

MR. WALTER PETER
R. R. 2
DOON, IOWA 50531

The

KMA GUIDE

March-April, 1972

COVER STORY

The Brenda Kay Show which debuted Jan. 17 is hosted by the young woman gracing the front cover of this issue of The Guide. She is Brenda Kay Crow, a trained home economist, who can be heard daily over KMA at 10:30 a.m. Monday through Saturday, bringing new insights based upon professional background and experience into the multi-faceted world of home-making.

Hundreds of letters poured in to suggest a name for the new women's program and after careful consideration and voting by all KMA Staff members the name "Living Today" was selected. Mrs. Madelyn Cahill, Clarinda, submitted the winning name and received the \$100 worth of groceries.



Byron Stoner was named Local Sales Manager for KMA Radio and assumed his duties Feb. 1. Announcement of his promotion was made by Carl "Andy" Andersen, KMA Station Manager at a staff meeting. Byron will coordinate all local sales. He came to KMA over a year ago in December.

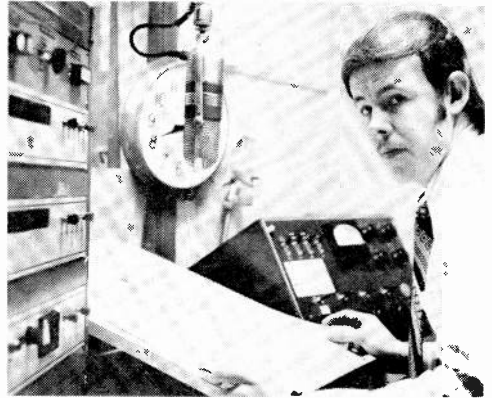
The KMA Guide

MARCH-APRIL, 1972

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News Intern Joins KMA

KMA's latest intern in the News Department is Dave White from Northwest Missouri State College, at Maryville, Mo. He can be heard on weekends.

A senior majoring in communications, Dave hails from Kansas City, Mo., where his parents, Mr. and Mrs. J. E. White Jr. reside.

Dave has had experience at KXCV-FM and KDLX-AM at Maryville and held an internship at KQTV.

He enjoys playing golf and prefers home-baked bread, lobster and steak in foods. He was born May 24, 1950 in Glendale, Calif. and is an only child.



Members of the Griswold (Ia.) Lions Club took over KMA Radio for one whole day, Jan. 27. They did everything from spin records to giving the weather report in their own inimitable fashion. Three of the many Lions who took part are shown in the picture including (l to r) **TERRY BROWN**, vocal teacher, **HARRY YUNGS-CHLAGER**, science teacher and Lions president, and (standing) **BYRON KEWIN**, car dealer. The picture was taken by another Lion, **GORDON HELD**.

A Chat With Edward May

Not all of you are within the viewing range of our Omaha Television Station KMTV. However, those of you who do watch KMTV are probably aware of the annual KMTV Awards Banquet. The annual KMTV award is given to an individual for "outstanding service to the public through KMTV."

This year's award was presented to Omaha Mayor Eugene Leahy. He was cited for his participation in two KMTV telethons; one for muscular dystrophy and one to find jobs for unemployed. The award was also given for educational features directed to children on the mayor's weekly KMTV program and for his broadcast efforts to raise money for a bus for handicapped adults.

The award was presented to Mayor Leahy by last year's award winner, Rev. Carl M. Reinert, S.J., President of the Creighton University Development Foundation. The photograph showing the award and its recipient includes from left to right: J. D. Rankin, Vice President of May Broadcasting Company, Mayor Eugene Leahy, Reverend Carl Reinert, and yours truly, Ed May. If you are interested in titles, my title is President of May Broadcasting Company. As you can see, we were dressed in our tuxedos for the occasion, and this was the 14th Annual Awards Banquet.

Incidentally, Mayor Leahy is a former southwest Iowa native, having been born in the Fremont County town of Imogene, nine miles from Shenandoah. He still has many relatives residing in Imogene as well as several in Shenandoah.

The presentation of the award was followed by an excellent speech by Richard C. Wald of New York, Vice President, News, of the National Broadcasting Company.

Writing of an entirely different subject, this is the issue of the Guide to publish my annual onion forecast. I have done this for about ten years. Once again I must admit there is no scientific foundation for the onion forecast. However, it has been used by various individuals in many parts of the

country for generations. It is one of the many ways used to forecast the weather.

In the event you aren't familiar with the onion forecast, here is the method used: On the first day of January, take 12 onions and cut each onion in half. (Personally I try to pick 12 onions as near the same size as possible.) Then take 12 halves and, using either a spoon or knife, remove a portion of the center of each of the 12 halves; then place the 12 halves in the basement, or some other cool dry place, and fill each onion with salt. Be certain to number each onion — No. 1 for January, No. 2 for February, etc. Then at the end of 12 days you "read" the onions by examining the moisture content of the salt of each onion. For example, if the salt in onion No. 1 is dry, this indicates a dry month, or if it is wet, this indicates a wet month. You will be surprised to find such a variation in the moisture content of the salt from one onion to another.

