

The **KMA GUIDE**



March-April, 1973

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New staff member goes about her business of continuity writing.

MARSHA BROYLES TAKES POSITION IN CONTINUITY

Mrs. Marsha A. Broyles joined the staff of KMA Radio in the continuity department in January.

Her responsibility includes writing commercial copy and assisting with Dave White's WHITE ELEPHANT SHOP which is heard daily at 11:05 a.m.

A recent bride, as of Nov. 4, 1972, Marsha's husband is Terry Broyles and the couple resides on Route 2 near Essex, Iowa.

Prior to coming to KMA, Marsha was employed by Mutual of Omaha for six years. She is a graduate of Shenandoah High School and Kansas City IBM School.

Her parents, Mr. and Mrs. Dale H. King live near Shenandoah on a farm. She has one brother, Raymond.

Marsha and her husband, Terry, have a dog named "Buck" and one horse, "Dusty." The couple shares an interest in cars and horses and enjoys camping and fishing together.

For a while it seemed that Marsha's favorite hobby was cooking because she kept bringing so many "goodies" for coffee break time; a hobby which the other staff members greedily encouraged. Marsha is very fond of steak and chicken dinners and likes the color blue.

NEW PROGRAM

PROFILES IN GREATNESS is a new program on KMA which can be heard from 11:30 a.m. to 11:35 a.m. The program gives a brief look into history with Efrem Zimbalist Jr. as the narrator. It began Feb 19 and will run through May 18, sponsored by Ford Motor Co.

FRONT COVER

KMA News Wins Awards

KMA Radio News received two awards at the 25th annual meeting of the Northwest Broadcast News Association held in February at the University of Minnesota in Minneapolis.

The honors for KMA included a third place award in radio spot and hard news coverage for reporting of the September floods in Southwest Iowa. WCCO in Minneapolis placed first for its coverage of the Rapid City, S. D., floods and second place went to WMMR at the University of Minnesota.

Honorable mention for excellence in production of a radio documentary also went to KMA for its production of "64th General Assembly in Review." First place in that division was awarded to WISN in Milwaukee; WCCO in Minneapolis placed second and WDAY in Fargo, N. D., finished third.

105 Stations Competed

There were more than 90 commercial broadcast operations entered in the competition which covers nine states in the Upper Midwest and an additional 15 entries from Public Broadcast outlets and University stations.

The awards received by KMA News were the third and fourth garnered by the news department in six years of competition at the NBNA. News Director for KMA Radio is Ned Dermody who attended the meeting in Minneapolis. Other members of the KMA news team who worked on the award winning entries are William Oellermann, Associate News Director, and veteran newsman, Ralph Childs.

A Chat With Edward May



There is seldom a week goes by without someone asking me, "Ed, what do the onions say in regard to the weather?" They are referring to my traditional onion weather forecast which I have performed yearly for the past eight to ten years. I should preface my remarks by saying the onion forecast has no scientific basis but is one of many weather signs that have been handed down throughout the years in an attempt to forecast the weather, specifically what we can expect in the way of precipitation. I am sure its origin has been lost in antiquity.

For those of you who might not be familiar with the onion forecast here is how it works: On January 1 you take 12 good, solid onions and cut these in half. Choose 12 halves and, with a knife, cut out a portion of the center of each half until each one forms a cup. Place the 12 halves in the basement, attic, cave or some other cool spot. Next, number the onions 1 through 12, with each number representing a given month of the year, such as, 1 for January, 2 for February, etc. After this is done, fill each onion with salt and allow to stand for 12 days. Following the 12-day period, you "read" the onions which will give you the precipitation forecast for the entire year. By reading, you actually check the mois-

ture content of the salt in each onion. Surprisingly, the moisture content does vary some from onion to onion. If the salt in any given onion is moist, this indicates a wet month. However, if the salt is dry, this indicates a dry month, with varying degrees in between.

Overall, the 1973 onions indicate more normal precipitation than we have had for the past several years. They indicate no extremely wet, nor extremely dry months; hence, no floods and no drought. (I hope this is the case.)

On a monthly basis, the 1973 forecast is as follows . . .

January	-----	Little above Normal
February	-----	Little below Normal
March	-----	Wettest month — Precipitation above Normal
April	-----	Slightly below Normal
May	-----	Average to slightly above
June	-----	Little below Normal
July	-----	Normal
August	-----	Normal
September	-----	Little below Normal
October	-----	Normal
November	-----	Normal
December	-----	Little below Normal



Ed May uses more scientifically based information than the onion forecast when he prepares his daily 12:15 p.m. weather program on KMA as he is shown doing in this picture.

FRANK COMMENTS



By Frank Field

This has been a very peculiar winter with far more than the normal amount of precipitation and temperatures colder than normal. Our average precipitation for the month of February in Shenandoah, is 1.10" and this year we received more than double that amount in the first half of the month, with 2.37" of precipitation up to February 14 with half of the month still to go.

It is much too soon yet to try and make any estimation as to the winter damage to trees, shrubs, roses and perennials. Quite a few of our roses will have to be replaced this spring on account of the sub-zero weather in the middle of December which caught them rather unprepared. While it is true, that many of the Hybrid Tea and Floribundas are dead back almost to ground level, particularly where they were not properly mulched, I am quite sure that most of these will sprout out again just below the surface of the ground. If the roses were properly planted originally, with the crown an inch or two below the surface of the ground they will have plenty of the true wood to send out new growth from and be okay. However, the rose bushes which were planted with the graft above the surface of the ground, are going to be in trouble, because any sprouts they send up from below the ground will be from the under stock, which will be entirely different from the true variety which was grafted on to it.

The climbing roses will probably not make very much of a showing this year, if they were not properly protected before that sub-zero weather came in December. Climbing roses bloom this year on the new growth that they made last year and if that suffers any serious winter damage, it means fewer blooms come June this year.

