

Happy Decade

January, 1970



The

KMA GUIDE

# JANUARY GREETINGS

**THIS IS YOUR DAY:**

**HAPPY BIRTHDAY TO:**

Jan. 3—Amy Sisto (Ed May's granddaughter)

Jan. 12—Mrs. Don (Esther) Burrichter

Jan. 14—Denell Schnoor (Henry's daughter)

Jan. 27—Mrs. Merl (Ruth) Douglas Roulstone

Jan. 27—Ken Priebe (Jean's son)

Jan. 30—Lynn Freed (Jo's daughter)

**HAPPY ANNIVERSARY TO:**

Jan. 4—Mr. and Mrs. Don Burrichter

Jan. 27—Mr. and Mrs. "Pat" Patterson

# The KMA Guide

JANUARY, 1970

Vol. 27

No. 1

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Mary Williams, editor; Jo Freed, feature editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

## HAPPY NEW YEAR!

Ring in the new decade and a new year are two of the new part-time announcers of KMA Radio. Eddie May, sophomore, and Lee Hughes, junior in the Shenandoah Community High school, are shown in front of the old school bell at the Shenandoah Junior High school in our cover picture.

## Families Greet 70's

Looking forward to the next decade is the Mike Sherman family, whose children, Melinda Diane, 3 years old, and Gordon, 5, will change in many ways in the next ten years. Their parents are Mike Sherman, May Stores' office manager, and Betty Jane Sherman, another daughter of the J. D. Rankins. As long-time Guide readers know, Mrs. Rankin is the daughter of Mrs. Earl May, widow of the founder of May Seed and Nursery company.

The center of attention at the Kidd household is "Foxy," a sharp-eyed little dog. He weighs 5 pounds 6 ounces and has lived with his owners, John and Diane Kidd, for about a year. John is the assistant advertising manager of May Seed and Nursery and his wife, the former Diane Rankin, daughter of J. D. Rankin, who is executive vice president of May Seed and Nursery, teaches in the Shenandoah school system.



# A Chat With Edward May



It gives me a great deal of pleasure and pride to write this column, because it gives me a chance to write about my son, Edward May, Jr., whom you see in the picture seated before the microphone. About nine months ago, Eddie started showing keen interest in KMA and the possibility of doing some actual broadcasting. The more he thought about it, and the more he learned, the more interested he became. He learned that a regular announcer must obtain a third class ticket which entitles him to operate some of the semi-technical equipment used in connection with broadcasting. This third class ticket is obtained by passing a test prepared by the Federal Communications Commission, and it requires considerable study. With the help of Chief Engineer, Don Burrichter, and others, Eddie studied and passed his test and obtained this third class ticket. Since then, he has been anxiously anticipating the experience of actually doing a broadcast. To help prepare himself, he has spent many enjoyable hours learning "the board," reading news copy, the timing of network feeds, cueing up records, as well as other requirements. Finally, early in December, in fact, Friday night, December 5, Eddie had his first half hour on KMA. He had been informed of this several days in advance, but even though he felt he was prepared for that first broadcast, he admittedly was extremely nervous. He enjoyed the experience, but he was also glad when it was over.

Naturally, we had the radio on at home and heard him. Frankly, I was quite proud and I think he did a fine job, particularly for the first time. (The following day I saw a note in the control room in Eddie's handwriting which said, "Thank God, the half hour went so quickly!")

The following evening he was on again and gave the short news headlines. He admittedly has a great deal to learn, but it pleases me that he is showing an interest in

broadcasting. This might be a record of some kind as he is the third generation of the May family to broadcast on Radio Station KMA.

Eddie's experiences take me back about 33 years when I remember my first actual experience of handling a broadcast. Need I say times were different in those days. I didn't have to have a third class ticket or know how to run the board. So, you can see why I particularly enjoy seeing my son start out in the radio business. I certainly hope his enthusiasm continues.

The arrival of this issue of the KMA Guide denotes the start of a new year and a new decade. Always the new year suggests a fresh start. Always the new year brings so much promise of better things to come. And this is true however good the old year may have been to us. Perhaps it is because we are all imbued with the idea that we must ever strive to do better and to be better. And because we do so strive, progress is made both by the individual and by the nation. Let each in his own way take stock of where he stands today—where he hopes to stand one year from now—and then begin with courage and confidence another new year.



