

# The KMA GUIDE

September, 1971



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SEPTEMBER, 1971

Vol. 8

No. 9

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## COVER STORY

Each year under the sponsorship of the Shenandoah Rotary Club, Shenandoah plays host to 15 Japanese students and their 4 chaperones. They stay in private homes here learning about American family life.

KMA Operations Director, Jack Mihall interviewed several of the group on the Open Line last month. He is pictured with them on the cover. Others in the picture are front row: Shunko Kawabata, 16, who stayed with the William Falk family; Toshifumi Maehara, 16, guest of Mr. and Mrs. Paul Foster (Paul is employed by May Seed and Nursery Co.); and Harumi Samejima, 17, hosted by the Ed Vaughns. In the back row are chaperones who are officers of the Minaminihon Broadcasting Co., Ltd., of Kagoshima, Japan, which underwrites this exchange program. They are Mitsuo Furukawa, director and chief engineer; Haruo Kida, manager of announcers section; Norimi Ueyama, chief, personnel and management division of Board of Education Kagoshima Prefectural Gov.; and Hiroyuki Ikari, Nippon Express Co. of Fukuoka City.

Initiated by Suetaka Hatanaka, president of the MBC, in 1966, the program evolved from the suggestion of Miss Linda Klepinger, daughter of Mr. and Mrs. Forest Klepinger of Shenandoah, who spent a year in the Hatanaka home under the "Year of International Living" program.



## Chris Rowan Joins Staff

The new face in the Continuity Department belongs to Miss Chris Rowan, who came to KMA in August.

She attended Gard Business University after high school and worked part-time while furthering her education.

Born in Clarinda, Chris moved with her parents, Mr. and Mrs. Harold Rowan, to Coin, Iowa. She has two brothers, Kurt, 10, and Steve, 20, who is in the Army, and three sisters, Pam, 12, Ann, 13, and Debbie, 17.

Her hobbies are sewing, bowling and all kinds of spectator sports. She names pepperoni pizza and iced tea as her favorite foods.

## GET ACQUAINTED WITH KMA'S NEW MANAGER

Announcement of the change in management at KMA Radio was made in last month's Guide. This month The Guide carries out its promise of taking a closer look at Carl "Andy" Andersen, KMA's new manager.

To many of The Guide readers and KMA listeners, Andy is well-known from his days as a sportscaster and salesman for KMA.

Andy joined KMA Radio as a salesman and sportscaster in 1961. He was promoted to Local Sales Manager in 1964 and then in succession to Regional Sales Manager and General Sales Manager. Prior to this Andy had been Sales Manager of Farmaster Products of Shenandoah for 3 years and was in radio before that.

Born in Omaha where he attended elementary and high school, Andy served 5½ years in the U. S. Navy during World War

II. After the war, he settled in Milwaukee, Wis., where he was employed as a salesman while attending Marquette University.

He moved to Armstrong in northern Iowa to be near relatives, and it was there that he met and married the former Joanne Shaw, in 1950.

They moved to Shenandoah in 1952. Mrs. Andersen is a Home Economics teacher in the Shenandoah Junior High School. The couple has three children: Janis, who recently completed her second year at Northwest Missouri State College at Maryville; Dan who will be a freshman at Peru State, Peru, Neb., this fall; and Barbara, who is a sophomore at Shenandoah High.

Active in many civic affairs, Andy's main recreation is golf. The family belongs to the United Methodist Church.

# A Chat With Edward May

My September column ordinarily makes reference to the end of summer, vacations and the return to school. This column will be no exception.

The Shenandoah schools started the 30th day of August. However, prior to that the football boys reported for practice and worked diligently preparing for what they hope will be a winning season.

Our family is deeply involved in football as Eddie enjoys the game and is one of the few returning lettermen. So starting with the first game on September 10th, the family will be on the football circuit. Naturally, we attend all games, whether at home or away.

In some respects, I was sorry to have this school year arrive. Mainly because Eddie, or perhaps I should say Ed Jr., is starting his final year of high school. I know this year will pass all too rapidly and before we know we will be attending our son's high school graduation. Since Eddie is the youngest of our three children, in some respects we will be sorry to see him finish high school. However, looking at it philosophically, such is life and "time marches on." We can't reverse the clock, so Eleanor and I will enjoy our son's final year, and we will enjoy his participation in several school activities.

We had a mighty fine summer. We vacationed in northern Wisconsin during which time we were only about 60 miles from daughter, Karen and her husband and those two grandchildren, Bill and Amy. Later, after returning home the rest of the family visited Shenandoah. Annette and her husband, David live in Seattle, Washington, and their nine-day-visit passed all too quickly.

Still on the subject of family, Eleanor and I have joined the bicycle parade that seems to be sweeping the country. I have read several articles which indicates families from coast to coast are cycling for the exercise. We considered buying a tandem but decided against it. We bought Eleanor a new bike while I am using one we bought Eddie some six or seven years ago. We cycle nearly every night, and not only enjoy the exercise but also enjoy visits with many friends who seem to be outdoors early in the evening when we are riding. The photograph shows a picture of the two of us preparatory to "riding off."

