

May-June, 1976



The

KMA GUIDE

The KMA Guide

MAY-JUNE, 1976

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COVER STORY

Introducing: Mr. and Mrs. Ketelsen

What better picture than a bride and groom for the cover of the May-June issue of The Guide. Although this young couple was married in April, June continues to be a popular month for weddings. KMA personalities have selected June plus a variety of months for their marriages as you can see when you read the feature story in the succeeding pages about brides and grooms at KMA.

Congratulations go to the new Mr. and Mrs. Lynn Ketelsen (our cover couple) whose wedding took place at 1 p.m. April 3 at St. Paul's United Church of Christ at Wheatland, Ia.

Lynn who is a farm broadcaster for KMA and his bride, the former Mary Lohmann, wrote their own vows. Officiating at the wedding was the Rev. Harold Koenig while a classmate of Mary's, Susan Patterson, sang two selections, "Sunrise Sunset" and "There Is Love," accompanied by Wilma Reidesel, organist. Sorority sisters from Iowa State University attended the bride and included Wendy Brittain, maid of honor, and Linda Barlow and Linda Leth. A classmate, Rod Ramsell was best man for Lynn with Dean Schenkel as his attendant. College friends ushering were Jeff Couch, Pete McEwen, Gary Ketelsen, brother of the groom, and another brother, Von Ketelsen was candlelighter. The ring-bearer, Wade Lohmann, and flower girl, Lorrie Lohmann, are nephew and niece of the bride.

A reception was held at the American Legion club at Dixon, Ia. Parents of the couple are Mr. and Mrs. Harold Lohmann, Wheatland, and Mr. and Mrs. John Ketelsen, Marion, Ia. The newlyweds spent their honeymoon at the Amana colony and in Des Moines. They have returned to Shenandoah where they reside at the Holmes apartments.

Varied topics touching on many facets of life in the midwest are discussed on Brenda Kay's "Living Today" program daily at 10:30 a.m. on KMA. In April Darlene Frazier of the Area XIII Agency on Aging (far left) informed listeners about the agency and introduced two Vista volunteers, Edward Eroe (left) and Carl Blomquist who told about their work in the area.

MAY-JUNE GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- May 2—Mrs. Mike Sherman
- May 10—Ryan, son of Bill Selby
- May 13—David Sanders, son-in-law of Ed May
- June 4—Evalyn Saner
- June 5—Mrs. James Sislo (Karen)
- June 7—Jeff, son of "Dee" Martin
- June 7—Merle Douglas
- June 14—Dan, son of "Andy" Andersen
- June 18—Charles Williams
- June 20—Mrs. Norman Kling
- June 28—"Andy" Andersen

HAPPY ANNIVERSARY TO:

- May 6—Mr. and Mrs. Richard McConahay (Brenda Kay)
- May 21—Mr. and Mrs. Robert Kelsey
- May 26—Mr. and Mrs. Charles Meacham
- June 6—Mr. and Mrs. Henry Schnoor
- June 9—Mr. and Mrs. Larry Hill
- June 12—Mr. and Mrs. Norman Kling
- June 15—Mr. and Mrs. Bill Bone
- June 16—Mr. and Mrs. Merle Douglas
- June 19—Mr. and Mrs. Ed May
- June 21—Mr. and Mrs. Wayne Mannama
- June 23—Mr. and Mrs. J. D. Rankin, Jr.



A Chat With Edward May



The last several months I have heard considerable discussion about the moisture situation and a possible drought in the summer of 1976. Naturally, weather is of major concern to all of us in this agricultural area. Consequently, I have decided to devote a large part of this column to the subject of weather, more particularly rainfall, droughts, sunspots, etc.

I am positive you have heard reference to solar activity and its effect upon climatic conditions. Actually this theory has to do with sunspots and their effect upon rainfall. It is generally felt a minimum of sunspots or solar activity results in droughty conditions. Proponents of this theory claim fewer sunspots and consequent droughts tend to run in cycles of 20 to 22 years. They point to the severe droughts of 1934 and 1936 followed by widespread drought in 1954 and 1956, all of which coincided with a decrease in solar activity.

The followers of this theory again saw a return of a minimum of solar activity in the 1970s with the prediction that a severe drought was imminent in the middle 1970s. The dry conditions of the summers of 1974 and 1975 helped convert followers to the sunspot theory and the possibility of a severe drought in 1976.

If we had the ability to look into a crystal ball and see the future, we would know the exact answer. However, every crystal ball I have seen is somewhat hazy, and as a result, it is impossible to predict the future with any degree of certainty. (Perhaps it is just as well we can't see into the future.)

Actually, sunspots have been observed and studied longer in man's history than any other solar phenomena. Despite this, their exact cause is unknown. Research meteorologists have consistently attempted to seek correlations between solar activity and rain forecasts, weather cycle changes, and various weather abnormalities with inconclusive results. It has been said by many experts, "Sunspots will continue to be linked to stock market fluctuations, wars, births, deaths, hurricanes, animal behavior, sports results, and psychological moods."

Your guess is as good as mine as to what our weather will be like the next few months. However, I personally like a private long-range weather forecasting service which says, "A recurrence of the 1934-36 or 1954-56 drought is not likely."

Therefore, if sunspots are inconclusive, perhaps the 1976 onion forecast might be appropriate at this time. The onions were predicting the following rainfall for 1976 . . .

January	---	Average to slightly above
February	-----	Average
March	-----	Average
April	-----	Wet
May	-----	Slightly below
June	-----	Average
July	-----	Average
August	-----	Little below
September	-----	Wet
October	-----	Slightly above normal
November	-----	A little below normal
December	-----	A little below normal

Of course there is no scientific basis for the onion forecast, but who knows, the onions might be just as accurate as hundreds of other weather signs that have been handed down from one generation to the next.

