

September, 1967



The
KMA GUIDE

SIDNEY RODEO 1967

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SEPTEMBER, 1967

Vol. 14

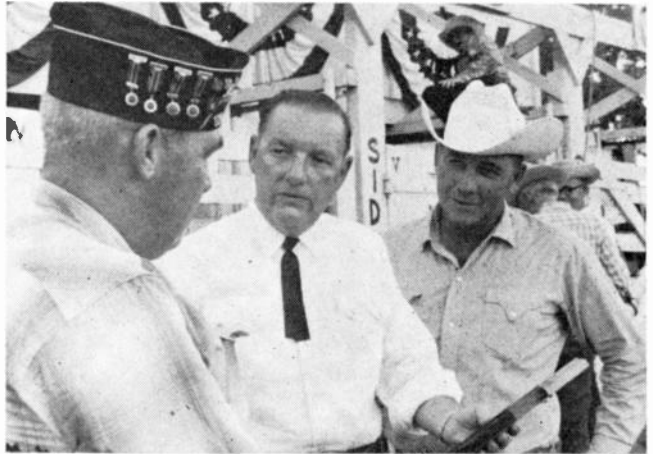
No. 9

KMA was at the scene in Sidney, Iowa, as the 44th Annual Sidney Rodeo got underway the third week in August. Doing the broadcasting for the fifth year was **JIM ROSS**. He cornered **SAM KELLOGG**, member of the rodeo board and a longtime booster of the event, for one of the interviews (below). The weather was beautiful this year for the rodeo as over sixty-thousand persons from all over the United States put on their boots and western hats to see the three hour performances.

EDWARD MAY appeared at one night performance of the rodeo to present, on behalf of the May Broadcasting Company, a plaque expressing appreciation for the outstanding entertainment provided for the area. Mr. May is shown here making the presentation to **RUSSELL CLEEK**, Commander of the Williams-Jobe-Gibson Post, sponsor of the rodeo. Looking on is **JIM SUTTON**, chairman for the big event.

WARREN NIELSON isn't really that short. He just looks a little overpowered as anyone would be next to TV star **FESS PARKER**. Fess, star of the Daniel Boone Show which is seen on KMTV, was the center of attention for fans of all ages at the Sidney Rodeo. After each performance he mounted his horse and rode around the arena shaking hands with all the little cowpokes. Several of the youngsters gave Fess a work out by throwing their hats over the barrier which meant he had to dismount, pick up the hats and return them. Lots of exercise and the kids loved every minute. By the way, Warren stands five-foot eight, and Fess is six-foot six. Any questions?

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A Chat With Edward May

In place of the usual column, we thought you would enjoy reading the details about Karen's wedding. As you probably guessed, I had lots of help in describing everything. (Her picture appears on the cover.)

Karen Louise May and Dr. James William Sislo exchanged marriage vows Sunday, August 27, in the First Congregational Church in a five o'clock double ring ceremony. The Rev. Paul E. Syster officiated before an altar arranged with a pink Bromeliad plant and pink candles. The chancel had three of the Bromeliad plants on either side of the candelabrum holding eight large pink candles. The forward part of the chancel also used the pink Bromeliad plants.

Mrs. Forrest Benedict furnished organ music and James Loos sang "Ich Liebe Dich" and "The Lord's Prayer."

Karen is a daughter of Mr. and Mrs. Edward Welch May, Shenandoah, and James, a son of Mrs. William Sislo, Superior, Wisconsin, and the late Mr. Sislo.

Given in marriage by her father, the bride appeared in an ivory silk peau de soie gown, heavily mantled in seed pearl traced alencon lace applique. At the back a shoulder wide picture frame train of silk organza, overlaid with re-embroidered alencon pearl traced lace applique and bordered entirely in the peau de soie, swept to cathedral length. A shoulder length silk illusion snood was drawn from her Georgetown pillbox of gown-matching fabric upon which was applied a starburst of pearl traced alencon lace. She carried a crescent of toast colored cymbidium orchids and Johanna Hill roses.

Miss Annette May served her sister as maid of honor. She wore a pastel pink silk chiffon gown with a vertically draped back. Completing the costume was a matching regency coat widening at the floor. Her matching pillbox headpiece created a "Genie" effect with panels fastened to the wrists. She carried a turbin bouquet of pink happiness roses.

Bridesmaids were Miss Diane Rankin, cousin of the bride, and Miss Caroline Warin, both of Shenandoah, and Miss Mary Dannel, Richardson, Texas. Their ensembles were fashioned identically to the honor attendant in a shocking pink shade.