We had more visitors than usual in Shenandoah during the summer. The Centennial activities the latter part of June were responsible for part of this. The pageant depicting the history of the town was a success, as was the tremendous Centennial parade, plus the outstanding performance of the famous Blackwood Brothers Gospel Quartet. The Blackwoods are extremely well-known in the KMA area as the Blackwoods were regular performers on KMA a few years ago.

Later, specifically on Sunday, July 18th, over 23,000 people attended "Open House" at the Earl May Test Gardens. The test gardens are still extremely colorful and will remain so until we have a killing frost which normally takes place around the middle of October. Each day brings many visitors to view the test gardens and you are always welcome.

So Shenandoah continues to be a place of interest. I hope you will visit us sometime in the near future. Radio Station KMA continues to play a prominent part in the area. You are cordially invited to visit KMA. We would like to meet you. I believe you will enjoy seeing the fine facilities of KMA, together with viewing the many pictures on the walls of former staff members and events that are a part of KMA's heritage.



# FRANK COMMENTS

Another Open House at the Earl May Trial Grounds at the south edge of Shenandoah has come and gone. The specific date this year was the 3rd Sunday in July, which was July 18th. In no way possible could we have had better weather. It was partly cloudy all day with a light breeze out of the northwest and temperatures in the mid-80's. The official opening time was 9:00 a.m. as usual, but the cars had started pouring in by 7:00. By 10:00, we were quite sure that the attendance would set a new all-time record, and by noon we had passed the old record of 18,500 and practically all parking places were filled.

Fortunately a lot of the early comers started pulling out for home shortly after noon, so that the late-comers had very little trouble in finding a parking place. The four shuttle buses were kept very busy all day long shuttling visitors back and forth between the trial grounds and the garden center and the radio station downtown where other hundreds of cars had found parking space around the garden center.

As usual, there was a lot of interest in the 60 sample flower beds located just across the drive from the observation tower. Visitors were invited to look those beds over and vote for the one they thought was the prettiest. As an inducement, all of those who had voted for the bed which received the most votes, will be given enough seed next spring to make a bed just like it in their own yard. The competition was very keen, and I think that every one of the 60 beds received at least a few votes. The final tabulation showed that bed No. 53 had received the most votes. Now look again at the picture on this page. Bed No. 53 is the first one of those three big round

beds on the left hand side of the picture. The border around the outside edge consists of Plum Purple Petunias and the center is solidly planted to Diamond Jubilee Marigolds, which is very similar to First Lady Marigold, which pulled so many votes last year. The bed coming in second was bed No. 1 which you can just barely see in the lower right hand corner of the picture. It had burning bush across the back with Orange Jubilee Marigolds in front of it with a border of Verbenas at the front. The third place bed was No. 5 which was located in the extreme southeast corner of the plot and which also had burning bush for the background with First Lady Marigolds in the center, with Happiness Petunias across the front. The fourth place bed was No. 22, which was over near the center of the plot and which was a rather small diamond shaped bed with Blue Blazer Ageratum for a border with the new annual Silver Puff Hollyhocks filling in all the center.

The official Open House was a month ago, but honestly I think the trial grounds are just as attractive right now as they were then, in spite of the fact that in that month we have received only 33/100 of rain, and I am very sure that you will find it just as attractive a month from now as it is right now. So, if you have not yet visited Shenandoah and the Earl May Trial Grounds, feel perfectly free to come anytime you like and take as much time as you like to really look things over. You will find everything very plainly marked, and even on Saturdays and Sundays you will find folks on hand to answer your questions or tell you where certain things are located. Write down the names of the things you like best and the chances are very good that you will find them listed in next spring's seed and nursery catalog.

You regular radio listeners noticed that I was off the air for a couple of weeks, and I want to take this opportunity to thank all of the people who sent get well cards and letters. I read every one of them and I really appreciate them. They helped a lot. I started taking my radio time again on August 10th, and my doctor says that my last electrocardiogram shows that my heart is back practically to normal, or at least as normal as it will ever be again. The understanding is that I will have to slow down a little and take it just a little bit easier. That won't be too hard to do though because as I get older I find I am also getting lazier. How are all you folks?



# RFD 960

By CLIFF ADAMS



Fairs and more fairs! Yes, the KMA farm department has been real busy covering fairs and livestock shows, and as I write, we have more fairs to cover. Our emphasis has been on county fairs during the past month, and now it is the state fairs' turn. We hope to be able to report the next time that we will have given coverage to the Nebraska, Iowa and Missouri state fairs.

I had a real nice visit with Ken Fulk, the executive secretary of the Iowa State Fair while he was at the Montgomery County Fair in Red Oak. Ken was judging livestock when I met him, and I think his comments about fairs and 4-Hers were most appropriate. He stated that fairs are for people and that the real purpose of fairs is to promote self-improvement. By improving our livestock, grains and other products of the farm we hope to improve our way of life. Certainly the motto of the 4-Hers fits in well with that objective, "To make the best better."

There are some interesting stories in connection with some of these young people. One of them concerns the young girl who took over her late brother's sheep project which he entrusted to her shortly before he died from cancer. She went on to capture the grand championship in two divisions.

