

The KMA GUIDE

A.L. Jones
Box 99



March-April, 1976

Long-time KMA Homemaker Dies



Mrs. Bernice Currier (Picture taken in 1952 as she celebrated 25 years in radio.)

In the spring of 1927, a talented young woman joined the music staff of KMA starting a remarkable career in radio that was to last until her retirement in 1963.

That woman was Mrs. Bernice Currier who died February 17 at the age of 85. For the past several months she had been a resident at a nursing home in Shenandoah.

Although she began her radio career on KMA as a violinist, her early days of broadcasting covered a broad scope of activities which eventually led Bernice into advertising products and discussing their use. Many of these activities were later classified as homemaker broadcasts making her one of the early "radio homemakers."

Later Bernice moved to Illinois, South Dakota and Texas where she continued her radio career. In 1948, she returned to KMA where for the next 15 years she broadcast her daily homemaker visits from her home.

Bernice believed in radio as can be seen in this quote from an earlier Guide issue. "If I had it all to do over again, I would certainly choose a career as a radio homemaker. There can't be a grander bunch of persons anywhere in the world than my listeners, many of whom seem like such close personal friends to me today. Since I first joined the staff at KMA in 1927, I've lived and breathed radio. I've always

The KMA Guide

MARCH-APRIL, 1976

Vol. 33

No. 2

The KMA Guide is published every other month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Carl Andersen, editorial chairman; Mary Williams, editor. Subscription price \$1 per year (6 issues) in the United States, foreign countries, \$1.50 per year. Allow one month notice for change of address and be sure to send old as well as new address and zip.

loved to cook and bake so radio homemaking has been not only my work and my hobby but my life!"

Although she led an active radio career, Bernice also managed to raise four children, Merrill of Cairo, Illinois; Helen (Mrs. J. T. Armstrong) of Houston, Texas; and Edwin L. of San Rafael, California. Her other daughter, Margaret Boylen, who authored several books, preceded her in death. She is also survived by ten grandchildren and six great-grandchildren.

Born in Gosper County, Nebraska, April 13, 1890, Bernice later graduated from the school of music at the University of Nebraska. Funeral services and burial were in Shenandoah.

Easter Seals help crippled children.

MARCH - APRIL GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- March 17—Dr. James Sislo, Ed May's son-in-law
- March 20—Scott, son of Duane Young
- March 26—Brenda, daughter of Duane Young
- March 31—Henry Schnoor
- April 7—Bruce, son of Duane Young
- April 8—Bill Bone
- April 12—Francie, wife of "Mac" McDonald
- April 13—Joey, son of "Dee" Martin
- April 19—Mrs. David Sanders, daughter of Ed May
- April 20—Terry, husband of Marsha Broyles
- April 22—Angela, daughter of Mike Goodin
- April 28—Mrs. J. D. Rankin, Jr.
- April 30—Bill Sislo, grandson of Ed May

HAPPY ANNIVERSARY TO:

- April 16—Mr. and Mrs. Robert Stotts

A Chat With Edward May

Ed May Jr. Tells About European Tour

First of all, I want to thank Dad for allowing me to write about a wonderful experience I had lately.

As you may or may not know, I am a senior at the University of Nebraska majoring in Broadcast Journalism. During our Christmas vacation, the University offered a tour of international broadcasting facilities in Italy, Hungary, Germany and Switzerland. There were nine students and two instructors on this tour. We also visited portions of Austria and France but did not visit any radio facilities there. The trip lasted approximately 16 days, leaving from Lincoln on December 26 and arriving back on January 11.

Our first stop was Rome. Along with its beauty, Rome's history and people were exciting. We were able to see many of the most famous landmarks — the Colosseum, St. Peter's Square, the ancient ruins and others, but being there only three days merely let us skim the surface of what is in Rome.

Italian television was interesting to a certain degree, but in comparison to American television networks, their system was not nearly as advanced. Also, the Italian television is controlled totally by the government. Their versatility was extremely limited too.

The other appointment in Rome was at Vatican Radio. We were received and treated very well there. Vatican Radio is very powerful and transmits in many, many languages to people all over the world. Our group appreciated their hospitality greatly, along with their English language since we hadn't heard any since leaving the States.

Train transportation is widely used in Europe. The trains run smoothly, rapidly and efficiently. Being a train buff, I really enjoyed this because the bulk of our traveling was by rail.

The class next proceeded to Venice for a one-day layover. No appointments were scheduled so this was a free day. Venice is a beautiful place and very different. No cars were visible but canals and boats were everywhere throughout the city.

As we left Venice, little did we know that the next stop would long remain in our minds as an interesting experience, but not tremendously pleasant. Budapest, Hungary, was the following stop. As we proceeded across the Iron Curtain the atmosphere changed quickly. The train was stopped and armed guards boarded. They checked our passports and visas several dif-

ferent times and seemed very gruff. This group then accompanied us to Budapest, then left us.

The city itself was beautiful. The architecture is very different and, in fact, I ended up taking as many pictures there as anywhere. The people at Hungarian Television were very accommodating, but the system was very politically oriented, obviously being a Communist country. The director of the facility was a very knowledgeable person and had spent some time in the United States studying our operations. They, too, were not nearly as advanced as our communication networks, but were making progress and were much more modern than the Italians.

We visited the American Embassy in Budapest during some free time. This was enjoyable and educational. We even got to meet the Ambassador.

This visit behind the Iron Curtain convinced me that our free system, even though there are some faults as there are in anything, is by far the best. Viewing Communism was almost depressing because we could see the people being controlled and manipulated by the government. Hungary was interesting . . . I'm glad to have seen it, but I don't care to return.

