

The

KMA GUIDE

April, 1971

FAREWELL TO GOWINGS

Pictured on the front cover for the last time as a member of the KMA Radio family is the Jack Gowing family. Jack is leaving radio after almost 18 years to take a new position as field representative for the Security Trust and Savings Bank of Shenandoah. We at KMA and the KMA Guide shall miss him as will his host of listeners, but we wish him great success in this new venture.

In the picture with Jack are his wife, Pauline, and children, Julie, 13, and Randy, 17.

Born and reared in the Shenandoah area, Jack has been with KMA since 1953. In his capacity as Farm Director for KMA, he has traveled broadly and become well known in agricultural circles. He has been recognized for his service and contribution to agriculture by such awards as the Iowa State FFA Distinguished Service award, the leadership award from Iowa State Soil Conservation Committee, the Iowa State Alumni Award, and several others.

A graduate of Iowa State University with a degree in Agricultural Education, Jack was also graduated from Shenandoah High School. He lives on the farm where he was

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born. He is a member of the Masonic Lodge, American Legion and United Methodist Church. Jack's parting comment which we want to include here was "I have had lots of fun down through the years on this job meeting lots of fine people."

APRIL GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- April 3—Byron Stoner
- April 5—Mrs. Ralph Childs
- April 10—Douglas Sheffield
- April 19—Annette Sanders (Ed May's daughter)
- April 30—William Edward Sislo (Ed May's grandson)



Eleven other years, the Farragut, Ia., girls' basketball team had gone to the State Tournament in Des Moines only to come home with third place for their best effort, but this was the year the Admiralettes, coached by Leon Plummer and his assistant, Max Livingston, knocked over Mediapolis 67 to 60 to win the Girls' State Basketball Championship. Members of the Championship team are (l to r, first row) Janelle Gruber, Jan Pierce, Penny Phillips, Becky Albright, Barb Young, Jan Vest, Terri Brannen, Bonnie Bickett, (second row) Teresa Laumann, Pam Kemper, Pam Albright, Becky Foster, Barb Meek, Judy Welchans, Patty Howard and Tanya Bopp.

A Chat With Edward May

This column was written March 19—the day following the final snow storm of the season. I hope I am correct in saying it was the final one. We were very fortunate throughout most of southwestern Iowa and northwestern Missouri because we were just on the edge of the storm. We had high winds which gusted to 90 miles per hour, but, fortunately, very little snow. However, there were a few anxious moments at KMA during the height of the storm when the lights went out and remained out for about two hours. Fortunately, the station didn't go off the air, but those on duty had a rather unusual experience until things returned to their normal situation. I wonder if a few individuals won't refer to the winter of '71 as a long, bitter winter with terrible storms.

However, now that spring has arrived we are looking forward to the next several months, which, in my opinion, are among the finest of the year. It is always inspiring to witness the awakening of Mother Nature and to see the trees and plants come to life following their long period of dormancy. I also think most of us look forward to shedding the heavy clothes of winter and centering our interests outdoors where each individual can perform whatever he prefers, whether it be gardening, fishing, golfing, or other activities.

Spring is also a time when women do house cleaning. Some rearrange the furniture or other items in the house, while others close their eyes, so to speak, and use the opportunity to discard many things no longer of value. If you clean house sometime during the next few weeks, I wonder what the chances might be of finding a pin, button, pennant, spoon, dish, or some other memento that has some connection with the town of Shenandoah. Over the years, literally hundreds of thousands of people have visited Shenandoah, many of whom have taken home one or more of the aforementioned items as a memento of their trip to Shenandoah.

You may or may not know that the town of Shenandoah is celebrating its Centennial this year. Nearly every citizen of the community is participating in one way or an-

other to make the Centennial a huge success. One of my projects has to do with accumulating pins, buttons, spoons, dishes, or anything that pertains to an event, or events, that have taken place over the years. So, if you happen to uncover something of interest, I would appreciate your letting me know about it.

Incidentally, in connection with the Shenandoah Centennial, I have been informed the famous Blackwood Brothers Gospel Quartet will be in Shenandoah as participants in the Centennial activities. The national known quartet—who, a few years ago, was a part of the KMA staff—is scheduled to perform in Shenandoah on Sunday, June 20.

I couldn't finish this column without commenting on the picture. If you looked at the picture and said that must be a picture of Ed's grandchildren, you are right. Being a proud grandfather I should tell you about the grandchildren, Amy and Bill Sislo. Actually the picture shows Amy and Bill, their mother, Karen, "Uncle" Ed, and yours truly. The picture was taken in March when Karen and the children visited for a week. Karen journeyed on to Louisville, Kentucky where she participated in a wedding, during which time we had the grandchildren. What a wonderful time we had. Blue-eyed Amy is a little over two years old, while Bill is just under one year old. As you can see, Bill is a husky and weighs as much as his sister. Amy is rather petite, and, with those big, blue eyes, certainly knows how to "melt" grandma and grandpa, as well as Uncle Ed. As previously mentioned, we had a wonderful time, and the week passed all too rapidly. We will be seeing them again in the not too distant future, and by that time I imagine Bill will have advanced from crawling to walking or even running.



FRANK COMMENTS

A large number of our customers and listeners who have lost Elm trees recently, or who will soon lose them, are still undecided as to what kind of tree is best to use for replacement. They start out by saying that, of course, they want a tree that will grow very rapidly with strong sturdy branches which won't break out in a wind storm or sleet storm. In addition, it must be a clean tree that doesn't litter the yard with fruit or leaves or debris of any kind. They want a tree that doesn't have any insect enemies and that is not subject to any diseases. In other words, a tree that will not have to be sprayed or dusted. Now you know very well that that is asking for the impossible. At least, I don't know of any such tree, and I am afraid that you are going to have to compromise a little and balance a tree's virtues against its faults, before making the final decision. Off hand, I can think of 15 or 20 different kinds of trees, any one of which would fill the bill quite nicely, if you are willing to overlook a few minor shortcomings.

