A black and white photograph of a woman with dark, curly hair looking down at a baby. The woman is wearing a patterned, possibly floral, top. The baby is lying down, wrapped in a white blanket, and looking up towards the woman. The background is a plain, light color.

The

**KMA**

**GUIDE**

February, 1971

# February Sweethearts - Two Cover Girls

That classic picture of mother and child, so revered by artists, enhances our February Guide cover for a reason. The mother is none other than Ardene Mullison, Traffic Manager of KMA, and her beautiful baby daughter, Emily Ann.

Born Jan. 8, Emily weighed 8½ pounds and now has gained until she weighs almost 10 pounds. She has black hair and very dark blue eyes. Her father, Dick Mullison, says they get bluer every day.

Emily Ann begins life with two pieces of luck to encourage her. She was the second child born in the New Year in Shenandoah for which the merchants and business men of Shenandoah presented her with a \$25.00 U.S. Savings Bond and the other is her place in her own family—Lucky No. 7.

The six Mullisons who preceded Emily are Jodi, 20, Amy, 18, Don, 15, Bob, 13, Jane, 8, and Peter, 4.

As any child whose "youngest" status is usurped by a baby sister, young Peter had had all he could take one day. He was busily helping his mother hang up clothes in the basement when Emily Ann "called" for attention. Peter looked at his mother and said very plainly, "I wish we'd got a dog."

Meanwhile, Ardene has returned to work at KMA and taking care of the new baby is her grandmother, Mrs. Elbert Lynn of Shenandoah.

CONGRATULATIONS to the proud parents and a big welcome to Emily Ann from all of us at KMA and the KMA Guide.

(The cover picture is courtesy, The Evening Sentinel.)

## Letter From A Listener

Although KMA has presented the Christmas Choir Concert for 24 years, it is always nice to receive a letter like the following.  
Gentlemen:

"My wife and myself join in sending you this "Thank You" for your fine Christmas Concert. We became aware of it through your Register and Tribune ad, and although this was your 24th Annual Concert, it was the first time we had heard one of them. It was so gratifying to tune in and hear this fine talent continuously and not have to switch stations because of changes in the type of program. We had this program on constantly that morning until we left for church a little before noon. Even the announcements of the sponsors were decommercialized and very fitting for the occasion of Christmas. Even so, we feel that the sponsors received just as much adver-

## The KMA Guide

FEBRUARY, 1971

Vol. 27

No. 2

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. 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.

tising benefit, if not more, than they would have with a "high pitched sales commercial." Of course, we feel that it is entirely essential that they have time to identify themselves and receive the credit due them for paying the bill. We also feel that many commercials are a headache because of repetition, excess dramatization, comparisons or appeal to quick decisions and impulses.

"We both join in congratulating you and expressing our sincere appreciation for the fine broadcast. Too bad there are not more "Christmases" during the year so that we might enjoy more fine wholesome and entertaining programs."



## Lynn Padilla Joins Continuity Dept.

Whenever you hear commercial copy on KMA, think of Lynn Padilla because she probably had a hand in writing it.

Lynn came to the KMA continuity department in December, from Maryville, Mo. However, she is a native of Shenandoah, and her parents, Mr. and Mrs. Floyd Jones reside here. She is a graduate of Shenandoah High School and attended N.W. M.S.C. at Maryville. She has worked about ten years in various offices in Omaha and Shenandoah.

There are two others in Lynn's family, her children, Gayleen, 10, and Douglas, 2. She also has a Siamese cat named "Ming-Tu."

# A CHAT WITH ED MAY

For the past several years, I have utilized much of this column to give you the results of my annual onion forecast. For those of you who might not be familiar with the so-called "onion" forecast, it works as follows: On the first day of January, take 12 onions and cut each in half. Then take 12 halves and, using either a spoon or knife, cut out a portion of the center of each onion so that each onion forms a cup or saucer. Then, place the 12 onion halves in the basement or any cool spot, and number them one through twelve—the numbers representing the months of the year, such as one for January, two for February, etc. Then you fill each onion with salt and let stand for 12 days. At the end of the 12-day period, you read the onions by checking the moisture content of the salt of each onion. For example, if the salt is dry, this indicates a dry month. On the other hand, if it is moist, this indicates a wet month with varying degrees in between. Obviously, there is no scientific basis for the onion forecast but it always surprises me to find such a variation in the moisture content of the salt from one onion to another.

This year I put the onions in the basement exactly at midnight on New Year's Eve. The forecast for the year 1971 based upon the onion test is as follows:

- January—Moisture, below average
- February—Average
- March—Well above average
- April—A little below average
- May—A little below
- June—Well above average
- July—Average
- August—Above average
- September—Average
- October—A little below average
- November—Above average
- December—Below average



February, 1971

As a whole, the onions indicate no unusually dry months, even though they do indicate a few months below average.

As previously mentioned, there is no scientific basis for this forecast, but it is one of many weather signs that have been used for generations.