Another is about the young man who won a grand championship at a fair and managed to operate over 600 acres for his father who had suffered a heart attack. His mother was so proud and well she might be I should add. This young man did his own selection of the calf that went on to win the top honors. Another young man who won top honors with his calf has a father who is suffering from multiple sclerosis. The father watched his son from a wheel chair, as he won the honor.

Our young people in 4-H and FFA should be given much credit. They are not the delinquents you read about who capture so much of the attention in some of our big cities. Truly, they are the good demonstrators who are interested in improving their lot and the communities in which they live, not in tearing them down.

Crop reports have given a picture of super-abundance in the nation. In spite of the threats of southern corn leaf blight, drought and insects, predictions now show a record production of corn, wheat, sorghum grain and soybeans. While some of the crop is not yet in the bins, so far it indicates a bumper year. There is concern that this abundance unfortunately means lower prices not only for grain but the livestock to which much of it is fed. Grain production in western Europe has also increased and that could mean further trouble for U. S. farm exports. It is almost certain that the acreage diverted from production under the government's farm program will be increased next year.

I had the opportunity to visit the dedication of the Pony Creek Watershed development at Glenwood, Iowa, recently. This project which took 10 years to complete is a tribute to the Soil Conservation Service of Iowa. An 83-acre lake and an adjoining park are some of the benefits that result. Proof that man can improve his environment and leave something beneficial to future generations. The Soil and Water Conservation Districts were in the forefront of saving our environment long before it became popular to talk about it.

The Sidney Rodeo is over for another year. Our associate farm director, Jack Mihall has been covering that event. Jack should know all the fine points of livestock and man's attempt to subdue them after that week. The life of the almost legendary cowboy lives on at a rodeo which is one part of the American Scene.



KMA Farm Director Cliff Adams talks to Wilson Moon, Iowa State Conservationist, about Pony Creek.

# On Sports

The sports programming on KMA, this fall, is very aggressive. Let's take a look at the various Friday night sports programs, that begin **September 10**:

The **FRIDAY KMA SPORTSMAN**, at 5:35 p.m. will spotlight the top high school football games to be played that night in the KMA area, during the season.

The **KMA FOOTBALL FORECAST** is back for a second straight year, at 7:00 p.m. High school football coaches from the KMA area will again be trying to predict college football winners. Corning coach, Jim Redel, was last year's trophy winner.

At 7:15, during the high school football season, you can hear **HIGH SCHOOL FOOTBALL PREVIEW**. This program will feature interviews with the opposing coaches on the KMA Football Game of the Week.

Speaking of the KMA Football **GAME OF THE WEEK**, the first game should be a real dandy, September 10 at 7:25. It will match two traditional rivals, Clarinda and Shenandoah. Mike Goodin will join me again this season for the play-by-play.

Following every KMA Football Game of the Week will be the **KMA HIGH SCHOOL FOOTBALL SCOREBOARD**. It is the most comprehensive broadcast of high school football scores in the KMA area. T. J. Mikkelsen is the anchorman.

The Saturday sports programs, beginning **September 11**, are equally appealing.

There will be a complete recap of the Friday night high school football scores, every Saturday morning at 7:35, on the **JOHNSON FOOTBALL SCOREBOARD**.

At 11:30, the **KMA FOOTBALL FORECAST** will be re-broadcast.

**COLLEGE FOOTBALL PREVIEW** at 12:45, will feature comments from head football coaches, both major college and small college, plus interviews each week with the head football coach of Iowa State Cyclone opponents.

The **JOHNNY MAJORS SHOW** will be aired at 1:05, Saturday afternoons, during the college football season. Frank Snyder joins Iowa State football coach, Johnny Majors, before every Iowa State football game on KMA. Past and up-coming games will be discussed as well as scouting reports and game plans. The Johnny Majors Show will start September 18.

Following every Iowa State football game, hear **COLLEGE FOOTBALL SCOREBOARD**. Keep informed on college football games all across the country.

There you have the fall sports programming. I certainly hope that you enjoy sports, this year, on KMA Radio.

# Royals Schedule For September

- Sept. 1—Milwaukee—7:40 p.m.
- Sept. 2—Milwaukee—1:10 p.m.
- Sept. 3—Chicago—(DH) 6:15 p.m.
- Sept. 4—Chicago—7:40 p.m.
- Sept. 5—Chicago—12:55 p.m.
- Sept. 6—Milwaukee—(DH) 6:00 p.m.
- Sept. 7—Milwaukee—7:10 p.m.
- Sept. 8—Milwaukee—7:10 p.m.
- Sept. 9—Open
- Sept. 10—Chicago—7:10 p.m.
- Sept. 11—Chicago—7:10 p.m.
- Sept. 12—Chicago—1:10 p.m.
- Sept. 13—Oakland—7:10 p.m.
- Sept. 14—Oakland—7:10 p.m.
- Sept. 15—California—7:10 p.m.
- Sept. 16—California—7:10 p.m.
- Sept. 17—Minnesota—7:40 p.m.
- Sept. 18—Minnesota—12:55 p.m.
- Sept. 19—Minnesota—12:55 p.m.
- Sept. 20—Open
- Sept. 21—California—9:40 p.m.
- Sept. 22—California—9:40 p.m.
- Sept. 23—Open
- Sept. 24—Minnesota—7:10 p.m.
- Sept. 25—Minnesota—1:10 p.m.
- Sept. 26—Minnesota—(DH) 1:10 p.m.
- Sept. 27—Open
- Sept. 28—Oakland—9:40 p.m.
- Sept. 29—Oakland—9:40 p.m.

