining room of their home from a new ceiling to a new floor. A nice addition has been made by transforming a sun porch into a den. After the dust settles, Mae can start spring housecleaning, again.

MARY BURRICHTER, youngest daughter of **CHIEF ENGINEER DON BURRICHTER**, took a smiling portrait (right) for her high school graduation picture. She was graduated May 25 from Shenandoah High School and plans to enter Iowa State University at Ames to study textiles and clothing.



The green is green at the Shenandoah American Legion Country Club and KMA's golfing staff has started sneaking the sport into their spare time. Decorating the course this year, **ANDY ANDERSEN** in new shoes. Wonder if they help his score. We have two beginners this year, both of the May Broadcasting Company accountants, **EARLE CROWLEY** and **JOHN SAWYER**, have decided to trade in their pencils and adding machines for a set of clubs . . . after office hours.

"Quite shocking," **DAREL BARGAR**, our Afternoon Action air man, exclaimed as he jumped away from the hot wire in the control room of the KMA studios. He was giving a helping hand to Chief Engineer **DON BURRICHTER**, who was repairing a frayed wire in the tape recording machine, when he accidentally touched the electrically charged metal.

The other day when Joni was sick, **WARREN NIELSON** decided to do what he has been threatening to do for many years — broadcast an honest-to-goodness radio homemaker show himself. Warren gave a quick call to his wife, **FLORENCE**, and with her help rounded up enough material to do one edition of **JONI'S JOURNAL** . . . complete with one of the Nielson's favorite recipes.

Coming down the aisle in church at Bloomfield, Iowa are Mr. and Mrs. **MICHAEL CHILDS**. Mike and the former Nancy Spilman were married on April 15. Their parents are Mr. and Mrs. **CHARLES SPILMAN** of Bloomfield and Mr. and Mrs. **RALPH CHILDS** of Shenandoah. The newlyweds are living in Iowa City where Mike is a senior in sociology and Nancy is a sophomore at the State University of Iowa.

Home in time for the second wedding in the Childs' family in April — that of **DAVID CHILDS** to **BONNIE REID** of Iowa City was **STEVE CHILDS** who had just completed a tour of duty in Saigon, VietNam. David and Bonnie were married in Iowa City on April 29.



MORE BRIDES AN



Mr. and Mrs. Jim Ross pose in front of altar. Ed and Eleanor May are shown with their wedding attendants below.

Styles may come and go in wedding gowns as these pictures illustrate, but brides and grooms always evoke fond memories. Since the publication of KMA staff members' wedding pictures in the May Guide, readers have written and stopped staffers on the street to make favorable comments on the series which ends this month.

Just back from active duty with the Army, Jim Ross had taken a position with a store in Nebraska City, Nebraska, when he noticed the cute black haired girl working across the street in a doctor's office. Didn't take Jim long before he started dating Barbara Lavigne and in less than a year they were married on June 28, 1958 at Nebraska City.

Ed May was scanning the student directory at the University of Nebraska when he saw the name Eleanor Jean Petty of Red Oak. Thinking he probably knew a girl from so close to Shenandoah, he called her up and made a "coke" date. Whether that was the "line" he used with Eleanor,



ID GROOMS

it worked because they were married at Red Oak on June 19, 1942. Their wedding took place in the home of Eleanor's uncle and aunt, Mr. and Mrs. Charles Miller, where she was reared. The young couple were attended by Mr. and Mrs. J. D. Rankin, Ed's brother-in-law and sister, and Eleanor's younger sister, Catherine Petty of Red Oak, now Mrs. Thomas Shoop of Western Springs, Illinois. This is a case where the attendants, the Rankins, even went on the honeymoon. At least, they traveled on the same train to New York City where both men attended a seed trade convention!

Two events made the year 1950 exceptional for Carl "Andy" Andersen. He acquired a new tank truck for his oil business and a bride. Andy was working in Armstrong, Iowa, when he met a new school teacher in town, Miss Joanne Shaw, originally of Shenandoah. He had been driving a battered truck but in April he had bought a new one and on August 12, 1950, he and Joanne were married in the Baptist Church in Shenandoah.