Still on the subject of weather, no doubt for years we will be talking about the snow storm of January 3, 1971. This was one of the worst snow storms I recall and virtually paralyzed the movement of everything for 24 to 48 hours. Fortunately, it came on a Sunday when most people were at home. Consequently, most of us were able to enjoy the comforts of being inside. However, I should tell you of my experience on that Sunday afternoon. My son went to work at KMA about 3:30 in the afternoon, and he was able to drive to within a block of the Station. When he arrived at KMA he called home to say he was safe and sound, but his car was about a block away. At this point my wife and I decided we should make an effort to move Eddie's car, so we drove our car without too much difficulty and I thought I would drive Eddie's car home. (His car is a small Opel and does not have the clearance that larger cars have.) I managed to get the little car within one block of our house but this took an hour and a half and I finally gave up when I became stuck in the snow the sixth time. No doubt this experience was repeated thousands of times throughout the area, and as previously mentioned, we will long remember the snow storm of January 3, 1971.

One thing about the arrival of February, I feel the coldest month of the winter is now behind us and spring is just around the corner. One half of the school year has passed and before we know it the seniors will be graduating.

Speaking of time, the picture on this page shows four individuals receiving a watch commemorating the completion of 25 years service with either the May Seed & Nursery Co. or the May Broadcasting Company. Don Burrichter, Chief Engineer at KMA is the lone recipient from KMA, while the others, Villum Bang, Tom Seddon and Howard Driftmier received theirs for 25 years with the May Seed & Nursery Co. These watches were presented at our annual Christmas party. One other watch was given to Lorraine Powell of the May Seed Company but she was out of town for Christmas and was unavailable for the picture. From L. to R. in the picture are: Howard Driftmier, Tom Seddon, Ed, Don Burrichter and Villum Bang.

# FRANK COMMENTS

The first week in January brought an old-time blizzard and snow storm to most of the midwest, including practically all of the KMA listening area. Here at Shenandoah, the storm started about dark Saturday evening, Jan. 2nd and stopped snowing about 24 hours later. However, the wind continued without let up for at least another 24 hours, resulting in practically a complete tie-up of transportation of any kind. The weather bureau stated that it was the worst storm of its kind in at least the last 30 years, as it combined a foot or more of snow with winds of up to 40 and 50 miles an hour. The picture on this page was taken the following day after the snow plows had finally gotten our street opened up. It was taken from our kitchen window looking straight north. No, that isn't my car in the street, it is a neighbor's car and you will notice that the snow banks are higher than the car. This explains why I missed my 7:15 program that Monday morning. On my way out of the garage I rammed the car into that 6 foot snowdrift, and there it sat until about 1:30 that afternoon.

By the time you are reading this, you should have received your 1971 Earl May Seed & Nursery Spring Catalog, as the mailing list is now completely mailed and if you didn't get yours we must have missed you, and we are sorry. Let us know and we will gladly send you one, as there were enough printed to more than go around and leave some over for late-comers. I know that most of you folks are snowed in just about the same as we are here in Shenandoah, and nothing helps the long winter evenings pass as quickly as studying the new catalogs and deciding what to try in the way of new vegetables, flowers and fruits. You know, of course, by this time, that if it is listed in the Earl May Seed & Nursery Company's catalog, it will be

exactly as described and pictured. The illustrations are actual photographs taken either in the Earl May Trial Grounds or occasionally in the yards or gardens here in Shenandoah, to show you exactly how they performed under mid-western conditions.

On the front page of the catalog, you will find two brand new flowers which were really outstanding in the trial grounds this past summer. The Giant Hibiscus, "Southern Belle," is a hardy perennial which will bloom the first year from seed sown in the spring and gets better and better with each succeeding year. The Amaranthus "Illumination" is an annual and must be replanted from seed each spring.

There are at least three new award winning roses listed in the rose section this year including Command Performance on page 4, Aquarius on page 5 and Red Gold on page 6. All three were outstanding in the trials this past year.

Skipping over to the vegetable section you will find some outstanding varieties on page 50 including the Hybrid Sun-Up Tomato, Bush Blue Lake Bean, and Burpless Cucumber. On page 52 is a new Hybrid Sweet Corn called Silver Queen, which I think you should try. On page 60 at the top of the page, is the new All America Award winning cabbage, Harvester Queen, which is medium early, medium sized and disease resistant. It too came from Japan along with quite a number of the newer better vegetables and flowers. When you get over to page 68, you will find a number of old friends including Surprise and Avalanche, but be sure and try the newest one called Red Heart and be sure to try Pink Gourmet along with it. Both were introduced by the University of Missouri down at Columbia, which also gave us Tom Boy, Sun-Up, Surprise and Avalanche.

You may be perfectly happy with the strawberries you are now growing, which are probably Dunlap, Ozark Beauty or Ogallala, but if you have a little extra room in the garden this year be sure and try Stoplight, which has just been introduced by the State University at Ames. It is quite an improvement over the old-time June bearing strawberries. An even earlier new strawberry is that Sunrise on page 81. It, too, is well-adapted to this area.

Here is just a word of warning. Seed on some of these new varieties is in short supply and may not last the season through, so better get your order in early for the new things which you would like to try out this year.



# RFD



with  
*Jack Gowing*



Last month I told you about the American Farm Bureau convention in Houston and promised a report on the annual convention of the National Farmers Organization (NFO).

It was held just one week later in Louisville, Kentucky, a bustling city of 400,000 people. Louisville is the home of Churchill Downs, where the famous Kentucky Derby is held. Churchill Downs is considered the showcase of thoroughbred racing; a history book and legend.

