

# The **KMA GUIDE**



September-October, 1972

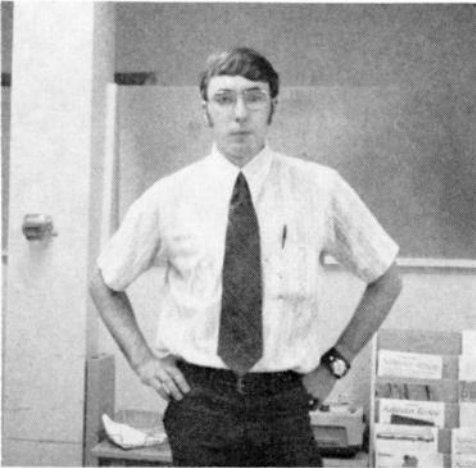
# The KMA Guide

SEPTEMBER-OCTOBER, 1972

Vol. 29

No. 5

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## ON MIKE

### *Introducing Steve Hoefing Associate Farm Director*

His voice may already sound familiar to KMA listeners since he went on the air in July, but this is the first chance The Guide has had to publish the picture of our new Associate Farm Director, Steve Hoefing.

A May graduate of Iowa State University at Ames with a B.E. degree in agricultural communication, Steve was born and raised on a farm in northwest Iowa near Manson.

Steve completes the Farm Service Department headed by Farm Director Cliff Adams and can be heard on farm and market programs daily at 11:45 a.m. and 6:15 p.m., the MIDWEST FARMER SHOW at 12:30 p.m. and KMA GOES VISITING, Saturdays at 6:15 p.m.

While on the campus at ISU, he was active as sports editor of the 1971 year book, "The Iowa State Bomb." During his years at the university, he worked holding jobs as an auto mechanic and last year as part-time news man at WHO in Des Moines where he broadcast the 10 a.m. Saturday newscast and also filmed interviews for WHO-TV.

Steve is the son of Mr. and Mrs. Carl Hoefing of rural Manson. He has one brother, Merle, 17. In September, he plans to marry Miss Linda Smith of Evanston, Ill., who was graduated from Iowa State University in May in elementary education. He is presently residing at 507 Maple in Shenandoah.

Among his hobbies, Steve likes to work on cars, outdoor sports, hunting and fishing and is an amateur taxidermist. His favorite color is blue but claims he has no favorite foods — just eats everything.

## OFF MIKE

### *Mrs. Woodring Writes Continuity*

Mrs. Denise Woodring began her duties in the Continuity Department in August.

She will be assisting Mrs. Lynn Padilla and will be responsible for writing commercial copy. She also helps with Dave White's WHITE ELEPHANT SHOP which is broadcast daily at 11 a.m.

A graduate of Shenandoah High School in 1969, Denise attended Northwest Missouri State College at Maryville, Mo., and had been employed at Howard Clothing store in Shenandoah for the past year.

She is the daughter of the late Dennis Boldra, who worked as a salesman for KMA. Denise resides in Shenandoah with her son, Sebastian Lee, and her mother. Her son, nicknamed, "Sam," is 17 months old. She has one brother, Tom.

Her pets are two dogs, Penny and Bridgett. She likes to sew, cook and waterski. Her favorites include blue, pink, yellow and orange in colors and steak, chops and "rich stuff" in food.



# A Chat With Edward May



I don't know what happened to the summer but it came and went all too fast. I have heard others express the same sentiments. Fortunately, our rains were timely resulting in bountiful crops. Except for a few isolated areas, the crops were among the best in recent years.

As to the summer activities of the May family, we vacationed in Wisconsin in July. We were fortunate in seeing Annette and David as they moved from Seattle, Washington to Madison in May. I am happy to report we found them well and looking good. They are both working which doesn't give Annette much free time to enjoy her hobby of working with a loom. She has woven several pieces of material and each one shows improvement over the previous one.

Following our visit in Madison, Wisconsin, it was a short 100 miles farther north to Wausau where Karen, Jim and the two grandchildren live. We didn't spend much time in Wausau because at that point we were only two hours away from our final destination, which was the small town of Mercer. The plans were for Karen and Jim to spend some time with us, which they did. We also kept the grandchildren for a few days. Bill is two plus and Amy is going on four, so you can imagine what an enjoyable time we had. I didn't know if "Grammy" May would leave when Amy said, "Grammy, I could stay with you forever."

"Uncle" Eddie was extremely good with Amy and Bill, too. The picture shows Eddie on his mini-bike with Bill on the handlebars and Amy on his shoulders. In case you are interested, Eddie is no stunt driver and he didn't attempt to drive the mini-bike with anyone on his shoulders. He did take the children individually sitting on his lap. Naturally he was extremely cautious. Amy enjoyed the ride, but Bill didn't think too much of it.

Still on the subject of Ed May, Jr. — he is a freshman at Doane College at Crete, Nebraska. This is the reason you haven't heard him lately on KMA. Doane is a fine school with an enrollment of about 700, and Eddie intends to major in business and communications with the hope of pursuing the broadcasting field. Earlier Eddie was considering attending a University (Nebraska), but he changed his mind in favor of a small school.

He is the last of our three children to leave for college. Needless to say, we are making a few adjustments at home. This is the first time in about 27 years we haven't had a "youngster" at home. However, Doane isn't too far from Shenandoah, about 110 miles, so we expect Eddie to "drop in" occasionally perhaps with a few of his college friends.

The next few weeks will find the politicians campaigning the width and breadth of the country, each hoping his campaign will lead to his election. Every election is important and I hope you will study each candidate and the issues involved and then vote your convictions. Election night will find the staff at KMA manning the telephones and news machines to keep you informed as to the outcome of virtually every contest, whether it be local, regional or national. So keep your dial set at 960.