KMA and May Seed and Nursery Company loom large in the wedding of long time staffer Warren Nielson and Florence Cox. They were married June 12, 1948 at St. Mary's Church in Shenandoah with Engineer Ralph Lund and his wife, Betty, as attendants. Ethel Baldwin arranged the flowers and Joe Hunter sang; both are from May Seed Co. The wedding pictures were taken by the Guide photographer. Incidentally, Florence made her own wedding dress of pale ivory ninon sheer in the fashionable ballerina length of the time. Their wedding breakfast was held at the home of Florence's aunt, Mrs. E. M. Barton of Shenandoah.



Warren Nielson stood on the steps of the church with his new bride, Florence, for this wedding picture (above). Walking up the center aisle of the church immediately following the ceremony in 1950 are Mr. and Mrs. Carl "Andy" Andersen, (below).



Do It Yourself

GUIDE TO FUN FASHION

Mad about "Mod" jewelry? Here's a way to mix and make it yourself, right at home in the kitchen. Fun for all the girls in your family. It's easy to do, just follow these instructions:

First, you need to purchase a clear shellac and a good strong glue, which are both available in the hardware store; then get yourself some earring and pin backers and tempera paints from the dime store. The rest of the materials you'll need are found right at home.

Make a clay out of baking soda and cornstarch. Mix well in a saucepan, 2 cups of baking soda (one 1-pound package) and 1 cup of cornstarch. Add $1\frac{1}{4}$ cups of water and mix again. Bring to a boil over low heat, stirring constantly, until the mixture reaches a dough-like consistency (should take about 4 minutes). Transfer to a plate, cover with a damp cloth, and let cool. Knead the dough until smooth, then start modeling.

FOR BEADS: Once they're molded into shape, insert the beads on large, straightened-out paper clips, one clip for every 3 or 4 beads. The clips not only tunnel the holes needed for threading, but make it easier to paint and shellac the beads later. Place the beads on a wire rack in a 350° (turned off) oven, let them dry and harden for about half an hour. Then you can paint the beads in the wildest colors you want with tempera paints. Give them one or two coats of shellac by dunking the beads, clip and all, directly into the shellac. When the shellac is dry, slip the beads off the paper clips and string, using a darning needle or a double strand of dental floss or a good stout thread.

FOR BRACELETS OR RINGS: Roll the clay into a long cylinder, according to the size of bracelet or ring you need. Flatten and pinch the two ends together. Dip your fingers in water to help smooth out the connections. Then put in oven just as for beads, later shellac and paint.

FOR PINS AND EARRINGS: Follow same procedures in baking after you have shaped them. Remember that the back-sides should be kept smooth and flat for gluing on the backers. That is the final step after the shellac is thoroughly dry.

That's it, a fun, creative way to pass the time and fill your jewelry box with new accessories for a bright spring and summer.

SUMMER FUN TO SEW

It's pattern time again with two new toy ideas, a little doll for the girls and a bean-bag that little boys will love. Both of these patterns are available from the GUIDE at just 10¢. To order yours, send your name, address, and zip code, plus 10¢ to JUNE PATTERNS, KMA GUIDE, SHENANDOAH, IOWA 51601.

Here's a doll that both smiles and pouts. And why not? She's a turnabout doll. On one side she's all smiles, and when you turn her upside down, her other half is very sad. She's easy to make, and lots of fun to own. After all—a doll is a little girl's best friend.



Make one little, two little, three little Indians . . . as many as you'd like to sew. Your little ones can have their own reservation at home. This easy to make Indian bean bag needs only $\frac{3}{4}$ of a yard of sail-cloth, a cotton sock, some yarn, rick rack, pea beans, and of course, a little imagination. You can make both braves and chiefs. "How?" By adding more feathers to their headdress.



Remember, these patterns are yours for just 10¢. And if you've neglected to order patterns from the previous months of January through April, send your request, plus a dime for each set, to the KMA GUIDE.

