

The

# KMA GUIDE

July, 1970

# KMA Welcomes Jack Mihall

## Cover Story

Our cover picture this month introduces Jack Mihall. Jack comes to KMA Radio from a radio station in Oelwein, Iowa, where he was employed about twelve years as announcer, engineer, music director and program-operational assistant. As Operations Director, Jack's duties at KMA will include operational as well as farm. Jack can be heard on the Open Line every Monday through Friday at 11:03 a.m., and also on some of KMA's farm shows.

A native of Cleveland, Ohio, where his father resides, Jack served in the Signal Corps. He came to Iowa in 1957.

Jack is married to Marilyn Mihall who was born and raised on a farm in Fayette, Iowa. They met in Oelwein and were married in Maynard, Iowa, which is near Oelwein. The Mihall family includes four lovely children. The oldest is Denise, fourteen, who enjoys playing the piano and basketball. Darla, thirteen, plays the piano and is the basketball star. Debbi is twelve and also plays the piano. The youngest, John is a baseball Little Leaguer and likes to fish.

Jack's hobbies include fishing, golfing, bowling and ham radio. He belongs to the Methodist church, Elks Lodge and is a Mason.



Continuity Director Ruth Palm discusses the uses of stop-watch which Annabelle Broyles holds in her hand.

# The KMA Guide

JULY, 1970

Vol. 27

No. 7

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Mary William, editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

## K. C. Royals July Schedule

- July 1 — 7:40 p.m. — Minnesota
- July 2 — 1:10 p.m. — Minnesota
- July 3 — 5:40 p.m. — Milwaukee
- July 3 — (Second game) — Milwaukee
- July 4 — 7:40 p.m. — Milwaukee
- July 5 — 1:10 p.m. — Milwaukee
- July 6 — 9:40 p.m. — California
- July 7 — 9:40 p.m. — California
- July 8 — 9:40 p.m. — California
- July 10 — 5:40 p.m. — Chicago
- July 10 — (Second game) — Chicago
- July 11 — 7:10 p.m. — Chicago
- July 12 — 1:10 p.m. — Chicago
- July 14 — 7:15 p.m. — All-Star Game  
@ Cincinnati
- July 16 — 7:10 p.m. — Cleveland
- July 17 — 7:10 p.m. — Cleveland
- July 18 — 1:10 p.m. — Cleveland
- July 19 — 1:10 p.m. — Detroit
- July 19 — (Second game) — Detroit
- July 20 — 7:10 p.m. — Detroit
- July 21 — 7:10 p.m. — Baltimore
- July 22 — 7:10 p.m. — Baltimore
- July 23 — 7:10 p.m. — Baltimore
- July 24 — 6:25 p.m. — Cleveland
- July 25 — 12:10 p.m. — Cleveland
- July 26 — 11:40 p.m. — Cleveland
- July 26 — (Second game) — Cleveland
- July 28 — 7:40 p.m. — Detroit
- July 29 — 7:40 p.m. — Detroit
- July 30 — 7:40 p.m. — Detroit
- July 31 — 6:40 p.m. — Baltimore

## Annabelle Broyles Joins KMA Staff

Another welcome addition to the KMA staff is Annabelle Ross Broyles. She has assumed responsibilities in both the continuity department and with Guide circulation. This hard-working and pleasant young woman is a native of Shenandoah.

She is the daughter of Mrs. Tom Ross of Shenandoah and was graduated from Shenandoah High School in 1959. She attended college at Colorado College, Peru State and Nebraska University where she majored in journalism with a minor in advertising. She is the mother of Virginia Lynn who will be six years old August 25.

The KMA Guide



## A Chat With Edward May

This month I had a difficult time deciding what to write because so many things have happened these past few weeks.

However, first on the list is bringing you up-to-date in regard to grandson, William Edward Sislo. Bill was born to Karen and Jim Sislo at Rhinelander, Wisconsin, on April 30. You can't tell very much about a tiny baby from a picture, but the photo shows Karen feeding Bill while his sister, Amy, feeds her "baby." Apparently Amy thinks it's mighty nice to have a "live doll" in the house. I am happy to report Bill is "growing like a weed," and I know Bill and Amy will have a wonderful time growing up together.

To bring you up-to-date on the male member of the May family—like most students, Eddie was pleased when the school year came to a close. (It's hard for him to believe that most teachers are just as happy as the students to see the school term end.) Eddie enjoyed playing on the golf team and was very happy when the team qualified for the State Tournament which was held in Iowa City. The boys on the team played fairly well and hope to do even better next year.

The week of June 7, Eddie spent in Iowa City attending a workshop for high school students interested in journalism. A total of 300 students participated in the workshop, and the majority were students who were interested in writing for their high school papers and their year book. However, Eddie was more interested in broadcasting, so he participated in the Broadcast News Division. It seems somewhat ironic but, of a total of 300 students, only seven were enrolled in the Broadcast News Division. I believe Eddie was the only one of the seven that had spent much time around a radio station, so, to this extent, he had a definite advantage over the others. He felt the course was educational, and he was more than pleased when he was

given an award at the final banquet for his work in broadcasting.

Naturally, Eleanor and I drove to Iowa City in order to bring Eddie home from his workshop. However, before returning to Shenandoah, we drove the 25 miles from Iowa City to Cedar Rapids, Iowa, where we had the thrill of hearing the premier presentation of the Gertrude May Reuter Organ, which for so many years had been a most enjoyable musical part of KMA and the Mayfair Auditorium.