Royals season comes to an end.

## SEPTEMBER GREETINGS

### THIS IS YOUR DAY!

#### HAPPY BIRTHDAY TO:

- Sept. 3—Mrs. Ann McDonald (Ralph Lund's daughter)
- Sept. 6—Darla Mihall (Jack's daughter)
- Sept. 14—Mrs. Earl May
- Sept. 15—Jane Mullison (Ardene's daughter)
- Sept. 17—T. J. Mikkelsen
- Sept. 21—Lory Williams (Mary's daughter)
- Sept. 25—Dick Mullison (Ardene's husband)
- Sept. 27—Mrs. Jodie Genovese (Ardene's daughter)
- Sept. 27—Mrs. Ralph Lund
- Sept. 29—Mrs. Susan Hagemann (Ralph Childs' daughter)

#### HAPPY ANNIVERSARY TO:

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



Tom Taylor joins KMA News.

## Tom Taylor Named Assistant News Director

Completing the news team at KMA is Thomas C. Taylor who arrived in Shenandoah last month. He joins News Director Ned Dermody and veteran newsman, Ralph Childs, to make the KMA News Department the top voice in the area for dependable, accurate and up-to-the-minute news.

Tom received his bachelor of journalism degree from the University of Missouri School of Journalism in August, 1971.

While in college, Tom was an assistant news editor and student teaching assistant. He was also campus correspondent for the Kansas City Star and a television production consultant for the Missouri State Schools for the Retarded at Jefferson City, Mo.

Elected to Sigma Delta Chi, professional journalism society, Tom was also named Governor of Jackson House during his junior year.

He grew up in Sedalia and Clinton, Mo., and earned about half of his college expenses through various summer jobs.

Twenty-three years old, Tom stands about six feet tall and weighs in around 200 pounds. Among his many interests are photography, hunting, fishing, canoeing and camping.

## New Feature On Sundays

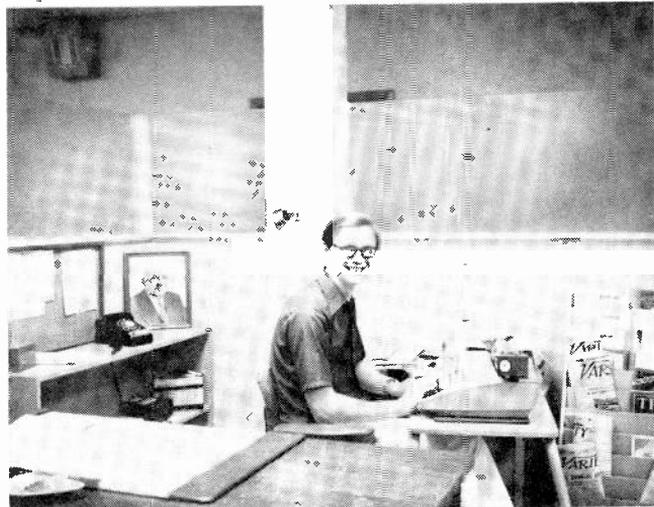
There is a new and interesting public service feature on KMA Radio. It is called "Mental Health is Everybody's Business." This program is aired every Sunday at 12:35 p.m. Kandy Kryselmire is the hostess. She is from the office of public information at the Clarinda Mental Institute. During the program, interviews are conducted with the patients and staff at the hospital.

## IOWA STATE FOOTBALL SCHEDULE FOR SEPTEMBER

\*Sept. 18—IDAHO At Ames  
1:20 p.m. broadcast time on KMA

Sept. 25—NEW MEXICO At Albuquerque  
8:20 p.m. broadcast time on KMA

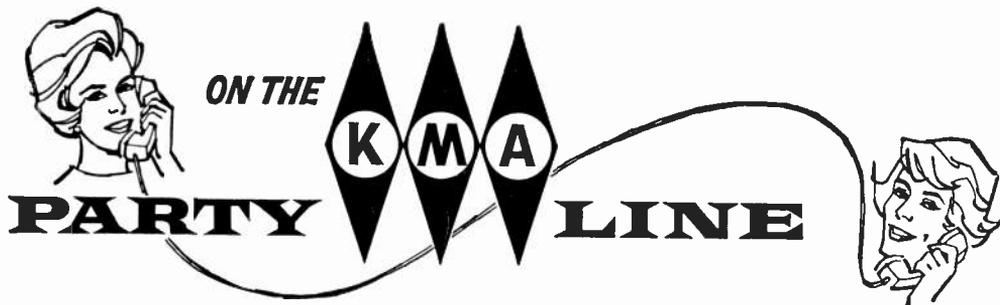
\*KMA will originate the broadcast



## LEE LEAVES

Lee Hughes started announcing on KMA two years ago while in Shenandoah High School. He left Sept. 5 for Omaha where he will attend Radio Engineering Institute. Before he left Lee wrote a farewell note: "I've learned a lot about radio, people and the public during my stay here, and I really don't know how to thank everyone; not only thanking the people here at KMA but also thanking the people who have listened. Once again it's been a great experience and once again THANKS."

