

The  
**KMA GUIDE**

May-June, 1973



# MAY-JUNE GREETINGS

## THIS IS YOUR DAY!

### HAPPY BIRTHDAY TO:

- May 2—Mrs. Mike (Betty Jane) Sherman, daughter of J. D. Rankin, Jr.  
May 4—Loche, son of Mary Williams  
May 5—Mrs. Cliff Adams  
May 13—David Sanders, son-in-law of Ed May  
May 24—Davie White  
June 4—Evalyn Saner  
June 5—Mrs. James (Karen) Sisto, daughter of Ed May  
June 7—Merl Douglas  
June 14—Dan, son of "Andy" Andersen  
June 18—Charles, husband of Mary Williams  
June 20—Mrs. Norman Kling  
June 28—"Andy" Andersen  
June 29—Ralph Childs  
June 30—Arilla Hadden

### HAPPY ANNIVERSARY TO:

- May 6—Mr. and Mrs. Richard McConahay (Brenda Kay)  
May 15—Mr. and Mrs. T. J. Mikkelsen  
May 21—Mr. and Mrs. Robert Kelsey  
June 6—Mr. and Mrs. Henry Schnoor  
June 12—Mr. and Mrs. Norman Kling  
June 19—Mr. and Mrs. Ed May  
June 23—Mr. and Mrs. J. D. Rankin, Jr.

# The KMA Guide

MAY-JUNE, 1973

Vol. 30

No. 3

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## FRONT COVER

Celebrating Mother's Day in May and Father's Day in June is cause enough to run a family picture on The Guide cover this issue. This particular family picture is the first Guide photo of little Jordan Kidd who is shown with his parents, John and Diane Kidd. Three months old at the time, Jordan had already taken his first plane ride down to Dallas, Texas, to see his grandfather, J. R. Kidd. His other grandparents reside in Shenandoah including Mr. and Mrs. J. D. Rankin, Jr. and great-grandmother, Mrs. Earl May. Father John is employed in the Advertising department of May Seed and Nursery Co. and mother Diane, is the daughter of J. D. Rankin, Jr., vice president of May Broadcasting Co.

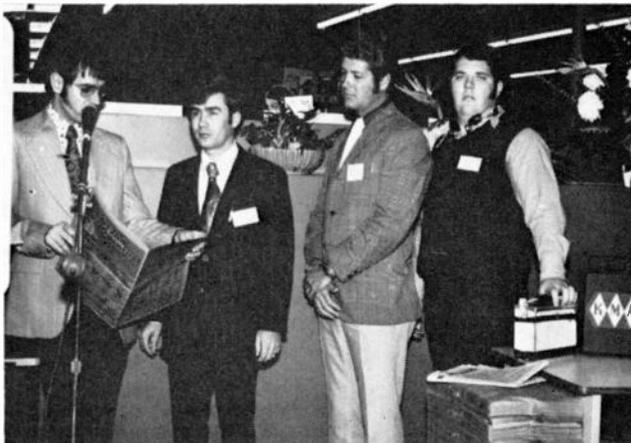
Jordan resisted all efforts to coax a smile for the photographer looking at the camera with sober, piercing black eyes. Born Dec. 19, 1972, Jordan now weighs about 13 pounds and is a very good baby according to his mother.

## NEW PROGRAM

Starting April 2, KMA Radio expanded its market programming to include a direct report from the Omaha market by C. W. McManamy. His complete in-depth report can be heard daily Monday through Friday at 11:35 a.m. to 11:45 a.m.

A reader from Thayer, Iowa writes: "I have taken your magazine from the beginning, and I have saved all the copies."

The KMA Guide



Special on the spot interviews highlighted the grand opening of a new Gibson's Store in Shenandoah in March. Caught in a rather formal, serious pose at the store were KMA staffers, Mike Goodin, at the mike, Bob Cline, Larry Hill and Bill Oellermann.

Photo by Duane Modrow

# A Chat With Edward May

If there is any truth to the adage, "April showers bring May flowers," we should have an abundance of blooms in May. It has been years since we have had so much moisture—not just in the KMA area but throughout a large portion of the entire United States. I understand our water table is the highest it has been in years. In fact, I know of many individuals that have water in their basements for the first time.

The past few months have been especially exasperating for farmers. The winter of 1973 will go down in history as one of the most difficult ever. I hope by the time this issue of the Guide reaches you we will have warm drying weather so everyone—whether in town or country—can work outdoors. There is much to be done and I have no doubt once the weather cooperates everyone will go about doing "their outdoor bit."

Last month Andy Andersen and I attended a Broadcasters Convention in Washington, D. C. We were only two of approximately 6,000 attending the National Association of Broadcasters Convention in Washington, D. C. The weather, for the most part, was delightful, and it had to be the most beautiful time of the year to visit

our capital city. The cherry blossoms were at their peak, as were the magnolias and the camellias. Washington is famous for these, particularly the cherry trees. Also, thousands of daffodils were in full bloom in many of the parks. We were told these daffodils—as well as tulips and other bulbs—were planted as the result of the efforts of Lady Bird Johnson.

Since we were in Washington, Andy and I thought it might be nice to visit our Congressman. We contacted Congressman Scherle and Bill was more than pleased to have us stop by. (Incidentally his office has countless items all pertaining to Iowa.) Bill had arranged for his wife to come to the office and Jane gave us "the cook's tour" of the Capitol Building, both Houses of Congress, and Arlington Cemetery. She proved to be an excellent guide, and I am positive we saw a great deal more than the average tourist sees. Incidentally, the picture shows Andy and yours truly with Congressman Scherle. Usually such pictures are taken on the Capitol steps with the dome in the background. We decided to be different and have a blooming magnolia tree as the background. Unfortunately, the beauty of the magnolia does not show to its best advantage in a black and white photo.