REFRESH WITH RHUBARB

RHUBARB ROLL

3 cups finely diced rhubarb
Prepare dough: 2¾ cups flour
4 t. baking powder
¼ cup cream
½ t. salt
¾ cup milk

Sift flour, baking powder and salt together. Mix milk and cream. Add gradually to flour mixture. Knead a little. Roll out ¼ inch thick. Spread diced rhubarb over dough. Roll and cut in slices. Place rolls in flat pan and cover with syrup made of:

1¼ cups water
1½ cups sugar

Mix and heat. Pour over rolls. Bake in 400° oven for 30 minutes.

* * *

GINGERED RHUBARB JAM

4 cups diced fresh rhubarb
3 cups sugar
3 T. finely snipped candied ginger
2 T. lemon juice
Few drops of red food coloring

METHOD: Combine rhubarb with next 3 ingredients in large saucepan; let stand about 15 minutes or till sugar is moistened by juice. Cook over medium-high heat, stirring frequently till thick and clear, 12 to 15 minutes. Skim off foam; add red food coloring, if desired. Ladle into hot scalded jars or glasses. Seal at once. Makes three ½-pint jars jam.

* * *

CHERRY-RHUBARB PIE

1 pound rhubarb, cut in ½ inch slices (about 4 cups)
One 1-pound can pitted tart red cherries (water pack), drained
1¼ cups sugar
¼ cup quick-cooking tapioca
5 drops red food coloring

METHOD: Prepare pastry for a 9-inch lattice-top pie. Combine ingredients and let stand for 15 minutes. Line 9-inch pie plate with pastry; pour in filling. Adjust lattice top; seal; flute edge. Bake in hot oven, 400°, 40 to 50 minutes. Serve warm.

* * *

RHUBARB-LEMONADE PUNCH

Two 12-ounce packages frozen rhubarb
¼ to ½ cup sugar
One 6-ounce can frozen lemonade concentrate
3 cups water
Two 7-ounce bottles lemon-lime carbonated beverage, chilled

METHOD: In saucepan, combine frozen rhubarb, sugar, frozen lemonade concentrate and water; cover and cook about 20 minutes, or till rhubarb is very soft. Strain to remove pulp; chill the liquid. Just before serving, pour rhubarb mixture over ice cubes in punch bowl.

RHUBARB ICE CREAM

Combine 3 cups diced fresh rhubarb, ¾ cup sugar, and 1 cup water in a saucepan. Cook, covered, 10 to 15 minutes, or till tender. Cool slightly; add 2 T. lemon juice, ¼ t. salt and a few drops of red food coloring.

Pour into a 2-quart refrigerator tray. Freeze firm. Break into chunks; place in chilled bowl and beat smooth with electric mixer.

Beat 2 egg whites till soft peaks form. Gradually add ¼ cup sugar, beating till stiff peaks form. Fold egg whites and 1 cup whipping cream, whipped, into rhubarb mixture.

Freeze till firm in tray. Makes 2 quarts.

* * *

RHUBARB CAKE

1¼ cups sugar
½ cup vegetable shortening
2 eggs
½ cup milk
2 cups flour
1 t. soda
1 t. cinnamon
¼ t. cloves
¼ t. salt
½ t. allspice
2 cups rhubarb, cut

Cream sugar, shortening and eggs. Sift flour, measure, and add soda, spices and salt to it. Mix well. Stir in rhubarb. Pour into 8x12 inch pan and add the following topping:

½ cup brown sugar
½ t. cinnamon
½ cup nuts

Sprinkle over top of batter. Bake at 350 degrees for 30 to 35 minutes.

* * *

PINEAPPLE-RHUBARB RING

One 1-pound 4½ ounce can pineapple tidbits (2½ cups)
2 cups 1-inch slices fresh rhubarb
½ cup sugar
½ cup water
Two 3-ounce pkgs. cherry-flavored gelatin
1 T. lemon juice
½ cup broken pecans

METHOD: Drain pineapple, reserving syrup. Combine rhubarb, sugar, and water; cover and cook just till tender, about 5 minutes. Drain thoroughly, reserving syrup. Combine pineapple and rhubarb syrups; add water to make 3½ cups. Heat to boiling; add gelatin and stir to dissolve. Add lemon juice; cool. Chill till partially set. Fold in pineapple, rhubarb, and nuts; pour into 6-cup ring mold. Chill firm. Makes 8 to 10 servings.

