

The
KMA GUIDE



January-February, 1974

OLD TIMER'S NIGHT TALENT CONTEST HELD ON STAGE

KMA Radio turned the clock back to the heyday of live musical entertainment December 12th when a musical extravaganza was presented at the Park Playhouse in Shenandoah.

A capacity crowd attended the musicale which brought together former KMA Radio entertainers and new talent discovered by the show's emcees, T. J. Mikkelsen and Dave White.

The whole show climaxed a weekly radio program heard on KMA for 12 weeks this fall which featured music from other decades, contests, re-broadcasts of the original "Sherlock Holmes" mystery series and a Talent Hunt contest.

Winners of the two previous Talent Hunt contests, which were broadcast over KMA, competed in the finals on stage. Trophies and prizes were awarded to the top three. First place went to two young men from Red Oak, Ia., James Richards and Peter Martin who played guitars and sang. The Maudlin Trio from Glenwood, Ia., received second and the Gospel Associates of Craig, Mo., won third. Runners up were Harvey Folden who played bones, Julie Kime, singer-pianist, James A. Johnson who sang with a combo and Bob and Rick Stevenson, singers-guitarists.

Preceding the competition, the crowd enthusiastically applauded the Old Timers who took them back musically to the "good old days." Starting off the program was the Ed May Quartet, followed by KMA Farm Director Cliff Adams who formerly worked as a professional musician in Minnesota and New York City. Announcer Henry Schnoor accompanied by Horace Richardson sang several numbers.

Well-known former KMA radio entertainers who received a big welcome from the audience included Ermal "Buck" Dille who played the guitar and "fiddle," Marion Hilding, known as the "Swedish Songbird" in his broadcasting days, and Merle Douglas and Bob Stotts who played guitars, bass and sang.

(Pictures on pages 8-9)

FRONT COVER PICTURE: This picture was taken just as the Old Timers had finished their portion of the program at the stage show in December. From left they include: Bob Stotts, Merle Douglas, Marion Hilding, Buck Dille and Henry Schnoor.

The KMA Guide

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Snow-capped

JANUARY - FEBRUARY GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Jan. 3—Amy Sislo, granddaughter of Ed May
- Jan. 5—J. D. Rankin
- Jan. 8—Lynn Padilla
- Jan. 14—Denell, daughter of Henry Schnoor
- Jan. 15—Mrs. John Kidd
- Jan. 19—Tom, son of Ned Dermody
- Jan. 26—Norm Kling
- Jan. 27—Mrs. Frank Field
- Jan. 27—Mrs. Merle Douglas
- Jan. 28—Gordon, son of Mike Sherman
- Feb. 1—Nadine Kelsey
- Feb. 2—Ralph Lund
- Feb. 8—Steve Hoefing
- Feb. 20—Earle Crowley
- Feb. 24—Mike Goodin

HAPPY ANNIVERSARY TO:

- Jan. 2—Mr. and Mrs. Bill Oellermann
- Jan. 17—Mr. and Mrs. Cliff Adams
- Feb. 6—Mr. and Mrs. Ralph Lund
- Feb. 14—Mr. and Mrs. Bob Ginger

A Chat With Edward May



"Heap on more wood—the wind is chill;
But let it whistle as it will,
We'll keep our Christmas merry still."
—Sir Walter Rakeig

These words were quite appropriate for the May family at Christmas time as we did exactly what Sir Walter Raleigh suggested—"We heaped on more wood and kept our Christmas merry still." We had as near an "old fashioned Christmas" as I have ever had and also one of the most enjoyable. I am certain the members of the May family will cherish and remember the Christmas of 1973 for a long time.

Perhaps most important was the fact that for the first time in several years we had the entire family together at Christmas time. Ed, Jr., was home from college; Annette and her husband, David, journeyed from Madison, Wisconsin, to join us; while Karen, Jim and children, Amy and Bill, met us from Wausau, Wisconsin. The meeting place was our new winterized "cottage" in northern Wisconsin. This "cottage" replaced the one that was destroyed by fire last July which resulted in my mother's death. We have rebuilt and it was truly a different experience being in the north woods on Christmas Day. The weather was crisp . . . the ground was covered with snow . . . in fact, everything about it was enjoyable, and more than fulfilled our expectations.