Acting as best man was Gerald Nelson of Superior while groomsmen were Richard

Sislo, brother of the groom, Dr. Thomas Nale, Berwyn, Illinois, and Dr. Ronald Riggs, Cicero, Illinois.

Mrs. May chose a flesh pink costume of alouette with a cutaway jacket for her daughter's wedding. The neckline was topped with a mock mandarin look trimmed with matching pearls, rhinestones, and paillettes. Her hat was a pouf of matching chiffon, and she wore a corsage of pink cymbidium orchids.

Mrs. Sislo was attired in a pink costume ensemble with which she wore black accessories. Her corsage was also of pink cymbidium orchids.

A reception and buffet were held at 6:00 p.m. at the American Legion Country Club with the hall resembling a garden by the use of a fountain, trellises, archways and a profusion of gladioli. The bride's chosen colors of two shades of pink were used throughout.

The buffet table, punch table, and gift table were each laid with a pastel pink floor cloth overlaid with pink chiffon bordered by wide matching ribbon. Silver candelabra held the contrasting pink candles, and the flowers were also of the contrasting pink.

The bride's table was laid with the darker pink cloth and was centered with the wedding cake tinted in pastel pink.

Mrs. J. D. Rankin, Jr., aunt of the bride, was dining room hostess.

Grandmothers of the bridal couple presiding at the gift table were Mrs. Earl E. May, Shenandoah, Mrs. Harry S. Petty, Chicago, and Mrs. Blanche Krause, Mercer, Wisconsin.

Attending the guest register was Miss Deborah Hook of Louisville, Kentucky.

As the couple left for their new home at the AFB, Niagara Falls, New York, the bride was attired in a ribbed wool knit jacket dress in a mustard color trimmed in brown suede. A brown Robin Hood hat and alligator accessories completed the ensemble.

Mrs. Sislo attended Christian College, Columbia, Missouri, and Dr. Sislo attended Marquette University at Milwaukee, Wisconsin, and was graduated from Loyola School of Dentistry, Chicago.

Frank Comments

By FRANK FIELD

Last month on this page I mentioned that we had the best prospects for a tomato crop that we have ever had, and this picture should clinch it! It was taken the evening of August 16th, and I had just finished picking the ripe tomatoes off that row of Sun-Ups, which is just behind me in the picture, and was just starting to pick the Hybrid Spring Giant row. The tomatoes in the basket are all from the row of Sun-Ups, and I got just about the same amount off of the Spring Giant. I also got another market basket full off of the row of staked tomatoes, which you can see in the background just beyond the row of Sun-Up.

This Hybrid Spring Giant is a new variety with us, but it won the All America Award last year, so naturally we listed it in the catalog this year. It turned out to be very similar to Sun-Up in habit of growth, in that it does not require staking, as the bushes only grow about 3 feet across. It is just as early as Sun-Up and runs a

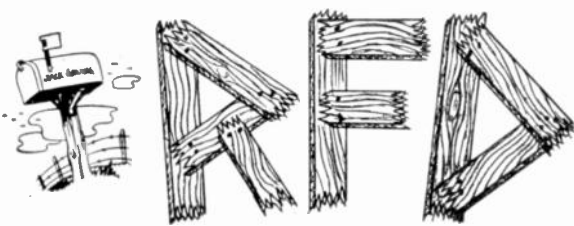
little larger in size, and like the Sun-Up, it has enough foliage to shade the tomatoes so they don't sunburn. At the time this picture was taken there were 88 tomatoes on this one vine, counting all of the green ones, however, there were no blossoms, and when it ripens what green ones there are, it will be through for this year.

The row of Romas is just now starting to bear and will come on very heavily for the chili sauce and catsup later on. There are no signs of blight in any of my tomatoes this year except the Tomboy, which does show a little. They have been sprayed with Zineb about every week or 10 days since they were set out along early in May.

The row of staked tomatoes has been producing very heavily also. There are 3 plants each of 5 varieties in that row, including Surprise, Tomboy, Avalanche, Mandarin, and a new experimental cross including Tomboy. We plan on introducing this experimental number in 2 or 3 years if it continues to perform as well as it has this year. It is just as large as Tomboy but seems to be almost completely blight resistant, and the tomatoes are very smooth and free from cracks and blemishes. No, it doesn't even have a name yet — just a number.

How did your tomatoes do this year?





with
*Jack
Gowing*

I will give you a short crop report as observed between here and Walker, Minnesota, where our family spent a short vacation in August.

Northern Minnesota is very dry this year; in fact, some of the corn is actually fired in some areas near Willmar, Minn. Pastures are very short and farmers were mowing and baling the grass in the roadside ditches.

Crops looked best right here in Southwest Iowa and at the time I am writing this, we could use a good soaking rain over most of the KMA area.