Several years ago the organ was in a sad state of disrepair, and in view of the lack of interest in pipe organs, the organ was destined to be discarded as a piece of junk. Fortunately, just in the nick of time, Mr. Howard Burton of Marion, Iowa, asked if he could take the organ and restore it. It was a tremendous undertaking for the organ had been stored in a barn and then was trucked to Cedar Rapids where it was stored on the stage of the World Theatre for rebuilding and installation.

With only minor assistance, Howard Burton rebuilt the organ and installed the 584 pipes, thousands of wires, console, blower, and swell shutters. Mr. Burton estimated he spent approximately three thousand hours restoring the organ. It still will require many more hours to complete the restoration, but on Saturday, June 13, the organ was ready to be played. It was certainly a joy and pleasure to hear the pipe organ again. All the time it was being played, it recalled to me literally hundreds of events that had taken place over the years in the Mayfair Auditorium. It is certainly gratifying to know that once again the Gertrude May Reuter Organ is being played, and for years to come will thrill organ lovers just as it did in the Mayfair Auditorium where it was originally installed in 1927.



# FRANK COMMENTS

I think I hinted in the June Guide that Jennie and I might go back down to Table Rock Lake in Southwest Missouri about the middle of June. We left here on June 13 and came back home on June 17 so we had three days actual fishing time.

Our youngest grandson, Jimmie D. Bellamy who lives in Dallas, Texas, has been visiting Shenandoah relatives for a few weeks this summer, and we took him along with us. Jimmie turned out to be a pretty fair fisherman as you can see from this picture of one afternoon's catch of Black Bass. Fishing was very slow, and we had to work hard for what we did get. Every fish we caught was at least 30 feet deep and from that up to 40 feet. You see it was so hot that the fish were playing it smart. They went on down to where the water was cooler. Jimmie incidentally caught the biggest fish, which weighed a little under 4 pounds. It is the one hanging just under Jimmie's right hand.

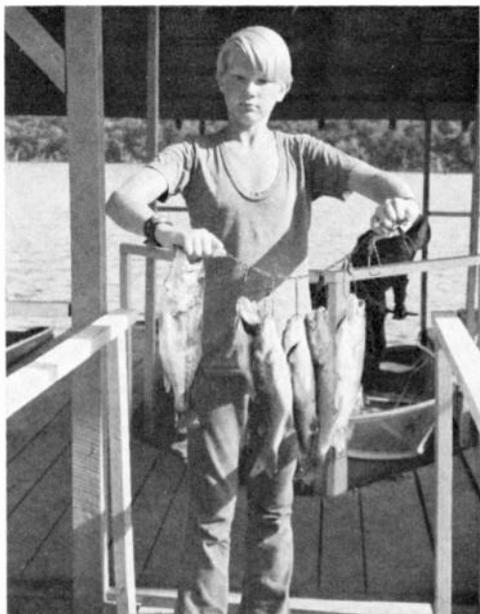
It was so hot in fact that even the Catfish weren't biting well. We did, however, bring home six that weighed between two and three pounds. Anything smaller than that we simply turned loose again telling them to eat hearty and get a little more size on them, and we would see them again at some later date. We caught all of the Bass on purple plastic worms, and some of the Catfish were caught on Shrimp and some on regular Catfish Stink Bait.

Apparently all of Missouri has been having fairly good rains so far this year, as the lakes were all full and running over. But, like I said, we didn't get in on any of the rains, as it was bright and hot all the time we were there. The trip home was a little bit uncomfortable, however, as the fan motor on the air conditioner in the car gave up the ghost on the way down. When we got home, we discovered that the fan motor was burned out because of the long and continued use. It didn't take long to put in a new fan motor, and it is working okay now. Otherwise the car, as usual, performed beautifully.

Jimmie D. is 15 now and will be a Junior in High School this fall. He was born here in Shenandoah but has lived practically all of his life in Texas; first in Fort Worth and the last few years in Dallas. Naturally, he has a typical Texas drawl and accent. His folks for some years now have owned a cabin on a lake about 50 miles northeast of Dallas where they usually spend the weekends, so Jimmie has had plenty of practice at fishing.

I had mowed the lawn just before we left, but the inch or more of rain while we were gone sure made a big difference, since it was well fertilized with Maytone Lawn Food this spring. I watered it thoroughly

once during the hot dry weather we had early in June. Oh yes, I had to prune and tie the tomatoes again even before unloading the car. It didn't take long, of course, as I only have nine staked tomatoes this year. Two Surprise, one Mandarin, three Pink Gourmet, and three plants of a new variety called Red Heart, which we plan on introducing next year. It is the latest one released by Dr. Lambeth at the University of Missouri and is very similar to Surprise in all respects but one. There is a spot about 1 inch across in the center of each one which is very dark red, hence the name Red Heart. Then, too, I have two plants of Spring Giant and three of Sunup. No, we haven't had any ripe tomatoes yet, but they are all setting on in good shape. I think we will have enough for table use in another two or three weeks, possibly enough for our usual run of Chili Sauce and juice. The first row of Blue Lake beans is blooming heavily and beginning to set on a few, so by the time you are reading this we probably will be having fresh beans. The second row of beans is also coming along nicely and will be blooming in another week. We quit cutting the asparagus the middle of June, and it is up about waist high now and storing up plant food in the roots like mad, getting ready for next spring's crop again. The roses are taking a rest right now getting ready for another burst of bloom in July. The June burst was the finest I've ever seen, as apparently the rainfall and the temperatures were just to their liking. Insects have been no problem at all this year so far, but they get their weekly spraying with Isotox and Phaltan just in case. How is your garden doing?



