

YVA GUIDE

September, 1970

KMA Introduces Sports Director

COVER STORY

KMA Radio proudly presents its new Sports Director—Warren Swain. Warren joined the staff Aug. 17, coming from KHAS Radio in Hastings, Nebraska, where he was employed as assistant sports director.

His sports shows can be heard over KMA at 7:40 a.m., 1:10 p.m. and 5:35 p.m. When the football season gets underway, Warren will present each Friday The KMA Sportsman at 5:35 p.m.; the KMA Football Forecast at 7 p.m.; and at 7:15 p.m., the KMA High School Football Preview. The KMA Game of the Week will feature Warren's play-by-play going on the air at 7:25 p.m. Fridays. Saturdays, Warren will broadcast The Johnson Football Scoreboard at 7:35 a.m., the KMA College Goal Posts at 1:05 p.m.; and KMA Scoreboard at 4:15 p.m.

No stranger to KMA's area, Warren was born and reared in Pisgah, Iowa, attended Pisgah schools and was graduated from West Harrison High School in 1964. Pursuing his ambition to become a sportscaster, he matriculated at Drake University, graduating with a B.A. in Journalism in 1968.

The KMA Guide

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His professional experience includes employment at KRNT Sports Department in Des Moines and Director of Sports for KDSN at Denison. He helped anchor the American Legion World Series Baseball Network in conjunction with the American Legion World Series held in Hastings, broadcasting games to Maryland, Florida and Connecticut. He was a member of the 1968 Orange Bowl Press Corps and covered the Orange Bowl clash between Oklahoma and Tennessee.

Warren is 23, single and considers sports his hobby, too. His parents, Mr. and Mrs. Byron Swain, and a brother, Richard, 13, reside in Pisgah.

KMA's new Sports Director says: "I am looking forward to my work at KMA. I have worked with a lot of these area coaches before. It has been my experience that the people in this area are great to work with."



Four other Iowans in addition to KMA Station Manager, Norm Williams, attended the Harvard University Management Institute held in July in Boston, Mass. In the class picture, KMA's Manager is the third man in from the right, third row from the top. Just to Norm's left and down a row is John Montgomery of Des Moines, head of Educational TV in Iowa. Next to the top row on the left is Bill Turner, general manager of KCAU-TV of Sioux City. Fourth man up on the right side of the picture is Jim Watt of KSTT, Davenport. To Norm's right, wearing glasses, third row from top is Bob Goodwin of KCFI of Cedar Falls. For a more complete story on the institute see Norm's Forum on page 14.

A Chat With Edward May



This month you see a picture of the youngest member of the May family, namely, Ed May, Jr. I am very pleased to print this picture of Eddie, and it seems somewhat appropriate to include some golf clubs because if you were to ask Eddie his favorite sport I am sure he would name golf. Actually the reason for the golf clubs is to give me an excuse to tell you that Eddie is the reigning City Junior Golf Champion for the second year in a row. He played on the high school golf team his freshman and sophomore years and hopes to continue as a member of the golf team his last two years.

These past few months have been memorable ones as far as Eddie is concerned. Not only has he played a lot of golf, but he also reached his 16th birthday and now has his driver's license. Attaining the age of 16 and obtaining that first driver's license would have to be a highlight in the life of a young man, but I must admit it is rather frustrating for the parents. However, we lived through the same experience with our two daughters and, as a result, I guess we can live through some more frustration with our son.

Still talking about Ed May, Jr., I might add Eddie has spent many hours the past few weeks broadcasting on KMA. He sincerely enjoys radio and, frankly, nothing could please me more. Personally, I think he does a fine job and is improving with experience. It pleases me to hear people say they have heard him on KMA and think he has a very pleasing radio voice.

About the time this issue of the Guide reaches you, schools will have started their fall term, and the "merry-go-round" will have started again for many people. With the arrival of September, most clubs resume their meetings and so many people seem to become increasingly busy fulfilling a tight schedule of activities. Such is the case at our house. For example, this year my wife is president of the Women's Fellowship of the church, as well as serving as president of Study Club, so she will be busier than usual. However, she has many fine, loyal supporters who respond when called to help, and these willing workers make the jobs that much easier.

For several reasons I think most of us dislike the end of summer. Very few of us miss the hot weather, but summer is a time when people take vacations and many families are gathered together for reunions. In the case of the May family, we were all together for a few days during the month of July. It was most pleasant having all of us together again, but with one daughter and her family living in northern Wisconsin and the other daughter and her husband living in Seattle, Washington, it may be quite some time before we have the opportunity to get together again. However, those of us who broadcast on KMA feel as if we have two families, one being our immediate family, and our second, being a much larger one which is made up of our radio audience. We regard you as a vital part of the KMA family, and we look forward to our frequent reunions with you by means of radio. I hope the feeling is mutual, and that you welcome us in your home by means of radio as we welcome you.



FRANK COMMENTS

From time to time for the past month or two, both Ed and I have remarked on the air about how beautiful the trial grounds have been this summer and, in fact, still are. Of course, the big show through the hot summer season has been put on by the Petunias, of which there are more than 150 varieties blooming their fool heads off. Now that it has turned a little cooler, the Marigolds and Zinnias are taking over the lead, closely followed by the various members of the Celosia family, including the old time Cockscomb, which now comes in several other colors in addition to the old time red.