Based on the above method, the 1972 onion forecast is as follows:

January	-----	Above normal
February	-----	Below normal
March	-----	Normal to slightly below
April	-----	Normal to slightly above
May	-----	Normal
June	-----	Above normal
July	-----	Close to normal
August	-----	Below normal
September	-----	Above normal
October	-----	Near normal
November	-----	Normal
December	-----	Above normal

Above normal — January - April - June - December.

Below normal — February - March - August.

Normal — May - July - September - October - November.



FRANK COMMENTS

So far this winter Southwest Iowa has been rather fortunate in that we have missed a number of rather severe winter storms, which had apparently been headed our way. It is true we have had several 3" snows, but each one was followed by mild weather, which melted the snow and gave it a chance to soak in before next snowfall.

Temperatures also have been comparatively mild and here at Shenandoah our coldest reading has been 13 degrees below zero and last year on February 7 we had 23 degrees below zero which was the reason for our short peach crop last year. Peach buds can stand anything up to 15 degrees below without any damage, but anything colder than 20 below means that most of the blossom buds are killed right on the twig which of course, means a short fruit crop. Right now all indications point to a big peach crop this coming year. That means that you should give them the necessary sprays to keep the trees healthy and the fruit free from insects and disease.

I think that the most important spray of all is the dormant spray, particularly on peaches, as that is the only spray which will prevent peach leaf curl. There are several different combinations which can be used as a dormant spray. But personally I think that the best one of all is the old time liquid lime sulphur, as it can be used on all kinds of fruit including apples, pears, plums, cherries, apricots, grapes and raspberries. It should be applied late in February or early in March when the temperature will be above freezing long enough for the spray to dry on the twigs and branches.

The reason it is called dormant spray is because it is so strong that it must be applied before the bud starts to swell. The directions are very simple. Mix the liquid lime sulphur with water at the rate of one to eight. In other words, use one quart of lime sulphur in eight quarts of water. Apply this thoroughly on all sides of every twig and branch and up and down the trunk of the tree on all sides, and squirt some around on the ground under the tree in case any disease is being carried over on the old leaves. Lime sulphur is an excellent fungicide and when mixed at the dormant strength, it is quite effective against insect eggs which might be wintering over on the trees.

For all of your later sprays on fruits of all kinds, I would recommend switching to Earl May's Home Orchard Spray — used strictly according to the directions on the container, or better yet, according to the instructions in the spray leaflet which is available wherever you pick up the Home Orchard Spray.



Next to the dormant spray, I think that the most important spray is what is called the petal drop spray, which is applied when about 90% of the blossoms have fallen off and there are only a few scattered blooms left over the tree. Timing on this spray is very important as the calyx at the blossom end of the apple and pears only stays open for about a week or ten days. It is necessary to get a few specks of the spray material inside that little calyx before it closes up, in case a codling moth has laid an egg inside the calyx. Then the little worm which hatches out of the egg will be immediately killed as soon as he starts to eat.

In case it comes a heavy rain a day or two after you have sprayed, it is necessary to go out and spray over again, in order to keep the fruit covered with a little thin film of spray clear up until harvest time, so be sure and use plenty of spray.

The picture on this page this month was taken by Guide Photographer Tom Taylor, as I was checking the instruments in the weather house out in the back yard. These official thermometers, not only register the present temperature, but also give the highest and lowest since the last reading. That weather house is the same one which was installed by the U. S. weather bureau 38 years ago, and it is beginning to show its age just a little.

Jennie and I are both feeling fine this winter, and so far neither of us has had any trace of flu or even a cold. No, we haven't been fishing yet this year, but we are thinking rather seriously about taking a few days off early in April to try our luck down on Table Rock Lake in southwest Missouri. If so, I will tell you all about it in the May Guide. How are all you folks?

RFD 960

By CLIFF ADAMS

January and February have been busy times for meetings as they usually are for farmers and as a result for the KMA farm department. The winter months provide for a time to be refreshed on one's knowledge of farming, to get up to date information on the latest practices, to plan ahead for the new crop season, replace the feed lots, repair the machinery and to take stock of where we've been and how we could do it better the next time.

I have just attended several sessions of the National Livestock Feeders Association annual meeting held this year in Omaha. The key speaker was the new Secretary of Agriculture, Earl Butz who drew a record attendance at a luncheon in the Hilton Hotel Ballroom. He was well received and it provided him with an opportunity to take stock of what the thinking of the livestock feeder was. It was a most optimistic outlook for the cattle feeder in particular. The world market for beef is growing by leaps and bounds, and the prices have been higher than ever. The Butz temperament was in good evidence during his talk which deviated considerably from his prepared text. In general though, his message was built about the theme of waging battles for farmers . . . a fight to move the harvest to market without costly transportation tie-ups, a fight to get fair prices for farm products, a fight for more freedom to manage their own business and a fight to get better farm income.

I met several of our KMA farm listeners at the meeting and was encouraged by their friendly and favorable comments about our farm programming.

