

The

# KMA GUIDE



September-October, 1976

# 19th Annual Open House Attracts Throng

"Have a good day" is currently a popular catch-phrase, and it proved to be just that for the 19th Annual Open House for the Earl May Seed and Nursery Company's Trial Garden on July 18.

The wide array of flowers, plants and shrubs was viewed by 17,200 people which company officials termed one of the best crowds in recent years. In the 76 acres were 1007 kinds of flowers, 75 different gladioluses, 895 vegetables.

Focal point of the garden was the Bicentennial Flag which measured 56x103 feet. 4,127 red, white, blue petunias comprised the flag with 235 marigolds making up the staff. Plants were started for it in the greenhouse Feb. 26 and transplanted to the garden, May 14.

Visitors were asked to vote for their favorite flower bed. First place went to No. 54, "Star" and second to No. 55, "Bicentennial Emblem," with third going to No. 53, "76 Design."

One new area in the garden featured pansies, begonias, coleuses and impatiens which were planted under a shade netting.

Throughout the day, employees of both the May Seed and Nursery Co. and KMA Radio were on hand to serve as guides, traffic controllers and in various booths on the grounds. Free buses transported visitors from the garden to tour KMA Radio Station.

(More pictures on page 7)



## The KMA Guide

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### PROGRAM NOTES

Beginning October 10th, Old Time Radio will resume on KMA Radio on Sunday afternoons.

Many of the shows heard earlier this year plus new favorites have been scheduled for this series of programs which will run until April 3, 1977.

Don't miss these fabulous all-time favorites from radio's past.

#### OLD TIME RADIO SCHEDULE EVERY SUNDAY AFTERNOON

- 12:15 p.m.—Fibber McGee and Molly
- 1:15 p.m.—"Nightbeat" starring Frank Lovejoy
- 2:15 p.m.—"Duffy's Tavern" starring Ed Gardner
- 3:15 p.m.—"The Great Gildersleeve" starring Hal Peary
- 4:15 p.m.—"The Whistler"
- 5:15 p.m.—"The Aldrich Family" featuring Henry Aldrich

#### ON COVER

Seeking a little shade under the tent on the day of the Trial Garden Open House were (l to r) James Shaum, vice president and secretary of May Seed and Nursery and secretary of May Broadcasting; J. D. Rankin, Jr., executive vice president of May Seed and Nursery and vice president of May Broadcasting; Wayne McManama, farm seed division manager for May Seed and Nursery; and Edward May, chairman of the board and president of both companies.

The picture at the left shows KMA Station Manager "Andy" Andersen as he made announcements over the P.A. system at the garden.

# A Chat With Edward May

Since this is an election year, the people who visited the Earl May Seed and Nursery Company's Open House had the opportunity to make their preferences known for public office seekers in Ed May's Straw Vote.

This straw vote has consistently been an accurate barometer of midwestern political balloting. According to the records which The Guide has on the Straw Vote, it has been wrong only once in forecasting the way the presidential election would go.

Originated in 1936, the Straw Vote that year was taken during a 10-day poll at the time of the 11th Annual Pancake Feed when visitors cast 6,001 votes for Franklin D. Roosevelt and 4,143 for Alf Landon. The November election results confirmed the Straw Vote.

In 1954 during the Shenandoah Merchandise Show, 60% of the vote went to President Eisenhower over candidates Kefauver, Stevenson and Truman.

The year, 1960 turned out to be the one wrong year for Ed May's Straw Vote. During that Trial Grounds Open House, the Nixon/Lodge ticket took 70% of the vote with Kennedy/Johnson left with 30%. However, at the very close November elections, Kennedy was named President.

Richard Nixon topped all other candidates in the 1968 Straw Vote at the 11th Annual Trial Gardens Open House. He led with 40.7% of the votes cast over Nelson Rockefeller, 13.4%; Hubert Humphrey, 10% followed by Eugene McCarthy, 9.3%;

George Wallace, 9.1%; Ronald Reagan, 7.8% and Edward Kennedy, 6.4%. That fall it was a Nixon win.

A record crowd in 1972 again voted for the final November winner with 70% going for Nixon in the Straw Vote to 30% for George McGovern.

The results of the Straw Vote this year show Democratic Presidential candidate Jimmy Carter receiving a plurality in three of the four states represented on the ballots. A few months from now, voters will choose a new President of the United States. Will the Straw Vote of 1976 be right?

A break-down of this year's voting shows Carter got a little over 50 percent of the vote in Iowa to 22 percent for President Ford and 25 percent for Ronald Reagan. In Nebraska votes, Carter got 51 percent, Reagan 28 percent and Ford got 20 percent. In Missouri votes, the ballots were split a little more evenly with Carter getting 40 percent, 30 percent for Reagan and 25 percent for Ford. However, in the votes from Kansas, Reagan garnered over 70 percent to about 30 for Ford.

In the preferences in the Fifth District Congressional race in Iowa, incumbent Democrat Tom Harkin received 54 percent of the votes cast to 37 percent for Republican challenger Kenneth Fulk. The U. S. Senate choices from Nebraska voters showed a dead heat with Democrat Ed Zorinsky and Congressman John McCollister each getting 46 percent. The First District Congressional race in Nebraska showed incumbent Republican Charles Thones receiving over 63 percent to 36 percent for Pat Anderson. In the Second District race Lee Terry got the preference of the people with 67 percent to 33 percent for John Cavanaugh. And in the Third District another close race with Virginia Smith, the incumbent, received 52 percent to 48 percent for James Hansen.

The Senate race in Missouri showed Jerry Litton getting 55 percent to 20 percent for John Danforth. In the Missouri Governor race incumbent Governor Bond got 52 percent to ten percent for the next closest, Joseph Teasdale. And in the Sixth District race in Missouri it would appear close with Mrs. Pat Danner receiving 28 percent to 21 for Morgan Maxfield, 17 percent for Thomas Cole and 15 for Charles Broomfield. And finally in Kansas' Second District race, the straw voters cast 60 percent for Nina Strahm and 20 percent each for incumbent Martha Keyes and Ken Johnson.



