

The

# K M A GUIDE

November, 1970



# COVER STORY

The other side of Henry Schnoor's life is depicted on this month's Guide cover. As Sunday Album listeners know, Henry spends Sunday afternoons soothing the KMA Radio audience with easy-listening music and his mellifluous voice. But KMA's basso-profundo spends only part of the year as a DJ because his life actually revolves around his farm and family. He lives on a neat, well-tended place in the rolling countryside a few miles north of Hastings, Ia. His wife, Edith, with the help of their small daughter, Denell, takes charge of the large two-story house and the various assortment of pets.

Although the field where this picture was taken was literally stripped in a late season 112-mile-an-hour windstorm, Henry thinks his corn crop in general will be all right. Until he gets his harvesting finished, Henry will not be heard on KMA. Ed May, Jr., will be substituting on the Sunday Album.

## IT'S A GOODIN'

Here's some good advice: Expect the best, prepare for the worst, and take whatever comes with a grin.

*A person who is too serious to take a joke should take a vacation.*

Maybe the public's sudden concern about cleaning up the environment will encourage the hippies to bathe.

Medical science says very superiorly that whiskey can't cure the common cold. However, neither can medical science.

*Here's some interesting definitions: Re-*

It has been some time since Mrs. Earl May, widow of the founder of May Seed and Nursery Co. and May Broadcasting Co., appeared in the pages of The Guide. When she came to the KMA Studios one fine October day with her houseguests, The Guide took this picture of them as they toured the station. With Mrs. May are Mr. and Mrs. John H. Hankey of New Orleans, Louisiana, who spent several days in Shenandoah. Mrs. Hankey, the former Marjorie Ratekin of Shenandoah, makes the trip to Iowa each fall to attend the Old Settlers' annual dinner. She and her husband are planning to return next June for Shenandoah's centennial.



# The KMA Guide

NOVEMBER, 1970

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*cession — When the man next door loses his job. Depression when you lose your job. Panic when your wife loses her job.*

Isn't it funny that no one ever asks a man how he combines marriage and a career?

One fellow said of a businessman, "He has callouses on his fingers from pushing the panic button."

*If nobody ever said anything unless he knew what he was talking about, a ghostly hush would descend upon the earth.*

There are miniskirts, maxiskirts and now, midiskirts. It proves that women'll go to any length to get a man.

It's hard for a woman to keep a secret without getting a few friends to help her.

*The wise driver avoids passing on curves. He leaves that to the beauty contest judges.*

One result of today's see-through fashions is that Peeping Toms no longer have to.

*Misery is having to take the next size larger dress.*

# A Chat With Edward May

Inasmuch as the picture on this page shows a proud, young man with a new car, let me tell you a little about this young man and his car.

First, if you recognize the individual as Ed May, Jr., you are correct. I might add, if you are a regular KMA listener, you hear his voice each Saturday over the noon hour and lately on Sunday afternoon handling the duties of the Sunday Album. Eddie is substituting on the Sunday program for Henry Schnoor and will continue until such time as Henry has his crops harvested. (See page 2.)

I don't need to tell you how pleased I am that Eddie is showing an interest in broadcasting. It pleases me and makes me proud to receive letters from radio listeners who comment on hearing Eddie on the radio. For example, a recent letter from a Coin, Iowa listener said:

"Dear Mr. May,

We're 'guilty' of listening to KMA exclusively—so we've been hearing Ed May, Jr., off and on.

Today he has done a wonderful job of P. M. announcing.

Wanted to send compliments to him but felt truly you deserve much of the 'credit' for his interest and ability.

We also enjoy sharing a bit in the love

and pride you enjoy and show for him. May you always have this wonderful relationship!"

So much for the young man; now a word about his car. His new automobile is an Opel GT which is made by General Motors in Germany and is sold in the United States through Buick dealers. It resembles a Corvette Stingray which is made by Chevrolet but the Opel is about two-thirds the size of a Corvette and doesn't have a high-powered engine. The Opel gets about 26 miles to a gallon of gas, and can be described as either Eddie's first or second car depending upon how you look at it.

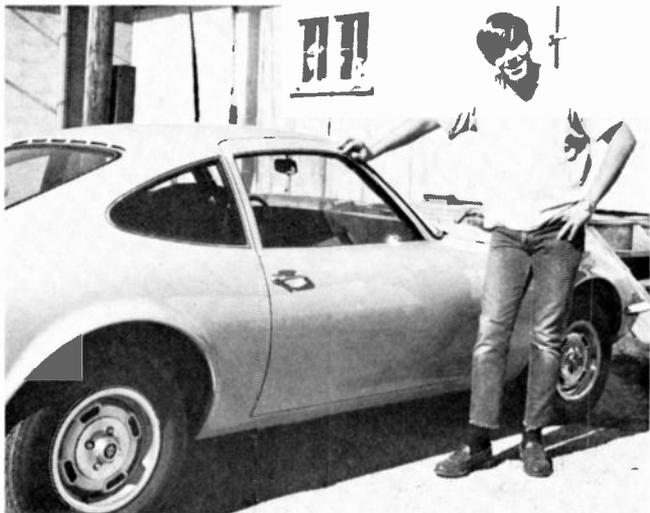
Perhaps I should explain. Several months ago my son-in-law and daughter, Jim and Karen Siso, recognized their need for a larger car to accommodate themselves and their two small children plus the stroller, Port-A-Crib, and the miscellaneous things that go with small children. Jim and Karen's 1967 Pontiac Firebird was in excellent condition but too small for their present needs. So, Eleanor and I acquired Jim and Karen's Firebird for Eddie. We had planned this for several months and drove the car home from Wisconsin and presented it to Eddie on the night of September 30th. It came as a complete surprise, and I don't need to tell you we had one happy, young man in our family.