When 1976 draws to a close I hope I can make the statement that rainfall was generous during the growing season and the entire Middle West produced bumper crops. Time will tell.

ELECTED TO BOARD

Mrs. Owen L. Saddler has been recently elected to the boards of the Mutual of Omaha Companies. Wife of the executive Vice President and General Manager of May Broadcasting Company, Mrs. Saddler will serve as director for Mutual of Omaha American Fund, Inc., Mutual of Omaha Interest Shares, Inc., Mutual of Omaha Growth Fund, Inc., and Mutual of Omaha Income Fund. Mrs. Saddler is active in civic affairs concerning herself with the Arthritis Foundation, Omaha Home for Girls, and Joslyn Women's Association and Lutheran General Hospital's Community Development Council.

MAC'S FAX

In the last issue of *The Guide*, we dealt with the early varieties of vegetables to be planted. Now we want to talk about the later plantings and warm weather crops. Of course you can always gamble and plant earlier than these recommendations and if the frost kills it, you can always plant over. If you gamble and win, you are way ahead by having an early harvest.

All the beans listed on page 52 in the catalog are good, but our choice is Contender which is the early bird and first with the most. It yields a big crop almost a week ahead of the others and has straight, stringless, meaty pods about seven inches long. Contender is drought and heat resistant and yields over half again more than the average green bean. Our next choice would be Top Crop which bears long, smooth, meaty pods with a rich dark green color. It is completely stringless and without fiber and makes several big pickings rather than numerous smaller ones. The New Bush Lake with the white seed is also worth a try.

Lima beans are a must in our garden and they are delicious. Our choice is Fordhook Potato Limas, a greatly improved Fordhook type which yields heavily both early and late in the season. It has three to four big, plump beans in each pod and is easy to shell. These are delicious when frozen and used in the winter. Henderson's Baby Lima is a favorite of thousands of gardeners. The pods are flat and contain three to four flat, green beans. Baby limas are a long time favorite for canning. In the pole beans, Kentucky Wonder is an old time favorite and will bear right up to frost. You can often pick a peck from a single vine. This is a strong, vigorous climber and should be planted in the corn or around a tripod of poles for the vines to cling to. Another delicious pole bean is the Speckled Pole Lima or sometimes called the Christmas Lima. It is the finest flavored butter bean with a delicious nutlike flavor. The beans are green first and then develop a reddish splash of color. A good rule of thumb for planting garden beans would be May 1. You would be safe from frost about 99 out of 100 times.

When we talk about sweet corn, I believe it is my favorite vegetable. The big, deep, luscious, tender kernels dripping in butter are food fit for a king. Sweet corn can be planted from mid-June through July. For early corn plant Hybrid Fourth of July or Pride of Canada. Both are very early and about 60 days from planting to table. Both produce big, succulent ears of fine quality sweet corn. Pride of Canada is

about a week earlier than Fourth of July. My favorite of all the sweet corn is the extra sweet varieties. Some people say that they are too sweet, but not for me. The Early Extra Sweet is ready in 70 days and the Extra Sweet is about two weeks later. When you plant both varieties the same day, you have roasting ears for a month. Even when it's ready, it will stay fresh and prime if left on the stalk for a week or more. I like the Extra Sweet kinds because they produce a big, thick, long ear with 14 to 16 rows of yellow kernels on each ear which are tender and sugar sweet. If you can, plant away from other corns to maintain this sugar sweetness. Pick some and refrigerate for 48 hours and it becomes four times as sweet. Then, of course, you must make a planting of Golden Hybrid Iochief. It sets a big yield of ears eight to ten inches long with deep, succulent kernels. Iochief is a main crop variety which is ready in 86 days and a later type corn which is ideal for fresh eating, canning and freezing. In the white sweet corn, don't overlook Hybrid Stowell's Evergreen and Country Gentleman (Shoe Peg). Both are fine white sweet corns.

Tomatoes are another crop that will make you a lot of cheap food and freshly sliced out of the garden are hard to beat. They are easy to can and will taste good all winter. There are many good tomatoes such as Hybrid Surprise which is one of the finest main crop varieties with large, red fruits which are smooth and uniform in ripening. One plant should produce a bushel of fruit. A new tomato that you should give a try is Pink Delight Hybrid. This is a new pink hybrid from the University of Missouri, the same station that developed Hybrid Surprise several years ago. Another fine new tomato is Better Boy which is ready in 66 days. The fruits are firm and meaty with very few seeds and make a fine big crop.

Vine crop cucumbers, squash, pumpkins and melons should be planted May 1 to May 15.

If you grow cantaloupes or muskmelons, be sure and include Crenshaw this year. You will be delighted with the thick, juicy flesh and delicate flavor. These melons usually weigh about 12 pounds each. I just ran across Crenshaw in a hotel in San Francisco years ago, and I just couldn't get enough of it.

Just to mention peppers, the favorite by far is Tokyo Bell which can be set out after the danger of frost.

Sweet potatoes are another crop which are easy to grow and good to eat. We have a new Centennial Sweet Potato which yields a big, early, uniform crop of medium sized sweet potatoes with a bright copper skin and a deep orange flesh.

Have a good day for yourselves, everybody.

RFD 960

By LYNN KETELSEN

Well, it's back to the fields after a long winter full of surprises and disappointments for farmers. The biggest news in the past few months has been the new beef grading standards that are now in effect. Several farm groups spoke out against the new standards saying they are nothing but a detriment to livestock producers, while other groups felt the changes were for the best. Some feel the changes will hurt the cattle feeder because more beef will be graded choice and prime, while those for the changes say it will save the cattleman money because he won't have to feed-out his cattle as long, thus saving money on feed. My reactions are mixed at this time. I feel it's really too early to say what overall effect the new standards will have.

