

The

# KMA GUIDE

March, 1970



# Sympathy Extended

We at KMA join our listening audience in expressing our deepest sympathy to KMA Station Manager Norman Williams, and his wife, Lois, and their sons, Tom and John, in the loss of Norm's father, William W. Williams. Eighty-nine-year-old William W. Williams had been in good health until recently when he suffered a series of light strokes. Norm, Lois and John visited St. Paul in January and spent almost a week with him. Norm's sister of Springfield, Oregon, joined them in St. Paul for the funeral in February. A resident of St. Paul, Minnesota, since about 1910, Mr. Williams had lived in the eastern and central portions of Iowa including Des Moines.

## COVER STORY

The picture on the cover is of **MERL DOUGLAS ROULSTONE**, Dean of the KMA Announcing Staff. **DOUG** first came to KMA in 1946. Not only is he a versatile announcer, he is also a professional musician. In the days of live talent, he doubled as an announcer-singer-guitarist. He currently plays bass with a local combo.

**DOUG's** pretty wife, **RUTH**, is a well-

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known beautician. His younger daughter, **VALERIE**, is in high school while his other daughter, **SHARON**, is married; **DOUG** is very proud of his granddaughter, **MICHELLE JOETH**, who will be a year old this April. **DOUG** enjoys all sports; he is an expert horseshoe pitcher and also likes guns and dogs.

The last time **DOUG** returned to the KMA microphone was on Christmas morning, 1965. Shortly after he signed the station on the air, the telephone began ringing and continued to ring all morning as his many friends throughout the four-state area called to welcome him back. That's why we are so happy to have popular **MERL DOUGLAS** "sign us on" every weekday morning!

Send a KMA Guide subscription to a friend! Only \$1.00 for a full year. We'll enclose a gift card for you if you request it.

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## A Chat With Edward May



Last month I had a picture which showed my mother, my son, and myself, and I mentioned that Eddie is the third generation of the May family to broadcast on Radio Station KMA.

This month I am pleased to show you another picture showing Eddie and myself with my father's picture in the background, again making reference to the three generations of the May family who are or have been associated with KMA. I am very proud and pleased that my son is taking such a keen interest in broadcasting and I hope this interest continues. I will do what I can to see that this interest is maintained.

I am trying to give Eddie a complete history of KMA which, in part, is as follows: Radio Station KMA was started in 1925 as a department of the May Seed & Nursery Co. First reference to KMA is found in the May Seed & Nursery Co., catalog of 1926 when the following information was given:

"RADIO. In order to get in closer contact with our friends and customers and render a larger service to you, we are broadcasting daily from Radio Station KMA, our own station. At the noon hour, 12 o'clock Central Standard Time, our R.F.D. program is given; then at 6:00 and at 9:00 each night and on Sunday from 4:00 to 6:00. Other religious services may be added from time to time. We give the weather reports, markets, and news items on all three programs, especially the noon and 6:00. Weather at 9:15 p.m.

"We would be glad to have you tune to our station, which is on a wave length of 252 meters, and feel confident that you will find our programs easy to listen to and the service we are rendering in the way of Garden, Flower, Domestic Science and Agricultural Talks, not only of interest but of value, and horticultural questions will be answered over the Radio."

The 1937 catalog had the following to say about KMA:

"KMA LEADS THE WAY — With Improved Programs and New Equipment Giving an Increased Coverage with a Louder Signal. I am proud to tell you that KMA is now on the air with full time operation, 20½ hours daily, of interesting programs, news, markets, weather and other service features. We have put up a big 488 foot tower (radio men call it a vertical radiator) and here is a picture of it. Our old station, you know, had been running for about ten years and was almost worn out. The new one gives us the opportunity to present our services to you."

KMA remained a department of the May Seed & Nursery Co. until 1939 when it was separated from the Seed & Nursery Co., and organized into a separate corporation.

I could write pages about KMA but space does not allow.