However, his elation didn't last very long. Two nights later the car was parked in front of a friend's house, following the football game, and it was rammed into by another car and damaged extensively. In fact, two different body men said it would cost more to repair the car than it was worth. For insurance purposes, it was declared a total loss.

Needless to say, Eddie was not only sick about the misfortune but also heartbroken. If there was any consolation, it was the fact that he was not in the car when it was hit, for had he been he could have been seriously hurt.

Consequently, weighing all factors, we decided to buy him another car to replace the one that had been wrecked through no fault of his own. His new car is the Opel GT which you see in the picture. He certainly is excited about it, and I must say I guess he wouldn't be a normal 16-year-old if he wasn't excited about it.

This issue of the Guide will reach you early in November and I want to wish you, your family and your friends, a Happy Thanksgiving.



# FRANK COMMENTS

On this page in the February KMA Guide of this year, I showed a picture of me standing beside an Amorphophallus Lily in bloom and told quite a bit about the bloom. After the bloom faded, it was cut off just above the bulb, which was kept inside until the middle of May when the bulb was planted out in the garden, where it really made a tremendous growth during the summer. Then late in September the plant was dug and transplanted into a half bushel basket and taken over to Mt. Arbor Nurseries greenhouse where it is attracting quite a bit of attention. It has completed its growth now and will soon die down completely, at which time the bulb will be taken out of the dirt and kept in a warm dry place for the winter. It is a good deal like the Amaryllis, in that it must have 2 or 3 months of complete rest in order to bloom the following year. It bloomed early in January last year, but by keeping it growing later in the fall this year, it probably won't bloom next year until February or March, and we are hoping that some smaller offshoot bulbs will have become large enough to be removed from the old bulb before it is planted out next spring. Some people call it Devil's Tongue but most folks call it African Lily. Its correct botanical name is Amorphophallus Rivieri.

The second weekend in October, Jenny and I spent with the Barnetts on Table Rock Lake down in southwestern Missouri, but we did more visiting than fishing, as it was so stormy most of the time that we couldn't even fish off the dock. We only got out on the lake one day and lost far more fish than we landed, as they were still down in deep water. It was very hard to get them interested. We did bring back five nice bass averaging about 2 pounds or so, and in fact are going to have one of them for supper tonight. That country down there had been very dry through the summer, but they are sure getting plenty of rain now. They had something over 10 inches of rain in September and over 3 inches during the weekend we were there in October. So the lakes are all full and running over. Only a few scattered trees were beginning to show any color, but they should be in all their glory the first week in November. If the weather is half way decent, we would like to go down again the first or second weekend in November. Not so much for the fishing as for just getting away from home for a few days.

When we got home we found 2.50 inches of moisture in our rain gauge, and were very much surprised to find that quite a lot of it had fallen in the form of snow while we were gone. I think that 3 inches of snow on October 9th in southwestern Iowa must set some kind of a record. Of



course, it was all melted and gone by evening, but I wonder if Mother Nature isn't trying to tell us something. We have had very little snow the last two winters, and it is just possible that this winter the pendulum will swing back the other way and give us one of those old-fashioned winters like we used to have.

Sales on Dutch bulbs have been running extremely heavy the last few weeks, and we are beginning to run low on some varieties. However, there is still a good selection in the Earl May Garden Centers, and I think you could still get just about anything you want along that line, but the sooner you get them planted now the better it will be. Dutch bulbs can be planted anytime before the ground freezes, with fairly good success, but it is really a lot better if you can get them planted early enough so that they can make a good root system before the ground freezes up solidly. Don't wait for any cut prices or clean up sales because there aren't going to be any. In fact, the problem is going to be to have enough bulbs to finish the season out.

Sales have also been extremely good this fall on what we call "instant landscaping" (balled and burlapped Evergreens and container grown trees and shrubs). These, of course, can be planted with perfect safety whenever you can get a spade in the ground to dig the holes. The trees and shrubs are mostly in bushel baskets where they have been growing all summer, and they will never know that they have been moved. It really is "instant landscaping", or practically so. What you get done this fall, you won't have to worry about getting done next spring in case the weather is like it usually is in the spring.

# RFD



with  
*Jack Gowing*



This month I want to tell you a little bit about the National FFA convention in Kansas City.

The theme for this year's convention was "Involved in America's Future." Future Farmers of America has been strictly a boys' organization until last year when it was voted to allow girls to become members. Girls became active immediately upon their acceptance as members.

I had the pleasure of judging the public speaking contest for the central region. Melinda Neff, a very talented young lady from Michigan, represented that state in the regional contest. Her topic was "Hard Pesticides—Should We Tolerate Them."

Melinda took the stand that we should use chemicals only when all else fails. She said that we should use our influence to see that chemical companies produce chemicals we can use without serious danger to humans or the balance of nature. She concluded her speech by saying that we must make changes in our farming practices, immediately, for from FFA will come tomorrow's expected future.

Another public speaking contestant was Milton Carter from South Dakota. His subject was "Guess Who Isn't Coming to Dinner." He said that each day, ten thousand people do not have sufficient dinners to come to and that in the next thirty years, hundreds of millions will die of starvation. Carter said that there cannot be peace on a planet where widespread starvation and malnutrition affect half of its population.

Still another speaker, Randy Mertz from Minnesota talked about exporting more knowledge to help undeveloped countries balance food production and population more quickly.

Dennis Dammen, Iowa's entry, won the central region contest and was second in the national contest.

Dennis said that at the present rate of increase in population, if we do nothing to reverse the trend, there will be some seven billion people by the year 2,000 and eight billion by the year 2,005, each struggling for a fair share of the earth's rapidly diminishing resources. He said that for every person now alive there will be two competing—for light, air and space, for housing, food and water, for education and work, rest and recreation, intimacy and privacy—

for all of the most basic necessities of human existence.