The picture on this page this month was taken looking northeast from our back door. It shows five entirely unrelated ornamental trees, and I heartily recommend all five of them for yard planting. The tree in the center of the picture is a dwarf variety of Flowering Crab which has very large, pure snowy white blossoms. It has been planted about 8 years and is practically full grown now, although it may eventually get to be 15 feet tall. Yes, it has Crab Apples on it in the fall of the year, but they are only about the size of a pea and hang on the tree all winter until

the birds finally clean them all up. Turn to page 42 in this spring's catalog and read the description of the Snowcap Crab. The boys from the nursery have been cutting bud sticks out of this tree of ours for the past 4 or 5 years, and if you order one of those Snowcap Crabs from the catalog you can truthfully say that it originally came out of my back yard.

Right behind it, the dark green tree, is a Douglas Fir which we planted originally to use as a living Christmas tree every winter, which we did until the tree got so big that it was taking 15 or 20 strings of lights to cover it and we had to make other arrangements. Yes, the tree just to the right of the picture is a Clump Birch which is even more attractive in the winter time than it is in the summer. Immediately behind the Clump Birch and right at the extreme edge of the picture, is a Sugar Maple which is coming along very nicely. Yes, they are slow growing, but no tree is more shapely when they get their growth, and no tree has more beautiful fall foliage than the Sugar Maple.

Now look across the street at the left hand side of the picture. That is the typical shape for a Pin Oak after it has been out for about 10 years. That tree is now about 30 feet high and will eventually get to be 50 or 60 feet tall and still keep that beautiful cone shape. Their branches are so tough and wiry that I never yet saw one broken out in a wind storm or sleet storm, short of a real tornado.

South of the house we have a tree which comes nearer to filling the specifications mentioned in the first paragraph. It is a Moraine Locust, which is very fast growing, does not drop any litter in the yard of any kind and has very tough wiry branches, making it highly resistant to storm damage. Its one drawback, so far as we can tell, is that it is susceptible to the Mimosa Web Worm. It isn't much of a problem however. They are rather easily controlled by spraying with Malathion or Diazinon occasionally in July and August.

Another very rapidly growing shade tree is the Norway Poplar, sometimes called Carolina Poplar or Cottonless Cottonwood. So you see, there isn't any best shade tree. It is all a matter of personal preference. The main thing is to get busy in the next two or three weeks and get something started. April is a wonderful time for planting nursery stock of most any kind and the sooner you get it done the better it will be. Let me know how you come out.



RFD



with
Jack Gowing



There has been much speculation as to what we may or may not expect as to Southern Corn leaf blight. I believe that we should plant as usual. I think it would be a mistake to do otherwise because weather will be a big factor in the blight situation.

I think if you do a little checking you will find that our big problem last year was corn borer and corn rootworm. I would suggest that you be on guard against these pests because they are here for sure each year.

I saw some information recently on drouth, and we are apparently heading into a dry cycle. One prediction I saw is for a major drouth by 1975.

If we are in the early stages of a dry cycle, then it is very important that we try to build a reserve of feed grain. I believe this is what our government has set out to do. I hope that feed grain producers will not be told that they are to blame if we build up huge stocks of feed grains again.

Livestock people should keep an eye on imports of foreign meat. It seems strange that we should be importing pork when domestic pork producers have been backed against the wall.

Agriculture could be facing a battle for survival with so much concern for the consumer, our environment and our international relations.

I had the opportunity to greet the President in Des Moines when he was trying to sell his "share the funds" idea and also Rural Development.

The President and four cabinet officers met with governors of three states. Following that meeting he then met with about seventy-five farm broadcasters and writers, yours truly included.

We were introduced to the President and shook hands, and then filed into another room where he spoke to us for about 20 minutes. We did not have a chance to ask Mr. Nixon any questions. He spoke to us and then left for Washington to attend a dinner with the Astronauts.

We did have an off-the-record session with the cabinet members. Here again it

didn't seem to me that they were listening to us, but rather we were listening to them.

The purpose of the trip as I see it was to try and pacify rural people by talking about creating more jobs in rural areas by moving some industry into certain key areas. Nothing was said about helping the nation's largest industry which is already located out here in rural America.

There was the usual sign carrying all along the route that the President traveled while in Des Moines. Most of the signs were about our involvement in Viet Nam.

The second American Pork Congress was held in Des Moines last month and was a big success. Next year it will be in Kansas City. If you are in the hog business and have not attended this event, don't miss it next year.

Baseball Begins On KMA

Again this year, KMA will broadcast the Kansas City Royals baseball games. The April schedule is as follows.

- April 6—9:40 p.m.—California
- April 7—9:40 p.m.—California
- April 8—9:40 p.m.—California
- April 9—9:40 p.m.—Oakland
- April 10—3:10 p.m.—Oakland
- April 11—3:10 p.m.—Oakland
- April 12—7:10 p.m.—Minnesota
- April 13—7:10 p.m.—Minnesota
- April 14—7:10 p.m.—California
- April 15—7:10 p.m.—California
- April 17—1:10 p.m.—Milwaukee
- April 18—12:40 p.m.—Milwaukee - dbl. h.
- April 19—1:10 p.m.—Minnesota
- April 20—12:55 p.m.—Minnesota
- April 21—1:10 p.m.—Minnesota
- April 23—7:10 p.m.—Cleveland
- April 24—1:10 p.m.—Cleveland
- April 25—1:10 p.m.—Cleveland
- April 26—7:10 p.m.—Detroit
- April 27—7:10 p.m.—Detroit
- April 28—7:10 p.m.—Detroit
- April 30—7:10 p.m.—Baltimore

On Sports

The wrestling season climaxed during the last part of February with the 1971 Iowa State Wrestling Tournament at the Iowa State University Auditorium in Ames. It seems that each year the state wrestling tournament is bigger and better, and this year was no exception. This year, 287 schools across the state entered sectional tournaments with aspirations of becoming state champions. This is quite an improvement over the number of schools with wrestling in 1961, when there were only 96 schools.