## FRANK COMMENTS



*By Frank Field*

The picture this month was taken the first week in December and shows one of Jenny's Hybrid Amaryllis plants in full bloom. Ordinarily, the Amaryllis plants do not bloom until along toward spring, but some years ago we ran on to a firm of Holland Bulb Growers who had worked out a method of treating Amaryllis bulbs in order to break their dormancy. They won't tell how they do it, but I suspect that they do it by keeping them for a couple of weeks in a temperature just above freezing. This makes the bulbs think that they have been through a regular winter season, so as soon as they are potted up and given a little water they send up their bloom stalk in just a few weeks. This particular bulb was in full bloom in about 3 weeks from the time it was placed in the pot and watered.

No, this particular strain is not listed in the catalog, but can be bought over the counter in the fall of the year in any of the Earl May Garden Centers. It is called Paradise strain and comes in three colors, white, pink and red. The one in the picture is a red one with much darker red in the throat. There are four blooms open at the same time and each one measures about seven inches across. The bloom stalk was about 20 inches high without any sign whatever of any leaf growth. The flowers stayed nice for a week or 10 days before they faded, at which time I cut the old stalk off just above the bulb. In just a few days, a second bloom stalk started to grow from the opposite side of the bulb and is now about 18 inches high and is about ready to open out four more blooms, just as nice as the first ones were with still no sign of any leaves. They will start to grow at about the time this second bloom stalk fades and is cut off. Then it will send up 10 or 12 dark green strap-like leaves and will continue to make an attractive house plant until warm weather comes next spring. Of course, it will have to be kept in a south

window where it gets all the light possible through the winter months.

Then, when warm weather comes next spring and all danger of frost is past, I will very carefully knock it out of the pot and plant it in the perennial border and give it about a half a tea cupful of garden Maytone and see that it gets plenty of water throughout the summer. Late next fall just before the first cold snap I will very carefully dig it, shake the dirt out of the roots and lay it on some newspapers down in the basement. The moisture and plant food in the leaves will gradually go back into the bulb and the leaves will turn yellow and dry up, at which time I will cut them off. The bulb will be just left in the basement until it starts to send up another bloom stalk, which should be about this time of year. Then I will pot it up again, water it thoroughly and next Christmas time we will be enjoying one or two more clusters of blooms. Some of the Garden Centers may still have some of these bulbs on hand, but I doubt it as most of them went out through November and early December. It is the Paradise strain, imported from Holland and the price was \$3.50 each over the counter.

By the time you are reading this, we should be well started on mailing out the 1970 seed and nursery catalogs, as we usually get them from the printers late in December. If you have not already done so, right now would be a good time to make sure that your name is on the list to get one.

We hope to complete the mailing by the middle of January so that you will have plenty of time to sit down and go through the catalog page by page, making up your order for the new year's planting. In the first list you make out you might put down everything that you would like to plant this year, then before you mail it you can revise the list somewhat if necessary. There will be two order sheets stapled into the center of the catalog this year, as usual.



The KMA Guide

# R J D

With **JACK GOWING**

This month, I will tell you a little about my trip to Washington, D. C., and Louisville, Kentucky. I had an early flight out of Omaha on Sunday morning. The day before it started to snow and that meant that I had to leave even earlier to be sure and get there for the flight, but the flight was late and then my connecting flight in Chicago to Washington was late and as a result, I arrived in Washington, D. C., about two hours late. Some of the people missed their flight or in some cases the flight was cancelled, and quite a few got into the Capitol late and their hotel reservations were gone. I was lucky and got my room without any problems.

It was the first time that I had the opportunity to see the President of the United States and the Vice President as well as the Secretary of Agriculture in just a matter of a few hours.

The President looked happy and quite healthy. He talked a little over fifteen minutes and seemed to be pretty well informed of the problems that Agriculture has. He mentioned the fact that America was fortunate to have an efficient Agriculture. The President said "I think that there is a tendency to make Agriculture the Whipping-Boy for many of our problems. We hear a lot of talk about farm subsidies and parity and all the rest, we hear very little talk about how it came about. The reason that farmers have the present problems they have is because they made their investments at the request of government and as a result of the initial government order to increase agricultural production at a certain time." Quoting him further, "Look at what we've done since WW II alone, \$30 billion in food distributed to other countries around the world. So as the President of the United States, I am very proud to recognize agriculture for what it has achieved,

for what it means to America. No nation can long be great without a sound, strong Agricultural base."