The first races were run at Churchill Downs on May 17, 1875. A crowd of 10,000 people was on hand that day to see Aristides, a red chestnut horse defeat the mighty Ten Broeck and carve his name in history by winning the first Kentucky Derby.

Ten Broeck set five track records for Churchill Downs and still holds four of them.

Since then, more than 18,000 races have been run over the same track. The Kentucky Derby, Clark Handicap and Kentucky Oaks have been run every year without interruption. This makes these three races unique in American thoroughbred history because no other race can make such a claim.

The Kentucky Derby Museum was opened in 1962 and already more than a million visitors from all 50 states and 114 foreign countries have enjoyed the interesting collection of items associated with the greatest race in the world, and the track where it is run.

The Kentucky Derby had a value of \$1,000 added in its first running, but the track now adds \$125,000 to the purse and guarantees the winner will get at least \$100,000; the second place horse, \$25,000; the third place horse \$12,500; and the fourth horse gets \$5,000.

The NFO held its convention in the big Kentucky State Fair Exposition Center. It includes a huge auditorium and stadium. The NFO has held several national conventions at Louisville. Orin Lee Staley was re-elected president.

There seemed to be a feeling of more excitement and more determination to achieve their goals of full parity prices for farm products in the near future.

Iowa's Senator Harold Hughes was the key-note speaker at the convention and when he finished, a parade of NFO mem-

bers marched around the auditorium carrying Hughes-for-President signs, and the parade lasted for several minutes.

This last month will be remembered for many years because of the blizzard and the interesting stories of how some people were helped by total strangers. I think most Americans will extend a helping hand to their fellow man when in trouble. Unfortunately, we do hear of a few cases where some are refused help and also where some that are helped, turn on those who extended the hand, but these are the exceptions rather than the rule.

We were snowed in at the farm about as bad as anytime since we moved to the country. I had put chains, heat houser and blade on the tractor Sunday afternoon. When I got up about 4 a.m. Monday and saw the huge drifts in our yard and driveway, I knew I wouldn't make it on time. I finally got to the station by 2 p.m. Monday.

It was almost a week before we got the snow moved away so that we could get down to our hog feeders. Luckily, we had just filled them before the storm. The hog shelters were almost filled full of snow. I heard of several who lost hogs from their piling up to keep warm. I hope we don't get any more storms like that for a long time.



**Farm Director Jack Gowing and his daughter, Julie, and their dog stand by the drift that blocked the Gowing lane.**



Just before he flew to the Orange Bowl to witness the University of Nebraska Cornhuskers become No. 1 in Football, KMA Sports Director covered the Big Eight Basketball Tournament. He interviewed Henry Iba at Kansas City, Mo. (above). Iba who had a great basketball coaching career at Oklahoma State University is currently head coach of the United States' Olympic Basketball Team.



I was right in the swing of things, wearing my official "Go Big Red" attire for the Orange Bowl.

WARREN SWAIN

## On Sports



Nebraska Coach, Bob Devaney, was a happy person in the dressing room, following the Huskers' 17-12 victory over LSU.



Upon my arrival in Miami, Fla., I took a moment to have my picture snapped in front of the Orange Bowl Press Headquarters.



Being in Miami Beach, I could not pass up several opportunities to swim in the ocean.

# At the Orange Bowl in Sunny Miami, Florida

## On News

"TELLING IT LIKE IT IS" is the theme behind any responsible news coverage or reporting. Too often, newsmen or their respective station managers and owners are put under severe pressure to suppress or in plain English, censor a story because it hurts some friend or their business.

Management can play havoc with a news director or the news image a station emits. A manager or owner of a radio or television station who does not have enough confidence in his news director to know that he is responsible, both as a broadcast journalist and supervisor, should not have placed him in that position. And secondly, those managers and/or owners who do not place a complete faith in their news departments will find their news operation's credibility slipping.

Credibility is an important word in "TELLING IT LIKE IT IS." When your reliability and credibility as a newsman slackens, so does the entire operation for you are no longer "TELLING IT LIKE IT IS," you're editorializing and injecting commentary that has no place in any news story. All you can do as a newsman is to call them like you see them, research the subject thoroughly and report it exactly as you find those facts to be at that time.

We never air a story unless we check it out as thoroughly as humanly possible, but at the same time we won't hold a story until it's cold just for the sake of holding an extra check on it. We are faced with a problem of time. Time . . . think about those four letters, T—too many stories that are of vital importance for everyone: I—immediate dissemination of those stories in an effective, concise and meaningful manner; M—minimal space of a few minutes to present the material; E—effort . . . being a newsman requires an almost perpetual abundance of work, worry and polishing. In a five minute newscast, we have three to three and one-half minutes to tell you what is good and bad in the world, and, since now we are actively engaged in space exploration, outside this world.

A newsman is subjected to every imaginable pressure you can think of. He is wined, dined, praised, cursed, slandered and libeled, pursued, hated, loved, all by the same person sometimes, whatever his particular fancy is at that moment. Sometimes, we have to be like machines, thick-skinned to these tortures. Sometimes we must be compassionate; there are times when we can even be understanding. But, you know, we all know, that it's the newsman that gets blamed for quoting someone whose remarks might spark public dissent or concern. That person then is blamed for

misquoting something. More than likely, the quote was correct, but the person who made the statement couldn't stand up for what he said. In this instance, the newsman becomes a bum. If the person gets no adverse reaction, the newsman hears very little. If the newsman does something worthwhile, informative and even a good hard-hitting job, he may still hear NOTHING. However, like other professions there are many benefits, many of them intangible.