Dennis went on to say that we need to make a commitment now before the evils of overpopulation consume our world and leave its nations lying in ruins.

Those are rather shocking words, but they are examples of what most of the young Future Farmers of America are thinking about. This is the kind of young people that we should be hearing more about in our diet of news.

There were foreign guests there this year from Europe and South America, and they represented organizations that participate in official FFA exchange activities. There were representatives from Colombia, Scotland, England, New Zealand, Switzerland, Denmark and Germany. Each of these representatives has been in the United States for about six months, and the national convention was the climax of their stay here.

In the chapter awards program, Audubon was the only gold emblem award chapter in Iowa, and Concordia was the only gold award in Kansas. There were no gold awards in Missouri and Nebraska.

FFA closed the book on another banner year in activities.

## Outdoor Show

Each Friday afternoon at 5:15 Jack Mihall, who is KMA's Associate Farm Director, reports on Hunting and Fishing in the four state area. He interviews conservation officers and others interested in the outdoors and its wildlife.

### PROGRAM REMINDER

For news of interest to farmers listen to these KMA shows:

#### Monday thru Friday

6:30 a.m.—R.F.D. 960

7:30 a.m.—Markets

11:45 a.m.—Markets

12:30 p.m.—Midwest Farmer

5:05 p.m.—Stock Market & Commodity Report

6:15 p.m.—Farmer's Market

#### Saturday

6:30 a.m.—R.F.D. 960

12:30 p.m.—Midwest Farmer

6:15 p.m.—Farmer's Market

#### Sunday

6:15 p.m.—Voice of Agriculture

WARREN SWAIN

## On Sports

The 1970 high school football season is a very exciting one. There are some very close conference races. Let's take a look at some of the conferences through mid-October.

Atlantic led the pack in the Hawkeye Seven. However, they were closely pursued by Creston and Red Oak.

The Midwest Conference had Harlan and Lake City as co-leaders. Sac City followed closely.

Fremont-Mills led teams in the Corner Conference. Sidney was close behind.

Lenox and Corning continued to roll in the Tall Corn Conference. Mt. Ayr challenged both teams.

The Big Red of Missouri Valley was on top in the Southwest Iowa Conference. Close by were Griswold and Oakland.

Treynor was one of the top-rated teams in Southwest Iowa. They also set the pace in the Tri-County Conference.

A real dog-fight was taking place in the 275 Conference. Rockport, West Nodaway of Burlington Junction, and South Holt of Oregon were all battling for the top spot.

Over in the Coon Valley Conference, it was a two-team race. Glidden-Ralston and Manning out-distancing the others.

Earlham was number one in the Little Eight Conference, while Charter Oak-Ute and Schleswig were neck and neck in the Boyer Valley Conference.

Cameron and King City were the top teams in the Grand River Conference.

The KMA Sports Department sent 194 letters to area basketball coaches, and 114 letters to area wrestling coaches. These two sports will be starting later this month.

Listen to KMA Radio for these games:

### IOWA STATE UNIVERSITY FOOTBALL SCHEDULE

Nov. 7—Nebraska—1:30 p.m.

Nov. 14—Missouri—1:30 p.m.

Nov. 21—Oklahoma State—1:30 p.m.

Nov. 28—San Diego State—10:00 p.m.

## Kansas City Chiefs Football Schedule

Nov. 1—3:05 p.m.—Oakland at K. C.

Nov. 8—1:05 p.m.—Houston at K. C.

Nov. 15—12:00—Pittsburgh at Pittsburgh

Nov. 22—3:05 p.m.—St. Louis at K. C.

Nov. 29—1:05 p.m.—San Diego at K. C.

## Wrestling Show To Start Soon

Complete coverage of one of the fastest growing sports in high school athletics will begin Dec. 5 on KMA Radio. "This Week in Wrestling" with Darrell Murphy will go on the air at 8 a.m. each Saturday and will continue through state tournament time.

The ten minute show will feature all wrestling results of the area. Interviews with coaches and descriptions of outstanding matches will be added attractions on the weekly program. This is the second year for the show which KMA originated last year.

Practice for the wrestlers begins early in November, but Darrell Murphy has been working on this program since mid-October, establishing contacts with coaches and getting out 114 letters to the schools whose wrestling programs he plans to cover for KMA.

Some of the top ranking wrestling at the state tournament came from these schools which will probably be strong again this year according to Murphy: Corning, Atlantic, Harlan, Thomas Jefferson and Abraham Lincoln at Council Bluffs, Algona, Ankeny, Audubon, Humboldt, Adel, Mondamin-West Harrison and Cumberland-Massena. For the first time, Shenandoah High School will participate in wrestling with Marion Mosley as coach.



Darrell Murphy prepares for Wrestling Show debut.



## Adult Education

Adult Education proved a popular topic for Open Line. The question and answer session with Jack Mihall, KMA Operations Director, Miss Muriel Keenan, Director of Adult Education for Page-Fremont Counties, and Dr. Kenneth Sand, Shenandoah Superintendent of Schools, drew many interested listeners not only to the radio that day but later to enroll in the classes. The latest count for the eleven Shenandoah adult classes totaled 147 enrolled. The courses are offered under the auspices of Iowa Western Community College.