The Guide joins the rest of the KMA Staff in wishing Lee a future of success and happiness.



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

KMA's Radio Intern, **RANDE HAUKOOS** went back to college at Iowa Central at Fort Dodge Aug. 27. Rande spent the summer gaining practical experience and college credit under a program sponsored jointly by various colleges and the Iowa Broadcasting Association.

Rande will be taking regular liberal arts courses plus some specialized courses such as electronics and radio writing. Before he left Rande said that his summer at KMA probably gave him more and better experience than any school could give him in a year. He also expressed thanks to everyone at the station for making his stay such an enjoyable one too. Best wishes to you, Rande, from the KMA staff.

**ED MAY, JR.**, was elected by his teammates as co-captain along with **GREG HAYES** of the Shenandoah High School football team for this season. Ed is a senior and a returning starter on the varsity. He played short guard on offense for the Mustangs.



Rande Haukoos waves farewell to the girls in the office.

"An Experience in Art: A Selection of Art from the Past Year" by **BOB KLING** was the title given by Bob Kling to his one-man art show held Aug. 22 from 2 to 6 p.m. at the Shenandoah Public Library. Bob is the son of KMA Engineer **NORM KLING** and is majoring in art at the University of Northern Iowa. Since the show was to be held after deadline for this month's Guide, it was too late for photographs, but there should be some in the October Guide.

**NORM KLING** was injured before his son's art show while stringing wire and was unable to attend. Norm has been undergoing tests since and is recovering at home.

The three Johns got together in August for the first time in quite a while. We're referring to Operations Director **JACK** (really John) **MIHALL**, his son, **JOHN**, age 11, and Jack's father, **JOHN**, who came to visit from his home in Cleveland, Ohio.



Three generations and three Johns.



Grandma's first picture.

That long-awaited picture of Traffic Manager **ARDENE MULLISON'S** first grandchild has arrived. Pictured above is Ardene's daughter, **MRS. RAYMOND (JODIE) GENOVESE** of Portsmouth, Va., and her baby, **NICOLE MARIE**, who was born July 8, 1971.

Jodie and her baby are expected in Shendoah for a visit soon. She hopes to join her husband later when he is stationed in Japan. In the meantime, Ardene (grandma) and her family have been searching for a house to move into since the one they have been renting has been sold.

Iowa's 7th District Congressman **BILL SCHERLE** of Henderson appeared on an extended version of the KMA Open Line in August with Operations Manager **JACK MIHALL** and News Director **NED DERMODY**. Scherle commented on the President's new economic policy, the U. S. military posture, the status of Congress and the farm situation, and then he fielded questions from listeners in Missouri, Iowa and Nebraska.



Congressman Scherle discusses problems with Jack Mihall and Ned Dermody.



Stoner and his "Big Apple Trophy."

KMA Salesman **BYRON STONER** proudly displays the "Big Apple Trophy" he won at the 6th annual May Broadcasting Golf Tournament this summer. The tourney, which is a joint KMA-KMTV event with 8 golfers from each station participating, was held at Omaha's newest golf course, Applewood. A buffet was held after the match when trophies and prizes were awarded.

A jeer to Wisconsin sociologist **E. E. Lemasters**, who says Dad is no longer "king in his own castle" but a court jester instead. The times may be a changin', but the guy who brings home the bread still parcels it out.



Announcer Mihall describes the action and progress of the stock car races from the judges platform at Corning.



Clarinda's Dennis Black shown here with flagman Verne Else of Harlan and an unidentified trophy girl leads in the hobby stock cars.



Winner—Verral Schmidt from Massena picks up the checkered flag during a super stock heat race.

## JACK MIHALL TAKES US TO THE RACES

Long a racing fan, Jack Mihall, KMA Operations Director, grabbed the opportunity to get into the thick of it this past racing season. He became the voice of the

Adams County Speedway at Corning and filled in at the Shelby County Speedway at Harlan.



Pit area at Corning where two classes of cars, small coupes and super stock cars, race every Saturday under the auspices of Mid Track Racing and the Adams Fair Board.

## Whether it is Kindergarten or Graduate School

# It is BACK TO SCHOOL

Children of KMA Staff members spread across a wide age span and run the gamut in the educational process from kindergarten to graduate school. The youngest school age child is Tad Dermody, son of News Director Ned Dermody, who will enter kindergarten at Central School in Shenandoah this fall. On the opposite end of the educational spectrum are the two members of Newsman Ralph Childs' family who are in graduate school.

The Dermody's also have Diane, 8, who is in 3rd grade, and another boy, Pat, 7, who started 2nd grade.

In the Childs' family, Mike is in his final year of Law School at State University of Iowa at Iowa City and Dave Childs is also at SUI in graduate school majoring in German while their sister, Susie's husband, Frederick Hagemann is at Drake University working on his master's degree in business administration.

