

ED.
PRESS

The

KMA GUIDE

June, 1970

An Autobiographical Reminiscence (Cover)

By RALPH CHILDS

Born — June 29, 1908 in Waterloo, Iowa
 Graduate of West Waterloo High School
 Master's degree in English in 1933 from
 Iowa University

Started as a part-time radio announcer in
 February, 1934

Came to KMA Jan. 1, 1939

Even the highlights of the events in the intervening years are too numerous to mention: The beginning of World War II in Europe in 1939; Pearl Harbor in 1941; D-day and the Normandy invasion, and an anxious all night session; Rationing and price controls; V-E Day and V-J Day.

The Missouri River flood brought the first real opportunity to use the new equipment developed during the war with daily telephone tape reports from the river towns from Sioux City to St. Joseph. These are but a few of the many memories of the past three decades. I should prefer that the next three be less exciting and less trying, but pollution threatens, and wars and rumors of wars are ever with us it seems. Perhaps the most exciting development during the period has been technological advances in the reporting of radio news. And you can be sure that KMA will continue to have the finest so you can continue to depend on 960.



Mrs. Donald Lantz and Mrs. Donald Hallquist (seated) are the chairmen of the publicity for the Stanton (Iowa) Centennial which will be held June 21 through 28th. Until the Centennial Celebration, they will be busy with caravans to neighboring towns, promoting several trios, quartets and barbershop quartets, and square and Swedish folk dancing groups. It is going to be a big week for the "Little White City" with several celebrities in attendance including their own "Mrs. Olson" of TV-coffee commercial fame.

The KMA Guide

JUNE, 1970

Vol. 27

No. 6

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.

Describes Grandson

Hello there!

Are those wedding bells I hear in the distance? This is the month of weddings, isn't it? If some of you are involved, as Mother of the Bride or Groom, I wish you lots of strength and endurance, and I also wish you love. Just five years ago I was planning Marcie and Ed's wedding, and now they have two adorable little babies and are happy as bugs in a rug.

Speaking of babies . . . Marcie's little son, Ross Edward, arrived on April 13th and weighed in at ten pounds, four and a half ounces. He's a fat, dimpled, happy little guy, and it looks like he will have auburn hair like his mother. Kerry isn't all that crazy about him, but I feel sure she'll enjoy him more when he can get up and join her at play. Now we await Donna and Bill's expected addition later this summer.

With love to you all,
 Consumer Service Director
 Billie Oakley
 Gooch Foods, Inc.

K. C. Royals June Schedule

- June 2 — 6:40 p.m. — New York
- June 3 — 6:40 p.m. — New York
- June 4 — 6:40 p.m. — New York
- June 5 — 6:10 p.m. — Boston
- June 6 — 12:55 p.m. — Boston
- June 7 — 12:40 p.m. — Boston
- June 9 — 7:10 p.m. — Washington
- June 10 — 7:10 p.m. — Washington
- June 11 — 7:10 p.m. — Washington
- June 12 — 7:10 p.m. — New York
- June 13 — 7:10 p.m. — New York
- June 14 — 1:10 p.m. — New York
- June 15 — 7:10 p.m. — Boston
- June 16 — 7:10 p.m. — Boston
- June 17 — 7:10 p.m. — Boston
- June 19 — 7:10 p.m. — Minnesota
- June 20 — 7:10 p.m. — Minnesota
- June 21 — 1:10 p.m. — Minnesota
- June 22 — 9:10 p.m. — Oakland
- June 23 — 9:10 p.m. — Oakland
- June 24 — 9:10 p.m. — Oakland
- June 26 — 7:10 p.m. — California
- June 27 — 1:10 p.m. — California
- June 28 — 1:10 p.m. — California
- June 28 — Second game — California
- June 29 — 7:40 p.m. — Minnesota
- June 30 — 7:40 p.m. — Minnesota

A Chat With Edward May



No doubt most of you KMA Guide subscribers are regular listeners to KMA. If so, then you probably heard me announce the birth of William Edward Siso at Rhineland, Wisconsin, on the evening of April 30—too late in time to be included in the May issue of the Guide. William Edward is the second child of Karen and Jim Siso and my second grandchild, the first grandson. William Edward weighed 6 lbs. 14¼ ozs. and was named after his two grandfathers. He looks like William Edward, but at such an early age it is difficult to determine if he looks more like one side of the family or the other. In the meantime, sister, Amy, thinks it's wonderful to have a live doll at home. I can foresee that Amy and her brother will have a lot of good times together, and will be a great comfort and joy to both their father and mother as well as keeping their parents quite busy.