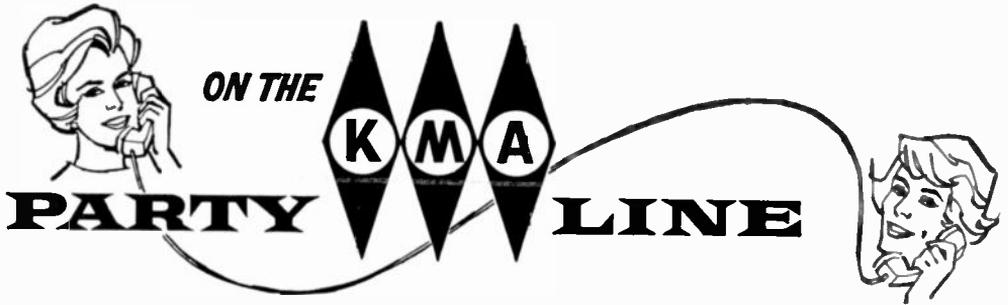
## DRUG PROBLEM

Many concerned parents called the Open Line the day KMA's Jack Mihall talked with Council Bluffs' Police Chief Nick Sulentic, who answered such questions as how to tell if a young person is on drugs and then what to do about it. Chief Sulentic who has been active in the South-west Iowa Drug Abuse Council showed Jack and Shenandoah Police Chief Ray Johnson, who accompanied him to the studio, an educational tool he has been distributing, called Dial-A-Drug. It shows a picture of the drug, explains its effect on the human body and what can be done to help the user.



## Social Security

Answers to questions listeners may have about Social Security are provided each Sunday at 9:20 a.m., over KMA by Martin Gunlack, manager of the Social Security District office at Creston, Ia. On the right in the picture, he is shown with his assistant manager, Donald Hall, Creston, who regularly broadcasts with him on the Social Security Question Box program.



**ON THE  
PARTY  
KMA  
LINE**

By MARY WILLIAMS

Former Shenandoah residents, Mr. and Mrs. **GEORGE RICHARDS** of Des Moines (at right) looked up KMA's **RALPH CHILDS** while they were in Shenandoah recently. They had not been to their former home for eleven years and had not seen Ralph for longer than that.

Sports Director **WARREN SWAIN'S** aunt, Mrs. Richard Houk visited him recently. Her home is Grant City, Mo.

Starring in the November production of the musical, "Camelot," at Shenandoah High School is **DAN ANDERSEN**, son of KMA Sales Manager, **ANDY ANDERSEN**. He plays the leading role of "Lancelot." Also in the cast is **LOCHE WILLIAMS**, son of Guide Editor, **MARY WILLIAMS**, who plays one of the knights. Behind the scenes working on a committee is **AMY MULLISON**, daughter of **ARDENE MULLISON**, Traffic Manager of KMA.



Our "world" traveler, Ruth Palm won't admit it, but she returned to work in the Continuity Department at KMA with a heavy cold, and everyone claims she brought it back from Europe. Anyway, it wasn't too long before the cold spread to Managerial Secretary, Evalyn Saner. So far the KMA air personalities have been spared the coughing and sneezing.



A typical family picture—the outdoors, a dog, children and a broken arm. This is the family of KMA Operations Director Jack Mihall who lives in the rural area between Farragut and Shenandoah. Left to right are: Debbie, 12, the well-traveled Lassie, John, 11, Darla, 13, with the arm in a cast, and Denise, 14. Since the picture was taken however, Darla has had the cast removed and a brace put on. She is back practicing basketball with high hopes for the Farragut girls' basketball season.

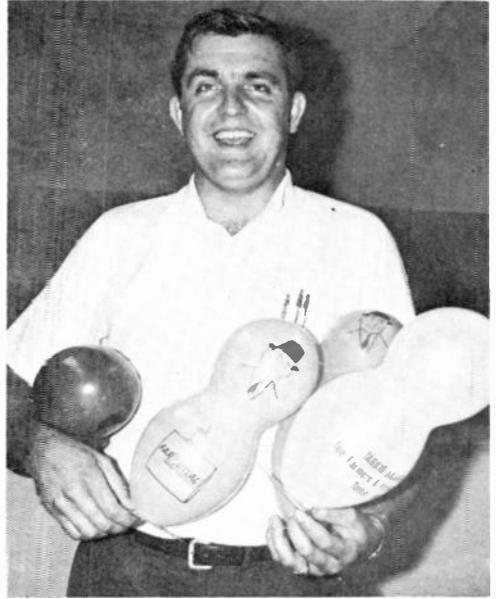
# Revenge!

The following story recently surfaced and concerns a test of wills between DJ Mike Goodin and Ruth Palm.

Where do you peak your modulation? What is your directional pattern? Where do your network programs originate? **MIKE GOODIN** planted these questions with three cute 12 and 13 year old girls on the day of the Open House (July 19). He was getting revenge on **RUTH PALM**, KMA Continuity Director, who constantly and gaily directed visitors to the main studio to ask Mike "anything." At one point, Mike persuaded Ruth to go in the studio and let him direct the visitors' traffic. That's when he found the three girls to ask these questions which really stopped Ruth. According to Mike, she was a reformed Ruth who politely directed the next visitors to the studio without saying a thing about Mike and his ability to answer any and all questions.

Owners of convertible cars, it would seem, get more than their share of fun. As an example, KMA Newsman **BILL TARPENING** didn't hesitate when the Homecoming committee at Farragut High School asked him to drive in his convertible at their festivities. His guest-rider turned out to be none other than **BARBARA MEEK** who was crowned Homecoming Queen.

"Touch me not" was **RUTH PALM'S** motto for several days. Since KMA's Continuity Director took a trip to Europe in the fall, she was required to obtain a smallpox vaccination and oh how it took! It had obviously been several years since her last vaccination. Although she showed the picture taken for her passport, she wouldn't allow us to publish it in The Guide; seems it lived up to the reputation of all passport photos.



