

KMA



The

KMA

GUIDE

July-August, 1973

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JULY-AUGUST, 1973

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STUDENT JOINS KMA STAFF FOR SUMMER

Beginning her duties with the KMA News Staff in June was Miss Christena Lynn Hall of Sidney.

Miss Hall who was Miss Southwest Iowa 1973 placed third in the Miss Iowa Contest this year, winning the Swim Suit division. The daughter of Mr. and Mrs. Philip L. Hall of rural Thurman, Ia., she will be a senior at Drake University in Des Moines this coming fall. She was graduated from Sidney (Ia.) Community High School.

Her major at college is speech communication with concentration in Radio-TV Journalism. She hopes to do commercials for TV someday. She has worked for the

Speech Communication Department at Drake and at the Sidney Rodeo.

The tall brown-haired young lady likes rock and jazz music, bicycling, golf and writing poetry. She has a Siamese cat, "Xavie" and a dachshund named "Schultzie." Her favorite foods are steak, chicken and pizza, and her favorite color is blue.

For an ideal vacation, she thinks finding a quiet spot on Montego Bay, Jamaica, where she could write poetry would be ideal.

Mikkelsen and White Receive Promotions

Promotions for two well-known air personalities were announced recently by KMA Station Manager Carl "Andy" Andersen.

Named as Chief Announcer was T. J. Mikkelsen who can be heard nightly from 7 p.m. to Midnight and on Saturdays. A native Shenandoahan, T. J. came to KMA two years ago from Army service. He is a graduate of the State University of Iowa and is married to the former Nikki Clarke of Shenandoah, who incidentally is employed in the advertising department of Earl May Seed and Nursery Co.

In his new position, T. J. will be in charge of supervising and scheduling the announcing staff.

Dave White was given the post of Associate Music Director. Dave who has been with KMA a year is better known for his WHITE ELEPHANT SHOP heard at 11:00 a.m. He can also be heard with music till 3 p.m. daily and on SATURDAY NIGHT BANDSTAND, COUNTRY STYLE.

He is a graduate of Northwest Missouri State University at Maryville.

In his new capacity, Dave will determine records for air play and will also serve as public relations liaison with the record companies for KMA Radio.



T. J. Mikkelsen (left) and Dave White receive promotions.

A Chat With Edward May



Every once in a while we have something unexpected happen that brings us a great deal of pleasure. Such an experience happened to me the 28th of April when I was one of six recipients of a Future Farmers of America Distinguished Service Award. The award presentation took place at Waterloo, Iowa, where 2,608 attended the 45th annual FFA Conference. I felt it was a distinct honor to receive an award, and it was a gratifying experience to see the young FFA members in action. The majority of the delegates were high school students, and frankly, I was quite impressed. I couldn't help but feel that the future of our country will be in good hands when intelligent young men like those that were in attendance branch forth and take their place in society. No doubt the Iowa convention is typical of the FFA conventions of other states.

Returning to the Distinguished Service Award, the picture shows me proudly holding the Distinguished Service Plaque, which is quoted below.

This is the issue of the Guide we normal-

ly inform you of the date of the Earl May Trial Gardens Open House. Normally, the Open House is held the 3rd Sunday in July. However, this year it will be held at a later date, Sunday, July 29. The elements seemed to be against us this year, and because of rains, frosts, cool temperatures, etc., we were late with our plantings. In a few cases we had to replant some of the flower beds as many as five and six times. Regardless, things are now growing rapidly and there is quite a bit of color showing although nothing like it will be during July and August. Nevertheless, any time you might be close to Shenandoah you are invited to visit our Trial Grounds. If you have any interest in annual flowers, perennials, roses, shrubs, evergreens, shade trees, lawn grasses, vegetables, hybrid corn, or mulch materials, you will find the Trial Grounds interesting. We will pass the information on to you by means of Radio KMA about the Open House. We always look forward to seeing you at the Open House so I hope you will keep your dial set on 960.



VOCATIONAL FFA
AGRICULTURE

TO

EDWARD MAY

IN APPRECIATION FOR
DISTINGUISHED SERVICE

PRESENTED BY

THE IOWA ASSOCIATION

APRIL 28, 1973

WATERLOO

FUTURE FARMERS
OF AMERICA

FRANK COMMENTS

The picture on this page was taken about the middle of June in the shrub block in the Earl May Trial Grounds. It shows me squatting behind a shrub which is called the "Dwarf Minnesota Snowflake." It is exactly like the regular Minnesota Snowflake in everything except size and shape. The regular Minnesota Snowflake, as you know, grows seven or eight feet tall and spreads out at the top about like a snowball bush does. The Dwarf Type only grows about three or four feet high at the most and instead of spreading out at the top, it usually grows in a sort of pyramid shape. The blossoms are extremely double and very fragrant. At the top of page 37 in the spring catalog, you will find a picture of the regular Minnesota Snowflake shrub and the description of the Dwarf type.

Things are gradually getting back to normal again after our cold wet spring, but most things are about a week later than usual. Quite a few Hybrid Tea Roses were killed by the severe and unfavorable winter weather, but the ones that survived are certainly making up for lost time. The Eutin Roses are especially nice. However, it is going to be just as necessary as ever to spray or dust the roses regularly in order to keep them healthy and free of both sucking and chewing insects.

