

The

# KMA GUIDE

August, 1970



# COVER STORY

# The KMA Guide

AUGUST, 1970

Vol. 27

No. 8

William Edward Sislo sits for his first official KMA Guide portrait at the young age of two months. Little Bill was visiting in Shenandoah with his grandparents, Mr. and Mrs. Ed May, along with his mother Mrs. James (Karen) Sislo and sister, Amy. They had flown here for a brief visit early this summer from their home in Rhinelander, Wisconsin. Bill was born April 30th in Rhinelander, and although it's probably too soon to determine, some people think he resembles his maternal grandfather.

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## IT'S A GOODIN'

Erasers aren't only for people who make mistakes; they are also for those who change their minds.

*There's a story about the fellow who thought he had unemployment whipped. His solution to put an end to joblessness was*

*to put all the men on one island and all the women on another. When he was asked what everyone would do for work, he replied, "Build boats."*

This summer one-third of the nation will be ill-house, ill-clad and ill-fed. Only they will call it a vacation.

Wouldn't it be a fine thing if the bumper sticker, "America — Love It or Leave It" were replaced by the bumper sticker reading, "America — Love It and Help Make It Better."



**FAMILY PORTRAIT . . .** In these fast-moving times, children grow up overnight or so it seems, and the family of J. D. Rankin is no exception. We have published pictures of the family through the years, but decided it was time for another just to catch up with the youngest ones. From left to right standing are: John Kidd, assistant advertising manager of May Seed and Nursery Co.; J. D. Rankin, executive vice president of May Seed and Nursery and vice president of May Broadcasting Co.; and Mike Sherman, May Stores' office manager. Seated from left to right are: Mrs. John Kidd, formerly Diane Rankin; Mrs. Earl May and next to her, her daughter, Frances, (Mrs. J. D. Rankin); and Mrs. Mike Sherman, the former Betty Jane Rankin. The youngsters are Melinda, 4, and Gordon, 6, children of the Mike Shermans. *Photo by Blaine Barton*

# A Chat With Edward May



Well, we certainly have had lots of visitors at our Test Gardens this summer, climaxing at our "Open House" on July 19. But most every weekend, all summer long, there has been a crowd, taking pictures and enjoying the flowers, vegetables, shrubs and trees. Since the gardens are located right on Highway 2, it isn't at all unusual to see license plates from all over the country.

We don't have the figures for this year's open house, but at our 1969 open house, we entertained 16,500 visitors from 22 states and 3 foreign countries (Canada, Japan and England). We gave away 5,386 sun hats and 3,960 packets of flower seed.

Across the back of our 100 lawn seed test plots, we fly the flags of all the countries with seeds or plants in our test gardens. This year we are flying the flags of the United States, Holland, Italy, Denmark, Japan, France, Canada, West Germany, Costa Rica, Austria, Switzerland, Hungary and the Philippines, as well as the state flags of Iowa, Nebraska, Kansas and Missouri. A new addition is an official Earl May flag, made of nylon and displaying our emblem in red and green.

Our visitors voted for the favorite from among 60 flower beds. Everyone who voted for the winner will receive seeds and instructions so they can duplicate the winning bed in their own yard next summer.

All in all, we had on display 791 different flowers. 190 roses, 147 glads, 117 shrubs, 100 kinds of tomatoes, 40 different squash and many, many more . . . for a total of 2,272 varieties.

If you can make our open house next year, do plan to come. But remember: the Test Gardens are open to the public, at no charge, every day of the year. And you're always welcome.



Ardene Mullison, KMA Traffic Manager, (at left) and Nadine Kelsey of the Accounting Office were just two of the many May Seed and Nursery Co. and May Broadcasting Co. employees who manned booths and acted as guides during the annual Open House.



Ed May displays Earl May flag which was flown for the first time at the Open House in July.

# FRANK COMMENTS



*By Frank Field*

As the years go by, it gets harder and harder to get all of the Field tribe together at one time, and even this picture is short seven of being the entire gang. The occasion was a family dinner on June 18th, while our grandson, Jimmie Bellamy, from Dallas, Texas, was visiting us for a couple of weeks. This picture was taken the day before he left for Dallas. Remember, last month I showed a picture of Jimmie holding a string of bass from Table Rock Lake in Southwest Missouri.

Jimmie's next older brother, Chris Bellamy, has been staying here in Shenandoah the past year with his other grandmother, Mrs. Gretta Bellamy and going to school here. Incidentally, this summer Chris is attending Western Iowa College at Council Bluffs and has a good job lined up with the Highway Department as soon as he finishes summer school.