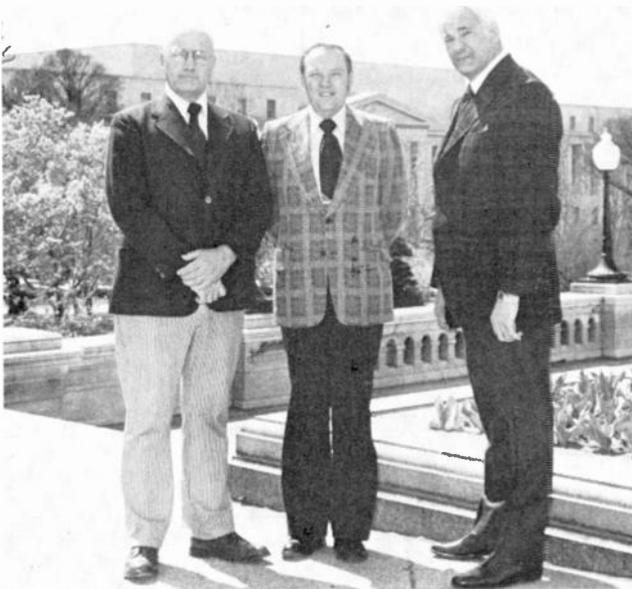
A few days ago I received a letter which pleased me very much and I would like to share a part of this letter with you. The letter was signed by Elwood J. Mabon, Consultant, Elementary-Secondary (Agriculture) and State FFA Executive Secretary, Iowa Association FFA. In part it said . . .

"Dear Mr. May:

"The Iowa Association FFA members and State Officers desire to give you special recognition at the 45th Annual State FFA Leadership Conference to be held in Waterloo, Iowa, April 26-28, 1973. Along with the recognition, they desire to present you with a distinguished service award plaque during the Saturday morning session April 28. It is hoped that you will be able to attend.

"You have well deserved this special recognition. Iowa FFA members and Vo Ag instructors have been very appreciative of your interest in agricultural education and support that you have given to the Iowa Vocational Agriculture-FFA Program and to individual chapters and FFA members."

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## FRANK COMMENTS



*By Frank Field*

In the March issue of the KMA Guide, I started out this page by remarking that it had been a very peculiar winter so far with far more than normal amounts of precipitation. Actual precipitation here at Shenandoah for the month of March was 7.09 inches which naturally set a new all time record for the month of March. I am writing this page on April the 11th just two days after a spring blizzard which set all kinds of new records for the month of April in the state of Iowa. However, the storm was no way near as bad here at Shenandoah as it was in Central and Eastern Iowa where many places received over a foot of snow with winds of 50 miles an hour or more which completely blocked roads in all directions. Here at Shenandoah, we estimate that we received about five inches of snow, but we had rain ahead of the snow so that when temperatures went below freezing, roads became practically impassable.

The picture on this page was taken after the storm was over. The wind had died down and the snow plow had opened up our street. I took the picture looking directly north out of our kitchen window and those



snowbanks on each side of the street were about three to three and a half feet high. Our low temperature during the snow here at Shenandoah was 22° above zero, but the next day the temperatures got up into the middle 40's and two days later there wasn't much snow left except where the drifts had been the highest. It is too early yet to tell how much damage the freeze did to fruit crops, but it will no doubt be quite severe, especially on things like peaches, pears and plums which were just about ready to burst into bloom. There is no question but what the magnolias sustained severe damage as many of them had buds the size of hen eggs just about ready to open.

Of course, there is still plenty of time for replacing rose bushes which were not properly protected when that first bitter cold snap hit in early December. Of course, the roses which had been properly protected for the winter came through all right but lots of the climbing roses were killed back almost to the ground, as very few people in this part of the country wrap their climbing roses or take them down from the trellises and cover them up. Roses are not too particular about soil except that they would like to have sun at least four or five hours a day. That can either be on the east side of the house where they get morning sun or the west side of the house where they get the afternoon sun. They don't like to be planted on the north side where they only get an hour or so of sun, morning and evening.

No, Jennie and I have not been fishing yet this spring but we have high hopes for getting away sometime in May. How is everything at your house?

## VACATION NOTES

**MIKE GOODIN** filling in for **MERL DOUGLAS** in the wee hours of the morning at the KMA board likes getting up early. Only once did he depend upon his "backup" alarm clock to get him out of bed on time. He set two alarm clocks five minutes apart to make sure he got up in time to open up the station and sign on the air at 5 o'clock. Before doing anything else at the station, Mike made a pot of coffee upon arrival. Mike claims he felt inadequate following the "old pro of bright early morning chatter, Merl."

Incidentally, Early Morning Announcer **MERL DOUGLAS** spent two weeks vacation with relatives in the Springfield, Mo., area. It rained most of the time and for a grand finale to his visit it snowed. Merl still thinks that's "God's country."

# RFD 960

By CLIFF ADAMS

What started out as a routine warning of possible hazardous driving conditions on a weather report that I had read to my listeners on Monday morning, April 9th proved to be the understatement of the month. As a result of the information, I found myself marooned in what probably will go down in history as the worst spring blizzard in Iowa history. The storm which caught so many unprepared found traveling conditions the worst I have ever been in. My occasion for traveling from Shenandoah to Des Moines was the National Farm Institute, a one-day affair which I thought I could cover and return from in one day.

I left Shenandoah with the company's station wagon about 7:15 a.m. and my route of travel was along Highway 59 north to Highway 34 then north again on Highway 71 to Interstate Highway 80. While visibility was poor, I found no particular difficulty until I reached Highway 71. Thinking that traveling conditions would improve upon the interstate, I proceeded after filling the car up with gas at a service station just out of Atlantic. While traveling was difficult, I was able to proceed most of the way without difficulty until I neared Des Moines.