In the old days, we used to keep the aphids and other sucking insects under control by spraying them with a black leaf 40 solution. This still works all right, but Malathion does a far better job and has the added advantage of taking care of a lot of other insects in addition to the aphids. There are quite a few different fungicides which do a pretty fair job in keeping the roses healthy, but the one called "Phaltan" does by far the best job in taking care of a fungus disease called Black Spot. Methoxychlor does a pretty good job in taking care of the chewing bugs, worms and insects, but most people are switching over now to the one called Sevin, as it is the one that they keep on hand all the time anyway for keeping down the chewing bugs, worms and insects in the vegetable garden. In the Earl May Trial Grounds, we have been extremely successful with a systemic insecticide called Isotox. It seems to work equally well against both sucking and chewing insects and can be mixed with the Phaltan and applied at the same time.

We like to apply the spray about every week or ten days as there is always enough



new growth coming out all the time to make it necessary to spray about that often, and then too, there is always the possibility of a heavy rain washing off the spray material, making it necessary to do the job over again. After experimenting for a number of years, we have come to the conclusion that on the tomatoes, there isn't anything any better than Zineb for keeping the blight under control, so that is what we spray them with about every week or 10 days from the time the plants are planted late in May. Occasionally, we will include some Sevin to keep the chewing worms under control, but it isn't necessary to include it every time, as there are very few worms or bugs which bother tomatoes outside of the big green tomato worm which gets to be about the size of your finger, and it doesn't take very much Sevin to put him completely out of business.

And then too, you folks who have apple, peach, plum or pear trees and who spray them regularly with Earl May's Home Orchard Spray, have discovered that Home Orchard Spray does a pretty good job on both roses and tomatoes. The Home Orchard Spray has the advantage of having three different types of spray materials all mixed together, so that it takes care of not only diseases, but also sucking insects and chewing insects with one application.

The date for the Open House at the Trial Grounds has been definitely set for the fifth Sunday in July, whereas in the past, we have usually had it on the third Sunday in July. Keep tuned to KMA for further details.

RFD 960

By CLIFF ADAMS



The effects of the April blizzard, meat boycotts, a price ceiling, and higher feed costs are finally showing up as many of us thought they would . . . reduced placements of new cattle on feed. According to the latest Agriculture Department report of the June 1st inventory of cattle in the seven major producing states, the placement of new cattle on feed in these states is down ten percent from one year earlier. In addition, the projected hog farrowings estimate has been reduced from earlier figures that had been estimated by the Agriculture Department. This is bad news for consumers . . . and the persons who thought they would drive meat prices down with boycotts should take notice. The uncertainty of the situation caused by the boycotts, the price ceiling and what appears to be a continuance of high feed costs particularly soybean meal has caused many feeders of cattle to put their animals on grass instead of in the feedlot.

The fuel shortage is threatening to interfere with the 1973 harvest of farm crops. So far it has been reported on a spot shortage basis principally in some areas of Nebraska and Kansas. The shortage occurs where independent distributors have been forced out of business. Farmland Industries, one of the largest suppliers of fuel in Kansas and parts of 13 other states has been sharply cut back in the amount of crude oil it can obtain for its refineries. Officials say it will be very tight.

ATTENDS CONFERENCE ON FUEL

At a recent conference I attended in Des Moines called by the Secretary of Agriculture Earl Butz, the transportation and fuel shortage was given special attention. The Secretary assured farmers at that time that they were being given top priority for their fuel needs. The meeting was held at the time that corn planting was well underway and the harvest of wheat was just beginning in Texas. Since that time, shortages for the harvest of

wheat have grown more critical. The prediction was that propane fuel for drying grain would be very short this fall. Farmers are being urged to prepare in advance for this probability by considering the use of high moisture corn in feeding cattle. Storage facilities will be difficult to find in some areas because of the transportation shortage which has left many elevators plugged full of last year's crop.

Soybeans have been the headline-getter in the farm business with all time high prices almost impossible to comprehend. On June 6th in Shenandoah, they reached \$11.40 a bushel! Some of the farmers I have talked with don't like the price because of the effect it has had on feed supplement prices. Corn has been at prices above \$2 a bushel.

The crops are looking good despite the late start this spring. Planting is almost all completed and the recent rains have been appreciated believe it or not. As you will note in the picture that accompanies this article, corn is already knee-high. Herbicides have been working good this year so the weeds have not been much of a problem.

In July, I plan to attend the summer convention of the National Association of Farm Broadcasters in Washington, D. C. I hope to tell you all about it in the next issue of the KMA Guide.



KMA SPORTS INTERVIEW:

A Candid Conversation about Basketball Team's Trip Abroad

Tarkio College basketball coach, Wayne Davidson, and nine members of his team have returned from a highly successful Basketball tour of England and Scotland. The Owls compiled an 8-0 record against teams in those two countries:

SCOTLAND

Tarkio 107 - Calvary Park Club 31
Tarkio 69 - Boroughmuir Club 56
Tarkio 102 - Perth 52
Tarkio 120 - Stirling All-District Team 60

ENGLAND

Tarkio 101 - Sheffield Scorpions 48
Tarkio 112 - Sheffield Scorpions 75
Tarkio 79 - Doncaster Panthers 64
Tarkio 110 - Romford Club 59

Each individual had to pay his own way. Four players from the KMA-listening area made the trip. They were: Mark Dalbey and Steve Breazier of Tarkio, Del Morley of Lenox, and Paul Fell of Mount Ayr.

My column is devoted to a candid conversation with Coach Wayne Davidson about the trip.

KMA SPORTS: What was the biggest adjustment you and your team had to make upon your arrival?

DAVIDSON: There were two, the time difference and converting our dollars into pounds. It was difficult, at first, adjusting to a new monetary system. After a while, though, we got used to it.

KMA SPORTS: What was the food like on your trip?

DAVIDSON: Food is a tough problem. Living in this area, we like to eat and enjoy good food. I am not saying that Eng-

land and Scotland do not have good food. The people there simply do not eat the quantity of food that we eat. The beef is very low quality and there is not much of it. Another thing, there is not much refrigeration over there. Iced drinks were not very plentiful.