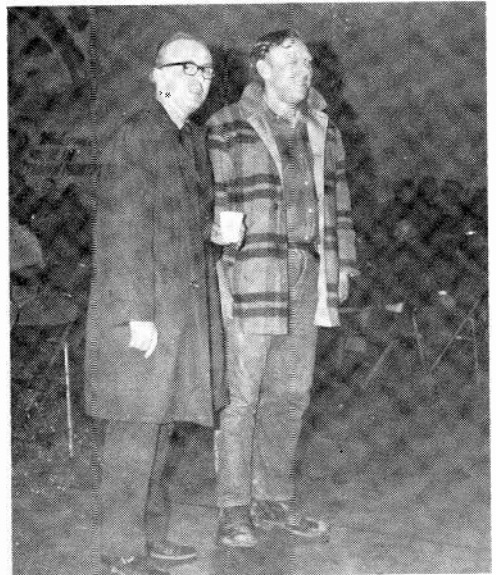
I attended a most interesting meeting in Indianapolis, Ind., in January sponsored by a new sponsor, Elanco a division of Eli Lilly Company. A number of us farm directors were taken on a tour of the 900 acre research farm near Greenfield, Ind., to view the amount of research that is carried on by this firm. A great emphasis is placed on the testing of new compounds before they are released for animal consumption. It was pointed out that it takes from 5 to 7 years before a product is approved by the Federal Drug Administration. Before it is approved by the FDA, it may take 15 years from the time a compound is thought to have possibilities for animal or human usage. A great portion of money for research is spent in a toxicology laboratory where constant tests are run on animals to determine the toxic levels of the new drugs. I think that if more people could tour such a laboratory they would have greater confidence in the products manu-

factured by a firm such as the Eli Lilly company. As you have probably heard the FDA is considering even more stringent measures to regulate or even eliminate antibiotics, sulfas, penicillins and other medications. I think it would be a great step backward. The safety of these products has certainly undergone a rigorous testing procedure to even be approved in the first place. The restricted use of stilbesterol is just a beginning apparently for the FDA.

The trip to Indianapolis was somewhat frustrating because of a winter storm that caused delays in plane flights, a misplaced suitcase and upon return a dead car battery.

The National Western Stock Show at Denver, Colo., also received attention during the past January. I had never been in Denver before so it was a new experience for me. The stock show was of particular interest to Iowans since the Grand Champion Steer was shown by Rex Miller of Alta, Iowa, brought a new all-time high price when it was auctioned off. Rex brought home over \$14,000 for his 1,250 pound Angus-Charolais-Shorthorn cross-bred. The 16-year-old FFA member will use the money to invest in more cattle. "Big Mac" was a big boost for the future of a young Iowa farm boy.

In March it's the Pork Producers Congress in Kansas City. Hope to see some of you there.



Wayne Anderzohn of rural Shenandoah visits with Cliff Adams at a farm meeting in Shenandoah recently. Farmers gathered at the Crop Clinic held to acquaint those in attendance with new ideas on how to grow corn and soybeans.

On Sports

A few weeks ago, I met Bill Wall, head basketball coach at MacMurray College in Jacksonville, Ill. Bill also serves as president of the College Basketball Coaches Association, which is comprised of NCAA member institutional coaches, as well as coaches from the NAIA, National Junior College Athletic Association, and high school coaches.

College basketball coaches all across the country are becoming alarmed at the way professional basketball teams are signing college basketball players to pro contracts before they even finish school. Coach Wall feels that he has a responsibility to protect the values of amateur basketball, the educational opportunities of the players and the environment in which those things are made possible. Below is a statement by Coach Bill Wall which he made before the subcommittee on antitrust and monopoly legislation of the United States Senate Judiciary Committee on S-2373. S-2373 is the bill concerning the merger of the two pro basketball leagues, the NBA and the ABA:

"Our stated position indicates that a merger of the two professional leagues might result in a positive atmosphere for basketball at the collegiate level if certain considerations are provided for. The merger alone will not solve the complicated problems that exist today.

"We hope that any legislation in this area will provide for the following recommendations:

"1. That no professional basketball game telecasts be permitted on Tuesday, Friday, or Saturday.

"2. That once a student-athlete enrolls in an academic institution that he not be tampered with or signed to a professional contract until that academic year is completed. **Note:** It is strongly hoped that a four-year protection rule will be legalized.

"3. We would hope that a hardship player would have written into his contract a separate college fund in escrow clause so that he may complete his education in the future.

"4. We are deeply concerned over a number of rumored relationships between professional teams and student-athletes who are still playing college basketball.

"5. We request cooperation from professional basketball especially during an Olympic

year to insure that the finest eligible United States players be available to represent our country in international competition.