There are at least three brand new flowers in the trial grounds this summer. Each of which has won the coveted All America Award for 1971 and will be featured in next spring's catalog. One of them is a Dwarf Annual Double Pink Hollyhock, called Silver Puffs, which only grows about two feet high. Another is a new strain of Dianthus called Queen of Hearts. It is a blazing Fire Chief Red and was in full bloom at Open House time. The third, and probably the showiest of all, is a new Dwarf Annual Hibiscus, which comes in a color mixture ranging from pure white through all the shades of pink to the darkest red. The blooms are really immense, especially the darker shades of pink, which are actually the size of an ordinary dinner plate.

For some reason or another, the pure white strains are not quite as large. The one I am holding in the picture measured about 10 inches across. The bushes are only about half as large as the old time hardy Hibiscus and rarely get more than two feet high. They start blooming about the first of August and continue to bloom until freezing weather. We class them as annuals and recommend that they be handled that way, but I honestly believe that they could be carried through the winter by mulching them about a foot deep with straw, leaves or something of that kind. We had a small block of them in the trial grounds last year, and they made such a showing that when it came time to fall plow the plots, we transplanted them to another location just before freezing weather. You guessed it. We didn't save a one of them, but I still think that if they are left undisturbed and mulched well they would come through the winter in good condition.

If you are visiting Shenandoah any time this fall and have time to visit the trial grounds, you will find all three of these flowers I have mentioned, as all of them are growing in those beds just north of the observation tower. The Hibiscus are in bed number 32, which is just north of the big center bed which took first place in the voting by the visitors on Open House Day.



The Dwarf Hollyhocks are in a border planting about a third of the way down the west side of the block. The Queen of Hearts Dianthus is shown in two different border plantings, including one about half way down the east side of the block. Yes, the seeds of all three will be featured in next spring's catalog and all three will bloom the first year, as they are annuals.

I haven't said anything about new vegetables, but as a matter of fact there will be five or six, each of which is an improvement over the older varieties in one way or another. One of them is a new tomato which we have been watching closely for several years. It too, is being released by Dr. Lambeth of the University of Missouri, and there will be a picture and a full description of it in next spring's catalog under the name of Red Heart. It is a red skinned variety, resembling Avalanche in many ways. The principle difference is that when cut for table use there is usually a spot about an inch across in the center of each tomato which is much darker red, hence the name Red Heart. The fruits are about the same size and shape as Pink Gourmet, which we introduced this past season. The biggest difference is in the color of the skin, which is as red as Surprise or Avalanche, to which it is closely related. There wasn't enough seed to go around last year on the Pink Gourmet as it produces very few seeds. In fact, the grower reports that the same thing may happen this year with Red Heart, as it also is very shy on seeds.

Jenny is just about through with all her canning, preserving and jelly making for the season, and it is just as well, for the freezer and the fruit cellar are both filled to overflowing. In fact both of us are about ready to take a week off, as we are getting considerably behind on our loafing.

RFD



with
Jack Gowing



We took a few days again this last month and drove up to Baudette, Minnesota, to do a little fishing on Lake of the Woods.

We couldn't help but notice that it is very dry all of the way up through Iowa and Minnesota. In a few locations, the corn has actually fired most of the way up on the stalks.

Pastures are in a bad way too. They have been overgrazed, and it will take some real good management over the next couple of years to keep weeds under control. Weeds seem to come on real strong in the pastures after they have been overgrazed.

One other thing I have noticed about some of the pastures is that some people are letting brush and trees grow. It would only take one clipping each year to keep these under control, but if they are left for a few years, then it is quite expensive to clear the land again.

What is your estimate on the corn crop? At the time I am writing this, many people that I have talked to think that the government estimate is too high. They think the 100 bushel per acre estimate for Iowa is quite a bit too high. Only time will tell; with new modern hybrids and the fertilizer programs used, we may be pleasantly surprised.

Fishing wasn't any good the first three days that we were there, but then it improved and we caught quite a few.

Catches Biggest Fish

Pauline caught the biggest fish, a Northern Pike. It weighed six pounds. Wild blueberries were plentiful in that area this year, so we picked some of them. They don't have a crop every year. We were told that this crop was the first big crop in several years.

One other thing we enjoyed watching was the different birds. They really have the purple martins in that country. Then there is a swallow that builds a nest on the steel girders under the bridges. He builds a mud nest like a barn swallow except that they build a round, covered nest and enter it from the side. These build their nests in clusters and are quite interesting to watch.

Windrowing Oats

We saw oats being windrowed for curing before combining. They use a large self-propelled windrower in some areas, but most of them are still using the older models that are pulled by a tractor.

We saw one place where they had done some threshing, and they had a large stack of straw that someone had done an excellent job of stacking.

Visits Kenora

One day we drove to Kenora in the Province of Ontario, which is on the extreme northern end of Lake of the Woods. On that drive, we saw about every combination of camping equipment you could imagine. There are many beautiful campsites in the Sioux Narrows area, and there were lots of campers on the road.



Julie Gowing won a blue ribbon at the Page County fair for her still life painting, using acrylic paint (above). She is the KMA Farm Director's daughter.