The IAMO Weather Modification Corporation activated a cloud seeding project in the four counties of Atchison, Fremont, Adams, and Page counties. The project contract was signed with Krick Weather Associates of Palm Springs, California, for sixty-day period from August 1 to October 1.

Generators for the project area are located at or near Ashland, Palmyra, Vesta, Burchard, and Falls City in Nebraska; Phelps, Forest City, Maryville, King City, and Grant City in Missouri; and at Payne, Shenandoah, Clarinda, Weston, Atlantic, Stuart, Murray, and Decatur in Iowa. The engineers tell us that some of the generators may not be used during the projects. When a weather front approaches the project area, the engineers check wind direction and speed or velocity before de-

termining which generators will be used and the length of operation for each unit.

The generators are operated by local people who are notified by telephone when to turn the generators on and off.

I mentioned crop conditions earlier but forgot to mention the fishing. Generally speaking, the fishing this year has been rather poor. We had enough to eat but didn't bring many home with us.

We had temperatures in the high eighties most everyday too.

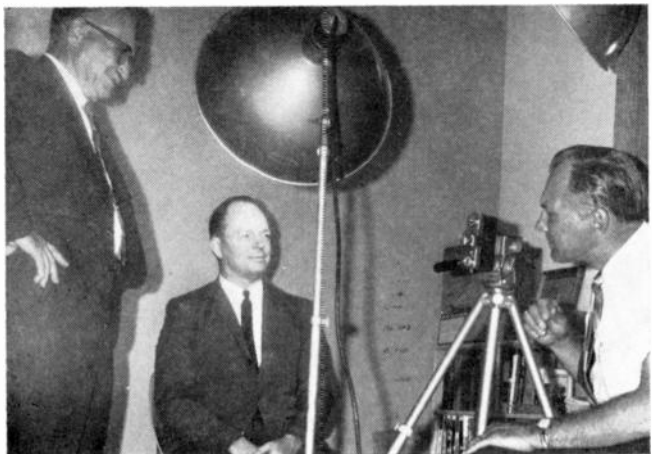
We took a sail boat with us this year and had lots of fun with it; this was our first experience at sailing.

This is the time of the year when you should make observations as to hunger signs in your crops. Write down the observations on a map of the farm so that you will have a permanent record.

Many people have said that they question the crop estimates put out by USDA. In the last few years, there has been some confusion in both livestock and crop reporting. A mistake in either a crop or livestock report can cost the farmer or livestock man many, many dollars in a matter of minutes after the report is published.

School will be open in most areas by the time you are reading this so let me remind you that children will be out on streets and roads, and school buses will be making frequent stops. So let's take the KMA Keep Me Alive Pledge and look out for school children.

Before the Iowa State Fair began, KMA Manager Norm Williams applied his photography skills and shot color pictures of each KMA air personality. These pictures were displayed in the KMA exhibition at the fair. This is a picture of that "picture taking" session—left to right are Frank, Jack, and Norm.



At Home With the Lunds

RALPH and **BETTY LUND** recently moved to a different home in Shenandoah. It's a lovely brick house with plenty of lawn which helps keep Ralph in shape. One of the joys is a knotty-pine paneled kitchen pictured on this page and a large living room complete with fireplace and Early American furniture.

Twenty-seven years ago, Ralph joined forces with KMA as an engineer. He is originally from Columbus, Nebraska, and his wife is a native South Dakotan, from the Sioux Falls area. Raising a family has taken most of Betty's time, but she loves to read and knit. Their three children are away from home now, but there's plenty of room in the new house for visits with their families.



Daughter **ANN**, now Mrs. Larry McDonald, lives in Kansas City. **JUDY**, Mrs. Roger Malmberg, is a resident of Audubon, Iowa, and the proud mother of two children . . . daughters, age six months and eighteen months. **DAVID**, living in Omaha, will be married on September 16th to **KATHY SCHLOTE** of Omaha. There's one other Lund family member, the dog, Jocko, who has reached the ripe old age of sixteen years. His mother belonged to the family also and was a good hunting dog.

One of Ralph's main enjoyments in life is the time he spends hunting. In their new home, there is a small room off of the living room where Ralph displays his collection of cartridges . . . used in guns now obsolete.