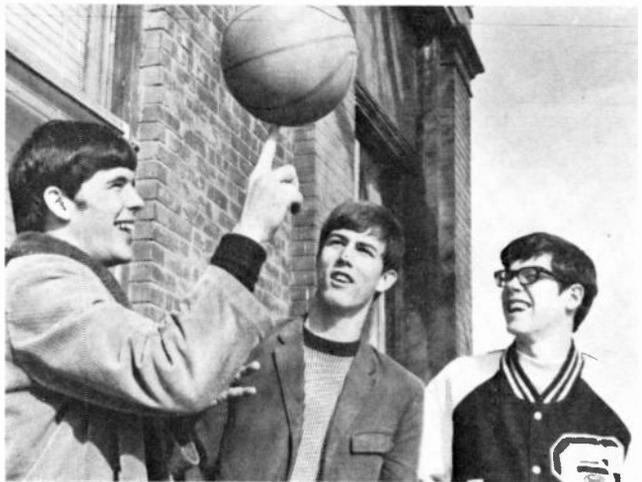
The first rounds of action this year at Ames were held on Thursday evening, Feb. 25, as a packed house watched wrestlers on the four mats work their ways to the finals which were held Saturday the 27th.

Southwest Iowa produced seven state champions this year. In class A, at 98 pounds, Dan McKee of Stuart took the state; at 105 the state champ is Murray Fenn of Carson-Macedonia; Greenfield, who came in second overall in the state tournament, had two state champions in class A, with Ted Wallace at 132, and Brian Tracy at 185. Another class A champion from the KMA area is Denny Finken of Tri-Center at 138 pounds. In class AA, Tim Swain of Corning at 112 is state champ; and Rod Evans of Glenwood finished the season undefeated at 132 pounds to gain the state crown. Each of these young men worked hard to gain their titles, and the communities and schools they represent should be very proud of them. Those who have hopes of becoming state champions in the future should follow the fine examples these athletes have set.

By Warren Swain

The Farragut Adettes have brought the

Three members of the Shenandoah High School basketball team were named to the All Hawkeye Seven Conference teams. They include Dan Andersen, son of KMA Sales Manager Andy Andersen. Dan is in the middle in the picture. A senior, Dan placed on the second team. Also placing were Bob Creighton, on the left, who made the first team, and Steve Greenleaf who won a spot on the second team.



1971 Girls State Basketball Championship to southwest Iowa. The championship trophy has not been in western Iowa since West Monona accomplished the feat, in 1964. All through the state tournament, Farragut used a tight, man-for-man defense, and a deliberate offense, which eventually led to the title. The Adettes finished with a perfect 30-0 record. Before the girls' state tournament even started, there was talk that the upper bracket was so much weaker than the bottom bracket. Yet, in the final outcome, Farragut finished number one, while West Marshall of State Center was third. Some people thought that the championship game of the tournament was played when Mediapolis edged twice-defending state champion, Montezuma, in overtime, in the quarter-final round. But, following Farragut's win over Mediapolis in the championship, many people stated that the championship was decided when Farragut edged the Lady Danes of Elk Horn Kimballton, by two points, in the quarter-final round.

Getting back to that Mediapolis-Montezuma game, it was one of the greatest girls games that I have seen. It was a great offensive show. Montezuma is still a great basketball team, in my book, despite their heart-breaking loss. After their loss, they held their heads high as they left the court. I saw a sight after the Mediapolis-Montezuma game that I will long remember. After the two teams had waged such a hard-fought battle, out in the middle of the playing floor stood a player from each team, arms embracing one another, crying on each other's shoulder.

The girls' tournament, again this year, was a colorful and exciting one. It takes a champion like Farragut, who defied all odds and beat Mediapolis, to remind individuals that anything is possible at the girls' state basketball tournament. Congratulations! Adettes! You're number one.

On News

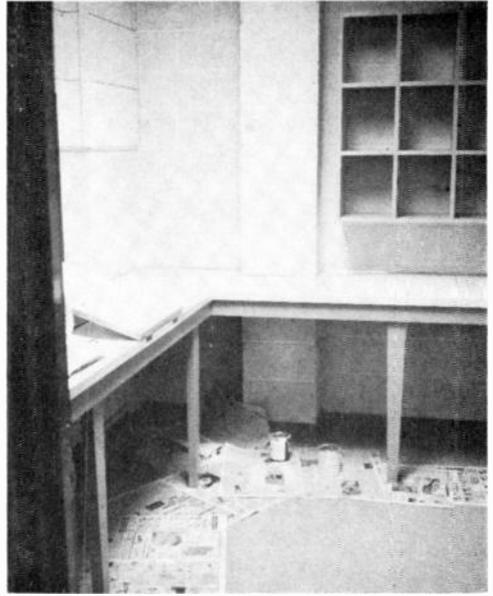
It seems to me unfortunate that residents in the KMA area are over-reacting to the 1963 decision of the U. S. Supreme Court concerning prayer and Bible reading in the public schools. Many parents think the ruling tends to kick God out the front door and bring Communism in the back. This is not so. All that the court held unconstitutional was the **practice of holding worship services as part of an official classroom exercise conducted under the aegis of an agent of the government (the teacher)**. According to the court, this practice, infringed religious liberty and transgressed the line of separation between church and state as dictated by the opening language of the First Amendment to the Constitution which states, "Congress shall make no law respecting an establishment of religion . . ." Who can justifiably say that a person or group of persons whose religious inclinations differ from those of the majority must be subjected, in the schools, to a specific type of religious service.

Adding to the confusion of the situation are many of our school authorities who have greatly misinterpreted the law themselves and consequently make edicts that further arouse the public. **Case in point**, the recent Blackwood Brothers concert at Rock Port, Missouri. This religious singing group had obtained permission to use a building owned by the Rock Port RR2 school system in which to hold their concert. As they were accustomed to doing, the group decided to open their program with a prayer. The school board then decided that this prayer would be in violation of the Supreme Court ruling and prohibited such an action. Consequently, the citizenry soon became up in arms and the situation is still the cause of much controversy. Was this move to ban the prayer justified? Personally, I don't think so.