In reaction to the new standards, the NFO pushed for a "cattle marketing vacation" to help sagging beef prices at the time of the installation of the new standards. The NFO blamed the low price of beef to the new beef standards, and felt by holding enough cattle off the market, they would help bring up the lagging prices. No one really can say if the holding action had any effect, however it did bring things out into the open and received widespread publicity.

The number of farm-related meetings has slacked off with the coming of Spring. For a time I was on the road more than I was at home. Bill Bone of the News Department and I traveled to Washington, D.C., with the Iowa Farm Bureau for three days. During that time we met with Iowa's Senators and Congressmen, attended several congressional hearings and met several officials during a visit to the USDA's main offices.

The Farm Bureau tour was more or less designed to let the Congressmen know how that organization felt on several important agricultural issues including packer bonding, price support levels and government embargoes of exports. The trip really gave me a look at just what goes on in the government, and I know all the Farm Bureau members came away with a feeling that they had accomplished something during the visit.

Not long after arriving back from Washington, D.C., I headed for Minneapolis for the annual Land O'Lakes Cooperative convention. Many of the same issues that the Farm Bureau members discussed came up at the meeting, with the overriding issues dealing with problems cooperatives are facing.

During the early part of March, the Iowa Corn Growers convention was held in Des Moines and the weather outlook was the foremost issue on the program. Several theories on why our weather is the way it is were outlined. Those theories include the Sunspot Theory, which says drought occurs in a regular pattern with the intensiveness of sunspots. If that particular theory is correct, the prediction is that 1976 will be a drought year.

Another theory was the Jetstream Theory that says our entire wind system in the world is changing, thus bringing warmer and drier weather into the midwestern United States. There were other predictions for this year's weather outlook, most of them are calling for a drought. Supporters of all the different weather theories do admit they are only educated "gueses", and all agree that no one really knows what the weather will do. Let's just hope the weather forecasters are wrong. We sure need a good crop year!

The National Farm Institute was again held in Des Moines this year at Adventureland Park. They had one of the best programs in the history of the Institute which included several former Secretaries of Agriculture and a face-to-face discussion which featured Iowa Farm Bureau President, Dean Kleckner, NFO President, Oren Lee Staley, and the President of the National Farmer's Union Tony DuChant.

Besides the larger state and national meetings, there have been several local meetings including a Farmer-Merchant dinner at Villisca at which Ken Fulk, Secretary of the Iowa State Fair and now a candidate for Congress in Iowa's Fifth District was the featured speaker. And a new member farm bureau meeting at Clarinda where Lyle Borg of the Iowa Farm Bureau spoke.

Now we look ahead to spring and summer. The outlook for prices for both corn and soybeans right now really depends on the export situation. Officials of the American Soybean Association say the palm oil situation is a much larger problem than most people realize. Production is at an all time high, with production costs for palm oil much lower than soybean oil. The officials say quality-wise soybean oil is much better, but say the last soybean embargo shut off a lot of our export markets overseas. On the bright side, however, the latest planting intention report says soybean acreage will be down over 10 per cent, which may eventually help bring prices back up. That same report says corn acreage should increase; however experts are saying corn prices should recover some in the next few months.

ON SPORTS

By "MAC" McDONALD

The basketball season is over, and Warren decided it was time I added my "two cents" worth to The Guide. Before he left to attend the State Athletic Directors meeting in Des Moines, he informed me that KMA Radio covered over 150 basketball games during the 1975-76 season. Now I know why he wanted me to write this . . .

I lived in Des Moines for 18 years, and not once did I go to the Girls' State Basketball Tournament, and I only watched one boys' game from the auditorium. (That was because my high school was playing in the tourney.) I can now say that I'm sorry I never had the chance to be there during all the excitement. We arrived in Des Moines on a Monday night, the night before the opening rounds of the girls' tournament and to say the least, I was ready. This was the first time I had ever broadcast a basketball game with 10,000 screaming fans. All the elements of a major sporting event were present . . . the fans, the banners, the press, the celebrities, everything. It was a great event. Warren was able to interview Ara Parseghian, we got to talk to the music man himself, Meredith Wilson, and we even had the opportunity to have lunch with Denise Long, the Union-Whitten star of the late sixties. So all in all, the girls' tourney was fun and interesting. I'll never forget it.

When the Boys' Tournament rolled around the next week, Warren and I were wondering if the season was ever going to end. People might think it's easy to do 4 or 5 games a day, but it really isn't. The wear and tear of having to concentrate on names, numbers, averages, heights and so on starts to show on a person. I had to laugh on several occasions because Warren would always pick the games he wanted to broadcast . . . after all, that's his job. Well, 9 times out of 10, he would get the 20 and 25 point spreads and lopsided victories, and I would end up with the two and three pointers and the overtimes. Warren says just his luck. The one comment I made to several people was I felt that after the girls leave Vets Auditorium, the boys tournament is anticlimactic. Some people thought the way I did, but others didn't. Both tournaments were . . . well something to see. In Iowa, basketball is a big sport, and people in the state, whether they like athletics or not are becoming "basketball lovers." The way the two tournaments were played, officiated, and organized showed me one thing . . . basketball played in the midwest has got to be the best in the union, Iowa is just one reason why.

Send your Mother The KMA Guide for one year — only \$1.00, six issues.

BASEBALL ROYALS UNDERWAY ON KMA

After some hesitation and much discussion, baseball players and owners resolved their differences and the season started on schedule. Royals baseball which began in April continues on KMA Radio.