KMA SPORTS: How is the basketball structured in both countries?

DAVIDSON: Basketball is administered through the government. Both countries have a national administrator of basketball. The government pays so much money to make basketball a part of its sports program. Even though they are behind in basketball there are significant gains being made especially in programs for younger kids.

KMA SPORTS: Basketball really is not the predominant sport, is it?

DAVIDSON: That is right. Soccer is the big game. It is big in the schools and is a professional sport. But, as our team would go in and play a game, the crowds were very receptive to a brand of basketball that was highly skilled. They also saw players who could do things differently than their own players.

KMA SPORTS: You played under international rules. Does a coach have to coach differently?

DAVIDSON: Yes he does. You can not substitute as readily and you can not call time-outs the same way. I would find myself once in a while standing, motioning my



Before every game the Tarkio College basketball team played in England and Scotland, it was customary for the Owls to receive gifts from the host team. This trophy was presented to them on one such occasion. It is displayed on a cloth map of Scotland.

WAYNE DAVIDSON

as told to Warren Swain

players for a time-out, whereas I had to go over to the official table and make my remarks to them.

KMA SPORTS: Was the officiating good?

DAVIDSON: The officiating is very much behind us. The officials are about like the players in the fact that they have not adjusted to some of the pit-falls, some of the kinds of things that our officials are very conscious of. Officials over there do not work at it the way our people do.

KMA SPORTS: As you were traveling and playing basketball, were you well received in both countries?

DAVIDSON: I would say definitely so. Our Scottish trip was not quite as pleasant as our English trip. I think the reason for that was the English people were more prepared to meet us. The Scottish people, believe it or not, were kind of shocked we were there. The reason they gave me for this was that many American teams inquire about playing in Scotland. They make plans and then fail to show.

KMA SPORTS: You were telling me that English basketball teams encourage teams from the United States to go over and play them. Why is this?

DAVIDSON: I think the big thing is the people in charge of basketball there recognize that bringing in teams that are good will help the sport grow and will help make

the spectators appreciate the game more. When we were there, the people received us very well. They would applaud us for the good plays. They were really behind us.

KMA SPORTS: It is a great tribute to you and your team to go thru your trip undefeated.

DAVIDSON: Our team talked about this before we left. We did not know what to expect. We played some good teams and were able to play some pretty good basketball. I was proud of them for that.

KANSAS CITY ROYALS SCHEDULE

July 2	— 7:10 p.m.	— Minnesota
July 3	— 7:10 p.m.	— Minnesota
July 4	— 7:40 p.m.	— Minnesota
July 5	— 7:40 p.m.	— Minnesota
July 6	— 7:10 p.m.	— Detroit
July 7	— 7:10 p.m.	— Detroit
July 8	— 1:10 p.m.	— Detroit
July 9	— 7:10 p.m.	— Milwaukee
July 10	— 7:10 p.m.	— Milwaukee
July 11	— 7:10 p.m.	— Milwaukee
July 12	— 6:10 p.m.	— New York
July 13	— 6:10 p.m.	— New York
July 14	— 12:40 p.m.	— New York
July 15	— 12:40 p.m.	— New York
July 16	— 6:40 p.m.	— Detroit
July 17	— 6:40 p.m.	— Detroit
July 18	— 6:40 p.m.	— Detroit
July 20	— 7:10 p.m.	— Milwaukee
July 21	— 7:10 p.m.	— Milwaukee
July 22	— 1:10 p.m.	— Milwaukee
July 26	— 5:40 p.m.	— Chicago
July 27	— 7:10 p.m.	— Chicago
July 28	— 1:10 p.m.	— California
July 29	— 1:10 p.m.	— California (DH)
July 31	— 7:40 p.m.	— Chicago
Aug. 1	— 7:40 p.m.	— Chicago
Aug. 2	— 7:40 p.m.	— Chicago
Aug. 3	— 7:40 p.m.	— Minnesota
Aug. 4	— 12:55 p.m.	— Minnesota
Aug. 5	— 1:40 p.m.	— Minnesota
Aug. 7	— 7:10 p.m.	— Boston
Aug. 8	— 7:10 p.m.	— Boston
Aug. 9	— 7:10 p.m.	— Boston
Aug. 10	— 7:10 p.m.	— Baltimore
Aug. 11	— 7:10 p.m.	— Baltimore
Aug. 12	— 1:10 p.m.	— Baltimore
Aug. 14	— 7:10 p.m.	— Cleveland
Aug. 15	— 7:10 p.m.	— Cleveland
Aug. 16	— 7:10 p.m.	— Cleveland
Aug. 17	— 6:10 p.m.	— Boston
Aug. 18	— 12:40 p.m.	— Boston
Aug. 19	— 12:40 p.m.	— Boston
Aug. 20	— 7:10 p.m.	— New York
Aug. 21	— 7:10 p.m.	— New York
Aug. 22	— 7:10 p.m.	— New York
Aug. 24	— 6:10 p.m.	— Baltimore
Aug. 25	— 6:10 p.m.	— Baltimore
Aug. 26	— 4:10 p.m.	— Baltimore
Aug. 28	— 4:40 p.m.	— Cleveland
Aug. 31	— 7:10 p.m.	— Oakland



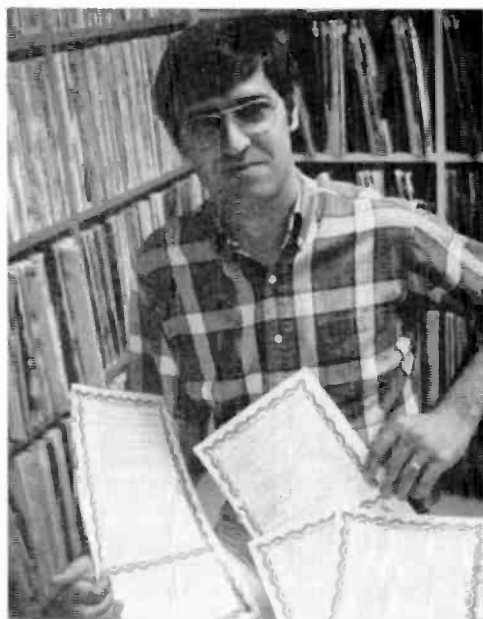
Wayne Davidson commenting on the basketball tour, "Before we left on our tour, our basketball team did not know what to expect. We played some good teams and were able to play some pretty good basketball. I was proud of them for that."