Well, here is the cast of characters in the picture: Back row standing, reading from left to right, Chris Bellamy, Maxine Field, Danny Field, John Fishbaugh, Polly Field, Zo Fishbaugh and Jimmie Bellamy. Front row seated, reading from left to right, John Field, Robert Fishbaugh, Carol Fishbaugh, Jennie Field, Elsie Field, Frank Field and Robert Field. Maxine is John Field's wife and they live in Hamburg, Ia., where John publishes the Hamburg Reporter newspaper. Carol Fishbaugh is John Fishbaugh's wife, and they live here in Shenandoah where John works in the Security Bank with his father. Elsie Field is Bob Field's wife, and they, too, live here in Shenandoah where Bob is in charge of the Earl May Seed and Nursery Company's printing department. Danny Field will take journalism this fall at the University of Missouri at Columbia. Polly still has a year of high school to finish, and I haven't heard what University she has in mind or what kind of a career. I don't think she knows herself for sure.

We have been extremely dry in South West Iowa and extreme northern Missouri and crops were beginning to suffer considerably. I am writing this page on July 14th, and last night we had our first rain in three weeks. It only amounted to 30-hundredths at Shenandoah, but northern Missouri got up to as much as an inch in spots, and the weather man is promising more for tonight and tomorrow, so possibly our drought is broken. I certainly hope so, as most gardens were looking pretty sick and lawns here in town were already as brown as they usually get along in August. The big annual Open House at the Earl May Trial Grounds is set for this coming Sunday, July 19th, and I have never seen the flowers look as good as they do right now.



# RFD



with  
*Jack Gowing*



Recently, I attended the annual summer convention of the National Association of Farm Broadcasters in Washington, D. C. The convention is held in our nation's capital about every four years so that we have a chance to visit various government departments, and in this way we can pick up lots of background information.

Quite a lot of our program was devoted to what the possibilities are in getting farm legislation through Congress this year. It is beginning to look like it will be a tough battle to iron out and pass a farm bill this year. Anybody interested in Midwestern agriculture, and that is or should be most of us, better be giving our Senators and Congressman our opinions and very soon.

The House Committee on Agriculture has been meeting on a regular weekly basis with Agriculture Department people to try and put together what they feel is a workable bill. These people are hearing from many people whose only concern is to stop or prevent the passage of farm legislation, so it is very important that you take the time to write your Senator and Congressman.

The legislation that is passed now or not passed will have long-range economic effects over our part of the country for years to come. If it is poor legislation, it won't be changed next month or next year. We will have to live with what happens now.

It is also very important that you talk with any city relatives and friends about what agricultural problems are. We haven't gotten the story across to the city dweller yet. He has some very real problems, and we will have to understand his problems too or we will never get a hearing in the city.

Insecticides or pesticides was another topic that held our attention at this year's meeting. There has been so much written and said on both sides of the chemical story that we will have a tough time trying to keep emotion out of our decisions.

If you really believe that all chemicals should be banned, I'm afraid you would be shocked at what life would be like without them. On the other hand, we must take a long, hard look at some of the users of these chemicals. Many people who are handling chemicals do not follow the direction on the label.

When we check out a story on chemical

poisoning, such as the one on mercury in the southwest, we find the accident happened because the chemical was not used properly. We will have to recognize that this will happen and is one of the toughest problems to solve. One of the biggest problems or violations of the label is the disposal of empty containers. What do you do with yours?

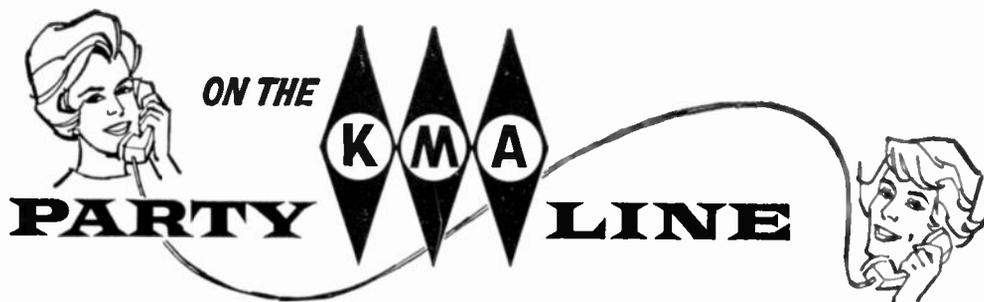
### **Weather Modification Association**

Our picture this month shows one of the cloud seeding generators. It is small but has a big job to do. This particular generator is located in Shenandoah; other Iowa locations include: Weston, Atlantic, Lormor, Kellerton, Braddyville, Payne and Malvern. In Missouri, the generators are located at Grant City, Phelps City, Rosendale and Oregon, and in Nebraska they are at Ashland, Palmyra, St. Mary, Burchard and Falls City.