I am also quite certain most of the KMA Guide subscribers will recognize the picture on this page. It is a painting of the once beautiful Mayfair Auditorium, and I am very pleased with it. The painting was done by Jerry Spies of Shenandoah. Jerry is a nephew of engineer, Norm Kling. Jerry's mother, as well as his aunt, Margaret

Kling, is a Greenwalt, and all the Greenwalts seem to have artistic talents.

For those of you who might not recall the Mayfair Auditorium, it was built in 1927 and had a large auditorium with a seating capacity of one thousand. The auditorium was built in order to accommodate the thousands of visitors that were coming to Shenandoah to see the radio stations.

The Mayfair was a most unique building patterned after a Moorish Mosque. The styling was followed on the outside of the building as well with two highly colored minarets or towers that could be seen for quite some distance. Inside, the Mayfair Auditorium had a high ceiling that was painted blue to give the appearance of the sky and there were small blinking lights which gave the effect of blinking stars, and even a cloud effect was obtained by artificial means. The Mayfair Auditorium, with its radio facilities, was described by many as the world's most beautiful radio studio.

The KMA studios were located at one end of the auditorium, and the studio was separated from the auditorium by means of a huge plate glass, which measured 7 feet in height and 22 feet long. This huge, solid plate glass could be raised so the entertainers could have verbal contact with the live audiences that came to see and hear them.

The Mayfair Auditorium is no longer in existence, but the building itself has become almost legendary. Time has a habit of tarnishing people's memories but there are thousands of people in the KMA area who still recall the minute details of the Mayfair. These people made frequent trips to Shenandoah and, if they recall nothing else about these trips, they recall the Mayfair Auditorium with its white clouds, blue sky, and blinking stars.

Another school year has drawn to a close. I want to congratulate the new graduates and wish them well in whatever line of endeavor they choose for the future.



FRANK COMMENTS



By Frank Field



The picture this month shows me behind one of our tree peony bushes. This picture was taken on May 13th when about 20 blooms were wide open and two or three yet to come. The first ones opened out on May 10th while our regular peonies are still little, tight, hard buds. The tree peonies always bloom about three weeks ahead of the regular peonies. Look closely at the bottom of the bush and you can see why they call them tree peonies, as they actually are little trees with a trunk and numerous side branches each one of which bears an enormous bloom at the end. This particular bush is three years old this spring and will eventually get about shoulder high. It is now just a little over two feet high.

We have nine of these tree peonies in our yard altogether, in six different colors, including pure white, light pink, dark pink, red, and two shades of lavender, believe it or not. The one in the picture is actually a very dark pink, almost watermelon red. The flowers are not quite as double as regular peonies being more of a semi-double with an immense cluster of golden yellow stamens in the center. Yes, we had started plants of these tree peonies in the Earl May Garden Centers earlier this season. In fact, some of the stores may have a few of the plants yet, and they would do perfectly all right planted now, even if it is getting a little late.

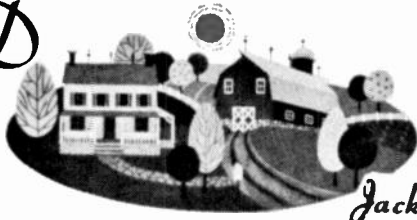
Just out of the picture on either side are clumps of Umbellatum Lilies and Madonna Lilies, which are already budded to bloom and will surely be coming into bloom by the time you are reading this. Right behind me is my Delcon apple tree, which bore a good crop last year and has such a heavy set of fruit on it this year that it is going

to take considerable thinning. Every cluster of blooms set five little apples, which would mean a big crop of small apples. So in the next two or three weeks I will go over the entire tree picking off the surplus and leaving only one apple in each cluster. The final result will be few apples but much larger in size. In fact, that is what I had to do last year.

Now look again right over my shoulder, and you will see a row of beans just nicely through the ground. This is my gambling row planted along in April on the off chance that they might miss the last frost, which they have done very nicely. As soon as they were through the ground I planted another row which were not up yet when this picture was taken. Then a few days later I planted a row of tomatoes just beyond the beans. They are mostly Romas to be made into catsup and chili sauce this fall. Needless to say, both the tomatoes and the apples will be very thoroughly sprayed about every week or ten days, clear through the season. The tomatoes will be sprayed with Sevin and Zineb, and the fruit trees will be sprayed with Home Orchard Spray. In addition to the Delcon tree behind me, we also have a McIntosh and two five-in-one trees, all of which bore quite well last year and show every indication of a heavy crop this year.