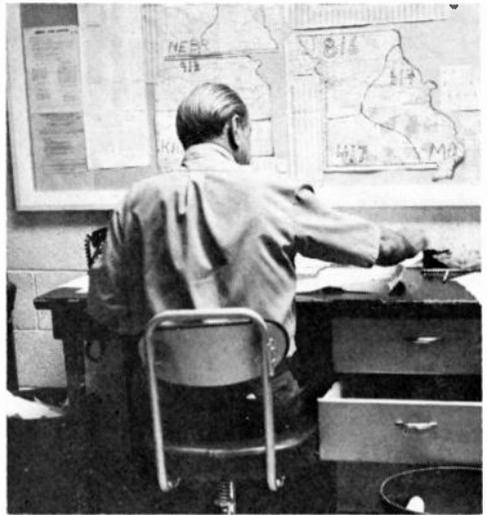
On News

During September, our News Department will be adding a late evening network newscast to the KMA schedule. We recently bolstered our early morning programming with a five-minute network newscast at 5:30 a.m., so our additional nightly newscast will be the second network presentation to be initiated in recent months. It will be broadcast at 11:30 p.m. starting Sept. 7.

What does this mean to you . . . our listener? It certainly means more than just more world news. For one thing, our local news staff will be able to concentrate more on regional news, keeping you informed of late-breaking local items that you and your friends want and should know about.

Naturally, there are the added benefits of a massive and competent ABC news organization "doing their thing" for KMA Radio. From early morning to late night . . . ABC and KMA will keep you posted on virtually all significant news happenings . . . whether it's on the far side of town or the far side of the world.

KMA News has started another project which we think will be a real boon for our listeners. Perhaps nothing is more vital to the events in a community than decisions made by its City Council. We have begun a procedure whereby we contact representatives of councils in more than 50 area towns. So, if the council makes any important decisions that are newsworthy, you'll hear about it first on KMA. Just one more innovation in our efforts to better inform YOU—our listener!



Veteran newsman Ralph Childs concentrates on preparation for a newscast. Maps of the four-state area and other pertinent information cover the walls of the newsroom.

Dallas and again the following Saturday, Sept. 12 at 7:05 p.m. at St. Louis against St. Louis. Regular season games include: Sept. 20 at 3 p.m. against Minnesota, and Sept. 28 at 8 p.m. at Baltimore.

K. C. Royals September Schedule

- Sept. 1 — 9:40 p.m. — California
- Sept. 2 — 9:40 p.m. — California
- Sept. 3 — 9:40 p.m. — California
- Sept. 4 — 9:10 p.m. — Oakland
- Sept. 5 — 3:10 p.m. — Oakland
- Sept. 6 — 3:10 p.m. — Oakland
- Sept. 7 — 7:10 p.m. — California
- Sept. 8 — 7:10 p.m. — California
- Sept. 9 — 7:10 p.m. — Milwaukee
- Sept. 10 — 7:10 p.m. — Milwaukee
- Sept. 11 — 7:10 p.m. — Oakland
- Sept. 12 — 1:10 p.m. — Oakland
- Sept. 13 — 1:10 p.m. — Oakland
- Sept. 13 — (Second Game) — Oakland
- Sept. 15 — 7:10 p.m. — Chicago
- Sept. 16 — 7:10 p.m. — Chicago
- Sept. 17 — 7:40 p.m. — Milwaukee
- Sept. 18 — 7:40 p.m. — Milwaukee
- Sept. 19 — 1:10 p.m. — Milwaukee
- Sept. 20 — 1:10 p.m. — Milwaukee
- Sept. 22 — 5:00 p.m. — Chicago
- Sept. 22 — (Second Game) — Chicago
- Sept. 23 — 12:55 p.m. — Chicago
- Sept. 25 — 7:10 p.m. — Minnesota
- Sept. 26 — 7:10 p.m. — Minnesota
- Sept. 27 — 1:10 p.m. — Minnesota
- Sept. 29 — 7:40 p.m. — Minnesota
- Sept. 30 — 7:40 p.m. — Minnesota
- Oct. 1 — 1:10 p.m. — Minnesota

On Sports

Iowa State Games

For the first time, KMA Radio will be broadcasting all of the Iowa State University football games this season. Play-by-play begins Sept. 19, when the Cyclones take on New Mexico University. Kickoff is at 8:30 p.m., but KMA will begin with a pre-game warm-up at 8:20. The only other game in September for Iowa State will be Sept. 26 when they go against Colorado State University with air time set for 1:20 p.m.

CHIEFS RETURN

Returning for a second season on KMA are the World Champions—the Kansas City Chiefs. A new era of professional football begins this fall with the merger of the American Football League and the National Football League.

KMA will start the pro season with two exhibition games of the Chiefs when they play Sept. 5 at 8 p.m. against Dallas at

TWO SISTERS

Two sisters surround Station Manager Norm Williams. Both were Army Nurses in the hospital where Norm was a patient. He married the one on the left—Lois. The one on the right is Evelyn Hayes. She married another patient in the same ward. The Hayeses visited the Williams' family last month with two of their children, Kris and Ken, Jr. The Hayes' family resides in Trenton, a suburb of Detroit. John Williams is standing next to his cousin Kris.



