



The

KMA GUIDE

May, 1967

COVER STORY

DENISE ANN JOHNSON of Essex married GARY ANDREW WRIGHT of Shenandoah in an evening ceremony on April 8, 1967. Denise, pardon us, Mrs. Wright, is in the KMA Continuity Department and Gary is attending Clarinda Community College. He plans to continue his schooling at Fremont, Nebraska, this coming fall. Fashion note: Denise wore a beautiful floor length gown of white silk organza and rosepoint lace. The lace cage was worn over a princess styled sheath of organza and her mantilla veil of imported silk illusion outlined with lace, was caught by a pill box hat of matching lace. Congratulations Mr. and Mrs. Wright. Now, who's next from KMA?

Center Offers Vital Service

KMA's Women's Director, JONI BAILLON, was invited by Mrs. Clair Johnson of Shenandoah, to attend a special meeting of Red Cross Bloodmobile volunteers in April. They spent the entire day learning the procedures of obtaining bloods from donors. It starts at the local level, with the visit of the Bloodmobile to your community; next to the Center for processing of the blood, and finally, the distribution of blood units to meet the blood needs of the patients in more than 100 hospitals located in this region. The Omaha Regional Red Cross Blood Center serves over 1,434,928 people, in 78 Red Cross Chapters in Nebraska, Kansas and Iowa. In 1966, the Center collected bloods for 96 heart operations.

If you have never given blood and are in good health, check with your local Red Cross Bloodmobile Chairman and find out the requirements. We are fortunate to have in our area, the Blood Center which provides bloods and blood products. The Center, in order to fulfill needs, must collect more than 200 pints each day so your help is needed, and ALL blood types are needed. You're invited to stop in at the Omaha Regional Red Cross Blood Center anytime during the week and see the work being done. Incidentally, the Center refers to the donations as "bloods."

Every time the Red Cross Bloodmobile rolls into Shenandoah, you'll be sure to find several of our KMA staff, rolling up their shirt

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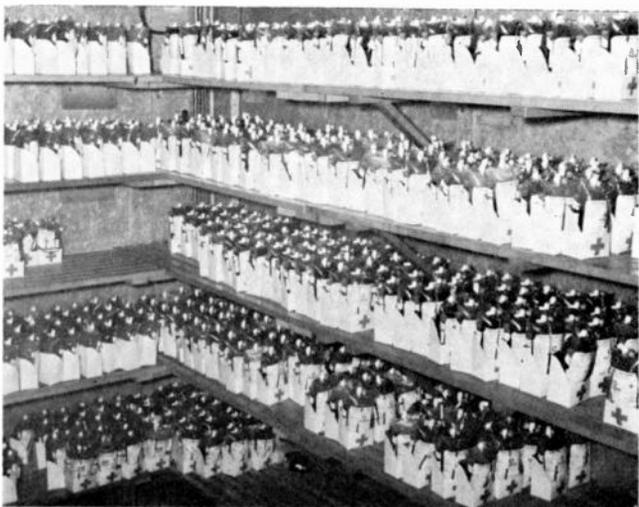
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Joni and Mrs. Merrill Skinner of Shenandoah visit Center.

sleeves to donate. The granddaddy giver of them all is newsman RALPH CHILDS with a total of five gallons and one pint. ANDY ANDERSEN is close behind with almost 10 years of giving blood and should reach the five gallon mark soon. That means a visit to the bloodmobile four times a year. DON BURRICHTER hasn't been quite as constant but to this date has contributed about one and a half gallons. The fellows say it doesn't hurt a bit, and they're happy to serve humanity in any way they can. What about YOU!!!



Refrigerator stocked with blood.



A Chat With Edward May

This is the last of a series of letters written by Mrs. Earl May while on a trip to the South Pacific. Mrs. May has returned to Shenandoah in good health and with many wonderful experiences to remember.

"Australia is a very large continent and a most interesting country with very modern cities and great desert-like spaces. Sydney is its largest city with a population of over 2½ million. It is also one of the world's finest cities. It has one of the world's best harbors with a beautiful bridge bisecting the harbor. There are many high-rise buildings, and very comfortable homes with beautiful gardens and parks. Its zoo is most interesting as Australia has several animals not found in other countries.

Canberra is the federal capitol of Australia. It is a newly planned city with a very modern architectural style. Their War Memorial was most impressive. Over 10,000 names of Australians, who lost their lives in the wars in which their country has participated, are inscribed on the walls. The basement rooms form a very fine museum of war mementos, paintings, models of armaments, ships, and life-size wax figures dressed in their different uniforms.

Melbourne, south of Canberra, was a very interesting city. We returned to Sydney Sunday morning, then in the afternoon, we attended the Annual "March Passe" . . . the State Surf Contest composed of 34 teams of 12 men in each unit. These are volunteer life saving guards. Each team is assigned to a different beach. An interesting bag-pipe band played from time to time as well as another band.