Later at the American Farm Bureau convention in Washington, Vice President Agnew spoke to the group. Mr. Agnew seemed to get the pulse of his audience quickly and he talked for a little over seven minutes.

Secretary Hardin spoke to the group earlier in the convention and talked more on the rural-urban balance than he has in previous speeches.

From Washington then, we went to Louisville, Kentucky, for the National Farmers Organization convention. Secretary Hardin appeared at their convention also. He gave about the same speech and told us in his press conference that he had been hitting the same points for about a three week period.

There were between fourteen and sixteen thousand people at the NFO convention. They told us that for the first time representatives from all of the forty-eight states attended. They held all of the meetings in the Kentucky Exposition Center which was out near the edge of the city while the headquarters hotel was downtown. Each day there was quite a line up of buses hauling the people to and from the area.

While in Washington, I had the opportunity to observe the House Committee on Internal Security hear testimony from Navy Lt. Robert Frishman. He had been a POW in No. Viet Nam and was released recently. He told of his treatment while he was a prisoner and about the release which was negotiated by the Mobilization Committee to End the War in Viet Nam. I only wish every American could hear some of these young men testify. He told of some of the terrible treatment that some of the prisoners go through because they won't sign some of the documents put before them.

President Nixon and Vice President Agnew spoke at the Farm Bureau convention which Jack Gowing tells about on this page.



# Happiness Is . . .



## A Cookie

Little Denell Schnoor thoroughly enjoyed a few cookies while visiting the KMA studios the other day with her mother, Edith. Denell will have many experiences in the next decade, which may make her father, Henry, wish she were little again. Henry is KMA's Sunday afternoon musical host, and also farms near Malvern, Iowa.

## Decorating a Christmas Tree

Because it's also so much fun afterward when the group sings carols around the tree at the Glenwood State School-Hospital in Glenwood, Iowa. They certainly have enjoyed the trees this year and wish to "Thank You" for the generous donations to the KMA promotion of Glenwood Christmas Trees.



## A Kitten!

Playful, mischievous and always fun, because he may be lurking around the corner to pounce upon you, is Lynn Denise Freed's "Midnight," (pretending to be a statue while posing with Lynn). Lynn is the daughter of KMA Women's Director Jo Freed.

# Happiness Is . . .



## Getting Ready To Broadcast

After predicting the weather each day for the last 29 years on KMA Radio, Frank is inviting you into the studio from the outside elements. You had better believe Frank if he says on his 7:15 a.m. weather show, "Don't plan on washing your clothes and hanging them on the line."

## A Granddaughter!

With two proud grandfathers around and a proud mother, Michelle Joeth Stevens was just a little spoiled after leaving Shenandoah last month. On the left is Grandpa Merl Douglas, KMA morning announcer, and on the right is Grandpa Dick Stevens of May Seed and Nursery Co. Mother Sharon Stevens is holding Michelle just before they left for their home at Ft. Rucker, Alabama, where Daddy Rick is a helicopter instructor with the Army. Of course, Michelle has two grandmothers, Ruth and Nancy, who are just as proud of her, but were busy at the time of picture taking.



## To Nancy, it's hearing Mother on the radio!

Now, Nancy would like for you to meet her Mother, Mrs. Glenn Oostenbrug. They live in Clarinda. Mrs. Oostenbrug, also known as Ardella, is the chairman of the Page County Cystic Fibrosis Foundation and has made several spot announcements concerning cystic fibrosis (which is a children's lung disease). Ardella was also on Jo Freed's "Today's Woman" show one day.

Cystic Fibrosis strikes approximately one in every 1,000 babies born in the United States. It is generally fatal if untreated. C/F attacks the digestion and lungs, causing severe malnutrition and choking off the very breath of life, according to Ardella.



# Happiness Is . . .



## Lunch at May's Snack Bar!

The snack bar seats 27 people and is used from early morning until the afternoon for coffee breaks and lunch periods. Charlotte Gibson is shown behind the counter, Snack Bar Manager Darlyne Long is back in the kitchen preparing lunch.