Yes, Jenny and I visited the BARNETTS down on Table Rock Lake the second weekend in May, but only got to fish to amount to anything on one day, bringing in eight Bass weighing up to 4½ pounds. The next day was too windy and stormy to go out on the lake so we came home. If everything goes well, we plan on going back down again the second or third week in June. We will let you know in July how we came out.

RFD



with
Jack Gowing



This last month my wife and I had the pleasure of accompanying Mr. and Mrs. James Robinson of Maryville, Mo., on a trip to Winrock Farms at Morrilton, Arkansas.

Winrock Farms is a huge operation, 96,000 acres today. It is scattered over the states of Arkansas, Oklahoma and Texas.

We visited Winrock headquarters and also the Rockwin Division at the time they were having their annual production sale of Santa Gertrudis cattle. The headquarters of Winrock Farms is located on an 1100 foot high plateau on top of Petit Jean Mountain which is located at the junction of the Petit Jean and Arkansas Rivers.

The plateau is a major tourist attraction, possessing an airfield, overnight and eating accommodations, and a state park complete with places to picnic, swim and fish. From all over the world, visitors come to view its scenery; the view of the valley below, the 100-foot Cedar Falls, the nation's third highest natural bridge, and its many caves.

In 1953, Winthrop Rockefeller purchased some 900 acres of land on the western side of Petit Jean. Beginning with the clearing of what had been untended woods and the preparation of farmed-out, unproductive soil, this area has been turned into both a working farm and a comfortable home surrounded by rich, green pastures. To achieve this, six lakes were built, and a system of pumping water up the mountain from the river was installed. Winrock helped popularize both "spray irrigation" and Coastal Bermuda grass to the extent that both have now achieved wide acceptance throughout Mr. Rockefeller's adopted state. Winrock has been extended by further land purchases and options to around 96,000 acres.

There are some two dozen buildings at Headquarters Division. As the visitor first tours the reception area, he first sees the show barn which can seat 500 persons. Adjoining that are cattle-management offices, the main barn, feed mill and stables. The farm has a complete line of shops to service all its needs.

We were invited to a reception and dinner at the Rockefeller home one night and again the following noon before the cattle sale.

There were people there from Kenya, Australia, Mexico, Brazil and over twenty states. The center of attraction was the

40-some head of Santa Gertrudis cattle that were being offered for sale. The top bull, a 3-year-old, sold for \$46,000, and it was purchased by King Ranch. They sold a bull and a heifer as a pair for \$17,200. The pair will be taken on the show circuit this year for the new owner at Winrock's expense.

The development of the Santa Gertrudis breed dates back to the early part of this century when the King Ranch initiated an effort to produce cattle that could withstand the semi-tropical environment of South Texas and still produce good quality beef under what at times were very adverse conditions.

The Santa Gertrudis is the result of various crosses between Shorthorn and the Brahman cattle.

Our apologies to J. C. Mecom and Jack Gowing whose picture appeared last month on the R.F.D. page without identification. J. C. is district salesman for the Ralston-Purina Company and lives in Essex, Iowa. He and Jack were discussing company publicity and advertising campaigns.



Ed May was the first in line to congratulate Warren Nielson on his 25 years of service to the company and also presented him with a beautiful watch in appreciation. Associate Farm Director Nielson left in May to join KFAB in Omaha.

Jr.-Sr. Prom Means One Glorious Night

Romantic themes predominated at the Jr.-Sr. Proms for 1970. Young people from KMA staff families attended banquets and dances featuring decorations drawn from the stage and movie productions of "Camelot" and "Romeo and Juliet." As usual the girls looked their loveliest and the boys, handsome in their finery.



Dan Andersen, son of KMA Sales Manager, Carl Andersen, took Marla Carlson of Essex to the Shenandoah Prom.



Lori Freed and her date, John Perkins, attended the Essex Prom. Her mother, Jo Freed, is KMA's Women's Director.



Tom Boldra with Mary Ann Beach stands by the Camelot throne at the Shenandoah Prom. He is Salesman Dennis Boldra's son.



Ron Smith, who is employed after school at KMA, poses with Janice Rowen of Faragut at Shenandoah Prom beside the sword, "Excalibur."



Lory Williams and Bill Harrell of Clarinda stand in front of mobile depicting seasons at Shenandoah Prom. Lory, who is the daughter of Guide Editor, Mary Williams, also graduates this year.



