

The
KMA GUIDE

July-August, 1972

CAPTAIN STUBBY COMING

The KMA Guide

JULY-AUGUST, 1972

Vol. 29

No. 4



That well-known entertainer, Captain Stubby who can be heard on KMA Monday through Saturday, will be making a personal appearance at the Page County Fair. He will take part in the Talent Show on the first night of the Fair, Aug. 1 at Clarinda.

Captain Stubby whose program for Allied Mills, makers of Wayne Livestock Feeds, is scheduled on KMA at 11:55 a.m., Monday through Friday and at 7:30 a.m., Saturday, has been entertaining folks since he had to be hoisted up to the piano bench beside his mother. He earned the nickname "Stubby" then and carries it to this day.

Born Tom Fouts on a farm in Carroll County, Indiana, Stubby now owns a 450 acre farm there. For over 10 years, Stubby's column "Cap-

Edward May, Jr., completes high school. For a father's thoughts about this event see the next page.

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FRONT COVER — Brenda Kay and her bridegroom, Richard McConahay. The picture was taken by Logan Studio, Clarinda, Ia. For more about the wedding see page 11.

tain Stubby Says" appeared in THE PRAIRIE FARMER.

He has made over 5,000 personal appearances in every state in the country. Among his other credits are National Barn Dance, Warner Bros. motion picture; Mercury, Decca, Majestic and Columbia recordings, The Blue Network, Don McNeill's Breakfast Club (as both writer and performer), WGN-TV, WBKB (TV), WLW, WLS and all four networks.



A Chat With Edward May



Shortly before writing this column I took a drive around the countryside in southwestern Iowa. Frankly, I liked what I saw . . . namely a green, lush area with prospects for another season with bumper crops. The recent rains have given everything a "shot in the arm" with the result you can almost see the corn and soy beans grow.

Frankly, Shenandoah has been in a small pocket in which the rainfall amounts had not been as generous as in most areas outside this pocket. We weren't in a drought situation, but we had reached the point where farmers were becoming a little nervous about the need for rain. Happily the rains arrived and everyone feels much better about our prospects. I hope the official 30-day weather forecast materializes as the weather bureau is calling for rainfall to be normal for the period June 15-July 15. In the case of Shenandoah, normal rainfall for this period would be a little over four inches.

The rains and warmer temperatures have also helped the flowers and other plants at the Earl May trial grounds. Because of earlier rains, we were late in planting the test gardens. However, Mother Nature seems to have the faculty of producing excellent growing conditions. Consequently, in spite of a late start, we think the annual Open House at the Earl May Test Gardens will be on schedule, namely the third Sunday in July, which is the 16th. We will be talking a great deal more about the trial grounds as the season progresses and we will keep you posted. If, by any chance, it should be necessary to postpone the date of the Open House, it most likely would be one week later—on the 23rd.

In the meantime, there is much to see at the Test Gardens and you are always welcome. If you like annual flowers, roses, gladioli, perennials, vegetables, lawn

grass, shrubs, evergreens, shade trees, hedging plants, corn, grasses and legumes, then you will find it worthwhile taking a tour of the Test Gardens. Before you finish reading this issue of the Guide, mark your calendar for Sunday, July 16, and plan a trip to Shenandoah and the Earl May Test Gardens Open House.

ED MAY, JR. GRADUATES

Recently thousands of high school graduates throughout the country received their diplomas emblematic of completing their school's requirements for graduation. One of these was Ed May, Jr. who was graduated from the Shenandoah High School. Naturally, we took pictures of him in his cap and gown and will treasure these pictures for years. (Picture on page 2.)

Because of his broadcast activities many of you have shown an interest in Ed May, Jr. I thought you might enjoy seeing how he looked as a high school graduate. Graduation is a big event and certainly a milestone in a person's life. Frankly, Eddie—like most high school graduates—is pleased to have this part of his education behind him. He intends to continue his education and this fall he will be attending Doane College at Crete, Nebraska. Doane is a small school—about 25 miles south of Lincoln—with an enrollment of approximately 720. It is well established as this year Doane is celebrating its centennial. The factor that proved attractive to Eddie was the fine communications department of the school. Communications is Eddie's main interest, primarily because of his activities in broadcasting. He intends to pursue this as a career. Nothing could please the family more as we need some of the "younger generation" to carry on. In the month of July, KMA will be celebrating its 47th birthday, and Ed May, Jr. is the third generation of the May family to be a broadcaster on KMA.

FRANK COMMENTS

The picture this month was taken on June 10 and shows me admiring a planting of Peace Roses, which are about in the center of the rose block at the Earl May Trial Grounds on the south side of Shenandoah. This particular bed is the old original Peace Rose; but nearby are beds of the other newer strains of Peace including Red Peace, Pink Peace, Chicago Peace and Flaming Peace, so that visitors may easily compare one with the other, as each is quite different from the other four. They are all good, but, personally, I think I still like the original Peace a little the best.

Notice how healthy and husky the foliage looks. All of the hundreds of rose bushes in the Trial Grounds have this same healthy vigorous look this year with no signs of any insect damage or fungus diseases of any kind. This, of course, is due entirely to proper care and maintenance right from the start. To begin with, they were thoroughly mulched last fall, and the mulch was removed before new growth even started this spring. At that time, the canes were cut back to about six inches above the ground and each bush was given about a teacup full of Earl May's Rose Food just scattered on top of the ground.