## FRANK COMMENTS



*By Frank Field*

Well, another Open House has come and gone at the Earl May Trial Grounds on the south border of Shenandoah. The picture on this page was taken the day of Open House as I was visiting with some of our KMA listeners. The weather was almost perfect that day; which by the way, was July 23, the fourth Sunday in July. There were just enough clouds with a nice breeze from the south and temperatures mostly in the 80's. The early morning forecast called for the possibility of some showers and thunder showers by late afternoon, and I kept telling the folks that the rain would hold off until 4:00 p.m., giving most people time to look the Trial Grounds over and get back home before the rain hit.

We had almost a record crowd as we counted 19,650 visitors all totaled. As usual,



there were two voting places which were kept extremely busy all day long. The one located in the tent on the south side of the drive way was a sort of a straw vote to see who the listeners liked best for president. The results, as usual, showed that the midwest is still pretty strongly Republican. The final tabulation gave about 70 percent of the vote for Nixon and about 30 percent for McGovern.

The other voting booth across the drive in the sample flower beds was for the purpose of finding out which bed people liked the best. The inducement was that all of those who voted for the prize winning bed would be given enough seed next spring to plant themselves a bed exactly like it. There were sixty sample beds in all and every bed got at least a few votes. The bed getting the most votes was Bed No. 54. This was a large round bed with the center planted to Amaranthus Tri-Color Illumination. Around this was a row of large yellow Marigolds called Gold Galore. The outside border was Blue Blazer Ageratum. The bed winning the second most votes was another big round bed No. 53. This had a center of Diamond Jubilee Marigolds with a border of Plum Purple Petunias. The bed winning third place was No. 47. This was a corner planting in the northwest corner of the plot and had Burning Bush for the back row and then a row of Orange Jubilee Marigolds. The front border was Ideal Florist Strain Verbenas. Of course, there was not any prize for second or third place beds; but all the folks who voted for Bed No. 54 will be given enough seed next spring to plant a bed just like it in their own yard.

As I said before, the weather was almost perfect up until the middle of the afternoon when more and larger clouds started moving in from the west and at ten minutes until three it started to rain. Not very hard, but steady and it kept it up for about ten minutes. Then the rain stopped as suddenly as it had started, the sun came out and we had beautiful weather for the rest of the afternoon and evening. The rain only amounted to about ten-hundredths and we really did need it.

No, Jenny and I have not been fishing this summer at all. Because every time we made plans on getting away for a long weekend something came up to prevent it. In fact, it doesn't look right now very favorable for getting away anytime in the month of August. However, we still have hopes of going about the middle of September for maybe a week or two.

# RFD 960

By **CLIFF ADAMS**

This has been the fair season for the KMA farm department. With the addition of a homemaker to the staff, in the person of Brenda Kay, we have found that our coverage has allowed us to concentrate more on the livestock category at fairs, and we have been able to add some more fairs to our coverage. Steve Hoefing joined our staff to replace Jack Mihall and with some reorganization of duties we have found that Steve as our Associate Farm Director can devote more time to farm activities. Even with the additional help, it has been quite a job to cover county fairs along with livestock shows that are not associated with a fair in addition to keeping abreast of other farm events and stories that occur.

## **DES Ban**

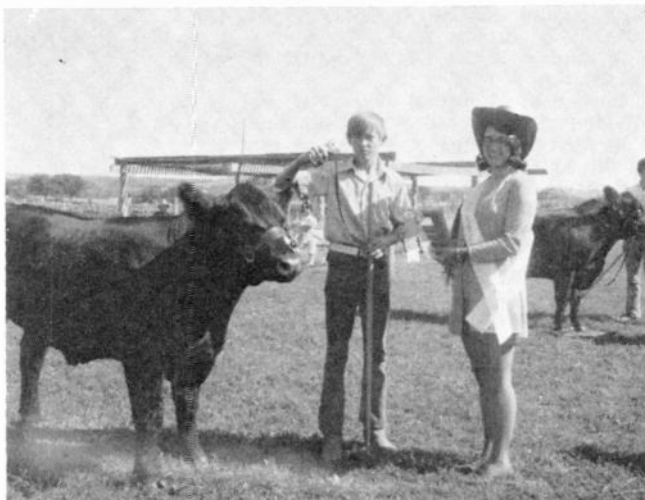
One of the big stories was the government order to ban the use of DES (diethylstilbestrol) from feed used in fattening beef and sheep. The order was really to reinforce a law that had been in effect for some time in the form of the Delaney amendment, which prohibits the use of any substance found to have produced cancer in laboratory animals. When a meat is found to have the residue of DES, it is in violation of the law. The residue of DES has been found in the livers of beef thus calling for the crack-down on the use of DES as a feed additive. The withdrawal of DES from the feed during the last 7 days of feeding apparently was not doing the job, and the total ban on the use of DES with the exception of implants followed. That ban will allow the use of the substance in the feed until January 1st.

## **Protests About Hides - Quotas**

Another event of concern to livestock feeders was the government announcement that exports of cattle hides would be curtailed. This action met with a storm of protest from the various farm organizations representing the livestock industry. Cattle hides are a factor in the favorable pricing of livestock. Just prior to that move was the government action to open without quota

restriction foreign beef imports. There is justifiable concern on the part of the cattle industry which was seeing the highest prices in 25 years and which had been encouraged to put more cattle on feed, with the governmental actions which have had the effect of discouraging the further growth desired. There is a certain amount of inconsistency in the actions which would slow down the growth rate of beef with the DES ban and at the same time encourage more meat imports and then make it even tougher on the cattlemen with the ban on hide exports. There has never been any actual evidence of harm to consumers from the use of stilbestrol in animal feeds. The August 1st cattle on feed report which was released today (August 14th) was up 18 percent from a year earlier indicating that more beef for the consumer will be available.