Officers of the IAMO group are O. C. Schwackhammer, Fairfax, Mo., president; Earl McQuown, Jr., Red Oak, vice president; Max Van Hoozer, Tarkio, secretary, and Ralph Neill, Corning, Ia., treasurer.



**KMA Farm Director inspects generator.**



**ON THE**

**KMA**

**PARTY LINE**



A six-iron did it.

For several days, **ED MAY, JR.**, walked around with three stitches in his left leg. Although he is a very good golfer, Ed somehow lost control of his six-iron and took a slice of his leg instead of the white ball.

**KMA Farm Director JACK GOWING** and his family including his wife, **PAULINE**, and daughter, **JULIE**, attended the Gowing family reunion at Nebraska City in mid-July. Relatives from Kansas, Nebraska and Iowa, numbering about 35 strong, braved a sweltering summer Sunday to gather for a noon basket dinner at Steinhart Park. Gowings' son, Randy, was unable to attend because he was busy with a de-tasseling crew. Although Julie loves to swim and intends to go on into the Red Cross Life Saving classes, she didn't go swimming at the park because it was too crowded. Incidentally, Pauline was quite concerned about the recipe for Frozen Strawberry Jam in last month's issue of *The Guide*. She wanted the readers to know that the recipe will be perfect if you have

2½ cups of pulp. She was afraid that the recipe gave the wrong impression on draining the washed berries. To correct that here are more explicit directions: Stem, wash and drain thoroughly 1 quart strawberries. Mash enough berries to make 2½ cups of pulp. For the remainder of the recipe, see the July Guide. Pauline adds that she makes this frozen jam to the exclusion of all other recipes for strawberry jam. It has a delicious fresh-picked taste that beats all other forms of preserving the berries, she claims. Sounds worth trying doesn't it; if not this year, then keep it in mind for next year.

**MIKE GOODIN** found the dog abandoned in the Shenandoah area. He said it was thin and had enough ticks for two dogs. He took it to the local vet who gave it the necessary shots. Although Mike and his wife, **JACKIE**, kept it only four days, they named it "Dogg" (that's the correct spelling) and gave it to **KMA Announcer MERLE DOUGLAS** to reside on the farm. Mike described the dog as mostly labrador, about four months old.

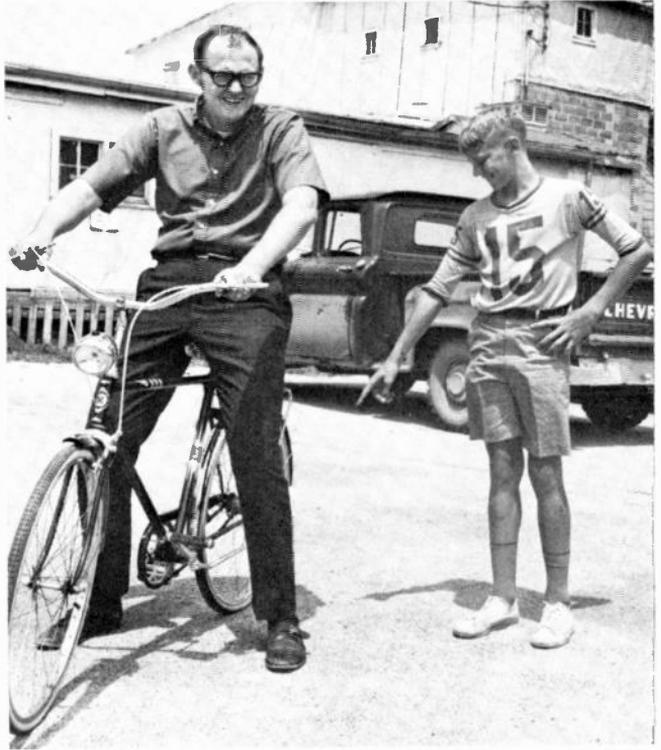


Mike and his 'Dogg.'

The problem was a flat tire. When KMA Sports Director Bruce Pilcher's younger brother, Mark Lawson of Ottumwa, Ia., came for a visit early in the summer, one of the activities they enjoyed together was riding bicycles. Unfortunately as tires so often do, one tire on Bruce's bike went flat which stopped the cyclists for a short time until it was fixed. (at right)

**PAT** and **SUE PATTERSON** spent their July vacation time at Colter Bay Village in Teton National Park, Wyoming. KMA Salesman Pat, who is an active member of the Nishna Valley Saddle Club, made a special stop at Cheyenne, Wyo., in order to see the Rodeo there. They also spent some time at Estes Park, Colo. The couple made the trip in a camper which they borrowed from Pat's parents, **MR. AND MRS. LYNN PATTERSON** of Laurel, Ia. The elder Pattersons also kept their grandson, **JEFF**, while his parents were vacationing. Just before Pat and Sue left they celebrated Jeff's second birthday on July 17.