His red face doesn't show in the black and white picture, but **KEITH RAMSEY**, KMA Salesman, had one after he blew up all those balloons he is holding. The balloons incidentally were souvenirs from a KMA Radio advertiser from Tarkio, Mo.

Parents Day at Iowa State University at Ames attracted thousands including KMA Chief Engineer **DON BURRICHTER** and his wife **ESTHER**. While visiting their daughter, **MARY**, who is a senior at ISU, they also attended the Iowa State-Kansas State football game and a special concert.

Making wine in the home has become quite popular again and one of the latest to take it up at KMA is **SHARON VINCENT** of Continuity-Guide department. As yet she hasn't passed around samples, but according to late information it apparently hasn't turned to vinegar.



Sentinel Photo

**Willie** has his eyes closed to keep the water out, but nothing keeps Willie Childs out of the water. The two-year-old grandson of KMA Newsman **Ralph Childs**, shown here with his father, **Dave Childs**, in the swimming pool, is a "real fish." He loves to swim and does it underwater. Now stationed with the army at San Angelo, Texas, **Dave Childs** plans to enter law school at University of Iowa next year when he is discharged. He, his wife, **Bonnie**, and son **Willie**, were early fall visitors in Shenandoah.

# BACK TO THE BIBLE ON KMA 30 YEARS

Thirty years ago, on October 13, 1940, KMA Radio began including the Back to the Bible Broadcast in its radio programming schedule. It is heard now Monday through Saturday over KMA at 9:30 a.m.

The Back to the Bible Broadcast is an international, interdenominational gospel radio program originating in Lincoln, Nebraska. It began as a 15-minute program on a small Lincoln station and is now a 30-minute program heard on some 580 stations around the world. Total weekly releases number over 3800.

Founder Theodore H. Epp is the director of the ministry and Melvin A. Jones is the executive director. G. Christian Weiss heads the Missions Department, and Ord L. Morrow is the associate radio speaker.

Back to the Bible's Missions Department assists in the support of over 230 missionaries and 15 national workers. Each month money is raised for selected missionary projects and overseas broadcasts.

The literature division prepares and distributes two monthly magazines, books, booklets, songbooks and tracts—totaling over 6 million pieces of Christian literature annually. The division also maintains book clubs for youth and adults.

The Broadcast employs nearly 200 people in its Lincoln headquarters, and about 150 people work in branch offices located in Canada, England, Jamaica, Ceylon, India, Indonesia, Australia, South Africa and the Philippines.



Founder of pioneer program . . . Theodore H. Epp, who recalls traveling up to 150 miles to produce the program before taping simplified broadcasting techniques.

## Election Year!

As soon as the November Guide is in the mail, the results of the election will be known, making some of the people in the pictures on the next page winners, and others, of course, losers.

KMA Newsman, Bill Tarpensing spent many hours interviewing candidates for the various political offices in an effort to bring KMA listeners up-to-date views of their potential officials. In addition to interviews for regular newscasts, Bill produced a special program which went on the air two weeks prior to election. This show entitled, "Compare the Candidates" spotlighted the views of gubernatorial, senatorial and congressional office seekers in the four state area. Bill questioned the politicians on such topical problems as the Indo-China war and their personal programs for benefiting their others, of course, losers.

Although it was impossible to get pictures of all candidates whom Bill interviewed, several of the Iowa politicians attended a "Meet Your Candidate" session in Red Oak where the pictures on the next page were taken.

KMA Radio was scheduled to start coverage of the election at 8:30 p.m., Nov. 3 with Bill Tarpensing in charge. Assisting him on the air were Ed May, Jack Mihall, and Warren Swain, while the office staff handled the phones and compiled the statistics.

## NOVEMBER GREETINGS

**THIS IS YOUR DAY!**

**HAPPY BIRTHDAY TO:**

- Nov. 3—Mrs. Ed May
- Nov. 4—Janice Andersen (Andy's daughter)
- Nov. 9—Terry Hadden (Arilla's husband)
- Nov. 16—Steve Childs (Ralph's son)
- Nov. 29—David Childs (Ralph's son)
- Nov. 29—Bob Kling (Norm's son)

# Compare the Candidates



Bill Tarpemning talks to (left) Mrs. Jacky Adams, Democrat, who is running against



incumbent, (right) Earl Bass, Republican, for the 41st senatorial seat.



Two candidates for state representative of 81st district, Bill Harbor, R., incumbent,



and Doug Billings, D., discuss views with Bill Tarpemning.



Bill also interviewed Ken Owens, D., candidate for state secretary of agriculture, Lou Galetich, D., running for U.S. House of



Representatives, 7th District, Iowa, and Maurice Bariager, R., Inc., for state treasurer.



# Variations on the Usual Fare

## GREEN TOMATO PIE

- 3 cups sliced green tomatoes
- 1 $\frac{1}{3}$  cups sugar
- 3 T. flour
- $\frac{1}{4}$  t. salt
- 6 T. lemon juice
- 4 t. grated lemon rind
- 1 recipe Plain Pastry (your favorite)
- 3 T. butter

Method: Combine tomatoes with sugar, flour, salt, lemon juice and rind. Line piepan with pastry, pour in filling, dot with butter and cover with top crust. Bake in very hot oven (450 degrees) 10 minutes; reduce temperature to moderate (350 degrees) and bake 30 minutes longer or until tomatoes are tender. Makes 1 (9 inch) pie.

Add  $\frac{3}{4}$  teaspoon cinnamon to filling if desired. Add  $\frac{1}{2}$  cup raisins to filling; reduce lemon rind to 1 t. and juice to 1 T. Sprinkle 2 T. brandy over filling.