After leaving Budapest, Munich, West Germany, was next on the itinerary. This country struck everyone as being the closest of any resembling the United States. People were friendly and very accommodating, and the countryside was beautiful.

German Television was educational and worthwhile. Their techniques and equipment were much like ours, and they felt that they had refined some technical principles better than the Americans. In some cases this was probably true. The programming resembled educational broadcasting done here in America. Also, little of their operating revenue is derived from advertising. People pay a set fee to have radios and televisions in their homes. This aspect was strikingly different to us.

We had such a good time in Germany it was difficult to leave. Three days were not nearly enough there. Our train left Munich station January 8 and this is where most of our group suddenly realized that the trip would be over shortly.

Traveling from Munich to Geneva, Switzerland, was fun because of two coincidences. First of all, I met several students from Simpson College at Indianola, Iowa,

(Con't. on page 7)

MAC'S FAX

It's time to make plans for our 1976 gardens. I thought it would be interesting to give you the sequence of planting that we follow in the trial grounds here at Shenandoah. I'm sure you old-time gardeners have your own planting dates for various vegetables, but here is the way we do it.

The very first thing we plant is our lawn seed. Blue Grass takes 28 days to germinate and it likes cool weather. For the best results, we recommend early planting and a light covering of the seed. If planted too deep, it takes too long for the seedling to become established. Don't allow your seed bed to dry out, keep it moist but not wet. Some weeds will appear but don't worry about them.

Fertilize your grass with Earl May Lawn and Turf Food; this will promote the growth and crowd out the weeds. You may have some weeds throughout the first year, but again, don't worry about them. Eventually they will disappear and if they don't, there are plenty of weed killers which can be applied to get rid of them and not hurt the grass. I'm referring to Earl May Dandelion & Weed Control plus Lawn Food. Plant Maypark Lawn Seed for best results.

The next items we want to plant are onions: sets, plants, and seeds. Onion tops can be frosted and come right back. The onion sets produce the green onions for table use early. If they're left to mature, they will make a pretty good sized bulb. For big sweet juicy onions for late fall and early winter, we recommend the onion plants. Onions can be found on page 50 of our 1976 catalog. Everyone should put out as many Red Hamburger onion plants as they have room for because they produce a big juicy mild onion that is delicious. I just can't get enough of them when they are prime. The best winter keeper is the Hybrid Yellow Spanish which makes a huge mild onion that stores well into winter.

Peas stand a lot of cold weather and make their best crop when planted early in cool temperatures. Progress No. 9 produces lots of peas; eight large plump peas per pod, easy to pick, and a great pea for fresh use or for freezing. Little Marvel peas which are a bit earlier than Progress No. 9 are popular, a good yielder, and are sweet and tender. We have Green Arrow peas this year, a new one you might like to try. The pods are 3½ to 4 inches long with eight to ten sweet tender peas per pod, ideal for eating fresh, freezing, or canning. Of course we mustn't overlook early Alaska peas which are wilt resistant and the ear-

liest variety in the pea family. It will be ready in 55 days from planting and has a fine all around usage but is especially popular because of its earliness. We try to have our peas planted by April 10 or earlier.

Radishes are next and on page 59 in the catalog you will find the favorites White Icicle, French Breakfast with a red top and white tip, Red Devil and Cherry Belle. Early Bird is ready to eat in less than three weeks. Then there are three of my favorites like Red Champion, Pink Beauty, and Silver Dollar which is a white. All three of these are round radishes that grow to the size of a silver dollar and don't get pithy or hot extending your harvest season. Radishes should be in the ground by April 15 to April 25.

For leaf lettuce we recommend Black Seeded Simpson as the most popular. It has large crinkly leaves and can be picked or cut and will grow back, the ever-bearing lettuce. Butter Crunch makes compact crisp heads with a wonderful flavor. Our third choice would be Great Lakes, a head lettuce of medium side which is crisp and refreshing. Lettuce should be planted April 15 to April 25.

Our choice of carrots are in this order: Tendersweet, Hybrid Early Cross and Finger Stick. These are all sweet, deep orange color, and coreless. Plant carrots April 15 to April 25.

The best choice we think for beets is Baby Canning or Detroit Dark Red. These make smooth globe shaped roots, have fine flavor, are tender, and are free from fiber. These are fine for canning with a deep dark red and no browns or purples. Beets should be planted April 15 to April 25.

Good Friday is April 16 this year and rather late, but traditionally Good Friday is potato planting time. Of course our choice is Mayfair which is a large smooth white potato with very shallow eyes. Mayfair keeps well with excellent all around table quality for baking, boiling, or frying. For an early red, we recommend Norland which is good in yielding with a smooth red skin and shallow eyes; more potato and less skin. A fine cooking potato and the earliest of all. Kennebec is a dependable big yielder and a main crop late potato with an excellent flavor when cooked. Then there is the old reliable Irish Cobbler which has been around for years and is still very popular. It does a good all around job producing nice big smooth tubers that keep well and cook good in all categories like fried, baked, boiled and whipped. Avoid sunlight on your potatoes after they mature because this causes them to turn green and become toxic. However, you would have to eat a bushel at one time before they would do you any harm.

Have a good day for yourselves, everybody.

RFD 960

By LYNN KETELSEN

Our Farm Advisory Panel has met since the last issue of the KMA Guide, and we were all pleased with the results. We all enjoyed the afternoon, and it seemed the men in the panel enjoyed the meeting the most.