## Winning a Transistor Radio

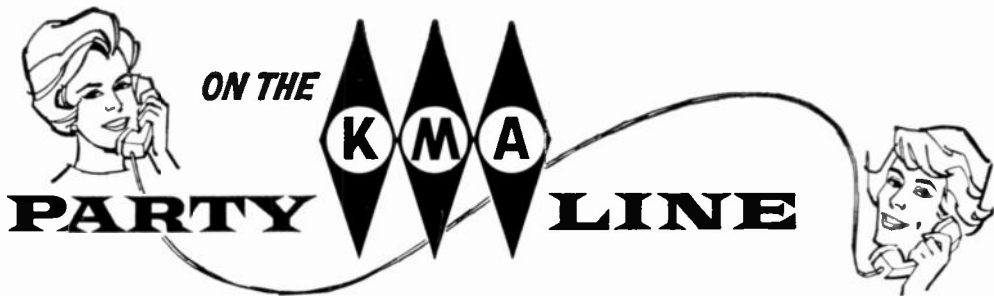
John Rydel, Page County Extension director, is shown drawing out 10 lucky names of persons who won radios in the "Soy Bean Contest" sponsored by KMA and the Soy Bean Growers Association. Jack Gowing, KMA farm director, tape records the names for posterity. Over 1,000 names were entered in the contest, and after KMA's drawing, the names were sent on to the national drawing where the one lucky winner will receive a free trip to Japan.



## A Dog

To Kent Kelsey, it's a dog, or should we say puppy? "Shad" or as his registration states his name "Shadomar Napoleon" is only 7 months old and the family pet. Eight-year-old Kent is in second grade in the L. A. Logan School and his main interest, besides his Weimeraner "Shad," is Cub Scouts which has also involved his mother as a Den Mother. Kent is the son of Bob and Nadine Kelsey. Nadine works in the Accounting Department of KMA.





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

The face behind the voice that answers your phone, whether you're calling the "Open Line," KMA Radio, or May Seed & Nursery Co., is a pretty face too and none other than **LUCY LAWSON**. To Lucy, "Happiness Is" answering calls from around the world. (at right)

KMA Associate Farm Director **WARREN NIELSON** went to Chicago to a convention. He was so proud of his new piece of luggage until he boarded a bus to return home. The bus driver looked at him and said, "You dropped something!" Warren looked around and saw one of his unmentionable garments lying on the sidewalk. Reaching to pick it up, he noticed the zipper on his luggage had broken. He scooped up the items and with arms full boarded the bus to the airport where he asked for a sack. Warren would have gratefully accepted a paper or burlap sack or even a pillow slip to put his things in, but to no



avail. However, one kind agent offered him a roll of tape, and Warren went to work wrapping his luggage up-tight with the tape . . . only, to find out when he arrived at his car that his car keys were inside his taped-up luggage. Needless to say, Warren enjoyed his trip, but it was a little hectic at times.

Congratulations to **JODIE** and **RAYMOND GENOVESE** who were married Dec. 20 at Christ the King Church in Denver, Colo. Jodie, who has been employed in Denver, is the daughter of **ARDENE MULLISON**, traffic manager of KMA Radio, and **DICK MULLISON**. Raymond's parents are Mr. and Mrs. **SAMUEL GENOVESE** of Denver. The young couple will live in Pensacola, Florida, where he will attend U. S. Naval intelligence school.

Apologies to **LINDA BEMBERGER** of the Continuity Department. We failed to list her Dec. 17th birthday in the last month's greetings. So belated Happy Birthday to Linda.

Busy at work preparing a newscast is KMA Newsman **BOB TARBELL**. Tarbell recently worked on a very interesting KMA Special Report concerning the drug problem.

# 4-H Leaders Receive Awards

**HAPPINESS IS** having served 5, 10 and 15 years as a 4-H leader. These leaders and committee members have faithfully led 4-H youth in Fremont County a total of 80 years. Certificates and 4-H Clover Pins were presented at a Shenandoah banquet recently. At this same banquet 4-H Alumni Awards were presented to Mrs. Boyd Hamilton, Jr., and Keith Shaw for their outstanding contributions to 4-H youth. Pictured are Mrs. Dale Brownlee; Bert Lorimor, who presented the pins; Mrs. Ralph Richards, Bob Geiger, Extension Council chairman; Max Boyd; Mrs. Bert Lorimor; Harold Dahlgren and Harold Gruber.