Engineer **RALPH LUND** and his wife, **BETTY**, are grandparents again. Their daughter, Judy, and her husband, Roger Malmberg of Audubon, Ia., have their third daughter. She is Jennifer Lynn who weighed 8 pounds 6 ounces when she was born



July 12. Her two sisters are Kim, 4, and Jody, 3. Other grandparents are Mr. and Mrs. Harold Malmberg of Shenandoah, and great grandmother, Mrs. Lawrence McClure, also of Shenandoah.

When Accountant **EARLE CROWLEY** returned from a week in the Iowa lakes region, his head presented flaming evidence of too much sun. Some of the other men on the staff wear hats to protect their thinning locks, Earle.

That flesh-colored bandage on **EVALYN SANER'S** finger was to cover up the "rasping" she gave her finger instead of the wooden frame she was refinishing one recent weekend.

Two "boys" at play. In his role as the "meanest kid on the block" KMA Announcer Darrell Murphy gets ready to puncture Mike Goodlin's big balloon. For all of you who still like to play with balloons as KMA's Music Director does, the postscript to this story is that Darrell was stopped before he could inflict any damage.





Bruce Pilcher presents bargains for buyers and sellers on his KMA Classified program heard at 1:35 p.m. Monday through Friday on KMA 960. If you wish to place an ad for something to buy or sell, put all the details with your name, address and phone number on a card and send it to KMA Classified, KMA, Shenandoah, Iowa, 51601. The service is free and the only restrictions are that no items priced over \$150 will be advertised; also no livestock, farm implements or motor vehicles.

**MISS MARY BURRICHTER** who is working in Omaha, Neb., this summer comes to see her parents as her schedule permits on weekends. Her parents are **KMA CHIEF ENGINEER AND MRS. DON BURRICHTER**. Mary will be a senior at Iowa State University at Ames in the fall.

**MRS. NADINE KELSEY** of Accounting Department reports that her mother, **MRS. AVERIL THOMAS** of Shenandoah, is making good progress in recovering from a blood clot in one leg.

It seems **RALPH CHILDS'** son, **MIKE**, is feeling very "wanted" these days by the Army. He wrote his parents that one section "wants" him as a legal clerk and another "wants" him as a supply sergeant. It would seem to any civilian that he should easily fulfill the legal clerk position since he had two years in law school before going to service. Mike, whose truck was sent to Cambodia without him, is presently stationed as a truck driver near the Cambodian border about 80 miles from Saigon.

We have it on good authority as news releases often say that KMA News Director **LARRY MILLER** came out ahead on his recent visit to that wide-open town of Las Vegas, Nevada. It would seem only fair that Larry treat the next time at coffee-break. We'll be waiting, Larry.



Each day Monday through Saturday at 10:05 a.m. and 6:40 p.m., Ruth Palm announces upcoming events of the area on the KMA Community Calendar. A public service of KMA, there is no charge for the announcements. You are invited to use KMA's Community Calendar to publicize church activities, school events, community affairs or club meetings. Just send a postcard to Community Calendar, KMA, Shenandoah, Ia., 51601.

## AUGUST GREETINGS

**THIS IS YOUR DAY!**

**HAPPY BIRTHDAY TO:**

- Aug. 1—Mary Williams
- Aug. 3—Benny Kling (Norm's son)
- Aug. 7—Scott Crowley (Earle's son)
- Aug. 10—Norm Williams
- Aug. 11—Steve Palm (Ruth's son)
- Aug. 17—Mrs. Jack Gowing
- Aug. 19—David Lund (Ralph's son)
- Aug. 20—Lee Hughes
- Aug. 21—Edward Maas (Fairis' husband)

**HAPPY ANNIVERSARY TO:**

- Aug. 6—Mrs. and Mrs. Bruce Pilcher
- Aug. 12—Mr. and Mrs. Carl (Andy) Andersen
- Aug. 14—Mr. and Mrs. Dick Mullison (Ardene)
- Aug. 19—Mr. and Mrs. Franklin Palm (Ruth)
- Aug. 21—Mr. and Mrs. Mike Goodin



Scenes from the  
**Thirteenth Annual  
OPEN HOUSE**

at the Earl May Seed and Nursery  
Company's Test Gardens



August, 1970

# Fun and Festivals

Whether it's contests, beauty pageants or centennials, this summer of 1970 in KMA land is filled to the brim with activities guaranteed to take your minds off troubles which threaten on every side.



