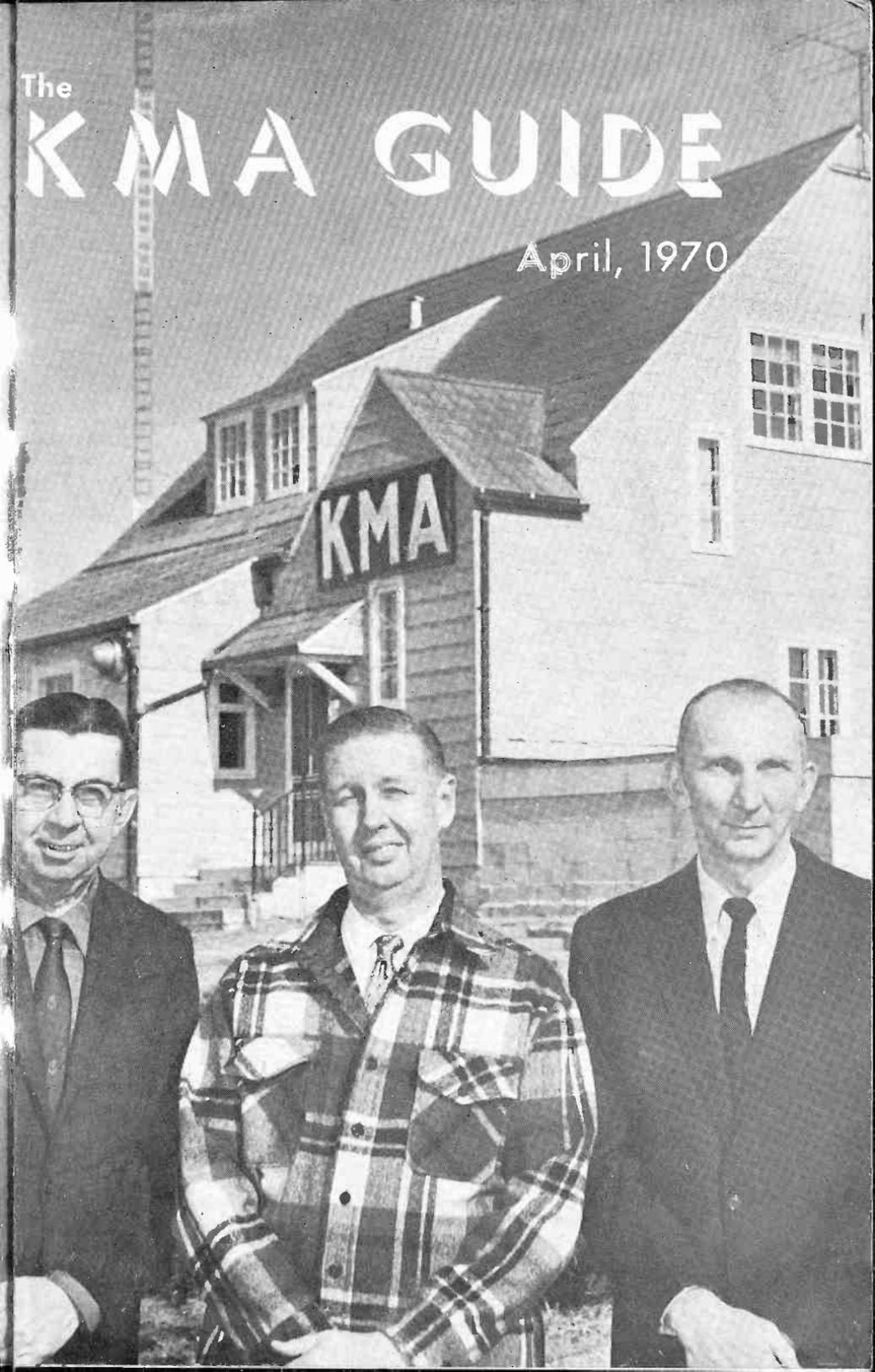


The

# KMA GUIDE

April, 1970



# BEAUX ARTS BALL

The Beaux Arts Ball, sponsored annually by the Southwest Iowa Theatre Group, featured the theme "The Night of the Zodiac" this year. Costumes were the appropriate dress but were not compulsory so many came in formal attire to the March affair. Bill and Wallace Overbey and Norm and Lois Williams were the co-chairmen on the ticket committee; and Jo and Wilbur Freed were on the decorating committee. Proceeds are to be used for a building addition to the theatre's auditorium which will house the scenery, costumes, and items which a theatre group accumulates.



Beaux Arts Ball participants were (l to r) Mrs. Norman (Lois) Williams, James Shaum, and Norm Williams. Just out of camera range are Jim's wife, Marnie, and Mr. and Mrs. Bill Overbey. Norm is KMA station manager, and Jim is vice president and secretary of May Seed and Nursery and secretary-treasurer of May Broadcasting.



Attending in formal attire were Diane and John Kidd. They are the daughter and son-in-law of the J. D. Rankins, and John is the assistant advertising manager of May Seed and Nursery Co.



Modern garb of the 'now generation' was exhibited by Jo and Wilbur Freed at the Ball which featured astrological decorations. (Note: Wilbur's beard is a real one. It is a two weeks growth in preparation for the late summer Essex, Ia., centennial.)