Visitors cast ballots.

# MAC'S FAX

We have enjoyed delicious fresh vegetables from our garden all spring and summer. Right now our sweet corn is prime, our tomatoes are ripening every day and we are picking cucumbers. My wife is freezing corn, canning tomatoes and making bread and butter sweet pickles getting ready for winter. We have dug our potatoes and onions and are letting them cure before putting them away for cold weather. Our melons and squash are just coming in but badly need a rain for best development. The turnips were planted on July 25, and they are up with a good stand.

One row of carrots is still in the garden which we pull as we can use. The beets are all harvested and were outstanding this year. We have canned several quarts of beet pickles and eaten buttered beets until we tired of them. We harvested bushels of hamburger onions about the size of a softball. They are my favorite because they are so sweet, juicy and mild. The potatoes came out of the ground like a dream, big smooth potatoes free of scab with fantastic yields.

Our Extra Sweet Sweet Corn was in its prime the week of August 10. The Iochief Sweet Corn was planted later. We should have sweet corn for several weeks yet. In our garden the lima beans are blooming their heads off but have not set, I don't

know what ails them. It will be some time before our sweet potatoes are ready but they look great now.

At home our Hybrid Tea Roses have done exceptionally well this summer. My wife has had a nice bouquet in the house every three to four days since June.

On the farm my corn and soybean crops look excellent. To insure a bumper crop, we need a two inch rain right now and hopefully, we will get it. My wheat yield was 49 bushels per acre which is not the best, but it's not too bad.

Our son, Jack, was 24 years old on August 26. He has been with The Bankers Trust Company in Des Moines 17 months now and had his first vacation. Early this month he traveled to New York City and had a delightful time. He toured the United Nations building, spent a day on Wall Street, spent considerable time at the New York Stock Exchange, climbed the Statue of Liberty and took a boat trip around Manhattan Island. One thing that surprised me was the most delightful meal that he enjoyed at the oyster bar in Grand Central Station which seats 500 people. There they change the menu every day according to the availability of the fish.

Have a good day for yourselves everybody.

## Vandals Ruin Flag



By looking closely at the picture the tire tracks left by the vandal's car can be seen in the Trial Garden's Bicentennial Flag. Wayne McManama inspects damage to the red, white and blue petunias which formed the flag.

Blaine Barton who has charge of the garden thinks that the driver drove his apparently small model car into the flag, "cut a cookie" and drove out. The vandalism took place on Saturday night, Aug. 7.

# RFD 960

By LYNN KETELSEN

There has been a change in the KMA Farm Department. Steve Hoefing, who has been with KMA for the past four years, has taken a job with Ralston Purina and will work out of Washington, Iowa. Steve helped continue the fine farm programming KMA has been known for the past fifty years, and we wish him the best of luck in his new line of work.

With fall approaching, it means football games for those who are sportsminded. For the Farm Department, it means conventions and meetings. Coming up is the American Soybean Association annual meeting, DeKalb Research Days, and many other meetings. We always look forward to this time of year, because it gives us a chance to talk with other farm broadcasters and farmers from all over the country.

I was recently involved in a president's seminar set-up by the Iowa Cattlemen's Association in Des Moines. Four farm directors from around Iowa were asked to the meeting, along with farm magazine journalists and some legislators. We met with local presidents of the Cattlemen's Association in round table discussions about a variety of topics. My group talked about how radio can better communicate with the farmer, and the farmer with radio. I found personal interviews were of most interest to those in the discussion. Those in the group pretty much agreed that to communicate back and forth takes effort on the part of everyone, but it is needed to-day more than ever.

I talked with the new executive vice president of the Iowa Cattlemen, Ray Papoon, and was impressed with his interest and knowledge of the cattle industry. The regulars, Jack Safley and Jim Mullins of the cattlemen's organization were also on hand. From this area, Bob Anderson of Villisca and Arlan Johnson of Page County attended. Bob is a vice president of the Iowa Cattlemen, and Arlan is president of the Page County organization.

Overall, the main topic of discussion at the meeting was the circumvention of meat import laws of the United States. This is where thousands of tons of frozen chopped beef is imported into the U.S., and is not counted under meat import laws and restriction. The cattlemen have been working to resolve the situation, and prospects are good this will be controlled.

The busy fair season is winding down now. Fairs are an important part of farm-

ing in general and especially in the radio world. They are a chance for everyone to get involved, and renew old friendships.

The crops around the area vary greatly this year. In the immediate Shenandoah area, the corn and soybeans are some of the best we've ever seen. However, to the south, conditions aren't so rosy. Near Rock Port, things are "dry as a bone" and the crops are showing it. In northwest Iowa, it is much the same with the dry conditions.

Generally in the midwest, the crops have recovered from the early summer drought conditions. Minnesota and South Dakota, the driest states a month ago, have recovered nicely considering their condition early. Most of the farmers there will no doubt feel fortunate to have any kind of a crop.

Some economists are still predicting a record corn crop this year because of the increased acreage in the country. However, beans are a different story. We've seen a wide fluctuation in soybean prices, as high as seven dollars, then back to about \$5.50 a bushel. Acreage is way down this year, and demand is good, but there still have been price drops. The picture is still good for beans in the coming months. Just how good we'll have to wait and see.

At the time I'm writing this cattle prices are around \$36.00 a hundred, and the picture isn't good. Economists have been predicting a recovery, but so far no relief has come. The latest cattle inventory report shows total cattle numbers are again up, not good news for beef producers. It does look better down the road for next year, with calf and heifer numbers down.

I hope you all have had a good summer, and wish you the best of luck this fall. I look forward to seeing many of you at upcoming meetings and events.

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For only \$1.00 you can send a year's subscription. We'll also mail a handsome engraved card announcing the gift in your name.