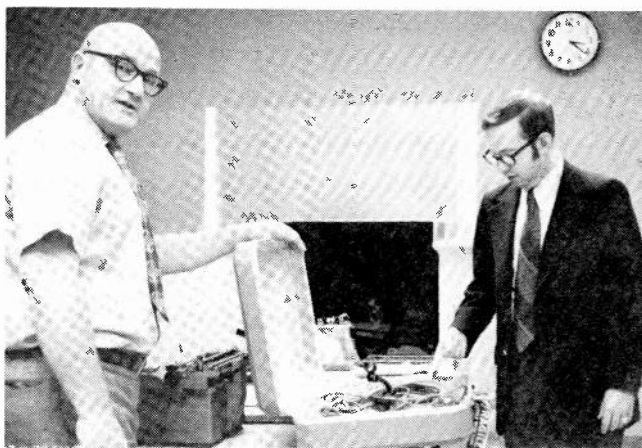
"6. That consideration be given to the interests of our former athletes who are currently professional players and to those of our student-athletes who may choose a professional basketball career in the future."

It is going to be very interesting to see what happens in this battle between the colleges and the pros.

Royals Schedule

Kansas City Royals baseball will be heard on KMA, again, this year. Listed below is the Royals schedule for April and the air times on KMA:

- April 6 — Texas — 1:10
- April 7 — Texas — 7:10
- April 8 — Texas — 1:10
- April 9 — Texas — 1:10
- April 10 — Open
- April 11 — California — 7:10
- April 12 — California — 7:10
- April 13 — California — 7:10
- April 14 — Chicago — 7:10
- April 15 — Chicago — 1:10
- April 16 — Chicago — (DH) 1:10
- April 17 — Open
- April 18 — Oakland — 9:40
- April 19 — Oakland — (DH) 7:40
- April 20 — Open
- April 21 — Chicago — 7:40
- April 22 — Chicago — 12:55
- April 23 — Chicago — 12:55
- April 24 — Open
- April 25 — Baltimore — 7:10
- April 26 — Baltimore — 7:10
- April 27 — Open
- April 28 — Cleveland — 7:10
- April 29 — Cleveland — 1:10
- April 30 — Cleveland — (DH) 1:10



KMA Station Manager Andy Andersen helps Sports Director Warren Swain pack for one of those trips which kept Warren on the go during the basketball season when he was the "Voice of the Bluejays" of Creighton.

FEEDBACK

By NED DERMODY

A WIRED UNIVERSE

"... We are fast approaching the day when we will be part of a wired universe." George Comte, Vice President and General Manager of the Milwaukee Journal Stations made that statement February 4th in Minneapolis, Minn. Comte was addressing a seminar sponsored by the Northwest Broadcast News Association on the campus of the University of Minnesota. Comte heads a division of the Journal Stations that is charged with the promulgation of cable television and in fact is building a transmission system through Minneapolis to Duluth, Minn. He views the "wired universe" as a great benefit to mankind providing entertainment, news and two-way communication. Comte's vision entails public franchising of a privately owned and financed company on already existing facilities that would make the television set, or a unit similar to today's television set the focal point of the home or office.

Comte says that the ultimate "wired universe" would result in the downgrading of production quality that is now received commercially and that news coverage as we know it today would be radically changed. There would, Comte says, be no need for a newsman. Cable would simply set up a camera at great events... and turn it on. Newsmen would no longer be needed for "beat" work, covering City Hall, the Courts or the Police station. Instead, Comte envisions a two-way communication, vis a vis the tube between a newsman and the Mayor or the President or the visiting dignitary. Comte envisions multi-channelled entertainment and information funnelled into each home providing educational facilities, informational outlets, sporting events, some or all with two-way communication. Comte indicated that the "wired universe" is inevitable and will follow generally the pattern he outlined. Comte apparently has the power to take a giant step in that direction.

He admits that Cable Television is a multi-faceted and not fully understood medium. The original idea was to bring signals into areas where ordinary reception of television and some radio signals was impossible. It has spread to some metropolitan areas where signals from distant cities are offered fragmenting the metropolitan audience. Commercial outlets generally oppose Cable where several commercial stations can be received for financial reasons. The regulations governing Cable are vague and not fully understood. The threat to commercial broadcasting as it exists today is unmistakable however although Comte suggests that commercial

broadcasting will only be changed and not destroyed. The questions of concern include fragmentation. Will all 70 or 80 channels be made available to the President if necessary and how? Will the subsequent reduction in production quality lead to pay television for those quality productions that people really want to see? Will public franchising of a private company allow for public control of rates like utilities? Will the news arm of cable become a propaganda vehicle?

Initially, Cable sounds great to the average viewer and listener. It means a more varied entertainment and information diet, an end to blackouts of sporting events and a full time news and weather channel, usually focused on several sets of dials and a wire service machine. It also means poorly produced local panel shows, sports coverage and some theatrical productions. Cable means clear pictures at all times for about five dollars per month.

The social implications of George Comte's vision are frightening. One would remain at home for virtually everything. Shopping would be done by the tube... newspapers would be delivered by the tube... children and adults would be educated by the tube... and the office worker would not need to leave his house... but would conduct his business... by the tube. Smog would be eliminated because there would be no rush hours, since virtually everyone is staying at home... by the tube. Elections would be conducted by the tube... and for that matter... government would be conducted... by the two-way tube. How one would establish and sustain a family was not subject to the Comte vision. How children would grow in an other but insular way was not subject to the Comte vision. Money was! Comte said, in the final analysis, "To own the rights to cable... is to hold the right to mint your own money."