I don't believe that the peaches are going to show much damage as it takes about fifteen degrees below zero to damage peach buds, and the coldest we have had so far this winter has been about ten below which was not enough to hurt the peach buds.

If you have not yet given your peach trees their dormant spray by the time you are reading this, I think there is still time to put it on. In this latitude we figure that any time late in February or early March is all right, as long as you get the spray on before the buds start to swell. I would suggest that you use liquid lime sulphur mixed at the rate of one to eight. In other words, use one quart of liquid lime sulphur in eight quarts of water and apply this thoroughly to all parts of the tree covering all the twigs thoroughly and then on all the branches and up and down the trunk of the tree. This same dormant spray, incidentally, can also be applied to your other fruit trees at the same time including apples, pears and plums, and using the same mixtures of the same materials.

March is also the ideal time for fertilizing your lawn, as there is no danger of burning the tender new grass, as your fertilizer will be not only washed off the blades of the grass, but also down below the surface of the ground before the grass even starts to grow. We used to think that early spring was the only time we could apply fertilizer to the lawn, as there was so much chance of scorching or burning the tender new growth if the fertilizer was applied during the growing season in the summer and fall. That is certainly not the case any more, as the modern lawn plant foods have been improved to the point where they can be applied any month of the spring, summer or fall with no bad effects whatever. In fact, the State Colleges and Experiment Stations are now recommending that small amounts of plant food be applied about once a month through the growing season. For that reason, it would be a good idea to get enough Earl May Lawn Food to run you the whole season. You will find complete directions on the bag; just how to apply it and how much to use. Of course, you will be wanting to get your fertilizer for the garden at the same time, as it too should be applied very early in the season for the best results. The two are quite different, as the lawn food is high in nitrogen and rather low in phosphorous and pot ash. The food for the garden on the other hand is lower in nitrogen and higher in phosphorus.

No, I am afraid we will not have very much of a garden at our house this year, on account of extreme shortage of space. I told you last year that a big apartment house had been built on most of the ground which we had been gardening for 10 or 15 years. Now, this spring another apartment house, fully as large as the first one, is going up nearby taking all of the remaining space.

Jennie and I both came through the winter in very good shape, and neither one of us even had a touch of that London Flu that hit so many people. How are all of your folks?

RFD 960

By **CLIFF ADAMS**

"I never thought that I would see the day" . . . is a statement that is prefacing many topics of conversation today when we start talking about farm prices. This is especially true when one talks about the price of soybeans. At this writing, the soybean price went up another ten-cent limit on the Chicago Board of Trade to another all-time record high of \$5.63 a bushel. Of course the leading question is . . . how long can it last? When I asked a broker about it recently, he said the market could absorb \$7.00-a-bushel-beans. In the same breath, the broker says in his newsletter that pursuing beans, meal or oil into the stratosphere just now seems too much like a bull trap; and only well-margined accounts should try it.

Factors influencing the market were first of all the weather which resulted in a smaller crop than had been expected, the Peruvian fishmeal situation and a demand abroad from Russia, Japan and other countries. Attempts to increase the soybean acreage have been announced by the Agriculture Department. This will not affect the market until next fall's harvest. I heard one farmer during a meeting recently in Ames, Iowa, announce that he was planning to triple his acreage of soybeans this year.

The shortage of boxcars has created a serious situation this winter for grain elevators and their customer-farmers. What has become an annual problem has been compounded by the huge Russian grain shipments. This is also creating a problem in the shipment of fertilizer especially to the West Coast according to recent reports. Another problem facing the farmer in the paradox of high prices and difficulties in delivery at such prices is the fuel shortage. This has been brought about by the weather which has been unusually severe this winter and widespread in its area of disturbance. Propane and natural gas used in drying an unusually wet crop of corn this winter have been short. Other methods of storage have come into their own especially the use of chemical preservatives one of which advertises regularly on my early morning farm show, RFD 960. The high moisture storage facilities have also been of great value for the farmer who feeds most of his corn or milo to his livestock.

I recently returned from the annual meeting of the National Livestock Feeders Association held in Minneapolis, Minnesota. One of the concerns of the feeders was the

high death loss of cattle this past winter. Talking with the farmer-feeder of the year winner, Walter Porter of Miller, Kansas, I learned of the problems of the Kansas livestock man in a year of muddy feedlots and changeable weather. He was not as optimistic as some cattlemen are about the future prices of cattle. He thinks our buildup of cattle numbers is going to hurt in the immediate future. Looking at the increase in the cow herds, we see a 3 percent increase from last year in the west North Central region including the Dakotas, Nebraska, Iowa, Missouri and Minnesota. This follows previous yearly increases of 3 percent and 5 percent. All regions in the country have shown increases with the exception of the North Atlantic region which showed a moderate 1 percent decrease. In the area which includes Texas, an 8 percent increase was shown for 1973.

We have added to our market summary for our KMA listeners. A new 1-minute report is now given five days a week during the 10 o'clock news in the morning, giving the trends in livestock and grain futures trading. We also include a stock market trend report as well as the opening livestock trading at Omaha and interior Iowa markets. Futures changes are updated on the 11:45 market summary as well as the 12:30 Midwest Farmer report.

Say, have you heard about the new farm bill being proposed by Senator George Aiken and Secretary of Agriculture Earl Butz? They call it the Aiken-Butz bill.



Termination of the REAP program by the Nixon administration came in for lots of discussion when Farm Director Cliff Adams interviewed Missouri's 6th District Congressman Jerry Litton on a recent familiarization visit by the Congressman to the 17 counties in northern Missouri comprising his district. While in Tarkio, Mo., he also talked about the reduction of REA loan fund money interest rates and the future of the cattle industry. Bill Oellermann also talked to the Congressman for KMA News.

More RFD

By STEVE HOEFING

Winter seems to be the season for farm meetings, and this year is no exception. There seems to be something going on nearly every day. During December, I attended the NFO's National Convention in Kansas City. It was an interesting convention from many aspects, but the primary emphasis seemed to be placed on this year's heated discussion. The discussion was based on charges concerning directors within the organization, and it resulted in several state delegations walking out on the convention. It was also a meeting which saw Oren Leo Staley re-elected for another term.