## FRANK COMMENTS

Not having a good, interesting picture to show you on this page this month, I thought maybe you might like to see a recent close up of me, so here it is. The picture was taken about the first of February in my office by my sister, Mary, who as you know, has been my secretary for the past 3 or 4 years. Yes, I still have all my hair but it isn't quite as dark as it used to be.

Now let's talk about you for a few minutes and about the things you can be doing around your yard and garden. Taken in the order of their importance: How about your grape vines? Did you get them pruned in February during that nice warm weather we had about the middle of the month. If you didn't get it done there is still time if you do it right away. Prune them very severely, taking out about three-fourths of the growth they made this past year. The rule is to just let one main vine run out each way on each wire, but off the side branches at the second or third joint. If you don't understand just what I mean we have a leaflet which explains in detail just how grapes should be pruned and when.

And how about the dormant spray on those fruit trees? That, too, could have been put on the middle of February during that warm weather, but it is not too late yet. The dormant spray is not absolutely necessary on cherries, plums or apricots, but it is absolutely essential on peaches and almost as much on apples. It should be applied while the twigs are completely dormant and before the buds start to swell. Use liquid Lime Sulphur at the rate of one

to eight. One quart of liquid Lime Sulphur in 8 quarts of water. Use enough material to wet completely every twig and branch up and down the trunk and squirt some around on the ground under the tree, especially if there are some leaves there yet from last fall.

After you get the dormant spray on the fruit trees would be a good time to give them their spring pruning. Cut out all the water sprouts and open up the center of the tree at the top so the sun can shine in. Where two branches cross one another remove the weaker one. Whenever two limbs occupy the same area in the tree take out one, make all your cuts flush with the larger limb from which they grow, and put a dab of paint on the exposed surface to keep out infection. You understand that all this talk about pruning applies to apples and possibly pears. We do very little pruning on plum trees after they get established and none at all on cherry trees.

So much for that, now here are a few things that should be done later on this month, depending entirely upon the weather. For instance, now is the time to rake the surplus leaves off the lawn and put on a good application of Royal Maytone Fertilizer. If you had any problem with crab grass last summer you could also put on an application of Mayway Crab Grass Control, but that can be done anytime up until about the middle of May. This material has no affect on living plants such as blue grass, but it does kill Crab Grass seedlings as they start to grow.

Toward the end of March would be the time to remove the mulch from your roses, as we are not likely to have any more severe winter weather. As soon as you get the mulch removed then cut the old canes back to about 6 inches from the ground. This applies to the Hybrid Teas, the Floribundas and the Grandifloras. At this time, you should also give them their first application of Mayway Garden Fertilizer or Mayway Rose Food. I would use about a teacupful to each plant. It will not be necessary to work it into the soil as the spring rains will dissolve it and carry it down to where the roots can get a hold of it.

It is time now to cut the old dead canes off the asparagus patch and apply a good application of Garden Maytone Fertilizer. You can also save yourself a lot of work this summer by scattering Garden Weed Preventer on the asparagus row along with the fertilizer. I have used this for the past two years on my asparagus and it really does keep down the weeds. Oh yes! while you have that bag of fertilizer out it would be a good idea to put a fairly heavy shot of it around the rhubarb as it takes lots of fertility in the soil to produce those big juicy stems and leaves.

Yes, you can get quite a little done in the garden the latter part of March if the soil is at all workable.

# RFD



with  
*Jack Gowing*



This month we will discuss pollution or anti-pollution as the case may be. Pollution occurs when something is contaminated with a foreign substance. For example, water is polluted when it picks up silt particles. The state of pollution becomes worse when the silt particles are contaminated with a chemical substance. The atmosphere may be polluted with silt particles or dust, smoke and by-odors. Noise has been added to the list of so-called pollutants. In other words, you may be able to see, hear, smell, taste or feel pollution.