KMA's Darrell Murphy interviewed Miss Iowa, Cheryl Brown, at her first official appearance at the Miss Southwest Iowa pageant at Clarinda in June (above). A native of New York, Miss Brown is a student at Luther College in Decorah, Ia. She began the study of dancing at age 3 and presented an interpretive dance for her talent portion of the state contest.



In the Clarinda ceremonies, Miss Judy Stephens, daughter of Mr. and Mrs. James Stephens of rural Clarinda, was crowned Miss Southwest Iowa. She is a 21-year-old student at Augustana College at Sioux Falls, S. D. Surrounding her in the picture are runners-up in the competition: l to r — (front) Kathy Mowery of Clarinda, first; Leslea Wagoner, Clarinda, second; (back) Denise Smith, Council Bluffs, third; and Kathryn Rice, Hamburg, fourth. Not shown are Bonnye Lee of Shenandoah, whose father is employed by May Seed and Nursery Co., and Becky Brownlee of Faragut who tied for the "Miss Congeniality" award.

Proudly posing with his trophy and car is Kent Kelsey. The 8-year-old son of Nadine Kelsey of the May Broadcasting accounting office, Kent won third place in the recent Cubmobile Derby held by his Cub Scout Pack 213. He and his father, Robert, built the speedy racer as required by the rules. This month, the winners of the first four places in the derbies held by the two Packs in Shenandoah will compete for the city championship.



# STANTON GREET'S 'MRS. OLSON'

Stanton's Centennial attracted many visitors from the four-state area, but the most famous was Virginia Christine Feld. If that name doesn't register, try "Mrs. Olson" who is nationally known as the neighbor who regularly helps young wives with their coffee making problems on television commercials. KMA's Operations Director, Jack Mihall had a cup of coffee with Mrs. Feld at the home of Herb Honette, one of many responsible for the successful centennial.

Jack Mihall of KMA talked with Virginia Feld. She took piano lessons in the room where this picture was taken and later became an accomplished concert pianist.



"Mrs. Olson" of television commercial fame whose real name is Virginia Christine Feld is shown with her husband, Fritz Feld, a well-known actor in his own right. He most recently appeared in the movie "Hello, Dolly." They were married in 1940 and have two sons: Steven, 24, a business major; and Danny, 20, who is majoring in Latin American Studies at the University in Madrid. They are also raising Virginia's two nieces, Vickie, 14, and Connie, 13. They live in Brentwood, Calif.



All of the stores in the "Little White City" decorated their windows with big coffee cups and signs saying "Hello" to "Mrs. Olson".

★ ★ ★

Billie Oakley who is heard at 10:15 a.m. Monday through Saturday on KMA made a two-day personal appearance in Shenandoah in July to promote the Martha Gooch Sweepstakes. Here to help Billie kickoff her sponsor's contest were Warren Barney and Orville Lowry shown with Billie and KMA Manager Norm Williams.

# SMART SHOPPER FOOD GUIDE FOR AUGUST

Smart Shopper is issued monthly by United States Department of Agriculture's Consumer and Marketing Service through the Plentiful Foods Program. The Plentiful Foods Program is designed to help agricultural producer groups and the food trade industry market food abundances through normal channels of trade — by focusing consumer attention to the time for buying high quality foods at the peak of goodness and most attractive pricing.

Best buys in the five daily food groups needed by everyone for good nutrition include the following:

Nonfat dry milk  
Evaporated milk  
Cottage Cheese

Peanuts\*  
Peanut Butter\*  
Broiler-fryers  
Eggs

Fresh watermelon,\* plums,\* sweet corn,\* lettuce,\* tomatoes,\* other locally produced vegetables\*  
Canned green beans, fruit cocktail, peaches, tomato products, applesauce  
Dried raisins, prunes

Macaroni, noodles and spaghetti\*  
Flour - enriched all-purpose and self-rising  
Bakery breads - enriched\*

Salad oils  
Cooking oils  
Margarine  
Honey  
Jellies and jams

\*Plentiful foods

These recipes take advantage of the August best buys.

Panning—cooking shredded or sliced vegetables in a small amount of fat and water on top of the range—is a good way to prepare green leafy vegetables such as spinach, mustard, broccoli leaves, dandelion, kale, collards, turnip and chard. Greens need only the water clinging to their leaves from washing if cooked over low heat in a tightly covered pan.

## \* \* \* PANNED GREENS

Cook bacon or salt pork in a frypan until brown. Crumble, crumble. Wash greens and add to hot fat. Finely chopped onion may be added also. Add very small amount of water (if necessary). Cover pan and cook over low heat until tender. Stir once or twice to prevent sticking. Just before serving sprinkle with salt and pepper. Add crumbled bacon or salt pork.

Iceberg and Romaine lettuce are crisp salad greens. Other good greens for salad; include butterhead and leaf lettuce, chicory or endive, escarole and watercress.