Winds up to 50 and 60 miles per hour then began to take their toll of disabled vehicles. I was able to get to a point about 3 miles from West Des Moines when the snow plow I was then following came to a stop as did a semi-trailer truck in the lane alongside me. This was about 11:00 a.m. Since I had plenty of gas in the car this didn't concern me until about a half-hour later, the car's engine began to cough and finally sputtered to a stop. With visibility zero and gusty winds continuing, I realized that I was in an emergency situation, even though temperatures stayed about 29 degrees above zero. Dressed in light clothing however, it began to get quite uncomfortable. I got out of the car and knocked on the door of the semi-trailer truck next door to me and was graciously invited to share the truck cab's warmth. This I did for the next six hours.

Since we were stopped only about a quarter of a mile from a service station, I

wondered if it would be possible to make it to the station so that I could call home. After noticing that many others were making their way to the station, I finally summoned the nerve to try it. Reaching the service station a short time later (it seemed like hours), I realized that with the wind blowing against me that it would be extremely hazardous to try to get back to the truck. So I joined the crowd of some 150 people including children and 5 varieties of dogs and a hypnotist in settling down for a night without sleep. Provisioned with candy bars, potato chips, and later oranges and apples furnished by some kind-hearted truck drivers, we were able to endure our experience. People used the station's supply of car tires to sit or sleep on during the howling blizzard. A certain camaraderie I found occurs in a situation like that and people who would normally not talk to you become friendly. Even the dogs seemed friendlier than normal.

Soon the dawn came, yes, time had passed remarkably fast, and the wind and snow began to die down. During the morning hours, about half our number had been removed from the service station to the nearby Des Moines Golf Club. These were the elderly and mothers with small children, many of whom had their first ride in a National Guard armored personnel carrier. Snowmobilers found themselves checking on the many hundreds of stalled vehicles. About noon of the next day, snow plows and emergency wreckers were able

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## DO YOU REMEMBER?



For several years, KMA Radio conducted 8th Grade Rural School Graduation Exercises which featured a notable speaker and recognition of scholars. Founder Earl May is shown here presenting a silver trophy to Miss June Wilson of Curlew, Ia., on May 16, 1941. Miss Wilson was chosen valedictorian in a state-wide essay contest. She appeared with her teacher, Miss Alice Marie Fitzpatrick. As a former teacher, Earl May felt that radio should encourage learning and presented this program to promote the cause of education.

# KMA SPORTS INTERVIEW:

A Candid Conversation with that much maligned official — the referee

In sports, one of the most difficult jobs, as far as I am concerned, is that of being a referee. It is always easy to criticize officiating. However, if the average fan would don a referee's attire and actually have to work a game, that person would find out what it's all about. A familiar name among southwest Iowa high school basketball officials is Bob Lee of Hamburg. Bob has just completed his 16th year as a high school basketball referee. This season, he also worked basketball in the Big Eight Conference as well as in the NCAA Small College Division. Bob Lee was born and raised in Boone, Iowa. He is a graduate of Boone High School and Buena Vista College in Storm Lake, Iowa where he played football and basketball.

For one year, Lee was a coach and teacher at Bode, Iowa. When I say coach and teacher, I mean just that. Here is a list of his duties at Bode: head girls and boys basketball coach, assistant football coach, assistant baseball coach, head track coach; in addition, he taught three subjects, had charge of boys and girls' physical education, grades 3-12, plus playground duty.

Bob Lee came to Hamburg in 1953. He and his wife, Norma, reside on a farm west of Hamburg. The Lees have two daughters, Roxanne, 20, who is married, and Rhonda, 16, a junior in high school. My column, for this issue of The KMA Guide, is devoted to an exclusive interview with high school basketball official, Bob Lee, of Hamburg.

**KMA SPORTS:** Bob, what prompted you to be a referee?

**LEE:** I would imagine the love of the sport. I have a very good friend in the town of Hamburg, Don Clayton, who actually got me started. Don thought with my basketball background I would make a good official.

**KMA SPORTS:** Is there any particular reason why you officiate basketball and not football?

**LEE:** I am very partial to basketball. I've played it all my life and just have a great admiration for the game. Basketball has always been my actual sport.

**KMA SPORTS:** Which is the most difficult to officiate, girls or boys' basketball?

**LEE:** Well, I don't think either one is what you would call difficult to officiate. They are both very similar in the mechanics. I think that this is the thing of the game. There are a few differences, but they are easy to work out.

**KMA SPORTS:** Would it be beneficial to a referee to just concentrate on either boys or girls' basketball and not have to do both?

**LEE:** No, I don't think so, especially in our state (Iowa). You just can't officiate without doing both. I don't think it would hurt an official to do both. In fact, I think it would help them, really. It would get you to become more consistent. Girls' basketball helps with your mannerism on the floor, not only in their game, but also in a boys' game.

**KMA SPORTS:** Before you take the floor, can you anticipate if the game is going to be difficult or easy to work?

**LEE:** Oh, sometimes you can feel it's



Bob and his wife, Norma, were gracious hosts when I visited their home to conduct this interview.



"I am very partial to basketball, I have played it all my life and just have a great admiration for the game."

# BOB LEE

as told to Warren Swain

going to be a physical game, or maybe it's going to be a foul free game. You can feel these things after being an official for a number of years.

**KMA SPORTS:** What is your philosophy as far as controlling a basketball game?

**LEE:** I think your rapport with the coaches and athletes is probably the key to the whole thing. You let them know that you are going to be the floor general for that night and let them know it with gusto. If you do that, I think they will go along with you.

**KMA SPORTS:** Bob, you have just completed your first season as a Big Eight Conference basketball official. Are you in favor of using three officials?

**LEE:** I think this is a great thing. I think this is what basketball is all about. It supposedly is a non-contact sport and with the three officials you have greater floor coverage.

**KMA SPORTS:** It has been said that with the three-official system, sometimes one official will rely too much on the other two officials working the game and has a tendency to miss things. Would you agree or disagree?

**LEE:** I would disagree with it. After the three-man officiating is used a little more, it will jell, and will work its problems out. I don't think there are any great problems. I think eventually it is going to be up to the officials themselves. They will even-

tually take over and not have any problems.