To over-emphasize the dissension at the convention is unfair, because it was also a very worthwhile convention for the members in attendance. The convention stressed goals accomplished by the organization, and it outlined future activities. As President Staley said: "Our goal is cost of production plus a reasonable profit for the products we produce from our farms and ranches. The decisions we make at the national convention always determine whether or not collective bargaining is going to survive and make progress."

1973 is going to be another busy year for the NFO and one which the organization feels will see expansion and more of their goals accomplished.

During January, I attended the 67th Annual National Western Stock Show in Denver, Colorado. It was a very impressive display featuring some of the best livestock in the United States. Producers who exhibit at the stock show not only get a chance at prize money, but they also compete for national recognition of their livestock.

The Grand Champion Steer award went to John Sweeny of Runnels, Iowa. John is 13 years old and is in the 8th grade at Runnels. He is the son of Mr. and Mrs. James Sweeny. His calf was a 1,162 pound Hereford steer that he picked out of his dad's commercial lot. The steer was called Honest Mac.

The Reserve Grand Champion steer was a Limousin-Angus crossbred and those honors went to Greg Hilbert of Algona, Iowa.

One of the most impressive things about the stock show was the value of some of the animals. One bull I saw had a price tag in the \$30,000 dollar plus category. All in all, it was a very interesting display, and many people in the KMA listening area did quite well.



Associate Farm Director Steve Hoefing.

Some people are lucky

... whether on business or pleasure,

several staff members were able to go south or west to escape this Arctic winter we have had for too long.

KMA Sports Director Warren Swain probably logged the most miles with a trip to Jacksonville, Florida, accompanied by Station Manager Andy Andersen, and other trips to Long Beach, Calif., and Colorado. Also on a sports trip was Program Director Mike Goodin who went to Texas and Colorado. A trip to California and Minnesota varied the routine for Farm Director Cliff Adams whose Associate Steve Hoefing also made a trip to Denver. Switchboard operator Lucy Lawson took some of her vacation and went to San Francisco while Nadine Kelsey of Accounting accompanied husband, Robert, on the best kind of trip, all-expenses paid to the island of Martinique in the Caribbean. From across the street, Bill Overbey, Advertising Manager for May Seed and Nursery Co., and known to KMA listeners spent a three week vacation in Mexico going farther south than anyone when he traveled to Oaxaca.

Ed and Eleanor May at Guide deadline time are sunning themselves in Tucson, Arizona. And Dave White got as far south as Kansas City, Mo., while Bill Oellermann went to Jefferson City, Mo., for the gubernatorial inauguration, but Ned Dermody went north to Des Moines for the Iowa inauguration, and then to Minneapolis.

Give the KMA Guide to your Secret Pal. Happy Easter!

The KMA Guide

On Sports

Feb. 10 through March 17 is a very busy time for Mike Goodin and me. This is that time of the year commonly referred to as the "KMA Basketball Tournament Trail." It is during this time-span that Jackie Goodin, Mike's wife, threatens to divorce him. My wife threatens to leave me. That's pretty good because I'm not even married.

In all seriousness, Mike and I enjoy doing all the tournament basketball games on KMA. It is most rewarding to work with coaches, players and officials plus coming in contact with the many people in the KMA-listening area. The list below has been prepared to show you where Mike and I have traveled during the 1973 KMA Tournament Trail to either broadcast games or send back phone reports.

Feb. 10 — Two First-Round Girls Sectional games from Farragut.

Feb. 12 — Colorado at Creighton.

Feb. 13 — Girls Sectional Consolation and Championship games from Malvern.

Feb. 14 — Girls Sectional Consolation and Championship games from Council Bluffs St. Alberts.

Feb. 15 — "A night off."

Feb. 16 — KMA Game of the Week — Shenandoah at Red Oak.

Feb. 17 — Houston at Creighton. Harlan at Council Bluffs Thomas Jefferson.

Feb. 19 — Boys Class A Sectional First-Round games from Farragut and Malvern.

Feb. 20 — Girls District Semi-Finals at Council Bluffs Fieldhouse and St. Alberts. Cleveland State at Creighton.

Feb. 21 — Boys Class A Sectional Semi-Final games from Farragut and Malvern.

Feb. 22 — Boys Class A Sectional Championship at Farragut.

Feb. 23 — Girls District Championship games at Council Bluffs Fieldhouse and Council Bluffs St. Alberts. Creighton at St. Francis, Pa.

Feb. 24 — Girls Regional Play-Off game at Council Bluffs Fieldhouse. (Winner goes to state.)

Feb. 25 — Creighton at Duquesne.

Feb. 26 — Two Boys Class AA District games from Council Bluffs Fieldhouse.

Feb. 27 — Two Boys Class AA District games from Council Bluffs Fieldhouse. Phone report on Boys Class A District game at Harlan.

Feb. 28 — Two Boys Class AA District Finals at Council Bluffs Fieldhouse. Phone report on Boys Class AA District Final at Harlan. Phone report on Boys Class A District game at Farragut.

March 1 — Boys Class AA Sub-State game at Council Bluffs Fieldhouse.

March 2 — Boys Class AA Sub-State game at Harlan. Creighton at North Texas State.

March 3 — Boys Class A District Cham-

BASEBALL TIME AGAIN

KMA Will Carry Royals Games

For the fourth straight year, Radio KMA will broadcast the Kansas City Royals Baseball games beginning April 6 at 9:40 p.m. when the Royals play California.

Buddy Blattner, nationally known former player and broadcaster, and Denny Matthews will continue doing the play-by-play this season.

The Royals' schedule of over 160 games will be heard over 40 stations in the Midwest with KMA as the only Iowa outlet.