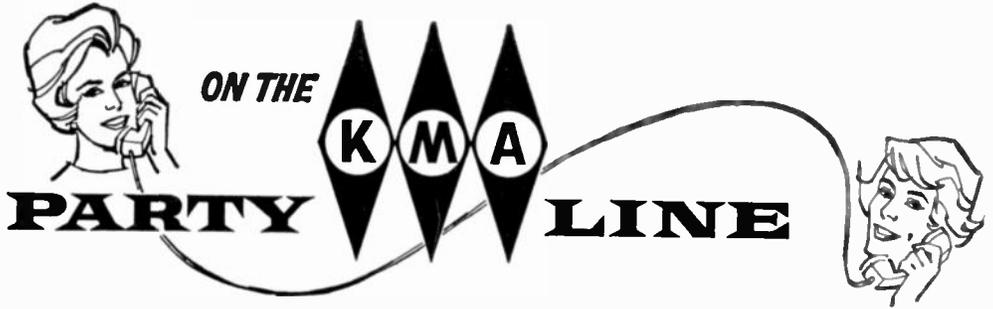
STUDY IN SIMILARITIES

Hair style, nose, smile, eyes combine to draw attention to the country singer, Susan Raye's twin, KMA's own newsgirl, Nancy Maher. Susan's picture is posted in the Music Room, and her latest record with Buck Owens, called "Great White Horse" is a pick hit by KMA DJs.

WADENA!

For an on the spot look at the famous Rock Festival at Wadena, Iowa, Jack Mihall took this picture of some of the young "doing their own thing." The KMA Operations Director was in the neighborhood at Oelwein, his former home.





ON THE

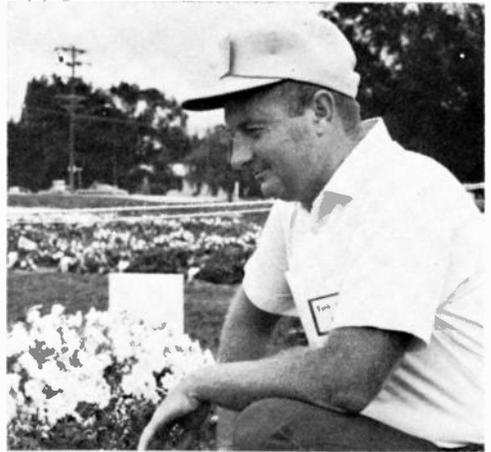
K M A

PARTY LINE

Many younger members of the KMA staff families took a wide variety of jobs this past summer. Because of work schedules ranging from 5:30 in the morning to late at night, The Guide found it difficult to catch any of them long enough to snap a picture. Some of the summer projects they took part in included: detasseling by **JANICE** and **BARBARA ANDERSEN**, daughters of Sales Manager **CARL ANDERSEN**; nursery work by **LORY** and **LOCHE WILLIAMS**, children of Guide Editor **MARY WILLIAMS**; weeding beans by **CAROL KLING**, daughter of Engineer **NORM KLING**; haying and other farm work by **RANDY GOWING**, son of Farm Director **JACK GOWING**; and clerking in a shoe store by **DAN ANDERSEN**. KMA Station Manager, **NORM WILLIAMS'** son, **JOHN** also detasseled, and **TOM BOLDRA**, son of KMA Salesman **DENNIS BOLDRA**, worked in a gas station. Operations Director **JACK MIHALL** reports that his daughter, **DENISE**, had been doing a lot of baby-sitting. These jobs are in addition to all the usual summer activities such as baseball which Tom Boldra and Dan Andersen played and golfing by **ED MAY, JR.**, who incidentally worked the evening DJ shift on KMA. Barb Andersen attended a cheer-leading clinic and **JULIE GOWING** took part in a Conservation Class. Loche Wil-

liams went to summer camp while John Williams, Ed May, Jr., and Dan Andersen worked out with weights all summer to get in shape for football this fall.

We missed our new staff member's birthday anniversary since the August issue of The Guide had already gone to press before she arrived. So Congratulations on your Aug. 30th birthday, **SHARON VINCENT**.



After the teasing Accountant Earle Crowley took in The Guide last month about getting his shiny pate sunburned, we felt it only fair to print this picture. It proves Earle knows that hats protect tender heads. The picture was taken on the day of the Open House at the Earl May Test Gardens.

KMA DJ Darrell Murphy was too busy to cut his birthday cake at this point, but later in the day he joined the rest of the staff out in the office where they ate the beautifully decorated cake. Incidentally, Darrell turned twenty on July 14.

STRANGE DIAGNOSIS

One day when the Executive Secretary walked through the office with a slight limp, someone asked her what was causing her to limp. **EVALYN SANER** turned and said with much grimacing "I have a toothache."

Two fine young men from the KMA staff have decided to return to school. **LARRY MILLER** who has been KMA News Director for over a year will study for a Master's degree in journalism at Iowa State University at Ames. He moved with his wife, **KAREN**, and son, **BRADLEY**, the first part of September. Moving the middle part of August were **BRUCE** and **CHERYL PILCHER** who located in Dayton, Ohio. The former KMA Sports Director will enter United Theological Seminary, and Cheryl hopes to find a teaching position in the public schools. All the KMA staff wish them great success in their future studies and bid them a fond farewell.

The moving van arrived before **JACK MIHALL** did, but KMA Operations Director and his family finally arrived and after several days of work are ensconced in their new abode. They moved in August from Oelwein to the Clint Mart farm residence near Farragut, Ia. Assisting Jack and his wife, **MARILYN**, in the tremendous task were Marilyn's parents, Mr. and Mrs. **KEN GRAY** of Fayette, Ia., who came especially to help.