**KMA SPORTS:** Bob, there must be a lot of occasions in which you have a different partner to work a game with you. Does it take very long to adjust to each other?

**LEE:** No, it really doesn't. It normally takes me a minute into the game to adjust to my partner working the game with me. You always have your pre-game conference. In this, you always bring out the problems you might have. You go into the game pretty secure. You know that mechanically he is as good or better than you are. There's no problem that way.

**KMA SPORTS:** How many games do you normally work thru-out the course of a regular basketball season?

**LEE:** I would say 55 to 60.

**KMA SPORTS:** As you head down the home stretch, does stamina become a big factor?

**LEE:** It's true. The more games you work it's like anything else; you work up to a point and gain momentum and hope you can hold it. It does get a little wearing toward the end.

**KMA SPORTS:** I was told once that it is getting more difficult to get people interested in becoming officials. Would you like to comment on this?

**LEE:** Yes, it is getting a little more difficult. I think it's the trend of life. There's so many other activities. The young people that you are trying to convince to go into officiating; there are so many things for them to do. I do believe a young official going out has really got to love the game because sometimes they get harrassment.

**KMA SPORTS:** Do you have to be tough-skinned to be an official?

**LEE:** Oh, I don't think so. I think you have to have a determined mind that you know what is right and wrong. I hope people don't think that I'm tough-skinned. I'm just a human being like everyone else. Our main object is to protect those kids. Each official is like each player, an individual, and I don't think you have to be tough-skinned.

(Continued from page 3)

I am deeply grateful for this recognition, and will display the distinguished service award with a great deal of pride. I think the FFA Chapters do a tremendous amount of good for both young men and women and deserve the support of everyone.

## CONGRATULATIONS

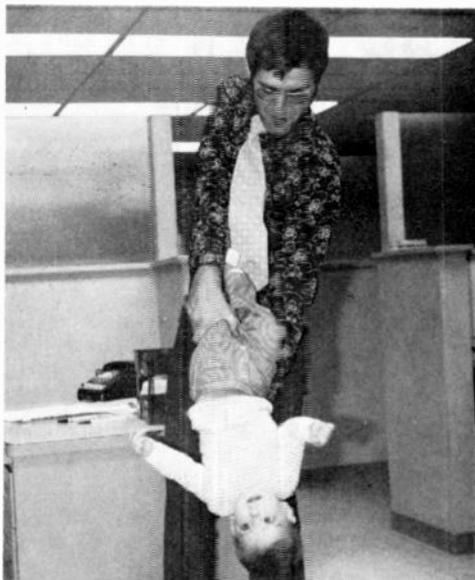
Congratulations to all graduating seniors this spring and especially to those from the KMA staff families. These include CAROLEA KLING, daughter of Engineer NORMAN KLING and LOCHIE WILLIAMS, son of Guide Editor MARY WILLIAMS. They will graduate from Shenandoah High School May 24.



"I hope people don't think that I'm tough-skinned. I'm just a human being like everyone else. Each official is like each player, an individual."



Father points out office sign to son.



Mike and daughter, Angle, swing into their act.

## PARTY LINE

Three offspring of KMA staffers showed up at the studios on various days, and the Guide photographer caught them doing different things. **SCOTT CROWLEY** who is in the 5th grade looks like he is getting an explanation about accounting from his father, **EARLE**, who is head of the KMA Accounting department. Program Director **MIKE GOODIN** demonstrated his daughter **ANGELA'S** fondness for swinging upside down, and **BARB ANDERSEN**, daughter

of Station Manager **ANDY ANDERSEN** swung another way as she took to the mop and broom cleaning the studios. She filled in for two weeks while the regular cleaning lady was indisposed. **NEVADENE KUNTZELMAN** who doubles as cleaning lady and assistant in the May Snack Bar spent sometime in the hospital suffering from a bout of asthma.

Guide Editor **MARY WILLIAMS'** daughter, **LORY** was featured in the role of "Gertie" in Western New Mexico University's production of "Oklahoma" at Silver City in April.



Barb approaches her father's office with tools in hand.



The day of the big blizzard found Warren Swain and Steve Hoefing substituting for Brenda Kay on the **LIVING TODAY** show. They ran a straight show with much emphasis on the time — (is that called clock watching?)



Ned Dermody (upper left) looked like he had gangrene as a result of green dyed stockings for his leprechaun costume, while Dee Martin's (left) sober countenance belies his ready Irish wit. That's Laline Maher and Evie Saner doing their mop bit (above).

Photos by Evening Sentinel

For the 20th year, the Knights of Columbus of Shenandoah area left them rolling in the aisles at their March fun fest of skits and jokes at the American Legion Country Club. Also for the 20th year, KMA was well represented in the variety production. It was the fifth year for **DOMINIC "DEE" MARTIN**, KMA salesman to co-MC the show with his uncle, **JIM SKAHILL** of Red Oak. **EVALYN SANER**, Managerial Secretary of KMA, with **LALINE MAHER** did a comedy pantomime ala Carol Burnet's cleaning lady to the tune of "The Rain in Spain." But it took KMA News Director **NED DERMODY** to put some real highjinks into the affair with his leprechaun impersonation.

As a freshman at Doane College at Crete, Nebraska, **ED MAY, JR.** has taken an active part in the music groups. He sang bass in the college choir which went on tour this past year through Nebraska, Colorado and Kansas. He has also been selected to sing in the small ensemble, "Vagabonds" which appears frequently at events throughout the midlands. Singing is also a hobby of the senior **ED MAY**, who for years has sung with a group

called the Ed May Quartet specializing in barbershop harmonies. Members have changed over the years and presently singing with the quartet in addition to Ed are **TOM BEAVERS**, **GLEN SHEIRBON** and **KEITH FRANZEN**.