The KMA Guide

# RFD



with  
*Jack Gowing*



During the next couple of months, many families will be going on vacation. Part of the fun of a vacation is planning, reading maps, studying travel folders and anticipation of the good times to be had. Some of the experts tell us that when you have decided what clothes you want to take along that you should get them out of the closet, and then just before packing put one-half of them back in the closet and leave them at home. Wherever you go on your vacation, we hope you have an enjoyable time.

The IAMO Weather Modification Association has signed a contract for this summer which covers Adams, Montgomery, Page and part of Fremont Counties in Iowa and Atchison County, Missouri. We don't have the generator locations at this time but will try and have them for next month's issue.

There is getting to be more evidence each year that cloud seeding does work, and now the government has a number of projects scheduled for research. Practically all of these research projects have shown a definite increase in precipitation over the target area.

With the increase in population, it becomes more imperative that we learn more about the weather processes and how to use them to our benefit.

It is believed by some of the people who have had a hand in some of the weather modification projects over the country since World War II, that they have actually pushed the Federal Government into research projects because of the results in some of the private cloud seeding projects, and the IAMO project is one of the earlier ones.

In 1968 there were 18 research seeding projects; that is, seeding of clouds just to see what the results would be. Fifteen of the projects were west of the Missouri River and three of them were in the Northeast states.

In 1968, there were 54 operational seeding projects across the nation in 19 different states. One of these was in Florida and the rest of them were west of the Mississippi River with 15 of them here in the Middle West. This would indicate that interest in cloud seeding and the results from it is fairly widespread.

The Environmental Science Services Administration research group at the University of Miami, together with the Naval Research Laboratories and the Navy Fleet Weather Facilities, have been studying the modification of clouds over the Caribbean and over the mainland of Florida by seeding the supercooled water droplets above the freezing level with pyrotechnic flares from a B-57 aircraft. Such large quantities of silver iodide are released by the flares almost instantaneously that the cloud appears to literally explode because of the glaciation (changing of water droplets to ice).

It was found that with massive seeding, the clouds that normally grew to 3,000 feet would grow to 35,000 feet in height. These seeded clouds produced an average of 100 to 150 acre feet of water more than unseeded control clouds in the same environment. This represented an increase of 100 to 300 percent for seeded clouds according to the Tenth Annual Report made in 1968 by the National Science Foundation.



**Jack Gowing talks to Arkansas' Governor Winthrop Rockefeller about Petit Jean Mountain and Santa Gertrudis cattle.**

# A Is For Amy

## The Many Moods of a Very Small Girl

Only 18 months old but this blue-eyed charmer exhibits all the persuasive wiles of older femme fatales. She is Amy Catherine Sislo, daughter of Dr. and Mrs. James Sislo of Rhinelander, Wisconsin, and the granddaughter of Mr. and Mrs. Ed May.

A busy, alert child she plays in a fenced backyard at her home, but now to her mother's dismay, she has figured out how to unlock the fence gate. Her Grandfather says she likes to play with balls and dolls and is a "good eater."

Born Jan. 3, 1969 at Niagara Falls, N.Y.,



Little Amy Sislo finds it easy to captivate her Grandparents, Ed and Eleanor May.

Amy has brown hair and weighs 26 pounds. Her brown hair was recently cut which shows in the pictures.



Sometimes things just don't go right—even at Amy's tender age—when Grandmothers are comforting.



Amy teases her Grandfather with a newly discovered game.

# GOODINS' NEW HOME

For those who remember when you bought your house—your first house and how proud and somewhat worried you were about that rather giant, financial step, you can empathize with KMA Music Director Mike Goodin.

Mike and Jackie Goodin moved the last of May from an apartment to their newly purchased home at 508-Eighth in Shenandoah. Larry Miller, Bruce Pilcher and Darrell Murphy pitched in to help their fellow KMA staffer transfer three rooms of furniture to the seven room, two-story brick house. As Mike admits, they have lots of plans for the house, and he and Jackie have been busy inside and out where Mike has planted a small garden of tomatoes, radishes and lettuce plus 40 rose bushes, three trees and eight (count them) petunias and eight marigolds. Taking advantage of free labor, Mike and KMA DJ, Lee Hughes poured cement in June for a 15 by 12 foot patio in the backyard.



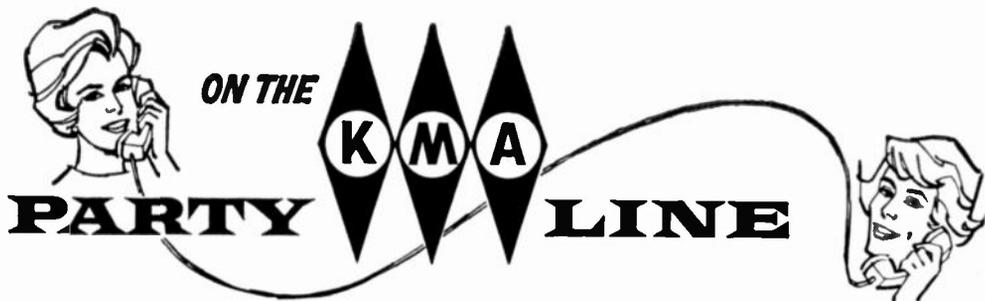
Big smiles come from Jackie and Mike Goodin as they stand by the front door of their new house to greet visitors.