DOLLAR SAVERS

If you haven't sent in any Dollar Savers, why not give it a try. Most people have some short cut or money saving routine they do almost automatically without realizing one of our readers might appreciate knowing that very short cut. Send us your hint for the JULY GUIDE by June 15th to DOLLAR SAVERS, KMA GUIDE, SHENANDOAH, IOWA, 51601. The five winning savers, designated by the dollar sign, will be awarded \$1.00 each.



 When cooking potatoes and other vegetables which will require butter later, place a tablespoon or less of butter or oleo in the water while boiling, and the vegetables will not boil over while cooking.

Mrs. H. L. Schaaf
Randolph, Iowa

To repair coat linings that have frayed at the hem, machine stitch a two inch strip of matching grosgrain ribbon across lining two inches from the bottom. Sew bottom edge of ribbon over fold of lining. Easy way to cover worn spots without relining.

Mrs. Rudolph Srajhans
Friend, Nebraska

Use the little bright colored magnets on your sewing machine for a guide line when stitching. They can be easily adjusted for various width seams and hems.

Mrs. Farrel Crouse
Pollock, Missouri

When you make colored or printed pillowcases (especially good for children), buy extra material to sew along the top of the sheet. Makes attractive and inexpensive matching sheet and pillowcases.

Georgia Victor
Villisca, Iowa

Those brush-type hair rollers can be softened and sanitized in the washing machine. Put them in a nylon mesh bag and wash with lightly soiled clothes. Do not dry in automatic dryer.

Mrs. Paul Cregeen
Clarinda, Iowa

 When removing a cake from the oven, place the cake pan on a damp cloth for a few minutes. This makes the cake come loose from the pan and helps prevent sticking.

When I make an angel food cake from a boxed mix, I pour it into the pan and put a few drops of food coloring on top of the batter. Then I use a knife and cut the coloring into the batter. It gives a lovely marbelized effect.

Mrs. David McCartney
Hastings, Iowa

Here's one that saves vitamins and the flavor of asparagus. Put three pints of water in a pan and bring to boil. Have a collander that fits tightly over the water as a lid. Dice the clean asparagus into the collander and cover. Keep water boiling so the steam will cook the asparagus quickly. When just tender put in bowl and drizzle butter over it and sprinkle with a bit of salt; delicious and a beautiful green.

Mrs. Glen Dyke
Tabor, Iowa

I always add chopped maraschino cherries (about six) and some of the syrup to rhubarb pie for added flavor and color.

Mrs. Fred Husman
LeMars, Iowa



If Teflon pan darkens, use 1 cup water, 1/2 cup household bleach, 2 teaspoons soda. Boil mixture in pan for 10 minutes, then coat pan with cooking oil.

Mrs. Lloyd B. Walter
Shenandoah, Iowa

To clean leaves, debris from around hedges and delicate plants, use a back scratcher.

Freeze leftover coffee or tea in ice cube trays and use for iced drinks.

Mildred Longinaker
Red Oak, Iowa



When making jelly and you want to cover it with paraffin, grate it over a deep dish on a vegetable grater. Then put the amount you want in your jell glasses and pour the hot jelly over it. It will melt and come to the top. No more messy wax pans to clean.

Mrs. June Steinman
Delphos, Iowa



Spray your throw rugs with a dust absorbing spray to keep footprints off newly waxed floors.

Put transparent tape over electric outlets to keep children from sticking something into them. Easy to remove when needed.

Mrs. Jerry Fugate
Parnell, Missouri

Jottings from Joni's Journal



June is blooming out all over. Thank goodness those fragrant flowers around the yards have decided that WINTER is over. May was a mixture of weather, wasn't it?

Mother's Day and Memorial Day last month gave us all a nice chance to get together with families and this month, there's Children's Day on June 11, followed by Father's Day on the 18th. Don't forget FLAG DAY on June 14th.