Those who disagree with our news coverage have every right to criticize. For this is their protection under the Constitution of freedoms of speech and press. But we must expose those demagogues who seek to undermine this nation's free press for personal or partisan gain, for this is news. It isn't really my business or any other newsman's business what the social, economic, political, or moral effect our reporting has. I believe a newsman must get on with the job of reporting the news—accurately and thoroughly—and let the chips fall where they may.

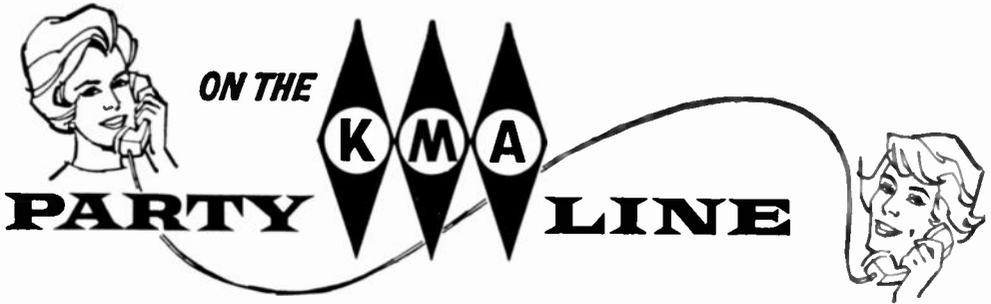
Ideally, the news period each day would be like an accordion, that is, expandable, contractable, depending on the volume of news to be covered. This is impossible because we must program a portion of time each day for that purpose. Utter chaos would most assuredly mount if we have no rhyme or reason to the sound emitting from the radio.

No, the job of a newsman, be it radio, television, or the printed medium, is not an easy task. Reliability is the hand-maiden of integrity. Therefore, I can assure you that any news story you hear on KMA represents the most accurate picture possible at that time. There'll be no misrepresentation, and there'll be no bargains made. If it's news, you'll hear the facts from us.

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Focus 71 is a new program on KMA replacing KMA COMMENTARY at 6:35 p.m. Monday through Saturday. The program is hosted by Jack Reynolds and consists of interviews about events and people around the KMA area. Jack would appreciate any ideas for interviews, call or write anytime. Thus far the program has talked with a foreign exchange student, the chief vehicle dispatcher, Frank Crabb, an Iowa group headed for the Paris Peace Talks, House Speaker William Harbour's personal Page and the director of the Bedford Youth Center.

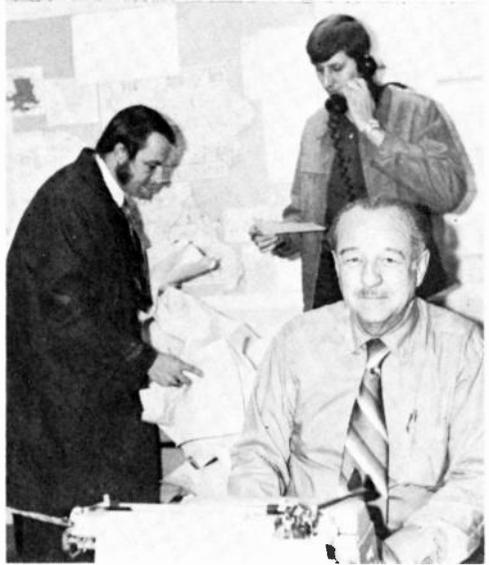
The 15th of February, I'll be in Burlington Junction, Missouri, to address the Lion's Club concerning broadcast journalism. In January, I spoke to the Peru (Nebr.) Chamber of Commerce on the same subject and to the Shenandoah YWCA on narcotics.



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

Among the hundreds of snowbound travelers in Shenandoah over the New Year blizzard were Local Sales Manager **PAT PATTERSON'S** parents, Mr. and Mrs. **LYNN PATTERSON** of Laurel, Ia. They had planned to leave Sunday, Jan. 3, but did not get away until that Tuesday, Jan. 5, when travel began to resume normality. The Pattersons were getting out of the house again after the blizzard when their little one, **JEFF**, 2½, came down with the chicken pox.

Bravely following a snowplow for most of the way, Mr. and Mrs. **LESTER HAID-SIAK** returned to their home at Schaller, Ia., on Monday after the blizzard. They were accompanied by their daughter, **DOT-TIE**, of Sioux City, and had been in Shen-doah visiting their other daughter, and son-in-law, **JACKIE** and **MIKE GOODIN**, when they were marooned.



Three busy newsmen kept KMA listeners informed about weather, roads, schools and related snowstorm problems. They may look haggard but they kept on their toes. Dressed for going out in the cold is News Director, **SAM W. LEE**; the others, of course, are **Jack Reynolds** and **Ralph Childs**.



**Russian dancers, maybe.**

Boots, boots, marching up and down again became boots, boots struggling up and down again when the blizzard hit. (Apologies to Mr. Kipling.) Many types of boots showed up at KMA as this picture illustrates. Now the question is, whose feet are those?