Another graduating senior is Bob Kling who is pictured here with Debbie Berrier at the Shenandoah Prom. He is the son of KMA Engineer Norm Kling.

JUNE GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- June 4—Evalyn Saner
- June 5—Mrs. James Sislo (nee Karen May)
- June 6—Denise Boldra (Dennis' daughter)
- June 7—Merl Douglas
- June 8—Lori Freed (Jo's daughter)
- June 9—Tom Williams (Norm's son)
- June 14—Dan Andersen (Carl's son)
- June 14—Larry Miller
- June 18—Charles Williams (Mary's husband)
- June 20—Mrs. Norman (Margaret) Kling
- June 25—Mrs. Pat (Sue) Patterson
- June 26—Franklin Palm (Ruth's husband)
- June 28—Carl Andersen
- June 29—Ralph Childs

HAPPY ANNIVERSARY TO:

- June 1—Edward and Fairis Maas
- June 6—Henry and Edith Schnoor
- June 12—Norman and Margaret Kling
- June 13—Jack and Pauline Gowing
- June 16—Merl and Ruth Douglas
- June 19—Ed and Eleanor May



Lee Hughes, KMA DJ, enters Shenandoah Prom with Pat Howard.

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



ERIC MICHAEL CHILDS, five weeks old, smiles for his Grandpa **RALPH CHILDS**, KMA newsman! Grandpa Ralph and Grandma **MURIEL** went to Bloomfield, Ia., to visit with their newest grandson who is living there with his other grandparents until his Daddy **MIKE** returns from Vietnam. This is the second grandson for the Childses as their son, **DAVID**, has a two-year-old "**WILLY**," for grandpa and grandma to boast about.



KMA has its own "Daddy Warbucks" **MERL DOUGLAS** . . . Maybe next month we can find a "Little Orphan Annie" for him. Merl is our KMA morning announcer, full of life and pep at 5 a.m. How do you do it Merl?



The Iowa Western College Promotion Program, sponsored by the Student Senate, was held in May starting one Thursday evening and ending with a concert by the "Young Americans" singing group on Saturday evening. On **JO FREED'S** "Today's Woman" show to tell about the events were Lowell Herzberg, chairman of the Activities Committee, and Cynthia Steeve, publications chairman.



Three young ladies with their Neighborhood Scout Chairman were on the Today's Woman show recently to promote their style show of home sewn and purchased garments. Pictured are Ginger Hiatt, Mrs. Gerald Hickey, seated, and Robin Hodge with Patsy Hickey behind.



SEWING CARNIVALS

The first week of May brought sunshine and sewing to the Southwest Iowa area, along with over 2,500 women and school girls. Sponsored by the Iowa State University Extension Service, carnivals were held in Creston, Shenandoah, Atlantic and Council Bluffs. Jo Freed, KMA Women's Director, attended all four and handed out material and greeted the persons attending. Seven manufacturers sent representatives to demonstrate zippers, patterns and sizing, thread, trims, interfacings, interlinings and linings and many other tricks of the trade. It proved to be an educational and fruitful day for all who attended. The idea for this type of demonstration was a brain-child of Miss Lucille Rea of the Iowa State Extension Service.



Atlantic, Iowa, Sewing Carnival was held in the 4-H Building at the Fairgrounds. Coordinator was Extension Home Economist LaVon Ehlen, shown here with Lucille Rea from Iowa State University.



Dorothy Keith headed the Extension Sewing Carnival in Shenandoah, and she is shown here with Dorothy Buffington and two of the manufacturers' demonstrators, Sherrill Treat and Penny O'Prey.



Creston, Iowa, was the location for the first demonstration in this area, and the Extension personnel attending and helping on that day were: Helen Meyers; Jim Almuquist, area director for the Miderest Extension Area; Lucille Rea; Polly Price; Dorothy Bartleson and the person who headed the carnival for that area, Linda Reece.