KMA's Chief Engineer, **DON BURRICHTER** is a grandfather again! His son-in-law and daughter, Mr. and Mrs. **STEPHEN PETERS** of Merriam, Kansas, became the parents of a son on July 22. A big boy, 8 pounds 12 ounces, **ANDREW JOHN**, has a sister, **LORI**, about 2. When Baby Andrew was about a week old, his Dad had to report for reserve training at Camp McCoy, Wisconsin, which prompted Chief and his wife, **ESTHER**, to bring the Peters' family to Shenandoah for a short visit. They also took the family back in August. Mrs. Peters will be remembered as Carol Burrichter by our readers, and we hope to publish a picture of the new addition as soon as Grandpa comes through with a snapshot.

BRIDE AND GROOM

Miss **DENISE BOLDRA**, daughter of KMA Salesman **DENNIS BOLDRA**, and his wife, **BETTY**, was married Aug. 16 to **WALTER LEE WOODRING**, son of Mr. and Mrs. **A. L. WOODRING** of Pattons-



Long-time friends of KMA Announcer Merl Douglas made a special trip to visit with him in July. Shown in the picture are Mrs. Mila Klicik and her son, John, of Gaza, Iowa. Mrs. Klicik is the postmaster of Gaza and has known Merl since his early days in radio. They particularly enjoyed reminiscing about former entertainers and announcers on KMA as they viewed the picture gallery in the studios.

burg, Mo. The young couple will return to Maryville, Mo., where they met, to reside while the groom completes his senior year at Northwest Missouri State College.





Lee Hughes enters Shenandoah High as a senior this fall.



Julie and Randy Gowing will ride this bus daily to Shenandoah schools.

Instead of Slow School--the sign should read--tempo picks up as **SCHOOL BEGINS THE 1970-1971 TERM**

School bells may be a thing of the past, but they are literally ringing all over KMA Land. Staff members have been busy either getting ready themselves or getting their youngsters prepared to return to campuses. "Getting ready" can mean buying new clothes, fixing the car, planning and packing and picking up the routine of regular hours after a summer hiatus.

College students from KMA families will include KMA disc jockey, Darrell Murphy who will attend Tarkio (Mo.) College as a junior; Janice Andersen, KMA Sales Manager Carl Andersen's daughter, will be a



KMA DJ Darrell Murphy will commute to the Tarkio (Mo.) College campus.

sophomore at Northwest Missouri State College at Maryville; Chief Engineer Don Burrichter's daughter, Mary will be a senior at Iowa State University at Ames; Lory Williams, daughter of Guide Editor, Mary Williams, enrolls as a freshman at Western New Mexico University at Silver City, N. Mex.; Bob Kling, Engineer Norm Kling's son, begins his freshman year at University of Northern Iowa at Cedar Falls; and Tom Williams, son of KMA Station Manager, Norm Williams, will be an upper classman at the University of Nebraska at Omaha.

Seniors at Shenandoah High School will include Lee Hughes, KMA DJ, Dan Andersen and Tom Boldra, Salesman Dennis' son. Another DJ, Ed May, Jr., will be a junior at SHS as will Randy Gowing, and John Williams, Norm's son. Sophomores will be Carol Kling and Loche Williams, Mary's son.

Entering Junior High in seventh grade are Jack's daughter, Julie Gowing and Dave Crowley, son of Accountant Earle Crowley. Barbara Andersen will attend ninth grade at Junior High. Traffic Manager Ardene Mullison's youngsters will attend the following schools: Amy Jo, senior at SHS, Donald, ninth grade and Robert, seventh grade at Junior High, and Jane, second at L. A. Logan Elementary. Also attending Logan school will be Janet Crowley in fifth grade and Scott Crowley and Kent Kelsey, son of Nadine Kelsey of Accounting Department, both of whom will be in third grade.



Lory Williams packs to leave for college in New Mexico.

SCHOOL (Continued)

Jack Mihall's daughter, Denise, will be a freshman; Darla will be in eighth grade; Debbie enters seventh; and son, John, will be in sixth when they enter school this fall.



Sentinel Photo

WHOA! Jeff Patterson tells this horse, which was actually used in six roping events. Two-year-old Jeff is the son of KMA Salesman Pat Patterson, who helped Jack Mihall bring the Sidney Rodeo events to the KMA audience. The horse belongs to participating cowboy, Bill Stephens of Shenandoah.



Country-western singer, Lynn Anderson who starred at the Sidney Rodeo made quite a hit with the KMA Radio staff when she visited the studios one afternoon. Gathered around to visit with her are: (l to r) Ardene Mullison, Mike Goodin and Dennis Boldra.



Country-western DJ Darrell Murphy showed singer, Lynn Anderson the Ed May collection of antique radios just before he interviewed her for KMA Radio.

GETTING INTO THE ROUTINE AGAIN

School Bells Ring For Breakfast

A hungry child is an educational risk. Why?

Studies indicate a direct link between nutrition and a child's learning ability. They show that an undernourished child is not receptive to learning at capacity, and that malnutrition in a child's formative years may do permanent damage to his ability to perform as an adult.