On the whole the members of the panel had nothing but praise for the job we're doing in our farm programming here at KMA. They did recommend some minor changes which will add additional information to our market reports and streamline others. Since the meeting we have added a five-minute opening market show from 10:15-10:20, and have added market analysis by Ed Coles at 10:15 and 2:05.

The number of farm meetings hasn't slowed down at all this winter. Steve Hoefing went to St. Louis for the National Farm Bureau meeting and also a Monsanto Company convention, and the National Livestock Feeders convention in Omaha.

I've had a chance to meet a lot of people from right here in the KMA area at

the many local meetings that have been going on. A few I've attended included the Page County Feeders Association meeting, Mills-Montgomery Cattle Feeders meeting, Page County Inter Agency meeting, Page County Rural Water meeting, Montgomery County Pork Producers meeting; on the state level I attended the Iowa Cattlemen's Association annual meeting and the National Livestock Feeders Association National meeting.

Right now we're looking ahead to spring planting here in the KMA area. Soon the many meetings will be over, and the majority of the farmers' time will be spent in the field. Our biggest problem at this time is a lack of soil moisture.

It's been a strange winter from the stand point of weather. Very little snow and streaks of warm weather. The lack of snow has caused top soil erosion problems and disastrous problems in the winter wheat areas of the south. Many farmers in Kansas say they have completely lost their wheat crop. We'll know the implications in the not too distant future.

As for our area we're hoping for good heavy spring rains and a nice early planting season. Best regards to all of you and we sincerely hope the world is treating you well.



Named to the 1976 KMA Farm Advisory Panel were seven men representing various areas of agriculture in the midwest. The picture was taken at the first meeting of the Panel. Starting in the left foreground in the picture, members include: Don Teachout of Shenandoah; Charlie Phelps of Hastings, Ia.; KMA Station Manager Andy Andersen; Steve Hoefing, standing, and Lynn Ketelsen, both KMA farm broadcasters; Robert Stanton of Rock Port, Mo.; Ron Sanson of Clarinda; Ted Wickman of Atlantic, and Earl Taylor of Silver City. Floyd Gourley of Shenandoah left before the picture was taken.

On Sports

It is hard to believe that March is here, and with it come those two annual happenings, every year, the girls' and boys' state basketball tournaments in Des Moines. The girls' state basketball tournament will run from March 9-13, while the boys' is set for March 16-20. "Mac" McDonald and I will be at Vets Auditorium both weeks to bring you all the play-by-play action on KMA. With the state basketball tournaments comes a faint glimpse of the end of the 1976 basketball tournament trail. The trail is always exciting and fun, but begins to take its toll on "Mac" and myself about now, what with going out and doing games six nights a week with only Sundays off, people in the apartment complex, not to mention my landlords, begin to wonder about this time of year if I still live there. They might catch a fleeting glance of me in the laundry room, doing my wash so I can get ready to leave again. After the tournaments, "Mac" will again be reunited with his wife, Francie. Listed below is the time schedule for the girls' and boys' state basketball tournaments:

GIRLS' STATE BASKETBALL TOURNAMENT

MARCH 9-13

VETERANS' AUDITORIUM — DES MOINES

March 9 (Tues.) First-Round Games — 1:00, 2:30, 7:00, 8:30 p.m.

March 10 (Wed.) First-Round Games — 1:00, 2:30, 7:00, 8:30 p.m.

March 11 (Thurs.) Quarter-Final Round — 1:00, 2:30, 7:00, 8:30 p.m.

March 12 (Fri.) Semi-Finals — 7:00, 8:30 p.m.

March 13 (Sat.) Consolation — 6:00 p.m., Championship — 8:00 p.m.

BOYS' STATE BASKETBALL TOURNAMENT

MARCH 16-20

VETERANS' AUDITORIUM — DES MOINES

March 16 (Tues.) (All Games p.m.)

Class 2A First-Round Game	-----	12:30
Class 2A First-Round Game	-----	2:15
Class 2A First-Round Game	-----	4:00
Class 2A First-Round Game	-----	7:05
Class 1A First-Round Game	-----	8:45

March 17 (Wed.)

Class 1A First-Round Game	-----	12:30
Class 1A First-Round Game	-----	2:15
Class 1A First-Round Game	-----	4:00
Class 3A First-Round Game	-----	7:05
Class 3A First-Round Game	-----	8:45

March 18 (Thurs.)

Class 3A First-Round Game	-----	12:30
Class 3A First-Round Game	-----	2:15
Class 2A Semi-Final Game	-----	4:00
Class 2A Semi-Final Game	-----	7:05
Class 1A Semi-Final Game	-----	8:45

March 19 (Fri.)

Class 1A Semi-Final Game	-----	1:35
Class 3A Semi-Final Game	-----	3:15
Class 3A Semi-Final Game	-----	7:05
Class 2A Championship Game	-----	8:45

March 20 (Sat.)

Class 1A Consolation Game	-----	12:00
Class 2A Consolation Game	-----	1:45
Class 3A Consolation Game	-----	3:30
Class 1A Championship Game	-----	6:35
Class 3A Championship Game	-----	8:35

KMA Sports Director, Warren Swain regaled the 200 guests at the annual Shenandoah Christian Women's Club Guest night in February with his anecdotal talk "Behind the Scene in Sports." He was introduced by KMA Women's Director Brenda Kay who acted as Special Feature Chairman for the group. Seated together at the speakers table were (l to r) Richard McConahay and his wife, Brenda Kay McConahay; Warren Swain, Ms. Jan Farrens of Clarinda, and Darrel and Doris Damewood of Clarinda. Mrs. Damewood is the Club Music Chairman.