As happens in the winter, one day the furnace in the KMA Studios wasn't working up to par and rather than freeze, KMA News Director **NED DERMODY** decided to dress warmly including a fur hat — have to keep all those wheels turning.



PARTY LINE

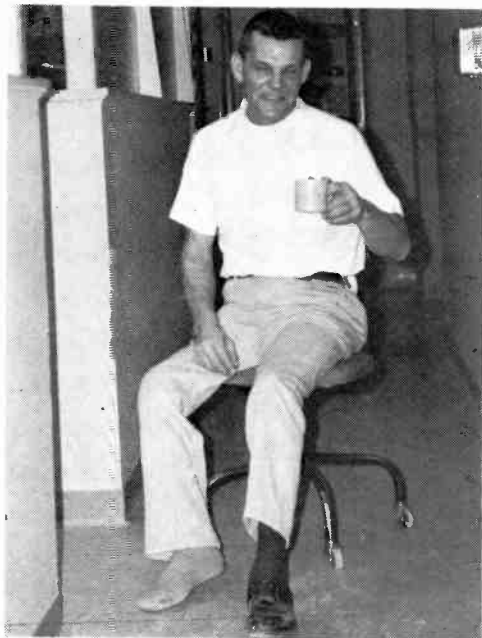
Joining the hundreds of people enrolled in adult education classes throughout the KMA area were three KMA staffers. Although they joke about incorporating and going professional in their new avocation, the trio did so well in their 5-week upholstery class that they do get many requests for advice. The three new upholsters are (l to r) **LUCY LAWSON**, switchboard operator, **EVALYN SANER**, KMA Managerial Secretary, and Chief Announcer **MIKE GOODIN**.



JOHNNY MIHALL, son of KMA's **JACK MIHALL**, will take a trip of a lifetime this month. Johnny who has been a member of the Bell Ringers of Des Moines will go with that group on a trip to Disney World in Florida and then on to Bogota, Colombia, in South America. The group will be living with Colombian families for 10 days and while there will give many programs. Their director is **MARLO COWEN** of Ankeny. His sister, **DEBBI MIHALL** who is a member of the Choral Bells of Des Moines will make a trip through the eastern part of the U. S. this summer with her group.

When **JACK MILHALL** disappears from the family scene, his wife, **MARTY** knows where he can be found—upstairs in the recreation room twiddling the knobs and buttons on his ham radio set. Jack holds up placards he received from his radio contacts in New Zealand and Sweden in this picture. He has also made contact with ham buffs in Japan, Russia and Poland plus many in this country. Jack's set is partially home built and is powered at 1,000 watts including all bands. (above)

Making a gradual recovery from an infection in his leg is **MERLE DOUGLAS** who spent sometime in the hospital in January. Although he is getting around on crutches now, Doug relieves the leg by rolling on his chair, which he calls his "dune buggy" down the hall to the coffee pot and back to the control board in the studio. (at right)



KMA Station Manager **ANDY ANDERSEN** attended a three-day Management Seminar in Chicago recently. It was sponsored by the Radio Advertising Bureau.



FAMILY NEWS

Proud grandparents everywhere will recognize the feeling KMA Engineer **RALPH LUND** experienced as he let his 1½-year-old grandson, **SEAN MCDONALD**, take over one day at the studios. Sean will be moving from Kansas City to Chillicothe, Mo., after his daddy, **LARRY MCDONALD** graduates from Dental School this spring. His mother is the former **ANN LUND**. More Lund grandchildren are in the other picture. They are the three daughters of **ROGER** and **JUDY MALMBERG** of Audubon. From the left, they are **JENNIFER**, 10 months, **JODY**, 5, and **KIM**, 6. Roger teaches at Audubon Jr. High.

Pointing to her daddy, **HENRY SCHNOOK**, just out of the picture, is little **DEN-ELL SCHNOOR** who stopped by one day to get better acquainted with broadcasting.

That's really Uncle **PETER MULLISON** age 4, holding his niece, **NICOLE GENOVESE**, 6 months. On the right is grandmother, and mother, **AR-DENE MULLISON**, KMA Traffic Manager, and on the left **JODIE MULLISON GENOVESE**. Shortly after this picture was taken, Jodie with her daughter joined her husband Raymond, who is stationed at an air base near Masawa in northern Japan.

The Guide extends sympathy to Mr. and Mrs. **NORMAN KLING** and family in the death of her father, **HOWARD GREENWALT**, who died in January.

ESTHER BURRICHTER, wife of Chief Engineer **DON BURRICHTER**, has been a patient in an Omaha hospital but hopes to come home soon.





OPEN LINE GUESTS

Three representatives from the K C Royals discussed baseball on the Open Line and later at a luncheon in Shenandoah recently. In the picture with the guests are: (l-r) KMA Manager **ANDY ANDERSEN**, **JACK MIHALL**, **RICK CURRENT**, traveling secretary, **ROGER NELSON** and **TOM BURGE-MEIER**, both pitchers, and in the back, **MIKE GOODIN**.