\* \* \*

## LOUISIANA YAM-APPLE MEDLEY

- 4 medium yams
- 1 20 oz. can sliced apples (undrained)
- $\frac{1}{2}$  cup chopped pecans
- $\frac{1}{4}$  cup brown sugar (firmly packed)
- $\frac{1}{2}$  t. cinnamon
- 2 T. melted butter or margarine

METHOD: Cook, peel and slice yams and arrange in two-quart casserole with apples. Mix together pecans, sugar and cinnamon and sprinkle over yams. Drizzle butter over all. Bake uncovered in 375 degree oven for twenty minutes, basting once or twice. Makes 4 to 6 servings.

\* \* \*

## CHICKEN BREASTS BAKED IN SOUR CREAM

- $\frac{1}{4}$  cup melted butter
- 1 T. paprika
- 1 T. lemon juice
- 8 small chicken breasts
- Garlic salt
- 3 oz. can mushroom pieces and stems, drained
- 1 t. Worcestershire
- $\frac{1}{4}$  cup sweet sherry
- $\frac{1}{4}$  cup slivered almonds
- 2 T. flour
- $\frac{1}{2}$  cup sour cream

Method: Preheat oven to 350 degrees. Grease 13x9 $\frac{1}{2}$ x2 inch baking pan. In small bowl blend butter, paprika and lemon juice. Sprinkle chicken with garlic salt; dip in butter mixture. Arrange chicken, skin side up, in pan. Bake in preheated oven for 30 min. Blend mushrooms, Worcestershire and sherry; spread on chicken. Sprinkle with almonds. Bake for 30 minutes longer. Arrange chicken on serving dish; keep in warm place. In small bowl blend flour and sour cream. Stir into pan juices. Cook over low heat, stirring constantly, until thickened and smooth. Pour over chicken.

## ROAST TURKEY WITH SWEET AND SOUR SAUCE

- 1 large turkey or two young turkeys
- 1 large onion, chopped
- 5 T. butter
- 2 cups rice, well washed
- 3 cups rich chicken stock
- $\frac{1}{2}$  lb. cooked ham, diced
- Salt, pepper to taste

METHOD: Saute the onion in the butter. Add the rice and mix well. Add the stock and simmer slowly until all the stock is absorbed, but the rice is slightly undercooked. Add the ham, salt, and pepper. Stuff the turkey with this mixture, cover with a tent of foil and cook in a 325 degree oven for approximately 3 hours, or until the drumsticks move easily and the juices run clear when the skin is punctured at the joint. Remove the foil for the last 30 minutes to allow the turkey to brown, and increase the heat if necessary. Serves 10-12. Serve with sweet and sour sauce.

## SWEET AND SOUR SAUCE

- 2 slices pineapple, chopped
- 1 t. chopped preserved ginger (optional)
- Oil for frying
- 6 T. chopped onion
- 1 T. vinegar
- 1 T. tomato catsup
- 1 T. soy sauce
- 1 t. sherry
- 1 t. cornstarch mixed with 1 $\frac{1}{2}$  cups water.

Fry the pineapple and ginger in oil for a few minutes. Add the onion and fry until tender. Add other ingredients and simmer slowly 5-10 minutes.

\* \* \*

## CIDER MALLOBET

- 24 marshmallows
- 1 $\frac{1}{2}$  cups sweet cider
- 2 T. lemon juice
- 2 T. sugar
- 2 egg whites
- $\frac{1}{8}$  t. salt

METHOD: Heat marshmallows with  $\frac{3}{4}$  cup cider over hot water, folding over and over until marshmallows are half melted. Remove from heat, add remaining cider, lemon juice and 1 tablespoon sugar. Continue folding until mixture is thick and spongy. Cool. Beat egg whites and salt until nearly stiff, add remaining sugar and beat until stiff. Fold egg whites into marshmallow mixture, pour into freezing tray of refrigerator and freeze until firm. Serves 6.

\* \* \*

The color of a ready-to-eat pear depends on the variety. The Bartlett has a pale yellow to rich-yellow color. The Bosc is greenish-yellow to rich-yellow. Winter Nelis is medium to light green, and the Anjou or Comice is light green to yellowish-green.

### SWEET POTATO PUDDING

- 3 large sweet potatoes, grated
- 2 medium onions, grated or minced
- 1 green pepper, chopped fine
- 2 T. melted bacon fat
- ¼ t. black pepper
- ¼ t. each: thyme, marjoram, sage

**METHOD:** Mix all ingredients thoroughly. Place in a greased casserole, cover and bake in a 350 degree oven for 45 minutes, or until potatoes are almost tender. Uncover and bake 15 minutes longer. Serves 6.

\* \* \*

### ASPARAGUS DAFFODIL

- 8 oz. pkg. cream cheese
- 2 egg yolks
- 2 T. lemon juice
- ¼ t. salt
- 2 lbs. asparagus, cooked and hot

**METHOD:** In small sauce pan beat cheese until softened and smooth. Add egg yolks, one at a time; beat well after each addition. Stir in lemon juice and salt. Cover: Cook over very low heat for 20 minutes. Raise heat slightly; cook for 1 minute, stirring constantly. Arrange asparagus in serving dish; coat with sauce. Serves 4 to 6.

\* \* \*

### CORN PUDDING

- ¼ c. margarine
- ½ c. chopped onion
- ¼ c. chopped green pepper
- 2 T. chopped pimiento
- 2 eggs
- 1 can (1 lb. 1 oz.) cream style corn
- ⅓ c. fine dry bread crumbs
- 1 t. salt
- ¼ t. pepper

**METHOD:** Melt margarine in a skillet. Add onion, green pepper and pimiento. Saute until tender. Beat eggs. Add corn, breadcrumbs, salt, pepper and sauteed vegetables. Pour into 1 qt. casserole. Set in hot water and bake in moderate oven (350° F.) about 45 minutes, or until firm. Makes 4 servings.