**SAM W. LEE** reports from the News Department that the Holidays were a little too much for **RALPH CHILDS**. Grandpa had two of his children here for Christmas, then the small storm we had at the first of the year kept him home for a couple of days. But, **Ralph** came back, despite all predictions! Well, there "ain't" a lot you can say about **Ralph** in addition to what has already been written over the years, but I can tell you he drinks **Sego** and eats **Cheese-its crackers!!!**

**JACK REYNOLDS**, alias the **Chillicothe (Missouri) Charger**, is getting around these days. Matter of fact that's exactly how he gets around. The 'toy' he drives broke its accelerator so he found a girl who likes turkey. Incidentally she has a car, too, (but she won't offer him a ride).

Since Chief Engineer Don Burrichter was the only one from KMA Radio to receive a 25-year-award at the annual Christmas party, The Guide joins in the salute. This picture shows Ed May honoring the Chief with a watch for his years of service to the firm. Don actually came to KMA in 1938 but left during WW II. He returned in 1945. His home was originally Monticello, Ia., and he received his technical training at Valparaiso, Ind. He took over the technical supervision of KMA in 1949. A wide variety of hobbies attract the Chief's interest including ham radio, photography, astronomy and ornithology at the amateur's level.



Chief Engineer DON BURRICHTER and his wife, ESTHER, celebrated their 31st anniversary on Jan. 4, but because of the snowstorm, they didn't go "out on the town." The couple was married in Shenandoah, and as Esther reminded Don, they drove to Des Moines 31 years ago in spite of snow. "The Chief" met his bride when he entered the local hospital for an appendectomy. Esther, who is a nurse, took care of him at the hospital. As he was being dismissed from the hospital, Esther became a patient herself—for an appendectomy. With so much in common, the couple was off to a good start.

The DON BURRICHTERS' daughter, MARY, returned to Ames, where she is a senior at Iowa State, just in time. She left on Saturday before the blizzard struck. She existed on cookies and snacks for a couple of days in the dormitory until classes resumed after the holiday.

When deadlines get too close, The Guide may try and persuade KMA Manager NORM WILLIAMS to lend a hand with the

film. Norm has set up a dark room for processing film in his home in hopes of reviving a former hobby if he can find the time.

LORY WILLIAMS, daughter of Guide Editor, MARY WILLIAMS, was scheduled to leave the Kansas City airport on the Sunday of the blizzard. After many phone calls and a stay in the motel in Omaha, she was able to fly out of Omaha on Jan. 5 to Silver City, New Mexico where she attends Western New Mexico University.

We are happy to report that Salesman DENNIS BOLDRA made good progress in an Omaha hospital where he underwent skin grafting for a malignant condition. He is now at home.

MIKE GOODIN has added another book on how to make wine to his library. His first hobby effort was with cranberries and now he has started a second batch with grape juice.

Sales Manager ANDY ANDERSEN reports that his daughter, JANICE, made a good recovery from a tonsillectomy which landed her in an Omaha hospital. She had the tonsillectomy and later began to hemorrhage which forced her transfer to the city hospital. She is now back in college at Northwest Missouri State College in Maryville, Mo.

KEITH RAMSEY seems to be enjoying his farewell party as ED MAY presents him with a parting gift. The party started at KMA Manager NORM WILLIAMS' home and moved to the Country Club for dinner. Keith started the new year at our sister station, KMTV, in Omaha in sales.



Everyone enjoys a party, even farewells.

# SNOW ... SNOW ... SNOW

Actually, volumes could be written about KMA staffers and their problems with the huge snowstorm which hit the area as the new year began. Some of the air personalities told the audience about their particular difficulties, but the Guide will use pictures.



Early morning listeners missed Merl Douglas who was snowbound by that huge drift he is working on at his rural home.



Blowing snow many feet in the air, the snow plow worked overtime on local highways.



One of the most startling drifts blocked Highway 2 east of Shenandoah. It looked like this after the plows were able to cut through.



Although slightly distorted, this view of a downtown Shenandoah street is the impression most people had of the depth of this, the worst snow in a decade.



That's Frank taking a swipe at the mound of snow blocking his driveway.

*If you know  
the pass word*

## **Darrell Murphy**

might let you enter the

**MURPHY**

**"MONASTIC"**

**RETREAT**



The walls may reverberate but Darrell enjoys his stereo—loud.



"The Galloping Gourmet" strikes again, much to roommate Gary's dismay.



Darrell and Gary Kelley relax with something in their cups.



A beginning guitarist, Darrell gives a command performance for his roommate, Gary Kelley. The two went through school together at South Page High in College Springs, Ia., and now share an apartment in Shenandoah.

# GUEST COOK for February . . LOIS WILLIAMS

The sweetheart in the Williams' family is the Guest Cook for this month. She is Lois Williams, wife of KMA Manager Norm Williams, who prepares these favorite dishes for the men in her life, Norm, and sons, Tom, now at the University of Nebraska at Omaha, and John, a junior at Shenandoah High School. Besides being a good cook, Lois is a registered nurse and an excellent seamstress.

## BECAUSE IT'S FEBRUARY:

### WASHINGTON'S BIRTHDAY CHERRY PIE

2 cups canned, sweetened red cherries, drained. Save juice.