Another Open Line guest was **JOHN MONTGOMERY**, director of the Iowa Educational Television Network who talked about expansion plans and problems. (below left)



KMA Staffers participated in the 19th annual night of fun produced by the Knights of Columbus at the American Legion Country Club in Shenandoah in February. KMA Salesman Dee Martin was co-emcee with Jim Skahill of Red Oak and set the theme of the variety show in this picture with "The Knight Knaws". Giving the society news were Managerial Secretary of KMA, Evalyn Saner, on the right, and Mrs. Clem Maher who pantomimed to the song "When the Kids Get Married." (Sentinel Photos)



Awards and Honors



News Director Ned Dermody holds award.

KMA Radio News won first place for its production of a radio news documentary at the recent 24th annual convention and seminar held by the Northwest Broadcast News Association at Minneapolis.

The award was presented for the KMA News production entitled "Parimutual Betting in Missouri," which was broadcast October 4, 1971. KMA's documentary won over 110 entries from radio stations in Iowa, Nebraska, Minnesota, Wisconsin, North Dakota and South Dakota. Second place went to WCCO in Minneapolis and honorable mention to KRNU, the University of Nebraska's educational station in Lincoln.

KMA's prize-winning entry was written

MARCH - APRIL GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- March 2 — Robert, son of Ardene Mullison
- March 5 — Mary Jane, daughter of Cliff Adams
- March 13— Peter, son of Ardene Mullison
- March 16— Pat Patterson
- March 17— Jim Sislo, Ed May's son-in-law
- March 19— Billie Oakley
- March 23— Sharon Stevens, Merle Douglas' daughter
- March 26— Mike, son of Ralph Childs
- March 30— Mrs. Jack Mihall
- March 31— Henry Schnoor
- April 3 — Kathryn, daughter of Cliff Adams
- April 3 — Byron Stoner
- April 5 — Mrs. Ralph Childs
- April 19— Annette Sanders, Ed May's daughter
- April 24— Mrs. Dee Martin
- April 30— Bill Sislo, Ed May's grandson

by Associate News Director Tom Taylor and produced by News Director Ned Dermody. Judges from the University of Minnesota School of Journalism evaluated the documentary on subject matter, content, objectivity and production quality and retained a copy of the program for teaching purposes at the university.

Sponsoring the convention and competitions was the Northwest Broadcast News Association which is the largest regional broadcast news organization in the United States.



KMA Sports Director, Warren Swain, presents Shenandoah football coach, Ray Graves, with the championship trophy of the KMA Football Forecast. Graves tied Lewis Central football coach, George Payne, for the honor but won the trophy by correctly guessing the tie-breaker. Ray correctly predicted 15 - 18 major college football games, the week he was on the KMA Football Forecast.

A MEMO

From BRENDA KAY

It's hard to believe I have only been working as KMA's Women's Director since January. The reason for this feeling is that everyone here at KMA has been so friendly and helpful. I feel "right at home," and so it's easy for me to want to serve all the KMA listeners in the best possible way.

During the past few weeks, I have met some interesting and wonderful people. So far I have met several Iowa Extension Home Economists. They have included Dorothy Keith, Page and Fremont Counties, Diane Wolfe, Taylor and Ringgold Counties, Barbara Buffington, Mills and Montgomery Counties, and Dorothy Bartleson, Adams and Union Counties, all of whom have been on my program. Also I talked with Waurine Stephens, Worth and Gentry Counties, who is the only Missouri Extension Home Economist I have had the opportunity to meet. I personally feel that the Extension Service from our various state universities is one of the easiest and most up-dated sources of education that all of us could and should take advantage of in an effort to keep abreast of new developments in Home Economics and Family Life. It's available for all of us — so start now to use this valuable resource.

Speaking of our families, how do you strive to make each member of your family loved and wanted? This is certainly an important aspect to be considered in dealing with our loved ones. First, I think we should try to identify what characteristics make each person unique and "special." We all have individual traits but many times we forget about these differences. For example, I wonder how many people use the same type of discipline on all of their children. And yet, each of these children is bound to react in a different way because each has a different emotional make-up. So where a spanking might be the best technique for one child; the other child may respond to a stern scolding. I know in my case that as a child, all my father would have to say was, "Brenda Kay, look at me." And I would feel so bad that I would start to cry immediately. After all, I didn't want my parents to be unhappy with me. Generally speaking, severe physical punishment and ridicule only tend to foster hate and insecurity. Realistic discipline helps a child to learn the difference between acceptable and unacceptable behavior, and they never quit loving their parents. So the next time you start to strike or yell at your child, ask yourself, "Is this action really going to teach my child anything or will I simply be causing unnecessary negative feelings?" As always, love is the key to family success, so let your love for your family guide

you to understand each member as a "special" individual.

