



The

# KMA GUIDE

May, 1970

# COVER STORY

The Warren Nielson family is featured this month on the cover of the KMA Guide. The two lovely ladies with Warren are his wife, Florence, and their daughter, Holly. The Nielson family is moving to Omaha where Warren will take over the duties of Farm Director for KFAB Radio. (KFAB is partly owned by the May Broadcasting Co.) We are sorry to lose Warren and his family at KMA, but congratulate him for his new position at our sister station.

Warren has been at KMA for almost twenty-five years. He was formerly employed at a radio station in Sioux City. He was born and raised in Arthur County, Nebraska, and graduated from Yankton College, Yankton, S. D. Florence Cox was working for a variety store when she met Warren and became Mrs. Nielson in 1948. Holly joined their family 16 years ago. Regular readers of the Guide have been able to follow her growth since her birth on February 20, 1954.

Warren was hired as a staff announcer at KMA in November 1945. Since that time he has done about every air and talent job on the station. His versatility has proven itself in everything from producing special programs, "emceeing" all kinds of shows, news casting, and hunting and fishing, and farm programs. His last assignment at KMA has been as Production Manager and Associate Farm Director. For the last eight years, he has also been Farm Director of KMTV in Omaha.

The new Nielson home will be located just a couple of blocks from the Earl May Garden Center in Country Side Village in Omaha. Holly will enter Westside High as a Junior this fall. The Shenandoah community and all the fans of KMA will miss Warren and his family, but we wish them well on their new assignment.

# The KMA Guide

Vol. 27

MAY, 1970

No. 5

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## K. C. ROYALS MAY SCHEDULE

May 1	— 7:10 p.m.	— Cleveland
May 2	— 7:10 p.m.	— Cleveland
May 3	— 1:10 p.m.	— Cleveland
May 5	— 6:40 p.m.	— Baltimore
May 6	— 6:40 p.m.	— Baltimore
May 7	— 6:40 p.m.	— Baltimore
May 8	— 7:40 p.m.	— Detroit
May 9	— 12:55 p.m.	— Detroit
May 10	— 1:10 p.m.	— Detroit
May 12	— 6:25 p.m.	— Cleveland
May 13	— 6:25 p.m.	— Cleveland
May 15	— 7:40 p.m.	— Chicago
May 16	— 12:55 p.m.	— Chicago
May 17	— 12:55 p.m.	— Chicago
May 17	— (Second game)	— Chicago
May 18	— 7:10 p.m.	— Minnesota
May 19	— 7:10 p.m.	— Minnesota
May 20	— 7:10 p.m.	— Minnesota
May 22	— 7:10 p.m.	— Milwaukee
May 23	— 7:10 p.m.	— Milwaukee
May 24	— 1:10 p.m.	— Milwaukee
May 25	— 7:10 p.m.	— Chicago
May 26	— 7:10 p.m.	— Chicago
May 27	— 7:10 p.m.	— Chicago
May 29	— 6:10 p.m.	— Washington
May 30	— 12:55 p.m.	— Washington
May 31	— 12:10 p.m.	— Washington

## CONTEST WINNERS

Three youngsters from KMA staff families were winners in an essay contest for sixth graders on "Why I Love America" sponsored by the American War Mothers. They are David Crowley, son of Earle Crowley of Accounting, first place winner; Kenneth Priebe, son of Jean Priebe of Guide circulation, second; and Julie Gowing, daughter of KMA Farm Director, Jack Gowing, third.



Other winners in the contest were: front row l-r, Marcia Goodrich, Ardyth Bohrer, Sandra Hart, Darla Baxter (overall winner), Linda Carlson; back row l-r, Julie Gowing, Jan Johnson, Kenny Priebe, Yona Sheirbon, Nancy Anderson, David Crowley, and Janice Forbes.

# A Chat With Edward May

It has been said everyone should have a hobby. I think this is true, and, in my case, I have several, ranging from collecting old radios to singing in a barbershop quartet, attempting to play the electric organ, as well as taking a few pictures, playing some golf, etc. My newest hobby, if you can call it that, has to do with collecting pins, pennants, ribbons, buttons, folders, in fact anything that pertains to Shenandoah, Iowa. Not just items that have a connection with either the May Seed & Nursery Co. or KMA, but any item pertaining to the radio stations, seed houses, nurseries, jubilees, rally days, old settlers' reunion, or any other subject that has some connection with Shenandoah. I have mentioned this on the radio recently and, one by one, items are coming in from long-time friends who are kind enough to send these to me.