**HAPPINESS IS** helping youth down the right path through 4-H leadership. Awards and 4-H Clover Pins were presented to 15 4-H leaders and committee members in Page County at the Recognition Banquet recently. Wayne Whitmore of Clarinda (not pictured) was surprised as he was awarded the 4-H Alumni Award. Pictured as they received their awards were Don Williams, Mrs. Ray Carlson, Earl Carlson, Mrs. Jim Lundberg, David Tackett, Mrs. Wayne Whitmore, Richard Negley, Mrs. Virgil Flynn, Eldon Herzberg, Mrs. Joe McKinley, Bruce Otte, who presented the pins; Mrs. Bill Staples and Norman Tornholm, Extension Council chairman.



Attending the 48th Annual National 4-H Congress in Chicago is a reward for excellence. Shown, from left to right, are: Steve Sanborn, Dallas, Iowa, receiving the State Field Crops Science Award from Jack Gowing, Radio Farm Director, KMA, Shenandoah, Iowa. The Field Crops Science Awards are sponsored by Amchem Products, Inc.



LARRY MILLER

## On News

KMA News has added a new unit to its bank of radio receivers used to monitor area law enforcement, fire, and civil defense frequencies.

It's an 8-channel crystal-controlled VHF FM monitor. Any combination of one to eight channels can be scanned automatically. Push button controls permit us to monitor only those channels of immediate interest, or all eight if we desire. Manual selection of channels is also provided in case the newsmen on duty wants to monitor continuously a particular channel.

KMA News now has facilities for listening to twelve such frequencies in our four-state coverage area. This means whenever a serious accident, fire, or other news making event takes place, KMA News will know about it first. Accordingly, you our listeners—will be first to know what has happened.

Additionally, Wide-Area-Telephone Service (WATS) is now available in the KMA newsroom, allowing us to talk immediately with any point in Iowa or any adjacent state by dialing direct.

These new features, along with our many other facilities, are two more reasons why more people rely on KMA News!

BRUCE PILCHER

## On Sports

KMA's wrestling program entitled "This Week In Wrestling" continues to receive favorable response from listeners in the four-state region. The program is aired at 8 A.M. on Saturday mornings. With meet highlights and interviews featured, the program tries to acknowledge the outstanding achievement by wrestlers and coaches in this region. Through this medium, we hope to attract attention to this sport which is growing in popularity.

In our first few programs we have interviewed Corning's John Harris, Glenwood's Gary Anderson, Harlan's Dave Trotter, Coon Rapids' Dennis Field, and Underwood's Frank Sigl. In the next few weeks, we hope to call on Charles Bryant of Council Bluffs Tee Jay, Red Oak's Gary Klindt and others. We also feature a rundown of the top wrestlers in the area. All in all, the program has immense potential, and we do hope that you will continue to support the program and the sport of wrestling in your area.

### IOWA BASKETBALL ON KMA

The January schedule for Iowa Hawkeye basketball on Radio 960 follows:

- January 3—Purdue—7:25 p.m.
- January 6—Michigan—6:55 p.m.
- January 10—Wisconsin—3:25 p.m.
- January 24—Tennessee Tech—7:25 p.m.
- January 31—Indiana—7:25 p.m.



**KMA NEWS AND SPORTS** — Ever ready to get to the scene, whether to cover a late-breaking news story or report play-by-play sports action are News Director Larry Miller and Sports Director Bruce Pilcher who prepare to depart on another trip for KMA.

## Billie Oakley Sends Greetings

Happy New Year, dear ones!

The year 1969 was such a great one for all of us at Gooch Foods, and we know that much of our success is due to you. We do thank you for your support, your friendship and your loyalty . . . and not especially in that order.

To begin the year 1970, I have a most exciting event to thrill over. John, my son, and Diana Lynne Krogstrand will be married in an evening ceremony, Saturday, January 24th, at Luther Memorial Lutheran Church in Omaha. They met in class at college, and John hopes to continue his education after their marriage. Diana is a delightful girl, and we are all in love with her already! Hopefully, I can show you a picture of our bride in next month's issue of the Guide, wearing the beautiful gown she has made for her wedding.

We are introducing more new products in the Gooch line this year, so do keep an eye peeled for them. Working with new foods is always a great experience to me, and I know how you cooks welcome them.

Have yourselves a good beginning to the new year, and I sincerely hope it will be your best year yet!