Of course, one of the best ways for us homemakers to express our love for our families is by preparing attractive and tasty foods for them to enjoy. I have included some of my favorite recipes — both practical and fun recipes. I certainly hope that you will enjoy them. Starting with the next issue of the Guide, I would like to use some of your favorite recipes too. So please start sending me some of your "winners," so that I can, in turn, share them with all of the many KMA Guide readers. Of course, I enjoy hearing from all of you even if you don't send in a recipe. You are truly my radio friends, and your encouragement inspires me to work even harder for you.

CHUCKWAGON ROUND-UP

- ¾ cup all-purpose flour
- 1½ t. baking powder
- ½ t. salt
- ¼ t. chili powder
- ⅓ cup milk
- 2 T. milk
- 1 egg
- ½ pound wieners
- 1 can barbecued beans
- ½ cup shredded cheddar cheese
- ½ t. onion powder
- ½ t. leaf oregano

Combine flour, baking powder, salt and chili powder in mixing bowl. Combine milk, oil and egg. Add to dry ingredients all at once, stirring until well mixed. Spread on bottom of greased 9-inch pie pan.

Reserve 2 wieners; cut remainder in ½ inch slices. Combine with beans, cheese, onion powder and oregano. Starting in center and working toward edge, spoon filling over dough. Cut the two wieners in half, lengthwise and then crosswise. Place over filling, skin side up, spoke fashion. Bake at 400 degrees 25 to 30 minutes. Let stand 10 minutes. Cut in wedges for serving. Serves 4 to 6.

* * *

SWEET-SOUR TUNA

- 1 No. 2 can pineapple chunks
- ¼ cup sugar
- 2 T. cornstarch
- ½ t. salt
- 1 chicken bouillon cube, dissolved in 1 cup hot water
- 2 T. vinegar
- 2 t. soy sauce
- 2 3-oz. cans chow mein noodles

Pre-heat electric skillet to 230-250 degrees. Drain pineapple, reserve syrup. Combine sugar, cornstarch, salt, stir in bouillon, pineapple syrup, vinegar and soy sauce. Pour in skillet. Cook and stir till mixture bubbles. Cook 1 minute. Add pineapple, peppers, tuna, and butter. Cover; simmer about 10 minutes, stirring occasionally. Serve over chow mein noodles. Pass soy sauce. Serves 6.

PIZZA MEAT LOAF

- 2 lbs. ground beef
- 1 cup cracker crumbs
- ½ cup chopped onions
- 2 eggs, slightly beaten
- ½ cup grated Parmesan cheese
- 1½ t. salt
- 1 t. leaf oregano, crushed (or ¼ t. dried oregano)
- 1 cup milk
- 1 cup (8 oz.) pizza sauce
- 1 cup shredded mozzarella cheese,

green pepper and sliced mushrooms
In a bowl lightly mix ground beef, crumbs, onion, eggs, Parmesan cheese, salt, oregano and milk until just blended. Turn mixture into 8-inch square baking pan. Bake in 350 degree oven 45 minutes, spread pizza sauce over loaf and top with mozzarella cheese; return to oven for 8 to 10 minutes. With two spatulas remove meat loaf from baking pan to heated serving platter. Top with garnish of green pepper rings and sliced mushrooms. 8 servings.

* * *

MAPLE MERINGUE FROZEN PIE

- 1 pkg. (3¼ oz.) butterscotch pudding and pie filling
- 2 cups milk
- ½ cup maple-blended syrup
- 1 cup prepared whipped topping
- ½ cup chopped walnuts
- 1 baked 9-inch pastry shell, cooled
- 3 egg whites
- ⅛ t. salt
- 6 T. sugar

Combine pudding mix and milk in saucepan. Cook and stir over medium heat until mixture comes to a full boil. Remove from heat and add syrup, mixing well. Cover surface with wax paper. Chill. Remove paper from pudding; beat until smooth. Fold in prepared topping. Freeze mixture in bowl 1 hour. Then beat until smooth, but not completely melted. Fold in nuts. Spoon into pastry shell. Freeze until firm — about 4 hours.

For meringue, beat egg whites with salt until foamy throughout. Add sugar, 2 tablespoons at a time, beating thoroughly after each addition. Continue beating until meringue will form stiff-shiny peaks. Spoon over pie filling, carefully spreading to crust to seal. Place meringue-topped pie on baking sheet. Bake at 500 degrees 2 minutes, or just until peaks are lightly browned. Serve at once or store in freezer until serving time. Serve with chocolate or butterscotch sauce, if desired.

* * *

RASPBERRIES PUREED

Thaw and puree the raspberries. Thicken with tapioca and lightly sweeten with sugar and salt. When mixture comes to a full rolling boil, remove from heat and stir in lemon juice and pink dinner wine. The raspberry mixture is served in parfait glasses, alternating with whipped cream.

Billie Oakley Takes Trip

A hopeful hello to you:

Hopeful, because it's sure to be spring one of these days, and I am ready for it. Winter has always been an exciting experience for me, loving the snow and the crisp winter air . . . but all of a sudden I find my thinking a little shaky on these subjects. Somehow the ache in my arthritic fingers when I must clear the snow from my doorstep is a little more painful than exciting. I seem to notice the evening chill more, when I must leave my comfortable fireside . . . and I guess my twilight years will be more enjoyable if I don't have to know too much of that "exciting experience" called winter. Come ahead, spring . . . I love you!