The Royals schedule for April is as follows:

April 6	— 9:40 p.m.	— California
April 7	— 8:40 p.m.	— California
April 8	— 3:40 p.m.	— California
April 10	— 7:10 p.m.	— Texas
April 11	— 7:10 p.m.	— Texas
April 12	— 7:10 p.m.	— Texas
April 13	— 12:55 p.m.	— Chicago
April 14	— 12:55 p.m.	— Chicago
April 15	— 12:55 p.m.	— Chicago
April 17	— 7:10 p.m.	— Oakland
April 18	— 7:10 p.m.	— Oakland
April 19	— 7:10 p.m.	— Oakland
April 20	— 7:10 p.m.	— Chicago
April 21	— 1:10 p.m.	— Chicago
April 22	— 1:10 p.m.	— Chicago (DH)
April 24	— 7:10 p.m.	— Milwaukee
April 25	— 7:10 p.m.	— Milwaukee
April 26	— 7:10 p.m.	— Milwaukee
April 27	— 6:40 p.m.	— Detroit
April 28	— 12:55 p.m.	— Detroit
April 29	— 12:10 p.m.	— Detroit

MAILBAG

OAKLAND, Ia. — Enclosed find \$1.00 for my renewal to KMA Guide. I sure enjoy the magazine and have taken it all the years it has been printed. It is like getting a letter as we listen to KMA most of the time.

FALLS CITY, Neb. — We are moving to a new address and would like for you to change it beginning with the next issue. Thank you. I enjoy the magazine and don't want to miss an issue.

ATLANTIC, Ia. — Here is a dollar for a subscription to The Guide — if it's more than \$1.00 please let me know.

pionship from Council Bluffs Fieldhouse.

March 5 — Boys Class A Sub-State Final at Harlan. (Winner goes to state.) Marquette at Creighton.

March 6 — Girls State Tournament in Des Moines — runs thru the 10th.

March 7 — Boys Class AA Sub-State Final. (Winner goes to state.)

March 14 — Boys State Tournament in Des Moines — runs thru the 17th.

March 18th — Swain and Goodin collapse in a heap. (Jackie Goodin re-discovers her husband, Mike.)

PARTY LINE



Gathered around the punch table at the annual holiday party given by the company are Mrs. Earl May, Mrs. Ed May Sr. and grandchildren, Amy and Bill Siso.



Making the holidays lively at their grandparents' house were these two bright-eyed boys, Willi, 4, son of Dave Childs, and Eric, almost 3, son of Mike and Nancy Childs of Harlan. They are grandchildren of Newsman Ralph and Muriel Childs.

February proved to be a lucky month for two KMA staff members. When Jay Drug Store held its grand opening after remodeling, it sponsored a drawing, and who should win the grand prize of a movie camera but our new girl in continuity.

MARSHA BROYLES. Also a winner was **EVALYN SANER**, managerial secretary who is hiding her winnings — a pound and a half box of chocolates.

Because the annual Christmas party for May Broadcasting Company and Earl May Seed and Nursery Company was held Dec. 22, pictures taken at the event were too late for the last edition of *The KMA Guide*, but since we get to see people at that party who are seldom around the rest of the year. *The Guide* thought our readers would be interested in seeing these pictures.



Joining the family and employees of the company at the holiday party were Dr. and Mrs. (Karen) James Siso and children, Bill and Amy, of Wausau, Wisconsin, shown here with Mr. and Mrs. Ed May.



Sampling the fudge are (l-r) Lynn Padilla, Evalyn Sauer, Cliff Adams, Ardene Mullison and Marsha Broyles. Cliff's wife, Doris made the fudge.

Doris Adams says this is a favorite recipe for fudge which she obtained from a friend. It is the fudge that made such a hit with KMA staffers.

FUDGE

3 T. cocoa
 3 cups sugar
 1 cup homogenized milk
 1 t. white corn syrup
 $\frac{1}{4}$ t. salt
 1 t. vanilla
 1 t. butter

Add cocoa, sugar, milk and bring to boil stage. Cover and cook 3 minutes or to firm ball stage. Do NOT stir. Remove from heat and add butter, salt, vanilla and beat until thick. Add broken nutmeats on greased pan and spread fudge over top. Use 8x10 pan.

Listeners to **DAVE WHITE'S WHITE ELEPHANT SHOP** should look for special bulletin boards in the Hy-Vee Food Stores. KMA Salesmen **DEE MARTIN**, **LARRY HILL** and **DUANE YOUNG** distributed the boards which are now hanging in Hy-Vee stores in Shenandoah, Clarinda, Bedford, Corning and Villisca, Iowa, and Tarkio, Mo. Listeners can write out what they want to buy, sell or swap and place it on the board for the public to see and these will then be listed by the Hy-Vee sponsoring store on KMA each Friday. Of course, listeners can still call or write KMA with the items they want to dispose of or acquire through the Elephant Shop.

When Farm Director **CLIFF ADAMS** went to Minneapolis, Minn., to attend a convention, his wife, **DORIS**, and their three daughters, **MARY JANE**, **KATHRYN** and **CYNTHIA**, (last pictured on the Jan.-Feb. Guide cover) accompanied him as far as Mankato, Minn. The family visited Cliff's parents, **MR. and MRS. KENNETH ADAMS** and friends. Mankato was home to the Adams family before moving to Shenandoah.

Engineer **NORM KLING'S** son, **BOB**, will be married this coming summer to a young lady he met at the University of Northern Iowa at Cedar Falls. She is **SUSAN PERRY**, daughter of **MR. and MRS. VERNON PERRY** of Cedar Rapids. The wedding will take place August 11 at Cedar Rapids on a Saturday afternoon. Both are juniors at UNI where Bob is an art major and Susan is majoring in ele-

mentary education. After graduation, Bob and Susan plan to teach.

KMA Women's Director **BRENDA KAY** writes about her new hobby of crocheting in her MEMO. One thing she didn't mention, however, was using Associate News Director **BILL OELLERMANN** for a model in trying to get the right sized cap made for her husband, Richard.