During the next month the KMA farm department will be covering more fairs and livestock shows. I will be going to DeKalb, Illinois, to attend the annual DeKalb press days which features a tour of the research farm plus talks by the experts on the new developments in corn breeding. In September, the KMA farm department expects to be covering the FARMFEST days at Vernon Center, Minnesota, which includes the World and National Plowing Contest and the Grand National Tractor Pull. The event from September 11-17 will probably draw the presidential candidates from both of the major political parties.



Farm Director Cliff Adams took this picture of David Blackford of Hopkins, Mo., who showed the Grand Champion Steer, at the Squaw Creek Livestock Show at Mound City, Mo. Teresa Celesky is making the presentation of the trophy and ribbon. The show, sponsored by the Mound City Community Betterment Association and Squaw Creek Livestock Association, was held for the second year at the Esther Haynes farm on Aug. 7.

# On Sports

The football season is finally here. Listed below is the line-up of sports programs this fall on KMA.

## STARTING SEPTEMBER 9

**The Johnson Football Scoreboard** (7:35 a.m.) will be a complete scoreboard on all the high school football games, played Friday night, in the KMA area. Highlights of key games will be included.

## STARTING SEPTEMBER 15

**The KMA Sportsman** (5:35 p.m.) every Friday afternoon, will spotlight the key high school football games to be played that night in the KMA area.

**The KMA Football Forecast** (7:00 p.m.) will feature high school football coaches from the KMA area, who will be trying to predict the outcome of 18 major college football games for that particular week. A trophy will be awarded to the winner. Defending champ is Shenandoah football coach, Ray Graves.

**High School Football Preview** (7:15 p.m.) will feature interviews with the opposing coaches of the KMA Football Game of the Week.

**KMA High School Football Game of the Week** with Mike Goodin and Warren Swain, 7:25 p.m.

**High School Football Scoreboard** will follow the KMA Football Game of the Week. It is the most comprehensive broadcast of high school football scores in the KMA area.

**A Replay of the KMA Football Forecast** (11:30 a.m.).

**Iowa State Football** every Saturday with Warren Swain, Mike Goodin, and Andy Andersen, handling the play-by-play of 8 of the 11 Cyclone games.

**College Football Scoreboard** will follow every Iowa State football game, on KMA. You will be brought up to date on college football being played around the nation.

**The Johnny Majors Locker Room Show** (5:45 p.m.) will feature the Cyclone head football coach as he talks about that afternoon's game.

## Swain Predicts

The Big Eight Skywriters were asked to predict the finish of the Big Eight football race, this fall, before leaving on their tour of all the Big Eight schools. KMA Sports Director, Warren Swain, predicted this order of finish:

- |                 |                   |
|-----------------|-------------------|
| 1. Colorado     | 5. Kansas State   |
| Tie 2. Nebraska | 6. Kansas         |
|                 | Oklahoma          |
| 4. Iowa State   | 7. Missouri       |
|                 | 8. Oklahoma State |

## KMA TO ORIGINATE IOWA STATE GAMES

KMA Radio will originate 8 of 11 Iowa State football games, this fall. Warren Swain, Mike Goodin and Andy Andersen will handle the play-by-play. Here's the 1972 Cyclone football schedule:

- Sept. 16 — At Colorado State
- Sept. 23 — Utah
- Sept. 30 — New Mexico
- Oct. 7 — Open
- \*Oct. 14 — At Colorado
- Oct. 21 — Kansas State
- Oct. 28 — At Kansas
- Nov. 4 — Oklahoma
- Nov. 11 — Nebraska
- Nov. 18 — At Missouri
- \*Nov. 25 — At Oklahoma State
- \*Dec. 2 — At San Diego State (Night)

\*Will not originate

## ROYALS SCHEDULE FOR SEPT. - OCT.

- Sept. 1 — At Boston — 6:10
- Sept. 2 — At Boston — 12:40
- Sept. 3 — At Boston — 12:40
- Sept. 4 — At Texas — 7:10
- Sept. 5 — At Texas — 7:10
- Sept. 6 — California — 7:10
- Sept. 7 — California — 7:10
- Sept. 8 — Minnesota (TWI-DH) — 5:40
- Sept. 9 — Minnesota — 7:10
- Sept. 10 — Minnesota — 1:10
- Sept. 11 — Chicago — 7:10
- Sept. 12 — Chicago — 7:10
- Sept. 13 — Chicago — 7:10
- Sept. 14 — Open
- Sept. 15 — KMA High School Football Game of the Week — 7:25
- Sept. 16 — Iowa State at Colorado State Big Eight Football — 2:25
- Sept. 17 — At Minnesota — 12:55
- Sept. 18 — Open
- Sept. 19 — At California — 9:40
- Sept. 20 — At California — 9:40
- Sept. 21 — At California — 9:40
- Sept. 22 — Game of Week — 7:25
- Sept. 22 — At Oakland — 9:40
- Sept. 23 — Utah at Iowa State Big Eight Football — 1:25
- Sept. 24 — At Oakland (DH) — 3:10
- Sept. 25 — Open
- Sept. 26 — At Chicago — 7:40
- Sept. 27 — At Chicago — 12:55
- Sept. 28 — Open
- Sept. 29 — KMA High School Football Game of the Week — 7:25
- Sept. 30 — N. Mexico at Iowa St. — 1:25
- Sept. 30 — Oakland — 7:10
- Oct. 1 — Oakland — 7:10
- Oct. 2 — Open
- Oct. 3 — Texas — 7:10
- Oct. 4 — Texas — 7:10

# UP-UP AND AWAY

KMA's Associate News Director Tom Taylor spent a couple of days last month at the National Championship Hot Air Balloon Races at Indianola, Iowa. There are only 75 hot air balloons in the United States and nearly 50 of them were at Indianola for the annual competition.