KANSAS CITY ROYALS 7th SEASON ON KMA

(Con't. from page 3)

As sure as basketball follows football, so does baseball follow basketball. In its continuing coverage of athletic events, KMA Radio will inaugurate its seventh season of broadcasting the Kansas City Royals Baseball games on April 9 at 1:15 p.m.

One change with the Royals games this year concerns the play-by-play announcer who will be Denny Matthews with Fred White assisting.

The first Royals game will be played in Chicago, and the first home game which will feature a gala opening night is set for April 13 at 7:30 p.m. against California, in the Royals Stadium in the Harry S. Truman Sports Complex in Kansas City.

The rest of the April schedule includes:

- April 11 — 12:30 p.m. — Chicago
- April 13 — 7:30 p.m. — California
- April 14 — 7:30 p.m. — California
- April 15 — 7:30 p.m. — California
- April 16 — 7:30 p.m. — Cleveland
- April 17 — 7:30 p.m. — Cleveland
- April 18 — 1:30 p.m. — Cleveland
- April 20 — 6:00 p.m. — Milwaukee
- April 21 — 6:00 p.m. — Milwaukee
- April 23 — 7:00 p.m. — New York
- April 24 — 1:00 p.m. — New York
- April 25 — 1:00 p.m. — New York
- April 27 — 7:30 p.m. — Boston
- April 28 — 7:30 p.m. — Boston
- April 30 — 7:30 p.m. — New York

who in turn knew two good friends of mine from Shenandoah who attended school there — Ann Jennings and John Tinley. Then after that, I came across a student from Tulsa, Oklahoma, who was a good friend of Debbie Davidson from Clarinda. Just goes to show it is a small world.

Geneva was pretty from what little we could see. The fog was so dense a person could only see about a block. While we were there our group visited the European Broadcast Union. This organization represents broadcast stations in Europe in many different ways. For example, at this particular time, this Union was negotiating the European Television rights to the Summer Olympics in Montreal. After just one day we traveled to the final stop, Paris.

Our arrival in Paris, France, was in mid-afternoon of the final day of the trip. We were able to visit the Eiffel Tower and the Louvre. However, one could spend weeks at the Louvre. A thrill I had at the museum was seeing Leonardo da Vinci's famous painting, the Mona Lisa.

Paris was very brief because the next morning we were on our plane for home, and about 12 hours later we were in Lincoln.

Everyone had a tremendous time and would like to go back someday. I felt that it was one of the most worthwhile experiences of my life and was happy to have the opportunity to tell you about it. Hope you enjoyed reading about it, too.



Stopping in Shenandoah on a Goodwill Caravan trip earlier this year, were two members of the Kansas City Royals Baseball team. They were Dennis Leonard, Royals Pitcher of the Year, and their Player of the Year, third baseman, George Brett. They were interviewed on the air by "Mac" McDonald. Shown in the picture are (l-r) "Mac", Dennis Leonard, KMA Station Manager Andy Andersen, and George Brett.

Congratulations!

JAN ANDERSEN, daughter of KMA Station Manager **ANDY ANDERSEN**, completed her work toward a bachelor's degree in dietetics in December graduating from Northwest Missouri State University at Maryville. She made a short trip to the east coast over the holidays. Since then she has become ill and recently was admitted to the hospital suffering from hepatitis.

Andy and his girls are shown in the picture at left. That's Jan on the left and **BARB**, student at Iowa State University at Ames, on the right. Their brother, **DAN**, who works for the Burlington railway, recently returned to work after a 30-day sick leave, caused by tendonitis. He lives aboard the train and is presently working out of Waverly, Nebraska. Latest word is that Barb has come down with bronchitis and is in the infirmary at school.

A letter from a reader in Nebraska asked for a picture of retired radio personality, **FRANK FIELD**. In going over the pictures taken at the Christmas party, we ran across this one of Frank as he picked up his holiday turkey from the stack in the hall. That's **DICK WORN** from Earl May's Mail Order Nursery department next to him.



Next Guide issue look for a picture of Sunday host, **HENRY SCHNOOR'S** infant son, **DARREN**. Born Sept. 28, 1975 in a Council Bluffs hospital, Darren weighed 8 pounds 9 ounces. Mother **EDITH Schnoor** reports the little hair Darren has is dark and he has dark blue eyes. He has a big sister, **DENELL**, 7.

BILL BONE became an uncle for the first time February 12th when his only sister, **MRS. JAMES ELROD** of Des Moines gave birth to a boy. Named John William, the baby weighed a little over six pounds. He is the first grandchild for Bill's parents, **MR AND MRS. L. W. BONE** of Prairie City. Both mother and baby are doing fine. In fact, Bill's sister called him

with the news only an hour and half after the birth. Although Bill was pretty excited about his new nephew, being an aunt is certainly nothing new to Bill's wife, **NAN**. She has been an aunt ten times over!

Thumbing through the musical albums one day, **MERL DOUGLAS** spotted a picture on an album cover that looked exactly like KMA's farm broadcaster, **LYNN KETELSEN**. Furthering the comparison, the man on the cover was pictured playing the drums, and Lynn is a drummer. Doug quizzed many staff members about the likeness and all named Lynn as the look-alike. The album incidentally, was the new Sonny James "200 Years of Country Music."



Meditation is the popular "thing" to do now if you keep up with such matters. Always on top of current fads, KMA staffers Don Burcher, Chief Engineer, and Ralph Lund, engineer, right, are shown practicing their meditation. Don claims this is a yoga position but Ralph declined to comment. The third engineer, Norm Kling, had gone home to do his meditating.