When the new shoots were five or six inches long, all of the roses were given their first spraying with a mixture of Phaltan and Isotox, in water, and applied as a liquid spray on both the upper and lower surfaces of the leaves. The Phaltan is to prevent fungus diseases such as Black Spot and mildew; and the Isotox is to take care of both sucking and chewing insects. Apparently, both have done a good job because I haven't seen a single sign of any insects, or insect damage of any kind, and neither have I seen any signs of Black Spot or fungus disease of any kind. Inci-

dently, that same spray mixture has been carefully and thoroughly applied again every week or ten days, and we will continue to do so until cold weather this fall puts a stop to their growth.

There are two reasons why it is necessary to spray them so often. One is that the roses are continually putting out side branches and new growth, which, of course, would not have any protection against insects and fungus diseases. The second reason is that through the spring and summer months we normally would get a fairly heavy rain about every week or ten days, which would wash off the spray material from all of the leaves and leave them all unprotected. In other words, no matter how thorough a job you do in spraying your roses if you have a heavy rain the next day which washes it all off, then you have the job to do all over again, if you want to have healthy vigorous roses.

Lots of folks are asking when the Open House at the Trial Grounds is going to be held this year. The answer is that the date has not been definitely set at the time this page is being written. Ordinarily, Open House is held on the third Sunday in July, which would be the sixteenth. Owing to our late spring here this year, most of the flowers and vegetables are running about a week later than usual, so right now it looks as if Open House would probably be held on the fourth Sunday in July, which is the twenty-third. Keep listening to KMA and just as soon as a date is definitely decided on, Ed May and I and all the other KMA folks will give it plenty of publicity. Of course, you realize that it is not necessary to wait for Open House day to visit the Trial Grounds. There are no fences around the Trial Grounds and no gates; and you will find everything plainly labeled, and you are perfectly welcome to come whenever it is convenient and stay as long as you like. Even on Sunday you will find someone on hand there to answer your questions.

If you are having a little trouble with sod webworms and bill bugs in your lawn, these can be controlled by a thorough spraying with Diazinon. If something is eating the leaves on your beans, the safest and most effective chemical to use is Sevin, which can be applied as a dust, or better yet, as a liquid spray using two level tablespoons of Sevin to each gallon of water.

Well, I will be seeing you Open House day, and you probably will find me in that tent on the south side of the road just east of the observation tower.



RFD 960

By CLIFF ADAMS

STRAW VOTE TALLIED

The results of a straw vote conducted in this column in the last issue of the KMA Guide produced some unexpected results. While I had expected the new Secretary of Agriculture to be a good politician, I didn't expect him to be as good as the poll showed him to be. Secretary of Agriculture Earl L. Butz produced more favorable votes than did anyone exceeding his boss, President Nixon. 62 percent of the votes cast approved of Secretary Butz, 27 percent disapproved and 10 percent were undecided. President Nixon on the other hand polled a 55 percent approval, 32 percent disapproved and 13 percent were undecided. Among the voters disapproving of Nixon, 31 percent would approve of Senator George McGovern for President; 31 percent were for Senator Hubert Humphrey; 6 percent were for Muskie; 12½ percent for Jackson and 12½ percent for Wallace. The balance were undecided. The votes came largely from small towns and farms. Only 10 percent lived in urban areas and a small percent didn't say where they lived.

While the number voting was smaller than we had hoped would respond, the sampling was, I thought, as good as many of the polls that are conducted.

BUMPER WHEAT ESTIMATE

During the past week, the estimate of wheat production this year indicated another bumper crop. The estimate said it would be the third highest crop on record. We shall be looking forward to the corn crop estimate which will be coming out in July. At this point, it is difficult to say because of the late start that so many corn farmers had. The early planted corn looks real good so far and even the late planted corn isn't doing too badly although the weeds are more of a problem with it this year. Thanks to modern chemical control, however, the weed problem is not as great as it used to be. The long range weather forecast was talking about a drought in our area this summer. We sure hope the weather man is wrong.

RECOMMENDATIONS FOR SHOWS

I read an interesting article put out by the U. S. Beef Breeds council recently which carries some recommendations which I believe are badly needed and which I would like to pass along. The council is composed of breed registries of nine of the well-known breeds. I would suppose it was prompted by the incident which occurred

at the Denver Western National Stock show when a grand champion steer alleged to have been sired by an Angus was actually sired by a Charolais.

The council stated that some positive changes must take place if steer shows are to regain their beneficial objectives and if those changes cannot be implemented, the major emphasis of breed associations should be shifted to junior breeding heifer shows. It recommended the elimination of "open" or adult steer shows, and that all steers be firebranded at the beginning of the project before the junior steers are shown in the exhibitor's county show and certainly before entrance in shows of state level or higher. This identification would have to be made at least 120 days prior to the show, using a code system that would reveal the breed and the state from which entry was made. This would be an attempt to eliminate the "steer jockey." The council restated earlier recommendations that carcass contests should be combined with regular established on-foot steer shows with the top end of the cattle being slaughtered and entered in the carcass show.