The May-June schedule as it can be heard on KMA is as follows:

May 1	— 7:30 p.m.	— New York
May 2	— 1:30 p.m.	— New York
May 4	— 6:30 p.m.	— Boston
May 5	— 6:30 p.m.	— Boston
May 7	— 6:30 p.m.	— Baltimore
May 8	— 6:30 p.m.	— Baltimore
May 9	— 1:00 p.m.	— Baltimore
May 10	— 7:30 p.m.	— Minnesota
May 11	— 7:30 p.m.	— Minnesota
May 12	— 7:30 p.m.	— Minnesota
May 13	— 7:30 p.m.	— Chicago
May 14	— 7:30 p.m.	— Chicago
May 15	— 7:30 p.m.	— Chicago
May 16	— 1:30 p.m.	— Chicago
May 17	— 7:30 p.m.	— Texas
May 18	— 7:30 p.m.	— Texas
May 19	— 7:30 p.m.	— Oakland
May 20	— 7:30 p.m.	— Oakland
May 21	— 8:00 p.m.	— Minnesota
May 22	— 1:15 p.m.	— Minnesota
May 23	— 1:15 p.m.	— Minnesota
May 24	— 7:35 p.m.	— Texas
May 25	— 7:35 p.m.	— Texas
May 26	— 7:35 p.m.	— Texas
May 27	— 7:35 p.m.	— Texas
May 28	— 9:30 p.m.	— California
May 29	— 7:00 p.m.	— California
May 30	— 3:00 p.m.	— California
May 31	— 3:15 p.m.	— Oakland
June 1	— 10:00 p.m.	— Oakland
June 2	— 10:00 p.m.	— Oakland
June 4	— 7:30 p.m.	— Milwaukee
June 5	— 5:00 p.m.	— Milwaukee
June 6	— 1:30 p.m.	— Milwaukee
June 7	— 7:30 p.m.	— Detroit
June 8	— 7:30 p.m.	— Detroit
June 9	— 7:30 p.m.	— Detroit
June 10	— 7:30 p.m.	— Baltimore
June 11	— 7:30 p.m.	— Baltimore
June 12	— 1:30 p.m.	— Baltimore
June 13	— 1:30 p.m.	— Baltimore
June 14	— 7:00 p.m.	— Detroit
June 15	— 7:00 p.m.	— Detroit
June 16	— 7:00 p.m.	— Detroit
June 18	— 6:30 p.m.	— Cleveland
June 19	— 6:30 p.m.	— Cleveland
June 20	— 1:00 p.m.	— Cleveland
June 21	— 7:30 p.m.	— Chicago
June 22	— 7:30 p.m.	— Chicago
June 23	— 8:05 p.m.	— Texas
June 24	— 8:05 p.m.	— Texas
June 25	— 7:30 p.m.	— California
June 26	— 7:30 p.m.	— California
June 27	— 1:30 p.m.	— California
June 28	— 8:00 p.m.	— Minnesota
June 29	— 8:00 p.m.	— Minnesota
June 30	— 8:00 p.m.	— Minnesota

"And they lived happily ever after."



Mr. and Mrs. Edward May are shown above with their attendants, Mr. and Mrs. J. D. Rankin, Jr., and Catherine Petty, now Mrs. Thomas Shoop. Below are shown Mr. and Mrs. Henry Schroor.



That phrase, "And they lived happily ever after," always brought the reader of the fairy tale to a satisfactory ending. Unfortunately, the endings to many marriages appear to be in the divorce courts as recent government statistics reveal. KMA staffers, however, strongly refute those statistics when you figure that "Mac" McMannama and his wife, Del, will celebrate their 40th wedding anniversary on June 21 and Ed and Eleanor May will observe number 34 on June 19, while "Andy" and Joanne Andersen count 26 years together on Aug. 12.

With the wedding of Lynn Ketelsen of the KMA farm department and Mary Lohmann on April 3, nuptial day reminiscences were recalled by his fellow workers, some humorous, some not for print but most sentimental.



Looking over the wedding pictures of KMA personalities, it is obvious that styles in clothing change over the years, notice particularly the headgear for the brides.

While a student at the University of Nebraska, Ed May looked through the student directory where he spotted the name of a Red Oak girl, Eleanor Jean Petty. Thinking he may have met a girl from so close to home, he called her up and made a "coke" date. Whether he used that "line" on Eleanor or not, the date eventually led to their marriage in Red Oak in 1942 at the home of her uncle and aunt, Mr. and Mrs. Charles Miller, who reared Eleanor. Not many newlyweds are accompanied by their attendants on their honeymoon but that's what happened to the Mays. Ed's brother-in-law and sister, Mr. and Mrs. J. D. Rankin, Jr., who were the best man and matron of honor, traveled at least on the same train to New York City where both men attended a seed trade convention.



Carl "Andy" Andersen, KMA Station Manager, remembers 1950 as the year for two outstanding acquisitions in his life. He was working in Armstrong, Iowa, when he met the new "school marm," Joanne Shaw, who was originally from Shenandoah. They married later that year on August 12 in the Baptist Church in Shenandoah. That same year he also acquired a badly needed new tank truck for his oil business.

Mike Goodin, Operations Director and Program Manager, knew the Haidsiak family at Schaller, Ia., well. As a boy he worked on various farms in the area including the Haidsiak farm and went to school with the Haidsiaks. Later he dated the older Haidsiak daughter but eventually married her sister, Jackie. Their wedding took

Mr. and Mrs. Carl Andersen (above)

Mr. and Mrs. Mike Goodin (at left)

place Aug. 21, 1968 at the First Presbyterian Church in Schaller with their sister and brother, Dottie Haidsiak and Bill Goodin, as attendants. On their first date, Mike said, Jackie had to clean his coat where a bird spotted it. One of the popular songs they remember from their courtship is "There I've Said It Again."

Associate News Director Bill Bone met his bride, Nan Tiehen, at Northwest Missouri State University at Maryville where both were students. Married June 15 at St. Elizabeth's Catholic Church in Kansas City, they took a wedding trip to Colorado. Nan commuted to Hamburg to teach in the elementary the first year they were married but joined the Shenandoah system this past year.