"MAC" McDONALD was surrounded by young autograph seekers when he did a basketball game at Griswold in February. One 9-year-old boy said he listened to KMA a lot, knew the hours "Mac" worked, that WARREN SWAIN had gone to another game and many other facts about KMA's schedule. "Mac" said he couldn't refuse the autographs because he remembered how heartbroken he was when as a youngster he was pushed away when he tried to get Mickey Mantle's autograph in Minneapolis.

Although the reports in the paper said his car was slightly damaged, farm broad-

caster, STEVE HOEFING believes differently since the damages were estimated around \$1,000 to his '74 car. Steve collided with another car on Highway 34 near Malvern earlier this year. Fortunately only the car was "hurt."

Managerial Secretary EVALYN SANER was forced to announce that she is out of the business of making those body exercisers that hook on door knobs. She made several for gifts and sold many more but finally ran out of supplies. By next fall, true to her nature, she will be back in business making new gifts, either useful or decorative.



MIKE GOODIN, Operations Director and Program Manager, and DON HANSEN, Music Director and Chief Announcer, are to attend the 5-State Communications Conclave in Minneapolis the first week in April. Main purpose of the meeting is to get acquainted with people in the music recording industry.

Joe Guasteferro (left) and John Ferola, co-owners of the Anderson Schoolhouse Restaurant, cheered up the office when they came for their interview with Brenda Kay on "Living Today." Here they are shown talking to Brenda and Lynn Padilla of Continuity.

A MEMO

From **BRENDA KAY**

Two months of our Bicentennial year have passed, and I hope you are participating in and appreciating this special birthday of the United States — our great country. Already I have heard people say that they are getting tired of hearing about the Bicentennial and this really distresses me. But then, perhaps they are not yet involved personally in a special project, and if a person's interest is only superficial, then undoubtedly the meaning of the Bicentennial would get lost among the other details and activities of our hectic living.

It was my fortunate experience to attend a course on "Bicentennial Themes" at the Clarinda center of Iowa Western Community College last summer. Since I had not been in a history class of any type since my high school days, it truly was interesting and refreshing; I really swept some cobwebs out of my rusty brain! But the biggest reward of taking the course was that my own attitude and knowledge about my country was revived, and I was indeed ready for the Bicentennial.

Some of the ways that I've enjoyed celebrating the Bicentennial this year include the giving and receiving of historical and commemorative gifts. At Christmas Rich and I gave my parents a beautiful crystal bell and they gave us a pewter plate, both appropriately designed for this historical year. My mother made me a heritage outfit that I've enjoyed wearing for various public speaking engagements. Currently, I'm working on a committee that is planning a big old-fashioned 4th of July celebration this summer.

There are many ways that you, too, can celebrate this special year in your own com-

munity and state. If we all get involved in the celebration of our country's birthday, perhaps the Bicentennial spirit will bring renewed faith and confidence among all people!

Now you can make your own home-made sweetened condensed milk and marshmallow creme . . .

SWEETENED CONDENSED MILK

- 1 c. plus 2 T. dry milk
- $\frac{3}{4}$ c. sugar
- $\frac{1}{2}$ c. warm water

Combine and beat to blend. This recipe may be doubled. A commercial can yields $1\frac{1}{3}$ c. sweetened milk.

MARSHMALLOW CREME

In a large bowl, mix:

- 3 egg whites
- 2 c. white syrup
- $\frac{1}{2}$ t. salt

Beat 10 minutes on high, till thick and creamy, almost like whipped cream. It will fill bowl. Sift 2 c. powdered sugar. On low speed, gradually add sifted sugar. Add 1 T. vanilla. This yields 2 qt. May be stored in refrigerator, covered. 1 7-oz. commercial jar equals 2 c. home-made.

* * *

RASPBERRY FIZZ SALAD

- 1 3-oz. pkg. raspberry gelatin
- $1\frac{1}{2}$ c. applesauce, strained
- 1 c. 7-Up or carbonated lemon-lime beverage
- Juice of 1 orange (approx. $\frac{1}{2}$ c.)
- $\frac{1}{2}$ c. finely chopped celery
- $\frac{1}{4}$ c. chopped nuts

Dissolve gelatin in applesauce. Bring to boil. Remove from heat; add 7-Up and orange juice. Chill until partially set, stirring occasionally so foam from 7-Up mixes thoroughly. Add celery and nuts. Chill until firm.

* * *

(Send springtime greetings through The KMA Guide — \$1.00 per year.)

Brenda Kay, KMA Women's Director, was overwhelmed with the response to her most recent recipe offer. Over 500 requests were received before the recipes were even completely printed. She is almost hidden by the piles of recipes and letters. These recipes were the ones that were called in by listeners during 1975 on "Living Today — Potpourri" — which is heard every Monday morning at 10:30 a.m.



POTATO CASSEROLE

(Mrs. Chet Scybert, Atlantic)

- 2-lb. pkg. frozen hashbrowns
- ½ c. melted margarine
- 1 t. salt
- ½ t. pepper
- ¼ c. chopped onion or 2 T. dried minced onions
- 1 can cream of chicken soup
- 1 c. milk
- ½ pt. sour cream
- 2 c. grated cheese

Topping

- 2 c. crushed corn flakes
- ½ c. margarine, melted

Combine all ingredients. Mix together corn flakes and ½ c. melted margarine. Bake casserole 30 to 45 minutes; add topping and bake an additional 30 minutes, in a 350° oven.