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# On Sports

There are a lot of "ifs" in the game of football and Iowa State is facing one of those major "ifs" this fall. If the Cyclones can stay healthy and not lose any first-line players, then the cardinal and gold boosters from ISU will have plenty to cheer about in 1976.

The Iowa State first team stacks up with the best of them but lack of depth is a major concern to head coach Earle Bruce, who has had to watch several of his stand-outs hobble to the sidelines with season-ending injuries the past two years. Iowa State must stay healthy to compete favorably in the Big Eight Conference.

The lack of depth problem certainly doesn't apply to the quarterback position though. There is a strong veteran cast. Junior Buddy Hardeman and Senior Wayne Stanley have shared the starting signal-calling role off and on over the past three seasons. There is still another area which will have a veteran look. Two speed demons, senior Luther Blue and sophomore Ray Hardee, will line up at the split end and slotback spots respectively. They are both game-breakers. Two-year lettermen Glover Rogers and Al Dixon, both of whom have seen starting duty, rank one-two at tight end. Fullback Mike Williams returns to claim his old position. The Cyclones will sport an outstanding sophomore runner in Dexter Green, who will be heir-apparent at tailback. Jeff Curry, another soph stand-out, also has great possibilities at running back.

The offensive line is a point of concern for the Cyclone coaching staff. Gone are spotlight performers Bob Bos at guard and Jeff Jones at center. Guards Rob Stoffel and Dave Greenwood and tackle Kevin Cunningham are returning regulars. Offensive lineman Mark Boehm of Council Bluffs Lewis Central had a good spring and may be moved to center to join the fight for that position. Bruce admits that the offensive line will not be as strong or as big as the cyclones would like it to be.

Punting was an area of concern heading into the 1975 season but sophomore Rick Blabolil surprised and ended the year with a 40.5-yard average to rank second in the conference. Scott Kollman, a left-footed soccer style kicker will handle all the placement chores for ISU.

Iowa State was 8th in total defense in the conference last season, and the ISU defensive unit intends to prevent that from happening again. There are not too many problems in the line. There are all quality individuals at all five positions. Mike Stensrud, was moved from tackle to middle guard in the spring. There is a chance that

due to an injury, Mike may move back to tackle in the fall. The two starting tackles from a year ago will be back, Ron McFarland and Tom Randall. Randy Koch of Charter Oak, who lettered as a freshman last year, will be in the middle guard picture. Otis Rodgers, a starter last year, and Lenzy Perine will man the defensive end spots. Linebacking should be a solid area. Sophomore Tom Boskey and Maynard Stensrud appear to be the starters, but both will be hard-pressed by Red Oak's Mark Benda and Nevada's Mark Settle. The first unit defensive backfield appears to be sufficient, but depth is a big question mark. Tony Hawkins, who moved from cornerback to safety is the sparkplug of the secondary. At the corners will be three-year letterman Jerry Jaksich and sophomore Mike Clemons. Mark Williams has the edge at rover.

Summing things up, the Cyclones will have good running backs and good skill people at the receiver positions. The quarterback situation will be experienced and the passing game should be in good shape. However, the offensive line will have to come along rather strong. The defense will return nine regulars, and hopes it can put it all together. The key to the Iowa State 1976 football season is the ability of the Cyclones to stay healthy. Head Coach Earle Bruce says that without hesitation.

## KMA Will Broadcast ISU Football

You can hear the play-by-play of Iowa State football this fall on KMA. Listed below is the 1976 Iowa State football schedule:

	Air-time for "Earle Bruce Pre-Game Show" on KMA
Sept. 11 — Drake -----	1:00 P.M.
Sept. 18 — At Air Force -----	2:00 P.M.
Sept. 25 — Kent State -----	1:00 P.M.
Oct. 2 — Oklahoma -----	1:00 P.M.
Oct. 9 — Utah -----	1:00 P.M.
Oct. 16 — At Missouri -----	1:00 P.M.
Oct. 23 — At Colorado -----	2:00 P.M.
Oct. 30 — Kansas State -----	1:00 P.M.
Nov. 6 — At Kansas -----	1:00 P.M.
Nov. 13 — Nebraska -----	1:00 P.M.
Nov. 20 — At Okla. State --	1:00 P.M.

BIGELOW, MO. — Here is my money for my subscription . . . sorry to be late. I enjoy your magazine so much . . . have your station on all day long, the first thing we do in the morning is turn on KMA and the last thing we do when we go to bed is turn off your station. We enjoy your station very much, keep up the good work. We live on Big Lake in Missouri and you come in very clear.

## Royals Schedule on KMA

The baseball season winds up in October. The Kansas City Royals will continue on KMA until then.

Their schedule for September and October is as follows:

Sept. 1	— 6:30 p.m.	— Baltimore
Sept. 3	— 7:30 p.m.	— Texas
Sept. 4	— 7:30 p.m.	— Texas
Sept. 5	— 1:30 p.m.	— Texas
Sept. 6	— 7:30 p.m.	— Texas
Sept. 7	— 7:30 p.m.	— California
Sept. 8	— 7:30 p.m.	— California
Sept. 9	— 7:30 p.m.	— California
Sept. 10	— 8:00 p.m.	— Minnesota
Sept. 11	— 1:15 p.m.	— Minnesota
Sept. 12	— 1:15 p.m.	— Minnesota
Sept. 13	— 8:00 p.m.	— Chicago
Sept. 14	— 1:15 p.m.	— Chicago
Sept. 15	— 9:30 p.m.	— California
Sept. 16	— 9:30 p.m.	— California
Sept. 17	— 7:30 p.m.	— Chicago
Sept. 18	— 7:30 p.m.	— Chicago
Sept. 19	— 1:30 p.m.	— Chicago
Sept. 21	— 7:30 p.m.	— Oakland
Sept. 22	— 7:30 p.m.	— Oakland
Sept. 23	— 7:30 p.m.	— Oakland
Sept. 24	— 7:35 p.m.	— Texas
Sept. 25	— 7:35 p.m.	— Texas
Sept. 26	— 2:05 p.m.	— Texas
Sept. 27	— 10:00 p.m.	— Oakland
Sept. 28	— 10:00 p.m.	— Oakland
Sept. 29	— 10:00 p.m.	— Oakland
Oct. 1	— 7:30 p.m.	— Minnesota
Oct. 2	— 7:30 p.m.	— Minnesota
Oct. 3	— 1:30 p.m.	— Minnesota