One of the highlights, as far as I was concerned, was cutting our own Christmas tree. We walked out the back door and, in less than two hundred feet, cut a tree and took it in the house. After placing it in a stand we proceeded to decorate it in what we considered "an old fashioned way." For example, we popped some corn and made some decorations by stringing the corn. In addition, we had granddaughter, Amy, make a paper chain by pasting together individual strips of paper. We even thought of threading fresh cranberries as ornaments—and I might add cranberries are grown in northern Wisconsin; however, the tree seemed complete without anything further, so we all sat back and admired the work of our efforts and thoroughly enjoyed having the family together.

The holiday was a tremendous success

as far as I am concerned. It was saddened by the thought that just a few months ago (July) my mother lost her life at the same location where we were celebrating our Christmas. However, we were comforted by the words written by my mother in her Christmas letter of December 1970 in which she said, "Once again the Christmas season has arrived. I hope the year has been a happy one for you and your loved ones. To those who had sadness, I know it is difficult to plan your Christmas without your loved one, but we have to go on living as they would want us to."

I hope 1973 turned out to be a good year for you, and I hope 1974 will be even better. The year undoubtedly will see a few changes. All of us will have to become accustomed to daylight savings time on a year around basis, but I think most of us will make the transition painlessly. In fact, I think the majority of people will like the idea of having daylight savings the year around. Naturally, a few won't like it for one reason or another but they will undoubtedly be in the minority.

The year 1974 will see a change in colleges for Ed May, Jr. For the past year and a half he has been a student at Doane College at Crete, Nebraska. He enjoyed Doane and thought he had a wonderful experience there. However, Eddie definitely feels he wants to pursue the field of communications and for this reason transferred from Doane to the University of Nebraska at Lincoln. From a personal standpoint, I am very pleased at his decision because Nebraska does have an outstanding Communications Department. Also, Ed Jr., is the third generation in the family to attend the University of Nebraska, as my wife and I both attended there as did my father and mother. However, we didn't influence his decision as it was strictly his. He knows he will like the University, but he will always be grateful he first attended a small college.

I seldom make any New Year's resolutions and didn't for the year 1974. However, I do hope the year will bring fewer frustrations, a better understanding between friends and neighbors, and the re-establishment of confidence in our Government and its leaders.

FRANK COMMENTS

Early in December, this part of the country experienced a very severe sleet and ice storm which was followed by a fairly heavy snow storm. Between the ice and the snow, it amounted to almost an inch and three quarters of moisture. Very little of it ran away as the ground was not frozen at the time, so it practically all soaked in. However, the ice did a tremendous amount of damage, not only to trees and bushes, but also to telephone lines and power lines. In fact, it was almost a week before the power lines and telephone lines were all back in working order again. We did have a lot of broken tree limbs up at our house, but luckily, none of them happened to fall across any power lines or telephone lines, so that we did not have a cold house like so many of our neighbors did.

Speaking of cold houses, our own house is not quite as warm this winter as it has been in previous years, as we try to roll the thermostat back about six or eight degrees, which means an extra cover on the bed and sweaters instead of shirt sleeves. We are also, like practically all of our neighbors, conserving on electricity to a certain extent by doing away with the Christmas decorations out in the yard. Of course, they may go up later on, as I am writing this page on December 14th. As of last night, there were no yard decorations

of any kind any where in our neighborhood and by this time last year, the neighbors were really trying to outdo one another in the way of illumination and decorations.

Now to go back to that ice storm again for a little bit. It was very interesting to notice how different kinds of trees made out. As near as I have been able to tell, the Pin Oaks came through better than any other variety of tree. The ones which took the worst beatings were the Birches. I have two of them in my yard and both will have to be taken clear out as soon as spring comes. The Hybrid Elms and the Chinese and Siberian Elms which had escaped Dutch Elm disease were most of them severely damaged by the weight of the ice on their branches. My May Day tree lost a number of branches and will never look quite the same again. A big old soft maple in the yard next door to us was split right down the center and half of the tree is lying on the ground. My Douglas Fir lost several big branches and so did one of my Crab Apples. Luckily, I have a good neighbor who owns a chain saw and it didn't take him very long to get things under control again.

As you can see by the picture this month, I still have that old roll top desk in my office and it is getting to be quite an antique now. They don't make desks like that any more, and, especially not out of mahogany like this one.

How are all you folks?