Great Barrier Reef

Our main tour finished at Sydney, but seven of us took a ten day tour up through what is known as the Out Back Country. We flew to Brisbane and on to Cairns, very far north on the East Coast. The Great Barrier Reef extends along this coast for more than 1250 miles. It is the world's finest coral reef. We spent a day at Green Island, a few miles out of Cairns. We took a launch from Cairns, then at Green Island, transferred to a glass bottom boat in order to view coral of almost every color, size and shape, and schools of beautiful blue, almost snow white and many other colored fish. After that we walked down the

pier and down a flight of steps into an Underwater Observatory to observe coral and fish through port hole windows. After lunch, we saw more marine life in an aquarium and three films in a theatre. One day we saw giant ant hills which looked like huge stone boulders. We went along their Gold Coast and Surfers' Paradise where there are about 1200 miles of beautiful beaches and several resorts.

Out Back Country

We flew about 900 miles from Cairns to Abie Springs which is really out in the Bush . . . a town of 5000. This is the location of the famous Australian Flying Doctors Service and their unusual School of the Air through which rural children receive their lessons via radio. From Abie we flew to see Ayers Rock, the world's largest monolith rock coming out of flat desert country. It is 2¼ miles long and 1½ miles wide, has a height of 1143 feet and measures 5½ miles around its base.

The next morning, we went via auto, 50 miles to the Ross River Homestead which is a home in the midst of a large ranch, or station as they call them. We had good food and were comfortable but the accommodations were quite primitive; but we learned how people live in the Out Back. We did not see a single car or person on that 50 mile drive. These cattle stations are several thousands of acres in size, so the homes are many miles apart.

Adelaide Vineyards

We flew 880 miles almost due south to Adelaide, which made us realize the size of Australia and the great desert like spaces between cities except in the extreme southern part. At Adelaide, we went through an area devoted mostly to grape vineyards, several wineries, and some farming and fruit orchards. We also visited a station where we saw some fine Hereford cattle.

Our last day in Sydney, we did our packing and some last minute shopping.

We visited all the cities of Australia except Darwin at northern tip and Perth, clear to the west coast. Our twenty-three days, "down under," in Australia was a wonderful experience with very friendly people and a very large country and a very active, busy one.

Frank Comments

By FRANK FIELD

You regular listeners to KMA probably missed me on the air a few days the middle of April. I warned you last month that Jennie and I were going to try and get away for a few days for a short trip to the Ozarks of southwest Missouri. We left Wednesday afternoon, April 12, and got back Sunday afternoon, April 16. The fishing wasn't anything to brag about, as they had been having heavy rains and the lakes were rising rather rapidly. We didn't catch any Catfish and only two Bass, but the Crappies made up for it.

All my life I have been hearing from time to time, about how beautiful the Ozarks were when the Dogwood was in bloom. As many times as we have been down through that part of the country, we never happened to be there at the right time until this trip. Believe me, it was worth it. We didn't see any of the Pink Dogwood at all — they are rather rare — but there was enough of the white flowered variety to more than make up for it. Most of the bushes were about the size of our Lilac bushes or Spirea bushes, but occa-

sionally you would see one that had grown into a pretty good size tree — like the one pictured on this page. Its trunk was about 6 inches in diameter, and the tree was fully 30 feet high and about that wide. The flowers, as you can see, completely cover the entire tree so it is a solid mass of white. The individual blossoms are better than 2 inches across with four petals, each of them with a notch in the outer edge.

The hills are heavily timbered with a mixture of hardwood trees including at least five different kinds of Oaks, two or three kinds of Hickory Nuts, Sweet Gum, along with a sprinkling of several kinds of Pines and Red Cedars. The Dogwoods grow as underbrush in clearings throughout the timber.

Wild flowers? Yes, scads of them — I could identify about half of them, but there were dozens and dozens of kinds which are native to that area and which were complete strangers to me. Even the violets are different from ours and their Johnny-Jump-Ups were in full bloom with blossoms bigger than a half-dollar. The Poke Root was up about knee-high, and the natives were gathering it between showers, for Poke Greens.

That area is expecting a big fruit crop this year as they too, had a mild winter and no frost at blooming time so the Plums and Peaches and Pears were about the size of marbles already.





with
Jack
Gowling

Last month we discussed imports, and it seems that imports are causing lots of discussion in farm and government circles. We have those people who say that imports do not cause the price of the American product to go down. I believe that these same people would probably be the first to complain if the imported product was competitive to their particular business. Anyway, the Administration will have lots of explaining to do before the problem is solved. The Common Market countries have what appears to be the simplest answer and that is either high import duties or else they stop the import altogether.

This is the time of year when every farmer will be spending many long hours on the tractor trying to get all of the planting done. Let me suggest that you take a milk or coffee break about mid-morning and mid-afternoon. If you are going to work on into the night, it might be a good idea to take a quick nap along about supper time.

One Saturday last month we helped the FFA sponsor a Farm Safety Clinic here in Shenandoah. The purpose of this clinic was to acquaint town boys with the different kinds of tractors. During the summer, many town boys will be getting jobs on the farm. We thought the town boys could learn through the Safety Clinic from farm boys who are experienced tractor operators.

Each of the machinery dealers had an older tractor and one of the late models on hand for the event. Each dealer took a few minutes and went through sort of a pre-operation or pre-flight check of this particular tractor. Some of the things discussed at this point were checking the oil, the water in the radiator, and servicing of

the air cleaner. It was pointed out that filling a tractor with fuel while it is hot is dangerous; also never run a diesel out of fuel because of all the problems of bleeding the lines before getting it to operate properly.