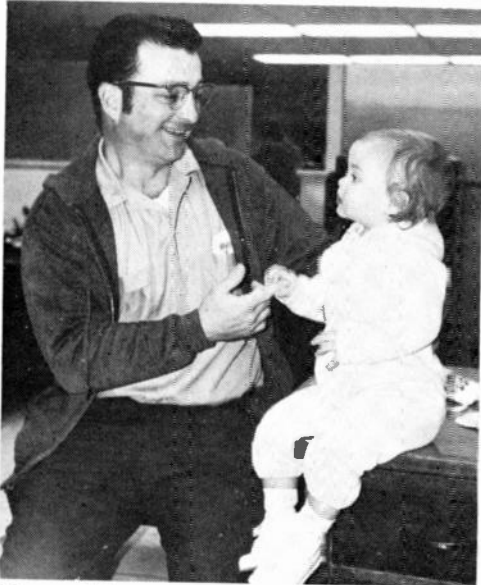
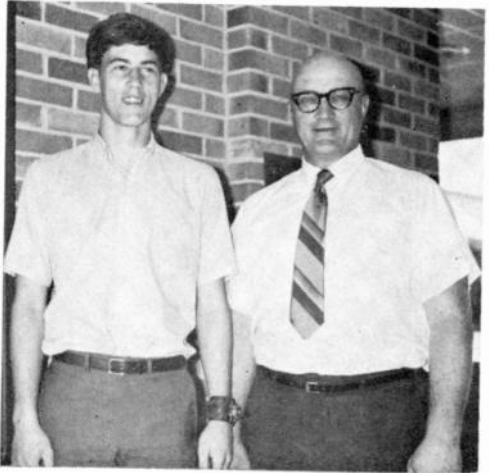
The Council Bluffs Sewing Carnival at the Holiday Inn was coordinated by Ardith Gillespie, since she is the Extension Home Economist for that area. Shown with Ardith, who is on the left, is Lucille Rea, Enid Wortman and Carolyn Carlson. Mrs. Wortman is the Consumer and Management Specialist from the Council Bluffs Area Office. Miss Carlson is the Extension Home Economist for Harrison and Shelby Counties.



Demonstrators from the leading notion manufacturers who attended the Carnivals were: Pam Stern, Velda Mathias, Penny O'Prey, Ann Schmidt, Helen Wright, Sherrill Treat and Rose Marie Whiteley.

KMA FATHERS

Since June is the month we celebrate Fathers' Day, our Guide photographer took these pictures to honor the fathers on our staff. Most of these men have more than one child but trying to round up just one child alongside his father nowadays proved to be enough of a chore. We do have one little "rose," Denell Ann, daughter of Henry Schnoor, pictured. We called her rose because of the old figure of speech "A rose among the thorns."



Henry Schnoor and daughter, Denell Ann, who is 16 months old.

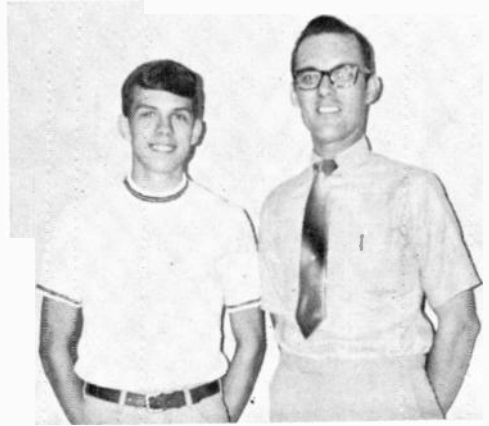
"Pat" Patterson's son, Jeff is as tall as Daddy when he stands on the desk. (Picture at top of column.)

Dan has outgrown his father Andy Andersen a bit. Andy also has two daughters, whose pictures have been in the Guide several times. (Picture above.)

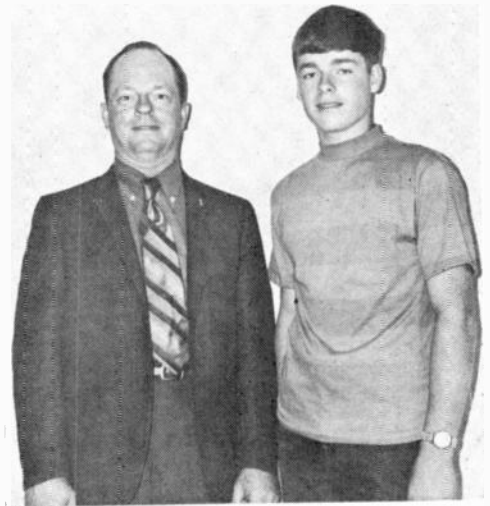
Ed and Eddie May are shown at the KMA microphone as Eddie filled in for his father on one Saturday noon show recently when Ed had a touch of laryngitis.