The idea came to me rather recently when a radio listener sent an old pin or button advertising a seed disinfectant called Semesan, which was sold by many seed firms in years past. Around the outer edge of this particular button were the words, "KMA welcomes you to Shenandoah, Iowa." When I read this, the thought occurred to me that no doubt there are many pins, buttons, pennants, and other items probably put away in button boxes, or drawers, or stashed away in people's attics—and it might be nice to gather some of these to have on hand next year when the town of Shenandoah celebrates its centennial.

Each day or two brings another item of interest, and I have pinned many of these on a picture frame. Jo Freed took a photograph of this picture frame and you see it on this page of the Guide.

The oldest button would be one which has an American flag in the center. Around the outside are the words, "NO PLACE LIKE HOME . . . WILL NOT FORGET MAY 23, 1919." This particular button goes back to the time when the soldiers were welcomed home at the end of World War I. Other pins date from the late 1920's, such as those showing the Mayfair Auditorium. Another old button, which came from a friend in Shenandoah, says, "HARNESS BILL—THE FARMER'S FRIEND." This button would refer to Bill Kalash of Omaha, Nebraska, who, in the 1920's and 1930's, was a large harnessmaker, and the May Seed & Nursery Co. sold hundreds of sets of harness made by Harness Bill. The newest one is a large red button used by the Shenandoah Chamber of Commerce, which says, "HELLO! I'M FROM SHENANDOAH, IOWA—SEED AND NURSERY CENTER OF THE WORLD."

I wouldn't be a bit surprised, if you were to look around, you, too, could find an item that has some connection with Shenandoah. If so, and if you are willing to part with it, if you will send it to me I will send you a gift. Perhaps next year when Shenandoah celebrates its centennial, I will have an interesting collection of pins, buttons, ribbons, and pennants, recalling many memorable events that have taken place in the town of Shenandoah—thanks to the friends of KMA.

I want to thank the many individuals who have complimented me upon the fine job my son is doing on the radio. Unless there is a late night baseball game, Eddie broadcasts on Friday nights from 11:00 P.M. until midnight. However, Saturday, April 18, Eddie helped me on my noon program by giving the weather forecast. That particular morning I awoke with a light case of laryngitis, or something similar, and I asked Eddie if he wouldn't help me out by giving the weather forecast. At first he was rather hesitant to do so, but with a little prodding from Merl Douglas and one or two others, he agreed. Personally, I felt he did an excellent job, and I was very proud to have him on the air with me. Perhaps we can do it oftener as time goes by.



# FRANK COMMENTS

Last month, I told you that Jenny and I were going to try and get away for a few days about the middle of March to go down on Table Rock Lake in Southwest Missouri to try our luck at fishing. We went ahead and made reservations for the third week in March, figuring that the weather would certainly have warmed up by that time, but we guessed wrong. So we changed our reservations to the first week in April, but still the winter hung on. In fact, on April 2nd here at Shenandoah we had a snow storm which left us with three inches on the ground, which forced another postponement. We finally got away on the 2nd weekend in April and struck beautiful weather all the way.

The catfish had not yet started to bite, but the bass seemed to be hitting fairly well, as you can see by the picture on this page. We got 14 nice bass on Friday, April 10th, weighing up to 3 pounds; that is not counting the smaller ones which we put back. However, the next day the story was quite different, as we only got 1 "crappie," but he was a big one weighing around 2 pounds. A storm center was apparently moving in and the fish all went for the deeper water. In fact, we had quite a thunderstorm during the night Saturday night. It rained on us off and on practically all the way home the next day.

That is Albert Dahms helping me hold up the string of fish in the picture. He lives near Galena, Missouri, and fishes with me



quite often. Everett and Flora Ivie of Shenandoah were also with us at Barnett's Resort for a few days, and then they went on down into Arkansas to spend a few days with some of Flora's relatives who live around Harrison, Arkansas.

We were too early for the Dogwoods and the Red Buds, but the Forsythias were out in all their glory and so were the Flowering Quince. The apple trees down there were not yet in bloom but the peaches, plums, and pears were all in full bloom. Even if the fishing wasn't the best in the world we all had such a good time that we are planning now on going back again about the second week in May. Will let you know next month how it worked out. When I say "we all," that means Everett and Flora Ivie and Jenny and me.

Judging from the letters we are getting, a lot of you people had trouble with crab grass in your lawns last year and are wanting to know what is the best way to prevent it this year. My advice would be to take a garden rake and remove as much of that dead grass as possible and work up about a half inch of loose dirt in those patches, then reseed with Maypark Lawn Grass Mixture. Then apply Maytone Crabgrass Control over the whole lawn. This will give the blue grass one good feeding and help the new blue grass seedlings get established before hot weather comes. You see the crab grass seed does not start to grow until late May or early June, and when it does start to sprout, the chemical in the Maytone Crabgrass Control will kill the crab grass seedling as it starts to sprout. Of course, this new seeding will have to be kept moist for two or three weeks in order to give the blue grass a chance to get started. If you run into hot dry weather it may be necessary to wet it down twice a day. The idea is to never let the soil even look dry, for at least three weeks.