Warmly, Billie Oakley

# TODAY'S WOMAN

By JO FREED

A new decade is now upon us. Isn't it lots of fun to look back and think of all the things that happened to you in the 1960s? Our oldest daughter, Lori had just started kindergarten, and we had our 2-year-old Lynn toddling around the house. We had a few more elm trees in our yard, a fence to keep the youngsters in, two dogs, a swing set and sand pile to keep them occupied. The swing set, sandpile, elm trees and fence have fallen by the wayside. However, we still have our big collie "King" to greet each of us when we arrive home or to walk out to the mailbox with us. Our first toy terrier "Candy" was 8 years old when he expired. However, our second "Candy" toy terrier has taken his place and is just as lively. Our two daughters now 15 and 12 are thinking of new playthings such as hair curlers, eye makeup and also mini and maxi clothing. Instead of dolls, they are dreaming of "little red" cars, boats, water skiing and big horses (not ponies anymore). Times do change, but I love to have it change . . . wouldn't want it to stand still.

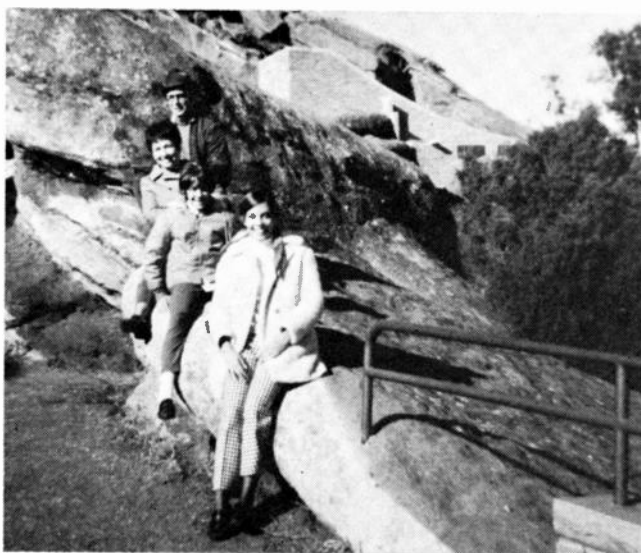
Only one thing which I would like to stand still . . . my weight. In 10 years I have gained 10 lbs. That had better stop or by the time that I'm 100 years old . . . I'm going to have to join the circus.

During 1969, I had so many nice experiences, judging cooking, beauty, talent and youngsters' contests as well as parades. It was so much fun . . . but as one leading entertainer stated "when judging, you do make one lifetime friend, 2 fair friends from the runners-up and um-teen (contestant) enemies."

I have had good luck in helping judge the contests last year. The Miss Maryville winner went on to win the Missouri State Miss Congeniality; the winner of the Hancock Old Settlers' Reunion Talent Contest went on to state and won 6th out of 1,000 contestants at the Iowa State Fair level. The salad winner of the Cass County Milk Made Magic contest won the first place salad out of the Iowa salads entered. The Little Miss Red Oak contest winner placed within the top ten over all Iowa and several other beauty contest first place winners placed within the top ranks of the state winners.

I certainly have enjoyed meeting everyone involved, and those in attendance at these functions and am looking forward to being busy and meeting many friends in our KMA listening area this year. We have many wonderful people in our KMA land, and I wish the best of luck to each of you during 1970 and the decade.

Wilbur, Jo, Lynn and Lori Freed enjoyed a Thanksgiving vacation in Denver, Colorado, and are shown in the Red Rocks Park near Denver. The Red Rocks Amphitheatre is in the background.



# HAPPINESS IS A GOOD MENU

By JO FREED

## TOMATO REFRESHER

Combine one 20 ounce can (2½ cups) tomato juice  
3 T. lemon juice  
1 t. sugar  
1 t. Worcestershire Sauce  
¼ t. celery salt  
Chill. Stir. Makes 5 4-ounce servings.

\* \* \*

## GOLDEN POTATO CASSEROLE

6 medium potatoes  
2 c. shredded Cheddar cheese  
¼ c. (½ stick) butter  
2 c. dairy sour cream at room temperature  
1½ c. chopped onion  
1 t. salt  
¼ t. pepper  
2 T. butter  
Cook potatoes in skins, cool, then peel and coarsely shred. In a saucepan over low heat combine Cheddar cheese and ¼ cup butter, stirring occasionally, until almost melted. Remove from heat; blend in sour cream, onions, salt and pepper. Add potatoes, stirring lightly, and turn into casserole. Dot with butter. Bake in 2 quart casserole, 25 minutes in 350 degree oven.