Also in college is Mary Burrichter, daughter of Chief Engineer Don Burrichter, who will be a senior at Iowa State University at Ames.

Attending Western New Mexico University at Silver City, N. M., for her sophomore year is Lory Williams, daughter of Guide Editor Mary Williams. Her brother, Loche is a junior at Shenandoah High this fall.

Another sophomore in college is Bob Kling, son of Norm Kling, KMA engineer. He attends the University of Northern Iowa at Cedar Falls. His sister, Carol, has begun her junior year at SHS.

Salesman Dennis Boldra's son, Tom, has enrolled in the electronics course at Iowa Western Community College at Council Bluffs.

Three of Traffic Manager Ardene Mullison's children are in school. They include Donald, 16, sophomore at SHS, Robert, 13, in 8th grade, and Janie, 9, third grade.

Grade schoolers predominate in families from the Accounting Department. Earle Crowley's children are David, 13, in 8th grade, Janet, 11, 6th grade, and Scott, 10, 4th grade. Sharon Smith's two are Teresa, 11, who is in 6th grade and son, Terry, 8, who entered 3rd grade. Nadine Kelsey's son, Kent, is 9 and is in 4th grade.

Gayleen Padilla, 10, daughter of Lynn Padilla of Continuity, is in 5th grade.

The three children of Salesman Byron Stoner are Penni, 16, junior at SHS, Kelly, 15, sophomore at SHS, and Christina, 9, fourth grader.

Farm Director Cliff Adams' daughters include Cindy, 13, 8th grade, Kathy, 12, 7th grade, and Mary Jane, 9, 5th grade.

The children of Jack Mihall, Operations Director, are John 11, in 6th grade, Debbi, 12, in 7th, Darla, 14, 9th grade, and Denise, 15, beginning her sophomore year at Farragut High.

Station Manager "Andy" Andersen will send two to college, son, Dan starts his freshman year at Peru State, and daughter, Janis, will be a junior at Northwest Missouri State College at Maryville. Another daughter, Barbara, will be a sophomore at SHS.

Ed May, Jr., has started his senior year at SHS.



Every day Jack Mihall and Pat Patterson of KMA broadcast a half-hour show from the 1971 Sidney Rodeo in August. They interviewed rodeo personalities and gave the results of the contests. One of those they interviewed is shown with them in the picture, Mrs. Mike Cervi of Sterling, Colo. She is the wife of the president of the stock contractors for the rodeo, Beutler Bros., Linger and Cervi.

(Photo by Jack Benjamin)

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**DRIVE CAREFULLY  
SCHOOL IS OPEN**

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# GUEST COOK for September . . . *BETTY LUND*

Lots of hobbies keep Betty Lund happy and busy. Although her children are grown and married and have children of their own, Betty still finds plenty to do. She likes to knit and read and makes practically all her own clothes. She also does part-time nursing at the local hospital.

She and her husband Ralph, KMA engineer, have built their own cabin at Big Lake, Mo., and try to spend as much time there as possible. They also enjoy visits with their children and grandchildren. She and Ralph do a lot of walking. Betty enjoys cooking as these recipes testify.

## SWEDISH MEAT BALLS

- 1½ lbs. ground chuck
- ½ cup minced onion
- ¾ cup fine bread crumbs
- 1 egg
- ½ t. sugar
- ½ t. allspice
- ½ t. nutmeg

Shape into walnut sized balls (14-18 balls). Brown in heavy skillet in ¼ cup Crisco. Remove meat balls.

Stir into fat:

- ¼ cup flour
- 1 t. paprika
- Salt and pepper to taste

Add slowly:

- 2 cups boiling water
- ¾ cup sour cream or use milk if desired

Stir until well mixed. Return meat balls to gravy. Cover and simmer 30 to 45 minutes. I've used a Dutch Oven, the electric skillet or a casserole dish in oven. Serves 6 to 8 people. This is very good made ahead and reheated. Good for working gals.

\* \* \*

## OATMEAL-RAISIN MUFFINS

- Sift 1 cup flour
- 3 t. baking powder

Cut into above ¼ cup shortening. Add 1 cup quick rolled oats. Mix together and add to dry mixture.

- 1 egg
- 1 cup milk
- ½ cup brown sugar
- ¼ cup white sugar

Lastly add ½ cup raisins. Makes 12 muffins. Bake in 425° oven 15 to 20 minutes. These freeze well.

\* \* \*

## VERY GOOD AND VERY SIMPLE PIE CRUST

- 2 cups sifted flour
- Cut in ¾ cup margarine or butter (I use margarine)
- Add ¼ cup water

Make pie crust as usual. Two 9" crusts or one-half of this recipe makes two 8" pie crusts. Bake in 450° oven 8-10 minutes.

## EASY-DOES-IT FRUIT MOLD

- 2 cups pineapple-grapefruit juice drink
- 1 pkg. lemon jello
- 3½ cups drained fruit cocktail

Heat 1 cup juice to boiling to dissolve jello in. Add 2nd cup juice. Chill and add fruit cocktail. Serves 6. The juice drink gives a peppery taste to molded salad.