Still another very common question is what to do to prevent the Botrytis Blight in the peonies. This can be controlled by spraying the peonies with either Zineb or Bordeaux Mixture about every week or 10 days, starting as soon as the peonies are five or six inches out of the ground, and no more applications after the buds start to open.

Yes, Jenny and I both had a touch of the flu along in the winter, but we feel fine now. How did you folks make out?

# RJD



with  
*Jack Gowing*



Many of you will have quite a bit of your corn planted by the time you read this. Some won't have any of it planted. Last month we told you that scientists believe that corn should be planted when soil temperature is in the 50 to 60 degree range, so that probably should be your guide rather than the calendar.

The plant available moisture here at Shenandoah is the same as a year ago. The soil moisture samples were taken on April 7th so you see none of the recent rains would be in the samples taken.

Plant available soil moisture on grain sorghum ground measured 6.8 inches which was 1.5 inches less than last year. Meadow ground had 9.0 inches which was 3.9 inches more than April of 1969.

Here is how the moisture is distributed in the top 5 feet of soil:

Depth in feet	Grain Sorghum	Meadow
0-1	1.8	2.0
1-2	1.5	1.8
2-3	1.3	1.9
3-4	1.2	1.7
4-5	1.0	1.6
Total	6.8	9.0

This soil moisture supply makes the odds better than 50-50 for average or above average yields in 1970 according to John Rydel, Page County Extension Director.

In October of 1969, grain sorghum had 6.7 and meadow had 6.5 inches of plant available soil moisture.

In April, 1968, plant available soil moisture was 8.3 inches on grain sorghum and 5.1 inches on meadow ground.

The driest spring in Southwest Iowa was 1954 with 1.8 inches in corn and 0.9 inches in alfalfa of plant available moisture.

The wettest spring for Southwest Iowa was in 1961 with 13.9 inches on corn and 12.4 inches on alfalfa of plant available moisture.

We have been hearing a lot about how much livestock feedlots contribute to our pollution problem and one Nebraska feeder did some research on the matter.

William Krejci of Fairmont, speaking at a feedlot

waste control symposium in Nebraska last February, disputed the accusation that a 1,000 pound steer causes as much pollution as 16 humans.

Krejci didn't question that a steer gives off 16 times more solid waste than one human, but he said that we are talking about water pollution potential.

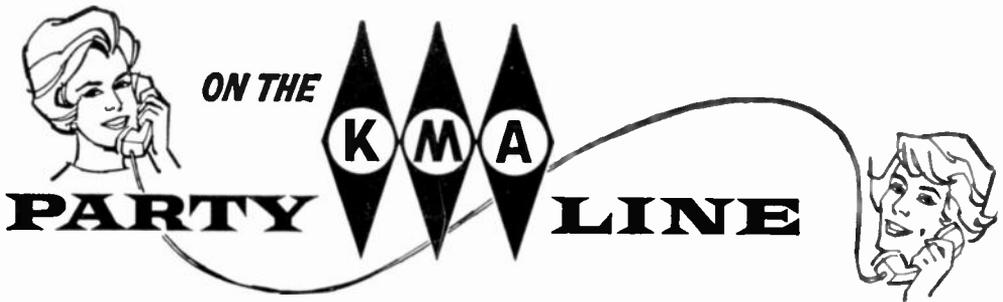
Krejci said "Human waste is flushed down the drain, plus dish water, bath water, laundry water, and garbage. A large steer doesn't flush anything until we have at least an inch of rain. Most of his waste stays on the lot and is hauled to the field. Much of the liquid is lost to the atmosphere, and he certainly does not take a bath, wash clothes or dishes."

Krejci went on to quote figures from the Department of Health, Education and Welfare saying that human waste (including kitchen, toilet, showers and laundry) per day totals 75 gallons.

He said that according to studies at the University of Nebraska Mead Field Laboratory, only ten inches of the average rainfall of 30 inches per year leaves the feedlot as runoff. These 10 inches of runoff would equal 272,000 gallons per acre per year. Krejci said there were 218 thousand-pound steers on that one acre at Mead accounting for 3.41 gallons of waste runoff per animal per day.

Krejci then compared 3.41 gallons per steer per day to 75 gallons per human per day and said that we have a pollution ratio of 22 steers to equal one human.