Named to escort one of the candidates for "Tower Queen" at Northwest Missouri State University at Maryville, Gaylord "Mac" McDonald ended up marrying her. The nominee, Frances Brown was in the women's auxiliary of "Mac's" fraternity. Frances, called Francie, taught one year while "Mac" completed his college degree. Their marriage took place at Kansas City Grace Baptist Church but their honeymoon was cut short so "Mac" could be best man at a friend's wedding in Spencer, Ia.

A blind date brought announcer, Henry Schnoor of Hastings and Edith Blackman of Malvern together. That double date with mutual friends consisted of attending a show in Omaha. Their wedding was solemnized June 6, 1964 at Malvern Methodist Church.

When a cute young girl came to KICD at Spencer to audition as a musician, she caught the eye of Merle Douglas who was working at the radio station. That

Mr. and Mrs. Bill Bone
(above)

Mr. and Mrs. G. "Mac"
McDonald (at right)



was way back in 1943 and by the following year, June 16, 1944 to be exact, they exchanged wedding vows in St. Louis where Doug had gone to work at KMOX.

Richard McConahay and Brenda Kay Crow's courtship almost stopped before it began. In fact Rich stood up Brenda on their first date, but since Brenda's Dad had done the same thing to her Mother, she decided to give Rich another chance. That chance didn't come along until a year and half later, and even though Rich was an hour late (he overslept!) he did make it. Fortunately, things went much smoother after those first two dates, and 10 months later Richard and Brenda were married on May 6, 1972 at the First United Methodist Church in Clarinda. That year, Brenda remembers the Carpenter's recording of, "We've Only Just Begun" was popular.

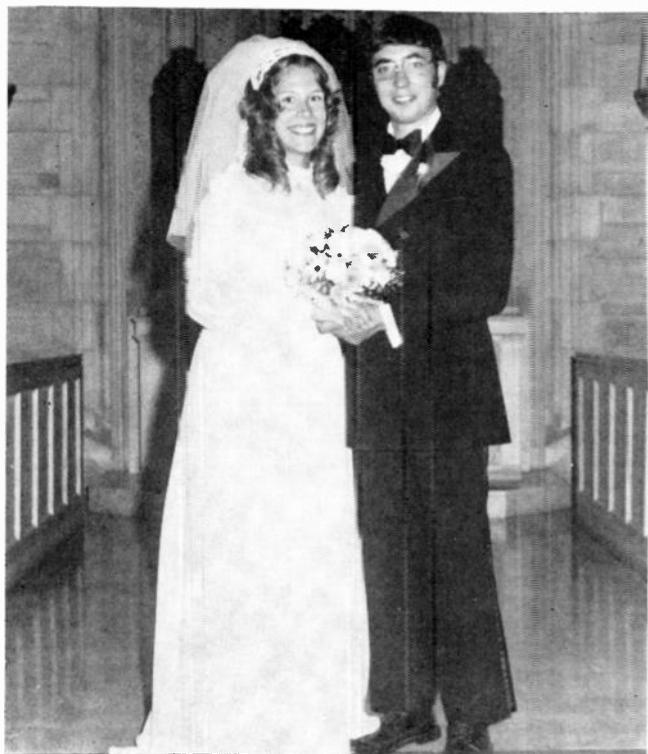
It wasn't exactly "love at first sight" but we seemed to gravitate toward each other and here we are" is the way Steve Hoefing told of his romance with Linda Smith. They had a class together at Iowa State and were introduced by a high school friend of Steve's. They were wed Sept. 2, 1972 at the Kenilworth, Ill., Union Church with Steve's brother, Merle as best man, and Linda's college roommate, Mrs. Diane Handley, as her honor attendant. Some of the songs they recall from college days are "We've Only Just Begun," "First Time Ever I Saw Your Face" and "Wedding Song."

Since they grew up in the same area, the McMannamas have known each other most of their lives. "Mac" is from Clarinda and his wife, Del from Blanchard.

the McMannamas or Doug- (No picture was available of lases.)

**Mr. and Mrs. Richard
McConahay (above)**

**Mr. and Mrs. Steve Hoefing
(at right)**



A MEMO

From **BRENDA KAY**

Blooming daffodils and magnolia trees, birds nesting, trees and bushes greening, and spring housecleaning beckoning (ugh!) are all signs to me that spring has indeed sprung. Though winter in Southwest Iowa was not as severe as many, I was still ready for warm, sunny days. Rich and I have big plans for improving our yard, but how much we'll actually accomplish remains to be seen! Usually our ambitions and desires must compete with our budget, and usually the budget wins! But at least we hope to add two trees and several flowers to our yard. And Rich will continue in his untiring attempt to get grass to grow in those stubborn bare places on our lawn.

A real highlight in my springtime activities is always the Mother-Daughter Banquet that my church circle sponsors annually. This year the theme was "Bicentennial Belles" with the program centering around the women of our heritage, both of our country and our United Methodist Church in Clarinda. The menu was delicious too. We served ham loaf, baked potatoes, broccoli casserole, candied apples, rolls and butter, and Bundt cake for dessert. I imagine that your church may be involved in similar activities, and it would be interesting to hear about some of your dinner menus and program themes.

Do you remember the Summertime Dessert Recipe Contest that KMA sponsored last spring? Last summer I printed in the Guide the first and second place winners, so now I'm sharing with you the third, fourth and fifth place winners. I know these recipes will enhance your spring and summer entertaining. Happy Spring!