And then there's vacation. Have you made all your plans? I can't seem to decide. Part of mine will be spent with my family in St. Paul, but the other few days I haven't covered yet. My mom and dad are going to Seattle, Washington, this month, to "get away from it all."

In our picture this month, you see a group of women who visited recently in the KMA studios. They are from Plattsmouth, Nebraska, and were one of the first tour groups through this year. We look forward to meeting many more, especially when the trial grounds open.

As you notice in the Guide middle pages, we have wedding pictures again. Right along this line, is a little written bit of wedding superstition sent to my desk by Mrs. Fred Husman of LeMars, Iowa. As she noted in her letter, "these are just for fun."

BRIDAL SUPERSTITIONS

If a couple is married in:

JANUARY: the wife will live longer than her husband

FEBRUARY: domestic happiness will prevail

MARCH: the couple usually makes their home abroad

APRIL: the bride very decidedly rules the roost

MAY: it is unlucky . . . don't know why

JUNE: it is a lucky month and promises lasting love for the couple

JULY: their marriage is apt to be criss-crossed with sunshine and shadow

AUGUST: the couple is ideally mated
SEPTEMBER: their marriage will run a smooth congenial course

OCTOBER: either love or money will be lacking in the future

NOVEMBER: they are promised prosperity

DECEMBER: they will have a life full of love

I guess the whole thing adds up to this: no matter when you are married, some of these "superstitions" probably will enter your life . . . as problems to carry, or happiness to share.

If you have a little extra time between house and yard chores, here's a gift idea: A POMANDER BALL.

1. Select a firm medium-sized orange and with fork tines, make rows of holes in the skin, from one end to the other.
2. Stick cloves in the holes as close together as possible.
3. Roll the orange in equal parts of ground cinnamon and orris root (purchased at the drug store). Sprinkle additional cinnamon and orris until the whole fruit is well covered.
4. Tie ribbons around the fruit so the pomander ball can be hung in a closet.

Just a few other jottings about the big holiday next month, the 4th of July. For the table, wrap tall jars or cans in red paper to make giant firecrackers. Fill with white glads. Cover the table with blue or a peppermint-striped cloth, paper, or place mats. For favors try gumdrops topped by tiny flags. Don't forget safety over the 4th . . . on the highway or in the backyard. Next month, we'll have some barbecue recipes for you.



Plattsmouth, Neb., women tour KMA.

PROGRAM NEWS FOR JUNE 1967

Dial 960 — KMA — 5,000 Watts

NORM'S FORUM

By

Norman Williams
Station Manager



Last month I shared with you some of the results of an audience survey we have taken at KMA. These surveys gave the audience a chance to express their opinions about what they liked or disliked on KMA. Here are some comments people wrote on their survey cards. "Play more good music." "Play more popular music." "Play more country music." "Play more classical music." Now tell me, please, how are we to know what these people really want? How do we satisfy each one of them?

"We liked Ed May's evening program . . . sorry he stopped." "Markets at 12:00 instead of 11:45." "Markets at 12:15." "Please broadcast the markets at 12:30." How do you please all of these requests and still keep the people who don't care about market reports happy?

Others commented: "I like all the programs." "Satisfied as is." "KMA doing an excellent job." We did receive some suggestions in these surveys which were most helpful and which resulted in a change of programming. However, each suggestion was only mentioned by one person out of the 632 people in the survey. We felt they had a valid and worthwhile idea which we could use.

KMA has received some nice letters and cards from people who have picked up our signal from distant points. One card from Winnipeg, Canada, told us, "I like your station real well." A listener in Madison, South Dakota, also sent us a letter telling us they listen to us. And then a letter from Wattsburg, Pennsylvania, which told us they found KMA on Saturday evening and enjoyed it very much. These are freak cases, but we enjoy hearing about them. Our survey included some complaints from people near Des Moines who have a hard time receiving us in the early morning hours because of interference from another station. That is one thing we can do absolutely nothing about. We will continue to

Great Outdoors Show

With the advent of summer, all outdoor activities take on added emphasis. In line with this extra interest on the part of the 60 million fishermen, 40 million camping enthusiasts, and 20 million hunters in the country, KMA will air a new program aimed at all these interests. Called "THE GREAT OUTDOORS SHOW" it will be broadcast at 6 p.m., 9:25 p.m., and 10:25 p.m. every Friday night and at 11:45 a.m. Saturday morning and 6:15 p.m. Saturday evening on the Sports Show.