## COVER STORY

Seventy-nine years of service to KMA Radio is represented this month on the cover of *The Guide* by Don Burchrichter, Ralph Lund, and Norm Kling. These men, all first-class electrical engineers, are headed by Don Burchrichter, KMA Chief Engineer. It would have been 82 years of accumulated service, except for the Second World War which took Don to Des Moines to teach the Signal Corps. The Transmitter House on Highway 48 was built with the purpose in mind that an engineer would live in the upstairs apartment. This was practical until KMA engineers had growing families and needed more room. A bomb shelter below the ground to the west of the building houses emergency broadcasting equipment and is complete with

heat and living quarters. In several instances the radio broadcasting equipment has been used in the main studio-transmitter room. Just recently it was utilized when the telephone cable was accidentally cut between the station and the transmitter building.

## The KMA Guide

APRIL, 1970

Vol. 27

No. 4

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

# A Chat With Edward May



One of the nice things about being associated with KMA is that I have the opportunity of seeing and meeting lots of fine people. Some of these are long time friends of KMA while others are new friends of the station. It is a pleasure to see people and have the opportunity to visit with them. I feel life is made up of experiences, most of which involve people.

Hardly a month goes by but what an alumnus of KMA stops to say hello and renew old friendships. Such was the case recently when the Rev. Hilton Griswold stopped. The "long time" friends of KMA will remember Hilton Griswold when he was the fabulous piano player for the Blackwood Brothers Quartet in the 1940s. Everyone said, "Hilton could make a piano talk." Hilton happened to be in Shenandoah conducting a revival service at the Full Gospel Tabernacle, and Warren Nielson took advantage of Hilton's presence to invite him to make a guest appearance on Warren's Open Line program. They discussed some of the "old days" when Hilton was with the Blackwood Brothers and some of the events that have taken place in Hilton's life since he left the Blackwoods. He is a minister and lives at Newton, Iowa, but devotes full time doing revival work. He uses his music in his work and still sings the song, "I Don't Want to Cross Jordan Alone." This was a must wherever the Blackwood Brothers appeared, and it is still one of Hilton's favorites.

Jo Freed decided to take a picture for the Guide, so you see a picture of Warren, Hilton and myself on this page. I am holding an album of the Blackwood Brothers cut when Hilton was playing the piano. Warren is holding a new album made by Hilton and his family. As previously mentioned, it is always a pleasure to visit with people whether they are long time friends or new found friends, and the doors of KMA are always open and I hope you will feel free to stop any time you might be in the vicinity.

Along this same line, KMA will soon be celebrating its 45th birthday. This is a long time as radio stations go. (There are very few in the country as old or older.) Because of the radio stations and the seed-houses, the nurseries, etc., Shenandoah is one of the best known towns of its size in the country. Over the years we have had

hundreds of thousands of visitors who came for the jubilees of former days, farm industry days, seeing and hearing politicians, meeting the entertainers that performed so well for so many years, or for some other event. Many people have pleasant memories of visits to Shenandoah. I know that through the years many pins, buttons, badges, and other souvenirs were taken home by individuals which serve as reminders of a trip or trips to Shenandoah. Many of these were probably thrown away, whereas others were undoubtedly put in a button box or something similar and have long since been forgotten.

Next year Shenandoah is celebrating its centennial, and as a personal project, I am trying to collect pins, buttons, badges, or anything that pertains to the town of Shenandoah, not just KMA or the May Seed & Nursery Co., but anything that has to do with the town or some event concerning Shenandoah. If you have something of this nature and are willing to part with it, if you will send it to me, I will in turn send you a gift. Then next year when Shenandoah celebrates its centennial I hope to have a collection of items pertaining to many of the events that have taken place in Shenandoah. Please keep me in mind. Thank you!



## FRANK COMMENTS



*By Frank Field*

The picture this month was taken on March 16th in the basement shipping department of the Earl May Seed & Nursery Company, where the girls are filling orders for potato eyes, onion plants, gladiolus bulbs and tuberous begonia bulbs. You have undoubtedly noticed that your order for seeds, bulbs and nursery stock usually comes to you at different times and in different packages. The vegetable and flower seeds can be shipped at once regardless of the weather. If the order also called for rose bushes or other nursery items, that part of the order was copied off on another sheet which was sent to the nursery warehouse where it would be held until planting time and shipped from there.

That part of the order calling for things like potato eyes, onion plants and the like would be sent to this basement warehouse and also held until planting time, when the order would be filled and shipped. That is why your order usually arrives in three different packages at three different times.



This basement warehouse is a block long and nearly half a block wide, and makes an ideal place to store bulbs of any kind for the winter because temperature and humidity are very carefully controlled and only this shipping area is heated. If you look closely you can see the conveyor belt, which brings the filled orders from the order workers up to the big scale in the foreground. The girl in the center of the picture glances up at the dial to find out the correct amount of postage which she then punches up on that machine on the right which then kicks out a label with the proper amount of postage printed on it. This is then pasted on the package.

Up until the last few years everyone bought whole potatoes by the bag and cut them into planting pieces themselves, but the modern way seems to be to order potato eyes, which are planted just the same as you used to do the pieces which you cut yourself.