Bill Oellermann models skull cap.

A MEMO

From BRENDA KAY

It's been a long, cold winter! But I hope you have taken advantage of your extra time indoors by reviving a lost art or developing a new talent. Before Thanksgiving, I learned how to crochet and consequently, I always have something to keep my fingers busy. And what a rewarding feeling when you finish an item. For Christmas, I made my mother a white mohair shawl, stocking hats for my husband and cousin, a skull cap for another cousin, and an afghan for my closest friend. I will have to admit that the afghan did not get finished till after the holidays, but my friend is understanding. Now I have just finished a baby blanket for a friend in Ohio, and I am working on a baby dress for one of Richard's friends in Ames, Iowa, who had a baby girl before Christmas. So you can see that my new-found hobby is keeping me busy. My family is activities-oriented, so hobbies come naturally to me, I guess. Just recently my mother learned the art of tole painting and plans on taking another course in this area in the Adult Education Program in Clarinda this spring. My teacher-father has started raising horses for a sideline activity and Richard is the handyman of the family. He repairs anything from cars to household appliances, and he also does some wood-working. So to you I say, "Keep busy and life will be more rewarding."

My work at the station has kept me busy, too. Answering your cards and letters is a challenging and never-ending task. Many times I spend several hours researching a topic about which a listener inquires. Out of the station, I carry my job with me, too. During January, I sponsored a Soup and Sandwich contest and just guess who got to test all those recipes?! That's right — me. It's a good thing my husband likes soup and sandwiches! Also, he's quite understanding.

The first weekend in February took Richard and me to Iowa City to attend a seminar on **The People's Right To Know — Freedom and Responsibility**. The main speaker while we were there was Thomas Asher, executive director of Media Access Projects in Washington, D. C. The organization, which Mr. Asher founded, provides legal and research aid to individuals and public interest groups who wish equal broadcast time or print space. It

was interesting to hear the different viewpoints of other people, involved in the media. On our way home, Rich and I stopped at the Amana Colonies and had a tasty dinner at one of the many restaurants. We spent the night in Des Moines with friends and on our way home Sunday, we stopped in Winterset to see my grandmother. So it was a good and enjoyable weekend.

For Valentine's Day weekend, Rich and I had two couples over for dinner. And believe it or not, we had a turkey dinner! Included in the menu were some old, favorite recipes — scalloped potatoes, dressing, green beans with almonds, whipped cranberry salad and bread and butter. But for dessert, I finally got in the spirit for the correct holiday and served a heart-shaped Baked Alaska. We spent the rest of the evening talking and watching television. The friends who came to dinner are couples we bowl with every Sunday evening. There is a Mixed Doubles League in Clarinda and belonging to the league has certainly become an enjoyable form of exercise and entertainment for Richard and me to enjoy together.

Spring will soon be here, followed closely by summer; and as much as I truly enjoy the winter season, I am looking forward to the garage sales and household auctions which seem to prevail in many Midwest communities. Rarely do I spend a Saturday afternoon at home when the sales begin! The summer brings Centennial Celebrations into the limelight. Is your town going to be celebrating its centennial this summer? Let me know if it is. During the summer months, I try to attend as many of these events as possible. And I will give the town some free publicity on **Living Today**.

It's been fun talking with you again this month. I hope this visit finds you healthy and happy!



Consumerism in the grocery store was recently discussed by this panel of women on **LIVING TODAY**. They are (l-r) Dorothy Keith, Home Economist of Page and Fremont Counties, Brenda Kay, Mrs. Robert Brown of Page Co. and Mrs. Kenneth Peterson of Montgomery Co.

WINNERS OF THE SOUP AND SANDWICH CONTEST

Prizes in the month-long contest included an electric serving tray to each of the three winners in the sandwich section and an electric soup pot to the three winning soup recipe contestants.

Winning Soup Recipes

FIVE STAR SOUP

Mrs. E. R. Lutz — Lincoln, Nebr.

- 2 cans (1 lb. each) navy beans and their liquid
- 6 cups boiling water
- 2 cups ham, cubed in 1/2 inch pieces
- 3 cups shredded cabbage
- 1 cup thinly sliced carrots
- 1/2 cup chopped onion
- 1/2 cup chopped celery
- 1/4 t. garlic salt
- 1/2 pkg. (6 oz.) smoked sausage links, thinly sliced and sauteed
- 1 lb. can tomatoes, chopped
- 1/2 t. salt
- 1/4 t. pepper
- 1 cup elbow macaroni (4 ounces) Parmesan cheese

Combine all ingredients except navy beans and macaroni. Simmer 30 minutes. Add beans and macaroni and cook 20 to 30 minutes longer — till macaroni is tender. Serve in bowls sprinkled with Parmesan cheese. Chopped parsley may also be used if desired.

* * *

NEW ENGLAND CLAM CHOWDER

Mrs. Jimmy Mauk — RFD 2, Atlantic, Ia.

(4 servings)

- 2 slices of bacon
- 1/2 cup finely chopped onion (more if you like real onion taste)
- 2 cups cubed pared potatoes
- 1 t. salt
- Dash of pepper
- 2 cans (10 1/2 oz. size) minced clams
- 2 cups half and half (for rich soup) or 1 cup half and half and 2 cups milk
- 2 T. butter or margarine

Method: 1. Chop bacon coarsely. Saute in large kettle until almost crisp. Add onion, cook about 5 minutes. 2. Add cubed potatoes, salt, pepper and 1 cup water. Cook uncovered, 15 minutes or until potatoes are tender. 3. Meanwhile, drain clams reserving liquid and chop clams coarsely. (Some don't need chopping.) 4. Add clams, liquid, half and half and milk and butter to kettle. Mix well, heat about 3 minutes, do not boil. Can be heated longer just to keep hot if necessary.

CHICKEN DRIBBLE SOUP

Mrs. Joe Brejcha — Swanton, Nebr.