### FROM A READER —

"Through a recipe round robin, I heard about The KMA Guide so would like to subscribe. I also understand the March-April, 76 had some great recipes. Would it be possible to start me with that issue." — Mrs. C. A. Jarc, Parma, Ohio



## OPEN HOUSE

More pictures from the Trial Garden. Visitors climb viewing stand for better look. It was a busy day at the registration tent as picture shows. New shade trial section is shown in other picture with foreign flags flying above it.



Steve opens farewell gift.

Steve Hoefing who has been with the KMA Farm Department for the past four years resigned in August. The staff presented him with a farewell gift on his last day at the office.

**BILL SELBY** saw his older son, **SCOTT**, off on his first day of school, Aug. 30. Scott entered kindergarten at Central School. Bill is Regional Sales Manager for KMA.

**EARLE CROWLEY** of Accounting took his family to Lake Okoboji for vacation in August.

Touring in a motor home in August were **LYNN** and **MARY KETELSEN**. They spent two weeks traveling through the Black Hills and Yellowstone National Park. Lynn is in the KMA Farm Department.



Ex-entertainer visits KMA.

The hottest item on the theft list seems to be those CB radios that so many people have in their cars and trucks. Latest victim of the thieves was Station Manager "**ANDY**" **ANDERSEN** whose CB was stolen in August. Luckily the thieves overlooked his golf clubs and other valuables.

Former KMA entertainer, **FRANK JENNINGS** stopped in the station while visiting relatives in Shenandoah this summer. On the staff from 1936-39, Frank is now semi-retired. He plays banjo at a pizza parlor in Decatur, Ill., where he lives, and spends the winter in Florida. His wife is the former **EDITH GARDNER** of Shenandoah.

It looks like there won't be a vacation for **VICKI MORRIS** since her husband, **RICK**, has been off work for several weeks. He injured his right foot in a ballgame and has been in a cast for three weeks.

Happy Birthday belatedly: Sorry to have missed the June 4th birthday of **MRS. BILL (NAN) BONE** and "**MAC**" **McDONALD** on June 5 in the Birthday box, published each issue.

About 85 women employees from May Seed and Nursery Company and KMA Radio reveled in fun, games and great food at the annual company sponsored picnic in July at a Riverton, Ia., cabin.



Girls feast on steaks.



During the summer, several KMA staffers have taken vacations. Among those vacationing in August were **NANCY STOTTS** of the Traffic Dept. who with her husband, **BOB**, and two daughters, **RHONDA** and **ANNE**, spent about a week in Colorado. They took in the usual sights around Grand Lake, Trail Ridge and the cities of Boulder and Denver. A friendly chipmunk who lived near their cabin ventured inside the cabin which prompted Anne, the younger daughter, to tell a relative that the "wildlife out there is something."

Chief Engineer **DON BURRICHTER** spent 2½ weeks in mid-summer on a trip to Seattle, Wash. Taking in the scenery of the northwest, Don drove 4700 miles on his vacation.

**MIKE GOODIN**, Program Manager, took up sailing this summer and has gotten his wife, **JACKIE**, and daughter, **ANGIE**, enthused about it too. Fortunately, he was alone recently when he hit winds he couldn't handle out in the middle of Storm Lake. After tipping over five times, he was finally rescued.

**FRANCIE** and "**MAC**" **McDONALD** spent their vacation in Tennessee with his parents and in the Chicago area with her relatives.

**LYNN PADILLA** and her son, **DOUGLAS**, vacationed in the Ozarks in August.

**KENT KELSEY** completed the grueling Iowa bike ride from Sidney to Muscatine, Ia., in August. This was his second year on the ride. His mother, **NADINE KELSEY** of Accounting picked him up in Muscatine, and they drove on to Minneapolis, Minn., for a vacation with her brother-in-law and sister, **MR. and MRS. JOE DINVILLE**.

Managerial Secretary **EVALYN SANER** hopes to get invited to partake of the 109,



Program Manager Mike Goodin shows how KMA holds drawing for tickets, using the "famous mop bucket" as the entry receptacle.

count them, steaks won by her Larson relatives in a weekend golf tournament in Shenandoah.

In a conversation in late summer with **FRANK FIELD**, The Guide found that he and **JENNIE**, were not only feeling fine but were keeping very busy. That day Frank said they had canned 1½ pints of what he called jellied tomato sauce. His recipe called for tomatoes

which his son, **JOHN FIELD** of Hamburg, Ia., had supplied; onions, given to him by **PAUL FOSTER** of Shenandoah and May Seed and Nursery Co., and celery which he bought. To make it hot and spicy enough to suit his taste, Frank said he added 2 bottles of Tabasco, 4 teaspoons of cayenne pepper and 2-3 tablespoons of black pepper.



Award presentation.

In his capacity as Ambassador for the Knights of Ak-Sar-Ben of Omaha, Ed May presented the "Good Neighbor" citation to William Longman of Shenandoah for his community endeavors. The presentation took place at the offices of Central Surveys Inc. which Longman serves as president.

# A MEMO

From BRENDA KAY

Bicentennial activities, county and state fairs, preparing for a baby and trying to stay cool . . . what do these activities have in common? You guessed it! Every spare minute of my summertime leisure was directed towards one of these activities. The summer has whizzed by, and now the beautiful autumn months will be enjoyed. So many people have told me that October is a great month to have a baby (I thought any month was!), so I've managed to endure several miserably hot days keeping the expectations of October uppermost in my mind.