Switchboard operator **LUCY LAWSON** kept her cool according to her passenger, **NADINE KELSEY** of Accounting, when two deer showed up in her car headlights on the highway between Shenandoah and Red Oak one evening in April. To make matters tenser if possible, Lucy was just breaking in her newly acquired car on that particular trip. Fortunately, the car and deer didn't make contact.

**MRS. EARL MAY** was named recipient of the Omicron Province Alumnae Achievement Award in March by Kappa Kappa Gamma, social fraternity. She has been president of the local KKG Alumnae Club for 11 years.

**CHIEF DON BURRICHTER'S** daughter, **MARY**, has taken a position with a store in Westroads in Omaha.

Listed in the Honor Roll of Blood Donors by the Red Cross are KMA Station Manager "**ANDY**" **ANDERSEN** and Newsman **RALPH CHILDS**. They have given so much, they've lost track of the amount.

# A MEMO

From BRENDA KAY

Spring brings the promise of life and growth and the excitement of involvement. I don't know why — but when I get spring fever, I get enthusiastic about living.

Recently I have been involved in several activities. One evening, I spoke to the joint meeting of the two Federated Women's Clubs in Clarinda. We discussed the various homemaking activities in which we are all involved. In conclusion, we discovered that homemakers today truly are versatile!

My major Easter project was participating in a community production of "Christ in the Concrete City." It's a modern day version of the Crucifixion and is a dramatic representation of "average" citizens during the Holy Week activities. The production was given Good Friday evening for the combined churches of Clarinda.

As I mentioned, Spring represents growth, so Richard, my mother and I are anxiously awaiting to plant our garden. First we have to wait until the ground dries enough so my dad can prepare the soil. This year we planted tomato, broccoli and pepper seeds in egg cartons so we would have our own plants to set out in the garden.

In the last issue of the Guide, I mentioned the importance of developing a hobby. I've noticed that many of you are developing an interest in cooking with natural foods. One of my friends, Leta Youmans, is experienced in this area. However, with Leta, cooking with natural ingredients is not a hobby — it's a way of life.

Leta grew up on a Minnesota farm so all

of their products were home-grown. Her family grew buckwheat, corn and oats and had their flour ground at a local mill. Leta learned the art of bread baking at a young age. When Leta married, it was a financial necessity to continue her food preparation habits.

During the past five years, since the Youmanses moved to Clarinda, Leta has continued her interest in preparing and serving natural foods. She has more time now and finds there are more cookbooks being published about natural foods. Leta's specialties include cooking with whole grains (yeast bread, quick breads, and crackers), vegetable preparation (dry legumes and fresh produce), and making fun foods, like dips. She enjoys using some meat substitute dishes, so she can splurge on more expensive cuts of meat occasionally.

The Youmanses, Duane and Leta, have three children: Chris, 17, David, 15, and Kathy, 10. Duane is a coordinator and instructor of Mechanical Technology at the Clarinda Campus of Iowa Western Community College. The whole family enjoys Leta's homemaking efforts and it goes without saying, the Youmanses are a healthy, happy family!

Several of Leta's favorite recipes are included in this issue's recipe section. She selected recipes that were not too time-consuming or that used unusual ingredients. Try them — I'm sure you'll enjoy them!

Have a happy Spring!!!

## Leta Youmans' Favorite Cookbooks

**New York Times Natural Foods Cookbook** by Jean Hewitt. Publisher: Quadrangle NYT

**Home Bakebook of Natural Food and Goodies** by Sandra and Bruce Sandler. Stackpole Book

**Whole Earth Cookbook** by Sharon Cadwallader and Judi Ohr

### GARBANZO DIP

(Chick Peas)

Take 1 can of garbanzos, drained, and rinse well with cold water. Then run garbanzos through blender or sieve in a food mill. Add 1 teaspoon lemon juice, salt and pepper to taste, and  $\frac{1}{4}$  to  $\frac{1}{2}$  cup salad oil. Use dip with carrot sticks, celery, and raw cauliflower.



Mrs. Youmans takes freshly baked bread from oven.

Photo by Clarinda-Herald Journal

### LETA YOUMANS' WHOLE WHEAT BREAD

- 1 pkg. dry yeast
- 3 cups lukewarm water
- 2 t. salt
- 3 T. molasses
- 3 T. honey
- 4 T. salad oil or soft shortening
- 4 cups stone ground (if possible) whole wheat flour
- 3 cups unbleached, or white, flour

Dissolve yeast in lukewarm water. Add salt, molasses, and honey. Mix well. Add whole wheat flour and shortening. Add white flour. Mix well. Knead ten minutes, until dough is smooth and elastic. Place dough in oiled bowl. Oil top of dough; cover lightly. Let rise until double in bulk, then punch down and let rise nearly double again.

Form into two loaves and place in 2 loaf pans. Let rise again until the dough doubles in bulk. Bake in a preheated 375 degree oven for approximately 1 hour.

\* \* \*

### LETA YOUMANS' GRANOLA

- 1/2 lb. quick cooking oatmeal
- 2 cups wheat germ
- 1 cup shelled almonds, chopped
- 1 cup sunflower seed kernels
- 1/4 t. salt
- 1 cup honey
- 2/3 cup water
- 1 t. vanilla
- 2/3 cup cooking oil

In separate bowl, combine honey, water, vanilla and oil. Pour over the combined ingredients. Mix well. Spread out on cookie sheet and bake 15 minutes at 325 degrees. Turn mixture and stir. Continue baking 15 minutes. Cool, stirring again. Store in tight containers. Serve as a dry snack, with milk as breakfast cereal, or use as topping on muffins (sprinkle on before baking.)

\* \* \*

### APPLE-GRANOLA DESSERT

- 6 cups tart apples, sliced (if not tart, add 1 T. lemon juice)
- 1/4 cup unsifted flour
- 3/4 cup firmly packed brown sugar
- 1/4 cup butter or margarine
- 1/2 t. cinnamon
- 1 cup granola\*

Use 8 or 9 inch square pan; spread apples over bottom of pan. In bowl, combine flour and brown sugar; cut in butter or margarine, stir in cinnamon and granola. Sprinkle mixture over apples, spreading to cover. Bake at 350 degrees or until apples are tender.