As to the comparative yield there doesn't seem to be very much difference. For the last 5 or 6 years we have run side by side trials in the trial grounds and the row from potato eyes usually yields just as many pounds of potatoes as the row from cut pieces. The potato eyes usually produce fewer potatoes but larger potatoes, which in itself is quite an advantage. Of course, there is quite a little more work at our end as we have had six machines running steadily for the past month, cutting out the eyes. They are then treated with Captan and packed away in terra-lite until they are needed for filling orders. Shipping to the southern states started about the middle of February and then worked northward as the season advanced. People in northern Iowa, Minnesota, and South Dakota will not get theirs until the first of April. We always try to send the bulbs, onion plants, potato eyes and items of that nature so that you will have them to plant just as soon as your garden is ready to go. Of course, if we guess wrong and you have a late spell of winter weather, it doesn't make any difference as you can keep them in a cool place until the weather moderates.

Jenny and I had been planning for several weeks on spending the third weekend in March in the Ozarks and then look what happened! Clear across southern Missouri on St. Patrick's Day they had two feet or more of snow. At the time I am writing this we are planning on making it the fourth weekend, but even that may have to be postponed a week, depending on the weather. Will let you know next month how we made out.

# RFD



with  
*Jack Gowing*



Where has the winter gone? Here it is time to start field work in preparation for planting.

What is the correct date to plant corn? When oak leaves are the size of squirrels' ears? Two weeks after the average date of the last killing frost? Two weeks prior to the average date of the last killing frost? Whenever you get things ready? When the moon sign is right; this would be when the moon is increasing or in the light of the moon for corn and soybeans or for alfalfa. Actually, all of these have been proposed as guidelines for the farmer to use to determine when to plant corn.

Scientists tell us that we should plant corn according to soil temperature. The minimum soil temperature for corn germination is 50 degrees and the optimum temperature for corn germination and early growth is about 78 degrees. Dr. Dale Flowerday, extension agronomist at the University of Nebraska, tells us that the proper date of planting corn is when the soil temperature is from 50 degrees to 55 degrees.

This soil temperature will usually occur during the last week of April or the first week in May for most of our area. This soil temperature will be later as you move north or as altitude increases.

If you plant when soil temperature is lower than 50 to 55 degree range, your corn will sprout slower and therefore you most likely will have poor stands. If you wait until soil temperatures have come up to the 78 degree mark which is considered optimum, the delay in planting could reduce yields.

Soil temperature should be taken at the soil depth at which the corn is to be planted. This would be two to three inches for surface planting and four to five inches for listing.

If soil temperature information is not available, an average of the 7 a.m. and 12 noon air temperature will give an acceptable estimate of soil temperature. One other thing, daily temperatures can vary greatly, so you should watch the trend of temperatures coming up to the last week of April and then start planting accordingly.

Some people will point to one specific year when discussing the feasibility of early planting. Year in and year out, records show that early planting will produce higher yields.

Good luck! I hope you have a bumper crop this year.

Vacation time will soon be here, if you or your neighbor have taken an unusual vacation, write and tell me about it. I want to do a column this summer on unusual vacations, and I need your help. I would like to know what you think is the most unusual thing in your area or what ever might be of interest to someone visiting your area. Maybe we can come up with a list of sights to see over the KMA area that would attract tourists.

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Sixth grade Shenandoah students, Julie Gowing and Tammy Johnson show their school science project about the planets in our universe. Julie is Jack's daughter and Tammy is the daughter of Mr. and Mrs. Terry Johnson.



April, 1970

# SONG TITLES TELL THE STORY OF EVERYDAY LIFE



**"IT CAN HAPPEN TO YOU"** . . . number 7 pick by our KMA Music Director Mike Goodin is illustrated above by American Cancer Society Field Director Charmion Stewart and Warren Nielson. Charmion is pinning an "I-Q" button on Warren which stands for "I quit smoking." Congratulations to Warren as his will-power has lasted for seven years, and if you persevere . . . IT CAN HAPPEN TO YOU!



**"TURN AROUND,"** AND SHE'S A YOUNG GIRL GOING OUT OF THE DOOR . . . Denise and Dad Dennis Boldra give each other a friendly hug as they get ready to go their separate ways. Denise isn't home as much as she used to be because she attends Northwest Missouri State College. They really grow up fast, don't they Dennis? Or we could caption this picture with the song title, **"IT'S JUST A MATTER OF TIME,"** which is first on the country music picks.

**"APPLAUSE"** . . . the song by Marilyn Maye which is number 2 on our DJ's music chart this month is portrayed by a few Shenandoah Cub Scouts as they visited our KMA Studios recently with their leaders. It was their first experience in hearing themselves on radio, which is a rude awakening if you have never heard yourself before. However, KMA wishes to thank all of the scouts for participating in making the promotion spots during Scout Week. In this group are: Ricky Sons, Dale Hensley, Jeff Carnagey, Kent Kelsey; Den Mothers, Mrs. Rogene Carnagey, Mrs. Nadine Kelsey, Mrs. Leroy Hensley; and Pack Leader, Gary Sons. Nadine is a bookkeeper at KMA and her son, Kent, is a second grader at Logan School.