Tom interviewed the 1971 National Champion, Dennis Floden, of Flint, Michigan, on KMA's Focus '72 program. Floden is better known as "Captain Phogg," as in Phinneas Phogg in "Around the World in 80 Days." The picture shows "Captain Phogg" lifting off in his balloon which is named "Phogg's Pholly." These balloons are nearly ten stories tall and 70 feet in diameter.

(Phogg lost his chance to become National Champion for the second year in a row, when he was defeated by 29-year-old Bruce Comstock of Ann Arbor, Michigan, in the competition at Indianola. Phogg finished second.)

The balloons can only fly when the wind is less than ten miles an hour, so the most excellent time is about 6 a.m. in the morning when the wind is calmest. Tom decided he couldn't get up that early in the morning and drive from Shenandoah to Indianola . . . so he drove there the day before and camped out overnight in the back of the KMA station wagon . . . and had a front row seat the next morning when the sun came up.

One of the funniest stories Tom heard at the balloon races concerned Iowan Don Kersten who was competing for the first time in Indianapolis, Indiana. As Kersten's balloon began to lift off, the wind picked up and whipped it around the field. The balloon's basket hit an outdoor restroom and knocked it over. As the embarrassed Ker-



sten and several thousand spectators discovered, the outhouse was occupied.

Kersten was given a dubious achievement award by the Balloon Federation of America . . . entitled: "For Rapid and Radical Renovation of Rustic and Rural Restrooms."

## POLITICAL DEBATE

As part of KMA's coverage of this political year, the news department organized a debate this summer (July 10th) between Iowa House Speaker Bill Harbor of Henderson, and State Senator Art Neu of Carroll. The men were campaigning against each other for the nomination of Lieutenant Governor on the Republican ticket. Sen. Neu went on to win the primary in August.

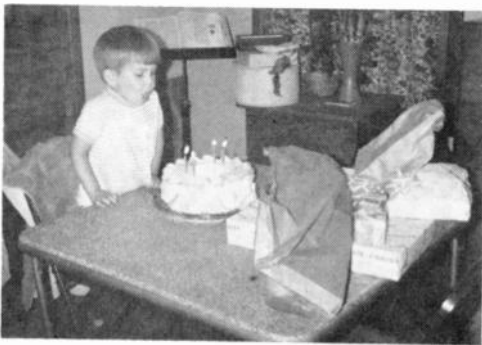
KMA hopes to schedule another debate in the next couple of months between the two contenders for Iowa governor, incumbent Republican Robert Ray, and Democratic challenger Paul Franzenburg.

From left to right, those appearing in the picture are: Cliff Adams, KMA's Farm Service Director; Senator Neu; Newsman Tom Taylor, who moderated the debate; Bill Harbor; and Reporter Dan Field, of the Shenandoah Evening Sentinel.





The gang surprised Newsman Ralph Childs with a cake decorated with a big question mark on his birthday. Below is Ralph's grandson, Willi, who came from Iowa City with his daddy, David, to celebrate his fourth birthday with his grandparents, Ralph and Muriel.



## PARTY LINE

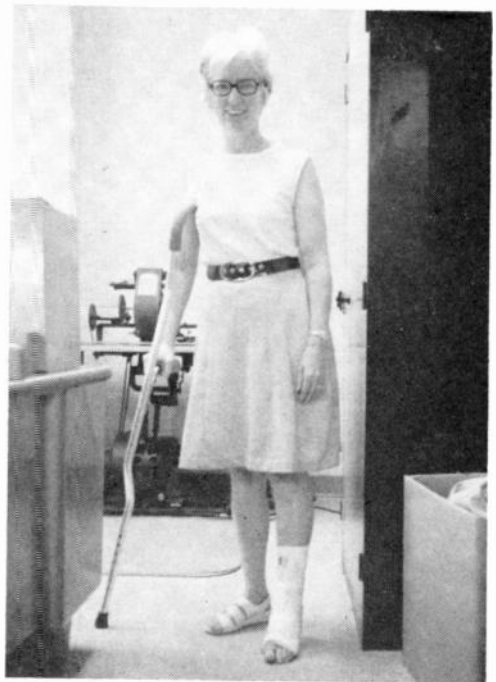
Vacations have come and gone for most KMA Staffers. Sports Director **WARREN SWAIN** brushed up on his atrocious Spanish (with a Pisgah accent) for his trip to Guaymas, Mexico, but he claims he enjoyed his stay at Las Vegas, Nev., more. The **DERMODY** clan, **NED**, wife **MARTHA**, children, **DIANE**, **PAT** and **TOM**, spent a week in Missouri with relatives and then two weeks in an A-Frame cabin in the Colorado foothills where they hiked, fished, went sight seeing and ate chuck wagon dinners.

Guide Editor **MARY WILLIAMS** is happy to be out of the cast which she carried around on her left foot for five weeks. As she says, the story isn't worth telling because she simply turned her ankle in her own front yard, fell and broke a bone in the foot.

KMA Associate News Director **TOM TAYLOR** served as best man at his brother **MIKE'S** wedding in Sedalia, Missouri, early in August. (Aug. 5). (Mike married **DIANNE ATKINSON**, of Sedalia). Tom took a few days off before the wedding and got some fishing in at the Lake of the Ozarks near Warsaw, Missouri. He then came back and worked a week, helping out with the Missouri Primary Election, and then spent the final week of his vacation camping out and trout fishing in the mountains in Colorado.