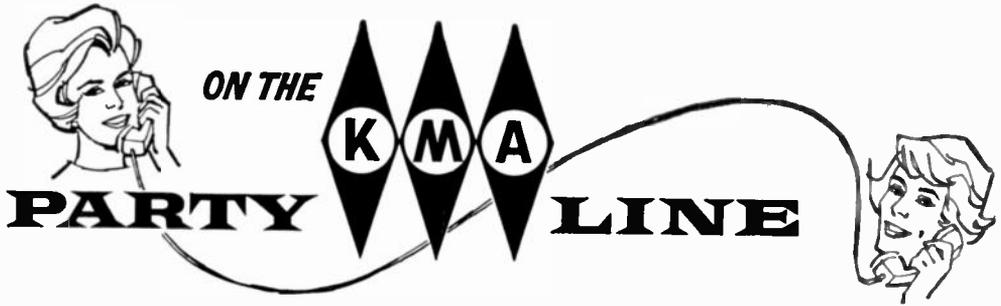
The Supreme Court ruling covers only compulsory religious services and goes out of its way to emphasize that there is no constitutional objection to the presentation of religious material as long as it is optional. And I can hardly believe that the building was locked and barred during the concert to prevent anyone from leaving.

Finally, I would have to agree with James Panoch and David Barr who stated in their book, "Religion Goes to School," that the "confusion over what the court said about prayer and Bible reading in a public school may be the best thing that could have happened to religion. It is characteristic of a human being to want just what he thinks he is told he cannot have."

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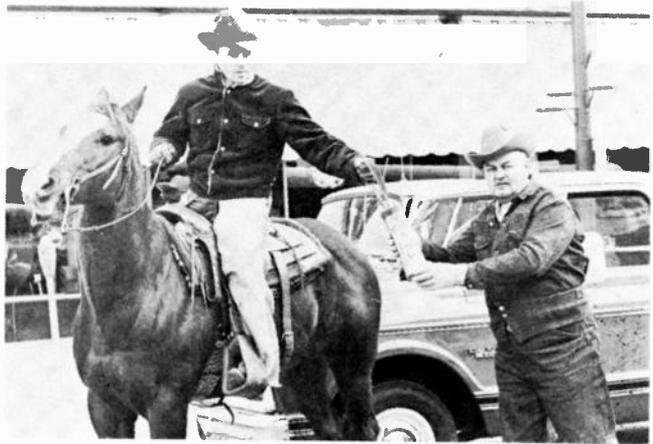


The KMA News Department is in the process of building a new studio which will incorporate all the necessary equipment to enable the newsmen to gather, write, edit and deliver the news in basically the same area. One of the pictures shows the new studio after all the carpentry work has been completed. Next comes the installation of the control panel, microphone, tape decks, telephone . . . all to make the room operational. The other picture shows studio A which has been reshuffled for the time being so that newscasts can be given from there and not interrupt construction of the new studio. Most of the newscasts are given from the small table in the center of the picture during this interim period, but it looks as though KMA Newsman Ralph Childs prefers the bigger table.



ON THE
K M A
PARTY LINE

Each year, the Nishna Valley Saddle Club assists with the fund drive to help Easter Seals and Camp Sunnyside. Local Sales Manager **PAT PATTERSON** makes the Pony Express ride as usual on his horse Panache. He hands his collection to fellow club member, **IVAN SCHARP**, in the picture.



Riding for a good cause.

LYNN PADILLA says her Easter plans include the usual with "Easter Bunny" coming early in the morning, leaving baskets for **GAYLEEN** and **DOUGLAS** to find when they wake up. Then they will attend church services and go to her parents' house for dinner. After dinner, the whole afternoon is spent having Easter egg hunts in the backyard. Everyone takes turns hiding and searching for the eggs, until they are completely cracked, smashed and in such bad shape they have to be thrown away . . . none ever get eaten!

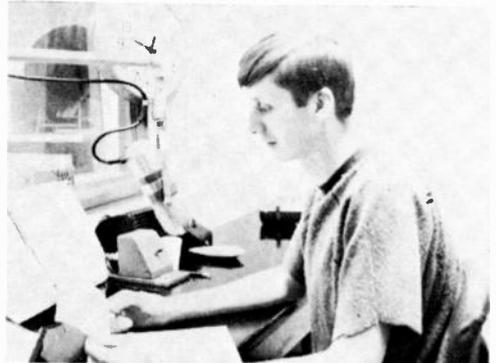
CORINNE GILBERT, Guide circulation, and her husband, **LARRY**, plan to divide Easter Sunday between dinners at Larry's parents, Mr. and Mrs. **KIMBER GILBERT**, and her sister. Mr. and Mrs. **MAX MOORE** of Sidney. They hope to have an Easter

egg hunt with Corinne's two nephews, ages 2½ and 1 year.

Mr. and Mrs. **KENNETH GRAY**, parents of **MARTY MIHALL**, will visit the **JACK MIHALLS** over Easter, as will Mrs. **EDNA GERKOW**, Marty's aunt. Mr. and Mrs. Gray are from Fayette, Ia., and Mrs. Gerkow is from Walford, Ia. The Mihalls plan a big old-fashioned Easter Sunday dinner.



Just as he was ready to go home, the candid camera caught Newsman **Ralph Childs**.



Jack Reynolds, acting news director, wants everyone to know that these clothes are his Saturday clothes. He really doesn't appear this way on regular work days.

Announcer **LEE HUGHES** is another KMA staffer interested in dramatics. He is the student director of the spring production at Shenandoah High School which is entitled, "The Mad Woman of Chaillot."

As Guide readers know, Chief Announcer, **MIKE GOODIN** enjoys and collects jokes which are printed in the Guide from time to time under the heading "It's a Goodin'." His latest joke takes a more realistic aspect. Mike has been passing around a small, neatly bound innocent looking "book," which, to the unwary person who opens it, turns into a battery charged shocker.

ARDENE MULLISON, Traffic Manager, will hold the Easter Holiday dinner at her home. Then the family will go out to the Legion Club for the hunt and later to Grandma **ARMSTRONG'S** to join in the family Easter Egg hunt.

Sales Manager **ANDY ANDERSEN'S** daughter, **JAN**, who was recently home from college for the weekend is considering returning to Maryville, Mo., for the summer school at Northwest Missouri State College.