Another new sports show is the ABC RADIO'S WORLD OF SPORTS which debuts in June. It will be heard hourly from 9:25 a.m. to 8:25 p.m. Saturdays and 10:25 a.m. to 9:25 p.m. Sundays on KMA 960. Every sport from horseracing to baseball, football to tennis, from everywhere in the world will be covered on this new program with a cast of commentators including Chris Schenkel, Tom Harmon, Jim McKay, Bill Flemming, and Keith Jackson.

Besides all this, KMA Sportsman Hal Mann will continue to cover all local events of interest, keeping you up to the minute on standings of local and regional teams and their activities.

Elected to Board

Station Manager Norm Williams was elected to the Board of Directors of the Iowa Broadcasters Association which met in Waterloo in May. The IBA is an organization of Radio and TV stations in the State of Iowa. His term will run until 1970.

UNIQUE SITUATION

One interesting bit of information Manager Norm Williams uncovered at the Iowa Broadcasters Convention was that Joni Baillon is the only woman broadcaster in the state of Iowa with an Open Line Show. She may be the only woman Open Line host on radio in the midwest.

As the Guide neared deadline, JONI BAILLON was recuperating from an illness that put her in the hospital. Although her JONI'S JOURNAL was temporarily off the air, we are happy to report she had recovered sufficiently to work part of the day.

take surveys and encourage people to express their likes and dislikes about our radio service. Not everything they tell us is helpful, but then not every play in a football game scores a touchdown. Keep telling us, we will still listen.

K M A Commentary

By DUANE JOHNSON

"A report of a recent event . . . a matter of interest." This is what you'll find in the dictionary under news.

The news media, both broadcast and print, have been and still are, with some regularity, criticized for the quantity of "bad news" which is reported.

It should be pointed out that people make the news. It is not the fabrication of those who report it. It is true, those who report the news decide or make the decision as to which news will be reported and the manner in which it is handled, but here again, people play a part. Stop for a moment and ask yourself some questions about the radio or T.V. newscasts you listen to or watch; about the newspapers or magazines you read. Chances are that you listen to or watch or read to a large degree, out of a matter of habit. But the one question to ask yourself is . . . what prompted me to form this habit in the first place. There are many radio and/or television stations and many newspapers and/or magazines which you could have chosen. So why did you choose these?

Because you liked what they presented in their news reports, and you liked the way the news is presented. So we're talking about content and presentation basically.

In the field of news reporting, with the competition between members of all reporting facilities, there is a constant searching for ideas and approaches to news reporting which will attract more listeners or viewers or readers.

When a new approach is tried, you — those who listen, watch, or read — are the judge. If you go for the new approach, chances are it will be retained by the medium in question. If you do not go for it, it more than likely will be dropped, or at least changed, to make it acceptable to you and your fellow citizens.

So you are the one who decides what will be presented and to a large degree how the presentation will be made. Now what is this "bad news" some people find distasteful? Well, the war in Viet Nam is probably the one story which will be covered in every newscast and newspaper in the country. The extent to which it is covered will depend on the amount of action taking place on a given day. War is "bad news," but you want to hear about it because it involves Americans, American money, and possibly a friend or relative.

Automobile accidents make up a part of the "bad news" heard every day. Automobile accidents can happen to everyone or anyone, and you want to know that your

friends and relatives are not the unfortunate ones involved this time.

Civil disturbances or riots are quite often in the news. The general public wants to hear about the occurrences in a city or town with which they are familiar or you just want to know what is happening. The same is true of crimes.

Each of the above mentioned happenings involve people, and we as people are interested in them.