After a hard day working in the yard, the Goodins relax in the kitchen with a cup of coffee.

Jackie and Mike take time out from their work in front yard to pose for Guide photographer.



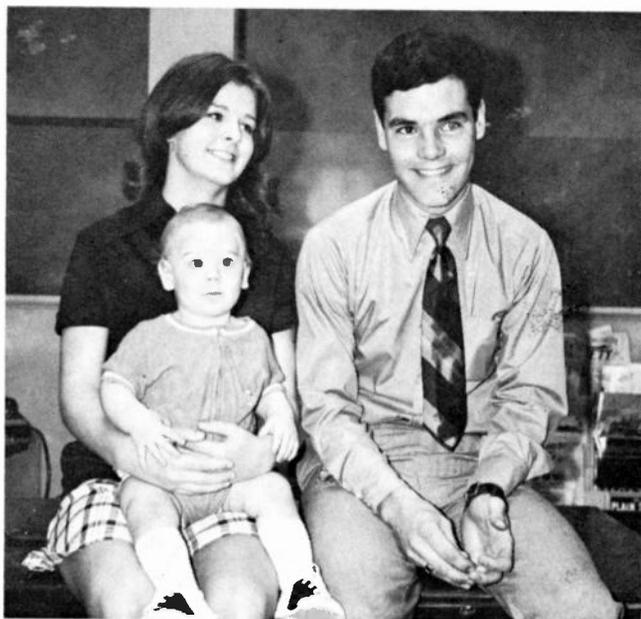


**ON THE**  
**PARTY** **KMA** **LINE**



Discussing Our House on KMA last month were William Bennett, local member of Board of Directors, and Miss Margaret Conlan of Des Moines, state consultant for day care centers. Shenandoah's pre-school center, Our House, is scheduled for a September opening. (at left)

Traffic Manager, ARDENE MULLISON, moved with her family to another home in Shenandoah in June. Their new address is 1107 Maple. The Mullison family numbers husband, Dick, who works for DeKalb, and five children at home, Amy, Donald, Robert, Jane and Peter. The oldest daughter, Jodie, now Mrs. Ray Genovese, who has been with her husband at Pensacola, has moved back to their former home—Denver, Colo., and her husband has been transferred to the Naval Base at Norfolk, Va.



In the May Guide, we introduced KMA's fourth "news-man," Nancy Maher. One day when the rest of Nancy's family was visiting KMA, our Guide photographer caught this picture of the trio which includes Nancy; husband, Tom, and 10-month-old Todd.

RUTH PALM, Continuity Director, came up with two important news items from her family. Her son, F. C. Palm who is in radio in Macon, Ga., was married May 23 to Beverly Weckman of Macon. The other son, Steve, who recently completed F.A.A. schooling at Oklahoma City, Okla., has been accepted for a year's training as air traffic controller at Eppley airfield in Omaha. He with his wife, Linda, and daughter, Michelle, have moved to Omaha.

WO2 and Mrs. Rick Stevens and daughter, Michelle, arrived in Shenandoah in June for a visit with their parents, Mr. and Mrs. Richard Stevens and Mr. and Mrs. MERL DOUGLAS. Rick will report to Massachusetts for 30 days of training before shipping out for Viet Nam in September. His wife, Sharon, and daughter will stay in Shenandoah while he is overseas. They had been living at Ft. Rucker, Alabama.

# June Birthdays

Between 175 and 180 years is the estimated grand total for these KMA staffers celebrating their birthdays in June. Since there is a lady in the group, we can't be too exact. Another year older are (l to r) Carl Andersen, Larry Miller, Evalyn Saner and Merl Douglas.

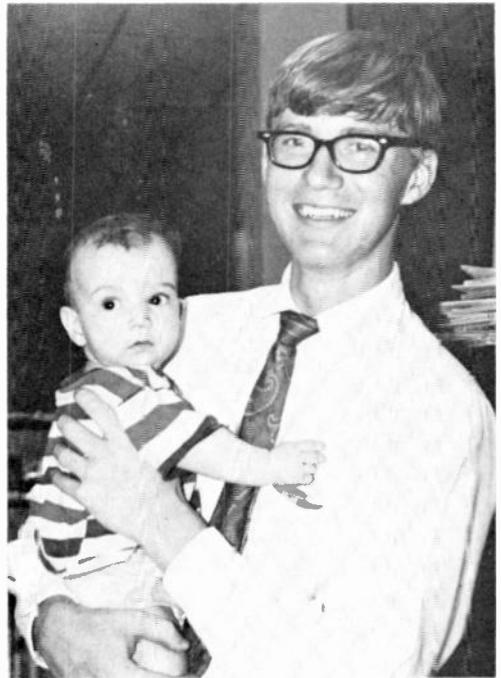


With this issue of The Guide, we say farewell to **JO FREED** who has resigned her position as Women's Director to spend more time with her family. We shall miss her and wish her well.

We are sorry to lose **JEAN PRIEBE** of Guide circulation but wish her the best as she pursues her college education. She plans to become a teacher. Before starting classes, Jean and Don and their three children spent a vacation in Ontario on the English River.



**Bruce Pilcher**, KMA Sports Director, lives up to his title as he gets ready to go to the golf course for a round.



Sixteen-year age span.

The oldest holds the youngest of eleven children of Mr. and Mrs. John Hughes of Shenandoah. The oldest is none other than KMA disc jockey, **LEE HUGHES** who will be 17 in August and the youngest, his baby brother, Matthew who is eight months.