2 T. corn starch

3 T. sugar

1 cup cherry juice

1 T. butter or oleo

Mix cornstarch and sugar, add juice gradually and cook slowly until smooth and thickened. Add butter and cherries. Cool. Line pie pan with pastry. Pour in filling and place 5 or 6 hatchets cut out of pastry dough on top of filling (1 hatchet for each piece of pie). Bake at 450° 15 min.; reduce to 350° and bake 25 minutes longer. Makes 1 (9 inch) pie.

\* \* \*

### STRAWBERRY CHIFFON PIE FOR VALENTINE'S DAY

1 pint strawberries

¾ cup sugar

1 T. unflavored gelatin

½ cup boiling water

¼ cup cold water

1 T. lemon juice

¼ t. salt

½ cup heavy cream, whipped

2 egg whites, stiffly beaten

1 graham cracker pie shell

Wash berries. Save ½ cup whole berries for garnishing and crush the remainder; add sugar and let stand one-half hour. Soften gelatin in cold water, then dissolve in boiling water. Combine with crushed berries, lemon juice and salt. Cool and when it begins to thicken, fold in whipped cream and egg whites. Pour filling into baked shell and chill until firm. Garnish with whipped topping and whole berries.

\* \* \*

### SWEDISH MEAT BALLS

2 pounds ground chuck

2 pounds ground pork butt

1 medium onion, grated

2 eggs

1½ cups bread crumbs (finely grated)

4 t. salt

2 t. pepper

1 t. allspice

2 T. Worcestershire sauce

Mix well. Make into tiny balls (1¼ in. in diameter).

Brown in small amount of shortening in skillet. When browned put in heavy sauce pan. Add ¼ cup h<sub>2</sub>o (that's water?) to

brownings in skillet and pour over meat balls in sauce pan. Repeat until all meat balls are browned. Simmer over low heat for 2 to 4 hours. Serve hot in chafing dish as appetizer.

\* \* \*

### BAKED CHICKEN SALAD

1 cup potato chip crumbs (about 4 cups whole chips)

2 cups diced cold chicken

1½ cups celery pieces

½ cup mayonnaise

(I prefer Hellmann's)

1 cup cubed Cheddar cheese

1 slice lemon, seeded and peeled

½ small onion, cut in half

½ cup slivered almonds

Heat oven to 375 degrees. Grease a 2 quart casserole. Blender-crumb potato chips or crush fine with rolling pin. Set aside. Put chicken and celery into greased casserole. Put mayonnaise, cheese, lemon and onion into blender. Blend until smooth. The cheese and onion can be grated, and this mixture made in the beater. Add almonds and process only until chopped. Pour over chicken and celery and mix. Sprinkle potato chip crumbs over top and bake for 30 minutes. Yields 4 to 6 servings.

\* \* \*

### APPLESAUCE CAKE

Cream together until fluffy:

½ cup soft shortening

2 cups sugar

Beat in thoroughly:

1 very large egg (¼ cup)

Stir in batter:

1½ cups applesauce

Sift together and stir in alternately

with ½ cup water:

1½ t. soda

1½ t. salt

¾ t. cinnamon

½ t. cloves

½ t. allspice

Stir in:

½ cup English walnuts, cut up

1 cup seedless raisins, cut up

Pour in 13x9 oblong pan which has been greased and floured. Bake in 350 degree oven for 45 to 50 minutes.

\* \* \*

### MOCHA BUTTER ICING

3 cups sifted confectioners' sugar

¼ cup butter or oleo

3 T. strong coffee (cooked)

Blend together. Stir until smooth. This is excellent on the APPLESAUCE CAKE.

### BROILED CRABMEAT BUNS

- 6 hamburger buns
- 1 can (6½ oz.) crabmeat, flaked
- ¼ cup mayonnaise
- 1 t. Worcestershire sauce
- ¼ cup diced celery
- 1 dill pickle, diced
- 6 thin slices cheese

Split and butter buns. Toast on split side. Mix remaining ingredients except cheese. Spoon onto lower half of buns; top with cheese slices. Broil 5 inches from heat until cheese melts or heat in hot oven (400°) 15 min. Place top on each bun. 6 servings.

Use this same mixture on dollar-sized toast rounds for Broiled Crabmeat Appetizers.

\* \* \*

### THOUSAND ISLAND DRESSING

- 2 cups mayonnaise
- (I prefer Hellmann's)
- ¼ cup catsup
- 1 T. sweet pickle relish
- 1 slice slivered luncheon meat (ham, bologna or spam)
- 1 hard cooked egg, grated

Mix together. Stores well in refrigerator.

\* \* \*

### MIROTON OF SEA FOOD

- 2 cups cubed cold boiled potatoes
- 2 T. French dressing
- 2 cups flaked tuna, salmon, crabmeat, shrimp or lobster
- 3 T. chopped crisp pickles
- Mayonnaise to moisten
- Fresh tomatoes and ripe olives for garnish

Marinate potatoes by tossing with French dressing. Chill potatoes and seafood thoroughly. Mix lightly with pickles and mayonnaise. Heap in high mound on serving platter. Sprinkle with paprika and finely minced parsley. Surround with lettuce cups, each containing wedges of tomatoes and ripe olives for one serving. 6 to 8 servings.