**MIKE GOODIN'S** wife, **JACKIE**, is reported resting and recovering from a bad case of hives followed by jaundice and then hepatitis. Incidentally, a belated report shows the Goodins' baby, **ANGELA**, won second place at the July 4 contest in Shenandoah for girls 0-6 months of age.

The **ADAMS** family (**CLIFF**, wife, **DORIS**, daughters, **CYNTHIA**, **KATHRYN** and **MARY JANE**), visited friends and relatives in Minnesota.



Guide editor wasn't running any races.

The KMA Guide



Chief Engineer **DON BURRICHTER** took a week off in August when he went in several directions. Part of the week saw him visiting in his home town of Monticello, Iowa, for the first time in 12 years. While there he attended a Burrichter family reunion where he saw his three aunts and lots of cousins. He went south to Ottawa, Kansas, for a short visit with his son, **ED**, daughter-in-law, **COLLEEN**, and two grandsons, **TIM** and **MIKE**. On another trip, this time to Columbia, Mo., he attended the wedding of **GRETCHEN HENSTORF** and **JOHN CLARK**. Gretchen is the daughter of Don's long-time neighbors, **DR.** and **MRS. HAROLD HENSTORF** who now reside in Columbia.

Early one Wednesday morning, the phone rang at **DON BURRICHTER'S** house. Although Don as Chief Engineer of KMA is accustomed to early rising, he failed to reach the phone in time. Because of the hour, Don figured that another KMA engineer, **NORM KLING**, who was supposed to be on duty at the station, was unable to work so he called the Kling home, only to find that Norm was leaving for work as scheduled. As soon as Don hung up the phone, it rang again and the mystery of the first call was solved. It was his son-in-law **JIM MYER** of Council Bluffs calling to tell grandpa about his newest grandchild—a girl born to **JIM** and **CONNIE** on August 2. She has been named **MELISSA MARIE**. The Myers have a son, **MARK**, 7.

Apologies to Farm Director **CLIFF ADAMS**. His birthday was Aug. 24 not Aug. 8. Anyway, we hope it was a happy one.

**EVALYN SANER**, Managerial Secretary, walked around with a cloud over her head for a while. She seemed plagued by mishaps—one weekend the furnace in her house exploded causing some damage and jarring Evalyn along with her dishes. She had to stay with a sister until repairs could be made. Another weekend, Evalyn backed her car out and came "too close" to a pole resulting in quite a bit of damage to her car. Only Evalyn escaped unharmed through all this. (We only hope she can finish painting her house without mishap.)



About 65 gals from May Seed and Nursery Co., and KMA gathered one fine summer evening at a cabin in the woods near the confluence of the Nishna River branches at Riverton, Ia., for their "first annual Stagette." Delicious burgers with that famous KMA harbecue sauce highlighted the get-together which was organized by Lucy Lawson, Evalyn Saner, Nadine Kelsey and Gayle Weber.



Looking lost, slightly disheveled but undaunted four "ladies" arrived at the Stagette asking for their tour director, Isabella Hanzlicek. They claimed she had left them somewhere in the Trial Gardens (no one could blame her). Isabella finally consented to be pictured with them. Left to right, that's W. Swain, M. Goddin, D. White and T. Taylor with her.

Cigars and candy were the order of the day as Salesman **DOMINIC "DEE" MARTIN** and wife, **LINDA**, announced the arrival of their son, **TIMOTHY MICHAEL**. He was born Aug. 9 at 5:37 p.m. at Mercy Hospital in Council Bluffs. Weighing in at six pounds 15 $\frac{3}{4}$  ounces and 20 $\frac{1}{2}$  inches long, he has two brothers to welcome him, **JEFF**, 8, and **JOEY**, 4.

**BARBARA ANDERSEN**, Station Manager **ANDY ANDERSEN'S** daughter, has recovered from a rather severe bout of mononucleosis which hospitalized her for several days.

# A MEMO

From **BRENDA KAY**

Hasn't it been a busy summer!! Never have I been so many places and met so many interesting and friendly people. Basically, my summer activities have included covering several County and State Fairs and attending four Centennials.

First on the list of fairs was the Taylor County Fair in Bedford, Iowa. I arrived in the midst of the judging of the 4-H projects, so I had a few hours to observe the products and the various booths sponsored by such groups as the Cancer Society. The Adams County Fair in Corning, Iowa, was next. This is the only fair where I was able to see some of the Educational Presentations (formerly known as Demonstrations). Sidney, Iowa, hosted the Fremont County Fair. This is one of the newer fairs to be in operation, and though there were fewer exhibits, the quality of the products was exceptional.

During the week of July 30, two major fairs of the immediate KMA listening area were in full swing: The Page County Fair in Clarinda and the Montgomery County Fair in Red Oak. Among the more interesting exhibits in Red Oak were the Home Improvement items. There were several refinished antiques which caught my eye, as I have long been interested in the heritage of our home furnishings and utensils. In addition to the displays, I had two other major interests at the Page County Fair. First, "Andy" Andersen, KMA Station Manager, and myself were two of the judges for the Page County Queen contest. So I was anxious to interview the queen, whom we had selected, after her coronation

the first evening of the Clarinda Fair. Also I had helped judge the Page County Milk Made Magic contest and during the fair, the seven winners demonstrated their recipes to any interested passers-by. For this event, I served as a type of commentator, asking questions of the girls and explaining the recipes as they were being made.