## SUMMERTIME IS VACATION TIME



Leaving the last of June on vacation were Chief Engineer Don Burrichter and his wife, Esther. Dallas, Texas, was their destination but Kansas and Missouri stops were to be included so they could visit their son and daughter-in-law, Mr. and Mrs. Ed Burrichter and family at Ottawa, Kan., and their son-in-law and daughter, Mr. and Mrs. Steven Peters and family in Kansas City, Mo.

This month Sports Director Bruce Pilcher persuaded his wife, Cheryl, to take their vacation in St. Louis, Mo., where Bruce plans to see six or seven St. Louis Cardinal baseball games. They will also visit his parents, Mr. and Mrs. Lloyd Lawson, and brother, Mark, at Ottumwa, Ia., and Cheryl's folks, Mr. and Mrs. Ralph Clark, and Beverly and Roger, at Mitchellville, Ia., enroute from St. Louis.

A week's vacation in a cabin in the Lake of the Woods country near Baudette, Minn., in June relaxed the Gowing family including Jack, his wife, Pauline, and youngsters, Randy and Julie.

Accountant Earle Crowley, his wife, Jane, and children, David, Scott and Janet, planned to join relatives July 5 at Lake Okoboji at the New Inn for a week's vacation. Others sunning at the lake are Jane's parents, Mr. and Mrs. Clarence Cowan of LeMars, Ia., her brother-in-law and sister, Mr. and Mrs. Don Probst and family of Sioux Falls, and her brother and sister-in-law, Mr. and Mrs. Jack Cowan of Des Moines. These families have gotten together for several years at the lake.

As the Guide was going to press, KMA News Director, Larry Miller was starting on an extended trip to the west coast with his wife, Karen, and son, Bradley. After a short visit to their home town of Chadron, Neb., the family went on to Tucson, Arizona, for a look at our sister-station, KGUN-TV. From there they will travel to Phoenix for a short stay with relatives and then to San Diego where they will see his brother, John Miller, who teaches in San Diego. One exciting stop for Bradley will be made at Disneyland and enroute home

other stops will include Las Vegas, Nev., and Salt Lake City, Utah. This will be the first trip across the Rockies for Karen and little Brad.

Mr. and Mrs. Charles Williams and Lory and Loche went to Springview, Neb., in June to join other relatives in celebrating the Golden Wedding Anniversary of his parents, Mr. and Mrs. Earl Williams of Silver City, New Mexico.

Joining KMA Salesman, Dennis Boldra, and his family for a week's vacation in July at their Fremont County farm were his brother-in-law and sister, Mr. and Mrs. Oscar Hilding of New Orleans, La. Dennis who lives in Shenandoah escapes to his farm as often as possible. He calls the farm "DeLoCo Lane."

KMA Newsman Ralph Childs took some time off in June to rest and "putter around the house" as his wife, Muriel called it.

### JULY GREETINGS

#### THIS IS YOUR DAY!

##### HAPPY BIRTHDAY TO:

- July 6—Mrs. Earle Crowley
- July 7—Fairis Maas
- July 7—Robert Kelsey (Nadine's husband)
- July 8—Donald Mullison (Ardene's son)
- July 9—Mrs. Larry Miller
- July 10—Mrs. Carl Andersen
- July 14—Darrell Murphy
- July 17—Jeffrey Patterson (Pat's son)
- July 19—Bob Tarbell
- July 28—John Mihal (Jack's son)
- July 28—Ed May

##### HAPPY ANNIVERSARY TO:

- July 16—Mr. and Mrs. Jack Mihal
- July 21—Mr. and Mrs. Charles Williams

# Radio Ministry Marks 45 Years

"The Little Minister" as the late Earl May dubbed her celebrated 45 consecutive years of broadcasting this spring. The Rev. Edythe Stirlen who can be heard at 9:05 a.m., each Sunday over KMA broadcasts the International Sunday School Lesson from her "Little White House Down on Sixth Avenue."

When Shenandoah was a mecca for radio fans, Mrs. Stirlen recalls giving away wheel chairs and radios to shut-ins and entertaining for three and four hours each day. As she put it, "they would sell some radish seeds and I would sing a spiritual" and that was the format of the program. Ordained by the Disciples (Christian) Church May 26, 1930, Mrs. Stirlen performed many weddings on the air and continues to hear from some of these couples.

The mother of three children, she has 12 grandchildren and four great grandchildren. One daughter, Mrs. Wren Ander-



Cards from all over KMA land congratulated the Rev. Edythe Stirlen on 45 years in radio.

son of Leon, Ia., was fatally burned several years ago, and her husband, Carl Stirlen died in 1968. Her daughter, Josephine is married to the Rev. M. Gayle Fischer of Hutchinson, Kansas, and another daughter, now Mrs. Paul Hillman lives on a farm near Shenandoah.

## IT'S A GOODIN'

The honeymoon is over when he skips shaving, and she slips a couple of onions into the potato salad.

**Too much, too late: the tax collector is the guy who tells you what to do with the money you have already done something else with.**

*Annoyed because someone had been stealing his watermelons, the farmer placed a sign in the patch reading: "One of these watermelons has been poisoned!" Next morning he noticed that another sign had been added: "Now two of them are poisoned!"*

One good thing about winter is that it sure slows down the crabgrass.