**ON THE  
KMA  
LINE  
PARTY**

By JO FREED

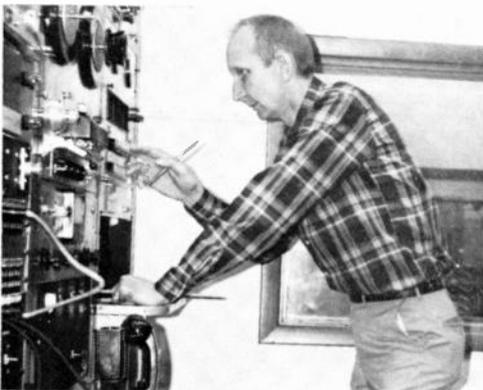
"For all of your achievements in the field of safety education . . . etc.," **MIKE GOODIN** announced as he presented a real snowman statue to KMA Station Manager **NORM WILLIAMS**. The last snow of the season which fell on April 1st brought out this latest April Fool prank of KMA's Music Director.

Congratulations go out to KMA Newsman **RALPH CHILDS** and his wife, **MURIEL!** They have just become grandparents for the second time, and Ralph distributed candy bars to the staff. Their son, **MIKE**, and his wife, **NANCY**, became parents of their first born, **ERIC MICHAEL CHILDS**, on February 21st. Eric weighed seven and one-half pounds and is a bouncy darling baby boy who is now living with his Mother Nancy and his other grandparents, Mr. and Mrs. C. O. Spilman of Bloomfield, Iowa; awaiting the return of his Daddy Mike from Viet Nam.

**NORM KLING**, KMA engineer, (below) makes regular check on meter readings which give him information about the KMA transmitter.



**ESTHER BURRICHTER**, (below) wife of KMA's Chief Engineer, **DON BURRICHTER**, administers first aid to the bruised knee of Billy Jackson at a Shenandoah grade school. In her role as Shenandoah School Nurse, Mrs. Burrichter may be called in to treat emergencies ranging from a broken arm to injured feelings in addition to taking care of many other normal duties.



# May is for Mothers And Grandmothers



Ruth Palm, KMA Continuity Director, responds to her granddaughter Michelle Palm's plea of "Grandma, may I have a bottle of pop, please?" The two walk down the hall toward the thirst quencher.

Bragging about grandchildren has become a luxury available only to those who will admit their age.

"Mom, I'd rather do it myself" young Bradley informs his mother, Karen Miller, wife of KMA News Director, Larry Miller. (Picture at right.)



Jodi and Peter Mullison chat with their mother, Ardene Mullison, KMA Traffic Manager. Jodi has recently been heard on some KMA commercials.



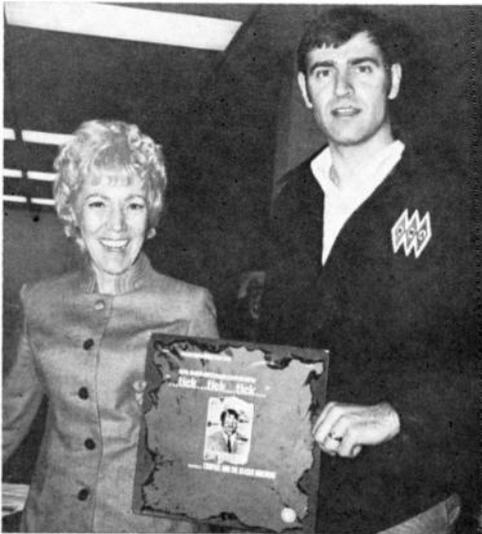
A boy showed his parents his poor report card and asked, "What do you attribute it to, heredity or environment?"

Don't worry if your son isn't good in math. Maybe he's going to be boss, not bookkeeper.

Difference between a prankster and a delinquent is the size of his father's bankroll.

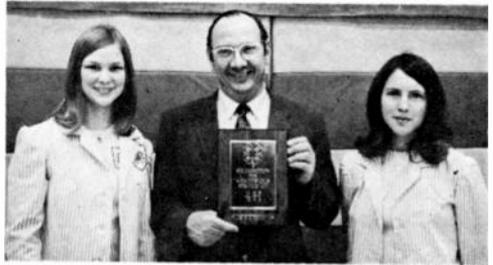
Boys and puppies seem to go together and especially at Jean Priebe's house where her sons, Kenny and Jimmy, play with Prince and Penny. Jean is KMA Guide circulation manager.

# People, Places and Promotions



Although Ellen Hoover of Shenandoah discussed hair care on the Today's Woman show recently, here she is busy talking about the song her son, Bill, composed which is the theme for the movie ". . . tick . . . tick" with Music Director Mike Goodin who has played the number entitled, "All that keeps ya goin'" on KMA.

Several children of our KMA staffers were busy in an all school play presented on April 27 and 28th. LORY WILLIAMS, daughter of MARY and CHARLES WILLIAMS, was cast as Lady Catherine in the presentation "The Admirable Crichton." Working on the stage crew and scenery committee were EDDIE MAY, son of ED and ELEANOR MAY, and BOB KLING, son of NORMAN and MARGARET KLING. (No picture shown.)