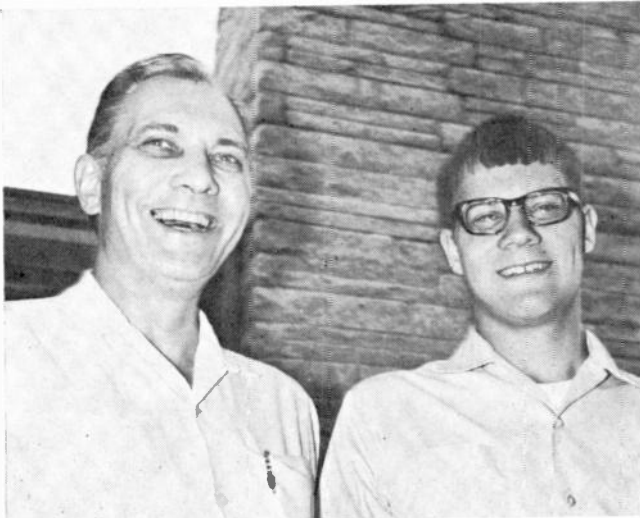
One daughter, one son and one wife are in Dennis Boldra's clan. Pictured are Tom and Dennis in the hallway at the new Shenandoah High school. Tom is a junior in the community school system.



Bradley Miller shows Daddy, Larry Miller, how he throws the ball.



Another son who can "look down" on his Dad is Randy shown with his father, Jack Gowing, above.



John is actually about an inch or so taller than his father, Station Manager Norm Williams, but the picture doesn't show it. Being a sophomore, with a few years yet to grow, John is going to be quite a nice sized young man, and is proving to be quite an athlete also. (Picture at left.)

TODAY'S WOMAN

By JO FREED

Hello! With spring and summer afternoons at hand, we have taken several hikes with our family and have enjoyed the scenery and "fun-times" together. We have a timber on our farm with a creek and wild flowers growing in abundance. There are huge table-sized rocks lying in the creek bed which we skip over and across. Our little toy terrier was thrilled with the squirrels and birds, and just about wore himself to a frazzle chasing them and was antagonized when they would sit up in the tree and chatter down at him. At that time, he would go lie in the cool water of the creek.

We took some wieners and marshmallows along on our little excursion and built a bonfire to cook our supper.

We found a huge rock in the shape of an arrow which we think the Indians or pioneers used as a marker for their directions. It has been rumored that there are Indian

burial grounds on that ground, so that could be the reason for the marker.

School is out for our two daughters and the summer work and play has begun. Our oldest is going out in the field to help her daddy drive the tractor, and our youngest said her main job this summer is to mow the grass, which is almost a full time job for anyone, especially if we keep getting rain.

May was such a busy month with Sewing Carnivals in the area, Mother's Day, and school activities that it seemed to fly past.

Before we realize it, I suppose, school will be starting . . . but right now let's enjoy our children and our beautiful weather. Will write to you again next month, so until then, Bye!



Mrs. J. H. Brid'e of Clarinda appeared on Jo Freed's Today's Woman show last month in promotion of the Municipal Hospital Auxiliary Style Show and Salad Luncheon. As publicity chairman, Esther was quite pleased with the response and ticket sales. Proceeds from the benefit will be used for the Clarinda Hospital in the near future.



Mrs. Herbert Neve of Bedford, Iowa, was the publicity chairman of the Hobby and Craft Show and Sale this year in Bedford. She reported that they had capacity crowds at this event, sponsored yearly by six Bedford clubs. Helen is shown with just a few of the items which she brought to the KMA studio to discuss on Jo Freed's Today's Woman show prior to the big day. On the left in the picture is a replica of a "Mrs. Beezley" doll which serves as a household and sewing aid.

JUNE IS DAIRY MONTH

Cottage cheese is one of those foods that's versatile enough to appear in everything from salads to desserts. It's at home on breakfast, lunch or dinner tables. But it's probably best-known and loved as a salad star.

* * *

SALAD PLATE — MAN APPEAL

For each salad plate blend together 3 tablespoons dairy sour cream and 2 teaspoons prepared horseradish sauce. Chill. Place 2-3 romaine leaves on chilled dinner plate and arrange $\frac{1}{4}$ cup drained pickled beet slices in single layer on leaves; top with $\frac{3}{4}$ cup potato salad. Place 2 or 3 fresh or canned pineapple spears on one side of potato salad and thinly sliced, chilled rare beef on other side. Butter a slice of rye bread; top with $\frac{1}{2}$ cup chive cottage cheese, garnished with sieved egg yolk. Cut in half and place on plate between beef and pineapple. Just before serving, spoon horseradish sour cream sauce into small lettuce cup and place next to beef or offer separately at table.