RFD 960

By CLIFF ADAMS

As we come to the end of another year and find ourselves in a new one, we reflect on the past and try to predict for the future. The experts who are in the business of forecasting the future are busy again. One of our favorite farm economists, Glen Grimes at the University of Missouri, Columbia, has forecast another good year for hogs, a warning for cattle producers in the final quarter of 1974, a good outlook for prices for corn and lower prices for soybeans. The price for soybeans will be lower because of the energy shortage particularly natural gas used in the manufacture of anhydrous ammonia. The nitrogen fertilizer shortage will force many farmers to plant soybeans instead of corn, it is predicted. With more soybeans being planted the supply will be greater than demand, resulting in the lower prices. Mr. Grimes has estimated that prices will be lower when the March 1st planting intentions report comes out.

It has certainly been a year of uncertainty for farmers with boycotts earlier in the year, price freezes, spot shortages of fuel and the ever present uncertainty of the weather. Fortunately the weather was cooperative after a late start last spring and fall harvesting conditions were, for the most part, excellent. Yields of grain were down but with increased acreages planted net income on the farm made a new record. There have been spots where the farm

economy was hurt. Cattlemen have been particularly hurt with current losses on fat cattle ranging up to \$200 per head. I visited with a big cattle feeder last month at Grand Island, Nebraska, H. W. "Bud" Harrington who operates the Harrington Feedlots and feeds out some 150,000 cattle a year said he was "losing his shirt" at that time. Dairy farmers are in trouble with ever rising feed costs and many have been selling out. That includes an uncle and his son who disposed of the family herd of Guernsey cattle this month of December. It is hard to believe that the farm on which I grew up will not have those golden Guernseys around. The cows had been in the family for four generations. I used to show them at county and state fairs as a 4-H club member and as a project in the FFA.

I recently covered the Iowa Soybean Association meeting in Des Moines. KMA sponsored one of the entries in the Miss Soya Contest. She is Christy Hall, a farm girl from near Thurman, Iowa. Miss Hall worked for KMA this past summer helping us out with county fair coverage. She didn't quite make it in the princess contest but was happy to get the 1st runnerup spot. A picture on this page shows her with Ward Scott of Farragut, Iowa. Ward is treasurer of the Iowa Soybean Association and serves on its board of directors. He is also a Fremont County Commissioner. The following day I covered the Iowa Farm Bureau Convention where I took a picture of the talent winners in the Farm Bureau sponsored RAVE contest. RAVE stands for Rural Amateur Variety Entertainment. A young man from Southwest Iowa won the contest. He is Randy Brentnall, 20, of Prescott in Adams county who played the organ. His selection was "Everything's Coming Up Roses." Randy had spent the night before with his father at a hospital where Mr. Brentnall was recuperating from a heart attack. The second place winner in the contest was 17-year-old Judy Pauley of Defiance in Shelby County with her acrobatic dance.



The next evening I participated in a talent contest although not as an entrant. The contest sponsored by KMA reminded me of my earlier days of participation in amateur contests and a short venture as a professional in the entertainment field as a singer-guitarist. I sang "Blue Tail Fly" and "Ragtime Cowboy Joe." It was a lot of fun and that's the best part of it. My advice is not to take it seriously as I once did.

On Sports

In the regular KMA Football Forecast Red Oak Football Coach, Jan Philby came out the winner. He correctly predicted 15 out of 18 major college football games. Runner-up in the contest was Carl Johnson, coach at Villisca. He turned up with 14 out of 18 right.

The other coaches ranked as follows: Dick Leutzinger, Bedford, Doug McVicker, Farragut, Dave Palmeiro, Tarkio, Mo., Jerry Staton, Clarinda and Bob Younger, Atlantic, all tied at third with 13 of 18 right. Tying at fourth place with 12 of 18 were Darrell Giesking, Essex, Tom McClinton, Glenwood, Bill Nielson, Creston, Jim Redel, Corning and Fran Schwenk, Rock Port, Mo.

Guessing 11 of 18 were Frank Cuckie, Fremont-Mills, Roger Eitzmann, Sidney, Bob Weber, Hamburg and Carl Wheeler, South Page. Terry Eagen, Harlan, Tim Hager, Nishna Valley, Roger Johnson, Tri-Center, Mark Peterson, Shenandoah, Ken Winkler, Treynor, predicted 10 of 18 and Dave Fritz, Oakland, 9 of 18 right.