You will hear many stories from now on about pollution because Secretary of Agriculture Clifford Hardin said in Des Moines recently that the alarm has been sounded. Indeed, it has been sounded, and by President Nixon when he sent to Congress a comprehensive 37-point program which embraces 23 major legislative proposals and 14 new measures being taken by administrative action or executive order.

Here is another thing that we should not forget, and I am quoting the President, "The fight against pollution is not a search for villains. For the most part, the damage done to our environment has not been the work of evil men nor has it been the inevitable by-product either of advancing technology or of growing population. It results not so much from choices made, as from choices neglected; nor from malign intention, but from failure to take into account the full consequences of our actions."

Secretary Hardin said that too often we have responded only to a crisis. But when we have responded, sometimes the results have had far-reaching impact.

He said that "the Dust Bowl of the 1930s brought more progress in range management and dryland conservation than the preceding 50 years of Great Plains farming.

"Widespread flooding in the Mississippi basin in 1951 and 1952 brought more support for watershed protection than did a generation of campaigning by conservationists.

"A five year drought in the Northeast in March, 1970

the 1960s focused more public attention on urban water needs than did decades of talk about possible shortages.

"A smog crisis in a few major cities has had a greater impact on public thinking than 50 years of steadily worsening air pollution.

"A few seashore accidents have directed more attention to wildlife ecology than all the voices of all the naturalists since Audubon.

"Urban congestion and related problems of squalor and crime have brought new interest in the need of people for recreation and open space."

The Secretary went on to say that "we must plan for another 100 million people and the pressures they will create at the same time as we attempt to deal with our existing environmental crises. He said that our responsibility is to manage the environment for the widest range of beneficial uses, without degrading it, without risk to health or safety, without loss of future productivity and without being tyrannized by pests."



**Another form of pollution! Our countryside, to some, is just a place to dump garbage and junk. Here you can see the remains of a stove, washer and refrigerator and many cans and bottles. Sign on post says "No Dumping."**

# CANDID CAMERA

Isn't it funny, if you set a ladder in the middle of the room with a camera handy, just how many people scale the ladder or perform on it? That's what the Guide photographer did one day, and we have pictures to prove some of the antics performed by our KMA staff.



**THE THINKER!** Music Director Mike Goodin in deep thought . . . or should we say "high" thought upon the ladder.



**KING OF THE MOUNTAIN!** Eddie May on top of the ladder defends his position as he and Lee Hughes perform for the Candid Camera. Eddie and Lee are both high school students who work part-time as KMA announcers.



**WORKING HIS WAY UP!** That's our Sports Director Bruce Pilcher attempting to scale the ladder or should we say "Stairway to Success." Well, whatever you wish, but we feel Bruce is doing a tremendous job in the sports department . . . hitting as high as 86 per cent right on his game predictions each week.



**MAKES IT EASIER TO GET THE JOB DONE!** Exclaims Chief Engineer Don Burrichter as he examines the fixtures.



**HUMAN PYRAMID!** Antics by KMA Newsman Ralph Childs, Traffic Manager Ardeen Mullison, and our third KMA Newsman, Bob Tarbell, look almost like a human pyramid on a ladder. Evidently, Ardeen is not superstitious, as she is under the ladder.

## MARCH GREETINGS

THIS IS OUR DAY:

HAPPY BIRTHDAY TO:

- March 2—Robert Mullison (Ardeen's son)
- March 10—Warren Nielson
- March 11—Mrs. Bruce (Cheryl) Pilcher
- March 13—Peter Mullison (Ardeen's son)
- March 14—Randy Gowing (Jack's son)
- March 16—Pat Patterson
- March 17—Dr. Jim Sislo (Ed May's son-in-law)
- March 17—Bruce Pilcher
- March 19—Billie Oakley
- March 21—Jack Gowing
- March 23—Mrs. Rick (Sharon) Stevens (Merl Douglas' daughter)
- March 26—Mike Childs (Ralph's son)
- March 31—Henry Schnoor

HAPPY ANNIVERSARY TO:

- March 10—Mr. and Mrs. Wilbur (Jo) Freed

## MORE CANDID CAMERA

**REHEARSAL!** The Southwest Iowa Theatre Group presented the play "Our Town" the last of February. Since this play uses ladders as stage props it seemed appropriate to include this picture in "Candid Camera." Maribelle Read, play director on extreme right, is discussing the correct procedure with a group of actors. The assistant director, Betty Leacox, is on the far left, with Lory and Loche standing in the



middle. Ladder climbers in the picture are the play's leads, Dan Johnson and Pam Shearer. Lory and Loche are children of Guide Editor Mary Williams and her husband, Charles, who are also usually behind scenes or on stage whenever the Southwest Iowa Theatre Group presents a play.



**ON THE**

**K M A**

**PARTY LINE**



By JO FREED



KMA Engineer **RALPH LUND** and his wife, **BETTY**, are quite proud of their two granddaughters, **JODY KAY** and **KIMBERLY ANN MALMBERG**. These two little darlings are the children of the Lunds' daughter, **JUDY**, and son-in-law, **ROGER MALMBERG**, who live in Audubon, Iowa. Roger is a teacher at Audubon and Judy is a housewife and also a registered nurse. The girls pictured are not in school as yet but are looking forward to it, as Kim is four years old and Jody is just three. They also have another set of grandparents living in Shenandoah, Mr. and Mrs. Harold Malmberg. (Girls at left.)

Glad to hear the **DON PRIEBES** are back in shape after several bouts with the flu and several admissions to the hospital. **JIMMY**, their youngest son, spent 5 days in an Omaha hospital and two days in the Shenandoah hospital, but now is back in school while their other son, **KENNY**, has had many visits with the doctor this year. Jimmy and Kenny's mother, **JEAN**, is one of KMA's secretaries. Incidentally, her husband, Don, wrote the story about the picture of migrating geese on page 10.

**NORM KLING**, one of our KMA engineers, was recently hospitalized for two weeks while they were trying to regulate his diabetic diet. A man stopped him in the

hall one day and asked "Did they find out what you have?" Norm answered . . . "No . . . I came in with \$500.00, and they only charged me \$495.00."



Lori Freed and her "Love-bug." A used car is new to a new owner as it is with Lori, Jo and Wilbur Freed's oldest daughter. The family has found it is such fun to drive; she has to hurry to get it before someone else in the family drives it off.

Betty and Dennis Boldra are ready for a square dance. Dennis, who is on the KMA sales staff, is an avid square dance fan as well as a dance caller. He said Ed May got him started as a caller . . . so we certainly thank Ed for his persuading Dennis into being a dance caller, as he is great! Dennis and Betty have been married 20 years as of last December. We want to wish Betty a belated "Happy Birthday" since we missed putting her birthday in the February calendar.



## Exhibit Trophies

Sue, Pat and little Jeff Patterson are proud of their trophy case which is in one corner of their living room. Pat, KMA salesman, explained the large trophy in the center is a traveling trophy which was won by several members of the Nishna Valley Saddle Club. Pat has won many ribbons and trophies, which are not in the picture, with his horse, "Poco Tanace," in the western pleasure class of the shows. Pat's hobby is expanding because he now has purchased a reining and roping horse. Jeff who is following in his daddy's footsteps was pictured last month on his toy horse which he dearly loves to ride. The two large objects on the top shelf are candle holders made of antique table legs and painted an antique gold-black shade.

## IT'S A GOODIN'

*Childhood is that wonderful time when all you have to do to lose weight is just bathe.*

A former United States ambassador commented, "If the author of the 'Decline and Fall of the Roman Empire' was alive

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Darrell Murphy happily draws out a card to determine the lucky winner of the album he gives away each Saturday night. Darrell is the Saturday night country-music DJ during KMA's Bandstand, Country Style.



in the U. S. today, he'd be taking notes like crazy."