\*If you do not care to make your own granola, it may be purchased in almost any grocery store in the cereal department.

### ASPARAGUS CASSEROLE

- 1 T. butter
- 1 T. flour
- 1 cup milk
- 4 hard-cooked eggs, sliced
- Salt and pepper to taste
- 1 1/2 cups cooked asparagus, cut in 1 inch pieces
- 1/2 cup whole wheat bread crumbs, toasted

Preheat oven to 350 degrees. Melt butter, blend in flour, gradually add milk; bring to boil and boil until mixture thickens. Place a layer of cooked asparagus and cooked, sliced eggs in oiled casserole; add half of white sauce. Repeat layers. Top with toasted crumbs. Bake at 350 degrees for 15 to 20 minutes.

This casserole is used frequently as a luncheon main dish in the Youman home. Makes 4 side dish servings or 2 main dish servings.

\* \* \*

### RICE AND CHEESE PUFFS

- 2 cups cooked rice
- 1 egg, well beaten
- 1/2 t. salt
- 1/4 lb. yellow cheese, like sharp Cheddar cheese
- 2 T. flour
- 1/4 t. pepper
- 1/2 cup fine bread crumbs

Cool rice; add eggs, seasonings, grated cheese. Roll in fine crumbs and chill. Fry in deep fat at 365 degrees for 2 to 4 minutes. Serve with vegetable sauce.

\* \* \*

### VEGETABLE SAUCE

- 2 T. vegetable shortening
- 2 T. minced pepper
- 1 T. minced onion
- 2 T. grated carrots
- 1 T. flour
- 1 cup milk
- 1/2 t. salt
- 1 t. vinegar

Melt vegetable shortening in fry pan. Cook vegetables slowly until tender; stir in flour, then add milk. Cook until slightly thickened. Add seasonings and vinegar.

\* \* \*

### HONEY CREAM DRESSING

- 2 eggs
- 1/2 cup honey
- 1/2 cup lemon juice
- 1/4 cup orange juice
- 1/8 t. salt
- 1/2 cup heavy cream, whipped
- 2 t. grated orange rind

Beat eggs in small sauce pan, stir in honey, fruit juices and salt. Cook, stirring over low heat until mixture coats back of spoon. Cool thoroughly. Fold in whipped cream and orange rind. NOTE: No sugar is needed in whipped cream, as honey acts as sweetener. Serve on cooked or fresh fruits for salad, or over jello.

## SOME OF BRENDA KAY'S FAVORITES

### FESTIVE CHERRY TORTE

#### Torte Shell:

- 3 egg whites
- 1 t. vanilla
- 1 cup sugar
- $\frac{3}{4}$  cup chopped nuts
- $\frac{1}{2}$  cup finely crushed saltine crackers
- 1 t. baking powder

Beat egg whites and vanilla till foamy. Gradually add 1 cup sugar, beating to stiff peaks. Mix together cracker crumbs, nuts, baking powder, and fold into egg whites. Spread in well-greased 9 inch pie pan, building up sides. Bake at 300 degrees about 40 minutes or until dry on outside. Cool.

#### Filling:

- 1 (20 oz.) can ( $2\frac{1}{2}$  cups) frozen pitted tart red cherries
- $\frac{1}{4}$  cup sugar
- $\frac{1}{4}$  t. almond extract
- 2 T. cornstarch
- 1 cup whipping cream

Drain cherries, save syrup. In saucepan, combine  $\frac{3}{4}$  cup syrup,  $\frac{1}{4}$  cup sugar and almond extract. Heat to boiling. Add cherries; cook for 5 minutes. Combine cornstarch and remaining syrup; add to hot mixture. Cook and stir till thickened and bubbly. Cool. Whip the cream. Line cooled pie shell with half of the whipped cream, top with cherries and decorate with remaining whipped cream.

\* \* \*

### LIMA BEAN CASSEROLE

- 1 cup dry lima beans
- $2\frac{1}{2}$  cups water

Let soak overnight. Cook 35 minutes to 1 hour, till tender. Do not drain.

#### Add:

- $\frac{1}{2}$  cup shredded cheddar cheese
- $\frac{1}{4}$  cup chopped onion
- Salt, pepper, and parsley flakes to taste

Pour into buttered quart-casserole; fry 3 slices bacon and crumble on top. Finally top with crushed potato chips. Bake in 350 degree oven for 30 minutes or until bubbly.

\* \* \*

### CRISP LIVER WITH CHEESE

- 1 egg
- $\frac{1}{2}$  t. salt
- 1 lb. beef liver, serving-size slices
- 1 cup instant potato flakes
- 2 to 3 T. oil
- 2 slices American cheese, chopped

Lightly beat together egg and salt in shallow bowl or pie pan. Dip liver in egg mixture, then coat with potato flakes. Heat oil in skillet. Add liver and cook 5 minutes until brown on bottom. Turn, sprinkle with cheese, and cook 4 to 5 minutes longer, until liver is cooked and cheese is melted. (May want to add a little water and lid to let liver steam before adding cheese.)

### SAUCY SIRLOIN SURPRISE

- 1 lb. boneless sirloin steak
- 2 T. shortening
- 1 can golden mushroom soup
- $\frac{3}{4}$  cup water
- 2 T. sherry (cooking sherry may be used)
- 1 large clove garlic, minced
- 1 medium bay leaf
- 1 pkg. (9 ounces) frozen whole green beans

Trim fat from meat; cut into 1-inch cubes. In skillet, brown meat in shortening; pour off fat. Add remaining ingredients except beans. Cover; cook over low heat 1 hour; stir now and then. Remove bay leaf. Chill overnight. In skillet, combine meat mixture and beans. Cover; cook over low heat 15 minutes or until beans are tender. Stir occasionally. Makes 4-5 servings.