\* \* \*

### COTTAGE CHEESE APPLE PIE

First make up your best pastry for a one-crust pie. Roll it out and line a 9-inch square cake pan with it. Crimp the pastry edge all around, as usual.

Quarter, core, peel and slice thinly enough apples to make 1½ cupfuls. Pour them into the pastry-lined pan. Mix ¼ cup sugar with 1 t. grated lemon peel and ¼ t. nutmeg. Pour this over the apples. Then beat 2 eggs lightly, mix with ½ cup cottage cheese, ½ cup sugar, ½ cup light cream, ¼ t. salt, 1 T. grated lemon peel.

Cover the apples with this cottage cheese mixture, evenly to all sides of the pastry lined pan. Bake in a hot oven, 425° for 10 minutes; then lower the heat to 350° (moderate oven) and bake 30 minutes longer. Let cool in pan.

To serve, cut in nine 3-inch squares or 6 larger ones. Needs no garnish, but if you want to, add a dab of apple jelly on top of each square.

## BILLIE OAKLEY SENDS RASPBERRY COOKY RECIPE

Hello There!

Sitting inside this cozy, warm office, penning a letter to you, it's hard to believe it's cold and disagreeable outside. But I know it's true! The poor little birds are having a difficult time of it, as well as the other wild life. Just remember to throw out some crumbs and small table scraps for them and keep your bird feeders full of Earl May Wild Bird Seed. My bird feeder sits right on the deck outside my dining room area, and the birds and I dine together many times. I seem to attract more sparrows than anything else this winter, but I don't mind. They're God's creatures and they chirp their appreciation as brightly as though they were of the brighter plumage of the Cardinal or Blue Jay.

We hauled off and baked some interesting things today in the Martha Gooch Kitchen. One batch of cookies (I'm jotting the recipe down for you in this column) was called Raspberry Coconut Kisses, but you could use other flavors and change your "kisses" to match your own taste. Another fun thing we did was to make up a batch of cream puffs and shape them into a heart, then filled them with pudding and whipped cream, topped with strawberries (frozen variety, natch) and dusted the top of the entire "Valentine" with powdered sugar. We added another pretty touch—a circle of red to line our crystal plate, then topped it with a white lace paper doily to show off our pretty Valentine dessert. Guess we get our kicks out of cookin' like many of you gals do, too.

Keep warm and healthy . . . and keep those cards and letters coming our way. We love hearing from you.

A big wish from all of us at the Martha Gooch Kitchen . . . "WISH YOU'D BE OUR VALENTINE!!!"

Sincerely,  
Billie Oakley

### RASPBERRY COCONUT KISSES

- 1 pkg. (3 oz.) raspberry gelatin
- 1 cup sugar
- ¼ t. salt
- ¾ cup egg whites
- ¾ t. almond extract
- 1 can (4 oz.) coconut

Combine gelatin, sugar and salt, mixing thoroughly. While beating egg whites at high speed, gradually add gelatin mixture; then almond extract. Continue beating until glossy and stiff peaks form. Fold in coconut. Drop by teaspoonsful onto brown paper lined baking sheets about 2" apart. Bake in 275° oven 35 to 40 minutes.

\* \* \*

Applesauce atop pound cake slices, topped with whipped cream that has been accented with chopped walnuts provides a dessert for the sweetest tooth.

# PROGRAM NEWS FOR FEBRUARY, 1971

Dial 960 — K M A — 5,000 Watts

## NORMS FORUM

By  
Norman Williams  
Station Manager

### Blame It On Something Else

Ralph Nader is the champion of the consumer and the plague of the manufacturers. Nader's Raiders have been investigating and probing into almost every area of commerce since he won notoriety with the publication of his book "Unsafe At Any Speed." He is to be credited for inspiring the Federal Government to insist on the installation of many safety features in our automobiles. They have added to the cost of your car and no doubt have contributed something to protecting the occupants from some injuries in an accident. HOWEVER, no one, with a loud enough voice to capture the ear of America, has really identified the real culprit in automobile accidents. No one has suggested a positive way to deal with the one real defect in automobiles that causes every accident and kills over 50,000 people a year. That defect is **THE DRIVER**. If you drive, that means you too! Everybody wants to blame it on something else—the road, the weather, the tires, the seat belt, the steering wheel, but no one seems to want to admit that the first and last fault is the driver's. Unless you count the fact that it is human nature to blame **THE OTHER DRIVER**.

#### WHY HASN'T NADER . . . .

said anything about the unsafe driver? The National Safety Council has been saying it for years, but few listen to the Council. The Police have reminded us for years that accidents are caused by people. Why doesn't someone do something about it? It is easier for people to do something about a machine than about themselves. The state legislatures drag their feet about putting any teeth into the laws dealing with the "privilege" of operating a motor vehicle. The courts are often sympathetic to the offender, even if he caused the death of another person. The public, and that is each one of us, is sympathetic to the traffic offender. A ticket is a nuisance and not a lesson or a means of correcting behavior. You don't want better driver licensing procedures because it might cost you your license. The law should be lenient because you might be the next offender.

#### YOU ARE THE ANSWER . . . .

to safe driving. The engineers can build the safest roads and cars, but they will not count for a thing unless there is a **SAFE DRIVER** behind the wheel, meaning **YOU**.