* * *

BURRITO SQUARES

- 1 lb. lean ground beef
- ½ c. chopped onion
- 1 pkg. taco seasoning mix
- 17-oz. can refried beans
- 8-oz. can refrigerated crescent rolls
- 4-oz. sliced cheddar cheese
- 1 c. mozzarella cheese, shredded

Brown beef with onion and seasoning mix; drain. Stir in refried beans. Separate crescent rolls into 2 rectangles. Place on ungreased 9x13x1 pan. Press over bottom and ½" up sides to form crust, pressing perforations to seal dough. Spoon meat mixture over crust. Top with cheese slices; sprinkle with shredded cheese. Bake 25 to 30 minutes in 375° oven. Leftovers may be refrigerated. To reheat, wrap with foil and heat 10 to 15 minutes in 350° oven.

* * *

PISTACHIO PUDDING SALAD

Stir together:

- 1 box instant pistachio pudding, dry
- 1 can (flat) crushed pineapple, undrained
- 1 1-lb. can fruit cocktail, undrained

Fold in:

- 1 large container whipped topping
- Chopped maraschino cherries, as desired
- Chopped nuts, opt.

Refrigerate till ready to serve. May be put in bowl or pan to cut in squares.

* * *

TUNA PATTIES

- 1 can tuna
- 1 egg
- ½ c. milk
- 10 large crackers or one section of small crackers

Break tuna meat into small pieces; add egg and milk. Crush crackers and add. Form into 4 patties. Fry in melted shortening until browned on both sides, about 10 minutes. Garnish with steak sauce, mustard, or catsup.

BUTTERFLY ORANGE MUFFINS

- 2 c. flour
- 3 T. sugar
- 1 T. baking powder
- 1 t. salt
- 1 egg, beaten
- 1 c. milk
- 3 T. melted shortening or oil
- 1 T. grated orange rind
- 1 orange, divided into sections

Sift together dry ingredients. Blend together egg, milk, shortening, and orange rind. Add liquid mixture all at once to flour mixture, stirring only until flour is moistened. Fill muffin cups ¾ full. Halve orange sections and remove seeds, then place 2 halves on each muffin to form butterfly design. Press into batter. Bake in 425° oven for 20 to 25 minutes. Makes 12 muffins.

* * *

VIRGINIA'S COFFEE CAKE

Stir:

- ½ c. sugar
- ½ c. milk
- 1 egg
- 2 T. melted margarine

Add:

- 1 c. flour
- 2 t. baking powder
- ¼ t. salt

Beat till smooth. Pour into greased 8" pan. Sprinkle with:

Topping:

- ½ c. brown sugar
- 2 T. flour
- 2 t. cinnamon

2 T. melted margarine. Stir together. Bake in 350° oven for 20 to 30 minutes.

* * *

SOUR CREAM TWISTS

Sift 4 cups flour, 1 t. salt into bowl. Cut in 1 cup shortening with blender for pie-crust. Soften 1 envelope Quick Dry Yeast in ¼ cup warm water according to directions on envelope. Beat 1 egg and 2 egg yolks together until light. Combine with 1 cup thick sour cream, the yeast, 1 t. grated lemon rind and 1 cup currants. Stir into pastry base. Mix thoroughly. Let rise in refrigerator for 2 hours. Measure out ¾ cup sugar and cinnamon for rolling. Use all but no more. Sprinkle lightly over board. Place dough on board. Sprinkle over top and roll into 12 inch square. Fold dough from either side to make 3 layers. Roll out again and repeat the folding job, using a little more sugar on your board and dough to prevent sticking. Just remember to sprinkle lightly. Too much sugar and your dough will be too hard to handle. Cut into strips 1 inch by 4 inches. Shape into twists. Lay on ungreased baking sheets. Sprinkle remaining sugar on. No additional rising needed. Bake at 375° for 18 minutes. Makes 3 dozen twists.

* * *

The KMA Guide — a perfect gift for your Secret Pal — \$1.00 for a year.

CHOCOLATE CREAM PIE

Milk chocolate shell:

- ½ pkg. (1 c.) milk chocolate chips
- 1 T. shortening
- 1½ c. finely chopped pecans

Melt over hot water, chips and shortening. Add nuts. Spread evenly on bottom and sides of 9" foil-lined pie pan. Chill till firm, about 1 hour. Lift shell out of pan. Peel off foil and place shell back in pan.

Filling:

- ½ pkg. (1 c.) milk chocolate chips
- 1 pkg. (small) vanilla instant pudding, dry
- 1 c. sour cream
- 1 c. milk

Melt chips over hot water. Remove from heat and set aside. In large bowl, combine remaining ingredients and mix. Beat in melted chips. Pile mixture in chocolate shell. Chill for at least 2 hours. Top with whipped cream.

DELICIOUS COOKIES

- 1 c. brown sugar
- 1 c. white sugar
- 1 c. margarine
- 1 c. oil
- 1 egg
- 3½ c. flour
- 1 t. salt
- 1 t. soda
- 1 t. cream of tartar
- 2 t. vanilla
- 1 c. coconut
- 1 c. rolled oats
- 1 c. rice krispies
- 1 6-oz. pkg. chocolate chips

Cream shortening and sugars; add oil, egg, and flour sifted with salt, soda, and cream of tartar. Add remaining ingredients. Drop by teaspoonful onto cookie sheet. Press down with fork. Bake 12 to 15 minutes in 350° oven. Makes 6 to 7 dozen cookies.

Betty Hopkins from Craig, Mo. was a guest on the "Living Today" program encouraging people to contribute to the cookbook that the newly formed chapter of Beta Sigma Phi is compiling.



These three guests of Brenda informed the public about the services of the Red Oak Planned Parenthood Clinic. They are (l to r) Linda Jackson, Public Relations and Finance, Planned Parenthood in Des Moines; Linda Jensen, R. N., and Sally Keller, counselor and educator, both of Red Oak.