Bird-watcher and counter for the Audubon Society, Don Burrichter, who otherwise is Chief Engineer for KMA, tries out his new bird-caller whistle given to him by a friend of his daughter, Mary. It is made of bamboo strips and when blown through sounds unlike any bird the midwest has ever known. (Sorry about that Chief.)

Ruth Maher Honored Upon Retirement

"This Is Your Life" revealed through reminiscences of co-workers honored retiring Earl May Seed and Nursery Company employee, Miss Ruth Maher. The occasion was a dinner held for her at the Elks Club in the fall attended by 66 other current and retired workers.

Upon her retirement, Miss Maher, called Ruthie by her friends, was supervisor of the General Office. She had spent all her 45 working years in the mail department of Mays. She began working at Mays on September 25, 1928. She was presented a watch by the Company at the end of her 25 years of service.

Ruth grew up in Imogene where she attended school. She is one of nine children. There are 3 brothers and 3 sisters living. All but one sister reside in the Shenandoah-Imogene area.



President Ed May says farewell to long-time employee, Ruth Maher.

Barbara Ginger Assumes KMA Office Duties

Mrs. Barbara Ginger is the newest member of the KMA staff assuming duties in the traffic department in December.

A native of Shenandoah, Barbara had been residing in St. Joseph, Mo., for the past several years with her husband, Bob, and sons, Scott and Tracey. The boys are 15 and 14 years old respectively and entered the 10th and 8th grades here. Barbara's mother, Mrs. I. S. Cleveland, two brothers, Loran and Ray, and sister, Mrs. Elleene Cook, all live in Shenandoah. Other members of the family include a half-breed dog and Siamese cat.

Bob and Barbara will celebrate their 20th wedding anniversary on Valentine's Day.

Some of the hobbies Barbara enjoys when she finds the time are bowling, swimming and sewing. She likes fattening foods, the color blue and travel.

A graduate of Shenandoah High School, she has several years experience in book-keeping, secretarial and clerical fields.



Holiday activities kept many of the KMA staffers busy. Evalyn Sauer and Lynn Padilla brought some of the decorations and gift items they created at home to show their co-workers. Mike Goodin (L. below) went into the wooden car business spending hours finishing the toys so there wouldn't be a splinter or rough spot left to hurt a child. Chief Burrichter (below) got busy in the kitchen and made brownies which he breaks here with a hammer. (Actually, they were very good.)



OLD TIMER'S NIGHT



First place winners were James Richards, 14, and Peter Martin, 15, of Red Oak who sang a medley of contemporary songs.



Emceeding Old Timer's Night Finals were T. J. Mikkelsen (left) and Dave White. They were assisted by card girl, Joy Brownlee.



The Maudlin Trio from Glenwood featured the voices of Pat Swanson, Ann Vortmann and Carol Goos.



Members of the third place winning group, The Gospel Associates included Mike Quimby, Bill Hodge, Dennis Showalter and Lloyd Whitham.



Judges for all three Talent Hunt contests were (l to r) Barbara Jackson, Essex vocal music instructor, Nelson Crow, head of the Music Department at Iowa Western Community College, Clarinda, and Dennis Dau, Farragut instrumental music instructor.

(Story on page 2. Pictures, courtesy of Shenandoah Sentinel.)



A capacity crowd applauded the old and new talent at Old Timer's Night. Buck Dille hits a hot lick on the guitar (upper left). That's Bob Stotts and Merle Douglas strumming and singing and at right is the Swedish Songbird himself, Marion Hilding. Below are soloists, Henry Schnoor (left) and Cliff Adams (right), and The Ed May Quartet (center) includes (l-r) Ed May, president of May Seed and Nursery and May Broadcasting Companies, Glen Shelton, Keith Franzen and Tom Beavers.



A MEMO

From BRENDA KAY

Christmas 1973 has come and gone, and I hope in some way the true Christmas spirit entered your soul. This year my mother and I took our high school Sunday School class caroling. It was a cold, crisp night and spirits were high; the voices of the youth seemed to cut through the night air. It had been years since I had gone from door to door spreading the good news of Christmas through song, and the recipients seemed quite pleased that their home had been selected by the carolers. By the time we got back to mother's home, the blazing fire and the Old English Spiced tea were welcome treats for our cold bodies. And the Christmas spirit had thoroughly overwhelmed me.