After that busy week, I attended four more fairs; the Shelby County Fair in Harlan, the Harrison County Fair in Missouri Valley, the Cass County Fair in Atlantic, and the Mills County Fair in Malvern. For the Mills County Fair, once again I served as a judge for the queen contest. It is such a responsibility to choose a queen, for each girl you talk to has special characteristics and she is a queen in her own right. But how do you let the girls know how you feel? Does that make losing any less of a disappointment?

Two out of state fairs were covered, too. The Worth County Fair in Grant City, Missouri, and the Otoe County Fair in Syracuse, Nebraska, offered many activities for their residents and guests. Of course, I attended the Iowa State Fair in Des Moines and hope to attend the Nebraska State Fair, too.

Before all of the fairs started, four Centennials took my attention. They were the Lenox, Iowa, Centennial, the Adair, Iowa, Centennial, the Hopkins, Missouri, Centennial and the Syracuse, Nebraska, Centennial I. Big congratulations are in order for these communities and a hope that they will continue to prosper for one more century.

Many nights I have arrived home, feeling exhausted and a bit bedraggled, but it's a good feeling to know that so many fine people work hard to promote worthwhile activities in so many communities. Do you have an activity you would like to share with me? Remember; involvement creates a society worthy of praise.



Brenda Kay interviewed fellow members of the recent "Paint Your Wagon" musical production at Clarinda. Her radio guests were (l to r) Joel Pottinger, musical director, Mike Sump, Marlene Myers, Gene Prather and Jack Parkhurst, director. Brenda was an accompanist.

## CHEESE-CRUMBED CHICKEN

Have small fryers split and cut the wings off. Cornish hens may be used. Wash and pat dry. Coat well with garlic flavored sour cream dip. Crush cheese-flavored crackers. Add  $\frac{1}{4}$  teaspoon dried thyme and a dash of pepper to each cup of cracker crumbs. Roll chicken in crumb mixture. Place skin side up in shallow baking pan. Bake at 350 degrees for  $1\frac{1}{2}$  hours.

If garlic flavored sour cream dip is not available, use onion sour cream dip and add either powder or bulk garlic to taste.

# MONEY SAVERS IN 1972 CONTEST WINNERS

## MONEY SAVING RECIPES

1st—Mrs. Allan Parsons, Clarinda, Ia.  
2nd, 3rd, 4th — all equal  
Mrs. Matthias Flies, Fremont, Neb.  
Mrs. Artis Clymens, Hopkins, Mo.  
Mrs. Herman Hansen, Elkhorn, Neb.

First place winner in the recipe category received a Crock Pot. The second, third and fourth winners were each awarded an enameled cast iron skillet-casserole combination with lid.

First place in the hints won an Electric Broom while second, third and fourth each received a steam iron.

Contest Judges were: Household Hints — Mrs. Wilma Allen, Emerson, Ia., and Recipes — Mrs. George Annan, Yorktown, Ia.

### 1st — THRIFTY BUSY DAY CASSEROLE (Mrs. Parsons)

$\frac{1}{2}$  to  $\frac{3}{4}$  lb. raw hamburger  
4 potatoes, peeled  
1 cup green beans  
1 or 2 carrots  
1 No. 303 can tomatoes  
1 can cream of mushroom soup

Spread the hamburger in a 10" skillet to cover bottom of skillet. Slice potatoes over the top. Put carrots and beans over the potatoes. Then top with tomatoes and soup. Bake, covered, in a 350 degree oven for about an hour and a half.

(Any leftovers, such as peas, corn or lima beans can be used in place of the green beans or carrots. Also, if your family does not care for tomatoes or cream of mushroom soup, you can leave one or the other out.)

\* \* \*

### APPLESAUCE CAKE (Mrs. Clymens)

Cream together:  
2 T. shortening  
1 cup white sugar

Add:  
1  $\frac{1}{2}$  cups slightly sweetened applesauce  
2 t. cinnamon  
2 t. soda  
 $\frac{1}{2}$  t. cloves  
 $\frac{1}{4}$  t. allspice  
1 cup raisins  
 $\frac{1}{2}$  cup black walnuts, chopped (opt.)  
1 t. vanilla  
2 cups flour

Mix altogether. Bake at 350 degrees in a 9x9" greased, floured pan until done.

#### Quick Icing

6 T. brown sugar  
4 T. milk and 2 T. butter or margarine

Mix and bring to a rolling boil. Remove from heat and add 1 t. maple extract and enough powdered sugar to spread.

## MONEY SAVING HOUSEHOLD HINTS

1st—Mrs. A. Rehm, Craig, Mo.  
2nd, 3rd, 4th — all equal  
Mrs. Madelyn Cahill, Clarinda, Ia.  
Mrs. Karl Cobb, Bedford, Ia.  
Mrs. Bill Rhodes, Shenandoah, Ia.

### FRUIT COCKTAIL CAKE (Mrs. Flies)

1 cup flour  
1 t. soda  
1 cup sugar  
 $\frac{1}{4}$  t. salt

Sift the above ingredients together.

1 unbeaten egg  
1 can drained fruit cocktail  
1 t. almond flavoring

Mix all ingredients together and beat well. Pour into an 8x8 greased pan and sprinkle with:

$\frac{1}{2}$  cup brown sugar  
 $\frac{1}{2}$  cup chopped nuts

Bake in 350 degree oven for about 30 to 35 minutes. Serve with whipped cream.