The Nebraska State Fair this year has eliminated the auction of top steers and will instead attempt to redistribute the money on a more equitable basis. This is a step in the right direction I believe and will give greater incentive to youngsters who may not always be able to buy the more expensive calves for project work.



Recently, KMA Farm Director Cliff Adams discussed a variety of topics with Kenneth Fulk, Iowa State Fair Secretary. Incidentally, the Fair will be Aug. 18-27 this year.

KMA SPORTS INTERVIEW:

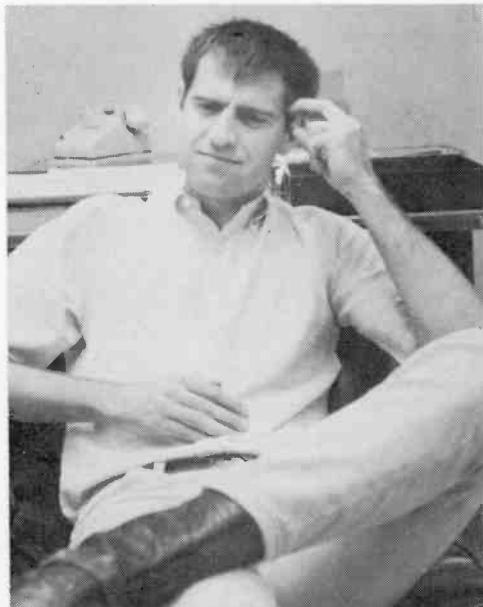
A Candid Conversation with KMA's Colorful Play-by-Play Man

One thing that is very important to every sportscaster, across the country, is an assistant who can come in and help you, when the need arises. I truly believe that I have one of the greatest and talented side-kicks that there is, in Mike Goodin. Mike has actually done play-by-play for more years than I have. It gives me great peace of mind to know that when Mike fills in for me, the job will be done professionally.

Mike Goodin was born and raised in northwest Iowa. He calls Schaller his home. Mike started his radio training in Minneapolis. His first radio job was in International Falls, Minnesota. From there KMA's Program Director went to Storm Lake. Goodin continued in radio as a popular broadcaster in Omaha before coming to KMA. While at Radio 960, Mike has received numerous job offers only to reject all of them. My column, for this issue of the KMA Guide, is devoted to an exclusive interview with my sports assistant, Mike Goodin.

KMA SPORTS: How many years have you been a sports announcer?

GOODIN: I think it's been about ten years, give or take a few.



"One time, during a basketball game, I burped during a free-throw."

KMA SPORTS: When was your first play-by-play broadcast?

GOODIN: It was a high school baseball game, the summer of 1962, at International Falls, at a little radio station. The station was one of only seven 100-watters in the U. S.

KMA SPORTS: Why did you choose to hone your play-by-play ability in International Falls?

GOODIN: There were only three people at the radio station. One of them was the manager. The other was the engineer. That left me to do the sports. That's how I got started.

KMA SPORTS: What qualities do you consider to be the most important in sports-casting?

GOODIN: I have a philosophy of just letting the people know what's happening. Let them know who is ahead. I don't think you have to get over-descriptive.

KMA SPORTS: What do you enjoy most about sportscasting?

GOODIN: First of all, I like games. Also, I like the close association we develop with the teams, players, coaches, officials, school personnel, plus the people associated with the State Girls High School Athletic Union, and the Boys State Athletic Association.



"Do I like Girls Basketball? Of course I do. I also like girls."

MIKE GOODIN

as Told to Warren Swain

KMA SPORTS: Much of the public regards sports announcers as a devil-may-care bunch, leading very exciting and colorful lives. How close to the truth is this?

GOODIN: Well, in my case, it really is pretty close. Some guys are really pretty blah, and just go to the games. But, I really live for the social life after the game.

KMA SPORTS: Do you feel that you can become a truly qualified KMA sports announcer by not wrecking the KMA station wagon?

GOODIN: I think one of the first priorities to keeping your job is not wrecking the wagon.

KMA SPORTS: Is there any one game that you will long remember that you did?

GOODIN: There are two actually. The one game might not have been the most exciting one that I have ever done, but it was a great personal thrill. That was the game in which Storm Lake beat Des Moines Roosevelt to win the Iowa Boys State Basketball Tournament. I had been born and raised around there and knew most of the players on the team. I had done their games on the Storm Lake station when they were sophomores. To do that game was very exciting. Another game that I will long remember was when the Farragut girls won the state tournament.

KMA SPORTS: What person do you consider to be the best in sports announcing?

GOODIN: That's no problem at all. I think if you have to pick one sport and one man who does a tremendous job it would have to be Dan Kelly, who does St. Louis Blues hockey and the CBS-TV



"I like the social life after the game."

National Hockey League Game of the Week. Now, for one man who can do any sport, and do a good job, I would have to lean towards Keith Jackson of ABC.

KMA SPORTS: Do you have any desire to get out of the play-by-play business?

GOODIN: Lots of times I do, such as when we are doing five games a week. But, right now, I'm ready for football to start.

KMA SPORTS: Have you ever had one unusual experience happen to you that stands out from all the rest?