July-August, 1973



With the addition of a pretty new girl to the staff, the males at KMA didn't waste any time getting acquainted. Merle Douglas is shown shaking hands with Christena Hall while (l to r) Bill Oellermann, Ed May Jr., Mike Goodin and Steve Hoefing wait their turn.

Engineer **RALPH LUND** took a week of vacation in May planning to spend it at his



Program Director Mike Goodin holds some of the Prize Certificates which are being given away on KMA's "KNOW YOUR COUNTRY CONTEST." The contest began June 4, and there have been 17 winners up to Guide deadline. The certificates are exchanged by the winners for prizes varying from needlepoint kits to mini-sewing machines to games.

We are happy to report that **MARGARET KLING**, wife of Engineer **NORM KLING** is recovering nicely from major kidney surgery in May. She is home now after spending several weeks in an Omaha hospital.

About the same time that Margaret Kling was in the Omaha hospital, continuity writer, **MARSHA BROYLES'** husband, **TERRY**, was rushed to that same hospital after being stepped on by a horse. He suffered a serious head injury. He spent nine days in the hospital where they wired and rebuilt his face with plastic and after three weeks returned to work at the Eaton plant in Shenandoah.

PARTY LINE

cabin at Big Lake, Mo., but the constant rain kept him home. Chief Engineer **DON BURRICHTER** spent one week at Lake Okoboji and his two daughters, **MARY** of Omaha and **CONNIE MYERS** and family of Council Bluffs spent a holiday weekend with their father in Shenandoah recently.



Dave White proudly displays the ivory letter opener which is carved in the shape of an elephant at the top. Associate Farm Director Steve Hoefing presented it to Dave to commemorate his **WHITE ELEPHANT SHOP** on KMA.



Regional Sales Manager **BOB CLINE** (above) studies the postcards received in the Kent Pig Nuggets contest held last month. First place winners who won 500 pounds of Nuggets included Glen Ahrendsen, Manning, Mary Wood, New Market, Ermal Shull, Riverton, and Mrs. Dale Christensen, Anita. 250 pounds of Nuggets went to these second place winners: Mrs. Phyllis Fisher, Lenox, Floyd Reed, Braddyville, J. W. Harding, Grant City, Mo., and Wayne Coulson, Hatfield, Mo.

We forgot the wedding anniversary of **LARRY and DEANNA HILL** which was on June 9. Belated Congratulations. Larry is a salesman for KMA. Also Happy Birthday to **ROBBIE CLINE** who celebrated his second birthday on May 24. He is the son of Regional Sales Manager **BOB CLINE**.

Managerial Secretary **EVALYN SANER** spent a week in June in Nebraska and Colorado.

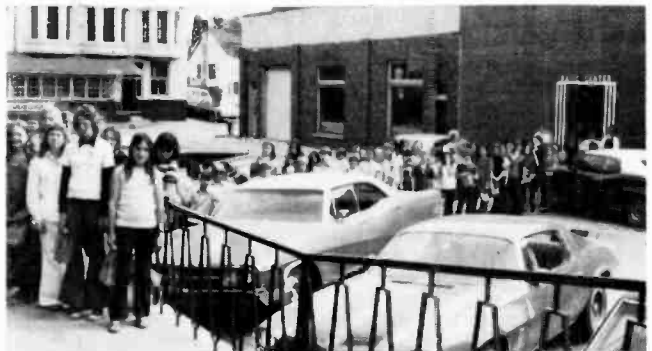
Another accident in May (bad month for our KMA families, it seems) involved young **SCOTT CROWLEY**, who was pictured in the last issue of The Guide with his father, **EARLE**. Scott was hit by a car while riding his bicycle, but escaped fortunately with only bruises.

Averting a possible major crisis was Traffic Manager **ARDENE MULLISON** who upon learning her two-year-old daughter, **EMILY**, had eaten poisonous rhubarb leaves gave her the proper first aid treatment. For the information of young parents, that treatment, although rather indelicate but vital, is to cause the patient to vomit and the quickest way, which Ardene used, is to stick a finger down the throat of the child.



KMA Salesman **LARRY HILL** (above) along with the other salesmen distributed these boxes to the local Firestone dealers so their customers can drop their registrations in them. Then on July 9, a drawing will be held at which time KMA will give a set of Firestone 4-ply Polyester 500 passenger car tires to the winner. Guide readers are urged to register at the following Firestone dealers, Firestone Store, 27th and 4th streets, Council Bluffs; Johnson Tire, Shenandoah; Wilmarth Oil, Corning; Krohn DX Station, Treynor; Dawson Oil, Nebraska City; and Rudr Oil, Griswold.

Associate Farm Director **STEVE HOEFING** and his wife, **LINDA**, visited in Manson, Ia., with Steve's parents and also attended commencement exercises at Manson High School when his brother, **MERLE**, graduated. Merle was president of his class.