* * *

BANANA SPLIT SALAD

For each serving line a banana split dish with lettuce or place on luncheon plate. Peel and cut banana in half lengthwise; dip in fruit juice to prevent darkening; arrange cut side up on lettuce. Place $\frac{1}{4}$ cup cottage cheese at each end; place a peach half, cut side up, in center. Fill peach half with 2 tablespoons mixed fresh or canned fruit. Garnish one cottage cheese mound with blueberries and the other with sliced strawberries. Complete the plate with a cup or mug of hot consommé, topped with a dollop of sour cream and sprinkling of parsley. A split, buttered, toasted roll completes the plate.

* * *

SPANISH MELON BOAT

For each serving combine $\frac{1}{2}$ cup cottage cheese, $\frac{1}{8}$ teaspoon seasoned salt and a dash of crushed basil. Place $\frac{1}{2}$ chilled cantaloupe on bed of romaine, line melon half with small romaine leaf; fill with cottage cheese mixture. Alternately tuck 3 tomato and 3 pineapple wedges into melon boat between romaine and cantaloupe.

* * *

SALAD PLATE — FEMININE FLAVORS

For each serving of salad make the following lime sour cream sauce. Blend together $\frac{1}{4}$ cup dairy sour cream, a dash of grated lime rind and $\frac{3}{4}$ teaspoon lime juice; chill. Marinate 3-4 asparagus spears in oil and vinegar dressing. Scoop out center of a medium tomato, turn upside down to drain; chill. To assemble salad, place a romaine leaf and 2 lettuce cups on chilled dinner plate. Drain asparagus and arrange

on lettuce; place tomato in remaining lettuce cup and a honeydew melon ring on romaine. Arrange $\frac{1}{4}$ cup red salmon in melon ring and $\frac{1}{4}$ cup cottage cheese in tomato. Place a small cluster of grapes between salmon and tomato and a lime wedge next to salmon. Just before serving, spoon lime sour cream sauce over salmon.

* * *

ORANGE COTTAGE CHEESE

Yield: 2 cups

2 c. cottage cheese
1 t. grated orange peel
1 t. sugar
Cinnamon

In a small bowl combine cottage cheese, orange peel and sugar. Mound in center of fruit platter. Sprinkle cinnamon on top.

* * *

MINTED LEMON COTTAGE CHEESE

Yield: 2 cups

2 c. cottage cheese
2 t. chopped fresh or dried mint
1 t. lemon juice
1 t. sugar

In a small bowl combine cottage cheese, mint, lemon juice and sugar. To serve with fresh fruit.

* * *

CREAMY FRUIT-MINT DRESSING

Yield: 2 cups

$1\frac{1}{2}$ c. cottage cheese
 $\frac{1}{4}$ c. pineapple juice
2 T. lemon juice
 $\frac{3}{4}$ -1 envelope (0.7 oz.) French salad dressing mix
2 t. finely chopped mint

In a small mixing bowl beat cottage cheese at highest speed of mixer until fairly smooth. Slowly beat in pineapple and lemon juices, salad dressing mix and mint. Cover and chill. Use as a dressing for fruit salads.

JO FREED'S RECIPES for TODAY'S WOMAN

Send 10¢ for
JUNE MAILER

to

K M A

SHENANDOAH, IOWA 51601

Ready for mailing after July 1.

PROGRAM NEWS FOR JUNE, 1970

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By

Norman Williams
Station Manager



More from the FCC

In the April issue of the KMA Guide, this column listed eleven points of attack on broadcasters by the Federal Communications Commission and the Congress. I said in that column that "This is not the end of the government harassment of a free system of broadcasting in this country." There is more. In the end YOU are the one that is directly affected.

What now? The FCC has decided that for TV broadcasters to better serve the public convenience, interest and necessity that they must eliminate one half-hour of

network programming each evening between 6:30 and 10:00 p.m. CT. The rule is to become effective Sept. 1, 1971. It applies to only the top fifty markets in the country. The only city in the top fifty near here is Kansas City. However, this means that the rule will apply to ALL TV stations affiliated with a network. The FCC explains it like this:

"A principal purpose of our prime-time access rule is to make available an hour of top rated evening time for competition among present and potential non-network program sources seeking the custom and favor of broadcasters and advertisers so that the public interest in diverse broadcast service may be served."