In an internal revenue service office in New York City, an agent was heard, sobbing, "There are eight million stories in the Naked City; yours was the greatest."

*The pernicious influence of televised American football has been exported. Two victorious Japanese track and field per-*

*formers, copying our scoring heroes who toss footballs into the stands, heaved a shot and javelin into the seats. There was a mad scramble, but not for the athletic trophies.*



Many thanks to Don Priebe, Iowa Conservation officer (above) who stepped in to do the weekly Hunting and Fishing show heard at 5:15 p.m. Friday on KMA. Jack Mihall, Operations Director of KMA, has now taken over the regular broadcast.

# RECIPES FOR EASY LIVING

Now that the barbecue season is in full swing, all members of the family seem to enjoy taking part in the meal preparation. Just about everyone likes the long-time favorite, hamburger-on-a-bun. And it's easy to prepare. In fact, teen-age cooks nearly always choose it when they're preparing an outdoor meal for family or friends.

\* \* \*

This is a good sandwich filling of ground beef you can serve hot or cold. One cup makes about five sandwiches.

You'll need these ingredients:

- 1/2 lb. ground beef or hamburger
- 1/2 t. salt
- 1/8 t. pepper
- 2 T. chopped dill pickles
- 1 T. chopped parsley
- 1 T. chopped pimienta and mayonnaise

Mix together, and cook, then serve, hot or cold, in sandwich buns. Sliced tomatoes, and cole slaw, make good accompaniments. And you might serve a salad of tossed mixed greens. Top the meal off with a fruit dessert.

\* \* \*

Many outdoor chefs like to make fish the main part of the meal. Why not try grilled trout, barbecued shrimp kabobs, or flounder dinner.

To round out an outdoor seafood barbecue, wrap potatoes and a favorite vegetable separately in heavy-duty foil and cook them on the barbecue grill too.

Here's a recipe for grilled trout you may want to try:

- 6 pan-dressed trout or other small fish, fresh or frozen
- 1/4 c. french dressing
- 1 T. lemon juice
- 1 t. salt
- 1/4 t. pepper

Thaw frozen trout. Clean, wash and dry each fish. Combine remaining ingredients. Brush each fish inside and out with the sauce. Place fish in well greased hinged grills. Grill over moderately hot coals for 15 to 20 minutes. Turn and brush with sauce. Grill for 15 minutes longer or until the fish flakes easily when tested with a fork. Serves six.

\* \* \*

## DILLY DOUBLE DECK HERO

Makes 6 servings . . . you can serve cold or heated on an outdoor grill.

Cut one fifteen-inch loaf of Italian bread in three slices horizontally. Spread each cut surface lightly with softened butter, then with chili sauce. Cover bottom and center slices with one-half pound sliced Muenster cheese, one-half pound sliced hard salami, four dill pickles sliced lengthwise and four canned pimientos cut in strips. Stack and cover with top slice of bread. Cut into six servings; wrap each in aluminum foil.

Serve cold or heat on an outdoor grill for about 30 minutes, turning occasionally.

\* \* \*

For easy to fix sandwiches which are always popular on hot summer days, try some of these recipes for sandwich fillings.

## CHICKEN NUT

- 2 cups minced cooked chicken
- 1/2 cup minced celery
- 1 cup chopped pecans
- 1/4 cup salad dressing
- 1/2 t. salt
- 1/4 t. pepper

\* \* \*

## DEVILED EGG

- 8 hard cooked egg yolks
- 1/4 cup salad dressing
- 2 t. vinegar
- 2 t. Worcestershire sauce
- 2 t. prepared mustard
- 1 t. grated onion
- Dash of salt

\* \* \*

## PINEAPPLE CHEESE

- 1 (3 oz.) pkg. cream cheese
- 1/4 cup drained crushed pineapple

\* \* \*

## RIPE OLIVE EGG

- 3/4 cup chopped hard cooked eggs
- 2 T. chopped ripe olives
- 1 T. chopped green pepper
- 1/2 t. salt
- 2 T. salad dressing

\* \* \*

## PINEAPPLE HAM

- 1 cup ground cooked ham
- 1/4 cup dr. crushed pineapple
- 1 T. brown sugar
- 1 T. salad dressing
- 1 T. prepared horse radish
- 1/2 t. Worcestershire sauce

\* \* \*

If you still have strawberries, here is a frozen jam recipe that KMA Farm Director Jack Gowing highly recommends.

## FROZEN STRAWBERRY JAM

Stem and wash 1 quart of strawberries. Mash berries and drain completely until they measure 2 1/2 cups.

To berries add 6 cups sugar

Juice of one lemon

Pinch of salt

Stir all ingredients for 5 minutes until sugar is dissolved. Add 1 bottle of liquid pectin. Stir about one minute. Pour into jars and put on lids. Let set at room temperature for 24 hours. Store in FREEZER.

\* \* \*

## CLUB SALAD

- 1 carton cottage cheese
- 1 pkg. gelatin (any flavor, dry)
- 1 can crushed pineapple, drained
- 1 medium pkg. frozen whipped topping

Mix ingredients in order and chill. CAUTION: Do NOT add water to gelatin.

## CHOCOLATE CRUNCH

### ICE CREAM PIE

- 1 c. (6-oz. pkg.) semi-sweet chocolate morsels
- ¼ c. regular margarine or butter
- 2 c. oven-toasted rice cereal
- 1 T. light corn syrup
- 1 qt. coffee ice cream, slightly softened

1. Melt chocolate morsels and margarine in pan over hot, but not boiling, water or over very low heat, stirring constantly until well mixed. Remove from heat.