Sixth grade pupils from Shenandoah with their teachers, Mrs. Kenneth Hayzlett and Mrs. Virgil Perry, stretched across the street between KMA and Earl May Seed and Nursery Co. during their tour in May.

A MEMO

From BRENDA KAY

"Summertime—and the living is easy." These familiar words have a touch of irony, as the summer is the busiest time of the year for me. How about you? If you have children at home, I know your activities most certainly have increased.

Before spring was officially over, I decided to spend a week of my vacation time at home. I chose the last week of May, starting with Memorial Day weekend. Richard proposed we start having a McConahay Reunion, so we did. We picnicked in the rain the Sunday before Memorial Day at Waubonsie Park. A little chilly perhaps, but all of the immediate McConahay families were represented. The rest of my vacation was spent cleaning up my spare bedroom, which had collected everything from Christmas decorations to last year's summer clothes which needed to be repaired, and reorganizing my recipe collection. Not terribly exciting chores, but I certainly felt like I had accomplished two worthwhile tasks.

The final Saturday of my vacation was spent at Macksburg, Iowa. My father was president of the Macksburg Alumni Association this past year, so he had asked me to speak about my work at KMA at the evening banquet. In addition to meeting many new friends, I also met some distant relatives that I had not seen for many years.

On that same Saturday, all of the contestants for the Miss Southwest Iowa Pageant met in Clarinda for their get-acquainted tea. Eleven girls participated in the event this year sponsored by the Lions Club. Rich is a member of Lions and was assigned the duty of Publicity Chairman. It's always a thrill for me to meet the candidates for the Pageant. It seems our youth get more talented each year. Cindy Baur from Atlantic took the honors this year, so she will be competing in the Miss Iowa Pageant next summer.

As always, I am still concerned about the youth in our communities and the problems they have to face. Recently I attended a workshop on venereal diseases in Red Oak, Ia., co-sponsored by the Extension Service and the Iowa Board of Health. The purpose of the meeting was to investigate the different ways communities might educate their citizens about the cause and cure of V. D. Unfortunately, venereal diseases have reached epidemic proportions it seems, so we all need to work together to help control this problem.

The following week I attended another workshop in Red Oak, but this time it was a Judge's Training Session to learn how to judge 4-H entries in local county fairs. So far I have been asked to judge at both the Montgomery and the Mills County Fairs. Cliff, Steve and I do our best for KMA to cover the fair activities in the surrounding counties, so perhaps judging will give our fair programming a different approach.

Our garden has done well this year so I am anxiously collecting recipes which will best utilize their fresh flavors. Do you have any you would like to share with me? The recipes in this issue are especially suited for summer — only two or three of them use the oven! I concentrated on summer desserts as I know many of you will be entertaining during the weeks to come.

Richard and I experienced a major change of scheduling this summer, as he started back to college the first week of June at Northwest Missouri State University in Maryville, Missouri. With only two years left, we're hoping Rich can be finished by a year from Christmas. Right now his major is business with an interest in accounting and computer science.

As you can see, summer is a busy time for the McConahays. But regardless of how busy you might be "... take time to smell the flowers."

Happy Summer!
Brenda Kay

PEPPY BURGERS

1 lb. ground beef
½ cup chopped onion
1 10½-oz. can vegetable soup
4 T. catsup
1 t. mustard
Dash of pepper

Brown beef and onion, stirring to separate meat. Pour off excess fat. Add soup and seasonings; simmer 5 to 10 minutes to blend flavors. Stir often. Serve as a casserole, over a slice of toast, or in toasted buns.

* * *

RHUBARB CAKE

1½ cups rhubarb, cut fine
1½ cup brown sugar, packed
½ cup margarine
1 egg
½ t. salt
1 cup buttermilk or sour milk
1 t. soda
1 t. vanilla
2 cups flour

Cream sugar and margarine, add egg. Alternate milk and dry ingredients mixed together. Add vanilla and rhubarb. Pour in a 9x13" greased and floured pan. Sprinkle topping over all. Bake at 350 degrees for 30 to 35 minutes.

Topping: ½ cup sugar and 1 t. cinnamon, mixed together.

Mrs. Pat Kehlenbeck
Syracuse, Nebraska

slices)

1 cup buttered bread crumbs

Cook onion and celery in margarine until nearly tender. Blend in flour. Add milk, stirring constantly, and cook until sauce is thickened. Season with salt and pepper. In a 9x13 inch baking dish, place alternate layers of noodles, sauce, tuna (separated with fork), and cheese, until all are used. Top with crumbs. Cover with foil and bake for 30 minutes at 375 degrees, removing cover for last 10 minutes. Makes 10 servings, at approximately 18 cents each. This recipe can easily be cut in half.

* * *

RHUBARB COBBLER

1 cup sugar

$\frac{1}{3}$ cup pancake mix

1 t. grated lemon peel

3 cups rhubarb, $\frac{1}{2}$ in. pieces

Combine first three ingredients; add rhubarb. Place in 9" square pan. For topping:

$\frac{3}{4}$ cup pancake mix

$\frac{2}{3}$ cup sugar

1 beaten egg

$\frac{1}{4}$ cup melted margarine

Combine mix and sugar. Add egg till crumbly. Sprinkle over rhubarb; drizzle with margarine. Bake at 375 degrees for 35-40 minutes.