COVER STORY

No one is too sure why KMA's announcers and disc jockeys dreamed up the garbs they're wearing for the picture on the front cover, but the picture turned out well and does show another side or sides to their characters.

Someone was heard to remark that "they put on a good show, it's too bad you can't see it." The next time you hear one of the announcers on the air, think of him as he looks in this picture. Good for a laugh anyway.

Representing various elements of American society seemed to be the theme for their costumes, as they thought of the celebration of our country's Bicentennial. From out of the west rode the gun-toting cowboy, none other than "Mac" McDonald who has drawn on the old entertainer himself, "Popeye" Merl Douglas. Looking on with disapproving eye is the strait-laced citizen, Mike Goodin, while Don Hansen seems detached in his role as a "hippie." You can hear these "characters" Douglas and Goodin in the mornings and McDonald and Hansen in the afternoons on KMA.

PROGRAM NOTES

For several years, different groups have presented nighttime programming on KMA. Repeating this year will be the Oakland High School Choir, American Field Service of Shenandoah and the Griswold Lions Club. These organizations get out and sell spots to advertisers, set up and provide their own programming and in the case of the Oakland Choir, write their own commercials. The Oakland Choir will take over KMA from 7:05 to 11:55 p.m. May 3rd, A.F.S. on April 9, same hours, and the Lions will be in charge April 22 from 7:05 to 11:55 p.m. On hand to supervise will be KMA Chief Announcer Don Hansen with Mike Goodin, Operations Director, and Evalyn Saner, Managerial Secretary, lending a hand. News and weather reports will be presented by Hansen those nights.

Ormah McGlone Succumbs in Florida

KMA Radio Station was an absolute must stop for Mrs. Harry McGlone of Delray Beach, Florida, whenever she returned to Shenandoah in recent years.

Mrs. McGlone liked to renew memories of KMA since she was the first program director for the station and spent ten years on the staff. The picture showing her in the studios was taken on her last trip in 1973 which proved to be her final visit as she died February 17 at the age of 70. She was buried in Shenandoah.

Known as Ormah Carmean in radio circles, she is survived by her husband and two sons by a previous marriage, Dr. Doug Salmon of Appleton, Wis., and Dan Salmon of Moline, Ill. Mrs. Thomas Doyle of Shenandoah is a sister-in-law. Her parents were Mr. and Mrs. M. D. Carmean of Shenandoah and Fairfax, Mo.

In a letter to the Guide last fall, Mrs. McGlone wrote that she still felt that Shenandoah and KMA were a "very important part of my life!" She said she joined the staff on Aug. 25, 1925 after its opening on August 12th. She explained that poor health prevented her traveling and that she was "so disappointed not to be able to come back for KMA's anniversary and read everything in the Guide and the local paper and thoroughly enjoyed it!"

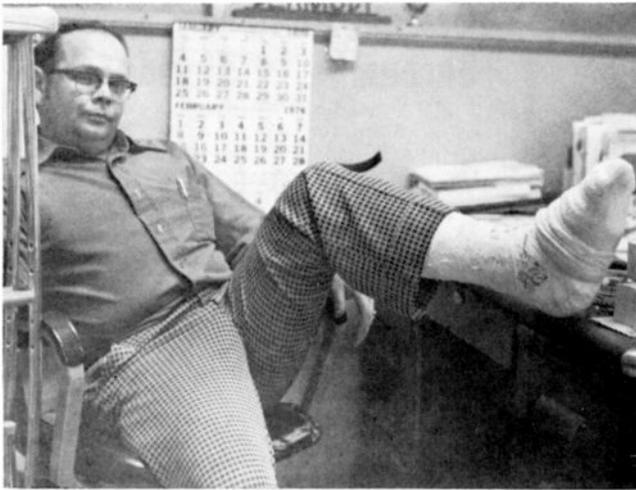
For long-time readers of The Guide, the name of **DORIS MURPHY** will ring a bell since she wrote the "Party Line" column for many years. She retired after 34 years as Women's Director and now resides in Phoenix, Ariz. Her son, **THOMAS MURPHY** was recently married in Uccle, Belgium to the **COUNTESS VIVIANE DE JONGHE D'ARDOYE**. The couple will make their home in Stamford, Conn. Thomas who served as special assistant to the late Arthur Watson, Ambassador to France, formed Partnership Dankist with him and now heads the investment firm. Thomas' daughter, Ellen, is a senior at The Berkshire School and his son, Thomas A. is in school in Northport, N. Y. Attending the wedding were **MR. AND MRS. PAUL SHAUM** of New York. Paul is the son of **JAMES SHAUM**, secretary of May Broadcasting Company.

FARM BROADCASTER TO WED

The wedding of KMA Farm Broadcaster Lynn Ketelsen and Mary Lohmann of Wheatland, Iowa, will take place April 3 at Wheatland.

Mary graduated in February from Iowa State University with a major in speech pathology.

The newlyweds, whose wedding story and picture should appear in the next issue of The Guide, will make their home at the Holmes apartments in Shenandoah.



News Director Ned Dermody found navigating nerve-wracking on the not-so-nice ice. Shortly before Guide presstime, the cast came off much to Ned's relief.

FEEDBACK

By NED DERMODY

1976, at the least the first part of it, has been eventful to date. Politicians beat the Iowa sticks heavily in January plugging for local precinct caucus support. The caucuses were heavily covered by the national news organizations, who apparently felt that there might be an indication from Iowa party members on whom the National Conventions this summer would nominate for President. It is simply too early to tell with so many candidates in the running, particularly for the Democratic nomination. Still, the candidates, their wives, their children and their front men toured the rural areas making "major statements" on Farm Policy, decrying the Bureaucracy and pleading for honesty in Government. The national coverage of the caucuses was intense, probably a compensation for blowing it four years ago. The coverage however did, surprisingly, move Georgia's Jimmy Carter into national prominence and provided Ronald Reagan with considerable support.