2. In small bowl, reserve 3 measuring-tablespoons of chocolate mixture for decoration. Add cereal to remaining chocolate mixture; stir until cereal is well coated. Press mixture evenly and firmly around sides and bottom of 9-inch pie pan. Chill.

3. Add corn syrup to reserved chocolate mixture; mix well. Hold over hot water.

4. Spread ice cream evenly in pie shell. Drizzle with reserved chocolate mixture. Freeze about 2 hours or until firm. Just before serving set pie pan on hot towel for a few minutes. Cut into wedges and serve.

Yield: 8 servings.

\* \* \*

### CHIP SQUARES

- 1 c. butter or margarine
- ½ c. white sugar
- ½ c. brown sugar
- 2 egg yolks
- 1 T. water
- 1 t. vanilla
- 2 c. flour
- ¼ t. salt
- 1 t. baking powder
- ¼ t. soda

Cream butter and sugar, add egg yolks, water, and vanilla and mix thoroughly. Add dry ingredients, which should be sifted 3 times prior to adding. Pat mixture into greased 10x14 inch pan. Sprinkle with: 1 6-oz. pkg. chocolate or butterscotch chips. Beat until stiff: 2 egg whites. Add: 1 c. brown sugar. Beat again and pour over chips. Bake 25 minutes at 350° or until brown. Cut in squares when cool.

\* \* \*

### DICED APPLE COOKIES

Cream together:

- ½ c. shortening
- ½ c. brown sugar
- 1 t. vanilla

Add:

- ½ t. cinnamon
- 1 t. baking powder
- ¼ t. salt
- 1 c. diced raw apples
- ½ c. white sugar
- 1 egg

2 c. sifted flour (Plus a little more if prefer stiffer batter)

- ⅛ t. nutmeg
- ½ t. soda
- ½ c. nut meats

Drop by spoonfuls on ungreased cookie sheet. 375 degree oven. 10-12 minutes.

## MEAT PUFFS

- ¼ c. chopped onion
- 1 T. butter
- 2 eggs, beaten
- 1 lb. ground beef
- ½ c. fine dry bread crumbs
- ½ c. chili sauce
- 1 t. salt
- 1 t. Worcestershire sauce
- ¾ c. milk

Cook onion in butter for 3 minutes. Combine eggs, beef, crumbs, ¼ c. chili sauce, salt, Worcestershire sauce and milk with cooked onion. Mix well but do not knead. Place in greased muffin pans and spread with remaining chili sauce. Bake in preheated 375 degree oven for 30 minutes. Yield 8 puffs.

## Billie Oakley Tells About Trip

Hello there!

Having a fun time at your house this summer? Song writers get quite poetic about the "Good Old Summertime" . . . and I agree . . . the living is easier. The work is no lighter, though, is it?

On my recent programs, I have been mentioning our unbelievably thrilling trip to London and on to France. After a fine AWRT Convention at the Royal Gardens Hotel in London, the Foods From France people flew us to Paris. There we spent two nights and one day, leaving early the second morning for the Normandy part of France. Many of you who had menfolk in the service in the two "World Wars" are familiar with that word, Normandy. We traveled on down to Bordeaux, to Rocamadour, to Avignon, to Macon and back into Paris. Rocamadour, France, is an ancient city, founded by a man whose only claim to fame was that he had entertained Jesus in his home. This tells you how old the city is, but cannot begin to tell of the charm or how awed we all were by it. I just wish I had time and space to tell of the events that colored this trip. Perhaps I can sprinkle enough of them into the program to be a bit informative.

Home looked so good to me when I returned and looks even better now, because I had the whole gang home yesterday, and still have a few left over! Donna and Bill, along with their sons, Jerry and Chris, are still with me and will be leaving this evening. At this writing, I am weary but happy!

This month we hold the Gooch Red Circle Auction, and I am expecting to see some of the KMA fellows down there in Kansas. Maybe I'll be seeing some of you, too!

Affectionately yours,

Consumer Service Director  
Billie Oakley  
Gooch Foods, Inc.

# PROGRAM NEWS FOR JULY, 1970

Dial 960 — K M A — 5,000 Watts

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## NORM'S FORUM

By

Norman Williams  
Station Manager



## Farming And Broadcasting

The last three editions of this column have been concerned with the attack on your free system of broadcasting by Congress and the Federal Communications Commission. What will happen if all their plans, as now outlined, materialize? To help you understand what is happening let me apply the same principles to farming. Here is what farming would look like if it were subjected to the same kind of regulation.

1. You would have to obtain a Federal license every three years to operate and own your farm.
2. You would have to abide by a set of standards established by Washington bureaucrats in order to have your license renewed.
3. The cost of getting the license is going to be increased 2400 percent.
4. You could only own one farm. They would control the size of the farm.
5. If you own more than one farm in the same area, you will have to sell all but one of them.
6. The Government tells you how much you can plant. It also tells you that there are certain crops you cannot plant.
7. You must sell your products on the open market without any price support or guarantee.
8. The Federal Government promotes the imports of your crop and encourages the development of non-agricultural food products.
9. Political candidates can buy your product below the current market price.
10. The Government controls the electric power and has just doubled the price.
11. The Government also tells you how much fertilizer you can use on your fields.



KMA Station Manager Norm Williams turns Open Line program over to Jack Mihall. The show is heard at 11:03 a.m. Monday through Friday on KMA.