Preventive Maintenance

Actually it was a limited maintenance clinic too. It was stressed several times that preventive maintenance measures are safety measures too. Some time was spent discussing the use of hydraulics and safety shields. One piece of equipment which was mounted on one of the tractors was a mower. It was pointed out that the mower probably is one of the most dangerous pieces of equipment around the farm, but would be less dangerous if it were adjusted and sharpened before going to the field. A mower that is properly adjusted and has a sharp sickle will not cause as much trouble as one that is out of adjustment and so you won't be stopping so often and therefore you will have fewer chances for an accident.

I think we could say that any machine properly adjusted is much safer to operate than one that is not. Remember these precautions and take the KMA Keep Me Alive Pledge.

Students get plenty of assistance from (l. to r.) Allen Carrell, Shenandoah Ag Instructor; Jack Gowling; Tom Perkins, Shenandoah; and Harold Penwell, Farragut Ag Instructor.



Photo by Darwin Henry

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

The new host on the Saturday Night "Bandstand Country Style" show, is **HAL MANN**, a member of the KMA staff since April 2nd. Hal shares the city of Minneapolis, Minnesota, as his home town, along with Norm Williams and Duane Johnson. Bringing us fifteen years of radio experience, Hal is assuming responsibilities as Sports Director and the Night Flight Show on 960. He is married to the former **RHEA BIXBY** of Atlantic, Iowa, and they have five children ranging from age five to fifteen. The Mann youngsters are Hal Mann, Junior, Lisa Sue, Robert Herman, Mary Ann, and Vickie Mae. We want to take this opportunity to welcome the **MANN**s to Shenandoah and KMA.

Last month we reported the impending marriage of **DAVID**, and soon we will have a picture of **MIKE CHILDS** and his bride of April 15th, **NANCY SHIPMAN**. **RALPH** and **MURIEL** drove to Bloomfield to be present for the ceremony.



Remember "Bye Bye Love," and the numerous other hits by the **EVERLY BROTHERS**? We're proud of the fact that they appeared on KMA radio with their very talented parents about a decade ago. Recently the Everly Brothers were in Omaha and were able to get together with their old friend **WARREN NIELSON** who used to work with the family when they were on the talent staff at KMA. Warren did a KMTV television interview with them, as the picture shows, and taped their conversation for the Saturday night, KMA Bandstand Show.

K M A Commentary

By RALPH CHILDS

I want to say first off that I admire the dedication of those Legislators I have known and been in contact with in the area KMA serves. It has nothing to do with being in agreement with them. It is based on the reams of papers that I have seen that they have to read to be knowledgeable on the myriad bills they have to assess.

Most of us are ignorant on many bills; some of us are interested in a few; and a few of us are deeply involved in one or two.

This is what keeps the legislators under constant pressure. They must constantly ascertain what the people want; and they must constantly assess what is right for the people.

I am not sure that I would want their responsibility. I am sure I would be afraid.

And so I ask: "What makes a politician?"

Why are these men not afraid?

From what I have seen (and I have met many in the last 30 years) they are outgoing. They like people. They like a little importance, and maybe a little glory — as who doesn't? They are extroverts. And nearly all of them really want to do what they think is right for the people they serve. Most of them have a cause that they believe in.

Psychological Quirk

There is a thing among our people. We have a quirk in our psychological make-up that seems to impel us to downgrade those who are superior to us.

I don't believe it is contrary to human nature among any of the civilized nations in the world, including the Vietnamese, and the Africans. I think there is something about the human mind that impels man to downgrade other men.

Nations say nasty things about nations. We don't like France today. We hate Communist China. We love West Germany. We hate East Germany, but we're not really sure about Russia today.

We hate or love President Johnson, or don't care. And Bobby Kennedy. And we come down to Senators, Governors, Representatives, and even down to our Mayor, and councilmen. And we're not too sure of our neighbors or our relatives.

But this was not to be a philosophy statement. It was to be an appraisal of what our legislatures are doing.

I think that our legislators did the only sensible thing on Daylight Saving Time in Iowa, Nebraska, Kansas, and Missouri. We have to live with each other.

The U. S. Congress passed a law as they did back in 1918 and another one in 1923 that established the original Standard Time. The United States Congress passed

another law in 1965 that set up new standards. To anyone who would understand and accept the law it was simple. There have been some defectors and they will be sorry, because the United States Congress still makes the law of the land.

It allowed for time to change, but the United States Congress expects the states to conform. The few will follow.

Courageous Legislators

This took some courage in the Iowa Legislature to conform to the United States law. It took even more courage in Nebraska. And these legislators had to defy a very vociferous minority.

The law of the land will exist in KMA-Land. Iowa, Nebraska, Kansas, and Missouri will all be on Federal Uniform Time.

It took more courage for the Nebraska legislature which had a law against what was called Daylight Saving Time before the United States Congress called it Uniform Standard Time. But Nebraska went with the United States, as did Iowa, Missouri, and Kansas. Michigan voted against it and will have a crazy pattern with Detroit.