\* \* \*

### RICE SOUFFLE (Mrs. Hansen)

1 cup cold cooked rice  
3 eggs, separated  
 $\frac{1}{4}$  lb. grated cheddar cheese  
2 T. butter  
 $\frac{1}{2}$  cup milk

Separate whites of eggs from the yolks. Beat the whites until stiff. Add the yolks to one cup of cold cooked rice. Blend in  $\frac{1}{2}$  cup of milk and 2 T. of butter, and  $\frac{1}{4}$  lb. of cheese. Stir well. Gently fold in the beaten egg whites, adding a little salt to taste. Bake in a greased casserole in a slow oven for  $\frac{1}{2}$  hour. (1 can of tuna, drained, can also be added).

### HOUSEHOLD HINTS

(Mrs. Rehm)

1st To make a tough steak tender, rub it on both sides with a mixture of vinegar and olive oil and let it stand 2 hours before cooking. (It works, too! B.K.)

(Mrs. Cahill)

— In order to use all the contents of a glass cleaner bottle, hand lotion bottle,

(Continued on next page)

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or other like dispenser: extend the dispenser by attaching a plastic straw cut to the desired length, so that it will reach into the corners and the bottom.

(Mrs. Cobb)

— When the middle of a fitted sheet wears out, sew an unfitted mattress pad in the center. Presto! a fitted pad!

(Mrs. Rhodes)

— Use a good discarded toilet seat cover for washing venetian blinds, dogs or dusting by stitching the curved edges together by machine to make a mitt. Or by pulling the drawstring clear around, it makes a good cover for a floor wax applicator.

The next two recipes are Page County Milk Made Magic Recipes that went to the State Fair in Des Moines.

### STRAWBERRY DELIGHT

1st Place — Diane Herzberg

Combine:

- 1 cup soda cracker crumbs
- 1 cup cinnamon crisp crumbs
- ¼ cup butter (melted)

Press into a 9x13 pan.

Mix with a mixer:

- 2 cups milk
- 2 pkgs. instant vanilla pudding
- 1 qt. softened strawberry ice cream

Pour over crumb mixture. Freeze for 20 minutes.

In a bowl whip:

- 1 cup cream
- ½ cup sugar
- ½ t. vanilla

Spread over pudding mixture. Grate 3 Heath candy bars and sprinkle over the whipped cream. Refrigerate. Top with a strawberry.

\* \* \*

### TINY PRONTO PUPS

1st Place — Joann Eickemeyer

- 1 cup milk
- 2 eggs, beaten
- 2 T. salad oil
- ½ t. prepared mustard
- 1½ cups pancake mix
- 1 cup cheddar cheese, cubed
- 1 5½-oz. pkg. wieners, cut in pieces
- Salad oil

Combine first 4 ingredients; add pancake mix. Beat with beater till smooth. Add ½ cup grated cheese. Pour salad oil into fondue pot. Heat over range to 375 degrees. Add 1 t. salt. Slice wieners in the middle and put a piece of cheese in it. Spear the wiener, dip in batter and fry for 1 minute.

### Sauce for Tiny Pronto Pups

Melt 2 T. butter in a sauce pan. Blend in 2 T. flour, ¼ t. salt, and a dash pepper. Add 1 cup milk. Cook quickly, stirring constantly until mixture is thick and bubbles. Remove from heat and add 2 T. prepared mustard; mix well. Serve hot. (Place wiener in sauce first for extra flavor.)

### CANDY PIE

From Jean Dalbey (Clarinda)

- 1⅓ cup vanilla wafer crumbs
- ⅓ cup butter or margarine, melted
- ⅓ cup powdered sugar

Mix and press into buttered 9" pan. (Reserve 2 tbs.). Chill. In heavy pan, heat; stir constantly to prevent scorching. 1 cup milk, 20 large marshmallows. Heat till dissolved. Stir in till melted; 1 large Almond Hershey Bar, broken into pieces. Chill till starts to thicken, fold in ½ c. cream, whipped. Pour in crust and chill. Sprinkle reserved crumbs on top.

\* \* \*

### EASY SWEET PICKLES

(Marilyn Tomlinson)

This recipe makes the amount for a 2 quart jar. Use dil size cucumbers or smaller. Add to the jar the following solution, mixed cold,

- 2 cups cold cider vinegar
- 2 T. coarse pickling salt
- 1½ T. whole mixed spices (only one hot pepper per jar)
- 1 t. powdered alum

Pour over cucumbers and fill with cold water. Put on a 2 piece lid or zinc lid tightly. These pickles will keep indefinitely.

Anytime after 4 weeks, drain and slice or split and cover with 2 cups sugar, stir and place in refrigerator for 24 hours. They will make their own syrup and become crisp. Store in jar in the refrigerator.



### ROYALS DRAWING WINNER . . .

Mrs. Ellis Mullins of Blanchard, Iowa, was the winner in the Royals Radio Drawing. KMA Staffer Ardene Mullison presented the radio to Mrs. Mullins, who is an avid fan of Royals baseball and listens to every game if at all possible. Congratulations to her and thanks to all who sent in cards for the drawing.

# SEPTEMBER-OCTOBER GREETINGS

## THIS IS YOUR DAY!

### HAPPY BIRTHDAY TO:

- Sept. 14—Mrs. Earl May  
 Sept. 15—Jane, daughter of Ardene Mullison  
 Sept. 17—T. J. Mikkelsen  
 Sept. 19—Patrick, son of Ned Dermody  
 Sept. 21—Lory, daughter of Mary Williams  
 Sept. 25—Dick, husband of Ardene Mullison  
 Sept. 27—Mrs. Ralph Lund  
 Oct. 8—Gayleen, daughter of Lynn Padilla  
 Oct. 11—Warren Swain  
 Oct. 13—Carol, daughter of Norm Kling  
 Oct. 15—Kent, son of Nadine Kelsey  
 Oct. 18—Mrs. Mike Goodin  
 Oct. 18—Richard McConahay, husband of Brenda Kay

### HAPPY ANNIVERSARY TO:

- Sept. 5—Mr. and Mrs. Ralph Childs  
 Sept. 6—Mr. and Mrs. Earle Crowley  
 Sept. 18—Mr. and Mrs. Duane Young

Young, Farm Director Cliff Adams, Ardene Mullison, and Accountant Earle Crowley.