At the annual Fremont County 4-H meeting in Sidney, Iowa, Valerie Whipple and Bonnie Bickett presented the Meritorious Service to 4-H Award to Warren Nielson who accepted for KMA Radio. The award expressed the 4-H clubs' appreciation to Radio Station KMA for its support and publicity through the years.



New reporter for the 9:55 a.m. Sunday program, "You and the UN" is Mary Williams of Shenandoah who replaces Mrs. Jacky Adams of Red Oak who is running for political office.



During the grand opening of Mansfield, Inc. in Malvern, Iowa, KMA broadcast two shows from their location. Jo Freed interviewed manufacturers and employees during her "Today's Woman" show and during the afternoon she discussed the Cooking School which was held that same day in Malvern. She interviewed Butch Mansfield concerning new styles and trends in the furniture world. Pictured are Neil McPherron, co-owner of the store with Butch Mansfield, with one of their office girls and a customer.

# People, Places and Promotions



In observance of National Poison Prevention Week, Francis (Red) Braley of Jay Drug Company explained the Poison Control Center located at the drug store to Jo Freed on the Today's Woman show.



Two riders in the Pony Express campaign held in cooperation with the Easter Seal Society were KMA Salesman, Pat Patterson, and Miss Linda Uhlmann, daughter of Mr. and Mrs. Donald Uhlmann of Clearmont, Mo. Eighteen-year-old Linda rode despite the loss of a limb in a car accident last November. Saddle club members from Iowa carried out the theme of the campaign . . . "We ride so that crippled children may walk." (Picture above)



Promoting the "Rub Out Rubella" campaign in Montgomery County, Iowa, was Mrs. Win Collins of Red Oak who talked to Jo Freed on the Today's Woman show. Mrs. Collins is president of the Montgomery Co. Association for Retarded Children.

**RANDY GOWING**, son of Farm Director **JACK GOWING** and his wife, **PAULINE**, was one of the group of FFA boys who received a gold award for their performance in parliamentary procedure at a district contest in Missouri Valley, Iowa, recently. (No picture shown).

Members of the Shenandoah Assembly of Rainbow Girls who came to KMA to thank KMA for publicity for their organization are Janelle McIntyre, worthy advisor, Vickie Whitehill, daughter of Fairis Maas of KMA Accounting Department, and Ann Jennings along with her



mother, Mrs. Don Jennings, who is Mother Advisor for the Assembly.

# Do Your Own Thing!



We can't decide whether Bill Overbey, advertising manager of May Seed and Nursery Co., is resting his arms or contemplating a "take over."



All KMA Sales Manager Andy Anderson needs to complete his resemblance of "Snoopy" of the comic strips is a flying scarf and goggles.

One of the special events during the Page County Girls 4-H Rally Day program was the recognition of Lynn Benson. They presented him with a farewell gift from the Boys and Girls 4-H Clubs of Page County. Lynn has worked with the 4-H youth in Page and Fremont Counties for the past 4 years and now will be working as a youth leader out of the Council Bluffs Area Extension Office. Another highlight of the day was the election of the Page County Girls 4-H officers which saw Debbie Renander, daughter of Mr. and Mrs. Junior Renander, Fremont Township, chosen president.



Doing their own thing which means golf in this case are three returning lettermen for the Shenandoah Mustangs, Ed May, Jr., sophomore, Scott Greenwood, senior, and sophomore, Jim Larson, who is a nephew of Evalyn Saner, KMA managerial secretary. They are pictured with their coach, Keith Meyer.



LARRY MILLER

## On News

Our fourth "newsman" is really a first. She's Nancy Maher, a native Southwest Iowan, who joined KMA News April 15th.

Nancy (pictured here with News Director Larry Miller) is the first newswoman to serve on the KMA News staff. Raised on a farm near Imogene, Iowa, Nancy and her husband, Tom, now live in Shenandoah, where Tom works for the local post office. They have a 7-month-old boy, Todd. Both Tom and Nancy are graduates of Shenandoah High School.

As a part-time member of the news staff, Nancy is responsible for many duties during her early morning shift, which begins at 6 A.M. In addition to constantly monitoring our four news machines for late-breaking items, she also checks with nearly three dozen law enforcement offices before 7 o'clock. As time goes by, Nancy's responsibilities will be expanded.

Nancy confesses it may take some time for her to adjust to the early hours, but so



News Director Larry Miller gives instructions to new staff member, Mrs. Nancy Maher.

far, she has had no difficulty waking before the birds do.

This summer, Nancy will most likely be found frequently near the local swimming pool taking a quick dip. Naturally, her son, Todd, will be taking to the water, too, during coming months. Both Nancy and Tom enjoy outdoor activities; so they're certainly looking forward to summer.