It took a little longer for me to get into the right frame this holiday season as I had added responsibilities. On November 1,

mother and I opened a shop handling hand-created gifts and accessories, as well as some collectibles. It's an uphill struggle starting out on any business venture, to be sure, but since we could only be open two hours a day, it's rough getting a clientele established. The reason for our short business day is that my mother works full-time at the Mental Health Institute in Clarinda, and of course, I work full-time at KMA. Even with a short business day, we have good success. What fun it is to see the beautifully made craft items that our consigners create.

Richard, my husband, is still busy in college pursuing business courses. With a little bit of luck and lots of hard work, he should complete his college in another year or year and a half. In addition to his college day, he works a forty-hour week at night, also at the Mental Health Institute. Sometimes I feel we both need to take a deep breath and reintroduce ourselves to each other!

My dad is still pursuing his new-found career in horse-raising; I questioned the validity of raising Belgians but in light of our current



Brenda Kay and mother open new shop.

energy crisis, those large horses may be a great asset to many farmers. Since he also is the head of the vocal music department at Iowa Western Community College — Clarinda Campus, he met himself coming and going with several concerts and other obligations during the holidays. As always, his students did a terrific job of sharing a message in song. The 14th Presentation of the Messiah accompanied by the Nodaway Valley Symphony Orchestra was a personal highlight for me. I just can't imagine Christmas without participating or attending this great work of Handel's. The Hallelujah Chorus was especially glorious this year. Each performance leaves my dad uplifted, and at the same time relieved, as it is quite a responsibility. It was only about 3 hours after the performance that he was well on his way to High Point (his farm) to relax and unwind.

So goes the activity in my family. We are always busy it seems, but we are thankful that we can be productive in a variety of ways. As we greet the new year, let us work together for peace among all people.

"Christmas Treats" Contest Winners

First Prize

FRANKLY FANCY COOKIES

Mrs. Martin Homes, Blair, Nebraska

Mix together: (Crust)

2 cups finely crushed graham cracker crumbs

½ cup melted butter or margarine

½ cup sugar

Spread in 9x13 pan. Bake 10 minutes at 350°.

Mix together:

1 can sweetened condensed milk

2 cups flaked coconut

½ cup nuts

Spread on cracker crust. Bake 15 minutes at 350°. Top with:

1 12-oz. pkg. chocolate chips

2 t. peanut butter, melted together

* * *

First Prize

BUTTERSCOTCH CAKE

Mrs. Arthur Bascom, Lake City, Iowa

¾ cup butterscotch pieces

¼ cup water

2¼ cups flour

¼ t. salt

1 t. soda

½ t. baking powder

1¼ cups sugar

¼ cup shortening

3 eggs

1 cup sour milk

Grease and flour 2 9-in. layer pans. Melt butterscotch pieces with water in saucepan over low heat. Cool. Sift together flour, salt, soda and baking powder. Add sugar gradually to shortening in large bowl. Cream until light and fluffy. Add eggs, one at a time, beat well after each. Add butterscotch sauce by hand and mix well. Add dry ingredients by hand alternately with milk. Mix well. Put in pans. Bake at 375° for 25-30 minutes or until done. Cool. Spread filling between layers and on top to ½ in. of edge. Frost sides and top edge with boiled egg white frosting.

Butterscotch Filling: Put ½ cup sugar and 1 T. cornstarch in 2 qt. saucepan. Stir in ½ cup milk, 1½ cups water, ½ cup butterscotch pieces and 1 beaten egg yolk. Cook over medium heat, stirring constantly, until thick. Add 1 cup chopped coconut and 1 cup chopped pecans. Cool.

Due to many production problems and the Christmas mailing rush, the Christmas Treats Cookbook did not get out as originally scheduled. We apologize for the delay and hope that you can use the recipes another year.

First Prize

SPICED SUGARED NUTS

Mrs. Harold Fisher, Coin, Iowa

1-2 lbs. California walnuts in shell

Crack nuts and place 2½ cups (halves) in shallow baking pan, 9x13 in. Heat in moderate oven, 350-375° about 15 minutes. Stir frequently. When walnuts are out of oven, cook 1 cup sugar, ½ cup water, 1 t. cinnamon and 1 t. salt to soft ball stage 236°. Remove from heat and add 1½ t. vanilla and the walnuts. Stir gently until nuts are well-coated and the mixture becomes creamy. Turn out on waxed paper or lightly buttered platter. Separate walnut halves as they cool.

Chocolate Icing.