\* \* \*

### WALNUT DROP COOKIES

Measure into large mixer bowl:

- 1 cup regular margarine or butter, softened
- 1 cup granulated sugar
- $\frac{1}{2}$  cup firmly packed brown sugar

Beat until light and fluffy.

Add:

- 1 egg
- 1 t. vanilla flavoring

Beat well.

Sift together and add:

- $1\frac{3}{4}$  cups regular sifted all-purpose flour
- $\frac{1}{2}$  t. baking soda
- 1 t. salt

Mix until combined.

Stir in:

- 2 cups any four grain fortified cereal, crushed to 1 cup

- 1 cup coarsely chopped walnuts

Drop by level measuring-tablespoon onto ungreased baking sheets. Bake in moderate oven (350 degrees) about 16 minutes or until lightly browned. Makes about 5 dozen cookies.

\* \* \*

### BUTTERY OATMEAL BREADSTICKS

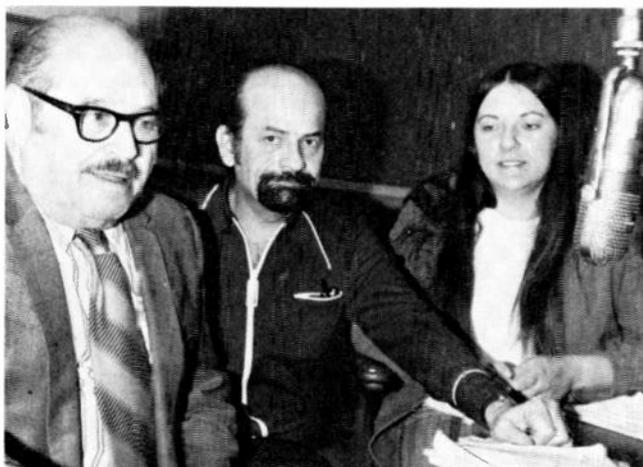
In large mixer bowl, stir together  $1\frac{1}{2}$  cups all-purpose flour and 1 package active dry yeast. Heat together  $1\frac{1}{4}$  cups water, 2 tablespoons shortening, 1 tablespoon sugar, and  $1\frac{1}{2}$  teaspoon salt just till warm (115 to 120 degrees), stirring to melt shortening. Add to flour mixture. Beat at low speed on mixer for half minute, scraping bowl constantly. Beat 3 minutes at high. By hand, stir in  $1\frac{1}{2}$  cups all-purpose flour and 1 cup quick-cooking rolled oats. Cover and let rise till double. Punch down; let rest 10 minutes. Shape into 24 breadsticks,  $\frac{1}{2}$  inch thick. Place on greased baking sheet. Let rise till double. Bake in 375 degree oven for 20 to 25 minutes. While warm, brush with 2 tablespoons melted butter or margarine. Makes 24 bread sticks.



Nella Stevens, Consulting Dietician, receives a KMA pen from Station Manager, Andy Andersen. Nella is a frequent guest on Living Today.



Win Collins of Red Oak, Ia. was a guest on Living Today, talking about the activities of the Montgomery County Association for Retarded Children.



Bill Bennett and Charles Williams talked with Brenda Kay about the Southwest Iowa Theatre Group's production of "Angel Street." Charlie, who is the husband of the Guide Editor, grew a beard for his role in the play. (above)

(Continued from page 5)

to untangle the mass of snowbound wrecks, stalled cars and trucks allowing traffic to once again move.

A bright sun helped to erase the gloom of an Iowa blizzard. About 4 p.m. that afternoon, a tow truck came to get my stalled vehicle and some two hours later had it running again. As I traveled west viewing a setting sun I thought I shall not soon forget being stalled in an Iowa blizzard but neither rain nor snow nor gloom of night shall keep this reporter from his appointed rounds.



Carol Anderson, Iowa State University specialist in Child Care and Family Living recently did an interview on Communication with Family Members.

## LIVING TODAY GUESTS

# CREATIVE KITCHENRY



Joyce Siefeling, professional home economist, prepares a delectable dish while regaling her audience at the KMA Creative KitchenryHomemakers School in late February. Picture shows only few of 700 women who attended the two sessions.



Brenda Kay of LIVING TODAY SHOW acted as fashion show narrator at cooking school. The model happens to be Mary Burrichter, daughter of KMA Chief Engineer Don Burrichter.



Greeting the huge crowd were KITCHEN KLATTER personalities Margery Strom and Dorothy Johnson who are heard at 9 a.m. daily on KMA.

(Continued from page 15)

anything that would indicate the cultural pride and personal self-confidence indicated by Neihardt's Black Elk Epic.

One can visit the mass grave at Wounded Knee or look at graffiti scribbled on crumbling walls "Custer had it coming." One can tour the Red Cloud Indian School or purchase very expensive but authentic Indian beadwork.

Still the inescapable, ever present poverty, unemployment, alcoholism and apathy press in.

It is there for the eye to see. We must look, deeply, for the strength to understand.

"Grandfather, all over the world, the faces of the living are alike . . . Teach me to walk the soft earth, a relative to all that lives."

# FEEDBACK

By NED DERMODY

It has been almost a year since we heard Nebraska's epic poet John Neihardt read a prayer, in Nebraska City, by Sioux Indian Medicine Man Black Elk.

"Grandfather, all over the world the faces of the living ones are alike. In tenderness they have come up out of the ground. Look upon your children with children in their arms, that they may face the winds and walk the Good Road to the day of Quiet.

"Teach me to walk the soft earth, a relative to all that lives. Sweeten my heart, and fill me with light. Give me strength to understand and eyes to see."

We spent six days recently on the Pine Ridge Indian Reservation in South Dakota, within sight of Harney Peak, the place where Black Elk related his philosophy to Neihardt. The Ogalla Sioux Indians were embroiled in active controversy and members of the militant American Indian Movement had occupied the tiny village of Wounded Knee. There were nine newsmen at Pine Ridge when we arrived. There were more than 200 reporters when we left.