FROZEN DESSERTS

CRUNCHY ICE CREAM (3rd)
(Sharon Quee, Clarinda)

- 1 stick butter or oleo
- 2 c. oatmeal
- ½ c. brown sugar
- 1 c. black walnuts
- 1 c. caramel sauce
- ½ gallon vanilla ice cream

Combine butter, oatmeal and sugar. Spread mixture on cookie sheet and place in 350° oven until browned (about 15 min.) While this is in oven, place jar of caramel sauce in hot water to warm. When cool, sprinkle ¼ of oatmeal mixture in a 13x9 in. pan. Sprinkle chopped nuts over first mixture. Drizzle caramel sauce over nuts. Spread ice cream on top of sauce; add re-

maining crumb mixture and place dessert in freezer till ready to use.

* * *

RAISIN-NUT FREEZE (4th)
(Madelyn Cahill, Clarinda)

- 12 graham crackers — put in plastic bag and break with hands

Grind:

- ¼ c. drained maraschino cherries
- ¼ c. nut meats
- ½ c. raisins

Mix ground mixture with crackers. Add 1 T. peanut butter. Spread half of mixture in ice cube tray lined with wax paper. Spread 1 qt. vanilla ice cream over mixture. Cover with remaining mixture. Freeze several hours.

* * *

FROZEN STRAWBERRY PIE (5th)
(Artis Clymens, Hopkins, Mo.)

- 1 can sweetened condensed milk
- 4 eggs, beaten
- 1 lb. sifted powdered sugar
- 1 tsp. vanilla
- ½ tsp. burnt sugar flavoring

Combine in double boiler and cook and stir over low heat till thickens. Cool. Prepare 3 c. vanilla wafer crumbs and place in buttered 9x13 inch pan. Spoon cooled mixture over crumbs. Sprinkle 1 c. chopped English walnuts evenly over top of filling. Drain well 2 pkg. (10-oz.) frozen strawberries and place over nuts. Whip 2 c. cream and spread over top. Wrap pan in foil and freeze. May substitute pineapple or raspberries for strawberries.

* * *

REFRIGERATOR DESSERTS

STRAWBERRY MALLOW PIE (3rd)
(Mrs. Minnie Zietlow, Greenfield, Ia.)

Crust:

- 1 c. biscuit mix
- ¼ c. margarine
- 3 T. boiling water

Combine ingredients and stir vigorously until light and fluffy and dough forms ball and leaves bowl. Pat with hands into 9 in. pie pan or put in 9x9 in. pan. (Cuts 8 big pieces) and bake in 450°, 8-10 minutes.

Filling:

- 32 large marshmallows
- 1 c. crushed pineapple (8¾ oz.)
- 1 tsp. almond extract
- 2 c. sliced strawberries (fresh)
- 1 large container of refrigerated whipped topping

In double boiler melt marshmallows, pineapple (include juice) and almond extract. Cool until partially thickened and fold in strawberries, whipped topping. Put in shell. Chill at least 4 hours before serving. Garnish with whipped cream and strawberries. Note: you may want to reduce the amount of flavoring to ½ tsp.

BUTTERSCOTCH CRUMB (4th)

(Mrs. Ray O. Wolf, Rock Port, Mo.)

- 1 c. sifted flour
- $\frac{1}{4}$ c. brown sugar
- $\frac{1}{2}$ c. margarine

Mix until crumbly and pat in 9x9 pan. Bake 15 minutes at 400°. Cool and crumble and put in flat baking dish. Reserve $\frac{1}{4}$ c. crumbs.

FILLING

Dissolve 1 envelope unflavored gelatin in $\frac{1}{4}$ c. cold water

In double boiler put

- 1 c. brown sugar
- 1 c. milk
- 3 egg yolks
- 2 T. margarine

Combine sugar and milk and heat, slowly add beaten yolks. Cook till it coats spoon and add gelatin. Cool. Beat 3 whites, add $\frac{1}{4}$ c. sugar and fold in cooled custard. Pour custard (cooled) over crumb mixture and sprinkle with reserved $\frac{1}{4}$ c. of crumbs. Let stand at least 4 hours or overnight in refrigerator.

* * *

CARIOCA CUPS (5th)

(Mrs. L. C. Bos, Clarkson, Ne.)

- 1 6 $\frac{1}{2}$ -oz. pkg. (4 c.) miniature marshmallows
- $\frac{1}{4}$ tsp. salt
- $\frac{1}{4}$ c. milk
- 2 tsp. instant coffee powder
- $\frac{1}{4}$ tsp. cinnamon
- 1 c. whipping cream, whipped
- 1 6-oz. pkg. (1 c.) semi-sweet chocolate pieces
- 8 sponge cake dessert cups
- 1 c. finely chopped English walnuts

Combine marshmallows, salt and milk in top of double boiler. Cook and stir over boiling water till marshmallows melt. Remove from heat; stir in chocolate pieces, coffee powder and cinnamon. Fold $\frac{1}{2}$ c. chocolate mixture into whipped cream; cover and chill. Frost sides and top edge of dessert cups with remaining chocolate mixture; roll in chopped nuts; spoon in cream filling; chill. Makes 8 servings.

* * *

BAKED DESSERTS

APPLE PIE DESSERT (3rd)

(Judy Anderson, Humboldt, Ne.)

Bake at 375° for 30 to 35 minutes. Serves 12 to 15. Melt . . . $\frac{1}{2}$ pound (about 28) light colored candy caramels with $\frac{1}{2}$ cup evaporated milk or light cream over boiling water, stirring occasionally. Keep over hot water. Sift together . . . 3 c. sifted flour, $\frac{1}{4}$ c. sugar and 1 $\frac{1}{2}$ tsp. salt into mixing bowl. Cut in $\frac{1}{2}$ c. butter until particles are fine. Blend . . . $\frac{1}{4}$ c. cooking oil with 1 unbeaten egg and $\frac{1}{4}$ c. cold water until smooth and creamy. Add . . . to dry ingredients. Stir until mixture holds together. Form into a square. Roll out . . . on un-

greased 18x14 inch sheet of heavy duty aluminum foil to 17x12 inch rectangle. Fold edge to form a standing rim; flute. Fold foil up around pastry to make a pan. Place on cookie sheet. Place Apple Filling in pastry-lined pan. Drizzle caramel sauce in strips over apples. Spoon Cheese Topping between two rows of caramel sauce. Sprinkle with $\frac{1}{3}$ c. walnuts, chopped. Bake . . . as directed until lightly browned. Serve warm or cold.