BRUCE PILCHER

## On Sports

The spring sports are here, and if you have been listening to KMA you have been hearing about the various events around the region. The weatherman has not cooperated with the athletes this spring. The tracksters have been hampered by rain and cold weather. This also caused the golfers difficulty, because the young men couldn't practice on the courses around the region. Also, the tennis teams had their weather difficulties. We are hoping for a weather break to make the spring sports more conducive for participation and for fan observation.

KMA is doing its best to give you adequate coverage of the various events taking place around the region. Very shortly the baseball season gets into full swing at the high school and college level. We hope to



Recently Bill Ragle, Iowa Western Baseball Coach, was in the KMA studios visiting with KMA Sports Director, Bruce Pilcher, about the Jays' baseball campaign.

bring you some play-by-play thrills this spring and summer as we have done in the past. As you will note, the Royals are underway. So far the team has been most effective; we hope that you will continue to enjoy the games on KMA.

# TODAY'S WOMAN

By JO FREED

Hello, well it finally turned spring . . . or at least every once in a while we have several spring days. But it is May and we couldn't expect any more than that, could we?

During the first week of May we are busily working on four Sewing Carnivals in Southwest Iowa. These are being sponsored by the Iowa State University Extension Service. However, we plan on attending each one and taping some of the demonstrations and interviewing persons in attendance to play later on my "Today's Woman" morning show. It is going to be very exciting! Represented will be eight large manufacturers demonstrating their sewing notions, fabrics, patterns and techniques, as well as local stores which will have displays at each of these "Sewing Carnivals." Better plan on attending at least one of them. In Creston, Iowa, on May 5th the Sewing Carnival will be held in the Methodist Church Educational Building; May 6th at the Shenandoah Liberty Memorial Building; May 7th will be in Atlantic, Iowa, at the fair grounds in the 4-H Building; and the last one in Southwest Iowa will be held at the Holiday Inn at Council Bluffs on May 8th. I'll be at each one and will look forward to seeing you.

Easter has come and gone, however, I thought you might like to hear about an



Two phases of preparation in personal grooming and appearance were emphasized by Mrs. Leeman (Sarah Maye) Jackson of Sidney, Iowa, when she appeared on the Today's Woman show recently. A full length mirror is essential, she said, so you can rehearse before the mirror and find out what each dress will do with every turn and twist of your body and whether your underthings will show. Proper accessories, she claimed, form the second phase. Mrs. Jackson noted that a mini skirt should be worn with thigh-high hose or pantyhose.

interesting visitor at our home over that holiday. Stanley Lee, a student at Iowa Western College in Clarinda, visited us for 3½ wonderful days. Stanley is from Hong Kong and was our guest during the Farm Bureau Foreign Student Weekend which turned out to be Easter weekend. We thoroughly enjoyed him and his beautifully spoken English.

Our 17-year-old visitor from the British colony told of his country with its two small islands and small strip of mainland which has several million inhabitants. He loves hunting, animals and wide open spaces; and we loved his stories, magic tricks, and helpfulness. Our family was reluctant to take him back to his home in Clarinda, because we became such good friends.

The past few years, we have had the opportunity to have visitors from Iran, Africa, Turkey and Hong Kong. It is a great privilege for our family, and we learn so many things from our new found friends. I would like to suggest to you, if possible, to invite foreign friends into your home and learn from them.



Left to right: Stanley Lee of Hong Kong; Lori Jo and Lynn D. Freed, daughters of Jo and Wilbur Freed; Debble, Jeff and Denise Burns, children of Gary and Kathryn Burns of Pocahontas, Iowa. The Burns children are nieces and nephew of the Wilbur Freeds and grandchildren of the Virgil Freeds of Essex, and little Denise is Jo and Wilbur's God-child. The occasion was a family dinner at Easter time.

# A magic menu for may

## MANSFIELD'S MARVELOUS MUFFINS

- 1/2 c. shortening
- 1 1/2 c. sugar
- 2 eggs, beaten
- 2 c. buttermilk
- 2 c. Kellogg's All Bran
- 2 1/2 c. flour
- 2 1/2 t. soda
- 1/2 t. salt
- 1 c. boiling water
- 1 c. Nabisco 100% Bran

Pour boiling water over Nabisco Bran. Let soak. Cream shortening and sugar. Add eggs, milk and Kellogg's All Bran. Add sifted dry ingredients. Fold in Nabisco 100% Bran. Fill greased pans 3/4 full and bake 15 minutes at 400 degrees. Dough will keep 6 weeks if kept covered in refrigerator. This makes 2 quarts or approximately 3 dozen muffins.