Haven't the Bicentennial celebrations been great? I've been personally involved in two observances — the Clarinda 4th of July Celebration and the Page County Bicentennial Pageant. I participated as one of the Narrators in the Pageant along with KMA News Director Ned Dermody and thoroughly enjoyed it. And I sure learned a great deal about my county's history. That's the underlying reward of all the Bicentennial emphasis, isn't it? We've just never taken the time necessary to investigate the heritage of our communities, counties, states, and nation until this year — at least not on the massive scale that we have involved ourselves this year. So enjoy the Bicentennial Year! We have only a few short months left until 1976 will be completed, and an important birthday cele-

bration of our great country will be a part of history.

Once again I participated in county fair judging. I was asked by Taylor, Mills, Montgomery, East Pottawattamie, and Westfair — West Pottawattamie counties to participate, and I judged everything from a Dress Review, creative arts, Self-Determined Projects, to the basic Home Economics projects. I spent several long days, many extra hours, trying my best to evaluate the various projects, but what fun to see the accomplishments of so many dedicated 4-Hers.

I had to laugh the other day when I received a friendly note from a radio listener in Lincoln, Ne. She ended the letter by saying, "When are you going to have time to have that baby?" Well, it's true that I have had an incredibly busy summer, but by keeping my mind occupied, I haven't had time to sit around feeling miserable like so many people told me I might. For the most part, time has passed quickly. And I assured her that my priorities would change somewhat when, at long last, I had our baby! Rich and I have had such fun buying baby things. We haven't spent much because we tend to inhabit lots of auctions, garage sales and flea markets. And when you don't know for sure what you'll need, or even what your baby will like, it seems foolish to invest too much money. Some of our "finds" have included a bassinet for \$1.50 and a Baby-Tenda for 50¢. So you see, we haven't exactly gone overboard financially. Of course, two of the major items will be a good, safe crib, mattress, and car seat. But otherwise, we will just "play things by ear" and get what we need, when we need it. Let's face it — it's a whole new experience for both of us — and it's exciting!

Perhaps next issue, I'll be able to share with you the newest member of the McConahay family — if the doctor's calculations prove correct! Until then, keep smiling!!

## COCONUT CUSTARD PIE

- 4 eggs
- ½ c. sugar (scant)
- 1 t. vanilla
- ¼ t. salt
- 2½ c. milk, scalded
- ¾ c. coconut

Blend eggs in large bowl. Add sugar, salt and vanilla. Add gradually the scalded milk. Fold in coconut. Pour into pie shell. Bake in 400° for 30 minutes or till knife comes out clean. Add topping after cooling slightly.

- ¼ c. brown sugar
- 2 T. butter
- ½ c. coconut

Mix sugar and butter; add coconut. Sprinkle on pie. Place under broiler for 2-3 minutes or till golden.



Brenda Kay's "before" picture.

# CONTEST

What every new mother and father should know about their new baby and were afraid to ask.

With KMA Women's Director Brenda Kay and her husband, Richard McConahay, expecting their first child this fall, it seemed an appropriate time to run a contest on:

## ADVICE FOR NEW PARENTS

Advice can be practical, humorous, money saving, time saving, promote family harmony or any other suggestion.

Who can enter: Anyone, any age. There will be two divisions — Female and Male. Women are asked to make their suggestions for Brenda Kay and men for Richard.

Deadline for entries: No later than September 30, 1976 (postmark).

Entries: Only one entry per person; must be written in a letter or on a postcard. Be sure to include your name, address and phone number.

Judges: Brenda Kay and her husband, Richard McConahay.

Prizes will be awarded as follows:

First: Camera (Female)  
Camera (Male)

Second: Family Bible (Female)  
Family Bible (Male)

Third: Walnut Picture Frame (Female)  
Walnut Picture Frame (Male)

Fourth: Box of Candy (Female)  
Box of Candy (Male)

Honorable Mention: There will be six one-year subscriptions to The KMA Guide awarded.

### VEGETABLE CASSEROLE

(Nancy Wiktor, Clarinda)

- 1 pkg. frozen lima beans
- 1 pkg. frozen cauliflower
- 1 pkg. frozen broccoli
- 1 can cream of mushroom soup
- 1 8 oz. carton sour cream
- 1 c. cheddar cheese — cubed
- ½ c. slivered almonds

Cook vegetables separately as directed on package. Layer in casserole. Mix mushroom soup and sour cream. Pour over vegetables, add cheese cubes and top with almonds. Bake in 350° oven for 30 minutes.

\* \* \*

### CHICKEN-BROCCOLI CASSEROLE

(Sherry Henneman, Clarinda)

- 3 to 4 chicken breasts — cooked and cut in bite size pieces
- 2 pkgs. frozen chopped broccoli — cooked and drained
- 2 cans cream of chicken soup
- 1 c. mayonnaise
- ½ t. curry powder
- 1 pkg. grated cheddar cheese

Mix all ingredients except grated cheese. Top with cheese. Bake 30 minutes at 350°. Serves 6-8.

\* \* \*

Both Nancy and Sherry are Beta Sigma Phi Sorority sisters of mine, and they served these recipes at a recent covered dish dinner.

\* \* \*

### FROSTED 7-UP SALAD

- 3 oz. lemon gelatin
- 3 oz. lime gelatin
- 2 c. boiling water
- 2 c. 7-Up

Mix together and cool. Add:  
2 c. crushed pineapple, drained  
3 bananas

2 c. small marshmallows, opt.

Chill till firm. Add topping:

Pineapple juice plus 7-Up to make 1 c.

½ c. sugar

2 T. flour

2 t. butter

1 slightly beaten egg

Cook till thick. Cool. Add 1 carton (1 c.) sour cream. Spread on gelatin.