* * *

BRAISED CELERY MEDLEY

6 T. margarine, divided

1 cup water

1 beef bouillon cube

4 cups thin celery strips, 2" long

1 cup thin carrot strips, 2" long

Milk

2 T. flour

$\frac{1}{2}$ t. salt

$\frac{1}{16}$ t. pepper

1 cup soft bread crumbs

In a large skillet, melt 2 T. of the margarine. Add water and bouillon cube. Stir to dissolve; bring to boiling point. Add celery and carrot strips. Cover, reduce heat and simmer 10 minutes or until crisp-tender. With slotted spoon remove vegetables to a $1\frac{1}{2}$ quart casserole; set aside. Measure broth adding milk to make 1 cup. In a small saucepan melt 2 more T. margarine. Stir in flour. Gradually add milk mixture. Cook, stirring constantly, until thickened. Add salt and pepper. Pour over vegetables. Melt remaining margarine. Toss with bread crumbs. Sprinkle around outer edge of casserole. Bake uncovered, in a 350 degree oven 15 minutes, or till crumbs are lightly browned.

COCONUT DELIGHTS

Bottom:

3 T. sugar

$\frac{3}{4}$ cup butter

$1\frac{1}{2}$ cups sifted flour

Top:

4 eggs, separated

$2\frac{1}{2}$ cups brown sugar

Confectioners sugar

1 cup chopped walnuts

$\frac{3}{4}$ cup flaked coconut

BOTTOM: Cream butter and sugar. Mix in flour. Pat into well-greased 13x9 inch pan. Bake at 375 degrees for 15 minutes, or until light brown.

TOP: Beat egg yolks. Stir in brown sugar, nuts, and coconut. Fold in stiffly beaten egg whites. Pour over baked bottom layer. Bake 25 minutes more. Cool 10 minutes. Cut into tiny squares. (They are quite moist.) Roll in confectioners sugar. Let stand before serving. Makes 3 to 4 dozen.

* * *

CHERRY STREUSEL

$1\frac{3}{4}$ cups shredded coconut

1 cup sugar

$\frac{1}{2}$ cup margarine

$1\frac{1}{2}$ cups sifted flour

1 1-lb. 4-oz. can frozen cherries

2 T. cornstarch

Mix coconut, $\frac{1}{2}$ cup sugar, butter and flour with fork until crumbly. Press one-half of mixture into buttered 9-inch square baking dish; reserve remaining crumbs for topping. Combine small amount of juice from cherries with remaining sugar and cornstarch; mix until smooth. Add remaining juice and cherries; cook until thick and smooth, stirring constantly. Spread mixture evenly over crumbs; cover with remaining crumbs. Bake at 400 degrees for 30 minutes. Serve with ice cream or whipped cream, if desired.

ceive training for possible future assignment in South America. His brother, **BLAINE** is working on a Master's Degree, also in Management at Northwestern University at Evanston, Ill. and is employed this summer at a Detroit bank. Their sister, **BETSY** will attend Florida Presbyterian next fall transferring from Temple Buell at Denver.

...st, adding ¼ cup pecans. Press in bottom of 9x13 inch pan. Bake at 375 degrees until light brown, about 15 minutes. Let cool.

Beat 1 8-oz. pkg. of softened cream cheese and 1 cup powdered sugar until well blended. Add 2 cups whipped cream or whipped topping. Pour on pie crust. Beat 2 pkgs. of instant lemon pudding with 3 cups milk, as directed on package. Put on top of cheese and powdered sugar mixture. Set in refrigerator. Spread with 2 more cups of whipped cream or whipped topping.

Mrs. Jean Miller, Clarinda
Mrs. Cecile Nelson, Clarinda

* * *

FRENCH-FRIED CAULIFLOWER

- 1 t. salt
- 1 pkg. frozen cauliflower, cooked
- 1 egg
- ¼ cup evaporated milk
- 1 cup cracker crumbs or bread crumbs (fine)

Drain and season cauliflower. Blend milk with egg in small bowl. Dip cauliflower into egg mixture; roll in crumbs. Drop into hot fat (375 degrees) and cook till golden brown. It will only take a minute or two, so watch carefully. Hint: Break cauliflower into pieces and they will be easier to eat.

MORE PARTY LINE

Picking up the violin again after a long hiatus, Chief **DON BURRICHTER** participated in the Nodaway Valley Symphony Orchestra rehearsals and performance at Clarinda this spring. Incidentally, the orchestra conductor was **NELSON CROW**, father of KMA's **BRENDA KAY**. Supplementing his talent as a bird-watcher, Don has purchased a new camera and is taking unusually good pictures of feathered tribes, flora and fauna. The Chief, incidentally, is also an amateur astronomer and ham radio operator.

JULY - AUGUST GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- July 3—Tony, son of Larry Hill
- July 6—Ed May Jr.
- July 6—Jane, wife of Earle Crowley
- July 7—Robert, husband of Nadine Kelsey
- July 8—Don, son of Ardene Mullison
- July 10—Joan, wife of "Andy" Andersen
- July 12—Duane Young
- July 12—Linda, wife of Steve Hoefing
- July 27—Brenda Kay McConahay
- July 28—Ed May Sr.
- July 30—Martha, wife of Ned Dermody
- Aug. 1—Mary Williams
- Aug. 4—Douglas, son of Lynn Padilla
- Aug. 7—Scott, son of Earle Crowley
- Aug. 10—Brian, son of Arilla Hadden
- Aug. 13—Diane, daughter of Ned Dermody
- Aug. 14—Dominic "Dee" Martin
- Aug. 19—Mrs. Larry Hill
- Aug. 20—Mike Sherman, J.D. Rankin's son-in-law
- Aug. 24—Cliff Adams
- Aug. 27—Mrs. Bob Cline

HAPPY ANNIVERSARY TO:

- July 21—Mr. and Mrs. Charles (Mary) Williams
- Aug. 12—Mr. and Mrs. Carl "Andy" Andersen
- Aug. 14—Mr. and Mrs. Dick (Ardene) Mullison
- Aug. 21—Mr. and Mrs. Mike Goodin



Mrs. Mason Houghton of Tarkio, Mo. visited with Brenda about her community activities and family life. Mrs. Houghton was named a 1973 national winner in the 4-H alumni recognition program.