But this is only the periphery of the real problems the legislatures face in our four state area.

They are all responsible for appropriating the money that is necessary for running the governments of these states.

But I do a funny thing when I pay my taxes. I say, "I'm buying more for my money than I could afford. I am buying police protection, fire protection, schools, streets; more than I could afford individually." I am getting it inexpensively.

I am strange to the average taxpayer, but when I think that I have the privilege of driving on an interstate highway all across the state of Iowa, I can't feel underprivileged. When I know that Iowa has more paved roads than any other state in the nation I can't feel underprivileged as an Iowan.

It may seem strange to you, but I am happy to pay my taxes, because I couldn't buy a better bargain anywhere.

New Game on KMA 960

SOUND OF MONEY

Listen for the clues
and win cash prizes

Starts May 1st

Pick up your entry blanks at
the participating stores NOW.

YOUNG

When Denise Johnson was married last month to Gary Wright, the flurry and excitement of preparation for the memorable day struck responsive chords within the sentimental staff members at KMA. Since it was spring and the season for brides particularly, we decided to rekindle the romantic memories of other wedding days and present the wedding pictures of KMA staff members. Everyone enjoyed seeing the pictures so much that The Guide will continue this series in June.

Without reading the captions, we are wondering how many of the couples you Guide readers recognize?

RALPH and **MURIEL CHILDS** met at a mutual friend's wedding seven years before their own marriage took place. They were both teaching English at the time of their wedding, and soon after, Ralph joined the staff at KMA. Date to remember? September 5, 1938 at Davenport, Iowa. Coincidentally, that is the SAME date as the wedding at which they met.

If a nurse is "patient" enough, she'll get one. That's the romantic story behind the marriage of **NORM** and **LOIS WILLIAMS**.



MARRIEDS

Norm was recuperating in the Schick General Hospital at Clinton, Iowa, when he met Lois Losen, an Army nurse. Just as the story in the movies goes, Norm and Lois were married, and by her father, the Reverend Carl Losen. Date to remember? May 7, 1946 in Locust, Iowa.

She was in college, so was he, they met and married. **PAT** and **SUE PATTERSON** were married in the Little Brown Church in the Vale in Nashua, Iowa. A mere thirty-seconds after they were pronounced man and wife, the minister turned to Sue and said, "What is your name?" She dutifully answered, "Sue Boyle." Date to remember? January 27, 1963.



Upper left—Ralph and Muriel Childs; Lower left—Norm and Lois Williams; Upper right—Pat and Sue Patterson; Center—Jack and Pauline Gowing; Lower right—Duane and Marlene Johnson.

The home of Mr. and Mrs. Oscar Youngmark near Clarinda, was the site for **PAULINE YOUNGMARK'S** marriage to **JACK GOWING**. Teased about the chosen day, a Friday the 13th, the young couple went ahead with their plans. Jack and Pauline met at the bank where she worked, and their first date was at the Sidney Rodeo. Wonder who handles the money now! Date to remember? June 13, 1952.

Both were living in Sioux Falls, South Dakota. He had already begun a career in radio broadcasting. Through a mutual friend, **DUANE JOHNSON** and **MARLENE FODNESS** were introduced on a "blind date." This blind date had a happy ending. Duane and Marlene were married in Luverne, Minnesota. Date to remember? August 27, 1960.



Do It Yourself

ESPECIALLY FOR BRIDES A SHOWER OF IDEAS

Bridal showers are fun for the girl honored and for those who gather to shower her with gifts and good wishes, as well. Completing this happy picture are refreshments that are pleasing but not too heavy. Finger sandwiches made from Orange Nut Bread fit this description and are also easy to make.

The quick loaf bread slices well when it is completely cooled. Fill thin slices with softened cream cheese to which nuts, dates, or olives have been added, and cut them into dainty sandwiches. Accompany the Orange Nut Bread treats with punch, tea, or coffee, salted mixed nuts and pastel mints in the bride's wedding colors.

ORANGE NUT BREAD

- 2 cups Special K cereal
- 3 cups sifted regular all-purpose flour
- 3 t. baking powder
- $\frac{1}{2}$ t. baking soda
- $\frac{1}{2}$ t. salt
- $\frac{1}{4}$ cup soft shortening
- $\frac{3}{4}$ cup sugar
- 2 eggs
- $\frac{3}{4}$ cup frozen orange juice concentrate, thawed
- $\frac{1}{3}$ cup milk
- $\frac{1}{2}$ cup chopped nutmeats

METHOD: Crush cereal slightly. Sift together flour, baking powder, soda and salt. Beat shortening and sugar; add eggs and beat well. Stir in orange juice, milk and nutmeats. Add sifted dry ingredients, stirring only until combined. Fold in cereal.

Spread in greased $9\frac{1}{4} \times 5\frac{1}{4}$ inch loaf pan. Bake in 350° oven about 45 minutes, or until done. Cool thoroughly before slicing. Spread with cream cheese filling to make finger sandwiches.

Now that the sandwiches are finished, it's time to concentrate on the beverage you will serve. You may want to have both coffee and a punch. Here are two bright, brand new recipes for refreshing punch which will add tasty color.