## BIRD'S NEST SALAD

1 3-oz. pkg. Neufchatel cheese  
½ t. liquid pepper  
1 15½-oz. can French-cut green beans, well drained  
¼ c. cider vinegar  
¼ c. salad oil  
½ t. sugar  
½ t. instant minced onions  
8 lettuce cups  
1 bunch watercress  
4 slices process American cheese, cut in ¼-inch strips  
Paprika

**METHOD:** In a small mixing bowl, blend cheese and liquid pepper. Roll a teaspoonful of cheese between palms of hands, forming an egg shape. Repeat with remaining cheese, making 17 additional egg shapes. Chill. In a mixing bowl, combine beans, vinegar, oil, sugar and onions: mix with a fork until well blended. Cover. Chill for 3 hours. To serve, make a bed of watercress in each lettuce cup. Drain marinade from beans; gently mix in cheese slices. Make a nest of beans and cheese over each watercress bed in each cup. Place "eggs" in each nest. Sprinkle eggs with paprika. Chill thoroughly. Makes 6 servings.

\* \* \*

## CANNED PEACH PARFAIT

1 1-lb., 13-oz. can cling peach slices  
¾ c. whipping cream  
1 t. brandy extract  
6 large macaroons, crumbled  
1½ pints vanilla ice cream, softened

Drain peaches well. Reserve juice for another use. Whip cream until stiff. Fold in brandy extract and macaroon crumbs. Turn ice cream into bowl. Fold in whipped cream. Spoon alternate layers of ice cream mixture and peach slices into parfait glasses or large wine glasses. Set in freezer for about 30 minutes to firm up before serving. Makes about 6 servings.

\* \* \*

## CHICKEN BARBECUE ALA MARINADE

1 3-lb. chicken  
1 pkg. 15-minute meat marinade  
2 T. salad oil  
2 T. lemon juice  
1 small clove garlic  
1 pinch dry thyme

Cut chicken into pieces, rinse in cold water and drain. Blend 15-minute meat marinade with ½ cup of water, salad oil, lemon juice, minced garlic and thyme. Place chicken in marinade, pierce pieces deeply with fork and turn frequently. Barbecue 40-45 minutes basting with marinade.

For the main course try this more exotic dish using economical spaghetti.

#### GREEK STYLE SPAGHETTI

- 1/4 c. olive oil
- 1 c. chopped onion
- 1 clove garlic, minced
- 2 T. wine vinegar
- 2 6-oz. cans tomato paste
- 2 8-oz. cans tomato sauce
- 1 T. dr. brown sugar
- 2 c. water
- 2 1/2 t. salt
- 1/2 t. pepper
- 1/2 t. cinnamon
- 1 t. paprika
- 4 quarts water
- 1 T. salt
- 1 lb. spaghetti

To make sauce: Heat oil in large saucepan over medium heat; add onion and garlic and saute until golden. Blend in vinegar, tomato paste, tomato sauce, brown sugar, 2 cups water, 2 1/2 t. salt, pepper, cinnamon and paprika. Bring to a boil; simmer covered 1 1/2 hours, stirring occasionally. If necessary, add some water to adjust consistency of sauce. Sauce should measure 1 quart.

Prepare spaghetti about 15 minutes before sauce is done. In large pan, bring 4 quarts water to boil and add 1 tablespoon salt. Gradually add spaghetti so that water continues to boil. Cook uncovered stirring occasionally until tender. Drain in colander. Place spaghetti in warm serving dish. Pour sauce on top and toss. Makes 8 servings.

\* \* \*

#### COOK-OUT FISH FILLETS

Lay each fillet flat; brush generously with melted butter and sprinkle with paprika, snipped parsley and salt. Put a thin slice of onion on top and roll up. Alternate the fillets on skewers with ruby red wedges of tomato. For easier handling, pierce the rolled-up fillets with two long, wooden hibachi skewers which have been soaked in water. Place the kabobs on a well-greased grill and cook about 8 minutes on each side, or until the fillets flake easily when tested with a fork.

\* \* \*

#### BUTTERY LOUISIANA YAMS AND PEAS IN FOIL

For four servings: Cook one quarter of a cup of sliced scallions in a quarter of a cup of butter or margarine until scallions are tender. Stir in 3/4 of a teaspoon of salt, 1/8 teaspoon of pepper and 1/4 teaspoon of marjoram. Pour this buttery sauce over one 16-ounce can of drained Louisiana yams and one 10-ounce package of thawed frozen green peas.

Wrap the ingredients up in a large piece of aluminum foil, sealing the package well. Pop it on the grill about five inches from the prepared coals and cook ten minutes. Turn the package over and cook another 10 minutes.