Drive
Carefully
School's
Open

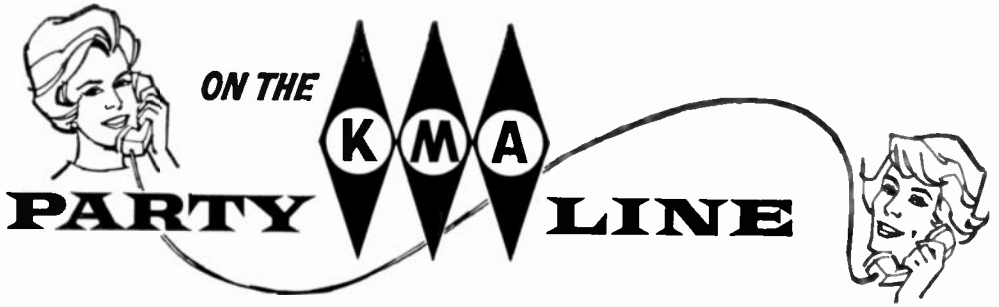
KMA'S ANNUAL PICNIC

One warm, calm Friday night in the month of July, everybody at KMA got together for a picnic. Our weatherman cooperated, that's Frank, and there was a good crowd . . . about 50 people.

Chief chef **JOHN SAWYER** (accounting) stood watch over the barbecue fire and cooked the hamburgers to perfection. **EVALYN SANER** (office) and **LUCILLE LAWSON** (switchboard) took charge of the great barbecue sauce that smothered the burgers. It's the same recipe we printed for you in the July **KMA GUIDE**.

Everybody ate well and in addition to the usual picnic treats, we had a slice of **ED MAY'S** birthday cake. **NORM WILLIAMS** made the surprise presentation to Ed and it was followed with the traditional song. Did get together and sing a few choruses of old familiar tunes and laughed a lot as the KMA air personnel gathered to tell of their most embarrassing moments behind the mike. Special guest that night was **DORIS MURPHY**, formerly with KMA and now residing in the east.





ON THE
KMA
PARTY LINE

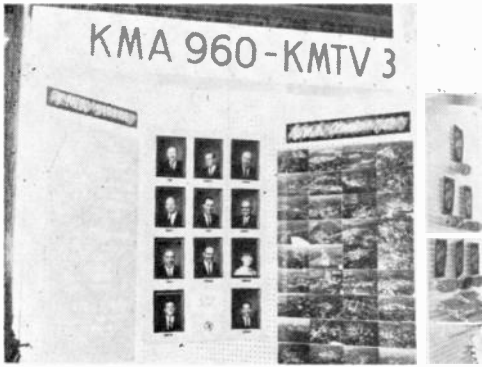
Mrs. CLIFFORD CARMICHEAL of Emerson, Iowa, a KMA listener, brought a group of "pen-pals" to visit the station and the May Seed & Nursery during August. No ordinary "pen-pal" group, these ladies (all with birth dates of 1912) and their husbands, have had nineteen reunions in all parts of the United States. They were invited this year by the Ray Pimpers of Diagonal, Iowa. The whole idea started when Mrs. Carmicheal was looking for pen pals and picked up a few during W. W. II. The ladies corresponded via "Round Robin" letter system and soon decided to meet. Over the years, the pen-pals have developed into a real club with officers elected to two year terms. They have had a magazine for fifteen years which includes letters, recipes, jokes, etc., plus birthdays and other vital information. The group in the "1912 Limited" save cancelled stamps for the milk fund, and support a boy in Spain through Pearl Buck's organization, plus



they remember shut-ins and servicemen. If you are a 1912'er, here's a group for you.

You might have heard special interviews on KMA with the visiting Japanese students in August. These fifteen boys and girls made three main stops in the United States . . . Atlanta, Ann Arbor, Michigan, and Shenandoah. In between, they visited the Capitol and the United Nations. They were sent by the Minamihon Broadcasting Company of Kagoshima, Japan. The students were chosen after taking English and personality tests, among other, in their schools. Most of them average seventeen years of age, and all had studied English for about four years. They spent a week in Shenandoah, staying with Rotarians and toured the industry, had a picnic, a dance, and visited farms and the old swimming hole. It was truly a delight to have them with us thanks to the efforts of the president of MBC who feels a visit to the United States will be a great help in fostering international good will and responsibility for the young people.





KMA's exhibit at Iowa State Fair (above) featured color pictures of air personalities and aerial photos of towns in southwest Iowa.

This has been a summer of renewing "old acquaintances" at KMA. Everyone was happy to see **DORIS MURPHY** again during her visit in Shenandoah in July-August. As most KMA Guide subscribers remember, Doris was a member of the magazine staff and women's director for KMA for many years. While here, she broadcast one morning with **WARREN NIELSON** on the Open Line program. Doris lives in Stamford, Connecticut, where she is making a home for her son, Tom, and his two children, Tammy, 7, and Ellen, 8. Her sister, Carol Ambler, resides there, too, and keeps busy making chocolate chip cookies for the youngsters. Tom is administrative assistant to Arthur K. Watson, vice chairman of IBM. He just returned recently from two trips to Paris within two weeks and was in Montreal, Canada, for a week attending a convention of the International Chamber of Commerce where Mr. Watson was elected president. Doris' niece, Mrs. James Shaum and her daughter, Betsy, of Tarkio, Mo., flew back to New York and drove the group to Shenandoah.