The Food and Nutrition Service of the U.S. Department of Agriculture recommends that each school breakfast must include as a minimum:

- * A half-pint of milk—an especially good source of calcium, riboflavin and nutrients that are not available in sufficient amounts in other foods.
- * A half cup of fruit juice, vegetable juice or fruit—to assure some vitamin A and vitamin C, so necessary in the daily diet.
- * Three-quarters of a cup of whole grain or enriched cereal or a cereal product like toast, muffins or rolls—for energy, vitamins and minerals.
- * A meat or meat alternate—such as eggs, sausage, peanut butter or cheese is recommended as often as practicable for protein, iron and the B-vitamins.

* * *

QUICK MUFFINS

Honey-fruit English muffins are breakfast treats. Split and toast English muffins. Spread with softened butter or margarine. Put a slice of pineapple or slices of banana and a little honey on each. Broil until topping is lightly browned.

* * *

Something different for breakfast or supper.

BAKED EGG LOAF

- 1 T. prepared mustard
- 1½ t. Worcestershire sauce
- 1 t. minced onion
- 1 T. lemon juice
- 4 drops liquid pepper sauce
- ½ t. salt
- ¼ t. pepper
- ¾ cup salad dressing
- 10 hard-cooked eggs, sliced
- 4 slices, crisp-cooked bacon, crumbled
- 1 (1 lb.) loaf stale white bread
- 3 T. melted butter
- 2 T. grated Parmesan cheese

Combine first 8 ingredients. Stir in bacon and eggs; mix well. Spread one side of each bread slice with egg salad. Stack slices back into loaf shape on a greased baking sheet. To hold, press a 3 inch strip of foil around

the loaf, lengthwise. Bake in a 450 degree oven for 10 minutes. Brush top with butter; sprinkle with cheese. Bake 8 minutes longer or until golden brown. Serve on a platter (remove foil strip). Makes 10 to 12 servings.

* * *

A special breakfast drink for that student or working girl.

HOT CINNAMON COCOA

- 4 T. sugar
- 4 T. cocoa
- ½ t. cinnamon
- Few grains salt
- ⅓ cup water
- 4 cups milk
- ¼ t. vanilla

Mix sugar, cocoa, cinnamon, salt and water together in a 2-quart saucepan. Heat quickly to a boil; lower heat; cook for three minutes. Stir in milk and vanilla. Keep hot but do not boil. Makes 4 servings.

* * *

For freezing ahead to use on the days you do the chauffering.

ROLLED MEAT LOAF

- 1 lb. lean ground beef
- 1 lb. ground pork
- 1 c. dry bread crumbs
- ½ c. grated carrot
- ¼ c. finely chopped onion
- 2 eggs, beaten
- ½ c. milk
- 2 t. salt
- 1 t. Worcestershire sauce
- ¼ t. pepper
- 1 (4 oz.) can mushrooms, drained and chopped
- 1 T. chopped onion
- 2 T. butter
- 2 c. soft bread crumbs
- 1 T. chopped parsley
- ½ t. poultry seasoning
- ¼ t. salt

Mix together, ground meat, bread crumbs, carrot, onion and eggs. Add milk, salt, Worcestershire sauce and pepper. Mix lightly but well. Place on a double-thick square of greased aluminum foil. Shape into a 14x8 inch rectangle. Saute mushrooms and onion in butter over medium heat. Combine remaining ingredients. Spread stuffing over meat; roll up, starting with long side. Press overlapping edge into roll to seal. Bring foil edges together in a tight double fold on the top. Fold ends up, using tight double folds. Place wrapped meat loaf on rack in shallow pan. Bake at 375 degrees for 1 hour. Open foil; continue baking for 15 minutes or until loaf browns. Note: If you freeze meat loaf, bake it wrapped at 450 degrees for 1½ hours then brown as directed. Makes 4 to 5 servings.

SCHOOL DAY CASSEROLE

- 1/2 lb. bacon diced
- 1 pkg. (7 oz.) macaroni (elbow or shell)
- 1 can (10 1/2 oz.) condensed Cheddar cheese soup
- 1/4 c. milk
- 2 t. instant onion flakes
- 1 1/2 t. parsley flakes
- 1 can (No. 303) peas, drained, reserve liquid
- 1 1/2 c. grated Parmesan cheese

Fry bacon until crisp. Drain. Cook macaroni as package directs. Drain. Combine soup, milk, onion, parsley and reserved liquid from peas. Mix thoroughly. Fold in bacon, macaroni, peas and Parmesan cheese. Pour into greased 2 quart casserole. Bake at 325 degrees for 35 minutes.

* * *

Billie Oakley Sends Recipe

Hello there:

This old girl has been on the road for so long that she has almost forgotten what home looks like. However, these trips have brought many of us together for a personal chat, and that's what it's all about. So many folks I met these last weeks say you look just like you did in the KMA Guide.

The Martha Gooch kitchen is a hummer these days. We've entertained another wheat queen; tested hundreds of new recipes; and made all kinds of exciting plans for an active fall and winter. Yes, these plans include you, and I'll be telling all



Summer tour groups frequent the KMA Studios getting acquainted with people they listen to everyday and others who work in the offices—off the mike. Such a group included members of the Exira Garden Club of Exira, Ia., and the Red Oak, Ia., Neighborhood Club (above).

SEPTEMBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Sept. 3—Mrs. Ann McDonald (Ralph Lund's daughter)
- Sept. 5—Todd Maher (Nancy's son)
- Sept. 6—Darla Mihall (Jack's daughter)
- Sept. 14—Mrs. Earl May
- Sept. 15—Jane Mullison (Ardene's daughter)
- Sept. 21—Lory Williams (Mary's daughter)
- Sept. 23—Nancy Maher
- Sept. 25—Dick Mullison (Ardene's husband)
- Sept. 27—Mrs. Ralph Lund
- Sept. 27—Mrs. Jodie Genovese (Ardene's daughter)
- Sept. 28—Brian Vincent (Sharon's husband)
- Sept. 29—Mrs. Frederick Hagemann (Ralph Child's daughter)

HAPPY ANNIVERSARY TO:

- Sept. 5—Mr. and Mrs. Ralph Childs
- Sept. 6—Mr. and Mrs. Earle Crowley

about them on my 10:15 program on KMA.

One of the smackin' good recipes I've been doing lately is the simple method of preparing sweet-sour chicken which I'm including in this month's publication. Hope you enjoy it too.

I'll be visiting with you daily so be sure and keep tuned to KMA.

Billie

SWEET-SOUR CHICKEN

- 2 frying chickens cut in serving pieces

Arrange in single layer, skin side up in shallow baking pan.

Combine following mixture and spread over the chicken.

- 1 10-oz. jar of apricot preserves
- 1 8-oz. bottle of Russian dressing
- 1 envelope of dry onion soup mix

Put in 350 degree oven and bake about 1 1/2 hours or until chicken is done. Do not cover. Baste occasionally (usually not necessary.)

PROGRAM NEWS FOR SEPTEMBER, 1970

Dial 960 — K M A — 5,000 Watts

NORMS FORUM

By
Norman Williams
Station Manager

Management Seminar

Fifty-two broadcast-managers from all over the country, including myself, went to school for two weeks at the Harvard Business School in Boston. It was quite an experience. We lived in dormitories and ate in the school dining room. The dorm rooms were nothing special, but the food was superb.

It was an excellent course, and they made us work at it. The professors were all graduates of the Harvard Business School, but all of them, except one from Belgium, were from the Midwest. One of the favorite professors was originally from Kansas City, another was from Topeka, and the head of the institute was from Colorado.

The Business school is across the river from the main campus, but when you cross that river to the main campus it is like stepping into another world. The place is crawling with all kinds of "hippie types." The walls, the sidewalks, anything that can be painted is decorated with slogans and words. They are "leftist" inspired and oriented. Pamphlets and small newspapers litter the streets. Their theme is revolution and destruction.

NEW FACE

Although she has worked almost a month, this is the first opportunity The Guide has had to welcome to the KMA staff Mrs. Brian Vincent. Better known as Sharon around the office, she has assumed duties in the continuity department and in Guide circulation.

Sharon and her husband, Brian, moved to Shenandoah this past summer when he was transferred by his employer, Standard Oil from Dubuque. They reside at 317 Pershing in Shenandoah.

A graduate of the Academy of The Visitation at Dubuque, Sharon studied nursing in Chicago.



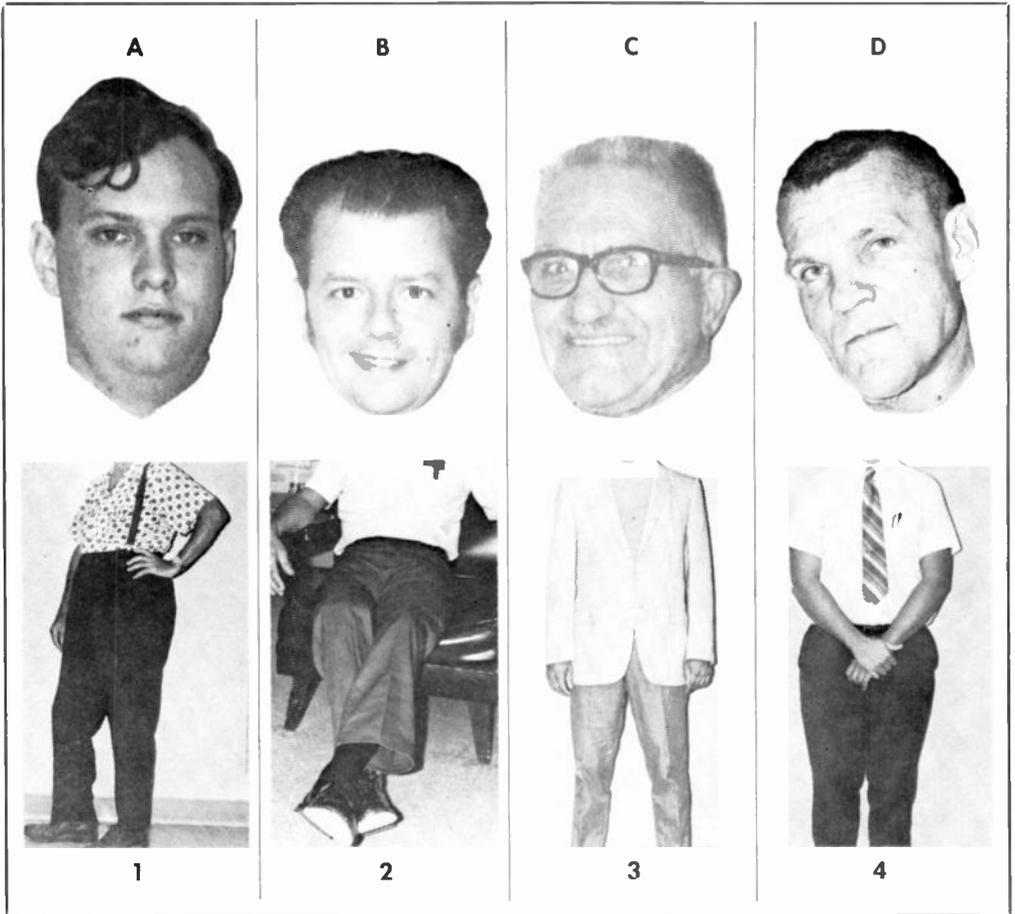
A local beer company sponsors two "rock" concerts a week in Harvard Stadium. About 15,000 people pay two dollars apiece to attend. One night a group of us decided to go and see what was happening. The crowd was mainly the long haired hippie types. Some had babies with them. Most were very young. The aroma of marijuana smoke was all over the place. You could sit there and watch these young people drag on this illegal drug and drink wine. Young men with their heads shaved except for a tassel in the back and adorned in orange robes moved through the crowd selling incense. The incense, I understand, was burned to disguise the smell of the marijuana. Police were on duty at the gates to stop the gate-crashers, but they made no attempt to control the use of this illegal drug. I can see why. It would be almost impossible for them to do anything unless they turned the stadium into one gigantic jail.