#### SUMMER SQUASH SOUP

- 1 medium-sized yellow summer squash
- 3 onions
- 1 qt. chicken broth
- 2 T. butter
- 1 pint light cream
- Nutmeg, salt, sugar to taste

Peel and seed squash. Mince onions, cook lightly in two tablespoons butter. Simmer onions and squash in chicken broth until vegetables are tender. Strain through sieve or food mill. Add cream, sugar, salt and nutmeg to taste. Chill thoroughly. Serves 6.

\* \* \*

#### DUTCH MEAT SALAD

- 1/2 lb. or more cooked meat, diced
- 1/2 lb. cold potatoes; hard-boiled egg
- Pickled gherkins, beets; apple, onion
- Oil and vinegar to taste
- 2 T. bouillon or thin gravy
- Pepper, salt, mustard

Chop all solid ingredients, and mix together lightly. Add the bouillon and sufficient oil, vinegar, prepared mustard and seasoning to make a tasty, moist mixture that will stick together. Press lightly into a water-cooled form, turn onto a platter and chill. Decorate with lettuce leaves and parsley. A salad of leftovers that teenagers go for.

\* \* \*

#### GRILLED SALMON

Combine 1 cup Italian dressing, 1 tablespoon lemon juice, 1 teaspoon salt and a dash of pepper. Pour over salmon steaks that have been cut into serving size portions. Let stand for 30 minutes, turning once. Remove the fish, reserving sauce for basting and place in well-greased grills and sprinkle with paprika. Cook about 4 inches from moderately hot coals for 8 minutes. Baste with sauce. Turn and cook for 7 to 10 minutes longer or until it flakes easily with the fork test.

\* \* \*

#### SUMMER CHICKEN

Start grilling chicken parts over charcoal in the usual way. About 20 to 30 minutes before they are done, brush them with a peanut butter and honey glaze. To make the glaze, place 1/4 cup creamy-style peanut butter, 2 tablespoons each of honey and orange juice, 2 teaspoons liquid gravy seasoning and a dash of salt in a small saucepan. Blend over low heat until smooth. Brush chicken several times with the glaze.

\* \* \*

#### COTTAGE CHEESE SALAD DRESSING

Yield: Approx. 1 cup

- 1 c. cottage cheese
- 2 T. white vinegar
- 1/4 t. leaf oregano
- 1/4 t. salt

In blender or with electric mixer beat cottage cheese until creamy and smooth. Add vinegar, oregano and salt, mixing until blended. Serve over crisp salad greens.

# PROGRAM NEWS FOR AUGUST, 1970

Dial 960 — K M A — 5,000 Watts

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## NORMS FORUM

By

Norman Williams  
Station Manager



## CENTENNIALS

This is the year for Centennial celebrations in Southwest Iowa. One hundred years ago many communities in this part of the country were settled. Next year there will be more centennial events. All of these communities are planning and holding various events to mark their century of existence. The men grow beards, the women parade in the styles of another age, and the town has a party. All lots of fun.

How often do we reflect on the quality of life our ancestors experienced one hundred years ago? We see it portrayed in the movies, read about it in books and hear about it from the elder citizens. Sometimes it looks more romantic and simpler than the life we lead a hundred years later. Some people want to return to "the good old days." Were they that good?

Travel was an ordeal. Train transportation was limited. Horse or ox drawn wagons were the most popular styles of transportation. They didn't have radio, television, or telephones. The telegraph was still trying to catch up with the settlers. Mail service was infrequent and newspapers were scarce. The people on the farms and in the small towns were quite isolated. Perhaps, you think these conditions would not be too bad.

On the other hand, these people did not have refrigerators, washing machines, wash'n wear fabrics, air conditioning, roads, or electricity. OK, so you can survive without those comforts. Also, they did not have antibiotics, polio vaccines, preventive inoculations for many of the deadly diseases of man. X-Ray was available. Medical service of all kinds was primitive and limited. The graveyards are filled with

many young children and mothers who would have survived today. Working men labored 12-14 hours a day, six days a week. There wasn't any paid vacation, social security or hospitalization insurance. The farmer's work was back breaking. Eighty acres were about all he and his wife could handle until they had sons old enough to help. It was a rough and lonely life. It was also a violent time. A hundred years from now our great-grandchildren may look back and think about the rough time we have had in this generation. Will they look back and admire our courageous efforts?

### KMA Is 45 Years Old

Fifty years ago commercial broadcasting was born. And only 45 years ago, Earl May put KMA on the air on August 12, 1925. He started something. We can look back and admire his courageous effort. A happy 45 to KMA!