\* \* \*

## BROCCOLI CASSEROLE

2 pkgs. frozen broccoli  
1 can mushroom soup or celery soup  
½ c. milk  
1 2-oz. jar pimiento, chopped  
1 small can mushrooms  
1 c. crushed Rice Chexs, corn flakes or dry bread crumbs  
Cook broccoli according to directions on box. Mix soup and milk, and heat until smooth. Arrange broccoli in shallow baking dish, making two layers, sprinkling pimiento and mushrooms over each, with butter, onion salt and soup mixture. Cover with crushed ingredient. Bake at 350 degrees for approximately 35 minutes.

\* \* \*

## CHERRY COOKIE COBBLER

1 1-lb. 5-oz. can cherry pie filling  
1 roll refrigerated sugar cookie dough, sliced ¼ inch thick  
1 t. sugar  
Dash ground cinnamon  
Heat pie filling and pour into an 8-inch pie plate. Slightly overlap cookie slices on top of filling around edge of pie plate. (Bake any remaining cookies separately on cookie sheet) Sprinkle cookies on filling with a mixture of the sugar and cinnamon. Bake at 350 degrees about 25 minutes, or till cookies are done. Serve warm or cold topped with ice cream or whipped cream. Serves 6 to 8.

## NEW YEAR SALAD

1 pkg. red gelatin  
1 pkg. lemon gelatin  
1 pkg. green gelatin  
1 doz. marshmallows (cut up)  
1 c. heavy cream (whipped) or 1 pkg. whipped topping  
1 (3 oz.) pkg. cream cheese  
½ c. salad dressing  
1 small can crushed pineapple (not drained)  
Dissolve red gelatin according to directions on package and pour into 8 x 12 inch pan. Place in refrigerator to congeal. Dissolve lemon gelatin and, while hot, add marshmallows. Stir or whip until marshmallows are dissolved. Whip in softened cream cheese and salad dressing. Add pineapple and lastly, fold in whipped cream. Pour this mixture over red gelatin and return to refrigerator. Dissolve green gelatin and let cool until consistency of unbeaten egg whites. Pour gently over lemon layer. Return to refrigerator again until whole salad is nicely congealed. Cut into serving pieces, serves 12.

\* \* \*

## STUFFED PORK CHOPS

6 pork chops  
1 c. finely chopped celery  
1 t. poultry seasoning  
2 T. minced onion  
2 t. parsley flakes  
2 T. butter  
1½ t. salt  
¼ t. pepper  
2½ c. bread crumbs  
Water or soup stock  
Cut pockets in sides of chops. Cook celery, onion and parsley in butter for a few minutes. Add remaining ingredients, adding enough water or stock to moisten well. Fill pockets in chops; brown on both sides. Add ½ cup hot water; bake at 350 degrees for 1 hour. Yield 6 servings.

## KMA CLASSIFIED

1:35 - 2:00 P.M.

Monday thru Friday

If you want to place a free ad for something to buy or sell, put all the details, your name, address and phone on a card and send to:

JO FREED, KMA Classified

SHENANDOAH, IOWA

# PROGRAM NEWS FOR JANUARY 1970

Dial 960 — K M A — 5,000 Watts

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## NORM'S FORUM

By

Narman Williams  
Station Manager



## MUSIC ON KMA

Last month, this column gave you a brief glimpse into the music jungle. I explained why KMA plays the kind of music it does and something about the various types of music. It is impossible to write a complete explanation of all the musical types, age preferences, and the psychology of musical

selection. The subject is just too complex for a comprehensive examination in this limited space.

## HOW IS THE MUSIC SELECTED ON KMA?

Mike Goodin is KMA's Music Director. It is his responsibility to study the music popularity charts in the several music industry magazines and audition new records. He then recommends to the Station Manager a list of records which he believes should be heard on KMA. Those records selected are placed in the control room for the use of the KMA personalities who play records on their programs. Some of the records are marked for play only at specified times of the day. The Station Manager has spelled out a general music policy which governs the frequency of play for each record and a formula which guides the DJs in the selection of the kinds of music—vocals, (male and female), instrumentals, group vocals, etc. This "play list" is constantly being up dated. New records are added and old ones are removed.