At the first annual open golf tournament pairing area golfers and cowboys taking part in the Sidney, Ia., Rodeo, **KMA MANAGER NORM WILLIAMS** took part. Much to his surprise, Norm and his cowboy partner won the third flight in the tournament.

More golf story—this concerns the Challenge Golf Match between **KMTV** and **KMA** which was held in August at Benson Park in Omaha. Participating from KMA were **ANDY ANDERSEN**, **NORM WILLIAMS**, **JACK KATZ**, and **EARLE CROWLEY**. Congratulations are in order since our KMA gang came home with five prizes and a trophy. On this page is a picture of the trophy which was awarded to Earle Crowley for having the high score in the tourney. You did tell them Earle that you just started playing golf this season.



Many of you heard Joni interview Miss Southwest Iowa last month. She is **Kathy Sue Reed**, daughter of Mr. and Mrs. **Lyll Reed** of Hamburg.

Do It Yourself

FOR BACK-TO-SCHOOL this year, we've selected two new patterns that are designed to complement every young girl's wardrobe. Make 'em up in different colors for lots of events. Both the socks and the tam are suited to cooler weather, and will help keep the most mini-skirted gals a little warmer. As with all the patterns offered in this section, the September Patterns are yours for just 10¢. That means **ALL** of the patterns will be sent to you for 10¢. Please include your name, address, and zip code when ordering. Send to **SEPTEMBER PATTERNS, KMA GUIDE**, Shenandoah, Iowa 51601.

Knee socks are new again. They go out together with culottes or a Bermuda pantsuit. This cabled pair is knit of nylon and wool yarn, in ladies' sizes 7½ to 12½. For veteran or beginners in the field of knitting, they are a good project to start now for cooler weather. Looks like the "knees" are still in the fashion picture for fall and winter.

A lassie loves a bonnie tam-o'shanter, knit in a mock brioche stitch of knitting worsted with a pompon perched on top. This cap does the "highland fling" with autumn tweeds and tartans and the new kilt fashion which is big this year. Wear it anyway you like, it's great with the short or long in hair styles.



FOR THE NEW BABY or the little one expected, this soft, warm cover is meant for baby's first carriage ride. It is crocheted in a basket weave pattern of delicately colored baby wool or nylon. The finished cover bound with satin ribbon measures 33" by 42".

Remember, all three of these patterns are yours for just 10¢ when you order the **SEPTEMBER PATTERNS** from the **KMA GUIDE**.



BAKE FOR YOUR BREAKFAST

HONEY MUFFINS WITH VARIATIONS

- 2 cups flour
- 1 t. salt
- 3 t. baking powder
- 1 cup milk
- 4 T. honey
- 1 egg, beaten
- ¼ cup melted shortening

METHOD: Sift flour with salt and baking powder. Mix milk, honey, beaten egg, and melted shortening. Add to dry mixture. Stir quickly just long enough to moisten dry ingredients. Fill greased muffin pans one-half full. Bake in a moderately hot oven (400°) 25 to 30 minutes or until delicately browned.

VARIATIONS

Blueberry muffins—Add ½ cup fresh blueberries to sifted dry ingredients.

Fruit muffins—Add ½ cup chopped citron, ¼ cup chopped maraschino cherries to batter. Brush muffins with honey before baking.

Holiday muffins—Add ½ cup finely cut citron, and other candied fruit plus ¼ cup broken nuts. Top each muffin with ¼ t. creamed honey and a half of a candied cherry in center.

Honey muffins—Put 1 teaspoon finely crystallized honey in center of batter of each muffin.

Peanut Butter muffins—Blend ¼ cup peanut butter with honey before adding to milk and egg mixture.

Soybean muffins—Replace ¼ cup flour with ¼ cup soybean flour.

Wholewheat muffins—Replace 1 cup of flour with 1 cup of whole wheat flour.

* * *

CARMEL-PECAN OATMEAL MUFFINS

- ¼ cup brown sugar
- 2 T. soft butter
- Pecan halves
- 1 cup sifted flour
- ¼ cup sugar
- 3 t. baking powder
- ½ t. salt
- ¼ cup shortening
- 1 cup oatmeal
- 1 egg, beaten
- 1 cup milk

METHOD: Blend brown sugar and butter. Pat evenly in greased muffin cups. Arrange pecan halves in each. Sift together dry ingredients; cut in shortening. Blend in oatmeal. Lightly stir in egg and milk. Fill muffin cups two-thirds full. Bake at 425° for 20 minutes. Remove from pans immediately. Yield: 12-15 muffins.