Father and daughter in the Guide Editor **MARY WILLIAMS'** clan have taken to the boards again. Husband, **CHARLIE**, appeared in the role of the Prosecuting Attorney in the SWITG production in Shenandoah of "The Deadly Game," while daughter, **LORY**, played one of the leading roles, "Martha Brewster" in "Arsenic and Old Lace" produced in February by Western New Mexico University where she is a freshman. Because of Charlie's bout with a virus his play had to be postponed until March 4 through 7.

After attending church services, **PAT TINNELL** will have Easter dinner with her sisters, parents and grandparents. The rest of the afternoon will be spent as usual she claims catching up on the latest happenings with everyone else in the family.



Mrs. Betty Boldra, wife of KMA Salesman, Dennis, holds their first grandchild, Sebastian Woodring, during a visit at Sebastian's home in Maryville, Mo. His parents are the Boldras' daughter and son-in-law, Denise and Walt Woodring.



Peeking in the Accounting office, the Guide camera caught the eye of Arilla Hadden, but Nadine Kelsey was too intent on her work to look up.



Choked and overflowing with ice was the description for most of the small rivers in this area lately. Chief Don Burrichter took this picture of the Nishmabotna River near Shenandoah.

Springtime Brings Rain, Flowers And New Coiffures

Spring is the time for renewal. Buds begin to open, and after the long winter is past what better way for the feminine gender to renew and refresh themselves than with a new hairdo. The distaff side

of KMA Radio is no exception to this annual revivification. To catch the office girls with their new hairdos took the efforts of two photographers, Don Burrichter and Mike Goodin.



Her glasses are a part of Corinne Gilbert's, Guide, short and neat cut.



Up to the minute, Ardene Mullison, Traffic, joins the curly, fluffy set.



Pat Tinnell, Continuity, prefers it simple.



Nadine Kelsey, Accounting, beams with one of the more daring coifs.



Evalyn Saner, Managerial Secretary, prefers long smooth back-combed arrangement.



Lucy Lawson, Switchboard, adopts the southern belle hairdo.



High pouf with much backcombing forms Lynn Padilla's hairdo in Continuity.



Arilla Hadden, Accounting, keeps her long locks slightly curled.



Since the Blackwood Brothers were presenting a concert in the area recently, it was only natural that they visit KMA where the original quartet sang years ago. Ed May visited with the group on Jack Mihall's Open Line program recently. That's Cecil and Jimmy Blackwood in the front and London Paris standing on the right. The other two are younger instrumentalists.

GUEST COOK for April . . . *JENNY FIELD*

A lively lady who reared four children but continued to maintain a busy pace even after the family was gone is our Guest Cook for April. She is none other than the Jenny that Frank Field refers to so many times in his Guide column, "Frank Comments." For the last 10 years or so, her hobby has been ceramics. She attends class for three hours every Thursday afternoon and works the year around making ceramic Christmas gifts for friends and relatives. Well-known for her excellence in the area of canning, pickling, freezing and otherwise preserving fruits and vegetables, Jenny shares some of her famous favorite recipes this month.

MEAT LOAF

- 2 lbs. hamburger
- 2 eggs, beaten
- 1½ cups croutettes or bread cubed
- ¾ cup tomato juice
- ½ cup warm water
- 1 pkg. onion soup mix
- 2 T. smoked barbecue sauce

Beat eggs, add tomato juice and barbecue sauce. Pour this over croutettes and let stand until croutettes are soft. To this add onion soup mix with one-half cup warm water and mix in with other ingredients and put in loaf pan.

Topping

- 3 T. brown sugar
- 3 T. prepared mustard
- Dash of salt

Spread topping over meat loaf and bake 2 hours at 325 degrees. Serves 6 to 8.

* * *

CARROT CAKE

- 2 cups sifted flour
- 2 cups white sugar
- 2 t. cinnamon
- 2 t. soda
- 1 t. salt
- 1 t. vanilla

Add:

- 4 eggs, beaten
- 1½ cups salad oil
- 3 cups grated carrots

Sift dry ingredients together. Add beaten eggs, oil, the 3 cups carrots, and vanilla. Mix well. Bake 45 to 50 minutes in a 9x13 inch pan at 350 degrees. This is a moist cake and may be frozen.

Frosting

- 1 8-oz. pkg. Philadelphia cream cheese
- 1 stick soft butter
- 1 t. vanilla
- 2 cups powdered sugar
- ¾ cup black walnuts

MIXED VEGETABLE SALAD

- 1 large or 3 small packages of frozen mixed vegetables
- Salt and cook 8-9 minutes. Drain and cool.

Add:

- 1 cup diced celery
- 1 green pepper, diced
- Jar diced pimiento and onion to taste

Marinate over night in:

- 1 cup vinegar
- 1 cup sugar
- ½ cup salad oil
- 1 t. dry mustard
- 2 T. Worcestershire sauce
- ½ t. paprika

Let stand over night. Makes 8 servings.

* * *

JELLO SALAD

- 1 carton cottage cheese
- 1 box any flavor jello
- Mix dry jello into cottage cheese.

Add:

- 1 small can drained crushed pineapple
- 1 small carton Cool Whip
- Makes 8 servings. 5x8 inch pan.

* * *

HAM LOAF

- 1 lb. ham, ground
- ½ lb. hamburger
- ¼ t. pepper
- 2 eggs, beaten
- 1 cup milk
- 1 cup cracker crumbs

Mix all together and top with 3 T. brown sugar, 3 T. prepared mustard and a dash of salt. Put into a loaf pan and bake 2 hours at 300 degrees.

* * *

PUMPKIN CHIFFON PIE

- 3 eggs, separated
- ½ cup sugar
- 1¼ cups cooked or canned pumpkin
- ½ cup milk
- ½ t. each salt, ginger, cinnamon, nutmeg
- 1 T. unflavored gelatin
- ¼ cup cold water
- ½ cup sugar, additional
- 1 nine-inch baked pastry shell

Beat egg yolks until thick and add sugar. Add pumpkin, milk and salt and spices. Cook in double boiler until thick. Dissolve gelatin in cold water and stir into pumpkin mixture. Beat egg whites until stiff and add remaining sugar. Fold into cooled pumpkin mixture. Pour into cooled baked shell and chill. Garnish servings with whipped cream. Serves six.