High winds blew the marquee off the Carolina Theater in Charlotte, N. C. The feature playing was "Gone With the Wind."



**ONE OF THE WONDERS OF THE WORLD**—Here in the twentieth century, at a time when the world is being polluted at an alarming rate and large numbers of birds and animals are approaching extinction, Southwest Iowa is the annual host to a nature spectacular. The snow and blue geese, heading North from their winter haunts, to the summer nesting grounds in the Arctic circle, concentrate in unbelievable numbers in Fremont county. These birds sometimes number close to half a million geese at times in a relatively few square miles. In the Fall this bird provides some of the finest goose hunting found anywhere. The geese, along with many thousand ducks are seen by many visitors from all over the midwest. Truly a wonder of the world, the number of people visiting the area in the Spring in order to see it is growing every year.

(By Don Priebe, Conservation Officer. Picture by Blaine Barton)

**"THE DAY THE CABLE WAS CUT"** . . . One day in February the telephone cable between the KMA Studio and the KMA Transmitter was accidentally cut, and within ten minutes the announcers, newsmen and engineers were at the transmitter broadcasting. The programs originate at the KMA Studios and are carried by telephone cables one mile to the transmitter to be aired. Pictured at the transmitter are Ralph Lund, at left, as he engineered the operation while Mike Goodin, afternoon announcer, and Newsman Ralph Childs were programming music and news throughout that afternoon.



LARRY MILLER

## On News

KMA News has undertaken a new project which is designed to keep listeners informed about servicemen and servicewomen from our four-state area. It's called "Military Digest."

Through the cooperation of "Home Town News Centers" of the Army, Navy, Air Force, Marine Corps and Coast Guard, KMA is now telling the story of area military personnel.

A son promoted in Vietnam, a nephew completing basic training, a sister enlisting in the Waves, a cousin awarded a medal for heroism. These are the types of stories KMA will be telling.

"Military Digest" is programmed twice daily Monday through Saturday. It's an added feature, and one we're sure you'll enjoy hearing!

BRUCE PILCHER

## On Sports

March is always the month that Mike and I get a workout. As most of you know, we broadcast the sectionals, districts, sub-states, and both boys and girls' basketball tournaments for the state of Iowa. In addition, to those broadcasts we presented our regular Game of the Week broadcasts throughout February, so you can tell we were and are busy. Again this year, south-west Iowa girls' basketball is very fine, but it remains to be seen how the entries will do in the state tournament.

The wrestling tournament for the state of Iowa was held in Des Moines this year. We attended that event on the 27th and 28th of February. This site was new for the tournament, since Waterloo had previously been the host site. Most of the people we have talked to have told us that Iowa high school wrestling ranks near the top in high school wrestling. And, of course, within our listening area Maryville, Mo., has a very respectable wrestling squad. We certainly have appreciated the opportunity to cover wrestling as we have and hope you enjoyed the coverage.

Our sports plans after this month will turn to golf, tennis, track, and baseball. And as most of you know, KMA again will broadcast the K. C. Royals, and they promise to be quite exciting. Recently some of the Royals were in Red Oak and proved to



Larry Miller has experienced a few startling questions when he has taken the phone-forum Open Line Show. One of the latest topics Larry discussed on the Open Line was schools as a learning center, their personnel, and the school buildings in the area.

be a fine group of men. Their first game is scheduled for April 7, 1970.



Bruce Pilcher, KMA sports director, and Mike Goodin, his assistant, spend many hours at games as they are shown here during the busy basketball season. Our sports team has broadcast approximately 90 games, just during the basketball season, not to mention the football and baseball games on their schedule.

# TODAY'S WOMAN

By JO FREED

Spring is just around the corner. It really can't be too far away with the crocus and tulips peeping out of the ground. But looking back on our winter, it has been fun especially meeting all of the very nice people I have interviewed on my show. I have a couple of pictures on this page of some of my guests on "Today's Woman."