UPSIDE-DOWN ORANGE BISCUITS

- ¼ cup butter
- ½ cup orange juice
- ¾ cup sugar
- 2 t. orange rind, grated
- 2 cups flour
- ½ t. salt
- 3 t. baking powder
- ⅓ cup shortening
- ¾ cup milk
- ½ t. cinnamon

METHOD: Combine butter, orange juice, ½ cup of sugar and orange rind. Cook 2 minutes; pour into 12 muffin tins. Combine flour, salt, baking powder, shortening and milk. Roll out ¼ inch thick. Mix cinnamon and sugar; sprinkle over dough. Roll as for jelly roll. Slice 1-inch thick, place cut side down in pans. Bake at 450 degrees for 15-20 minutes.

* * *

HONEY DOME COFFEE CAKE

- 1 can refrigerated quick Parkerhouse dinner rolls
- ¼ cup butter
- ¼ cup honey
- ½ cup chopped nuts
- ½ cup flaked coconut
- 2 T. grated orange rind
- 2 T. maraschino cherry halves

METHOD: Line a 1½ quart casserole or ovenproof mixing bowl with aluminum foil. Separate dough into 12 rolls. Melt butter in saucepan; add honey. Dip individual rolls into honey-butter; then in mixture of nuts, coconut, orange rind and cherries. Place in foil-lined baking dish. (stack rolls) Bake in a 350° oven for 40 to 45 minutes, until deep golden brown. Invert on serving plate immediately. Serve warm.

* * *

HAWAIIAN COFFEE CAKE


- 1 egg beaten
- 1 cup crushed pineapple
- ¼ cup melted shortening
- 1½ cups flour
- 2½ t. baking powder
- ½ t. salt
- ½ cup sugar
- ½ cup coconut
- ½ cup brown sugar
- 2 T. butter

METHOD: Combine egg, pineapple and melted shortening. Add mixture of flour, baking powder, salt and sugar; stir only until flour is dampened. Pour into greased 8-inch square pan. Top with mixture of coconut, brown sugar and butter. Bake at 400° for 25 minutes. Yield: 9 servings.

DOLLAR SAVERS

Many new names appeared this month as women from all over submitted their "Dollar Savers" for the September Guide. We hope you will take a few minutes out of your day to sit down and write off the many shortcuts you take around the house, the things you do that might help others save time and money, and send them to the **DOLLAR SAVERS, KMA GUIDE**, Shenandoah, Iowa 51601. We pay \$1.00 for the five best entries.



 When you scorch a good blouse or other garment, dampen a cloth with peroxide and then put the cloth on the scorch and iron over it. This will remove the scorch.

Mrs. Alva Pierson
R.R. 3, Maryville, Missouri


For birthday cake candleholders that are simple and attractive, try bite-size marshmallows. Place them on the icing before it sets and firmly press a small birthday candle into the center of each.

Store sandpaper for household or workshop jobs in discarded 45 single record covers. The center hole quickly shows you the coarseness and the sheets never become torn or bent.

Mrs. David McCartney
Box 183, Hastings, Iowa

To strengthen children's shoe laces, run 3 rows of machine stitching the length of the lace using matching thread. AND, wrap a cloth around a yard stick or broom stick for cleaning under the upright piano and behind or over heavy pieces of furniture.

Mrs. Guy W. Ham
Skidmore, Missouri

 Dark socks won't pick up so much lint in the washer or dryer if they're tucked in an old nylon stocking with the end knotted loosely. AND, to cut and shape thick pieces of foam when making cushions, you'll find an electric slicing knife does wonders.


Mildred Longinaker
705 Elm, Red Oak, Iowa

To clean a shower head of mineral deposits, remove it and boil in full strength vinegar 15 to 20 minutes. Cool, rinse, wipe dry and replace.

Mildred Longinaker
705 Elm, Red Oak, Iowa

When a recipe calls for eggs, remember these measurements: a cup of eggs means five, a cup of egg whites means eight, and a cup of egg yolks means sixteen.


Mrs. A. E. Pyle
Martinville, Missouri

 When frying bacon, flour it on both sides and it won't curl and will be much better flavored and very crusty. Also, in making gravy, put the water in a jar, then add flour and shake thoroughly, then add to the broth and you'll have SMOOTH gravy.

Mrs. Ruby Lage
703 Sunset Ave., Red Oak, Iowa

Use old plastic place mats to line kitchen drawers or dresser drawers . . . makes it easy to clean.