CHILI SAUCE

- 4 quarts of chopped tomatoes
- 1 pint chopped cucumbers
- 1 pint chopped onion
- 4 chopped peppers
- 1 t. paprika
- 1 t. black pepper
- 1 t. cloves
- 1 t. all spice
- 1 t. cinnamon
- 4 t. salt
- 3 cups vinegar
- 4 cups sugar

Boil not more than half an hour, or just enough to thoroughly cook everything. The finished product should be rather sloppy — almost a liquid. Put into sterile jars and seal while hot.

* * *

A BETTER RECIPE FOR TOMATO JUICE

- 1 peck sound, ripe red tomatoes
- 1 cup grated onion
- 1 bunch celery, chopped (leaves and all)
- 2 T. salt (more, if desired)
- 3 T. sugar

Wash and quarter the tomatoes into a big kettle without peeling them. Add other ingredients and let simmer for 15 minutes, or until celery is soft. Rub through a sieve or colander to remove seed and skins. Put juice back in kettle, bring to a boil and seal in hot, sterilized jars.

* * *

BROWN BREAD

Boil 2 cups water, 2 cups raisins, 2 t. soda for 2 minutes. Cool, cream $\frac{1}{2}$ cup shortening with 2 cups sugar, 2 t. vanilla and 2 unbeaten eggs. Add cooled first mixture and 4 cups sifted flour, 1 t. salt and 1 cup chopped nuts. Beat until it bubbles.

Bake in six No. 303 cans — grease and flour as you would cake pans — fill cans half full. Bake 50 minutes in 350 degree oven. When done, run knife around inside of can — they will slip out easily. Wrap and store or freeze.

* * *

FRANK'S SAUERKRAUT

Shred cabbage, place in quart jars, do not pack tightly. Add 1 rounding t. of barrel salt, cover with boiling soft water, seal tightly, set away in the basement. Will be ready to use in 3 or 4 weeks.

* * *

BET PICKLES

Wash and top beets. Cook until tender. Peel or slip skins. Pack in jars while hot. Cover with the following boiling solution.

- 1 quart cider vinegar, 40 gr. or 45 gr.
- 1 quart sugar, plus 1 cup
- 1 quart water in which beets have been cooked
- 3 t. powdered cinnamon
- 3 t. salt

Boil all together. Cover beets, seal and set away. May be used in 2 or 3 weeks.

Billie Gives Spring Recipe

Hello there!

As I pen this letter to you friends I can still see some snow drifts out there on the north side of the house. Either I have to quit writing this far ahead of publishing date . . . or it's gonna have to cut out that snowing in Lincoln, Nebraska!! (The latter is my preference.) We have kept so many birds in food this winter, in our neighborhood, that the coning of the robins may make it a little crowded out there. Funny how the little fellers know who is free with the handouts, isn't it?

I had a surprise visit from son-in-law, Bill Cole, this past month. His little 92 year old grandmother passed away down Kansas way, and he was returning from her funeral when he stopped in for a very brief visit. Good to see him and to hear the latest news from the rest of the Cole family. That little Leslie is growing like a weed, and if I'm not careful she'll be walking before I get to meet her. All's well with all the family. They are all busy, so that's the best way to keep happy.

Barbara is such a good little cook and this month we're stealing one of her favorite recipes to print in the Guide. It's one of those cool tasting salads that serve up beautifully for club luncheons or as part of a buffet meal. Anyway you serve it, it tastes like MORE to me.

It's travel time for me again . . . and one of the notations in my schedule book is a return visit to KMA during Shentennial days. Maybe I will get to visit with some of you friends while I'm at the studio during that time. Meantime, keep writing and keep listening and we'll keep you posted on all that's new at the Martha Gooch Kitchen. Better make a date and come visit us this spring. To make a date for your club or organization, just write to me at the Martha Gooch Kitchen, Box 80808, Lincoln, Nebr. 68501.

Until May . . . keep your umbrellas handy and have a happy time!

Fondly,
Billie

CUCUMBER-COTTAGE CHEESE SALAD

- 1 pkg. (3 oz.) lime gelatin
- 1 cup boiling water
- $\frac{3}{4}$ cup chopped cucumber (peeled)
- 2 T. chopped onion
- 2 T. chopped green pepper
- 1 cup cream-style, small curd cottage cheese
- 1 cup mayonnaise

Dissolve gelatin in water. Cool. Add remaining ingredients. Mix thoroughly. Pour into individual molds. To serve, garnish with spring of mint (or sprig of parsley.)

PROGRAM NEWS FOR APRIL, 1971

Dial 960 — KMA — 5,000 Watts

NORM'S FORUM

By

Norman Williams

Station Manager



EBS / EAN GOOF!

Saturday, February 20 at 8:33 a.m. this message was typed out on all three press wires in the KMA newsroom.

**"MESSAGE AUTHENTICATOR:
HATEFULNESS / HATEFULNESS
THIS IS AN EMERGENCY ACTION
NOTIFICATION (EAN) DIRECTED BY THE PRESIDENT.
NORMAL BROADCASTING WILL
CEASE IMMEDIATELY. ALL
STATIONS WILL BROADCAST
EAN MESSAGE ONE PRE-
CEDED BY THE ATTENTION
SIGNAL, PER FCC RULES. ONLY
STATIONS HOLDING NDEA
MAY STAY ON AIR IN ACCORD
WITH THEIR STATE EBS PLAN.
BROADCAST EAN MESSAGE
ONE. MESSAGE AUTHENTI-
CATOR: HATEFULNESS/HATE-
FULNESS"**

This message is supposed to tell us to broadcast a message telling the audience that there is a national emergency.

Many broadcasting stations, including KMA, did not broadcast the national emergency message. Broadcasters have been the subject of much criticism for their failure to respond to this directive which was sent by a government official in error. I think the critics fail to look at the whole picture.