GOODIN: I did a football game, once, at Red Lake Indian Reservation, in Minnesota. At one of the far ends of the football field there was a big dip. When players would get down to that particular spot all you could see were shoulder pads and helmets. It made it a little difficult to call the game when you couldn't see numbers. That was the most unusual experience, probably.

KMA SPORTS: Thank you, Mike, for the interview. I'm sure our subscribers enjoyed it.

Newsman **RALPH CHILDS** took time out of his week off to attend the Frazier-Stander Heavyweight fight in Omaha.

JULY-AUGUST GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- | |
|--|
| July 6—Ed May, Jr. |
| July 6—Mrs. Earle Crowley |
| July 7—Robert, Nadine Kelsey's husband |
| July 8—Don, Ardene Mullison's son |
| July 10—Mrs. Carl Andersen |
| July 12—Duane B. Young |
| July 17—Jeffrey, Pat Patterson's son |
| July 27—Brenda Kay |
| July 28—Ed May |
| July 30—Mrs. Ned Dermody |
| Aug. 1—Mary Williams |
| Aug. 4—Douglas, son of Lynn Padilla |
| Aug. 7—Tom Taylor |
| Aug. 7—Scott, Earle Crowley's son |
| Aug. 8—Cliff Adams |
| Aug. 10—Brian, Arilla Hadden's son |
| Aug. 13—Diane, daughter of Ned Dermody |
| Aug. 14—Dee Martin |

HAPPY ANNIVERSARY TO:

- | |
|---------------------------------------|
| July 21—Mr. and Mrs. Charles Williams |
| Aug. 12—Mr. and Mrs. Carl Andersen |
| Aug. 14—Mr. and Mrs. Dick Mullison |
| Aug. 21—Mr. and Mrs. Mike Goodin |



"Quick—get rid of it."

If you want to get Managerial Secretary **EVALYN SANER** on the run, just tell her there's a bug near and she takes off. To add to her agitation one day Salesman **DEE MARTIN** persisted in putting a bug on her desk—every time she turned away the bug would be back. But Evalyn got her revenge when **DR. ROY McGRAW**, veterinarian, came in to participate in the Midwest Farmer program (heard at 12:30 p.m., Saturday). She persuaded him to pick up the bug and write Dee's name on its back. Then they put it in Dee's desk. As you can see even with Dr. McGraw's help, Evalyn isn't too happy at being that close to a BUG.

FAREWELL

Jack Mihall tells the girls of KMA goodbye. Jack returned to Oelwein, Ia., where he has accepted a position as manager of KOEL-FM radio station. Jack had been Operations Director for almost two years at KMA, coming here from Oelwein. Wishing Jack good luck are Nancy Maher, news department; and (l to r in background) Ardene Mullison, traffic manager; Lynn Padilla, continuity director; and Brenda Kay, women's director. The staff of KMA and the Guide wish Jack continued success in his new position.



Angela Goodin at two months.

Lots of dark brown hair and dimples like her mother was the description the proud father gave of his new daughter. That baby girl is none other than **ANGELA DORMAE GOODIN** who was born at 7:59 a.m., April 22 to **MIKE** and **JACKIE GOODIN**. Born at the Clarinda Municipal Hospital, Angela weighed 6 pounds and 3 ounces and was 21 inches long. Although she is already two months old, the Guide deadline prevented a previous announcement.

PARTY LINE



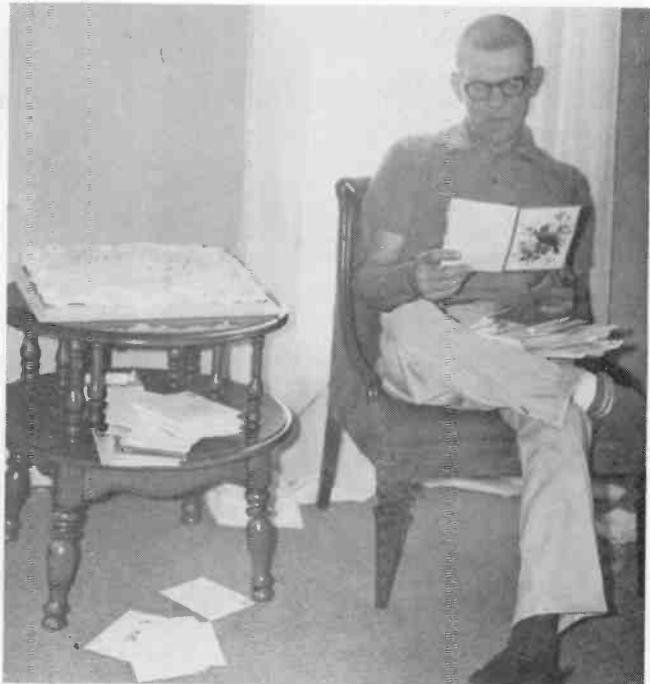
When **MERLE DOUGLAS** celebrated his birthday June 7, the gang from KMA went out to cheer him and share a beautifully decorated cake which said "Happy 39th Doug." Doug was overwhelmed by the listeners greetings. At last count he had received 215 cards on his birthday.