FROSTY GOLDEN PUNCH

- One 6-ounce can frozen lemonade concentrate
- One 6-ounce can frozen orange juice concentrate
- One 6-ounce can frozen pineapple concentrate
- One 12-ounce can ($1\frac{1}{2}$ cups) apricot nectar, chilled
- $\frac{1}{2}$ cup lemon juice
- 1 quart lemon sherbet
- Two 1-pint 12-ounce bottles (7 cups) ginger ale, chilled

METHOD: Add water to frozen concentrates according to directions on cans. Add apricot nectar and lemon juice. Just before serving, spoon in sherbet; rest bottle on rim and carefully pour ginger ale down side of bowl. Mix with up-and-down motion. Makes 20 to 25 servings.

CRANBERRY-CHERRY PUNCH

- One 3-ounce package cherry-flavored gelatin
- 1 cup boiling water
- One 6-ounce can frozen lemonade concentrate
- 3 cups cold water
- One 1-quart bottle cranberry-juice cocktail, chilled
- One 1-pint 12-ounce bottle ($3\frac{1}{2}$ cups) ginger ale, chilled

METHOD: Dissolve gelatin in boiling water. Stir in lemonade concentrate. Add cold water and cranberry-juice cocktail. Place two trays of ice cubes or molded ice ring in large punch bowl. Pour punch over ice.

Resting bottle on rim of bowl, slowly pour ginger ale down side; mix with up-and-down motion. If desired, add scoops of fruit-flavored sherbet. Makes about 25 servings.

Whether or not you will have cake or petit fours with icing in the bride's colors is up to you. This time of the year, beautiful flowers are available for use in the centerpiece; you may again use the bride's colors. A little extra time spent with umbrellas or other inanimate objects can create a beautiful arrangement for the table.



FANCY IT ICE CREAM FOR DESSERT

Simple idea? Yes, but fancy the wide selection of sauces and fruits you can add to make ice cream a gorgeous dessert. Remember ice cream when bridal showers are planned. Scoop it up in tall glasses and let the guests choose their favorite toppings which you've put in a salad-dressing server. Be sure to have a bowl of chopped nuts and whipped cream handy, or use the pressurized whipped topping and decorate your own. A little bit of planning and good recipes for sauces, and, your friends will say, "rancy it, ice cream for dessert."

RASPBERRY MELBA SAUCE

Thaw one 10-ounce package frozen raspberries. Blend $1\frac{1}{2}$ teaspoons cornstarch with 1 tablespoon juice from raspberries till smooth. Sieve the raspberries into saucepan; add $\frac{1}{2}$ cup currant jelly; heat to boiling. Stir in cornstarch mixture. Cook and stir till thick and clear. Cool. Makes $1\frac{1}{2}$ cups.

* * *

TROPICAL SUNDAE SAUCE

One $8\frac{3}{4}$ ounce can pineapple tidbits
 $1\frac{1}{2}$ cups sugar
 $1\frac{1}{2}$ T. lemon juice
3 drops peppermint extract
2 medium oranges, peeled, sectioned and seeded
 $\frac{1}{2}$ cup green maraschino cherries, halved

METHOD: Drain pineapple, reserving syrup; add enough water to syrup to make $\frac{1}{2}$ cup. Cook sugar and syrup over low heat till thickened, about 12 minutes. Add lemon juice and extract; chill. Before serving, add fruits. Makes 2 cups.

* * *

SPICED CHERRY SAUCE

One 1-pound 4-ounce can frozen tart red cherries, thawed
1 cup light corn syrup
 $\frac{1}{2}$ cup sugar
3 T. lemon juice
 $\frac{1}{4}$ t. ground allspice
 $\frac{1}{4}$ t. ground cloves
 $\frac{1}{4}$ t. ground cinnamon

METHOD: Drain cherries, reserving syrup. Combine cherry syrup with remaining ingredients and dash salt; bring to boil. Reduce heat; simmer 15 minutes; stir frequently. Remove from heat, stir in cherries. Cool. Makes $2\frac{1}{2}$ cups.

* * *

APPLE-CINNAMON SAUCE

In a small saucepan, combine one 10-ounce jar apple jelly, 2 tablespoons red cinnamon candies, and $\frac{1}{4}$ cup water. Heat and stir till candies dissolve and jelly melts. Remove from heat; cool. Makes about 1 cup.

CREAMY ORANGE SAUCE

$\frac{2}{3}$ cup corn syrup
1 ($3\frac{3}{4}$ oz.) package vanilla instant pudding
 $\frac{1}{4}$ cup thawed concentrated orange juice
 $\frac{2}{3}$ cup evaporated milk or light cream

METHOD: Pour corn syrup into a bowl. Blend in pudding mix and orange juice concentrate. Gradually add evaporated milk, stirring constantly. Allow mixture to stand 10 minutes. Serve over ice cream, or cake, or fruit. Store in refrigerator. Makes about $1\frac{3}{4}$ cups.