\* \* \*

### FESTIVE LIMAS

- 2 T. margarine
- 1 chicken bouillon cube
- 1 t. instant minced onion
- 1 pkg. (10 oz.) frozen lima beans
- 2 T. chopped pimiento
- 1 T. frozen chopped chives
- 2 t. parsley flakes

**METHOD:** Melt margarine in a small heavy saucepan. Add bouillon cube and minced onion. Cool, stirring constantly, until cube is dissolved. Add lima beans, pimiento, chives and parsley flakes. Cook, covered, over medium heat, until beans are tender, about 12 minutes. Makes 3 servings.

\* \* \*

Cooked broccoli can be served cold. Just toss with green salad vegetables or marinate in your favorite salad dressing and serve as a salad.

## Billie Oakley Sends Recipe

Hello There!

Have you started your holiday baking and planning? We have some fruit cake in the freezer already, and it's time we get some more baked because the season is upon us. I've included a wonderful recipe for caramel corn in this issue of the Guide, and I hope you fans of Earl May popcorn will give it a try. It's crunchy and good . . . and no mess to prepare, either. It sure created a stir in the Martha Gooch Kitchen when Min popped the corn to test the recipe. Practically had to beat 'em off to keep enough popcorn to do the test batch.

This month ends my treks out to the different radio stations for personal appearances . . . until spring. I'll take some of my time at home to do some decorating in the family room, which is not completely finished. Then there's the room which is only partially furnished . . . with baby crib and a toy box . . . because every grandmother ought to have a nursery for those cute grandkids. Maybe I'll get that finished before spring, too.

Get your advance baking done and be ready to sit down with your family and enjoy Thanksgiving. We all have so very much for which to be thankful. It would take pages to accommodate my own "thank you" list. How 'bout you?

On top of that list would be . . . "Thank God for friends like you."

Sincerely,  
Billie Oakley

### OVEN BAKED CARAMEL CORN

- ½ c. butter or margarine, softened
- ½ c. firmly packed brown sugar
- 3 quarts unsalted popped corn
- 1 c. peanuts OR mixed nuts

Cream butter and brown sugar together until fluffy. Add popped corn and nuts. Mix thoroughly. Spread in shallow baking pan. Bake in 350° oven 8 minutes. Let cool in pan. Break apart when cool.

\* \* \*

### MINTED PEARS

- 1 can (1 lb. 13 oz.) deluxe pear halves drained, reserve juice
- ¼ t. green food coloring
- ½ c. Creme De Menthe

Heat juice and food coloring to near boil. Remove from heat and add pear halves. Cool to room temperature. Pour Creme De Menthe into quart jar. Add pears and juice to cover. Seal and store in refrigerator several days before serving.

#### Variation

1 t. mint flavoring can be substituted for Creme De Menthe.

# PROGRAM NEWS FOR NOVEMBER, 1970

Dial 960 — K M A — 5,000 Watts

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## NORMS FORUM

By

Norman Williams  
Station Manager



### **"IF BROADCASTERS' FREEDOM GOES DOWN THE DRAIN, THE PUBLIC'S OWN FREEDOM WON'T BE FAR BEHIND."**

That is the battle cry of broadcasters for this decade. The phrase has been coined by John M. Couric, Vice President for Public Relations of the National Association of Broadcasters.

Since April of 1969, I have written numerous columns about the attack on broadcasters by government groups. In the April 1970 issue of the Guide, I listed eleven points of attack on broadcasters. The final paragraph read like this:

"This is not the end of the list of government harassment of a free system of broadcasting in this country. You should know what is going on. **WHAT HAPPENS TO BROADCASTERS WILL DIRECTLY AFFECT YOU.**"

Richard W. Jencks, president of the CBS Broadcast Groups, told the Greater Tampa, Florida Chamber of Commerce, "Government officials are raising the cry of 'network censorship' to make it easier for government to tamper with the presentation of broadcast news." He also said, "We would do well to recall that the first act of governments which wish to control the press is to prohibit 'false news reports'. This has been true in the Iron Curtain countries, in Nazi Germany, in Spain, more recently in Greece."

There is proposed legislation, recommended by the Subcommittee on Investigations of the House Commerce Committee, which would make it unlawful to broadcast a "false news report." A person could make a false statement to a reporter, and if the

reporter knew it to be false and the statement was broadcast, the proposed legislation would penalize the broadcaster. We are against "false news reports," but who is to determine the truth of another's statement. This is especially true when you deal with the statements of political candidates. What will they do about U. S. Weather Bureau forecasts?

If the federal government is going to be the ultimate arbitrator of whether a news report is true or false, you have the first cause for censorship by the governmental authorities in power. This would soon reach from the federal level through every level of government down to the smallest local unit.

Vincent Wasilewski, president of the National Association of Broadcasters, said recently that the federal government will look next to regulate newspapers and magazines. If the government regulates all news media, exercises a form of censorship of any degree, we will all lose. Freedom once lost is seldom regained.

## Early Listener!

A Maryville, Mo. sent this comment in a letter about the early days of radio, which may bring back memories to other Guide readers. Here is the letter.

Gentlemen:

I heard with some interest an announcement on the Open Line program regarding the Good Old Days of Radio.