\* \* \*

### MY OWN SPAGHETTI SAUCE

Saute:

1 lb. ground beef and ½ onion

Drain and add:

1 t. salt

1 t. Worcestershire sauce

1 pt. canned tomatoes, cut, undrained

1 T. brown sugar

1½ t. oregano

1 bay leaf

1 small can tomato paste

Simmer till thickens — 30-60 minutes. Serve over cooked spaghetti.

## INTERVIEWED ON LIVING TODAY

Macksburg, Iowa, celebrated its centennial this summer. Bill Sanders, chairman of the Macksburg Booster Club, and the club's vice chairman, Bob Perrin (standing) talked about centennial plans with Brenda Kay. (at right)



Suzanne Runyan, chairperson of the Open Class Division of the Page County Fair, points out events in the fair program booklet to KMA Women's Director, Brenda Kay. (below, left)



Mary Vanetta of Randolph, Ia., who worked in the garden this summer, discussed the plans for the Open House at the May Trial Garden with Brenda Kay. (above, right)



The Youth Conservation Corps kept busy all summer in Page County. They worked with Paul Cade, Page County Park Officer, who along with two YCC members, Kendra Glassgow (l.) of Clarinda and Tracy Booker of Essex, explained their activities to Brenda Kay. (at right)



### APRICOT-PINEAPPLE DELIGHT

(Adeline Kryselmire, Clarinda)

1-loaf angel food cake — break in small pieces and mix with 1 can of apricot pie filling and 1 can of pineapple pie filling — Put in 13x9 cake pan.

#### Topping

1 box vanilla instant pudding, fixed according to directions

Add:

1 cup sour cream

1 pkg. whipped topping, whipped

Spread this on top and refrigerate over night. Will thicken while in the refrigerator.

\* \* \*

### FROZEN FRUIT CUP

(Lorene Muller, Clarinda)

1 can frozen lemonade

1 can frozen orange juice

½ c. sugar

3 mashed bananas

1 pkg. frozen strawberries, partially thawed

1 large bottle 7-Up or gingerale (28 oz.)

Mix together juices and sugar. Stir in bananas and strawberries. Add gingerale and pour into small paper cups. Freeze. Let thaw partially before serving. 12 generous servings.

\* \* \*

### COCONUT PUDDING FRUIT SALAD

1 lg. can crushed pineapple, undrained

1 can mandarin oranges, undrained

2 c. small marshmallows

1 box instant coconut pudding

½ lg. container of whipped topping

Stir ingredients together. Chill.

\* \* \*

### ANGELS ON HORSEBACK

Spread soda crackers with peanut butter. Place large marshmallow on top of each cracker. Pop in oven to brown and marshmallow begins to melt. (About 5 minutes in 350°).

### STUFFED ZUCCHINI

(Christina Fisher, Coin)

Wash zucchini and cut off ends; do not peel. Boil whole squash for 5 to 7 minutes. Preheat oven to 350°. Split squash down the middle and carefully remove pulp from peeling and add to fry pan mixture of:

¼ lb. hamburger or sausage (more may be used)

¼ c. minced onion

1 c. dry bread crumbs, crushed

Salt and pepper to taste.

Heat mixture and add one egg and mix.

Stuff zucchini shells and place in lightly oiled flat baking dish. Sprinkle with grated cheese. Bake 20 minutes. This filling will stuff 3 small or 2 medium zucchini (4 to 6 shells).

\* \* \*

### MOLDED LUNCHEON SALAD

(Elnora Joyce, Red Oak)

1 pkg. lemon gelatin

1½ c. boiling water

1 c. mayonnaise

1 T. prepared mustard

1 T. chopped parsley

2 c. finely chopped celery

2 hard-cooked eggs, chopped

12-oz. can corned beef, shredded

½ c. sweet pickle relish

Dissolve gelatin in water. Add mayonnaise and mustard, blending with beater. Add remaining ingredients. Pour in 9x13" dish and chill till firm. Serves 12.

\* \* \*

### NUTTY BANANA TREAT

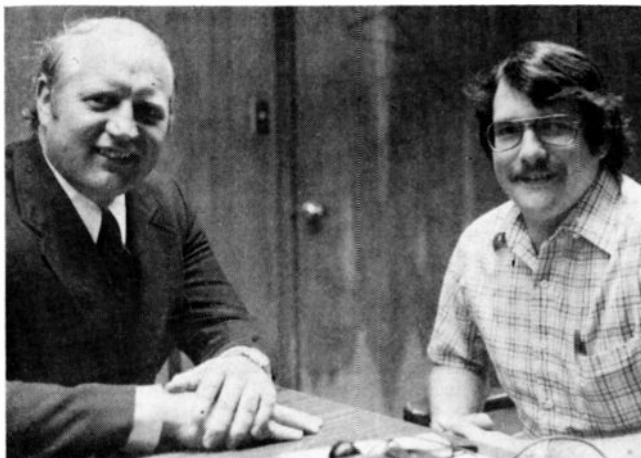
4 medium bananas

Lemon juice

Mayonnaise

½ c. chopped peanuts

Dip peeled bananas in lemon juice. Spread with thin coat of mayonnaise over bananas which have been peeled and halved. Roll lightly in chopped peanuts. Serve with dollop of mayonnaise and cherry as garnish on lettuce leaf. Refrigerate thoroughly before serving.



Associate News Director Bill Bone interviewed Senator John Culver of Iowa in August. The Senator was on a swing through the state when he stopped in Shenandoah.

# FEEDBACK

By NED DERMODY

Chicago, that metropolis of the midwest . . . lauded by Carl Sandburg. Frank Sinatra's kind of town. Chicago . . . that toddlin' town . . . Chicago . . . destination for the Dermody family vacation.

Son Patrick, who is eleven, had been lobbying for several years for a trip to Chicago despite my visions of Al Capone and Blackstone Rangers. My visits to Chicago in the past several years have been limited to layovers at O'Hare Airport, and the last time I was in the city itself, the Prudential Building and the Wrigley Building were the tallest structures in the Loop. Don McNeil was still doing the Breakfast Club at the Sherman Hotel and over one hundred trains a day arrived and departed from LaSalle Street Station and Union Station.