Special news programs involving fast-breaking events and broadcasts by political candidates are exempt. NBC and CBS have denounced this rule. The giant stations in the top fifty population centers of the country will be affected but not severely. The stations that will feel it the hardest are these located in smaller markets. It is tougher for them to buy quality programs from independent sources and sell them for enough to make a fair profit.

How this will benefit you is still not clear. It will benefit the producers of independent programs, but there was no evidence submitted that showed that this move would be of service to you. This is only another step in the direction of government control of YOUR free system of broadcasting.

Again, I add, THAT IS NOT ALL. There is more coming . . . next month.

COMMUNITY CALENDAR

Listen to KMA Community Calendar at 10:05 a.m. Monday through Saturday and each evening at 6:40 p.m. Monday through Friday.

To put an announcement of church activities, community affairs, school events, or club meetings on the Calendar, just send a postcard to KMA. There is no charge for this service of Radio KMA.



Looking at one of the gag gifts presented him by the KMA staff are Warren Nielson and his wife, Florence, during the farewell party given him by the company. Gifts were presented by Station Manager Norm Williams who is standing to their left in the picture.

BRUCE PILCHER

On Sports

Recently, I read an editorial in the Missouri State Activities Journal that I would like to share with you. The article asks the question, "What are we doing to high school sports?" The article explains the joy of competition has been lost; we have forced the high school athlete to play the sport strictly for what he can get out of it. The article says, "Why have we come to the point where if a student athlete is a winner he becomes a hero, showered with lavish gifts and souvenirs, but if he loses, the coach becomes a bum and wolves howl for his hide?"

The author continues by saying, "High school football once was a pleasant autumn pastime for the gridders and the students. Now it is a major enterprise, played at night under lights in increasingly larger



Recently Bruce Pilcher of KMA's staff chatted with Dick Fishbaugh of Shenandoah. Dick competed in the annual Boston Marathon and ran the 26 miles in under four hours.

stadiums built to seat more adults with a zest for gambling and a curse for any defeat which derives them of a few dollars and their team's stature." It was a most interesting article and I tend to agree with the basic ideas of the article.

LARRY MILLER

On News

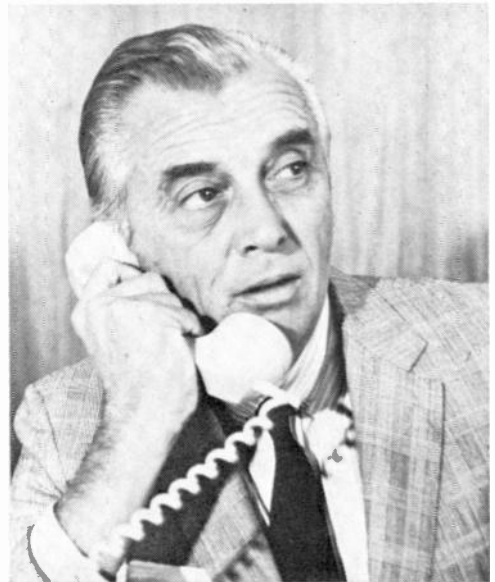
Today's news comes fast and before you know it, the entire picture can become jumbled and confused.

Edward P. Morgan is one commentator who presents the news, tears it apart, and then clearly puts it back together again for you. He brings almost four decades of journalistic experience to his commentary, **The Shape of One Man's Opinion**, heard daily on KMA. His show is heard at 6:45 p.m. Monday through Saturday and at 5:20 p.m. Sundays.

Mr. Morgan has been the recipient of numerous broadcasting awards. Before joining ABC News, he served as a reporter, correspondent, and columnist for a number of news organizations; among them, United Press, The Chicago Daily News, Colliers Magazine and CBS News.

Needless to say, we at KMA are happy to welcome Edward P. Morgan to our program day. We're certain you'll enjoy his daily observations. Remember those times: 6:45 p.m. daily Monday through Saturday,

and 5:20 p.m. Sundays for **The Shape of One Man's Opinion** with Edward P. Morgan.



Edward P. Morgan . . . the journalist's journalist. Listen for his commentary daily on KMA Radio.

June, 1970

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POSTMASTER

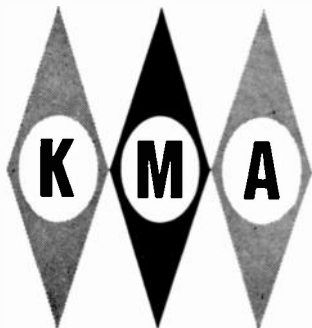
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POLLUTION UP DATE

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

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

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