Although he is improving, Doug (at Guide deadline time) remains at home treating his leg. As most Guide readers and KMA listeners realize, Doug had polio as a child which left him with one weakened leg requiring a brace. Last winter the leg began giving Doug so much trouble that he could not wear his customary brace, and finally the doctor prescribed complete rest for it. Doug has been at home for two months and the long days have been brightened by the mail.

KMA Radio has a new station wagon. It is a soft green color which **BILL OVERBEY**, advertising director for May Seed and Nursery Co., calls desert bronze. The wagon replaces one which was "totalled" as the vernacular would have it, in April.

Guide Editor **MARY WILLIAMS** and husband, **CHARLIE**, have returned from a three week tour of nine European countries. After landing in London, the tour group traveled across the English channel by ship and throughout the continent by bus, covering 4,000 miles on land. They took a Rhine River cruise and flew home from Paris.

Newsman **RALPH CHILDS'** son, **MIKE** who received his law degree from the State



Doug says "Thank you to everyone for all the wonderful cards and notes."

University of Iowa in June will be associated with a law firm in Harlan, Iowa. Mike, his wife, **NANCY**, and son, **ERIC**, will vacation with his parents in Shenandoah before moving to Harlan.

Announcer **DAVE WHITE** moved into a new apartment this summer. His first attempt at cooking proved the old saying "Where there's a will there's a way." As with most young bachelors, Dave wasn't too long on kitchen utensils. He had a hamburger frying in his one skillet when he decided it was time to turn the burger—but what with? There wasn't a spatula in the place. What this recent student did have, however, was a ruler, and he managed to employ the ruler as the turner for that hamburger. Dave claims it "turned out good." Since then his mother has supplied him with kitchen necessities.



Tom Taylor Newsman drives the new station wagon.



Ed May, Jr., who finished high school this year, dated Jolene Whitehill for the dinner-dance.



For the second year, Carol Kling, daughter of Engineer Norm Kling, went to the prom with Mark Miller.

MEMORIES TO CHERISH

In an era of changing traditions, the Shenandoah High School continued with the annual Junior-Senior Prom this year although there was some protestation about the cost of staging the event. Only last year, many of the young men decided to wear suits or sports coats instead of the formal attire favored by other generations.

However, the young ladies seem to prefer long dresses and wear them in the daytime in addition to special occasions such as proms.

Theme of the prom this year for the Shenandoah function which was attended by several from the KMA staff families was "Color My World."



Barbara Andersen, daughter of Station Manager "Andy" Andersen, was the guest of Randy Gowing whose father, Jack, was on KMA for many years.

M. GOODIN GIVEN PROMOTION

KMA Station Manager "Andy" Andersen announces the promotion of Mike Goodin to KMA Program Director. In this capacity, Mike will be responsible for the planning, development and coordination of programming for the radio station.

Joining the staff in 1967, Mike has served in the music and sports departments and was Chief Announcer.

Mike is married to the former Jackie Haidsiak of Schaller, Ia., and they are the parents of a daughter, Angela, born April 22 of this year. They own their home at 508-8th in Shenandoah.

A graduate of Schaller High School, Mike attended Buena Vista College at Storm Lake and was graduated from Brown Institute in Minneapolis, Minn. Radio experience was gained at International Falls, Minn., Storm Lake, Ia., and Omaha, Neb.

ANGELA GOODIN received lots of spoiling during her daddy's week of vacation. Program Director **MIKE GOODIN**, his wife, **JACKIE**, and daughter, **ANGELA**, visited with grandparents, **MR. and MRS. JAMES GOODIN** at Newell and with Jackie's parents, **MR. and MRS. LESTER HAIDSIAK** at Schaller.

A MEMO

From BREND A KAY

My big day finally arrived! On May 6, 1972, Richard and I were married at the First United Methodist Church in Clarinda, Iowa. It was a beautiful day for both of us, despite the fact it rained continually from morning to night. Nothing could dampen our spirits, I guess! We were both pleased that all of our favorite people were able to come and be in our wedding party — some coming from as far as New Jersey, Colorado, Arizona, and Texas.

As near as we could estimate, two hundred guests attended our ceremony and the buffet reception which followed. The ceremony was truly a family production, as my father wrote three of the musical selections and sang one of them entitled "A Father's Message." My mother did her share as she made all of the attendants' gowns, as well as her own. This totalled eight full-length gowns, which took a great deal of time and patience! What would I have done without my terrific parents(!)? I made my own gown using French lace I had purchased last fall in New York City when I was teaching in New Jersey. As per usual, I was still sewing on Saturday morning — the day of the wedding! (I am well-known for completing projects at the last minute.) But I was at the church early and managed to remain calm and collected throughout the remainder of the day. If I could give any advice at this point, it is this: Have a thorough rehearsal so you may enjoy your wedding day. I have known brides to say: "I don't remember anything about my wedding — I was too nervous." How unfortunate! Richard and I both remember and cherish every moment of our wedding day.

Now we are living in Clarinda where we bought an older home which we are trying to rejuvenate. It's a long, slow process since Rich and I are both working full-time. My husband is a Field Representative for New York Life Insurance, and I am still the Women's Director here at KMA.

I wish all of you could have shared May 6th with us. It was much happier than the day I dreamed of as a little girl. I guess life is as happy and fulfilling as we make it!