## K. C. Royals August Schedule

- Aug. 1 — 6:40 p.m. — Baltimore
- Aug. 2 — 4:10 p.m. — Baltimore
- Aug. 3 — 7:40 p.m. — Chicago
- Aug. 4 — 7:40 p.m. — Chicago
- Aug. 5 — 7:10 p.m. — Oakland
- Aug. 6 — 7:10 p.m. — Oakland
- Aug. 7 — 5:40 p.m. — Milwaukee
- Aug. 7 — (Second Game) — Milwaukee
- Aug. 8 — 7:10 p.m. — Milwaukee
- Aug. 9 — 1:10 p.m. — Milwaukee
- Aug. 11 — 6:10 p.m. — Boston
- Aug. 12 — 6:10 p.m. — Boston
- Aug. 13 — 12:10 p.m. — Boston
- Aug. 14 — 6:40 p.m. — New York
- Aug. 15 — 12:40 p.m. — New York
- Aug. 16 — 12:40 p.m. — New York
- Aug. 17 — 6:10 p.m. — Washington
- Aug. 18 — 6:10 p.m. — Washington
- Aug. 19 — 6:10 p.m. — Washington
- Aug. 21 — 7:10 p.m. — Boston
- Aug. 22 — 7:10 p.m. — Boston
- Aug. 23 — 1:10 p.m. — Boston
- Aug. 24 — 7:10 p.m. — New York
- Aug. 25 — 7:10 p.m. — New York
- Aug. 26 — 7:10 p.m. — New York
- Aug. 28 — 7:10 p.m. — Washington
- Aug. 29 — 7:10 p.m. — Washington
- Aug. 30 — 1:10 p.m. — Washington

LARRY MILLER

## On News

KMA News is happy to welcome Bill Tarpenning, Jr., to our staff. A native Shenandoahan, Bill was recently discharged from the U. S. Air Force.

During his four years in the Air Force, Bill worked in Armed Forces Radio and Television. His wide variety of experiences in the broadcast field while with AFRTS should well qualify Bill for his many duties with KMA News.

Much of Bill's work will put him in touch with governmental leaders. This should be right down his alley. Bill studied Political Science and International Relations at the University of Iowa and American University in Washington, D. C. He has also held positions with the Washington Daily News and Des Moines Register.

Most recently Bill was stationed at Clark Air Force Base in the Philippines where he was Local News Director. His varied



KMA introduces Bill Tarpenning, Jr., who has joined the News Department.

responsibilities enabled him to travel throughout East Asia, including seven trips to Vietnam.

Bill, who is 29 years old, makes his home with his parents in Shenandoah.

BRUCE PILCHER

## On Sports

This month's substitute:

Mike Goodin

With Bruce enjoying a well deserved vacation, I thought I'd take time to let you know what's happening in the sports department. We have been busy covering the high school summer baseball tournament, but at press time cannot relate who the winners are.

If you have high schoolers in the family, you are aware that football is just around the corner. Here at KMA, we will again be broadcasting a regional high school Game of the Week. We will bring you games which look the best, at least on paper, involving the strongest teams in the area. In addition to the prime high school games, we are going to carry Iowa State Cyclone games. With our proximity to the majority of Big Eight schools, and the rebuilding job being done at Iowa State by Johnny Majors, we felt it advantageous to be able to broadcast these games. It takes quite awhile to rebuild a program, and Iowa State's Majors will be in his third year this fall. Results from his



Shenandoah High baseball coach, Ray Graves, talks with Sports Director Bruce Pilcher concerning the Mustangs' season and the upcoming tournaments.

hard work are about to start showing. Just watch that ISU freshman team!

And again this year, you can hear the world champion Kansas City Chiefs exciting games on KMA. We hope the Chiefs can pull off the big wins again this year, but it's always tougher once you're the champs. Ask the New York Jets! Look for broadcast schedules in future KMA Guides.

**POSTMASTER**

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JAN

## KMA Land Attraction

Designed to make the learning situation more effective, the Southwest Iowa Learning Resources Center at Red Oak responds to the needs of the region's citizens in classroom and individual settings.

The organization's services are community-wide in dimension. It has a planetarium and observatory, offers college credit classes and study for high school equivalency diplomas.

The use of its audio-visual materials is ten times greater than when LRC was organized in 1966 with a federal grant for personnel and services and a building financed by funds provided by area businessmen. In the future the education boards of the eight counties it serves will provide financial support for LRC. There are some 3,000 films, 4,000 tape recordings and other classroom aids available. There is also an observatory and telescope donated by the Red Oak Lions Club.

Teachers and youngsters are frequent visitors to the building as are clubs and individuals with inquiring minds. LRC of-



Students select subject for private study in carrels at LRC.

fers them individual study carrels, planetarium shows, family film nights and teacher's workshops.