We were invited to attend a "White House" briefing in January through the auspices of the Radio and Television News Directors Association. The invitation included a Presidential News Conference in the Gold Room and a reception in the State Dining Room. In return, we would attend a four and one half hour "briefing" in the old executive office building. The briefing ranged from interesting to absolutely stupefying, as we were virtually inundated with statistics, charts and booklets concerning the proposed budget and assured that Congress should be pressured into providing proper approval as soon as possible. We were assured that the budget requests were minimal and absolutely necessary.

Following the briefing, we were ushered across the street to the White House and carefully seated in the Gold Room. The White House was somewhat smaller than we expected and in fact, needed paint in some well hidden areas. We really didn't look for flaws, but since it was our first visit inside the President's House we did look over the public rooms as carefully as possible. It was an extraordinary experience. Not awesome really, but very exhilarating. To sit in the Gold Room next to the Gilbert Stuart portrait of Washington and ask the President questions is admittedly exciting. Yet not terribly different from any other news conference. The reception in the State Dining room was quite frankly, a cocktail party, a good one, with an excellent guest list. The Marine String Quartet is quite good, and the public rooms at the White House are beautiful. We even arranged a tour of the Press facilities in the West Wing of the White House. It was a fun, exciting day and we don't really care about the politics involved.

Normally, I attend the Northwest Broadcast News Association Seminar in Minneapolis the first week of February, and I always look forward to that session. This year I was forced to forego the fun when flying feet failed and resulted in a fractured fibula. I slipped on the ice friends and broke an ankle. It wasn't my first broken bone. The first was 25 years ago when a fractured wrist made me the terror of my grade school until the cast came off. But an ankle is an entirely different bone of contention. I feel like a stork when I shave in the morning. Two weeks on crutches in an Iowa winter can be hazardous to your health. Steps become mountainous, curbs are positively treacherous and friends wax comical with jibes at the cause of your condition. As Mollie used to say before your time "Tain't funny Magee!"

NEWS INTERNS



Steve Carpenter

Steve Carpenter is spending one day a week this semester as an intern in broadcasting under the program co-sponsored by Northwest Missouri State University at Maryville and KMA Radio Station.

Twenty-year old Steve hails from Gilman City, Mo. and is a senior broadcasting major at the University. He will graduate in December and plans to go into radio broadcasting.



Bradley Oleson

He comes every Tuesday to KMA where he gets first-hand experience in news broadcasting, under the guidance of Ned Dermody, KMA News Director.

Bradley Jay Oleson is also interning this semester at KMA in the news department.

Graduating this spring from Northwest Missouri State University at Maryville as a radio-television major, he earlier received an associate of applied science degree in radio broadcasting from Iowa Central Community College at Fort Dodge. He holds a 1st phone radio license and is serving as station manager of KDLX for the spring semester. He had been chief announcer at KDLX and at Fort Dodge was director of special programs and music director for KICB. He is a member of national Delta Chi fraternity.

Bradley, 21, who likes the nickname, "Buck" hails from West Des Moines where his parents, George and Beverly Oleson reside. At Valley High he was involved in wrestling, football and a member of the marching and concert bands.



Bill Selby is the new Regional Sales Manager for KMA. His story appeared in the January issue of the Guide. Since then Bill has made a trip back to Colorado on business and while there managed to get in some skiing at Steamboat Springs.

PROGRAM REMINDER . . .

Every Sunday afternoon KMA Radio is featuring replays of old-time radio series and the Big Band music of the 30s and 40s. Henry Schnoor hosts the nostalgic program and also brings listeners up-to-date with complete weather and road reports. The latest news and sports scores from the KMA news desk and American Information Radio Network are given every hour on the hour. Tune in to:

- 12:15 p.m. — Duffy's Tavern
- 1:15 p.m. — Nightbeat
- 2:15 p.m. — The Great Gildersleeve
- 3:15 p.m. — Confidential Investigator
- 4:15 p.m. — The Aldrich Family

POSTMASTER

Address Correction Requested

Tom Thumb Publishing Co.
Shenandoah, Iowa
51601

Mrs. W. yne Crow
Winterset, Iowa 50273



Bill Bone --- KMA Radio Newsman



(Photo by Tinley)

Because the state of Iowa held its political caucuses early in the election year, presidential candidates swarmed over the state trying to garner delegate strength. Shenandoah shared in the limelight with contenders or their wives or children making the effort to win votes in the town as they appeared at coffees, luncheons and dinners.

One of the jobs of a radio newsman is to cover the noteworthy events and to get interviews with prominent people, politicians, scientists, educators or even the notorious. On such an assignment, Associate News Director Bill Bone interviewed Democratic presidential candidate, Sargeant Shriver, who spoke at a luncheon at

the American Legion Country Club. Bill is pictured getting the interview which later was broadcast over KMA.

Another facet of news broadcasting is the opportunity to go on fact-finding trips. Bill and Lynn Ketelsen from the farm department spent a week in February on such a trip to Washington, D. C. They accompanied the Farm Bureau group and toured the U. S. Department of Agriculture. They also met with Senators and Congressmen from the KMA area. Reports and interviews from their trip will be broadcast in the coming weeks.

For the story of News Director Dermody's trip to Washington, D. C., see page 14.