Mrs. Gud Sowder
Alberton, Iowa

 For an inexpensive magazine rack, mount a brass curtain rod to the wall and then simply drape the magazines over the rod. It's a wonderful idea for your den or the children's room. Magazines don't get torn and they're much easier to care for.

Mrs. Clyde Maxwell
301 Elm, Waupun, Wisconsin

When packing a suitcase for your husband, place neckties between the pages of a magazine and place them at the bottom. This keeps them flat and prevents them from wrinkling. ALSO, to remove paint from your hands, use corn oil instead of turpentine . . . corn oil is non-volatile, non-inflammable, and is just as effective.

Mrs. Clyde Maxwell
301 Elm, Waupun, Wisconsin

 Hate lint or extra starch when ironing? Use a clean, dry sponge to wipe it off. Works beautifully.

G. C. Victor
Heritage House,
Atlantic, Iowa

When you need soft butter or margarine for baking but discover that it's too hard, try grating it as you do with cheese. By the time you have your other ingredients measured, the butter will be soft enough to cream.

Susie Hyde
Box 437, Creston, Iowa

Jottings from Joni's Journal



Do you realize that it has been a year since I first sat down to write a column for the KMA GUIDE. Many things have happened in that time, mostly good. Since moving to Iowa in 1966, I've been back to St. Paul twice . . . at Christmas and in July . . . but my family had not visited again here. However, in the last part of August, they were able to make the trip for a few days, and I will show you some of the pictures we took in the next issue.

This month you see the three girls in the family in my folks' kitchen doing dishes. That picture was taken by my oldest brother during the fourth of July holiday. His fiance, SUE, is on the left, followed by me and my mother. As you probably guessed, we weren't expecting to be photographed.

It's back-to-school time for everyone. Time to remind you of a different thing you can do to that morning cereal to liven it up for the youngsters. These suggestions are for hot cereal. Try brown sugar or some cinnamon sugar and a pat of butter on top. Put a little bit of honey, orange marmalade, or maple-flavored syrup on the table to spoon over hot cereal. A few ideas may sound crazy . . . like a scoop of ice cream, sweetened whipped cream, and colored marshmallows cut in pieces, but the kids just might find them very tasty. Of course, fruit is wonderful for cereals, and you can also use things like raisins, chopped nuts, and coconut. Give them a try, at least once. And by the way, what's wrong with a bowl of soup to start the day?

Many of you are in the process of freezing home-grown vegetables, so here are a few points to keep in mind when you begin: Select fresh, tender vegetables; old, mature vegetables lose texture and flavor on freezing. Salad vegetables do not freeze well. Wash vegetables in cold water; do not soak. Sort or cut into uniform size or pieces, removing peel wherever necessary. Blanch vegetables according to direction. In large kettle blanch one pound prepared vegetables in one gallon rolling, boiling water. Start counting time as soon as vegetables are immersed. Cool vegetables immediately.

put blanched vegetables in large kettle of cold running water, to lower temperature; but do not soak. Then plunge into ice water; do not soak. Drain thoroughly. Pack in clean moisture-and air-proof containers or cartons and freeze immediately, preferably without seasoning or liquid.

And now, something for us all to remember, whether just beginning life as a student, or starting on a career:

SUCCESS

Success is being friendly when another needs a friend;
It is the cheery words you speak, not in the coins you lend.
Success is not alone in skill and deeds of daring great;
It's the roses that you plant beside your garden gate.
Success is in the way you walk the paths of life each day.
It's in the little things you do and in the things you say.
Success is not in getting rich or rising high to fame;
It's not alone in winning goals which all men hope to claim.
It's the man you are each day, through happiness or care;
It's the happy words you speak and in the smile you wear.
Success is being big of heart and clean and broad of mind;
It's being faithful to your friends and to the stranger kind.
Success depends on character and everything you do.



PROGRAM NEWS FOR SEPTEMBER 1967

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By

Norman Williams
Station Manager



I would like your help. It will only take a few seconds of your time and a postcard. I would like to know your opinion on a very vital question.

Would you like to have KMA editorialize?

This would mean that KMA Radio would broadcast "ITS" opinion on issues of concern to you and the entire region. We would "stick our neck out" so to speak and say where we stand on important questions. The newspapers do this everyday. Some radio and television stations also broadcast editorials.

Some people have already accused us of taking sides on an issue. When we broadcast a White Paper report on Daylight Saving Time, we were charged with being in favor of DST. This stand I must refute. Our documentaries are objective studies of all sides of an issue. Our purpose here is to present the facts, whatever they might be, and let the listener judge for himself.