Planning a vacation trip for four children is always an adventure. It takes a good deal of foresight, some knowledge of the children's interests and an idea of what they might want to see and do.

Patrick had boned up considerably on both Chicago and Illinois which meant at least one stop in Springfield for some Lincoln lore.

Illinois, at least the part we traveled, is not exactly scenic America. It is exceedingly difficult to interest four youngsters from Iowa in the fertility of Illinois farmland. Like Iowa, Illinois is mile after mile of cornfields. Unlike Iowa, it is not rolling farmland . . . but flat . . . broken only by occasional tailings from north central Illinois coal mines. The kids were bored stiff. So was I!

Our plan was to cross the Mississippi River at Louisiana, Missouri, and drive to Springfield, then northeast on Interstate 55 to the Chicago area. The plan was good, the highways were not. It seems that Illinois highways are either under construction or there is a toll booth. Those things bother me but don't concern the kids. They are usually occupied with thoughts of "where do we eat lunch" and "does the motel have color T.V. and a pool."

The Springfield stop called for a visit to Lincoln's Tomb and a look at the Sangamon River. Lincoln's Tomb of course is quite impressive and the history behind the tomb is interesting. As you enter the edifice, there is a sign admonishing everyone to silence in respect for the martyred president. Ever try to keep four youngsters totally silent? The older children were interested in the short lecture and the busts and excerpts from Lincoln speeches. Amy, who is almost four years old, kept wondering what we were doing in a cemetery.

On to Chicago. Chicago's outskirts are even less scenic than Illinois farmland unless you like refinery stacks and power

lines. The roads are better though. Passing through Joliet, we kept looking for prison walls after watching Eddie Robinson movies for so long but missed the penitentiary. Instead, we saw mile after mile of marshes and refineries and power stations.

The Chicago visit was, according to Patrick, to include visits to museums, planetariums, the aquarium, Lake Michigan and the "tall buildings." All in all a pretty well planned trip. The first stop on a Saturday was to be the Museum of Science and Industry which is on South Lakeshore Boulevard. I had visited the museum several years ago, and knew the kids would like it.

After all, the museum has a German U-boat to explore and a scale model of a coal mine and lots of old cars and steam engines, etc. What I had forgotten was the size of the museum, and that it is a touching museum; meaning that the displays are there for a learning experience and not just to look at. There are buttons to push and the displays do things. There are lots of buttons to push. Ever take four youngsters into a place with buttons to push and things that do things when those buttons were pushed? The kids went bananas! My feet hurt just thinking about it. The Museum of Science and Industry required a full day to tour, but it seemed like half the day was taken up finding a place to park.

By the time the day was over, the kids had seen those tall buildings and were determined to see the top of one of them. After all, the Sears Building is the tallest in the world, and the adjacent Standard Building is the tallest marble faced structure in the world, and Chicago's second largest. Big John, the Hancock Building, is in third place and fading fast. The kids had also seen Lake Michigan and were determined to swim there despite a 30-mile-an-hour wind that sent five foot waves crashing over the sea wall.

Day two was set aside for the Adler Planetarium, the aquarium and the Field Museum of Natural History. The planetarium and the aquarium are built on a landfill that was constructed for the Chicago Exposition in the 30's. The planetarium is the oldest in the United States and contains impressive displays of telescopes and pictures plus a movie about Mars. The adjacent aquarium is the largest indoor aquarium in the world, and I think probably the kids favorite stop. Little Amy was simply fascinated although she was decidedly unimpressed with the squid, octopus and sharks.

The Field Museum was being renovated, and the two dozen galleries were in various stages of rebuilding, but Patrick managed to find his dinosaurs which was his sole purpose in visiting the building. Amy liked the bird gallery. Diane, who is thirteen, spent quite a bit of time in the gem gal-

(Continued on next page)

# SEPTEMBER-OCTOBER GREETINGS

## THIS IS YOUR DAY!

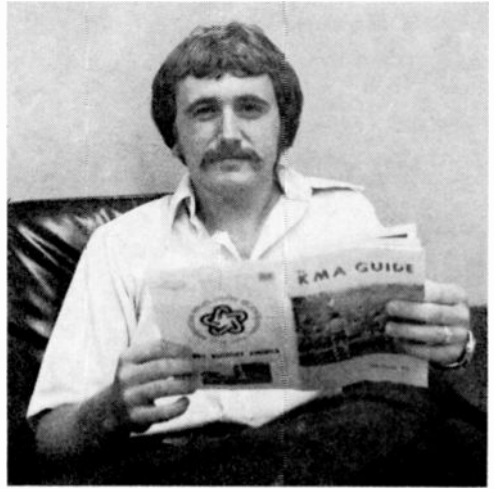
### HAPPY BIRTHDAY TO:

- Sept. 13—Jerod Kidd, son of John Kidd  
 Sept. 19—Patrick, son of Ned Dermody  
 Sept. 20—Nancy Stotts  
 Sept. 21—Lory, daughter of Mary Williams  
 Sept. 22—Rhonda, daughter of Nancy Stotts  
 Sept. 27—Amy, daughter of Ned Dermody  
 Sept. 27—Mrs. Ralph Lund  
 Sept. 28—Darren, son of Henry Schnoor  
 Sept. 29—Don Hansen  
 Oct. 2—Anne, daughter of Nancy Stotts  
 Oct. 5—Marlys Meacham  
 Oct. 8—Gayleen, daughter of Lynn Padilla  
 Oct. 11—Warren Swain  
 Oct. 15—Kent, son of Nadine Kelsey  
 Oct. 18—Mrs. Mike Goodin  
 Oct. 18—Richard, husband of Brenda Kay McConahay

### HAPPY ANNIVERSARY TO:

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

## SUMMER INTERN



Dennis Lamme spent the summer months at KMA as an intern in the Sales and News departments.