**"LOVE STORY" . . .** by Trini Lopez is number 23 on our KMA DJ's pick-hit chart. This is portrayed by members of the cast of "Fantasticks" which was presented recently by the Tarkio College Drama Department under the direction of John Ferola and vocal music direction by Bruce Gardner. "Fantasticks" was presented at six performances and then enjoyed an extended run of two performances because of popular demand. They also presented a benefit performance in Prescott, Iowa, with proceeds going toward a kidney machine for a young housewife and mother. The play "Fantasticks" is a story of two young neighbors who fall in love . . . so that's the reason for the picture caption. On the left is one of the fathers in the play, acted by Richard Pugh; standing is director and also one of the actors in the play, John Ferola; Jan Goerss was the only female in



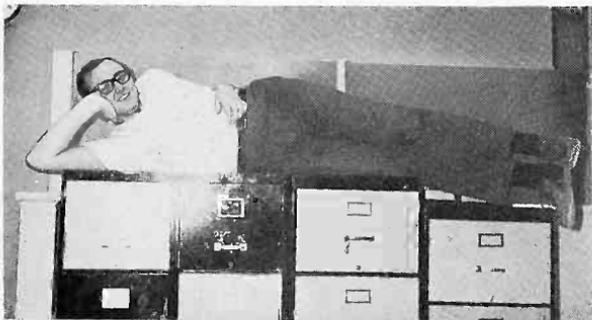
the play and Bob Beatty on the right is of Corning, Iowa. There were three other KMA land students in the play, Jim Salen of Bedford, Steve Parker of Omaha, Nebr., and production accompanist, Twyla Briley of Prescott, Iowa.



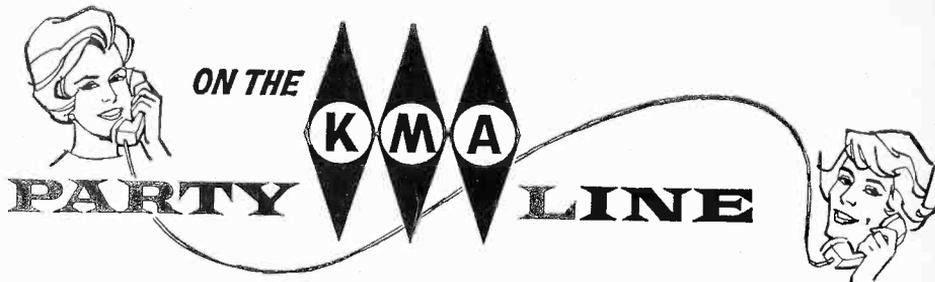
**"GET TOGETHER" . . .** is the song title caption for this picture . . . as Jean Priebe, KMA Guide secretary, visits with Ina Burdick, former KMA Guide secretary, and Lucy Lawson, May Seed and Nursery Company receptionist and telephone operator. Ina is now retired and living in Omaha and came back to Shenandoah to see friends.



**"ODDS AND ENDS" . . .** is the caption for this picture . . . which is the appropriate name for a variety show. Don Hutson and Mrs. Jolly Ann Davidson of Clarinda were recently on Jo Freed's "Today's Woman" show to discuss the hilarious variety show sponsored by the Clarinda Lions Club.



**"GOOD MORNING" . . .** one of the latest tunes by Leapy Lee . . . is depicted by our Sports Director Bruce Pilcher as he reclines on top of a group of file cabinets. Bruce gives this greeting each morning as he presents his 7:40 sports show and refreshes the scores of the games played the night before.



**ON THE**

**KMA**

**PARTY LINE**

By JO FREED

**HAPPY BIRTHDAY TO YOU BRUCE PILCHER.**

A well known song which was recently sung to Bruce Pilcher our KMA sports director. Ready to help Bruce blow out the candles are **JEAN PRIEBE, ARDEEN MULLISON, EVALYN SANER** and **RUTH PALM**, all members of our KMA staff. It's fun to celebrate birthdays, besides it's nice to eat during the coffee break.

Congratulations go out to KMA Newsmen **RALPH CHILDS** and his wife, **MURIEL!** They have just become grandparents for the second time, and Ralph distributed candy bars to the staff. Their son, **MIKE**, and his wife, **NANCY**, became parents of their first born, **ERIC MICHAEL CHILDS**, on February 21st. Eric weighed seven and one-half pounds and is a bouncy darling baby boy who is now living with his Mother Nancy and his other grandparents, Mr. and Mrs. C. O. Spilman of Bloomfield, Iowa; awaiting the return of his Daddy Mike from Viet Nam.

Another lucky album winner on KMA's Bandstand Country Style is Mrs. W. D. Kamman, Shenandoah, who won an album in February and is pictured with DJ **DARRELL MURPHY.** Darrell gave away an album to a listener in Harmony, Minnesota, as well as albums to several listeners in the four state area who make it a habit to tune in every Saturday night to KMA's Bandstand Country Style.





**GRANDMA'S LITTLE GIRL . . .** Two proud grandmas gaze fondly at their little granddaughter **MICHELLE PALM**, as Mother **LINDA COLLINS PALM** looks on. The two grandmothers are **ARLEEN COLLINS** on the left and **RUTH PALM** on the right. Arleen works for the Earl May Seed and Nursery Company and Ruth is continuity director at KMA. Michelle isn't with the grandmas very often because her father, **STEVE PALM**, who was just discharged from the service, is now taking special training in Oklahoma.