An editorial is different. We would clearly state our position. Each editorial would be clearly identified and would not be confused with a news program. The opinions expressed in the editorials would be that of the owners and management of KMA. If our editorials attacked a group or a person, we shall be required to make time available to the proper spokesman of such group or person to answer our attack.

Would appreciate hearing from you on this question.

Some Statistics

From the "thought you would like to know" department: Did you know there are more radios in this country than bathtubs? There are 250 million radio sets in operation in the U.S. today.

In America there is more than one set per person. There's a set for every three persons in Western Europe, one for every six persons in Russia, and one for every 40 in southeast Asia.

NEW SPORTS TEAM

Listen for KMA's new sports team . . . **HAL MANN AND MIKE GOODIN** who will be broadcasting the **KMA FOOTBALL GAME OF THE WEEK** starting Friday night Sept. 15th. Hal will be handling most of the play-by-play duties and Mike will be concentrating on color. Both men have a good knowledge and love of the game, and they will bring you many interesting, exciting broadcasts throughout the football season.

Additional Sports

RALPH CHILDS will expand the sports coverage with the **KMA FOOTBALL SCOREBOARDS**. He will bring you the first in the series Sept. 15 at 10:15 p.m. when he reports all of the Friday night high school football action.

Saturday Sports

Starting Sat., Sept. 16, **HAL MANN** will expand his 7:45 a.m. sports show to 15 minutes to bring you complete stories on Friday night action and previews and predictions of Saturday's college football activities.

Also on Sept. 16 we will start our annual Saturday afternoon **FOOTBALL SCOREBOARD** program from 5:00-5:30 p.m., as we keep on top of all of the college play from coast to coast.

To Host Bandstand

Look for big things to happen on the popular **KMA BANDSTAND COUNTRY STYLE** . . . every Saturday night starting at 6:45 p.m. C and W Host **MIKE GOODIN** will be featuring the newest Country tunes by all of the big names in the business plus interviews with the stars whenever possible.

VEGETABLE MAILER

It's ready to come your way: the new "Vegetable Mailer" from KMA's Women's Department. Covering artichokes to turnips, the mailer has forty new ways to prepare vegetables and make them a "highlight" of your meals. Included also are sauces to fix and pour to brighten those regular vegetables. This new mailer costs 10¢ per copy. To get yours, send a dime, your name, address, and zip code to **VEGETABLE MAILER, KMA, Shenandoah, Iowa 51601**. Take those vegetables out of "vegetation," your family will love 'em.

Introducing MIKE GOODIN

Tall (six foot actually) with dark hair and a wonderful sense of humor that comes through strong when he's on the air . . . that's MIKE GOODIN, the newest voice on 960 Radio. He calls Newell, Iowa, his old hometown, though if you ask him where that is, he'll say near Storm Lake. Mike graduated from Schaller High School, which complicates things more. Schaller is not in Newell. Mike has been in the broadcasting business for five years, working previously in cold International Falls, Minnesota, Storm Lake, and Omaha. He is a graduate of the Brown Institute of Broadcasting in Minneapolis, Minnesota, as are several other KMAers.

Vital statistics show age twenty-four; parents are Mr. and Mrs. James W. Goodin. His older brother, Bill, works for an airline in Phoenix, Arizona, and his sister has become a world traveler since her marriage. Pat resides with her serviceman husband in Ankara, Turkey.

Mike has taken over the Saturday Night Bandstand Country Style on KMA and loves it because his favorite style of music is Country and Western. You'll notice he whipped out his guitar one day to entertain the girls in the office. Mike claims he's been "working" at playing the guitar and singing for ten years, and insists

he's not good, but we'll bet he does a fine job.

By the way, Mike is single, enjoys sports and cars. Listen for Mike Goodin Monday through Friday from 9-12 Midnight and on Saturday evenings over KMA Radio.



Receives Award

RALPH AND MURIEL CHILDS received the picture (at right) taken of their son, **DAVID**, as he was named the United States Army Security Agency Support Group Soldier of the Month for July, 1967. David, who is stationed at Ft. Meade, Maryland, received a Letter of Commendation, US Savings Bond, and a three day pass. The KMA Guide adds its Congratulations!



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JAN

Thirteen-year old **RANDY GOWING**, son of Mr. and Mrs. Jack Gowing, is caught between summer vacation and the bus he'll be riding to the Shenandoah High School this month. Randy isn't old enough to drive yet; but reminds motorists of the school bus safety rules. When you're driving and meet a bus with flashing yellow warning lights, you must slow to 20 miles per hour and stop when the bus stops and the stop arm is extended. You stay stopped until the stop arm is retracted and bus resumes motion. When you are overtaking a bus, remember, you cannot pass when the red flashers are on. Stop not closer than 15 feet of the bus when it stops and the stop arm is extended.



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