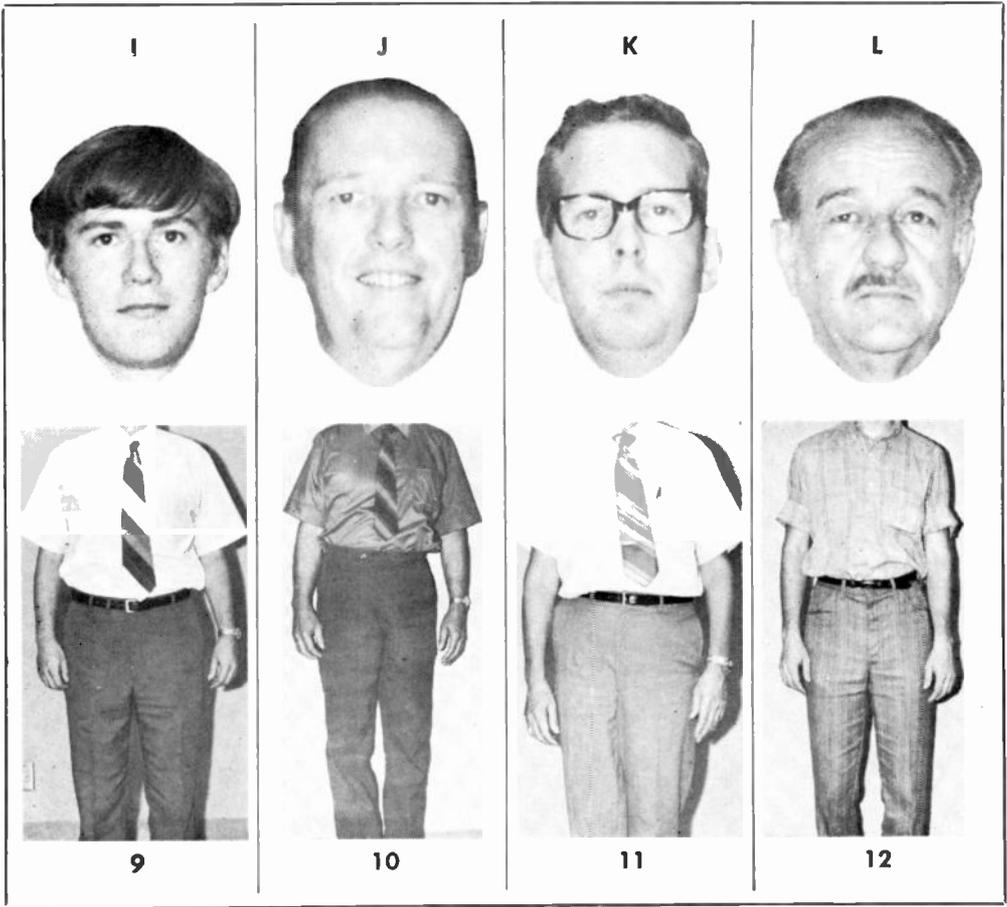
Although I now live in Northwest Missouri, the early part of my life was spent in Medford, Oregon, in the southern part of the state. I owned a battery set and as you well remember since the tone quality of the speakers and horns was poor, the prime interest was in the distance from the station being received.

I found out that surprisingly enough, since reception in the mountains was pretty poor, that by rising early in the morning I could bring in KMA "like a ton of brick" from 6:00 A.M. until the sun rose high.

This was pretty exciting since we were so far away but we listened a lot and became attached to the programs. We never thought, of course that some future day we would be living in Shenandoah's backyard, and tuning in every day for the very fine weather reports, news, and of course the Open Line.

Very Sincerely Yours,  
Lou Richardson

# KMA CUTUPS CONTEST



## KMA CUTUPS CONTEST RULES

This is the final installment of the KMA Guide contest for our readers and listeners which tests their ability to match heads and bodies. Get your entries in today.

From this mixed up arrangement, select the head that should go with each body. Put the combination using the identifying letter and number plus the person's name for all 12 on a card or letter and mail it to:

**KMA CUTUPS CONTEST, THE KMA GUIDE, SHENANDOAH, IOWA, 51601**

The first person to correctly match up ALL 12 heads with their proper bodies will win the **GRAND PRIZE**—a top quality clock-radio. The next ten runners-up will receive a year's subscription to The KMA Guide.

Send your contest entry in as soon as you have all 12 cutups identified by letter, number and name, because the earliest postmarked entry with the correct list will determine the winner.

In case of a tie, please answer this tie-breaker question: What is the gross weight of all twelve KMA cutups? Send your answer to that question along with your contest entry.

**ONE GRAND PRIZE — TEN OTHER PRIZES**

All contest entries must be received by November 15, 1970.

November, 1970

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**POSTMASTER**

Address Correction Requested

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Shenandoah, Iowa  
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JAN



# KMA Land Feature

Shenandoah is one of six towns across the country chosen to participate in the Artist in Residence program granted by the U. S. Department of Health, Education and Welfare.

The project brings to towns away from cultural centers an artist to serve as a resource person for the schools and community.

The Artist in Residence in Shenandoah is a warm, perceptive gentleman named Leonard Good. On leave of absence from Drake University of Des Moines, Professor Good will spend the year in Shenandoah consulting with Shenandoah High School students and local amateur artists and enhancing the understanding and knowledge of art on a broader scale through community appearances and lectures.

His working studio-office at the High School is lined with his paintings and sketches. He welcomes all visitors and has taken on a variety of tasks since his arrival. One of his latest contributions was painting the special scenery for the fall production of the Southwest Iowa Theatre



Artist puts finishing touches on acrylic and oil painting of children watching a parade.

Group. A typical day might include teaching an art class about silk screen printing, giving a private critique on a student's work, expanding a women's club's knowledge or lecturing a humanities class.

Shenandoah qualified for this unusual project through the efforts of the Iowa State Arts Council, Jack Olds, executive director, and Dr. Kenneth Sand, Superintendent of Shenandoah Community Schools.



'Across the River' is the title of artist's pastel which was selected for a year's travel by the Arts Council in Iowa.



Professor Good holds ceramic vase which served as flower container when he painted the green flowers in the oil above.