Baseball season is upon us and ready to swing his bat is **JIMMY PRIEBE**, son of **JEAN** and **DON PRIEBE**. Jimmy had a mishap the other day when he took a swing and accidentally hit himself in the eye . . . blacking it as this picture proves. Jean Priebe is our KMA secretary and Don is the Iowa Conservation Officer in this area.

**HOLLY NIELSON**, daughter of **WARREN** and **FLORENCE NIELSON**, was recently selected as one of three pianists to participate in the state music contest in Glenwood the first part of April. Holly has taken lessons for five years and chose as her contest piece "First Arabesque" by Debussy. Because of so many pianists wishing to participate in State Contest work, they have to have local elimination in the high schools. This is the reason it is an honor to have achieved the State Contest level, and we certainly wish you luck, Holly!

## PAGE COUNTY HOMEMAKER FOR 1970

Farm Bureau Page County Homemaker for 1970, named last month, was none other than Dana Baxter of College Springs. Dana's voice was heard on KMA for several months last spring in promotion of the United States Flag and its etiquette. Pictured are her husband, John, their son, Don, who is the Shenandoah city manager; Don's wife and their children, Jack, John, Danna, Darla, Debra and Jay. Seated on the right of Mrs. Baxter is Mrs. June Daily of College Springs, her sister.



April, 1970

# PROGRAM FEATURES ON REAL RADIO — KMA

**BROADCAST DAY — 5:00 a.m. till Midnite**

## **NEWS — MAJOR 15-MINUTE NEWS PERIODS**

Larry Miller

6:00, 7:00, 7:45 a.m. and noon

Ralph Childs

1:00 p.m. 6:15 p.m.

LOCAL AND REGIONAL NEWS  
on-the-hour  
NEWS AROUND THE WORLD  
from ABC News Network  
on-the-half-hour

Top Network News Commentators  
Daily on KMA  
Paul Harvey 7:35 a.m. - 1:15 p.m.  
Tom Harmon - 5:10 p.m.  
Alex Dreier - 6:45 p.m.  
Joseph Harsch - 6:55 p.m.  
World of Sports - 7:15 p.m.

**FARM PROGRAMS** — Jack Gowing, "RFD 960"  
6:30 to 7:00 a.m., Monday thru Saturday  
Warren Nielson, "MIDWEST FARMER"  
12:30 to 1:00 p.m., Monday thru Saturday

**MARKETS** — 7:30 a.m. - 11:45 a.m. - 12:45 p.m., Monday thru Friday

**WEATHER** — Major Weathercasts\*

Frank's Morning Visit

7:15 a.m. Mon. thru Sat.

Ed May's Noon Visit

12:15 p.m. Mon. thru Sat.

\*All news periods contain up-to-the minute weather.

**SPORTS** — "KMA Sportsman" - Bruce Pilcher  
7:40 a.m. - 1:10 p.m. - 5:35 p.m. - 10:10 p.m.

**HOMEMAKING** — Jo Freed "Today's Woman", 10:30 a.m., Monday thru Saturday  
Billie Oakley, 10:15 a.m., Monday thru Saturday

**OPEN LINE** — Warren Nielson, 11:05 a.m., Monday thru Saturday

**KMA COMMENTARY** — Bob Tarbell, 6:35 p.m. daily

**KMA CLASSIFIED** — Jo Freed, 1:35 to 2:00 p.m., Monday thru Friday

**MUSIC** — Throughout the day - the good sounds - your musical hosts  
— Merl Douglas - Mike Goodin - Darrell Murphy - Lee Hughes - Ed May, Jr. - Henry Schnoor

**COMMUNITY CALENDAR** — 10:05 a.m., 6:40 p.m. Monday thru Sat.

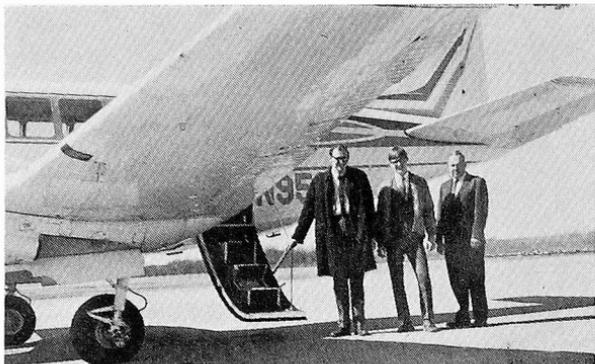
KMA also brings you many other program features including religious program, play-by-play sportscasts, bulletin news and weather, and much more — so you may be fully informed all day, every day on KMA.

BRUCE PILCHER

## On Sports

Now that the tournaments are over we can turn our attention to the spring sports. You may be wondering what a fellow can do in sports when he isn't covering basketball and football games. Our concerns now are with tennis, golf, track, and soon baseball. Track has always been a sport that has never been publicized to the degree that it should. It could be because of the time that the season comes along, or it could be that many people are not attracted to it because they do not fully appreciate it. To be a decathlon champion is to be probably the most versatile athlete in the world. Certainly not everyone we publicize is a decathlon champion, but many of the young men who are publicized are fine athletes and deserve all the publicity they can get.