There are four 5th graders: Scott Young, Mary Jane Adams, Scott Crowley and Kent Kelsey and one in 6th, Gayleen Padilla. Gayleen is the daughter of Continuity Director, Lynn Padilla, and Kent is son of Nadine Kelsey of accounting.

News Director Ned Dermody will have three in grade school including Tom, 1st; Pat, 2nd; and Diane, 4th. Jane Mullison goes to 4th and Jeffrey Courtier, son of Salesman Dee Martin enters 3rd. The lone kindergartner is Peter Mullison.

**COVER STORY** — Ed May, Jr., packs up everything including typewriter AND golf clubs to take to college. Just prior to leaving, his mother gave him a short, intensive course in laundry. More back-to-school news can be found on this page.

Stopping in the KMA Studios in August were Mr. and Mrs. **BOB CORDER** and two daughters from Kirksville, Mo. Mrs. Corder is the former **OMA WEST** who with her sister, **MAE**, entertained on KMA years ago. They were returning from a visit with Mae who now lives in Colorado.

Salesman **PAT PATTERSON** spent his vacation rodeoing and judging horse shows. Pat takes his wife, **SUE**, and son, **JEFF**, along in their pickup camper so that housing is no problem when he gets to a rodeo.

Newshen **NANCY MAHER** and her husband, **TOM**, have moved into their newly purchased home at 202 E. Pioneer. With the help of relatives, the moving process only took about one weekend. Nancy says that everyone is pretty well settled except son, **TODD**, who still asks "When are we going home?"

## SCHOOL DAYS

As fall returns to the land, young people start their exodus for school. KMA staff families are well represented at all levels of the educational process. There will be four from the families in college; four in high school; seven in junior high; and eleven in grade school.

Entering as a college freshman at Doane will be Ed May, Jr., while Lory Williams, daughter of Guide Editor Mary Williams, will start her junior year at Western New Mexico University at Silver City, N. M., and Bob Kling, son of Engineer Norm Kling, enters his junior year at University of Northern Iowa at Cedar Falls. Newsman Ralph Childs' son, Dave, will be a graduate student at the University of Iowa, Iowa City.

Attending high school in Shenandoah will be Station Manager Andy Andersen's daughter, Barbara, and Traffic Manager Ardene Mullison's son, Don, both juniors; and two seniors Loche Williams, Guide Editor's son, and Carol Kling, Engineer Kling's daughter.

Ninth graders will be Bruce Young, Cindy Adams, Bob Mullison, David Crowley; eighth grade includes Kathy Adams; and seventh, Brenda Young, and Janet Crowley. These are children of Salesman Duane



An autographed paper plate from the gang preceded the actual wedding gift presented to Chris Rowan who left KMA to wed Jim Stewart in August.

# FEEDBACK

By NED DERMODY



News Director Ned Dermody interviewed the riders of the "Unity and Peace Bikethon," a group of young McGovern supporters. They stopped in Shenandoah enroute from Avon, S. D., the Senator's hometown, to the Democratic Convention in Miami.



Taylor has begun to block out his graphics work which makes the returns much easier to read and interpret election night for the person delivering the returns on the air. Returns from all major races will be posted on large bulletin boards mounted on the walls of the large broadcasting studio at KMA, and the individual county races are posted on clip board forms.

One additional aid has been added for this year's election party. Iowa House of Representatives Speaker Bill Harbor of Henderson, defeated in his bid for the GOP nomination for Lt. Governor, will be on hand for expert interpretation of Iowa Legislative races.

The logistics involved in preparing and presenting election returns, particularly general election returns in the four-state area are extremely important. County clerks and auditors in the states are extremely cooperative and without their help complete, accurate returns would not be readily available.



Associate News Director Tom Taylor prepares tote boards for election returns. (Center)

Ralph Childs and Nancy Maher set up broadcasting studio for the Big Night — November 7, 1972. (At left)



Youngsters mark ballots for their favorite flower beds —



While old and young alike make their choices known on the straw vote for president.

# 1972 Open House At Test Garden



Overall views show booths in distance and beds below.



Sightseers view KMA studios. Staffers, Ardene Mullison, facing camera, and Nadine Kelsey, back to camera, guided the guests through.



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JAN



## *Warehouse for Garden Centers*

Latest addition to the expanding Earl May Garden Center operation is this huge new storage facility southwest of Shenandoah which began functioning in the spring.

Designed to serve as a storage and distribution center for the forty-six Garden Centers in the midwest, the 86,400-square-foot-building expedites the handling of shipments to the Centers and provides the much needed storage space required by this rapidly growing division of the Earl May Seed and Nursery Company..

Only store merchandise such as fertilizers, insecticides and Christmas and other gift items are shipped through here. All other seed and nursery stock are handled in other facilities in Shenandoah.

A straight-through flow of materials from truck and rail delivery funnel directly into the building and out to Earl May Seed and Nursery Company trucks for prompt delivery to the Centers.

The building was planned by Jack Jackson of Omaha and was constructed by McNeilly Steel Building Service of Shenandoah. A railway siding, truck loading and unloading docks, truck parking and an outside nursery holding area are other features of the warehouse.

For Guide readers interested in seeing the building, it is located one mile west of Highway 59 just north of the new Highway 2 right of way and is an eye-catching green, beige and white color.