\* \* \*

## CARROT CASSEROLE

- 1/4 c. butter
- 2 c. grated carrots
- 1 c. grated American cheese
- 1/2 t. salt
- 1 c. celery, cut fine
- 1 small onion, chopped
- 1 c. soft bread crumbs
- 2 eggs, beaten
- 1/4 c. coffee cream

Mix all ingredients together and pour into a greased casserole. Cover and bake for 40 minutes in a pre-heated oven at 350°.

\* \* \*

## HERSHEY BAR PIE

- 16 large marshmallows
- 1/2 c. milk
- 4 nickel Hershey bars, almond or plain
- 1 c. whipping cream, whipped; or 2 c. whipped topping

Cook marshmallows and milk in top of double boiler until marshmallows are melted. Remove from heat and add Hershey bars. Let stand until mixture starts to set. Fold in whipped cream. Pour into cool pie shell and refrigerate for several hours.

## PIE SHELL

- 2 T. melted butter
- 4 oz. (1 1/2 c.) shredded coconut

Pat mixture into pie pan. Bake at 350° for 8 minutes.

\* \* \*

## ORANGE DELIGHT SALAD

- 1 11-oz. can mandarin oranges
- 2 3-oz. pkgs. orange flavored gelatin
- 2 c. boiling water
- 1/4 c. broken pecans
- 1 pt. vanilla ice cream
- 1 medium banana

Drain mandarin oranges, reserving syrup; add water to syrup to make 3/4 cup. Dissolve gelatin in boiling water. To half the gelatin add reserved syrup-water mixture, placing in an 8x12 oblong pyrex dish. Chill

until partially set, fold in oranges and pecans and chill until set. Meanwhile, spoon one pint vanilla ice cream into remaining hot gelatin; stir until ice cream is melted. Chill until mixture mounds when spooned and fold in sliced banana. Spoon over orange layer, chill until firm. Makes 10 to 12 servings.

\* \* \*

## HOT CHICKEN-SPAGHETTI SALAD

- 1/2 lb. spaghetti
- 6 c. chicken broth
- 2 T. salt

Cook spaghetti in salted broth; drain, reserving 1 cup of the broth.

- 1 onion, chopped
- 1 green pepper, chopped
- 1/4 lb. butter or margarine
- 1 c. milk
- 2 T. flour
- 2 t. salt
- 1 (4-5 lb.) hen, cooked and diced
- 1/2 lb. Old English cheese
- 1/2 lb. American cheese
- 1 can mushrooms
- Potato chips

In a large skillet, cook the onion and pepper in butter. Add milk, reserved broth, flour, and 2 t. salt to make white sauce. Combine chicken, cheeses and white sauce. Cook slowly until cheeses are melted. Combine all ingredients. Place in large baking dish. Top with crushed potato chips. Bake at 350° for 30 minutes. Yield: 12 to 15 servings.

\* \* \*

## STUFFED ROUND STEAK

- 2 round steaks, 1/2" thick
- 3 c. soft bread cubes (3 to 4 slices)
- 4 T. grated onion
- 1 1/2 T. chopped parsley
- 1 1/2 t. salt
- 1/2 t. pepper
- 2 1/2 t. poultry seasoning
- 2 t. oregano
- 1 c. water

Brown steaks slightly on both sides in small amount of oil in skillet. Combine bread cubes, onion, parsley, seasonings and 3/4 c. water. Spoon dressing between steaks, add remaining 1/4 c. water and simmer in covered skillet for 45 minutes. Yield: 6 to 8 servings.

## RECIPES for TODAY'S WOMAN

Send 10¢ for  
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**KMA**

SHENANDOAH, IOWA 51601

# PROGRAM NEWS FOR MAY 1970

Dial 960 — K M A — 5,000 Watts

## NORM'S FORUM

By

Norman Williams

Station Manager



## THE CONVENTION

Last month the National Association of Broadcasters held its 48th annual convention in Chicago. This association is voluntarily supported by over 4300 of the nation's commercial broadcasters. The President of the NAB is Vincent Wasilewski. At the opening session of the convention, he called on members to provide leadership in support of such causes as:

- \* "To help the less fortunate in our society.
- \* "To uphold respect for law in the great and traditional sense of that term.
- \* "To make a real contribution toward solving the awesome problems of our deteriorating environment.
- \* "To help our young people achieve their objectives by constructive, rather than destructive means.
- \* "To prevent the incredible prospect that drugs which have crept out of the underworld and into the schools will subvert an entire generation.
- \* "To convince one and all that ethics and morality are not only the guiding stars of any worthwhile personal life, but are the only guarantee that a worthwhile personal life can be possible."