The Wounded Knee occupation was fully reported, and we do not need to furnish further description here.

We have perhaps, in Black Elk's words, been given the eyes to see . . . but lack the strength to understand fully the plight of the Indian in the United States.

We were near the place, Black Elk said, was the center of the World . . . The Sacred Place . . . The Black Hills.

We saw not soft earth but grinding poverty augmented by apathy. Conditions are absolutely appalling. We have seen the ghettos of this nation's cities and the rural poverty of the Ozark Hills. We have seen vast farm areas where no middle class exists and Mexican Barrios that are as desolate as the worst black ghetto.

In most cases the ghettos, barrios, tenant farms and hard rock poverty areas are the result of exploitation, ignorance and an inability to adjust to radical environmental change.

Not so, the Indian at Pine Ridge.

The air is not clean and pure at Pine Ridge . . . it is laden with dust and sand. The land is not fertile . . . it is alkaline and dry. The people are the saddest of all . . . apathetic, hungry, utterly without motivation. Unemployment stands at 80 percent and alcoholism is rampant.

There are remnants of the Proud Sioux Nation in evidence that call up visions of the almost legendary Red Cloud. Sitting Bull and Crazy Horse . . . but one must search very hard to find at Pine Ridge

(Continued on page 14)

# KANSAS CITY

## ROYALS SCHEDULE

### MAY

May 1	— 6:10 p.m.	— New York
May 2	— 6:10 p.m.	— New York
May 4	— 7:10 p.m.	— Milwaukee
May 5	— 1:10 p.m.	— Milwaukee
May 6	— 1:10 p.m.	— Milwaukee
May 8	— 7:10 p.m.	— Detroit
May 9	— 7:10 p.m.	— Detroit
May 10	— 7:10 p.m.	— Detroit
May 11	— 7:10 p.m.	— Minnesota
May 12	— 7:10 p.m.	— Minnesota
May 13	— 1:10 p.m.	— Minnesota
May 14	— 7:10 p.m.	— California
May 15	— 7:10 p.m.	— California
May 16	— 7:10 p.m.	— Texas
May 17	— 7:10 p.m.	— Texas
May 18	— 9:40 p.m.	— Oakland
May 19	— 3:10 p.m.	— Oakland
May 20	— 3:10 p.m.	— Oakland
May 21	— 7:40 p.m.	— Oakland
May 22	— 7:40 p.m.	— Minnesota
May 23	— 7:40 p.m.	— Minnesota
May 24	— 7:40 p.m.	— Minnesota
May 25	— 7:40 p.m.	— Minnesota
May 26	— 7:10 p.m.	— Boston
May 27	— 1:10 p.m.	— Boston
May 28	— 7:10 p.m.	— Boston
May 29	— 7:10 p.m.	— Baltimore
May 30	— 7:10 p.m.	— Baltimore
May 31	— 7:10 p.m.	— Baltimore

### JUNE

June 1	— 7:10 p.m.	— Cleveland
June 2	— 7:10 p.m.	— Cleveland
June 3	— 1:10 p.m.	— Cleveland
June 4	— 6:10 p.m.	— Boston
June 5	— 6:10 p.m.	— Boston
June 6	— 12:10 p.m.	— Boston
June 8	— 7:10 p.m.	— New York
June 9	— 7:10 p.m.	— New York
June 10	— 1:10 p.m.	— New York
June 12	— 6:10 p.m.	— Baltimore
June 13	— 6:10 p.m.	— Baltimore
June 14	— 6:10 p.m.	— Baltimore
June 15	— 6:40 p.m.	— Cleveland
June 16	— 4:40 p.m.	— Cleveland
June 17	— 11:40 a.m.	— Cleveland (DH)
June 18	— 7:10 p.m.	— Oakland
June 19	— 7:10 p.m.	— Oakland
June 20	— 7:10 p.m.	— Oakland
June 22	— 7:10 p.m.	— Texas
June 23	— 1:10 p.m.	— Texas
June 24	— 1:10 p.m.	— Texas (DH)
June 25	— 9:40 p.m.	— California
June 26	— 9:40 p.m.	— California
June 27	— 9:40 p.m.	— Oakland
June 28	— 7:40 p.m.	— Oakland
June 29	— 5:40 p.m.	— Texas (DH)
June 30	— 7:10 p.m.	— Texas

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JAN



# KMA DOES IT AGAIN



Farm Director Cliff Adams and Associate Steve Hoefing admire plaque.



Senior Newsman Ralph Childs holds two awards which he accepted at convention.

## KMA News and Farm Department Sweep Iowa Broadcast News Association Awards in Des Moines

The KMA News and Farm Service department swept the radio division awards in competition at the 1973 convention of the Iowa Broadcast News Association in April at the Hotel Savery in Des Moines. KMA News received the first place award in the spot news division for coverage of the Nishnabotna River floods of September 1972. The KMA Farm Service Department received first place in the documentary division for a 30-minute program entitled "Amber Waves of Grain." The program dealt with the Russian wheat deal and was produced by Farm Service Director Cliff Adams. Accepting the award for KMA Radio at the Des Moines convention was senior newsman Ralph Childs, who is a charter member of the Iowa Broadcast

News Association. The association was formed for the advancement of radio and television as news media.

Judging for the radio and television awards was done by Dick Cheverton, news director at WOTV in Grand Rapids, Michigan. Cheverton is a former news director at WMT in Cedar Rapids, Iowa.

The two first place awards, received by KMA Saturday, brings to four citations for broadcast excellence in radio news and farm programming received this year by the radio station. Ned Dermody is news director at KMA, Bill Oellermann is associate news director and Ralph Childs is the senior member of the news staff. Cliff Adams is KMA's farm service director and his associate is Steve Hoefing.