3 T. cocoa

6 T. milk

½ cup margarine

1 box confectioners' sugar

½ cup chopped pecans

1 t. vanilla

Mix ... together in sauce-

TUNA-BROCCOLI CASSEROLE

- 1 10-oz. pkg. of frozen broccoli
- ½ cup chopped onion
- 2 T. margarine
- 2 T. flour
- ¼ t. salt
- Dash of pepper
- 1 cup milk
- 1 3-oz. pkg. cream cheese, softened
- ½ cup shredded Cheddar cheese
- 1 cup buttered bread crumbs
- 1 can tuna

Cook broccoli as directed on package. Drain. Place cooked broccoli in buttered 1½ qt. casserole. Melt margarine in saucepan and cook chopped onion till transparent. Gradually

pork steaks. Slice potatoes thin and arrange on bottom of casserole. Mix soup and milk together and pour over potatoes. Top with cheese and sprinkle with seasonings. Place browned pork steaks and onion on top. Bake in 350° oven for 1 hour.

TEXAS CAKE

Evalyn Saner

- 1st mix
- 2 cups flour
- 2 cups sugar
- 1 t. soda
- ½ t. salt

- 2nd mix
- 2 sticks oleo
- 1 cup water
- 4 T. cocoa

Bring to boil and add to 1st mix.

Add to mix 1 and 2:

- 2 eggs, beaten
- ½ cup sour cream

Bake 20-30 minutes at 350° in pan approximately 10x16.

Frosting

1st mix

- 4 T. cocoa
- 6 T. water

Bring to boil.

- 1 box powdered sugar
- 1 t. vanilla
- 1 cup chopped nuts

Add to 1st mix and spread over cake while hot.

* * *

TINY PIZZAS

- 1 can tomato paste
- ½ t. salt
- 1½ t. Worcestershire sauce
- ½ t. garlic salt
- ¼ t. Tabasco sauce
- ½ to ¾ lb. ground beef
- ¾ cup grated cheddar cheese
- 1 can biscuits

Oregano

Combine first five ingredients. Roll or stretch each biscuit to a thin circle about 4" in diameter. Cover each circle with sauce, then ¼ inch ground beef. Top with cheese and oregano. Place on ungreased baking sheet (with sides) and bake at 425° for 10 minutes. Serve hot.

* * *

BEEF CHUNKS IN SOUR CREAM

- 3 lbs. lean stewing beef
- 3 T. fat
- 2 medium onions, thinly sliced
- 1½ cups sour cream
- 1 cup mushrooms, chopped
- ½ t. oregano
- ¼ t. sweet basil
- 1 T. salt
- 1½ t. paprika

Trim excess fat from beef stew; cut meat into 1-inch cubes. Roll in flour and brown in fat. Add onions and cook till transparent. Add remaining ingredients. Cover and simmer over low heat for about 2 hours or till meat is tender. Add condensed cream of mushroom soup before serving if additional liquid is needed. Heat through and serve over buttered cooked noodles. Serves 6 to 8.

Pre-school vision testing was the topic of discussion when Brenda Kay interviewed Mrs. Dick Maher of Sidney and Mrs. Dale Whipple, the school nurse, of Sidney on a recent LIVING TODAY Show.



Hard-working members of the production crew of the Christmas Treats recipe book take a break from assembling thousands of pages. They include (l-r) Lory Williams, daughter of Guide Editor Mary Williams, Peg Cabeen, Tina Lindburg, Barbara Andersen, daughter of Station Manager Andy Andersen, and Paula Brownson.

Although his story is lost in the daily routine, Station Manager Andy Andersen seems to be relating a fish tale, if hands are an indication of the measurement, while Steve Hoefing listens and Brenda Kay concentrates on her work.



FEEDBACK

By NED DERMODY

We recently read a perfect summation for 1973. I hope that I shall never see . . . another year like '73. Think about the year just past. Remember the headlines. The end of American participation in Vietnam . . . Presidential trips to China and Russia . . . Skylab . . . a Vice Presidential resignation . . . Watergate . . . the first use of the 25th Amendment . . . A middle east war . . . the Energy Crisis. Well, 1973 is over . . . and we don't intend to rehash it. What we are going to do here . . . is discuss the Energy Crisis.