Mrs. Jack (Barbara) Fickel and Mrs. Allen (Carolyn) Nelson, both of Red Oak, Iowa, were on my show one day last February to discuss the Murphy Memorial Hospital Auxiliary; its functions and also the Benefit Dinner-Dance which it was sponsoring. The theme for the dinner-dance was "The Age of Aquarius." They really went all out in decorations, hanging huge planets made from chicken-wire and colored paper; also huge stars of the same material were suspended from the ceiling. Large zodiac signs were attached to the walls, and rotating colored lights splashed color throughout the room. Sounds fascinating, doesn't it? The money received was used for new, necessary hospital equipment.

One of the other visitors to our studio was Dale Watkins of York, Nebraska. Dale discussed antiques and their refurbishing and renova-



Dale Watkins of York, Nebraska, shows a few of the antiques which he mentioned on Jo Freed's show.

tion. He also answered many questions asked when he stayed over for the Open Line Show that day. Before Dale left he consented to return with his wife and discuss antiques again. If you have any questions concerning antiques, you could write me and we will ask the Watkinses on their next visit.

On another page in our Guide is a picture of our oldest daughter, Lori, and her little "Lovebug" which we purchased for her. It really takes a load off me as her chauffeur, because teenagers are quite busy especially with basketball season, girls' track, 4-H activities and other clubs which they are interested in. Since we live 7 miles from where our daughters attend school, it takes a lot of driving back and forth. Now, we are teaching her to use the gear shift which is a lot of fun but treacherous at times. Well, it's just another chapter in our book of family learning and will be more fun to look back upon in the later years.



Carolyn Nelson (standing), and Barbara Fickel, both of Red Oak, were on Jo Freed's Today's Woman Show discussing the Murphy Memorial Hospital Auxiliary Benefit Dinner-Dance.

# "March" Right to the Kitchen

## ESCALLOPED CHICKEN

- 8 slices of bread
- 2 c. cut up chicken
- 1 c. diced celery
- ½ c. minced onion
- ½ c. salad dressing
- 3 eggs
- 3 c. milk
- ½ t. salt
- Dash of pepper
- 1 can mushroom soup
- Shredded cheese

Break four bread slices in a 10x14 baking dish. Mix chicken, celery, onion and salad dressing together and spread on top of bread chunks. Break four slices of bread and put on top of mixture, sprinkle with salt and pepper. Beat 3 eggs and 3 cups milk together and pour over the bread. Cover with foil and place in refrigerator overnight. Bake in 350 degree oven for one hour. Remove from oven, cover with can of mushroom soup. Dot with cheese. Return to oven for 15 minutes. Serves 12 to 15 persons.

\* \* \*

## BAKED BEAN RECIPE

- 2 c. dry lima beans, soaked overnight in:

- 6 c. water
- ½ t. soda
- ½ t. dry mustard

Cook until tender and then add:

- 1 c. sour cream
- ½ c. brown sugar
- ½ c. catsup
- ½ t. dry mustard
- Salt to taste
- ½ c. chopped onion
- Dash of liquid smoke

Put into casserole. Drizzle ½ c. molasses over top. Bake 2 hours in a 275 degree oven. Serves 12 to 15.

\* \* \*

## GUM DROP BREAD

- 2 c. spice gumdrops (omit black)
- 1 c. seedless raisins (golden preferred)
- 1 c. chopped nuts
- ¼ c. flour
- 1 c. sugar
- ½ c. shortening
- ½ t. vanilla
- 1 egg
- ¾ c. applesauce
- 2 c. sifted flour
- ½ t. each: salt, baking soda, cinnamon and nutmeg
- ½ c. hot water

Cut gumdrops in thirds, add raisins and nuts and dredge in ¼ c. flour. Cream sugar and shortening, add vanilla and eggs. Beat well. Blend in applesauce. Sift dry ingredients, adding alternately with hot water to creamed mixture. Add gumdrop mixture. Bake in 9¼x5¼x2¼ loaf pan lined with

wax paper in 350 degree oven for 1½ hours. Makes one loaf.