Concerning tennis, golf, and baseball; each of these sports appeals to a minority of people and for that reason we usually cover the sport on as local a level as possible. Having played tennis myself, I realize



Ken Moles, May's pilot, flew Bruce Pilcher and Lee Hughes to a game in eastern Iowa.

that it requires stamina, agility, and immense concentration. To concentrate on your opponents' weaknesses is a must in tennis, to endure the length of a match a necessity, and to develop your skills precisely is a prerequisite. I really don't need to say too much about golf, and baseball because of their heavy participation. But the point is that in the spring we have the continuing job of keeping you informed about the sports that many do not appreciate enough.

LARRY MILLER

## On News

Virtually every news story you hear on the radio or read in the newspaper is related directly or indirectly with government, be it federal, state or local.

KMA News makes every effort to keep our listeners informed of government actions. We do this in a number of ways. But we feel there's no substitute for knowing and personally visiting with leading government officials. This enables us to better inform constituents about their leg-

islator's activities and—at the same time—let the legislator know that people "back home" care about what's going on in the capitol.

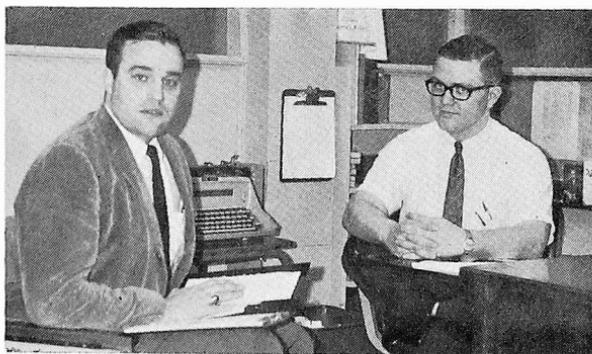
Obviously, personal contact with U. S. senators and representatives is not always easily accomplished. We, therefore, rely quite heavily on their local representatives; men like Cal Hultman of Red Oak, Iowa, (pictured below) who is U. S. representative William Scherle's (Ia.) administrative assistant assigned to the home district.

KMA subscribes to all newsletters and news releases printed by congressmen, and we try to maintain a close telephone contact with each.

Similar efforts are made to keep abreast of activities on the state level, from the governors, right down the line.

These efforts are in addition to our ABC-Entertainment Network News coverage, our wire service stories, and routine news sources.

Perhaps no single thing influences our lives as much as government. That's why KMA News places a great deal of importance on keeping our 4-state listeners informed of government activities.



# TODAY'S WOMAN

By JO FREED

Jumping rope, baseball, tennis, and golf for the kids, yard work and housecleaning for adults, as well as each of us trying to jog off a little weight . . . whatever the exercise, it makes for healthy appetites. So that's the reason for keeping the cookie jar full and other snacks handy. With children or adults, it's best to be prepared. On the opposite page I have a few of our family tested recipes which you might like to try.

Speaking of spring, our two daughters have gone out for "girls' track" at their school and are complaining of a little "Charley horse" in their limbs, so we "old folks" don't need to feel so bad about a few aching muscles.

We have had lots of interesting meetings in the area including a Variety Show and Homemakers' Tea in Clarinda of which we have pictures in the Guide. Also, I have been asked to sponsor a chapter of the Beta Sigma Phi Sorority in Shenandoah and am pleased as punch to have been asked and that they have given me this honor. We certainly wish this new sorority for young mothers and housewives success in Shenandoah.

We at KMA are quite concerned with pollution and have programmed a "Pollution-Update" program, on which I have had several little quips concerning water pollu-

tion. With the growing concern about pollution . . . everyone you know is a polluter . . . women should bring themselves to demand action to compel manufacturers to stop putting phosphates in washing detergents now . . . not two years from now.

A five-year study of pollution levels in Lake Erie and Lake Ontario points out that between half and three-quarters of the phosphorous dumped in the two lakes comes from detergents. PHOSPHOROUS, PHOSPHATE OR PHOSPERIC ACID . . . whatever you wish to call it . . . is a polluter of streams and a wrecker of lakes by speeding the growth of algae that robs the water of oxygen which fish and plants need to stay alive.

Now, I had better get off my "soap-box" and wish you a glorious spring. Don't work too hard in doing your spring housecleaning.



Jeannie Hand and Mazel Tuck, representing Jay Drug (Shenandoah) discussed make-up problems and beauty hints on Today's Woman show recently.



Beta Sigma Phi—newly formed sorority in Shenandoah initiates charter members. Mrs. Roger Williams, Mrs. Larry Miller investigated the formation of this new chapter. Pictured (from left) Mrs. R. Williams, Mrs. Duane Rexroth, Mrs. John Kidd, Mrs. J. C. Irvin, Mrs. Ken McWilliams, Mrs. Joe Denhart, Mrs. Ernest Cousins, Mrs. Larry Pfeil, Mrs. Steve Colerick, Mrs. Michael Sherman, Mrs. Garry Marcellus, Mrs. LaVern Patterson, and Mrs. L. Miller. KMA Woman's Director Jo Freed who was named sponsor of the chapter also took the picture.

# FILL THE COOKIE JAR

## CHERRY-NUT COOKIES

- 1 c. butter or margarine, softened
- ½ c. sugar
- 3 T. cherry gelatin (dry)
- 2 c. flour - all purpose unsifted
- ¾ c. chopped pecans

Chill 1 hour. Make into small balls and press with glass dipped in sugar onto ungreased cookie sheet. Bake at 350 degrees for 10-12 minutes or until lightly brown around the edges.