\* \* \*

## BARBECUE BEEF SANDWICHES

- ½ lb. ground chuck
- ½ t. salt
- 1 T. brown sugar
- 1 T. prepared mustard
- 1½ t. Worcestershire Sauce
- ¼ cup catsup

Simmer 20 minutes. Serve on buns. This makes 2 or 3 hamburgers. Right size recipe for husband and wife after children are gone.

\* \* \*

## RUM CAKE

Cream:

- ¾ cup margarine
- 1½ cups brown sugar
- 1 lb. chopped dates
- 2 cups chopped walnuts

Mix:

- 1 t. soda with 1 cup boiling water — add to above mixture

Add:

- 3 beaten eggs and mix well

Stir in:

- 2¼ cups flour
- 1 t. salt
- 2 T. rum (do not use flavoring — use real rum)

Blend well. Bake in 13" by 9" pan in 300° oven for 1½ hours. Cool in pan 10 minutes and then remove from pan.

Frost cake while warm with following frosting:

- ¾ cup powdered sugar
- 2 t. sugar
- 3 t. rum
- 1 to 3 t. milk to make proper spreading consistency

This is a heavy textured rich cake. Cut pieces small. This is a favorite cake served in Canada during Christmas holidays. This keeps well and freezes well. Very tasty.

\* \* \*

## LOW CHOLESTEROL MAYONNAISE

Beat 1 egg white until frothy with electric mixer. Add ½ cup corn oil a little at a time along with 2 t. sugar, ½ t. dry mustard. Add 1½ t. vinegar and heat. Add other ½ cup oil very slowly beating continuously. Lastly add 3 t. more of vinegar plus ¼ t. salt. This makes 1 cup mayonnaise and of course is ideal for people on a low cholesterol diet.

## BLACK MIDNIGHT DEVILS FOOD CAKE

½ cup shortening (Crisco)

1¼ cups sugar

2 large eggs

Mix together and add to above:

½ cup cocoa

1 cup hot coffee

Sift together and add to above:

1½ cups flour, sifted

½ t. salt

1 t. soda

¼ t. baking powder

Bake in 13" by 9" pan, 350° oven, 45-55 minutes. I baked this cake and frosted it with white 7 minute frosting when all the children were home. It was a favorite of theirs.

\* \* \*

## BANANA TEA BREAD

1¾ cups flour

2¾ t. baking powder

½ t. salt

½ cup shortening

¾ cups sugar

2 eggs - mix well with electric mixer

Add 1 cup mashed well ripened bananas (2 large)

Put in greased bread pan, 350°, 50 to 60 minutes. Let cool 20 minutes in pan before removing.

\* \* \*

## TART-N-SAUCEY APPLE PIE

Mix:

½ cup white sugar

½ cup brown sugar

½ t. cinnamon

¼ t. nutmeg

1 cup applesauce

1 can pie sliced apples (drained)

Put into 8" unbaked pie shell.

Crumble topping:

¾ cup flour

½ cup brown sugar

Cut into above 6 T. margarine. Add to apple filling. Bake in 400° oven for 40 minutes. This is delicious with a scoop of vanilla ice cream.

\* \* \*

## COOKIE FROSTING

Can you imagine a better way to top homemade cookies than with a creamy chocolate frosting? Unless it's a creamy chocolate frosting made with fresh sour cream. For example, gently stir ½ cup of sour cream into a cup of melted semi-sweet chocolate pieces that have been allowed to cool. Now all you need are your favorite cookies.

\* \* \*

## BANANA DATE NUT MUFFINS

Prepare date nut muffin mix as directed on package except—add ¾ cup mashed bananas with the egg and milk. Makes 16 muffins.

\* \* \*

Mix peanut butter with hot cooked rice, plus salt and pepper to taste.

# Billie Oakley Takes Vacation

Hello There!

It's up, up and away for me this month! I will drive, with friends from Grand Island, Nebraska, as far as Las Vegas; spend a day or two . . . then fly on to Eugene, Oregon, to visit my family. Both parents are a bit under the weather, so we will have a quiet visit this time. After that, I shall again meet my friends in Nevada and drive home with them, traveling the southern route. I have never spent any time in southern New Mexico . . . nor have I ever visited southern Colorado. Hopefully, some of the wrinkles will disappear from my face, and even my personality, from a two-week trip away from the office and work. Everyone needs a vacation of some kind or other, and I hope you have managed one into your schedule.

Our recipe this month is a real winner. It's the kind of dessert salad you can make ahead of time and serve with pride. Enjoy!

We have State Fairs going on across the country, and I do hope you manage to attend one of them. While in Marshalltown, Iowa, I visited their County Fair and got myself inspired for the big ones. The 4-H groups really make and keep the fair in business. Hopefully, they are growing stronger and greater throughout the midlands, and that is one of the bright hopes of our future. Let's give them all the support needed for their growth.

How's your canning and freezing coming along? I get so many letters from listeners who say they are doing more than ever this year. It wasn't a good year for tomatoes in our area, but some report bumper crops. Let me hear a report from you. We're always interested in knowing "what's new with you!" Till next time . . . keep a smile.