\* \* \*

## LONGHORN CHEESE SALAD

- 1 pkg. lime gelatin
- 1 c. boiling water

Mix together and add one pint vanilla ice cream. Then add:

- 1 c. grated longhorn cheese
- 1 c. grated carrots
- 1 small can crushed pineapple including the juice

Put in a 9x12 dish and let congeal. Serves 12 to 15.

\* \* \*

## FORGOTTEN DESSERT

- Beat 5 egg whites

- ¼ t. salt

Until foamy.

- Add: ½ t. cream of tartar

Beat until it stands in peaks.

- Add: 1½ c. sugar (1 t. at a time)

Beat until it is no longer sugary (about 20 minutes)

- Add 1 t. vanilla

Pour into greased 8 inch square pan or round cake pan. Put in oven and turn off the heat.

Don't open the oven door until the oven is completely cooled (overnight). When you take it out of the oven, whip ½ pint whipping cream with 1 T. sugar and spread over top of meringue.

Cut and serve topped with cherries or strawberries, etc. Serves 9.

\* \* \*

## SPECIAL TWICE-BAKED POTATOES

- 6 potatoes baked

Cut in half and scoop out potato, saving shells. Mash potatoes thoroughly, season with salt and pepper to taste and add melted butter and milk to equal ½ cup, 2 tablespoons sour cream and 1 tablespoon minced onion. Refill potato shells heaping full. Place in the oven to brown on top or place under the broiler until heated through. Before baking the last time you may sprinkle paprika on top of potatoes or after they are baked, decorate with chopped parsley.

## RECIPES for TODAY'S WOMAN

Send 10¢ for  
MARCH MAILER

to

**KMA**

SHENANDOAH, IOWA 51601

# PROGRAM NEWS FOR MARCH 1970

Dial 960 — K M A — 5,000 Watts

Gage Parker, Shenandoah Civil Defense Director, presents News Director Larry Miller and Chief Engineer Don Burrichter their certificates for satisfactorily completing a 16-hour course for Radiological Monitoring. These were issued by the Iowa Civil Defense Administration and Department of Public Instruction after they had completed the course in Shenandoah instructed by Edwin Hascall.



Each Tuesday morning at 9:00 in the KMA Conference Room, the KMA staff convenes for its weekly session. Meeting for a recent discussion are a few of the KMA staff members: (seated left to right) Dennis Boldra, Pat Patterson, Keith Ramsey, Evalyn Sauer, Station Manager Norm Williams, Andy Andersen, Ruth Palm, Ardeen Mullison, Jean Priebe, Linda Bemberger. Standing left to right are Bruce Pilcher, Warren Nielson, Don Burrichter. Jo Freed wasn't in the picture because she was taking it. Busy at their duties during the picture session were Bob Tarbell, Mike Goodin, Merl Douglas and Jack Gowing.

KMTV photographer Jay Johnson visited Shenandoah last month with a variety of cameras. Jay took color slides of the KMA staff in action and portraits of on-the-air members. The slides and pictures will be used for promotional purposes for KMA. Here he gets ready to 'shoot' Manager Norm Williams.



# OPEN LINE

By WARREN NIELSON



When we talked about the moral side of the drug issue recently on the **OPEN LINE**, my guest was the Rev. **BILL MCKEE**, pastor of the Community Mission Church of Southwest Iowa located in Sidney. Bill McKee grew up in Council Bluffs where he was a policeman. He also was a member of the Iowa Highway Patrol at one time. While serving in the Marine Corps in World War II, Bill realized the need for Jesus Christ and when he returned he entered the ministry. He is very concerned about young people and tries to make himself available so that he can help them before they get into trouble. The Rev. Mr. McKee said we do have a narcotics problem, but it can be solved. He says we cannot legislate moral-



ity . . . it must come from the hearts of each of us!