* * *

LUAU BARBECUE BEANS

- ½ cup green pepper strips
- ½ cup sliced onion
- 2 T. butter or margarine
- 2 cans barbecue beans

In saucepan, cook green pepper and onion in butter until tender. Add beans. Heat; stir now and then. Makes 6 servings.



Wedding guests of Brenda Kay and Richard McConahay enjoyed listening to the recorded music provided by Mike Goodin of KMA.

SUMMERTIME SWEETS

Summer is here! So to celebrate those lazy (?) days, here are some good summertime desserts to keep everyone happy. By the way, remember to enjoy your family, even when things get hectic. Your family will not always be around. So live and be happy!!

RHUBARB CRISP (My Grandmother Crow's favorite recipe)

Place in baking pan 3 to 4 cups diced rhubarb. Mix together:

- ¾ c. sugar
- ½ c. milk
- 1 t. baking powder
- 3 T. butter
- 1 c. flour
- ¼ t. salt

Pour this mixture over the rhubarb. Then mix together:

- 1 c. sugar
- ¼ t. salt
- 1 T. cornstarch
- ¼ t. cinnamon

Sprinkle dry mixture over batter. Then pour 1 cup boiling water over the pan. Bake at 375 degrees for 45 minutes.

ICE CREAM DESSERT

2 c. rice or wheat checks (crushed)
1 c. coconut
 $\frac{1}{2}$ c. nuts, chopped
 $\frac{1}{3}$ c. oleo or butter
 $\frac{2}{3}$ c. brown sugar, packed
 $\frac{1}{2}$ gal. ice cream

Melt butter and add sugar. Mix other ingredients, except ice cream, and add to the melted butter-sugar mixture. Put half of mixture in the bottom of a 9x13 inch baking dish. Cover with the ice cream. (Any flavor may be used, providing a wide range of colors and flavors!) Cover with remaining mixture. Put in freezer. Take out a short while before using. Serves 15.

And here is a Hot Fudge Sauce to top that next ice cream sundae!

* * *

HOT FUDGE SAUCE

$\frac{3}{4}$ c. sugar
 $\frac{1}{4}$ c. cocoa
 $\frac{1}{4}$ c. water
 $\frac{2}{3}$ c. evaporated milk
2 t. butter
1 t. vanilla

In a 1-quart saucepan combine sugar and cocoa; gradually add water; bring to a boil. Add evaporated milk and boil about 5 minutes, stirring occasionally. Add butter and vanilla; stir until butter melts. Serve warm over vanilla ice cream.

* * *

JEWISH COFFEE CAKE

1 cup shortening ($\frac{1}{2}$ butter — $\frac{1}{2}$ shortening)
2 cups sugar
4 eggs
1 $\frac{1}{2}$ t. baking powder
 $\frac{1}{2}$ t. salt
1 cup milk
3 cups flour
1 t. vanilla
 $\frac{1}{4}$ t. almond, orange, or lemon flavoring (opt.)
2 T. sugar and 1 T. cinnamon mixed.

Cream shortening and sugar. Add eggs, milk, and dry ingredients alternately. Add vanilla and almond, orange, or lemon flavoring. Grease and lightly flour tube pan. Pour

ATTENTION ALL CREATIVE HOMEMAKERS!!

Now is your chance to take part in a contest where you need to use your most creative, economical skills.

"MONEY-SAVERS IN 1972" is a contest which has two categories to enter. Send in a money saving recipe and/or a money saving household hint. You may enter each category once, and the earliest postmark will be the winner in case of duplication. The deadline is July 15. So enter NOW . . . and look at these great prizes.

Money Saving Recipe

First — Crock Pot

Second, third, and fourth — Enameled cast iron skillet-casserole combination w/lid

Money-Saving Household Hint

First — Electric Broom

Second, third, and fourth — steam iron

Plus — all of the top entries will be used in the KMA Guide and in a book to be published next fall.

Send Entries To:

MONEY-SAVERS — KMA

Shenandoah, Iowa 51601

into pan - $\frac{1}{3}$ batter, $\frac{1}{2}$ cinnamon-sugar mixture, $\frac{1}{3}$ batter, sprinkle remaining cinnamon-sugar mixture, and $\frac{1}{3}$ batter. Bake at 350°F. Usually takes 1 hour; check at 45 min. to be safe. Serve plain or glaze with thin powdered sugar frosting. Decorate with quartered Maraschino cherries placed in flower design.

HINT: Deodorize your kitchen by putting orange peel into a 350 degree oven and leaving the door ajar. It leaves a delightful fragrance!

KMA Staff members travel to update their knowledge in their respective fields. Recently, Brenda Kay, KMA Women's Director, made a trip to Greensboro, N. C. to learn about the textile industry. This picture was taken at Burlington Industries, which is the largest textile manufacturer in the world.



DISCUSS CANCER

To help inform the public concerning the cause and cure of cancer, Mrs. Charmion Stewart (center), Field Representative, and Mrs. Pat Farnsworth, West Page Representative, answered questions on *Living Today*.