Boil 1 whole chicken and add salt to taste. Cook until tender. During the last 15 minutes add: 1/2 cup coarsely chopped cabbage, 1/2 cup chopped celery, leaves and stalks, 3 small sliced carrots, 3 medium diced potatoes, and 1 medium chopped onion. Add a dash of nutmeg and pepper, or if you prefer, add a small envelope of poultry seasoning. When meat and vegetables are cooked, remove the meat. Keep the broth boiling and add the following: Beat 1 egg, adding a little cold water. Add enough flour to form a smooth batter. Pour into the boiling broth, stirring constantly for 1 minute, till dribbles form. Then continue boiling for 5 minutes. Add meat back to broth.

Winning Sandwich Recipes

TUNA CHEESE PUFFS

Marjorie Rhoads — Clarinda, Ia.

- 2 (6 1/2 or 7 oz.) cans tuna, drained
- 2 hard cooked eggs, chopped
- 1/4 cup celery, chopped
- 1/4 cup pickle relish
- 1/4 cup mayonnaise
- Salt to taste

Topping:

- 1/2 lb. Cheddar cheese, shredded
- 1 egg, well beaten
- 2 T. mayonnaise
- 1 T. prepared mustard
- 12 slices bread, lightly buttered on both sides

Combine tuna, celery, hard-cooked eggs, relish, mayonnaise, and salt; blend well. Spread mixture on 6 slices of bread; top with remaining bread. Line broiler with foil; place sandwiches on foil. Toast under broiler until golden. Turn sandwiches and pile cheese mixture on top. Broil 3-4 inches from heat 2-3 minutes, or until cheese has slightly browned, and is puffy. Garnish with parsley on top, and pimento stuffed olives and black ripe olives at sides.

* * *

HEIDELBERG CLUB SANDWICH

Judy Anderson — Humboldt, Nebr.

- 1 lb. frankfurters
- 10 slices bacon
- 3/4 cup butter
- 2/3 cup shredded Swiss Cheese
- 15 slices oval rye bread
- 3/4 cup sauerkraut

Pan fry bacon. Drain and set aside. Split 10 franks lengthwise and grill in same pan. On a grill, melt 2 T. butter. Place 5 slices

(Continued next page)

(Winning Sandwich Recipes Continued)

of rye bread on the grill. When toasted on one side, add two more T. butter and turn to the other side. Remove the slices from grill and keep warm. Repeat with 5 more slices of rye. On grilling the final 5 slices, sprinkle the second side with 2 T. each of sauerkraut and cheese. When the cheese melts, remove the slices from the grill. Assemble the club by placing two grilled franks on the first slice of rye. Place the cheese and kraut slice on top of that. Criss-cross with 2 strips of bacon and finish with a third slice of grilled rye toast. Five servings. Serve at once.

* * *

BROILED TURKEY SANDWICH

Mrs. Ermal Shull — Riverton, Ia.

- 6 sesame seed buns
- 1½ T. butter
- Turkey, thinly sliced
- 2 T. each of flour and butter
- ½ t. salt
- ½ t. dry mustard
- 1 cup milk
- ½ t. Worcestershire sauce
- 6 slices sharp cheddar cheese
- Paprika

Place split buns in shallow baking dish and toast 5-10 minutes in a moderate oven (350 degrees). Remove from oven and spread with 1½ T. butter. Arrange several slices of thinly sliced turkey on top. Make a white sauce by melting butter, stirring in flour, salt, mustard and milk gradually. Cook until thickened, stirring constantly. Add Worcestershire sauce and mix thoroughly. Pour sauce over buns and top each with sliced cheddar cheese. Sprinkle with paprika and broil until cheese is melted and lightly browned. Serves 6.



Of interest to avid readers was Mrs. Harold Watkins, head librarian of the Shenandoah Public Library, who talked with Brenda Kay about current popular books.

BUTTERY CARAMEL QUICKS

- ½ cup butter or margarine
- ⅓ cup plus ½ cup firmly packed brown sugar
- 1 T. warm water
- 2 cups sifted all-purpose flour
- ¼ cup sugar
- 2½ t. baking powder
- 1 t. salt
- ¾ cup milk
- 1 t. cinnamon
- ⅓ cup chopped pecans

Melt butter in 9-inch square pan. Add ⅓ cup brown sugar and water. Sift flour with sugar, baking powder, and salt into mixing bowl. Stir in milk to make soft dough. Turn out on well-floured surface; coat with flour. Roll into a 12x10-inch rectangle, adding flour as needed to prevent sticking. Combine remaining brown sugar, cinnamon and nuts and sprinkle on dough. Starting on 12-inch side, roll jelly roll fashion. Cut into twelve 1-inch slices and place cut side down on brown sugar mixture. Bake at 425° for 20 minutes, until lightly browned. Turn out quickly.

* * *

CHERRY-TOPPED CREAM PUFFS

For the cream puffs:

- ½ cup butter
- 1 cup boiling water
- 4 eggs
- 1 cup flour

Heat oven to 435 degrees. Add butter to boiling water in sauce pan over burner. When butter is melted add flour quickly stir and cook until mixture leaves the sides of the pan and forms a ball around the spoon. Remove from fire, add egg in two portions, beating until well blended. Drop on lightly oiled cookie sheet. The recipe yields 16 medium sized cream puffs. Bake at 435 degrees for 20-25 minutes, reduce heat to 325 degrees for 15 minutes, turn off heat and allow to stand for 10 minutes in oven.

When serving, slice cream puffs in half and fill with two scoops of vanilla ice cream. Then top with cherry pie filling. Any flavor of pie filling could be used.

* * *

HAM, CHEESE, AND EGG SUPPER

- 1 slice ham
- 1 slice Swiss cheese
- 1 egg

Salt and pepper to taste
Place ham in ungreased baking dish. Place cheese slices on top of ham. Top with egg; season to taste. Bake in a 350-degree oven for 25 minutes.