Brenda Kay hung the winning pictures of the KMA Circus Poster Contest in the KMA Studio. Each winner received free passes to the King Brothers Circus in Clarinda.



LIVING TODAY GUESTS

Shenandoah hosted the Wonderful World of Work this summer for surrounding area school children to explore various technical vocations. Standing with Brenda in the back row is Gary Johnson who served as a Guidance Counselor for the program from Fremont-Mills High School.

Summertime generates lots of activities especially for the younger KMA family members. Station Manager "ANDY" ANDERSEN'S daughter, **BARB**, is working in the nursery fields and his son, **DAN** is employed by Madsen International. In his free time, Dan is assembling an old station wagon. Guide Editor, **MARY WILLIAMS'** son, **LOCHE** is spending a month traveling via bus and at last report had gotten as far as Ketchikan, Alaska, with plans for more Canadian and U. S. Pacific coast stopovers. **NADINE KELSEY** (accounting) saw her son, **KENT**, off with his grandfather, **A. Z. THOMAS**, for a visit in Minneapolis with his uncle and aunt, **MI.** and

MRS. JOE DINVILLE. ARDENE MULLISON (traffic) reports on her children: **DON**, 17, is working with a hay crew; **BOB**, 15, babysits at home and will work in fields later; **JANE**, 10, delivers papers; while **PETER**, 6, has learned to ride a bike. **GAYLEEN**, 11, daughter of Continuity writer, **LYNN PADILLA**, is swimming a lot and hopes to work in the bean fields after a visit with her father, **JACK PADILLA** at Harrisonville, Mo. All three of **EARLE CROWLEY'S** children, **DAVE**, **SCOTT** and **JANET** are continuing with their several paper routes while Dave takes time for driver's education training.

THINGS



KMA Staff members make up for their rather sedentary occupations by taking up some rather strenuous good weather activities. On the front cover are a few of those who ride bikes to work. They are Bill Oellermann, Mike Goodin and Don Burcher. In the picture above is Ed May Jr. who plays as much golf in his hours away from his summer employment at the KMA microphone as possible.



Mike Goodin delights in working in his yard and here shows off one of his blueberry bushes and hybrid roses.



That taxing game of tennis is occupying the Duane Young family. Salesman Duane and his wife, Jean, get pointers here from Tennis Coach Joe Anderson. In the same evening tennis class is Guide Editor Mary Williams.

For just plain relaxing, Sports Director Warren Swain likes to sit on his balcony and read.



SUMMER

The KMA Guide

TO DO IN THE



It is also fun to renew acquaintances in the summertime. Former Sports Director Bruce Pilcher who will soon be ordained as a Congregational Church minister stopped in to say hello to KMA Manager "Andy" Andersen and the rest of the gang. Bruce will be pastor at a church in Cresco, Ia.

SALUTE TO RALPH CHILDS

June 29 was designated officially RALPH CHILDS DAY at KMA Radio. June 29 also marked the veteran newsmen's 65th birthday and his retirement from full-time news editing.

In honor of the well-known newscaster, KMA and the Shenandoah Chamber of Commerce entertained at a city-wide public coffee at 10 a.m. at the Earl May Seed and Nursery Company Assembly Room that day. A large red, white and blue cake inscribed with Happy Birthday and Happy Retirement. Ralph, was served at the party and a gift from his fellow workers was presented to Ralph.

Throughout the day, special programming on KMA, using tape recordings, commemorated events of the past which Ralph reported on the air.

After 39 years in radio news, 34 of which were spent on KMA Radio, Ralph is officially retiring. However, he will continue on a part-time basis in the News Department, so that KMA listeners can still hear his polished and mellifluous delivery of the latest news.

Ralph was born in 1908 at Waterloo, Iowa, where he also graduated from high school in 1926. He went on to Iowa State Teachers' College graduating in 1929 followed by acquisition of a Master's Degree in 1933 at Iowa University.

Ralph Childs entered broadcasting in February 1934 writing, producing and acting in religious plays sold to WMT. He also produced a police blotter program on WMT.

He moved to Hutchinson, Kansas, and worked in radio in that city for several years before joining a Rock Island, Illinois, station as a "News Announcer."

Ralph joined KMA Radio in Shenandoah January 1, 1939 and has remained with the May Broadcasting Company since that date.

In the early days Ralph worked with Trans-Radio News . . . the only news service available to radio. Trans-Radio News consisted of a short wave radio picked up by a local ham operator who could read code and type. Ralph says the basic problem was not credibility but static and a lousy typist.

Ralph considers the coverage of the Missouri River Flood of 1952 his greatest triumph. The coverage began in South Dakota, and Ralph followed the waters advance daily. His reports are collectors' items today. Ralph has covered many events in the four state KMA area. Ralph holds a Master's Degree in English and is a superlative newsmen. Why then, has he spent more than 30 years in a small southwest Iowa town?

Ralph says radio really comes alive in small communities. "I don't mind our small town concept of the fire whistle and siren,"

Ralph says. "I think that relates us to other small towns. That's what we are. A small town radio station relating to small towns and the rural population. We relate for 150 miles around us!"

Ralph will remain in Shenandoah where he and his wife, Muriel own and operate The Record Room. Ralph and his wife, Muriel will have been married for 35 years on Sept. 5. They have four children, Steve, David, Mike and Susie (Mrs. Frederick Hagemann) and two grandchildren, Willi and Eric Childs. Raising four children Ralph says, is his supreme contribution. However . . . Ralph Childs has made a significant contribution to journalism in Iowa, Nebraska, Kansas and Missouri. Ask the people who live in this area.