## KMA Will Cover State Wrestling Tournament

Darrell Murphy of KMA Radio will cover the 1971 Iowa High School Athletic Association State Wrestling Tournament which will be held at Iowa State University Armory in Ames, Ia., on Feb. 25, 26 and 27.

Starting Feb. 25, KMA will present a preview report at 5:25 p.m. followed by action results in Class A and Class AA. On Friday, Feb. 26, KMA will present five reports on semi-final rounds at 8:00 a.m., 2:35 p.m., 3:20 p.m., 5:15 p.m., and 10:20 p.m. Saturday's seven reports will include consolations and finals in all three classes. These will be aired at 8 a.m., 2:15 p.m., 3:20 p.m., 4:20 p.m., 5:15 p.m., and two during and after the basketball game.

In a special 10 minute report on Feb. 28, Murphy will wrap-up the tournament giving results, state champions and will interview winning wrestlers and coaches at 11:45 a.m.

## Special Network Features On KMA

### COMMENTARY

- Paul Harvey  
Monday-Friday 7:36 a.m.  
Monday-Saturday 1:15 p.m.  
Joseph C. Harsch  
Monday-Friday 3:45 p.m.  
Harry Reasoner  
Monday-Saturday 6:45 p.m.  
Sunday 5:16 p.m.  
Edward P. Morgan  
Monday-Friday 6:50 p.m.  
Frank Reynolds  
Monday-Friday 6:55 p.m.

### SPORTS

- Lou Boda  
Monday-Friday 5:10 p.m.  
Saturday and Sunday 5:06 p.m.  
Keith Jackson  
Monday-Saturday 7:15 p.m.

### WORLD OF BUSINESS

- Monday-Friday 3:15 p.m.

### WEEKEND SPORT REPORTS

- Saturday 11:45 a.m.  
1:45 p.m.  
3:45 p.m.  
7:45 p.m.  
Sunday 1:45 p.m.  
3:45 p.m.  
5:45 p.m.

### VIET NAM UPDATE

- Sunday 7:35 p.m.

# Patterson Promoted

Lynn "Pat" Patterson has been named Local Sales Manager for KMA Radio. The announcement was made just before the new year at a holiday party for the staff.

"Pat" began in sales with KMA in March, 1966. He is married and his wife, Sue, is employed by the City National Bank of Shenandoah. They have one son, Jeff, 2½ years old.

Pat's hobby is working with horses. He belongs to the Nishna Valley Saddle Club. Also, he raises cattle for an avocation.



Sales Manager Carl "Andy" Andersen congratulates "Pat" Patterson on his promotion to Local Sales Manager for KMA.



Although Whittier discussed the cozier aspects of being "Snowbound" in his classic poem, Ralph Childs talked about the problems and compared the intensities of various blizzards which have struck this area in past years with Jack Mihall on the Open Line Show. (at left)



## Corning Coach Wins

Jim Redel, head football coach of Corning, Ia., High School, received the trophy for winning the KMA Football Forecast. Redel bested 23 other Southwest Iowa High School Football Coaches for the honor. The KMA Football Forecast was heard during the 1970 High School Football season every Friday night at 7 p.m. on KMA.

## FEBRUARY GREETINGS

**THIS IS YOUR DAY!**

**HAPPY BIRTHDAY TO:**

- Feb. 1—Nadine Kelsey
- Feb. 2—Ralph Lund
- Feb. 12—Mrs. Dennis Boldra
- Feb. 24—Mike Goodln

**HAPPY ANNIVERSARY TO:**

- Feb. 6—Mr. and Mrs. Ralph Lund

POSTMASTER

Address Correction Requested

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JAN

## KMA Land Feature

The Our House Development Center opened Sept. 8, 1970 in order to provide a state licensed day care center for children of parents who are employed in the greater Shenandoah area.

Open from 7 a.m. to 6 p.m. Monday through Friday, the Center is located in the Presbyterian Education Building at 200 W. Clarinda in Shenandoah. The fee is on a sliding scale according to what the parent can pay and to how much it costs the Center to keep the child each day. There

are 2 balanced snacks and a nutritious lunch prepared each day for the children. These follow state requirements. Besides providing food, the Center directs organized and free play with all types of educational toys, rest period each afternoon and an educational program for those enrolled in the day care.

In addition, the Center also provides a pre-school program for all children, regardless of parents' employment, for those who will enter Kindergarten next year on Mon., Wed., and Fri. from 9:30 to 11:30 a.m. On Tues. and Thurs., a program is provided for 3 and 4 year olds. The fee for this is \$1.50 per day.

Mrs. Judy McDonough is the pre-school program teacher for the Center. Mrs. Thelma Flynn is the cook and Mrs. Emma Anthony is the custodian. Mrs. Jean Hawley is the lead teacher and Mrs. Lynn McWilliams is the Administrative-teacher for the Day Care Center.

Long discussed by working mothers in Shenandoah, the Our House Child Development Center answers the need felt here. In charge of the Center is Mrs. Lynn McWilliams, far left in the picture. Others in the picture are (l. to r.) Mrs. Flynn, Mrs. Anthony, Mrs. Jean Hawley and Mrs. Lynn McWilliams.

Paying attention to their teacher, Mrs. McDonough, is this group of interested youngsters. (at left)



Three pre-schoolers are distracted for a moment from their "library" books by the Guide photographer, Mike Goodin.