YOUTH EMPLOYMENT

Representing the Atlantic, Ia., Mayor's Summer Youth Employment Program on Brenda Kay's show were Mike Campbell and Terri Ross. They along with the Mayor, Jim Jesson, told about the plan.

SENIOR CITIZENS

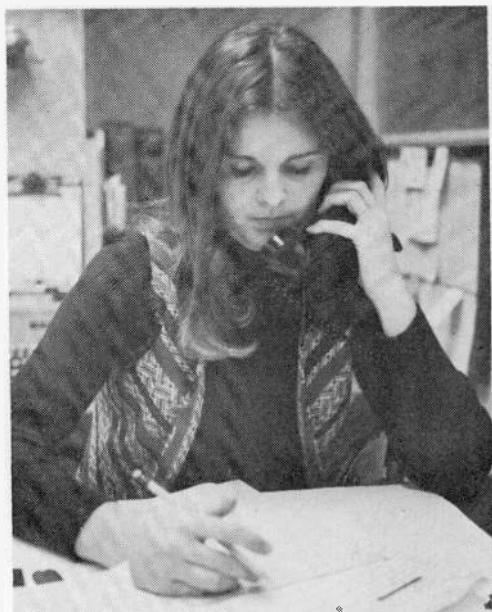
Enthusiastic members of Senior Citizens groups visited with Brenda Kay recently on her *Living Today* show. Discussing their activities are John Bayles and Hester Pierson, both of Shenandoah; Mildred Campbell, Council Bluffs; and Gwendolyn Speer, Executive Director of the Southwest Iowa Area Council on Aging (next to Brenda).



FEEDBACK

By NED DERMODY

We must admit that Nancy Maher does have a pretty face. To dispute that fact would be to deny the obvious. But Nancy, who is rounding out a full year with KMA News, goes far beyond "dressing up the Newsroom." Nancy's responsibilities on the afternoon side include two on the air newscasts, which she must screen, prepare and broadcast.



Nancy's day at KMA begins shortly after 12:30 p.m. when she checks her assignment sheet and begins rewriting major stories from the Noon Newscast. One or two of those rewrites are then incorporated in each of her two newscasts in the afternoon. If her assignment sheet does not require work outside the newsroom, Nancy begins placing her phone calls . . . following up stories, updating material for continuing stories and gathering material for new stories. At the same time, she must keep an ear cocked for the police monitors to check fast breaking news items. If Ralph Childs finds a wire story that interests but lacks detail, it is Nancy Maher who finds the additional detail. Nancy's final duty of a usual day at KMA is the running of a telephone "Beat" . . . checking a regular call list of law enforcement agencies for late breaking items. That is a regular day for Nancy Maher in the Newsroom.

But . . . it is Nancy who keeps a card file of school, county and city officials in four states . . . used to provide informa-

(Continued on page 15)

ROYALS SCHEDULE FOR JULY AND AUGUST

July 1	— Texas	— 1:10
July 2	— Texas (DH)	— 1:10
July 3	— Texas	— 4:40
July 4	— Detroit	— 7:10
July 5	— Detroit	— 7:10
July 6	— Detroit	— 7:10
July 7	— At Cleveland	— 6:10
July 8	— At Cleveland	— (Join in progress at 12:30 p.m.)
July 9	— At Cleveland (DH)	— 11:40 a.m.
July 10	— At Baltimore	— 6:10
July 11	— At Baltimore	— 6:10
July 12	— At Baltimore	— 6:10
July 13	— At Detroit	— 7:40
July 14	— At Detroit	— 7:40
July 15	— At Detroit	— 12:55
July 16	— At Detroit	— 1:10
July 17	— Open	
July 18	— Cleveland	— 7:10
July 19	— *Cleveland	— 7:10
July 20	— Baltimore	— 7:10
July 21	— Baltimore	— 7:10
July 22	— Baltimore	— 7:10
July 23	— Baltimore	— 1:10
July 24, 25, and 26	— Open	
July 27	— At Chicago (TWI-DH)	— 5:10
July 28	— At Chicago	— 7:40
July 29	— At Chicago	— 12:55
July 30	— At California	(will not carry)
July 31	— At California	— 9:40
August 1	— At Oakland	— 9:40
August 2	— At Oakland	— 9:40
August 3	— Open	
August 4	— California	— 7:10
August 5	— California	— 1:10
August 6	— California (DH)	— 1:10
August 7	— Oakland	— 7:10
August 8	— Oakland	— 7:10
August 9	— Oakland	— 7:10
August 10	— Open	
August 11	— At Texas	— 7:10
August 12	— At Texas	— 7:10
August 13	— At Texas	— 5:10
August 14	— New York	— 7:10
August 15	— New York	— 7:10
August 16	— New York	— 7:10
August 17	— Open	
August 18	— Milwaukee	— 7:10
August 19	— Milwaukee	— 7:10
August 20	— Milwaukee	— 1:10
August 21	— Open	
August 22	— Boston	— 7:10
August 23	— Boston	— 7:10
August 24	— Open	
August 25	— At New York	— 6:10
August 26	— At New York	— 12:40
August 27	— At New York (DH)	— 11:40 a.m.
August 28	— Open	
August 29	— At Milwaukee	— 7:10
August 30	— At Milwaukee	— 7:10
August 31	— At Milwaukee	— 7:10

The KMA Guide



KMA's Associate News Director Tom Taylor interviews Iowa Governor Robert Ray under the watchful eye of an Iowa Highway Patrolman. Tom talks about security for political figures in a story on this page.