First there was the mistake made by government official who sent the wrong message. A test message is supposed to be sent at this time each Saturday morning. Secondly, there are two other systems besides the news machine wires which are a part of the Emergency Broadcast System.

We have a radio in our control room and at the transmitter which is tuned to WOW in Omaha. This radio will automatically go on if WOW trips their transmitter and puts on an Emergency Action Notice. Saturday, February 20 this radio did not go on.

Thirdly, the networks also broadcast any EAN message over their leased wires. Our man on duty checked the network lines and there was no message. He also called two other staff members to determine if they had heard anything. By the time he had checked all these sources the message came over the news machine wires to "CANCEL EANS TAPE SENT AT 09:33 EST."

KMA was not asleep at the switch. Because Merle Douglas used some good old fashioned horse sense, he avoided broadcasting a false message which could have caused a great deal of panic in the community.

The incident does illustrate that a better system must be put in force if we are to have a reliable Emergency Broadcast System. One step has already been taken in that direction. The national news service will send only the "test" notification messages. Real alert messages will still come from official government sources.

Sunrise Service Set for Easter

"He is Risen," the Fifteenth Southwest Iowa Sunrise Service will be broadcast on KMA from the Clarinda High School gym on Easter morning. Join us on KMA as announcer Jack Mihall and Chief Engineer Don Burrichter bring the broadcast from Clarinda starting at 6:30 a.m. and lasting until 7:29 a.m. The Southwest Iowa Easter Sunrise services are the expression of a group of persons who share a deep conviction that the rich cultural resources of this section of Iowa should be unified in a religious expression. KMA makes possible the broadcast through its technicians and equipment. The churches of Clarinda, their ministers and laymen are responsible for the preparation and planning of this Easter special event. If you cannot attend, be sure to listen to the Easter Sunrise Service at 6:30 a.m. on KMA Radio, Easter Sunday, April 11.

APRIL, MAY, JUNE, 1971

MONDAY THRU FRIDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News/Weather
 7:15 a.m.—Frank/Weather
 7:30 a.m.—Markets
 7:35 a.m.—Paul Harvey
 7:40 a.m.—KMA Sports
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—Music
 8:30 a.m.—ABC News
 8:35 a.m.—Music
 9:00 a.m.—KMA News
 9:05 a.m.—Music
 9:30 a.m.—Back To The Bible
 10:00 a.m.—KMA News
 10:05 a.m.—Community Calendar
 10:10 a.m.—ABC News
 10:15 a.m.—Billie Oakley
 10:30 a.m.—Music/Local Features
 11:00 a.m.—KMA News
 11:03 a.m.—Open Line
 11:30 a.m.—Music
 11:45 a.m.—Markets
 12:00 Noon—KMA News
 12:15 p.m.—Ed May/Weather
 12:30 p.m.—Midwest Farmer
 1:00 p.m.—KMA News
 1:05 p.m.—ABC News
 1:10 p.m.—KMA Sports/Weather
 1:15 p.m.—Paul Harvey
 1:30 p.m.—ABC News
 1:35 p.m.—KMA Classified/Music
 2:00 p.m.—KMA News
 2:05 p.m.—Music
 2:30 p.m.—ABC News
 2:35 p.m.—Music
 3:00 p.m.—KMA News
 3:05 p.m.—Music
 3:30 p.m.—ABC News
 3:35 p.m.—Music
 3:45 p.m.—Joseph C. Harsch
 3:50 p.m.—Music
 4:00 p.m.—KMA News
 4:05 p.m.—Music
 4:30 p.m.—ABC News
 4:35 p.m.—Music

5:00 p.m.—KMA News
 5:05 p.m.—Commodity Reports
 5:10 p.m.—Lou Boda/Sports
 5:15 p.m.—Music
 5:15 p.m.—Hunting/Fishing Report (Friday)
 5:30 p.m.—ABC News
 5:35 p.m.—KMA Sports
 5:45 p.m.—Life Line
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—ABC News
 6:35 p.m.—Focus '71
 6:40 p.m.—Community Calendar
 6:45 p.m.—Harry Reasoner
 6:50 p.m.—Edward P. Morgan
 6:55 p.m.—Frank Reynolds
 7:00 p.m.—KMA News
 7:05 p.m.—Music
 7:15 p.m.—ABC World of Sports
 7:20 p.m.—Music
 7:30 p.m.—ABC News
 7:35 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—ABC News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—ABC News
 9:35 p.m.—Music
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News/Weather
 11:05 p.m.—Music
 11:55 p.m.—KMA News/Weather
 12:00 Midnight—SIGN OFF
MUSIC POLICY
 5:00-6:00 a.m.—Country/Western
 Rest of Day—MOR

SATURDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News
 7:15 a.m.—Frank/Weather
 7:30 a.m.—ABC News
 7:35 p.m.—KMA Sports
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—Music

8:30 a.m.—ABC News
 8:35 a.m.—Music
 9:00 a.m.—KMA News
 9:05 a.m.—Music
 9:30 a.m.—Back To The Bible
 10:00 a.m.—KMA News
 10:05 a.m.—Community Calendar
 10:10 a.m.—ABC News
 10:15 a.m.—Music
 10:30 a.m.—Music/Local Features
 11:00 a.m.—KMA News
 11:05 a.m.—Music
 11:45 a.m.—ABC Sports
 12:00 Noon—KMA News
 12:15 p.m.—Ed May/Weather
 12:30 p.m.—Midwest Farmer
 1:00 p.m.—KMA News
 1:05 p.m.—ABC News
 1:10 p.m.—KMA Sports/Weather
 1:15 p.m.—Paul Harvey
 1:30 p.m.—ABC News
 1:35 p.m.—Music
 1:45 p.m.—ABC Sports
 1:50 p.m.—Music
 2:00 p.m.—KMA News
 2:05 p.m.—Music
 2:30 p.m.—ABC News
 2:35 p.m.—Music
 3:00 p.m.—KMA News
 3:05 p.m.—Music
 3:30 p.m.—ABC News
 3:35 p.m.—Music
 3:45 p.m.—ABC Sports
 3:50 p.m.—Music
 4:00 p.m.—KMA News
 4:05 p.m.—Music
 4:30 p.m.—ABC News
 4:35 p.m.—Music
 5:00 p.m.—KMA News
 5:05 p.m.—Lou Boda/Sports
 5:10 p.m.—Music
 5:30 p.m.—ABC News
 5:35 p.m.—KMA Sports
 5:45 p.m.—Life Line
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—ABC News
 6:35 p.m.—Focus '71
 6:40 p.m.—KMA Notebook
 6:45 p.m.—Music
 6:55 p.m.—Learning Resources
 7:00 p.m.—KMA News
 7:05 p.m.—Music