\* \* \*

## RICH COOKIES

- 1 c. butter
- ¼ c. brown sugar
- 1 egg yolk
- 2 c. flour
- Salt
- Vanilla
- Nut meats (chopped)

Shape into balls (size of walnuts) and flatten. Bake at 350 degrees for 10 minutes or a little longer.

\* \* \*

## PINEAPPLE CREAM COOKIES

Cream together:

- 1 c. brown sugar
- 1 c. white sugar
- 1 c. margarine, (2 sticks)

Add:

- 2 eggs, beaten
- 1 c. crushed pineapple with juice
- 1 t. vanilla

Sift together and add to above mixture:

- 2 t. baking powder and ½ t. salt
- 1 t. soda
- 4 c. flour

Drop on greased sheet. Bake for 10 to 12 minutes in 350 degree oven.

\* \* \*

## SWEDISH COOKIES

- 1 c. margarine
- 2 c. sugar
- 1 c. coconut
- 1 T. baking powder
- ½ c. nuts
- 1 c. butter
- ¾ c. flour
- 1 t. soda
- 1 t. vanilla

Sift dry ingredients, add coconut, nuts, and vanilla. Blend in shortening. Form into rolls. Chill and slice. Bake in a low oven

250 degrees until golden brown around edges.

\* \* \*

## OATMEAL QUICKIES

Bring to rolling boil:

- ¼ c. milk
- 2 c. sugar
- 1 stick butter

Add:

- 3 c. oatmeal (uncooked)
- 2 T. cocoa

Cook for about 1 minute more. Drop by spoonfuls on waxed paper.

\* \* \*

## DATE BAR COOKIES

Blend together:

- 2 eggs, well beaten
- 1 c. powdered sugar
- 1 T. melted butter

Add:

- 1 t. vanilla
- ¼ c. sifted flour (cake)
- ¼ t. salt
- ½ t. baking powder
- 1 c. chopped nuts
- ¾ c. chopped dates

Pour into greased 8x11 pan. Bake in 350 degree oven for 25 minutes. Cool until slightly warm. Roll in powdered sugar.

\* \* \*

## ANGEL COOKIES

Cream together in large bowl:

- ½ c. butter
- ½ c. white sugar
- ½ c. shortening
- ½ c. brown sugar

Add in order:

- 1 egg
- 1 t. vanilla
- 1 t. soda
- 1 t. cream tartar
- 2 c. sifted flour
- ½ c. nuts
- ½ t. salt

Place in refrigerator to chill dough. Then —roll in balls (size of walnuts). Dip in cold water then sugar. Place on greased cookie sheet 2" apart. Bake 425 degrees until done.

## RECIPES for TODAY'S WOMAN

Send 10¢ for  
APRIL MAILER

to

**KMA**

SHENANDOAH, IOWA 51601

## CORRECTION:

We failed to give the oven temperature in the recipe for "Forgotten Dessert" in the March KMA Guide. Please add to that recipe the following instructions: Preheat oven to 375 degrees and put in dessert. Then, turn off oven. Do not open the oven door until the oven is completely cooled (overnight).

# PROGRAM NEWS FOR APRIL 1970

Dial 960 — K M A — 5,000 Watts

## NORM'S FORUM

By  
Norman Williams  
Station Manager

### Attack On Broadcasters

All broadcasters in this country are licensed by the Federal Communications Commission. In the last ten years there has been an unprecedented attack upon broadcasters by this federal regulatory agency. Every three years a broadcasting company must renew its license to operate. It is charged by the government to operate in the PUBLIC INTEREST, CONVENIENCE, AND NECESSITY. The broadcaster is expected to do this without receiving any subsidy from the taxpayers. We pay our own way or go broke.

Without weighing you down with details, let me briefly list some of the actions and proposed actions the FCC and the Congress have taken or plan to take which affect broadcasters and your radio service.

1. From 1940 until 1968 stations like KMA were able to broadcast from 4:00 a.m. on their daytime facilities. In 1968 the FCC changed that and as a result many of our friends in Nebraska, Kansas, and Missouri are now unable to hear us until sunrise.

2. The FCC has adopted a rule limiting the number of commercials a radio station may broadcast each hour. This attacks the station's income.

3. The Congress is now proposing that stations be required to sell time to all political candidates at their lowest published rate.

4. The FCC is currently proposing a license fee system which represents an increase of over 2400 percent above our present fee.

5. The FCC is permitting a wide expansion of Cable Television which will also carry audio channels and be in direct competition with free broadcast services.

6. They are also close to permitting a system of Pay-TV. In both cases you will pay.

7. The FCC has passed a regulation which requires each broadcaster to survey

a representative cross-section of his community to determine what are the needs and problems of that community. The broadcaster must then answer how he served those needs and helped the problems. This is a complex and burdensome requirement for even the largest broadcaster. The regulation is not interested in what you want as a listener or viewer.

8. Several government leaders have attacked the broadcasters' coverage of news. When the government controls the news, democracy withers.