(Photo by Clarinda Herald-Journal)

DEBATE ON KMA

KMA has scheduled a live debate between two of Iowa's top political leaders. On Monday, July 10, from 11 a.m. until 11:45 a.m., Iowa House Speaker Bill Harbor and State Senator Art Neu will be questioned by a panel of newsmen from the KMA area. The two men are running for the Republican nomination of Iowa Lieutenant Governor. It is the only contested race on the Republican primary ticket, and therefore has drawn the most interest. Harbor operates a grain elevator in Henderson, Iowa, and Neu is a lawyer in Carroll, Iowa. Both men have been interviewed on KMA in the past on separate days, but this is the first time they will be together for a live radio debate.

(FEEDBACK—Continued)

tion on elections. One of Nancy's primary functions is election preparation which involves ascertaining where our coverage will be developed in the four state area; what are the issues or who is running for what office; whom do we call for the quickest election returns and what time. All of that information is then correlated on specially prepared tally sheets for use election night.

Nancy is also called upon to travel occasionally to record interviews or prepare feature material for our Focus 72 program.

Nancy Maher is much more than just another pretty face. She is an integral and very important part of the KMA News team. And . . . even more important . . . she is a wife and mother.

Politicians and Security

AS SEEN BY TOM TAYLOR

The recent shooting of Governor Wallace points out once again the dangers to America's political leaders.

Often it is the newsmen, such as myself, who is quite aware of the security precautions surrounding politicians.

Immediately after the shooting of Gov. Wallace, security was increased for Iowa Governor Robert Ray, as well as for many other state officials throughout the U. S. Several extra state patrolmen were assigned to travel with Governor Ray and to guard him at his home and office.

A highway patrolman always drives the governor's car or flies in the airplane with him. Patrolmen also eat, sleep and live at the governor's residence in Des Moines. I have never seen the governor without at least one state patrolman a few steps away. The picture shows that while I was interviewing Governor Ray during a recent meeting in Clarinda, a patrolman was keeping a close watch on the scene.

Newsmen, including myself, are often the subjects of security checks by the F.B.I., when we cover politicians.

The F.B.I. has run security checks on me four times recently; when I covered visits by Vice-President Agnew, Yugoslavian President Tito, Senator Hubert Humphrey and Senator George McGovern.

Usually, the newsmen telephones the appropriate official's office several days in advance and gives his name, social security number, date and place of birth. Later, if the secret servicemen give you a press identification badge and a smile, you know the F.B.I. has given the OK.

During the Nebraska presidential primary campaign, I spent a day traveling with Senator McGovern and about a dozen secret servicemen. I stood next to the senator with my tape recorder as he spoke at rallies . . . rode on the press bus next to him . . . and ate dinner at the same table with him at an Omaha restaurant.

It never really occurred to me the danger I might be placing myself in. It's always in the back of your mind that something might happen, but you try not to think about it.

Since the Nebraska campaign, Governor Wallace and several bystanders were shot. Looking back now, I'm sure I couldn't follow another major politician around as close as I did in Nebraska, without thinking about what might happen at any moment. And . . . I'm sure the politicians think about it a lot too . . . except they don't admit it.

(Incidentally, Governor Ray is on crutches in the picture because he reactivated an old knee injury while working on his daughter's bicycle.)

POSTMASTER

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KMA-Land Occupations



Don Priebe, Iowa Conservation Fish and Game Officer for Fremont and Page counties was singled out earlier this year for a signal honor. A \$50 award and a plaque proclaiming him Iowa's Wildlife Officer of the Year was bestowed on him by The Shikar-Safari-International, a group of conservation-minded sportsmen and hunters based in Racine, Wisconsin.

That honor although it surprised Don comes as no surprise to those who know him and his work. In addition to his many duties, Don can also be heard as host on KMA's MAN OUTDOORS SHOW at 5:45 p.m. Saturday.

Officer Priebe has spent four years in southwest Iowa. Prior to that he was in conservation three years in other parts of Iowa. He spent four years in the Navy after graduating from Fenton, Iowa, High School and attending Iowa State University.

Don is married and has two sons, Kenneth, 14, and Jim, 10. He and his wife, Jean, who is a former circulation manager for The KMA Guide, are also raising a

foster daughter, Jolene Kirsch, 17.

The duties of his position include fish and game law enforcement; public relations dealing with the program; detection of water pollution; conservation education for youth and others in the area; safety instructions for hunters, primarily with the youth; and coordination of wildlife management practices. Don points out that fish and game enforcement management is not funded by tax money but operates entirely on license money.

Don acts as a U. S. deputy game warden which is a non-paying job under the Bureau of Sport Fisheries and Wildlife, Department of Interior. This allows him to enforce federal wildlife regulations across state lines, and as Don explains "all birds are under federal regulation."

Since the hunting season opens the second weekend of September and ends the last day of February and fishing continues from March to the November freeze, Don is busy, but he does find time for his hobbies of taxidermy and hunting and fishing with his sons.