ITALIAN CHICKEN OVER SPAGHETTI

- 2 2-lb. chickens, cut-up
- 1 15-oz. can tomato sauce
- 1 can condensed tomato soup
- 1 1/4 cups milk
- 1 6-oz. can tomato paste
- 3/4 cup water
- 1/2 cup grated Parmesan cheese
- 1/4 to 1/2 t. garlic salt
- 1 T. dried oregano, crushed
- Dash salt
- Dash pepper
- 4 slices mozzarella cheese (6 oz.)
- 3 slices provolone cheese (opt.)
- Spaghetti

In roaster or 13x9x2 inch baking pan, combine chicken pieces and all other ingredients except mozzarella, provolone and spaghetti. Cover and bake in 375 degree oven for 30 minutes. Remove from oven; stir mixture to blend. Top with mozzarella and provolone cheeses. Cover and return to oven for 30 minutes or till chicken is tender. Stir, mixing cheeses into sauce. Cook spaghetti (8 oz.) during last few minutes of baking. Serve chicken over spaghetti. Serves 6.

* * *

BROWNIES WITH FROSTING

- 4 squares of chocolate
- 1 1/2 sticks of margarine
- 2 cups sugar
- 4 eggs
- 1 1/2 cups flour
- 1 t. vanilla
- 1 cup nuts

Melt chocolate and margarine. Cool and add sugar and eggs, one at a time beating after each. Add other ingredients and mix well. Bake at 375 for 20 minutes on large greased cookie sheet. Do not overbake.

Frost while hot with:

- 3 T. cocoa
- 1 box powdered sugar
- 1/2 stick margarine
- Hot water to make smooth
- 1 t. vanilla

* * *

SWISS GREEN BEANS

- 4 T. butter
- 3 to 4 t. grated onion
- 2 T. flour
- 1/2 t. salt
- 1/4 t. pepper (optional)
- 2 to 3 t. sugar
- 1 cup sour cream
- 2 to 3 cups green beans, canned or cooked
- 1 to 2 cups grated or cubed Swiss cheese
- 1 cup slightly crushed corn flakes

Melt 2 T. butter in heavy pan; add onion and saute for 5 minutes. Blend in flour, salt, pepper and sugar; stir in sour cream. Heat through but do not boil. Stir in green beans and cheese; turn into greased casserole. Top with corn flakes; dot with remaining butter. Bake at 350 degrees for 20 minutes. (6-8 servings.)

PEANUT BLOSSOMS

- 1 cup granulated sugar
- 1 cup packed brown sugar
- 1 cup margarine
- 1 cup creamy peanut butter
- 2 eggs
- 1/4 cup milk
- 2 t. vanilla
- 3 1/2 cups sifted all-purpose flour
- 2 t. baking soda
- 1 t. salt
- 2 10-oz. pkgs. milk chocolate kisses or star candies

Cream sugars, butter or margarine, and peanut butter. Beat in eggs, milk, and vanilla. Sift together flour, soda, and salt. Stir into egg mixture. Shape into balls; roll in additional granulated sugar. Place on ungreased cookie sheet; bake in 375 degree oven for 10 to 12 minutes. Immediately press a chocolate candy into each. Makes 7 dozen.

* * *

POPOVERS

- 1 cup milk
- 2 large eggs
- 2 t. melted butter
- 1 cup all-purpose flour
- 1/4 t. salt

Heat oven 425 degrees. Beat eggs until yolks and whites are thoroughly blended. Add milk to egg and blend well. Add melted butter and mix. Make a well in dry ingredients, pour in liquid and stir or beat till smooth. Pour into glass cups, 1/3 full. Bake at 425°F, 20-25 minutes, reduce heat to 325° for 15 minutes. Turn off heat - let stand 10 minutes. Muffin tins - less time.

* * *

Here's a good way to fix pork steaks or chops, sent to me by Pat Ratashak of Clarinda, Iowa.

- 3 pork steaks or chops
- 1 T. fat
- 1 can condensed tomato soup
- 1/2 can water
- 2 T. lemon juice
- 1 T. Worcestershire sauce
- 1/3 cup chopped onion
- Dash of garlic powder
- 1 t. thyme
- 1 t. parsley flakes
- 1 t. salt
- 1/2 t. pepper
- 2 T. brown sugar
- 1/2 cup rice (opt.)

Melt fat in heavy skillet. Add pork and brown over low heat. After pork has browned drain off most of the fat. Meanwhile mix remaining ingredients together except for the rice. Pour this mixture over the pork, cover, and let simmer for 45 minutes. If desired, add rice after the mixture has simmered for 30 minutes and cook until rice is done.

Pat suggests that perhaps more pork may be used with the same amount of sauce, as she usually has some left over.

MARCH - APRIL GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- March 2—Robert, son of Ardene Mullison
- March 5—Mary Jane, daughter of Cliff Adams
- March 13—Peter, son of Ardene Mullison
- March 17—Jim Sislo, Ed May's son-in-law
- March 20—Scott, son of Duane Young
- March 26—Brenda, daughter of Duane Young
- March 31—Henry Schnoor
- April 3—Kathryn, daughter of Cliff Adams
- April 5—Mrs. Ralph Childs
- April 6—Frank Field
- April 7—Bruce, son of Duane Young
- April 19—Annette Sanders, Ed May's daughter
- April 20—Terry Broyles, Marsha's husband
- April 22—Angela, daughter of Mike Goodin
- April 24—Mrs. Dee Martin
- April 30—Bill Sislo, Ed May's grandson



Creative Kitcherry

Conducting the Creative Kitcherry Homemakers School in Shenandoah, sponsored by KMA Radio, was a native Southwest Iowa woman, Miss Joyce Sieferring, who has inspired homemakers throughout the Midwest, as a lecturer-demonstrator. Two sessions were scheduled at the New National Guard Armory. The first began at 1:00 p.m. Tuesday, Feb. 27 and the second, at 7 p.m., Wednesday, Feb. 28.