APPLE FILLING

Combine 6 cups pared, sliced apples (about 6 medium), 1 cup sugar, $\frac{1}{3}$ cup flour, 2 tsp. grated lemon rind and 2 to 4 T. lemon juice in bowl. (Note: When apples are juicier, cook filling until thickened before turning into pastry-lined pan.)

CREAM CHEESE TOPPING

Cream 1 cup (8 oz. pkg.) cream cheese, 1 unbeaten egg and $\frac{1}{3}$ cup sugar until fluffy and smooth.

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BARNEY GOOLES (4th)

(Debra Booker, Clarinda, Ia.)

Preheat oven 300°.

- | | |
|----------------|--------------------------------|
| 4 eggs | 2 tsp. baking powder |
| 1 c. sugar | $\frac{1}{4}$ tsp. salt |
| 1 tsp. vanilla | $\frac{1}{2}$ c. boiling water |
| 1 c. flour | |

Separate eggs, saving 1 yolk for frosting. Beat together 3 egg yolks, sugar and vanilla till creamy. Sift together dry ingredients and add to creamed mixture alternately with $\frac{1}{2}$ c. boiling water. Fold in stiffly beaten egg whites. Pour in 13x9x2 inch pan lined with wax or brown paper. Bake in mod. oven for 30 min. at 300°. When cool cut into bars 1x2 in. Cover with frosting and peanuts.

FROSTING

- $\frac{1}{2}$ c. softened marg. or butter
- 1 $\frac{1}{2}$ c. powdered sugar
- 1 egg yolk
- 1 tsp. vanilla
- 1 12-oz. can peanuts

Cream all together and frost 3 sides and ends of bars and roll in finely chopped peanuts. (If frosting is too thick add milk or cream.) Yields 24 or more bars.

Radio people in their constant effort to give listeners the most current information keep up to date on the industries that affect radio production. They do so by attending seminars, clinics and conventions whenever their schedules allow. For that purpose, KMA's Music Director **DON HANSEN** and **MIKE GOODIN**, Operations Director and Program Manager, attended the first annual Five State Communication Conclave held in April in Minneapolis. About 53 radio staffers heard representatives from the music industry explain the record business, who buys, why they buy and where the buyers hear the record first.

PINEAPPLE TORTE (5th)

(Mrs. Charles M. Smith, Red Oak, Ia.)

- 1/4 lb. graham crackers, roll fine
- 1/2 c. sugar
- 2 tsp. cinnamon
- 1 c. butter

Mix together until crumbly and press in 9x13 pan lightly, pressing on sides too. Reserve few crumbs for top.

CUSTARD

- 3 T. cornstarch
- 1/2 c. sugar
- 5 egg yolks, beaten
- 1 can (20 oz.) crushed pineapple
- 2 c. boiling water

Mix cornstarch, sugar, egg yolks and pineapple together. Add 2 c. boiling water. Boil until thick, stirring constantly. Pour into graham cracker crust. Set aside.

- 5 egg whites
- 1/2 c. sugar

Beat egg whites stiff with sugar. Put on top of custard. Sprinkle few crumbs on top. Brown in 350° oven 20 minutes.

MARSHA BROYLES and husband, **TERRY** rode with the Nishna Valley Saddle Club on its annual Ride for Crippled Children which took place the weekend of April 10th. The Saddle Clubs from southwest Iowa joined other clubs in Des Moines for a banquet, which closed their ride for funds.



Information about the Alcohol Assistance Agency in Atlantic was the topic when "Living Today" hostess, **Brenda Kay**, interviewed **Mary Lloyd**, Alcoholism Therapist of that Agency.

News Director **NED DERMODY** spent a few days at Kearney, Ne., attending the Nebraska Broadcasters Association meeting held in conjunction with SDX fraternity.



KMA Women's Director Brenda Kay represents Page County on the recently formed volunteer Advisory Board for the new Planned Parenthood Center in Red Oak, which serves a six county area. Other members of the Advisory Board shown in the picture with **Brenda** include: (1 to r) 1st row, **Dr. K. D. Rodabaugh**, Fremont County; **Marney Beemer**, Adams County; **Irene McManigal**, Mills County; and **Sally Kelker**, counselor. 2nd row, **Kenneth Guthrie** and **Jane Herbold**, Montgomery County; **Linda Jensen**, R.N. and **Brenda**. Members not pictured include **Mary Shoop**, Mills County; **Annabelle Lisle**, Page County; and **Barbara Anderson**, Taylor County.

FEEDBACK

By NED DERMODY

VINICULUM MATRIMONII (Faire Les Yeux Doux)

All of those handsome pictures in this edition of the Guide is an open invitation to a column of one liners, fit for Henny Youngman:

TAKE MY WIFE, PLEASE!

I have often wondered if a man realizes what he is doing for the economy when he asks for the hand of a woman. (They do still do that don't they?) Those four simple words set in motion a well oiled machine.

MATRIMONY IS A PROCESS BY WHICH A GROCER ACQUIRES AN ACCOUNT THE FLORIST HAD.

The poor guy knows what he wants. He has no idea what will be happening to him. The blood tests, the license, the Minister or Judge are all required by law. The requirements of custom and tradition begin where the law leaves off. The man can survive this onslaught of tradition if he just relaxes and rolls with the punch . . . and the cake, the clothes selection, the pattern selection and the relatives. The poor girl is required to go through a gantlet of events that would surely send the strongest man to the showers.