Panegyric to Ralph

From The Radio Television News Directors Association Magazine *RTNDA Communicator* comes this praise for Ralph Childs:

THE LAST WORD

May I beg your indulgence? This column will be highly personal, with no mention of shield legislation, FOI matters, or other highly important national problems.

On a recent Saturday evening the Iowa Broadcast Newsmen's Association met in Des Moines. Their president was asked to speak to the group. That night was one of the most unusual and happy events for me in a long, long time. Russ Van Dyke, Jim Bormann, and Jack Shelley, all past presidents of RTNDA, were in attendance. These are leaders for whom I have the highest regard. These men helped create, then build your news organization. They made decisions that helped us grow in stature as well as size. Their unique abilities are recognized in their own areas as well

Awards for excellence in radio and television news were also made. The top award for radio news went to "Ralph Childs, KMA, Shenandoah" . . . Ralph Childs who, a long time ago, went out of his way to help a brash young high-schooler who wanted more than anything to become a broadcast newsmen. Then, Ralph was given the only other radio news award . . . a clean sweep! He may be 64, but he is still showing younger people how it should be done.

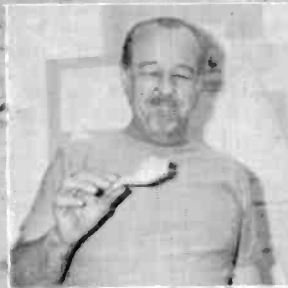
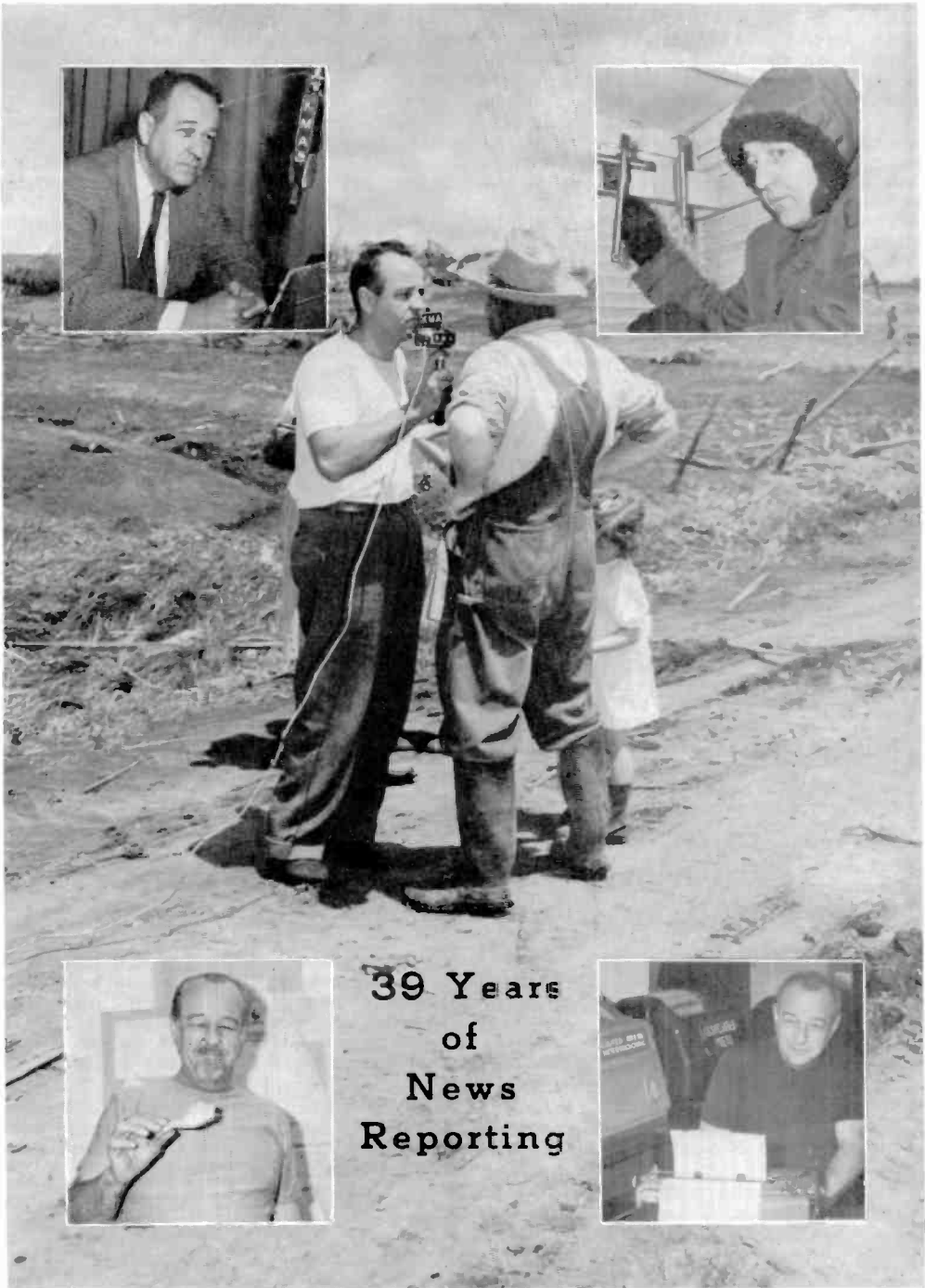
It started in Iowa with men like Shelley, Bormann, and Van Dyke and it began with men like Ralph Childs. We benefit much from their work over the years.

(Written by) Chuck Harrison
RTNDA President
WGN, Chicago

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39 Years
of
News
Reporting