Music Director Mike Goodin and Morning Announcer Merl Douglas discuss and sort through a few of the records received in the music room each day.

The basic philosophy behind the selection and play of recorded music on KMA is to try to please the largest number of people. Immediately this philosophy eliminates the Station Manager, the Music Director and all the announcers. **We definitely do not select and play music to satisfy our own tastes.**

Music Director Mike Goodin auditions about 350 single records and 75 albums every month. Only a small fraction is heard on KMA. Records are not only checked for popularity but their general sound and their lyrics. KMA is keenly aware that some popular records are produced which contain questionable lyrics. If the lyrics are not in good taste, KMA will not play the record.

KMA always welcomes comments about the music you hear on this station.

# OPEN LINE

By WARREN NIELSON

Recently, I had the pleasure of visiting with Arthur Godfrey who is deeply concerned about pollution . . . especially air pollution. Godfrey told me that the problem is simply too many people; by the end of this century our population will double again, and that today, 80% of the people "exist" in cities and 70% of the air pollution is caused by internal combustion engines . . . mainly cars and trucks. He said he envied me, living in Southwest Iowa and that life for him would be intolerable, if he couldn't "escape" from the city on weekends and go to his retreat in the mountains of Virginia. Godfrey said all of us should do two things. First, inform ourselves and second, write letters to our Congressmen urging them to make every effort to correct our many pollution problems.

During National Youth Week, my guests were Sister Catherine Weiss, a coordinator for the Shenandoah Regional CCD (Confraternity of Christian Doctrine) classes, and Paul Terry, Shenandoah businessman, who is a lay teacher. Paul cited as an ex-



ample of current ecumenism the fact that the Shenandoah Catholic "Sunday school" type religion classes for high-schoolers are held on Wednesday nights in the local Methodist educational building because of its excellent classroom facilities.

In visiting with Sister Catherine, I learned that perhaps 50% of today's Sisters wear the modern habit, and that it is a matter of personal preference.

My young guests were Connie Regan and Steve Greenleaf, both members of the Shenandoah high school junior class. We talked about how to apply religion to our every day lives, and about the excellent education available to teenagers today. They believe a good disposition is the most important quality in a teacher. We also talked about drugs, and they decided that narcotics is not presently a serious problem in small town high schools.

We also talked about cheating. They surprised me with their candid opinion that as many as half of the students DO CHEAT sometime during their high school careers!



**LEE, TALLEY and PAUL HOHLFELD**, children of Mr. and Mrs. **BILL HOHLFELD** of Mount Ayr, Iowa, enjoyed the tour through the KMA studio where the old radio exhibit fascinated them. They watched while their daddy was interviewed on the radio by Jo Freed on her "Today's Woman" show. Pictured is Jo taking them on the tour: (l to r) Jo, Ron Curtis, Media Consultant at the Red Oak Learning Resources Center; Bill Hohlfeld and the children. The discussion on Jo's show that day concerned the American Film Institute Program at the LRC in Red Oak entitled "Film Now."



## POSTMASTER

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Tom Thumb Publishing Co.  
Shenandoah, Iowa  
51601



# KMA GUIDE GOOD NEIGHBORS

Our Good Neighbor this month is Glenwood, Iowa, which was founded in 1852 and at that time was called "Coonville." The 4th General Assembly of the State of Iowa established the town as the county seat of Mills County in 1852 and changed the name to "Glenwood" because of the wooded area surrounding Keg Creek (called a glen).

Now there are almost 5,000 residents living in Glenwood which also has 13 churches and a lovely park to the southeast called "Glenwood Lake Park." The park features an "Historical Museum" which is open year round except in the winter when it is open by appointment to tours only. However, everyone is welcome to the friendly, prosperous town of Glenwood.



**Band Director of the Glenwood High school Senior Marching Band is shown relaxing with some of the musicians after competition in a contest last fall. Director Gordon Woodrow has 65 students in the Senior Band plus two other bands which he directs and has received many honors through the years.**

**One of the newest buildings on the grounds of the Glenwood State Hospital-School, which has 1,003 residents, is the Administration Building.**



**In May 1959, the new Mills County Courthouse opened its doors for business replacing the 100 year old courthouse which stood in the town square.**