Billie

## FROSTED

### RASPBERRY-APPLESAUCE SALAD

1 pkg. (3 oz.) raspberry gelatin

1 cup boiling water

1 pkg. (10 oz.) frozen red raspberries

1 cup applesauce

2 cups miniature marshmallows

1 cup commercial sour cream

Dissolve gelatin in boiling water. Add frozen raspberries, stirring until thawed. Blend in applesauce. Turn into 9" square pan. Chill until firm. Combine marshmallows and sour cream. Spread over fruit mixture. Chill several hours before serving.

Spoon hot applesauce over cinnamon toast. Cut another slice of cinnamon toast in half diagonally and arrange over applesauce.

\* \* \*

Mix grated apple in cream cheese for a brown bread or cracker spread.

# Stand By For News

With this issue of The Guide, we want you to meet one of America's most talked about and listened to newsmen and commentator. His familiar "Hello Americans, This is Paul Harvey . . . Stand by for news . . ." means in-depth, interesting reporting to you the listener.

Paul Harvey comes to you on KMA every weekday morning at 7:35 . . . and every afternoon at 1:15. KMA picks up Paul Harvey over the lines of the ABC Entertainment network. Most of the time Paul Harvey does his broadcast from Chicago, Ill. Many times he packs what he calls his portable microphone into his private airplane and does his show from many remote parts of the United States. I think the success of Paul Harvey has been his ability to seek and cultivate the human interest stories on the air. It has been said that if another newsmen would read the same stories that Paul Harvey does on the air it just wouldn't sound the same. He has a way of making the funny, funny, and the serious, very serious. The morning Paul Harvey show is five minutes long . . . and the afternoon show lasts fifteen minutes. In the latter broadcast, Paul has a little more time for comment. Add a little gusto to your day . . . Tune in Paul Harvey news . . . We think you'll like it.

—By Jack Mihall



NED DERMODY

# "FEEDBACK"

QUOTES WE LIKE

We have always been intrigued by Newspaper Headline writers. The Headline writer, of course, must boil a full-blown news item into an eye-catching one or two lines, usually three to six words. Often, the writer will be carried away to the height of humor . . . catching editors looking the other way.

ITEM: An Associated Press story written in Paris several years ago quoted U. S. Spokesman Harold Kaplan as saying "We may someday have tea with the other side" in the Vietnam Peace talks in Paris. The Headline?

WE SEE TEA KEY TO HO CHI, VC!

ITEM: United Press International's Washington Bureau filed a story recently in reference to rumors that Vice President Spiro Agnew would be dumped in favor of Treasury Secretary John Connally as President Nixon's running mate in 1972. The Headline?

ONLY THREE PRESIDENTS HAVE SWITCHED MATES!

That one should be comforting to Mrs. Nixon.

—O—

The marvels of our technological age continue . . . ably reported by newsmen.

WITNESS: COW BURP POWER COULD HEAT HOUSE!

Not only will a cow give you milk, she's got the power to boil it! And if she has nine friends, they could heat your house water system too. Scientists have noted that ten average cows belch enough methane gas each day to keep a stove, water heater, and furnace burning in a small house.

Now that's one way to cut your utility bill!

—O—

One of the great pleasures of working News is research. Think of the problems (?) encountered by the reporter assigned to study the monokini fad in St. Tropez, France. The legman (no pun intended) discovered that the five St. Tropez Gendarmes were so busy with routine enforcement that there was no manpower to search the snack bars and discotheques for braless bodies. The followup revealed (again no pun) that the no top style on the Riviera astonished newcomers the day they arrived, but by evening, they were bored . . . and the next day . . . they were trying the new style themselves.

—O—

A Roanoke, Virginia, Newsroom decided to air thirty minutes of "Good News." It took two newsmen twelve hours to put the program together.



Governor Robert Ray talked about the potential of the Pony Creek Watershed and Park with KMA Farm Director Cliff Adams during the dedication.

Congressman Scherle explained in his dedicatory speech at Pony Creek "that this edifice is for everyone in Southwest Iowa. The scenic beauty will enhance the economic value of the whole area."



Three generations gathered from various parts of the country and came to KMA Radio for a tour. They included Mrs. Emilie Benes from Lincoln, Neb., and her two daughters, Mrs. Ralph Wesely of Waverly, Neb., and Mrs. Georgia Bell of Longmeadow, Mass., and their children. Also with them is tour director, Isabelle Hanzlick.

Mrs. DUANE PARTLOW  
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## PONY CREEK AREA DEDICATED

Hidden away in the bluffs about three and one-half miles from Glenwood, Ia., is the recently completed Pony Creek Watershed and Park which will benefit area residents in many ways.

Constructed with federal funds, 22 structures were built to control problems of flooding and sedimentation in the 30-square-mile area. The project costing \$1,250,000 was dedicated at special ceremonies in August at which time Congress-

man William Scherle and Iowa Governor Robert Ray were among the speakers.

In addition to providing controls, the watershed also boasts an 83-acre lake which can presently be used for boating and fishing. Many Indian artifacts were discovered during the construction which may have helped lead to the nomination of Pony Creek Park by the Department of the Interior to the national registry of historical sites. For more pictures of the dedication turn to page 15.



(Sentinel Photo)