* * *

BUTTER-RUM SAUCE

$\frac{3}{4}$ cup corn syrup
1 (4 oz.) package butterscotch instant pudding
 $\frac{3}{4}$ cup evaporated milk or light cream
1 T. rum
1 T. butter, melted

METHOD: Pour syrup into bowl. Blend in pudding mix. Gradually add milk, stirring constantly. Stir in rum and butter. Allow mixture to stand 10 minutes. Store in refrigerator. Makes about 2 cups.

* * *

BLUEBERRY SAUCE

1 cup sugar
2 T. cornstarch
 $\frac{1}{4}$ t. ground nutmeg
1 cup boiling water
2 cups fresh blueberries
3 T. lemon juice

METHOD: Combine sugar, cornstarch, nutmeg, and dash salt in saucepan. Gradually add water; mix well. Cook, stirring constantly, till mixture thickens and boils; cook 2 minutes more. Add blueberries; return to boiling. Remove from heat and stir in lemon juice; cool. Makes about 3 cups sauce.

***Or, use one 1-ounce pkg. frozen unsweetened blueberries, thawed and drained. Increase cornstarch to 3 T. Stir in blueberries with lemon juice. Do not heat.

* * *

NUTTY-COFFEE-SCOTCH SAUCE

$\frac{3}{4}$ cup corn syrup
1 (4 oz.) package butterscotch instant pudding
2 T. instant coffee
 $\frac{1}{4}$ t. cinnamon (optional)
 $\frac{3}{4}$ cup evaporated milk or light cream
 $\frac{1}{2}$ cup chopped pecans or walnuts

METHOD: Pour corn syrup into bowl. Blend in pudding mix, instant coffee, and cinnamon. Gradually add evaporated milk, stirring constantly. Allow mixture to stand about 10 minutes. Add nuts before chilling. Serve over ice cream. Makes about 2 cups. Store in refrigerator.

DOLLAR SAVERS

Last month we requested hints for newly-married young homemakers. So many were contributed that we wish we could print them all. But, we can't. So, to the five lucky ladies with a dollar sign by their hint goes \$1.00 apiece. We hope these hints will help your day, and that you will share yours with us for the JUNE GUIDE. Send your hints, name, address, and zip code by May 15th, to DOLLAR SAVERS, KMA GUIDE, SHENANDOAH, IOWA, 51601.

Put a small dish of ammonia in the oven and leave it in overnight. The next day, just wipe the oven out, and it will clean in no time.

Miss Bernice Anderson
Lawrence, Kansas

 I buy lemons on sale then store them in the freezer. Place cupcake papers in a muffin tin, then squeeze the lemons, placing one lemon (juice and pulp) in each cup and freeze. Store in a plastic bag. When lemon juice is needed, just thaw one paper . . . It is measured and ready.

Mrs. Waymer Esslinger
Bern, Kansas

For a priceless keepsake and an authentic reminder of history in the making, save the headlines of the daily paper on the day of your wedding, or maybe the entire front page. And remember, whether you are a full time homemaker or work part time outside, **PLAN YOUR WORK, THEN WORK YOUR PLAN.**

Mrs. Irene L. Fey
Scranton, Iowa

If short of shelf space for storing blankets, fold lengthwise and hang on clothes hanger and hang in closet or zipper garment bag.

Homemade window cleaner: Use ½ cup water, ½ cup rubbing alcohol and a few drops of blueing. This will work well on eye glasses also.

Miss Sue Fenton
Omaha, Nebraska

 Take husband's old white shirts and make them into dish towels. Great because they have absolutely no lint. The center back is much too nice to use for ordinary rags so pink the edges with shears and use the backs for dish towels. The towels are extra nice when you make them from colored shirts.

Mrs. David McCartney
Hastings, Iowa

Trouser legs from wornout slacks can be converted into a tote bag. Sew the uncuffed ends of the trousers together, run ropes through the cuffs to make a handle.

Mrs. Ed. Stiens
Maryville, Missouri



HOW TO PRESERVE A HUSBAND: Be careful in your selection. Do not choose too young. When once selected give your entire thought to preparation for domestic use. Some insist on keeping them in a pickle, others are constantly getting them in hot water. This makes them sour, hard, and sometimes bitter. Even poor varieties may be made sweet, tender, and good by garnishing them with patience, well sweetened with love and seasoned with kisses. Wrap them in a mantle of charity. Keep warm with a steady fire of domestic devotion and serve with peaches and cream. Thus prepared they will keep for years.

Mrs. Herbert Wurst
Milford, Nebraska

Cover the lid of chrome step-on garbage pail with a plastic shower cap the same color as the kitchen. It can be easily cleaned and those greasy smudges are not half as noticeable as they were on the chrome.

Georgia C. Victor
Atlantic, Iowa



To rejuvenate chenille cotton scatter rugs when the rubberized coating has been washed away: Dissolve a pound of granulated glue in boiling water. Place the rug, face down on several thicknesses of newspaper and brush the hot glue on the back of the rug with a large paint brush. Let dry thoroughly.

Miss Sue Fenton
Omaha, Nebraska

An emergency flower holder may be made from cutting a potato in half and making holes in it with a sharp pencil. Flowers may then be inserted into the potato, and they will stay fresh if the potato is put in water.

Mrs. Theodore Tietjen, Sr.
Chester, Nebraska



For those who don't like licking stamps or envelopes, buy shoe polish that comes with a sponge applicator. When the polish is gone, wash the bottle and sponge and fill with water.