Recently Shenandoah pharmacist, **TERRY CARLEY** came on the **LINE** to tell us about the "USE AND MISUSE OF DRUGS." **TERRY** told me that he has such a respect for drugs that sometimes he doesn't take even simple cold remedies. We discussed the fact that both heroin and LSD have no approved medical use because of the possibility of bad side effects and misuse by the public. As far as marijuana is concerned, **TERRY** told me that the main danger, as he saw it, was the fact that marijuana users are more likely to become addicted to the "hard stuff." He said the penalties should be enough to scare potential users away, and he believes that we do have a marijuana problem in the **KMA** area. I was glad to see that the professional people in our area are so well informed on the dangers of drug abuse.

## Billie Oakley Sends Recipe

Hello there!

We had hoped to have a picture of John and his bride, Diana, to print in this column, but that will have to wait. The wedding is over, and it was beautiful . . . as was the bride but more about that another time.

I'm sending you a copy of a fun thing we did at the Kitchen, in hopes that it will be fun for you, too. Only one little word of warning!!! When you start your Rum Pot, be sure you stir the pineapple tidbits and sugar combination a couple of times a day throughout the first week. Otherwise it may form a bit of mold (that CAN be removed with a spoon . . . and still be good). We enjoy the Rum Pot contents served over scoops of vanilla ice cream. Do try it . . . and have fun!

Do keep listening to **KMA**. We love to

know you're out there, tuned in with a friendly ear.

Busily yours, Billie

### RUM POT

1st week—

- 1 cup pineapple tidbits, well drained
- 1 cup sugar

2nd week—

- 1 cup cubed peaches, well drained
- 1 cup sugar

3rd week—

- 1 cup Maraschino cherries, well drained
- 1 cup sugar

4th week—

- 1 cup cubed pears, well drained
- 1 cup sugar

Each week add 1 cup fruit and 1 cup sugar. Shake jar until fruit is well coated. Keep at room temperature . . . but not near heat. Keep covered . . . but not sealed. Do not use until mixture stands the full four weeks. Serve over vanilla ice cream.

Do not let your Rum Pot get below 1 cup before adding more fruit. Let stand one week before using after each addition.

## POSTMASTER

Address Correction Requested

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51601



# KMA Guide Good Neighbors

KMA salutes our good neighbor in Northern Missouri — Rock Port, Missouri. Rock Port, a progressive community, has doubled in population during the last 5 years. It is named for the small creek, "Rock Creek," on which it is located.

Just recently the residents voted for a school bond to build a new elementary school building scheduled for construction soon. It will house kindergarten through sixth grades. Currently the almost 500 students in those grades attend the building pictured at right below.

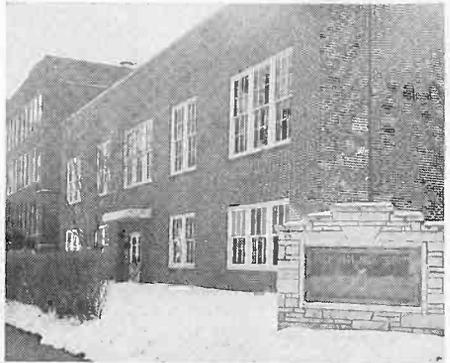
The population is approximately 2,000 persons and the town is continuing to expand. Two new banks have been built within the last few years along with several other new buildings located to the north of town and downtown.



Charity Lake, a beautiful game refuge, is located a few miles to the northwest of Rock Port in the Brickyard Hill area. It is now in the development stage and plans call for campsites and picnic areas.



The Missouri Beef Packing Company, located just outside of Rock Port to the west at Phelps City, Missouri, employs approximately 200 people and was started in 1966. Many of the employees live in Rock Port.



"Home of the Blue Jays" proclaims the plaque located on the northeast corner of the Rock Port R-2 District School building.



The Citizens Bank is also located in a comparatively new building which is at the north edge of town.



Bank of Atchison County had its formal opening in January which also was the bank's 100th Anniversary.