Miss Sieferring who now lives in Rochester, Minn., grew up in Coin, Iowa, and is a graduate home economist from Iowa State University at Ames. Before joining the Homemakers Schools, Miss Sieferring taught High School home economics in the Rochester Public Schools.

Joyce travels widely in her role and assumes a variety of responsibilities. She drives about 50,000 miles a year to conduct the schools, to assist the media with the promotion and organization of the show and to book the schools for the following year. In addition she is often heard on radio or seen on television in special appearances and answers many requests to conduct small demonstrations for special groups. During a year's run of the schools, Joyce lectures and demonstrates before some 50,000 to 100,000 homemakers through the Midwest.

Typical of the shows produced by Miss Sieferring, the KMA Radio sponsored Creative Kitcherry Homemakers School featured food and fabric demonstrations by Miss Sieferring assisted by KMA Women's Director Brenda Kay. A fashion show was presented at intermission when drawings for prizes were also held. Exhibits and prizes were offered by local and national merchants and sponsors.



The current Miss Southwest Iowa, Christena Hall of Thurman, visited with Brenda Kay about her experiences as a student at Drake University in Des Moines, Ia.

FEEDBACK

By NED DERMODY

I walked into the Walnut Inn in Tarkio, Missouri, recently on a gloomy Saturday morning. The first Missouri Governor to visit Tarkio uninvited in 27 years was scheduled to talk with campaign workers, city officials, Atchison County Republican leaders and youth groups as part of a Northwest Missouri swing designed to familiarize newly elected Governor Christopher Bond with that part of the state and also to promote party unity.

Governor Bond is the nation's youngest Governor at 33 and the first Republican Governor of Missouri since 1944. He is tall, dark and Ivy League, retaining a Missouri twang in his speech which does not cost him votes in the Show Me state. He has been described as "Kennedyesque" which is not a Republican Virtue but certainly an asset in heavily Democratic Missouri.

Governor Bond attended the best schools . . . Deerfield Academy in Massachusetts, Princeton and the University of Virginia Law School, where his academic record was among the highest in the school's history. He graduated with honors from Woodrow Wilson School of Public and International Affairs at Princeton.

This bright, young Governor walked into the Walnut Inn in Tarkio trailed by the usual aides, Highway Patrolmen and local law enforcement authorities. He chatted briefly with a couple of Tarkio City representatives, and then began shaking hands with perhaps 200 people gathered in the dining hall . . . sort of a reception line in reverse. Then he looked at me, smiled, stuck out his hand and said "Hey! I grew up with this guy."

Indeed he did. I first met "Kit" Bond when we were both eight years old. His father had organized a baseball team, because we were too young for the City program in our home town. Well, actually his Father organized, equipped, managed, set up a schedule and chauffeured an even dozen eight year olds . . . provided a practice field, complete with backstop and sliding pit, and saw to it that the games were reported in the daily hometown paper.

It was a rag-tag dozen kids from all over town . . . so when school started we went our separate ways.

In Junior High, "Kit" was a snare drummer in the school band. I played trumpet. Again . . . "Kit's" Father decided that a dixieland band might be in order, so "Kit" acquired a trap set, a trumpet player, a pianist, clarinetist and trombonist, and off we went again. We practiced in the Bond living room and played dates at the local teen town and for neighboring town dances.

We even won first prize in a talent contest and split the 25-dollar prize five ways.

"Kit" Bond and I played tennis in the summer, pool in the winter and held jam sessions for several years . . . until he left for Prep School following our Sophomore year in High School. We continued to play tennis and corresponded until his studies at Princeton began to occupy his time, and I began a long tour of duty at the University of Missouri.

Following his graduation "Kit" worked for a Federal Judge in Atlanta, and then joined a Washington, D. C., Law firm, while I took my family to job locations in Colorado and Missouri.

In 1965, "Kit" moved back home and filed for Congress in Missouri's Bloody Ninth District. "Kit" was a Republican and that kind rarely surfaced in North-eastern Missouri.

He was defeated in a close election and settled down to practice law, purchasing a house next door to my parents.

One day in 1967, while I was back for a visit, we were chatting on his patio and he asked me, quite seriously, if I thought he should run for State Auditor. The auditor's office in Missouri was highly ineffectual and for years had been occupied by Haskell Holman who was usually seen every three years campaigning with a one-line speech . . . "Hi, I'm Haskell Holman."

I told "Kit" he should forget about the Auditor's job and run again for Congress. He filed for Auditor anyway and won by the largest margin in State History.

Needless to say, I was not consulted when "Kit" decided to run for Governor.

Still . . . it is a strange feeling to talk with a lifelong friend . . . a man who says "Hey! I grew up with this guy" and be forced to respond with "good to see you again . . . GOVERNOR."

CRIME REPORTING

Lizze Borden took an Axe
And gave her mother forty whacks.
When she saw what she had done
She gave her father forty-one.

CURRENT STYLE — SAME STORY

The Bordens, Emily and Max
Were found dead Tuesday, slain by axe.
Police say eighty blows were sledged
Their daughter did it, it's alleged.

NO PRE-TRIAL PUBLICITY

A terrible thing has come to pass
At the Borden home in Fall River, Mass.
Involved are father, mother and Child . . .
For further details, attend the trial!

Think About This for a Minute

"Great Cases make bad law. They are called great, not by reason of their real importance in shaping the law of the future but because of some accident of immediate overwhelming interest which appeals to the feelings and distorts the judgment."

Oliver Wendell Holmes said it in 1904!

POSTMASTER

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JAH



KMA RADIO WINS AWARD

The Shenandoah Education Association presented a special award to KMA Radio for its service to education at its December party of recognition. KMA Station Manager Andy Andersen (above) accepted the plaque from SEA president Allen Carrell. The plaque which now hangs on the wall at the radio studio reads "Shenandoah Education Association confers upon Radio Station KMA — School Bell Media Award-Service to Education 1972."