Etta Beery
Villisca, Iowa

Jottings from Joni's Journal



Merry May is all the merrier with students graduating and girls marrying. We have tried to keep the "wedding" theme in several pages this month and hope you enjoy the pictures and ideas. When I sat down to write this column, I couldn't help but think of the wedding which will be sometime in the fall, in our family.

When my brothers were visiting during Easter, I snapped a few pictures and you'll see them here . . . **JOHN** plus **JIM** and his fiancée, **SUE THEISEN**. She is so much a part of our family now, I feel there has always been another daughter at home. We'll keep you posted in the next few months.

We've given you recipes for showers and recipes for general entertaining in this issue, and now here is a special recipe for all brides-to-be:

KITCHEN CHEER

Serve a laugh with meat loaf,
Serve a smile with steak,
Serve a grin with gingerbread,
Add chuckles with the cake.
Whistle with the waffles,
Sing a song with salad,
Hum a tune while kneading dough
Don't you know a ballad?
Beat time with a rolling pin,
Tap dance while you fry,
There's kitchen fun for everyone
Who'll make it . . . why not try?

That may not help you too much girls, but if the food doesn't turn out too terrific, you may need a sense of humor . . . and so will he.

Brides are lucky people these days. So many things are automatic. A few years back, like at the turn of the century, brides received and needed a few things for their kitchens that you won't need today. In searching through the old *White House Cookbook of 1887*, I ran across an article which told of the things required in the kitchen.

For instance: 1 wooden butter ladle. 1 tin skimmer, 4 milk pans, 1 milk strainer, 2 market baskets, two sizes, 1 ash bucket, 1 stove, 1 coal shovel, 1 pair of scales, 2 coal hods or buckets, and 1 wash boiler, and 1 wash board.

There are more, but you probably get the idea. Many of you reading this, started your married life with very few luxuries like the girls today. One good idea has remained the same, to quote from the above cookbook, "An ingenious housewife will manage to do with less conveniences, but these articles, if they can be purchased in the commencement of housekeeping, will save time and labor; making the preparation of food easier — and it is always

economy in the end to get the best material in all wares . . ."

You'll find some good hints in our "Dollar Savers" column, but here are a few facts worth knowing, again from the *White House Cookbook of 1887*.

An agreeable disinfectant: Sprinkle fresh ground coffee on a shovel of hot coals, or burn sugar on hot coals. Vinegar boiled with myrrh, sprinkled on the floor and furniture of a sick room, is an excellent deodorizer.

To make tough meat tender: Lay it a few minutes in a strong vinegar water.

To take spots from wash goods: Rub them with the yolk of egg before washing.

To remove old putty from window frames: Pass a red-hot poker slowly over it and it will come off easily.

To keep milk sweet: Put into a panful a spoonful of grated horseradish, it will keep it sweet for days.

Try at your own risk in this scientific age of ours.



PROGRAM NEWS FOR MAY 1967

Dial 960 — KMA — 5,000 Watts

NORM'S FORUM

By
Norman Williams
Station Manager

Does a survey of audience likes and dislikes have any influence on the programming of a radio station? Let's take a look at the results of 15 surveys we have made in an attempt to determine listener likes and dislikes. These surveys were taken by KMA personnel when they were guest speakers for various organizations in the four-state area. A 4x5 green card containing questions about radio listening habits was passed out to the audiences at these meetings. The cards were collected and tabulated. 632 people filled out these questionnaires. 514 people listed KMA as the station they listen to the most. Believe it or not but these 632 people owned 2,499 radios!

News Most Popular

The most popular type of program on the poll was news. Weather ran a good second. Markets and farm shows ran neck and neck. I should mention that most of the people in these surveys were farm people. 537 were men, 61 women and 34 children. So right away, we note a bias in viewpoint caused by the composition of the audience surveyed.

What did this group like the least? "Modern music" received 96 hate votes. Now the problem for us is this, what did these 96 people mean by "modern music." This could cover everything from the Beatles to Henry Mancini. That response didn't help us much. Joni's program was disliked by 82 people and the Open Line scored 72 votes in this unpopularity poll. Now here is what we look at. 632 people filled out the cards and only 82 said they didn't like Joni's Journal. 110 people said this was one of the favorite programs. The others didn't respond on that program one way or the other. Remember these surveys were overbalanced with men.

How to Evaluate

How would you evaluate these figures? It is interesting to note that even a negative vote tells us something. It tells us that the person must listen often enough to that program to have an opinion on it. Some people will express a dislike for a program but will continue to listen to it and criticize it. The people who worry me are those who have no opinion or don't know a program exists, because they don't listen. What do you think? More on this next month.

Tornado Watch

As during the past 42 years, KMA Radio is again prepared to keep our listeners informed on the weather, particularly the severe weather that sometimes occurs in this four state region.