It will do little good to try to assess blame for the problems we face in the production and consumption of energy. Governor John Love said . . . before he lost his job . . . that if we could solve the problem by assessing blame and pinpointing a conspiracy . . . we could make arrests and forget about the crisis. The fact is that we are indeed faced with a very serious situation. If we fail to confront the problem individually, we could very well be forced to accept a situation that will rapidly become disastrous.

The problem is oil. It is not natural gas . . . gasoline or electricity. It is oil! We are fortunate in that we produce 83 percent of the oil that we consume. Japan produces two percent. But we must import 34 percent in order to produce the remaining 17 percent that we need, and that 34 percent has been cut off. Numbers are confusing of course, unless they are preceded by dollar figures and when discussing the energy problem we can be inundated by numbers and statistics.

In Iowa there is only one figure we need to remember. 20 percent! We can solve our short term problem by reducing our energy consumption rate, individually, by 20 percent across the board.

Now . . . 20 percent sounds like a lot, but we waste about 30 percent of the energy we consume, and we are reckless with another 10 percent. Politicians may tell us otherwise, but the plain fact is that if we reduce our car speed to 50 miles per hour on the highway and be a little skimpy with in-town driving, we do in fact reduce our gasoline consumption by 20 percent. If we turn our thermostats down to 68 degrees during the day and 62 degrees at night and seal up the house, we can reduce our consumption by 26 percent. Electricity consumption can be cut radically through small economies.

As we mentioned earlier, the shortage is in oil. There is plenty of natural gas, plenty of gasoline available, plenty of electricity. Why the problem then? In the midwest we are relatively power prosperous. We do not generate electricity with fuel oil. We

use coal. But we have hard winters and most of our industries, businesses and schools are natural gas customers on "interruptible contracts." This means that when the demand of natural gas peaks on cold days those customers are cut off until the demand diminishes, and they must switch to an alternate fuel. That fuel is almost universally number two diesel fuel, and we don't have any. To compound the problem, 1972 is the established base year and if no purchases of fuel oil were made in 1972, it simply won't be available in 1974. So what, you say, I've still got a warm house. Yes, but you may not have a job. Let us elaborate.

American Machine and Foundry in Des Moines manufactures snowmobiles, power mowers and snowblowers. They employ 1,500 people and they have natural gas . . . on an interruptible contract. Now we can do very well without snowmobiles and snowblowers. We simply don't need them, and we can probably do without power mowers. But . . . those 15-hundred employees have 15-hundred wives and husbands and probably 3 or 4-thousand kids. Now we're talking about six or seven thousand people who have warm houses as long as they can pay their bills, but they need work to pay their bills.

It may sound intricate but it really is simple. Cut down on home use and those interruptible customers probably won't be cut off. It is not uncomfortable . . . it really isn't even inconvenient. It just has to be incorporated in our routine of things to think about. We can cope with the short term problem and enable our research programs to develop a real alternative source of energy. After all, in essence we are dealing with a non-renewable source of energy. We don't have the 250-million years required to resupply our fossil fuel sources.

What about the other guy? Truckers say they have to run 60 miles an hour in order to be efficient. Not so. Despite the blockades and the protests, the people who make the truck engines say that the truck will run most efficiently with the proper load . . . at 55 miles an hour. The jobber may lose a little revenue but that is better than losing a job or a business.

The private aircraft people will tell you that a cut in fuel allocation will put 100-thousand people out of work. That may be, but there are 200-million people involved in this crisis and ask yourself how many times you have been in a private plane. Priorities must be established, voluntarily if possible.

We can solve the problem. We must! But it takes individual concentration and participation. I can't do it for you . . . you can't do it for me . . . and the Government can't do it for anyone.

Slow down . . . the car . . . turn down the thermostat . . . and pay the higher gas price out of the money you save. You'll come out ahead and so will the country.

Mrs. Ray Glasgow
R. R. 1
New Market, Iowa 51646

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School Bell Award Goes to Frank



The annual School Bell Award given by the Shenandoah Teachers Association went to veteran KMA broadcaster, Frank Field.

The presentation ceremony took place at the Junior High School Library during a special coffee held by the Shenandoah Chamber of Commerce in observance of American Education Week.

When presenting the plaque, Gale Pick-

ard, president of the S.T.A., cited Frank's long years of cooperation with the schools and noted particularly his efforts to announce school closings. The plaque reads "Shenandoah Education Association confers upon Frank Field . . . School Bell Award Service to Education 1973." This is the second consecutive year that Radio KMA or its staff has been singled out for this honor.