No one can dispute the fact that these are noble objectives and deserve our support. KMA wholeheartedly supports these causes. However, we would like to point out that these objectives also apply to the home, the school, the Church and the entire society of man. Broadcasting can SUPPORT these causes, but it alone cannot be charged with the responsibility of their fulfillment.

The critics of the broadcasting industry seem to take the position that broadcasters alone are to be the agent for the reform of all of man's social and personal ills. We recognize that we have a great power at our command. A power which enables us to communicate ideas and information to those who are willing to accept them.

We sell products for our clients . . . indirectly. We can motivate the customer to seek out the product or service advertised on KMA . . . IF he WANTS the product or service. The actual selling is done when the customer calls on the advertiser.

In the area of personal attitudes toward poverty, respect of law, pollution, drugs, ethics and morality, broadcasting can TRY to influence its listeners and viewers. Broadcasting does assist all the other units of society striving to achieve progress in these areas. However, it is not the most influential nor most powerful molder of human attitudes. To expect it to be the solver of all our ailments borders on idolatry. It shifts the focus away from the most important molder of human attitudes . . . the family unit. This is where the ultimate responsibility rests. The critics of broadcasting ignore this basic fact.

## FISHING SHOW CHANGE

Don Priebe, Iowa Conservation officer for Page and Fremont counties, will take over the weekly Hunting and Fishing show which Warren Nielson has been doing. It will be heard at its usual time—5:15 p.m. Friday on KMA.

## MAY GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

May 4—Loche Williams (Mary's son)

May 5—Jean Priebe

May 13—David Sanders (Ed May's son-in-law)

May 15—Donald Priebe (Jean's husband)

May 27—Jo Freed

HAPPY ANNIVERSARY TO:

May 7—Norman and Lois Williams

May 17—Donald and Jean Priebe

May 21—Robert and Nadine Kelsey



## 'Pueblo' Sailor Interviewed on KMA

Lee Hayes, radio operator aboard the ill-fated PUEBLO, was guest on the OPEN LINE recently. A speaker for TRAIN, Lee says his purpose in traveling across the country is to get people involved in support of our form of government. Lee told Warren Nielson that the question he is asked most is whether the PUEBLO was in Communist-proclaimed waters to which his answer is an emphatic "No!" He also believes that if American leaders would have sent help immediately (which they promised but never sent) American planes could have been overhead within fifteen minutes, and the PUEBLO would never have been captured.

Hayes told KMA listeners about the brutal beatings he endured; about the poor medical treatment and the indoctrination the Communists forced upon the men from the Pueblo. He believes they were released only because the Communists had wrung all of the propaganda out of the incident that they could.

In the picture you also see Lee's new bride, Francine, a Columbus, Ohio girl, whom he married just a few weeks before his KMA interview!



## Billie Oakley Sends Recipe

Hello there!

It seems a long time since I last wrote a letter to my good KMA Guide friends. With all the snow storms, high winds, and other weather problems, we finally have spring to enjoy. It really is about time, wouldn't you say?

The big attention-getter in my family has been the arrival of little Ross Edward Anderson on April 13th. He is a big guy, weighing ten pounds, four and a half ounces at birth and really looked out of place in the nursery alongside those wee little dainty girl babies. Marcie and Ed are delighted, as are the rest of us. It remains to be seen how Kerry feels about him! What fun to have a fat little rascal like that to cuddle! Grandmas are lucky gals, I think.

In the next issue of the Guide, I hope to have some pictures of the trip abroad . . . and maybe some new recipes.

Speaking of recipes . . . the one I have for you today is such a great dessert luncheon idea. Since fresh strawberries are now on the market, perhaps you'd like to just serve this dessert with crushed berries and a topping of more whipped cream instead of cherry pie filling. Oh my achin' calories! Have fun with it, anyway . . . and we'll count the pounds tomorrow.

Fondly,  
Billie Oakley

### ANGEL SURPRISE

- 1 angel food cake
- 1 pkg. (8 oz.) cream cheese
- 1 c. sifted powdered sugar
- 2 c. (1 pt.) heavy cream, whipped
- 1 can (1 lb. 5 oz.) cherry pie filling

Break angel food cake into bite size pieces. Beat cream cheese and powdered sugar until smooth. Fold in whipped cream until well blended. Gently mix in angel food cake pieces. Pour into 9"x13" baking pan. Spread cherry pie filling over top. Chill 3 to 4 hours.

## POLLUTION UPDATE

Shenandoah faculty member, Mrs. Marybeth Vaughn and two high school students, Ken Anderson and Gary Preston, discussed problems of the environment with KMA Newsman Bob Tarbell for Pollution Update. They told about plans for Shenandoah schools' activities set for Earth Day.

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51601

JAN



"Unsightly"

## POLLUTION UP DATE

Real Radio 960

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

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

PRODUCED BY KMA NEWS