A student at Northwest Missouri State University at Maryville, he will graduate in December with a major in broadcasting communications.

Dennis grew up in Maryville. His parents are Mr. and Mrs. Robert Lamme. He is married, and his wife's name is Deb.

For the past four years, he was a salesman for the college station and now holds the position of sales manager. He is interested in radio sales after graduation. He holds a third class radio license and is a member of Alpha Epsilon Rho broadcasting fraternity.

lery and ten-year-old Tom just wanted a hot dog and a boat ride on Lake Michigan.

The boat ride was nice. Expensive, but nice. Amy promptly fell asleep, and Tom was mad because he had picked the wrong side of the boat and got an excellent view of a whole lot of water instead of the Chicago skyline. The boat wound its way north of the aquarium through thousands of sailboats on a beautiful Sunday afternoon past the navy pier at the foot of LaSalle Street. A Norwegian three masted tall ship had just docked at the pier after coming down the St. Lawrence Seaway following the bicentennial parade in New York Harbor and some 40 thousand people were on the pier waiting to board the magnificent vessel.

It was a beautiful way to end a weekend on the Chicago lakefront. Time to leave, and I had promised the kids a visit to O'Hare Field which after all, is the busiest airport in the world. What I hadn't figured was how those 40 thousand people on the navy pier had arrived there and how they were going to get home. Lakeshore Drive, friends! Twelve lanes of bumper to bumper traffic. Ever try to make a left turn from the right lane of a six lane boulevard? Fortunately Chicago drivers are relatively

courteous. Besides, you can't hear epithets with the window up and the air conditioner going. In New York, I would have been arrested; in Los Angeles, probably killed.

O'Hare Field is in the northwest part of Chicago which is laced with freeways and interstates. The maps don't tell us that the interstates are toll roads. They are. Twenty miles and several toll booths later, the kids got to watch the airliners taking off and landing at a rate of one every six seconds. They were entranced. I was deafened.

Chicago was fine. We enjoyed it, and we would have liked to stay longer, but we had other places to go and things to do. Four kids and I visited six flags over mid-America at St. Louis. Ever take four kids to an amusement park? My feet can tell you about it. Follow that with a Kansas City Royals baseball game and three Disney movies and you've got the kids' vacation. Diane tells me we crossed the Missouri River eight times and the Mississippi River twice. I lost count. And my feet still hurt.

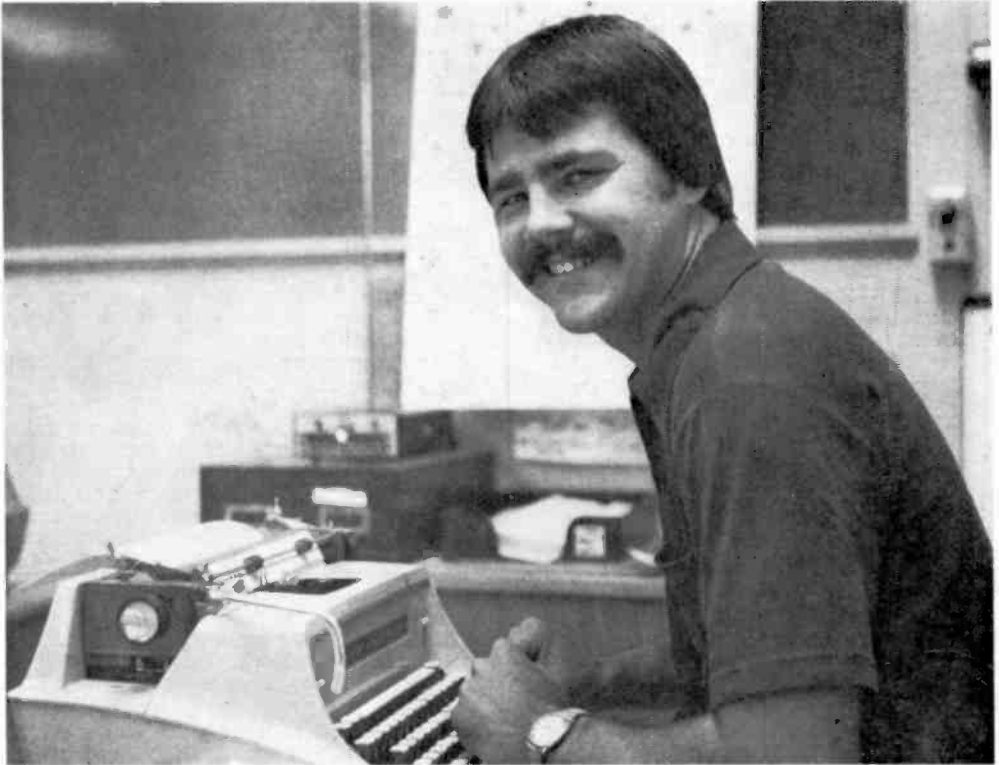
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## MUNRO JOINS NEWS STAFF



Taking over the third desk in the KMA News Department is Mark Reed Munro.

He joins Ned Dermody, News Director, and Bill Bone, Associate News Director, in preparing and broadcasting nearly 11 hours of news during an average week. In addition the News Department is responsible for features, interviews and special events which are aired at various times.

Twenty-two year old Mark is a July graduate of the University of Nebraska, Lincoln, where he obtained a BA in Broadcasting Journalism. For the past three

years at the University, he served as newsman and sportscaster for the campus station, KRNU. He also played freshman football and was secretary and rush chairman of his fraternity, Phi Delta Theta.

Born in Omaha where he graduated with honors from Creighton Prep, his parents Mr. and Mrs. Deane Munro still reside there. Mark is the oldest in a family of three boys and six girls. Among his hobbies, Mark favors tennis and reading and names blue as his favorite color. He likes Chinese food, steaks and home cooking.