The crowd was very orderly. Following some of these concerts there has been violence. We did not see any, but you could see the mute evidence of boarded-up windows in some of the stores around Harvard Square.

This phenomenon is not limited to those who were born and raised on the East coast. There are many boys and girls from the Midwest who are living the hippie style of life around Harvard and are shouting for the destruction of our society.

I wonder if they know WHY?

KMA CUTUPS CONTEST



KMA CUTUPS CONTEST RULES

With this edition of the KMA Guide, we begin a contest for our readers and listeners which will test their ability to match heads and bodies. For the next three months, The Guide will publish mixed up pictures of 12 KMA staff members.

From this mixed up arrangement, select the head that should go with each body. Put the combination using the identifying letter and number plus the person's name for all 12 on a card or letter and mail it to:

KMA CUTUPS CONTEST, THE KMA GUIDE, SHENANDOAH, IOWA, 51601

The first person to correctly match up ALL 12 heads with their proper bodies will win the **GRAND PRIZE**—a top quality clock-radio. The next ten runners-up will receive a year's subscription to The KMA Guide.

Send your contest entry in as soon as you have all 12 cutups identified by letter, number and name, because the earliest postmarked entry with the correct list will determine the winner.

In case of a tie, please answer this tie-breaker question: What is the gross weight of all twelve KMA cutups? Send your answer to that question along with your contest entry.

ONE GRAND PRIZE — TEN OTHER PRIZES

All contest entries must be received by November 15, 1970.

POSTMASTER

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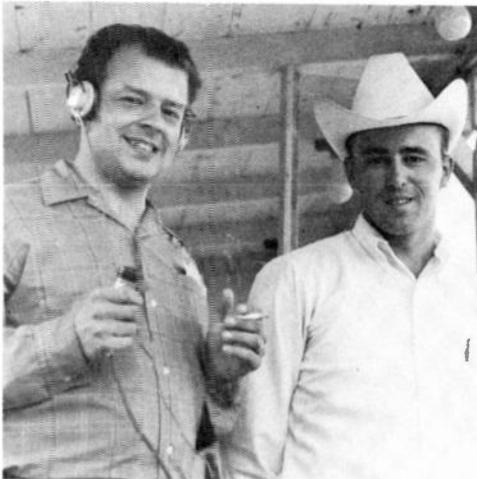
JAN



KMA Land Attraction

More than 81,000 spectators thrilled to the "ridin' and ropin'" at the 47th annual Sidney, Iowa, Rodeo in August. Cowboys came from all over the country to compete in calf roping, steer wrestling, brahma bull riding, bareback bronc riding and saddle

bronc riding and girls' barrel racing. Prizes totaled \$18,600 plus entry fees. The rodeo is presented by the Williams-Jobe-Gibson American Legion Post 128, which also brings in top entertainers to perform at the six-day event. This year she was Lynn Anderson, famous country-western singer. There are also rodeo clowns, other performers and a Queen Contest with this year's crown going to Miss Martha Amthor of Rock Port, Mo.



KMA's Jack Mihall and Pat Patterson broadcast events from Sidney Rodeo.



Action in the arena thrills crowd at 47th annual Championship Rodeo.



Stock contractor for the Sidney Rodeo, Lynn Beutler of Elk City, Okla., talks to KMA's Jack Mihall.



Taking part in the Sidney Rodeo parade were Salesmen Keith Ramsey and Dennis Boldra who drove the KMA Radio station wagon which pulled the Earl May Seed and Nursery Co. float. On the float were Janet Clayton, Teri Collins, Hamburg; Charlene Fox, Sidney; Sandy and Sharon Johnson, Thurman; and Nikki Little, Houston, Tex.