A MAN NEVER KNOWS THAT A WOMAN HAS ANY OLD CLOTHES, UNTIL HE MARRIES HER.

Come to think of it, the girl does go to showers . . . many times. All kinds of showers and receptions and mini-parties. The pressure must be terrific. But look what it does for the economy! Why, without weddings our jewelry stores would be reduced to selling wrist watches and mood rings. Samsonite would lose 40 percent of its business and those fellows with the big cameras would be reduced to school pictures and department store photography. Rice sales would plummet, old shoes would have to be actually thrown away, and six million pennies would be placed back in circulation.

IF YOU WANT TO KNOW HOW YOUR GIRL WILL TREAT YOU AFTER MARRIAGE, JUST LISTEN TO HER TALKING TO HER LITTLE BROTHER!

Ah, and after the wedding and the reception, then begins true bliss. For better or for worse, the couple will be welcomed with open arms by realtors, insurance salesmen, furniture stores, hardware stores, and grocery stores. Emerson knew what he was talking about in saying: "When a man meets his fitting mate . . . society begins."

Those beautiful pictures. Look at them carefully. Both people. The poets knew, centuries ago, the difference between endearment and marriage. Shakespeare said: "She's beautiful and therefore to be woo'd; She is a woman and therefore to be won."

He also said: "Hanging and wiving goes by destiny." R. Burton said that "Blessed is the wooing that is not long a-doing." Conversely . . . "One was never married, and that's his hell; another is, and that's his plague."

Viniculum Matrimonii is essential to our very existence. We are a totally couple-oriented society and our mores demand pairs. But, like everything else there is an opposite factor. Separatio a mensa et thoro . . . Separatio a vinculo matrimonii. Jane Austen claimed that "It is a truth universally acknowledged that a single man in possession of good fortune must be in want of a wife." Parnell said that divorce is "the public brand of a shameful life" and Guichard called "Divorce: the sacrament of adultery." Hmmm!

We live in confusing times . . . reading and hearing confusing things about our way of living. Yet, some things should be left alone. We could well solve some of our own problems. Look at those pictures again. Those people are leading well ordered and productive lives, and the man is probably a lot happier than he looks in the picture. Men will deny it, but they like being married . . . and to one woman. Menander said: "Marriage is an evil that most men welcome." Perhaps. Balzac was more accurate in saying that "It is as absurd to pretend that one cannot love the same woman always as to pretend that a good artist needs several violins to play a piece of music."

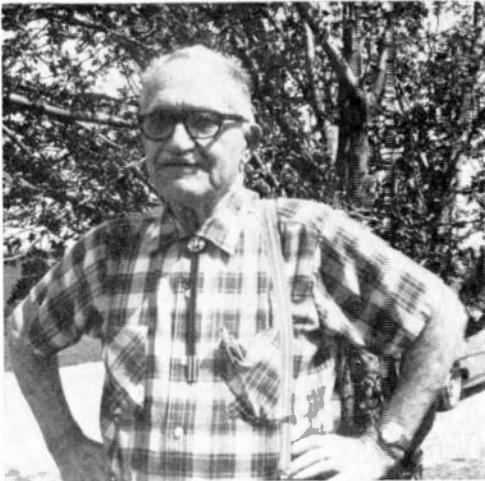
The one person that was most correct however, is the oldest. Ovid: "Si qua vobis apte numero nube pari."

IF YOU WISH TO MARRY WELL, MARRY AN EQUAL!



That bright eyed happy baby is Sunday announcer Henry Schnoor's young son, Darren, now six months old. Holding her little brother is seven-year-old Denell Schnoor.

For FOCUS '76, Associate News Director Bill Bone interviewed former American Field Service student, Elgin Bermudez (at right). Elgin who is now an officer in the merchant marine sails on an American line which does business under the Liberian flag. He lived in Shenandoah with Mr. and Mrs. Francis Braley and went on to study for seven years in Spain to become a sea captain. Focus '76 can be heard evenings at 5:53 p.m.



This picture of retired KMA radio personality Frank Field was taken on his 82nd birthday April 6. He went out in his yard to stand in front of a crab apple tree that was almost ready to bloom. Frank and his wife, Jenny, are in fairly good health and were making plans to go out to dinner that evening with their son and daughter-in-law, Mr. and Mrs. John Field of Hamburg to celebrate the birthday. Many KMA listeners remembered Frank with cards.

Morning Announcer Merle Douglas claimed he put on weight while his daughter, Mrs. Don Parnell visited him this spring. (Pictured) He thinks his younger daughter, Valerie, who came from her home in Springfield, Mo., has developed into a great cook, and he has the pounds to prove it. Later in the spring, Doug went down to Springfield for a weekend.



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JAN



NEW GARDEN CENTER OPENS IN SHENANDOAH



The new Earl May Garden Center in Shenandoah located on Highway 59 opened in March. The picture above is the architect's drawing. "Flagship" of the company's operation this new structure replaces the old garden center on the first floor of the Earl May home office building. The new building is 54 by 80 feet with a 30 by 80 foot patio and a nursery sales area 80 by 100.

Darrell Jones is the manager. He is assisted by Evelyn Swanson and Jim Bremer and during the busy spring season by seven other employees. Hours at the new center during this season are 8 a.m. to 6 p.m., weekdays, except for Thursday which is 8 a.m. to 9 p.m. Saturday hours are 8 a.m. to 5:30 p.m. and Sundays 12:30 p.m. to 5 p.m.

There are a total of 48 Earl May Garden Centers in Iowa, Nebraska, Missouri, Kansas and South Dakota.

The Shenandoah Chamber of Commerce held a morning coffee March 31 at the new Center attracting a large crowd estimated at several hundred.