Now on the other side of the ledger, there is the "good news." Here again, people are involved, but we, as human beings seem to have a different outlook because good things happen to all of us. We all have birthdays, married couples have anniversaries, babies are born, and awards are given. Unless we know the persons involved in each instance, we simply are not interested in what happened to the other guy across town or across the country.

The questions I ask of you are these: How long would you listen to a newscast containing only "good news"? Or how far would you read into a newspaper containing only "good news"? What should be reported that is not now covered by the news media?

If you're honest in your answers, more than likely you will not have very many suggestions to offer.



The smiling face behind the continuity desk belongs to MRS. ROBERT HANNON of Shenandoah. MARIANA has joined KMA's continuity department which is responsible for much of the commercial copy written for KMA. Mariana's instructor for the new job is MRS. GARY WRIGHT. Denise has been planning a move to Fremont, Nebraska, where her husband will continue his college education.

POSTMASTER

**"Return
Requested"**

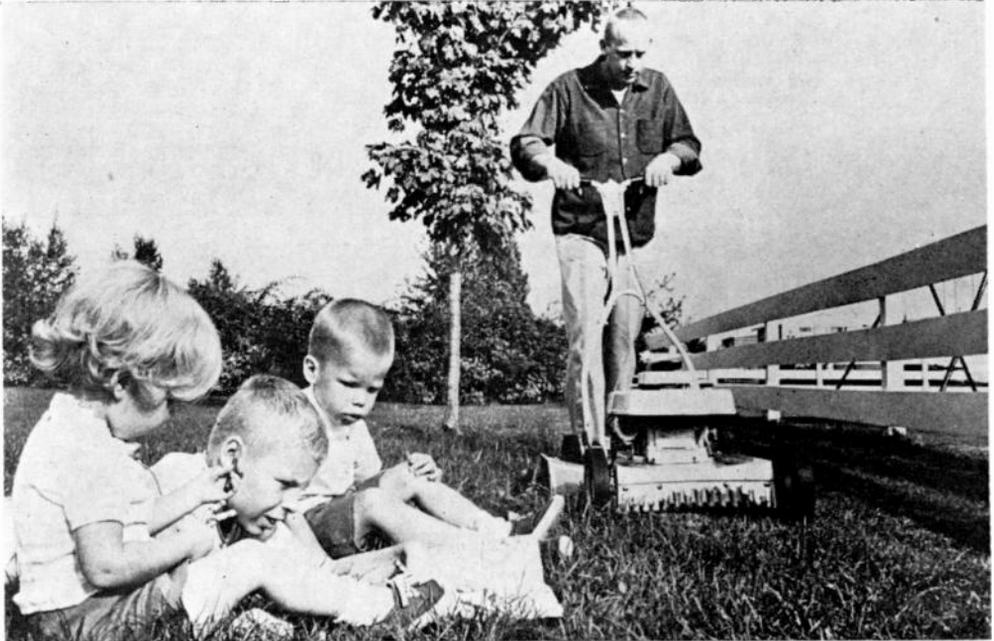
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JAN

The most important lesson this picture teaches is immediately obvious to all KMA Keep Me Alive pledgers. Never allow children or pets to be close to the power lawn mower while it is in use. That is one of the cardinal rules we hope will be observed by the more than 25 million power mower users in America this season. Unfortunately, thousands of people will suffer injuries from this useful mechanical servant. To make sure you are not included in that list, here are more essential tips for operating the power mower around your home. Read the owner's manual and completely master the controls. The discharge chute picking up small objects from the grass may hurl them at a dangerous speed. Remove all loose objects from the area. A mowing blade whirls 2,500 times a minute, so avoid any contact and keep away from the mower's discharge. Always push, never pull a mower. You want the grass cut, not your toes. Never leave the engine running even briefly while you step aside, or you'll tempt a child into investigating the mower. Mow slopes sideways, not up and down. If you mow downward, the machine may run away from you; upward, it can back down on you. Wear close fitting jeans or slacks that can't get caught in the machine. Wear full leather shoes or safety shoes.



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