I journeyed out to Oregon to see the folks this past month and found them ailing a bit more than I had anticipated. Mom is not doing too well, but Dad is looking real good. We have help at the house and will try and continue this way as long as possible. So many of you have expressed your interest in my parents, and I so appreciate your thoughtfulness.

On my way to the coast, I took a southward swing and visited with Esther and Glenn Griswold for a couple of days, in their retirement home in Tucson, Arizona.

I'm including a recipe for you this time that we have enjoyed so much at the Martha Gooch Kitchen. I do hope you enjoy it, too.

Brenda Kay and I had such a good time, getting acquainted on the air, and I know you are all most pleased with her and her new program over KMA. Let her know about it. Letters are so very important, as is your hand of friendship.

Happy springtime to ya.

Billie Oakley

IRISH SWEET BREAD

- 4 cups sifted flour
- 1 T. baking powder
- 1 cup sugar
- 2 cups seedless raisins
- 1 T. freshly grated lemon rind (1 lemon)
- 2 eggs, beaten
- 1 cup milk

Sift flour and baking powder together into mixing bowl. Add sugar, raisins and grated lemon rind. Mix thoroughly. Beat eggs and milk together and add to dry ingredients. Mix carefully until thoroughly moistened. Pour into buttered 9 inch by 5 inch loaf pan. Let stand 20 minutes. Bake in 350 degree oven 1 hour and 15 minutes or until done.

Some good Irish cooks use half whole wheat flour for this bread. Others shape into buns and bake on a griddle or in a 350 degree oven for 20 to 25 minutes.



Mrs. Mary Ann Millhone and Mrs. Debbie Fister of Clarinda talked with Brenda Kay about getting Educational TV for South-west Iowa.



Billie Oakley and Brenda Kay joined forces one day while Merle Douglas got into the picture in the background.



Charlie and Mary Williams discussed their newest interest and business, wine-making with Brenda Kay. Mary is editor of The Guide.



Adult Education in Shenandoah as well as the High School Equivalency program were the topics covered by Miss Muriel Keenan when she appeared on Brenda Kay's show.



Brenda's Guests

The Family Living Committee from the Page County Extension Service met with Brenda Kay to discuss problems of families and society. From the left, they are Clythia Brown, Hazel Vogel, Vesta Andrew, Lois Stephens, Brenda Kay, Esther Fishbaugh and Florence Brown.

Remember: Turn your dials to 960 — KMA Monday through Saturday at 10:30 a.m. for the "new" Brenda Kay Homemaker's Show — Living Today.



KMA engineer Norm Kling and several other area residents spend many of their off-the-job hours on a nearly 250 acre private wildlife refuge they have developed south of Riverton, Iowa. The hunting and trapping appears to have been good in Southwest Iowa this winter, as the pictures attest. At right, the picture shows KMA's Station Manager Andy Andersen weighing a huge beaver which Norm and partner, Dale Castle trapped in the East Nishnabotna River. The beaver weighed an astounding 58 pounds. (Unfortunately, Norm was working at the transmitter building the morning this picture was taken, and we could not get a picture of Norm with his beaver.) But a few days later we were able to get this picture of Norm and a coyote he had caught a few minutes earlier along the banks of the river. (at left)

Two Extremes

Two pictures for contrast show the beauty of tulips along the fence at the Earl May Garden Center in Shenandoah and the handiwork of nature which coated the remains of the buildings destroyed by fire in Maryville, Mo., with the beauty of ice.



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KMA-land Occupations

Wintertime fires have taken a heavy damage toll in the immediate KMA area which would suggest that a check of fire safety precautions is in order not only for business and industry but residences too.

Fire is terrible at any time of year, but it is doubly hard to fight when the temperatures are low and water turns to ice or hoses break.

Most of the fire fighting in the small town of KMA-land is fought by volunteers with few exceptions. Some fire departments have few paid employees while in the large cities, the whole department is paid. For example, Shenandoah has 3 paid employees with a volunteer, Fire Chief, and up to 40 volunteers who can be called on to help. There are 3 city trucks and 2 rural

trucks (owned by farmers) which are kept up by the paid employees who are the drivers and who also man the alarm and operate the pump. These work a shift of 24 hours on and 48 hours off. When a call comes in the fireman on duty hits the button to alert the volunteers whose homes are equipped with special alert receivers provided by the city and then he locates it on a blackboard. Almost simultaneously, the fireman blows the 3 city fire sirens. If the fire is inside the city, the driver gets the truck to the fire and is joined there by the volunteers. If the fire is in the rural area, the Fire Chief must authorize who goes, usually six men with a rural truck depending on the size of the fire, the same except using the larger truck, to assist other towns as has happened so frequently this past winter.

The next time you hear the fire whistle, give a salute to those dedicated men who go out in all kinds of weather to contain the enemy — fire.



Smoke pours from burning building as firemen get fire under control. Manning the hose is especially hard in winter.