7:15 p.m.—ABC Sports
 7:20 p.m.—Music
 7:30 p.m.—ABC News
 7:35 p.m.—Music
 7:45 p.m.—ABC Sports
 7:50 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—ABC News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—ABC News
 9:35 p.m.—Music
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News
 11:05 p.m.—Music
 11:55 p.m.—KMA News
 12:00 Midnight—SIGN OFF

MUSIC POLICY

5:00-6:00 a.m.—Country/Western
 6:00-7:00 p.m.—MOR
 7:00-12:00 M.—Country/Western

SUNDAY

KMA's sign-on Sundays will vary with sunrise. Programming begins at the hour listed.
 6:00 a.m.—KMA News/Weather
 6:10 a.m.—Music
 7:00 a.m.—KMA News/Weather
 7:10 a.m.—Hymn Time
 7:30 a.m.—Worship Service
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—KMA News/Weather
 9:05 a.m.—S.S. Lesson
 9:20 a.m.—Social Security
 9:30 a.m.—ABC News
 9:35 a.m.—Music
 9:45 a.m.—Iowa Western
 9:55 a.m.—You and the U. N.
 10:00 a.m.—KMA News/Weather
 10:05 a.m.—Tarklio College
 10:20 a.m.—Music
 10:30 a.m.—ABC News
 10:35 a.m.—Music
 11:00 a.m.—KMA News/Weather
 11:05 a.m.—Music
 11:30 a.m.—ABC News
 11:35 a.m.—Music
 12:00 Noon—KMA News/Weather

12:15 p.m.—Music
 12:30 a.m.—ABC News
 12:35 p.m.—Music
 1:00 p.m.—KMA News/Weather
 1:05 p.m.—Music
 1:30 p.m.—ABC News
 1:35 p.m.—Music
 1:45 p.m.—ABC Sports
 1:50 p.m.—Music
 2:00 p.m.—KMA News/Weather
 2:05 p.m.—Music
 2:30 p.m.—ABC News
 2:35 p.m.—Music
 3:00 p.m.—KMA News/Weather
 3:05 p.m.—Music
 3:30 p.m.—ABC News
 3:35 p.m.—Music
 3:45 p.m.—ABC Sports
 3:50 p.m.—Music
 4:00 p.m.—KMA News/Weather
 4:05 p.m.—Music

4:30 p.m.—ABC News
 4:35 p.m.—Music
 5:00 p.m.—KMA News/Weather
 5:05 p.m.—Music
 5:30 p.m.—ABC News
 5:35 p.m.—Music
 5:45 p.m.—ABC Sports
 5:50 p.m.—Music
 6:00 p.m.—KMA News/Weather
 6:15 p.m.—Voice of Agriculture
 6:30 p.m.—ABC News
 6:35 p.m.—Music
 7:00 p.m.—KMA News/Weather
 7:05 p.m.—Music
 7:15 p.m.—Outdoor Nebraska
 7:30 p.m.—ABC News
 7:35 p.m.—Viet Nam Update
 8:00 p.m.—60 Plus
 8:30 p.m.—ABC News
 8:35 p.m.—Music
 9:00 p.m.—Billy Graham
 9:25 p.m.—Education Today
 9:30 p.m.—ABC News
 9:35 p.m.—Revival Time
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—Interview-Alcoholism
 10:30 p.m.—Music
 12:00 Midnight—SIGN OFF

MUSIC POLICY

S/O-11:00 p.m.—Light Classical & Show Tunes
 11:00-12:00 M.—Classical Music

POSTMASTER

Address Correction Requested
Tom Thumb Publishing Co.
Shenandoah, Iowa
51601

MR. PHILLIP JOHNSON
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GARNER, IOWA 50438



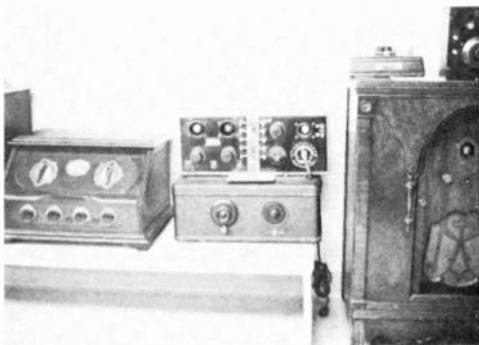
JAN

Antique Radio Collection At KMA

Shortly after the present KMA Radio building was completed, Ed May began to collect a few old radios primarily to form an educational exhibit for the "younger generation." He felt the current generation should have the opportunity to see the

tubes and dry cell batteries that preceded the modern crop of transistor radios.

Virtually all of the collection which numbers about 40 and is housed in the KMA building have come from the KMA area.



In the late 1920s and early 1930s, Earl May Seed and Nursery Co., sold its own brand, the Mayola, which is the console model at right. To its left is the Radiola 20-AR-19 manufactured in 1925. A 5 tube receiver, it sold for \$180.



The top row of "tubes" made up the Inductance (Atwater Kent) Tuned Model of the early 1920s. It is sitting on the Stromberg Carlson Neutrodyne Receiver.



The Freed-Eismann Neutrodyne was made in 1923 and featured 5 tubes and 3 tuned circuits. It sold for \$150. Almost hidden by its white name tag is the Crosley Pup, the portable predecessor to the popular transistor. It used one tube, headphones and sold for \$10.



The oldest radio in the collection is the RCA-Westinghouse Aeriola built in 1922. As are many of the sets, it was battery operated and the listener heard the programs through earphones or the old-fashioned horn type loudspeaker.