This year, for the tornado season, a cooperative effort, involving KMA Radio News and Citizen Band Radio Clubs in Iowa, Missouri, Nebraska, and Kansas, will enable our news department to have many eyes on the watch when a "Tornado Watch" is issued by the weather bureau. The members of the Tornado Valley "CB" Club in southwest Iowa; the Tri-State "CB" Club in northwest Missouri, and the Hawk-Eye "CB" Club headquartered at Harlan will be volunteering their services and equipment in gathering information. This information will be relayed from mobile units to "sector control centers" throughout the region, and then to Shenandoah to the communications center. From here it will be telephoned to KMA News and put on the air.

This cooperative effort will enable us to have almost direct contact with a mobile unit anywhere in the region, and as a result, we will be able to provide you with up to the minute information and ample warning if the disaster of a tornado should strike.

Let's Go to the Races

"Let's Go to the Races" is a new program heard on KMA Mondays from 6:00-6:30 p.m. It is sponsored by the Hy-Vee stores in Shenandoah, Tarkio, Villisca, Corning, Bedford, and Clarinda. This is a television program which is seen on TV stations in Des Moines, Mason City, Cedar Rapids, and other cities, but could not be seen by the Iowa and Missouri residents of this area. Therefore KMA Radio came to the rescue and provided the opportunity for the people in this area to "HEAR" the program and win cash. It is something of a first for a TV program to wind up on radio.

Road Reports Alert Travelers

KMA Road Reports will be heard again starting May 1. The latest information about closed highways and detours will be broadcast over KMA each morning Monday through Saturday at 7:55 a.m. and in the 10:00 p.m. news. Sunday, the reports will be heard at 6:50 a.m. and in the Noon news.

Defensive Driving Classes Begin

KMA INSTRUCTORS WILL OFFER COURSE IN 4-STATE AREA

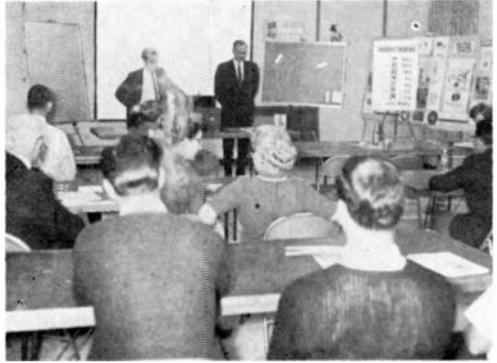
KMA employees and their mates went to school April 11 and 12. For two evenings, eighteen members and some of their immediate families, took part in the special six-hour National Safety Council's Defensive Driving Course being offered by KMA. What instructors, Norm Williams and Duane Johnson, thought might be their toughest class turned out to be a real winner. Each member of the class received a diploma in the form of a wallet card which states that they have successfully completed the National Safety Council's Defensive Driving Course. They will take their final test everytime they get behind the wheel of a car to drive for the rest of their driving days.

KMA is offering to teach the National Safety Council's Defensive Driving Course to any group in the four state area. Several organizations have agreed to sponsor the course in their communities. The Bedford Lions Club was the first to establish a date for their course. Norm Williams and Duane Johnson, qualified instructors, will be teaching the course in Bedford, Iowa, May 9 and 10.

According to the National Safety Council, Americans have never taken driving seriously enough. We have quite universally underestimated the amount of knowledge, skill and technique involved in really good driving. And we have brashly overestimated our own skill as drivers.

The director of the Transportation Center at Northwestern University has said, "Today's increasingly complex traffic situations demand that driving ability be acquired through planned training instead of being picked up casually and haphazardly." Is there really so much to learn about driving an automobile? Most of us remember the day we "learned how to drive." Every-

Mr. and Mrs. Howard Driftmier receive diplomas from Teachers.



Staff members attend class.

thing after that was just practice. Who needs planned training?

Here are some comments of drivers who learned to drive by the haphazard method and then, after years of "practice," found their way back to the Little Red School House where they took a course in adult driver education. The almost universal comment of graduates goes something like this—"I never realized there was so much involved in driving an automobile," or "I think everyone ought to take a course like this."

This course teaches you how to drive to stay alive. It is offered only to licensed experienced drivers. To sponsor the course, organizations are asked to provide a minimum of 25 (maximum 50) drivers who are willing to spend two evenings and \$2.00 learning how they can avoid preventable accidents; to provide a suitable hall, well lighted and equipped with chairs and tables for the students; and to contact KMA and request that arrangements be made. The fee is used to cover the cost of the student material and teaching aids. The instructors are not paid.



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JAN

A good guide for learning to ride a bicycle is parental help. MRS. R. M. KELSEY is shown with her young son, KENT, about to take another short trip on his new bike. To illustrate a few of the safety precautions that should be taken when riding, notice that Kent has a light on his bike, a necessary piece of equipment for riding at dusk or night. As soon as Kent starts to ride alone, he will have a basket or saddle bags to carry things, thus, he will be able to keep both hands on the handlebars so he has complete control. Kent's mom has taught him the safe way to ride in the street; always following the rules by observing signal lights and stop signs and making hand signals when turning a corner. The first thing Kent did when he received his new bike was to have it licensed. He makes sure that the brakes work and that he wears light colored clothing when riding so motorists can see him. Kent and his mom have taken the "Keep Me Alive" pledge and are safe bike riders. Are YOU?

Photo by John Sawyer



K **E**E**P** **M** **E** **A** **L**I**V**E