All of this is done in the name of **PUBLIC INTEREST, CONVENIENCE AND NECESSITY.**

When you look at it this way, broadcasting is very similar to farming. How will you be affected? You will receive less from radio and television than you do now. Broadcasting will be broken up into such small pieces that only the BIG operators will be able to afford quality programs. You may eventually even have to pay for the programs you now receive free. If some people have their way, over the air broadcasting will disappear. Think about that possibility for a minute.

How far are we from 1984?

LARRY MILLER

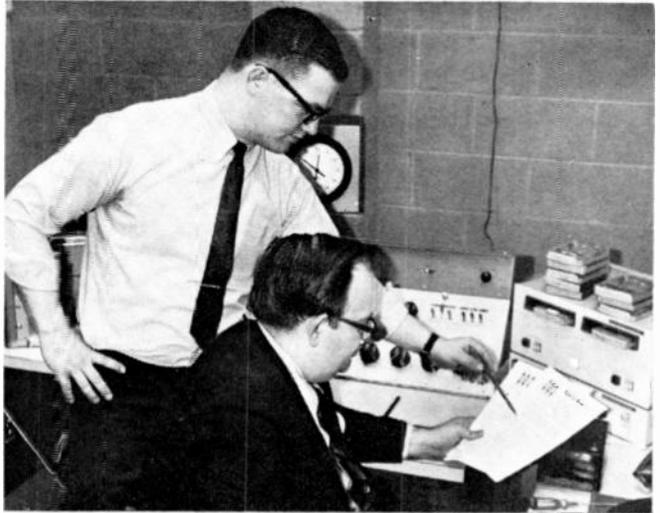
## On News

During June, KMA Newsman Bob Tarbell and I attended a regional seminar of the Radio and Television News Directors Association. The meeting was held at Topeka, Kansas, hosted by station WIBW.

Perhaps the high point of the day was reached in a discussion by Dr. Walter Menninger of the famous Menninger Clinic. Dr. Menninger feels that newsmen—like others who have a responsibility to the public—should be licensed. He cited his own profession—medicine—as an example of necessary licensing. Dr. Menninger pointed out that newsmen meet no educational or professional standard, and he expressed his belief that the media must improve its reporting of the news.

On this count, I doubt there is any news director who would argue with Dr. Menninger. We at KMA feel especially strong about the necessity of reporting the news accurately and quickly. To do this qualified people must be available.

Qualified broadcast journalists are not easy to obtain these days, but we feel for-



Larry Miller discusses news story with Bob Tarbell.

tunate in having a staff of three full time newsmen and one part-time newsgirl. Our full timers are all college graduates with more than 50 years broadcast experience.

The licensing of newsmen is really a moot point. There is no doubt our profession needs improvement. Most do. The broadcast industry already complies with a rather broad range of regulations promulgated by the Federal Communications Commission.

BRUCE PILCHER

## On Sports

Again this season the high school baseball is quite good. There are a number of teams that have had to start frosh and sophomores, but these young men have responded quite well. In general, the high school baseball in Iowa and Nebraska is excellent. The Los Angeles Dodgers recently announced their number one draft choice, and the young man was a pitcher from Omaha. Many people have told me that there are several players in the Iowa-Neb. league that are of equal ability to this young man. Quite a tribute to a high school baseball loop.

During this baseball season, you can count on KMA for all of the high school baseball stories. This includes: scores, pitchers of decision, homers in contests, conference standings and interviews with area coaches. In the early part of June we



Chuck Offenburger of the Shenandoah Stallions stopped by the KMA studios to discuss the baseball season with KMA's Bruce Pilcher.

had Ron Clinton, Ray Graves, Dick Glidden and many others on the program. We hope you enjoy these visits with the area coaches as much as we do making them.

July, 1970

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JAN

## KMA Land Attraction

An unusual attraction in the KMA area is the Nebraska Public Power District's Cooper nuclear generating plant now under construction south of Brownville, Nebraska. KMA's Operations Director, Jack Mihall was a guest on press day of Jack Chick, Shenandoah Manager of Iowa Power and Light Company and took these pictures recently.

Because NPPD engineers believed the Cooper station was best suited for a plant of 800,000 kilowatts and Nebraska demands were established at half that amount, Iowa Power and Light agreed to purchase 50 percent or 400,000 kilowatts, which will be transmitted to Iowa customers through a 345,000 volt line to be completed this summer.

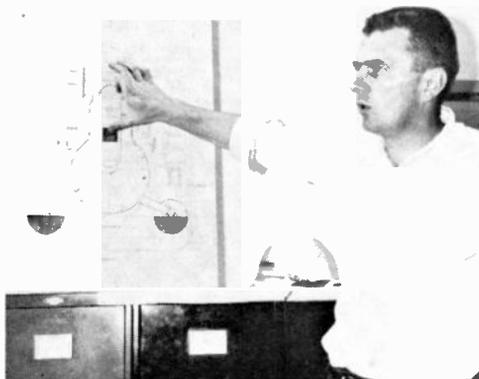
Shenandoah manager of IPALCO, Jack Chick is shown in tour group conducted by Ervin Meyer, information specialist (at right).



Cooper nuclear generating plant south of Brownville, Nebraska, will produce 800,000 kilowatts. Seven hundred workers are currently employed in its construction which is nearly 30 percent completed.



Close up view of nuclear reactor which was floated up the Missouri River on a barge.



Engineer H. Sechster of NPPD explains how nuclear reactor works.