9. Congress is considering a new copyright law which would award a percentage of our income to the performers who record the records you hear on radio. We are already paying three separate organizations large percentages of our income for the privilege of playing those records for which the performers have been well-paid to record.

10. The Congress has passed a law prohibiting the advertising of cigarettes on radio and TV. However, they will not consider a similar action against such advertising in newspapers, magazines and billboards.

11. The FCC is re-examining a proposal to increase telephone company rates for radio stations. The initial proposal would have increased our cost for lines to bring you ball games and distant events as much as 200 percent.

This is not the end of the list of government harassment of a free system of broadcasting in this country. You should know what is going on. What happens to broadcasters will directly affect you.

## APRIL GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

April 5—Mrs. Ralph (Muriel) Childs

April 6—Frank Field

April 8—Mrs. Norman (Lois) Williams

April 19—Mrs. David Sanders (Ed  
May's daughter, Annette)

April 22—F. C. Palm (Ruth Palm's  
son)



Dr. Largen and Warren.

## OPEN LINE

By WARREN NIELSON

Recently we did a program on German measles on the **OPEN LINE** with Dr. Tom Largen of Hamburg and Sidney, Iowa. Vaccine for German measles is a relatively new development, and this is the first year that immunization has been possible. Thus the mass county-wide immunization programs under way throughout KMAland.

Dr. Largen suggests that all children over one year of age be vaccinated, as well as all women except those who are pregnant. If a woman gets the vaccination she should not plan on a pregnancy for at least the next three months. The vaccination is practically painless, simple, inexpensive and permanent. Dr. Largen advises you to take advantage of any mass German measles immunization program in your area!

After appearing on **TODAY'S WOMAN** several times, Clarinda's Dr. H. S. Frenkel



Dr. Frenkel, Warren Nielson, and Jo Freed.

was invited to share an **OPEN LINE** program with Warren Nielson so that the listeners would have a chance to talk to him. Dr. Frenkel reported that the mortality rate from cardiovascular disease is declining. He also said that damage to the heart muscle and the blood vessels starts early in life . . . in our twenties . . . so arteriosclerotic prevention should also start at an early age.

As far as risk factors are concerned, some of the things he listed are: high cholesterol, high blood pressure, obesity, potential and proved diabetes and just the stress of today's modern living! He did not condemn animal fats as a whole . . . instead he told me that their intake should be properly controlled and cholesterol levels established by tests. Dr. Frenkel said that education is essential, and he suggested to help prevent heart disease and to assist in heart research, all of us should get a check-up and then send a check to the American Heart Association.

## Billie Oakley's Letter

Dear friends:

It seems as though I wrote you just yesterday, and here it has been an entire month! Since spring is almost upon us and we're all looking forward to it, I suppose some of the time will drag a little now. After a short trip to Phoenix and Tucson, where I saw flowers blooming and ripe oranges hanging from the trees, I really have spring in my heart.

Hope you enjoy this new recipe that was designed by Verona Lambert, Home Economist for the General Foods Company. I sure enough was thrilled that she chose to use one of our fine items in the recipe.

Sincerely, Billie Oakley

### A-B-C PARFAITS

- 1/2 c. Martha Gooch Soup Alphabets
- 1/8 t. food coloring
- 1 T. butter or margarine
- 2 t. lemon juice
- 1/8 t. ground nutmeg
- 3 T. granulated sugar

- 1/4 c. shredded coconut
- 1 pkg. (4 7/8 oz.) Jell-O-1-2-3 Self-

Layering Dessert Mix, any flavor  
Sliced almonds (optional)

Choose a food coloring to harmonize with selected self-layering dessert mix (lime, cherry, raspberry, strawberry or orange). Add coloring to alphabet cooking water. Cook according to package directions. Drain well. Over low heat, melt butter or margarine and stir in lemon juice, nutmeg and sugar. Stir until sugar dissolves. Remove from heat and add drained alphabets. Carefully stir until well glazed. Cool at room temperature. Stir in coconut. Reserve 1/2 of the mixture for a topping. Spoon remaining into 6 parfait, juice or stemmed glasses. Prepare self-layering dessert mix as directed on package. Fill each glass 3/4 full and let set 10 minutes. Tilt glass base between bars of refrigerator rack and lean glass top against refrigerator wall. Chill 3 hours. To serve, top with remaining glazed alphabets. Garnish with sliced almonds. Makes 6 servings.

POSTMASTER

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## THERE'S A POLLUTION PROBLEM

By Rosemary Raidt (Shenandoah High Student)

The cans on my lawn  
And the smog in my hair  
Are forms of pollution  
You'll find everywhere.

The factories are writing  
Snake words in the air,  
That clearly spell out  
"It's a fact, we don't care."

Our people are standing,  
They're caught in a groove.

There's plenty of action  
But no place to move.

Fish have stopped swimming  
There's smog in their throat.  
They all got together and  
Decided to float.

They say there's a problem,  
I can't see just where.  
My gas mask works  
Perfectly well in this air.



So you think there is no air pollution in Southwest Iowa? This is a 'nice' smelly dump—one of many—somewhere in KMA Land billowing pollutants into the air every day.

## POLLUTION UP DATE

Real Radio 960

11:45 a.m. Saturday — 10:35 a.m. Sunday

A weekly review of the pollution problems in the KMA 4-state area.

PRODUCED BY KMA NEWS