

The  
**KMA GUIDE**

May-June, 1972



## IN MEMORIAM

### DENNIS D. BOLDRA

Born Oct. 18, 1928  
Died March 17, 1972

### ESTHER BURRICHTER

Born Jan. 12, 1915  
Died April 12, 1972

Deepest sympathy is extended from May Broadcasting, KMA Radio Station and the KMA Guide staffs to the families of Dennis Boldra who had been a salesman for KMA for almost four years and of Esther Burrichter who was the wife of KMA Chief Engineer Don Burrichter.



# The KMA Guide

MAY - JUNE, 1972

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For story about cover picture, turn to page 7.

## Chris Rowan To Wed Soon

August 27th is the date chosen by Chris Rowan, KMA Continuity writer, and her fiancé, Jim Stewart, for their wedding. They will be married at the Coin Methodist Church.

Chris who began her duties with KMA last August is the daughter of Mr. and Mrs. Harold Rowan of Coin, Ia., and Jim's parents are Mr. and Mrs. Ronald Stewart of Braddyville.

She is a graduate of Gard Business College in St. Joseph, Mo., and he is finishing his junior year at Central Missouri State College at Warrensburg, Mo., and plans to study law after graduation.

The young couple will reside in Warrensburg.

## A Bit of Nostalgia

After 30 years of silence, the old steamboat whistle originally mounted on the Iowa Power and Light building in Shenandoah will be heard again.

Built in the 1930s at the order of the late Frank Anshutz, jeweler in the town who recalled the steamboat whistles of his youth, the whistle was discovered in 1966 in storage by L. E. Nye, city water superintendent, who with Joe Howard and John Gowing of Shenandoah got the whistle converted to air pressure. When the Eaton plant was constructed in Shenandoah, the men applied for and received approval to install the whistle atop the plant building.

Once again Shenandoahans may hear the whistle marking the beginning of another working day, although the schedule for its blowing has not yet been set.

Associate News Director Tom Taylor made a tape recording of the whistle blast which was sent to its 81-year-old maker, Luther Chapman of Portsmouth, Ohio. Chapman also drew up instructions for converting the whistle from steam to air pressure.

(Sentinel Photo)

# A Chat With Edward May



I have several things to write for this edition of the Guide . . . first of which is to congratulate those students who are about to graduate whether from high school or college. Graduation occurs every spring and is a very important occasion for those who have achieved this educational goal. Graduation this year will mean more at our house as Eddie will be one of the high school graduates — the last of our three children to do so. It is difficult for me to realize that Eddie is about to finish high school, and all I can say is, "My, how those school years flew by!" I know our house will seem unusually quiet this fall when Eddie leaves for college.

## WATER WITCHING

Another subject I want to touch upon is "water witching." I know most of you have heard of it and more than likely the words bring a skeptical expression to your face. I do not pretend to be an expert on witching; however, several years ago I did

a little experimenting with the use of a "divining rod," primarily for my own amusement. Frankly, I hadn't thought about the subject for quite some time. However, recently a farm friend called and said he was desperate for water and asked if I would cut a "stick" and drive to his farm and attempt to find a location where the "stick" would react. (A reaction presumably indicates the possibility of water below the spot where the "stick" dips forward and down.) This is the point where people shake their heads and say, "Don't expect me to believe that you can locate water by using a stick of some kind." No one that I know has ever given a sound explanation as to why a "witch stick" reacts to water, but if the truth were known, I wouldn't be surprised if a high percentage of the farm wells in this part of the country that were put down 50-75 years ago were "witched" by someone using a willow, peach, cherry or some other wood.



The picture on this page shows Andy Anderson and me using a "witch stick." We felt a rather strong pull or reaction, and the well digger—though a nonbeliever in water witching—was of the opinion the site showed considerable promise. I am sorry to report the results were not favorable. At 75 feet the well driller hit rock. There was about a foot of water or so, but not enough to warrant the expense of completing the well. I'll never know, but I will always be curious as to whether there might be water below the rock at the 75-foot level.

## FRANK COMMENTS



*By Frank Field*

On Thursday morning, April 6, I took my 7:15 program on KMA as usual, and when I had finished with the weather — about 7:25 — I started answering questions sent in by listeners in letters. I didn't know anything about it until a couple of hours later, but about that time Ed May cut in on my program and told the listeners that on that day I was celebrating my 78th birthday, and suggested that the listeners might like to have a surprise birthday card shower on me. The result was almost unbelievable. The first day's mail brought over 750 cards and the second day brought about 350 more. The next day brought 42 more.

The picture on this page shows the first day's cards opened, out on the desk, with

the second day's mail still in the envelopes unopened, on the end of the desk. At the end of the fifth day, the total count was 1,228, and they still came stringing in. They came from all over Iowa, Missouri, Nebraska and Kansas, which shows that KMA still does get out fairly well. Iowa, of course, produced the largest number, with Missouri a close second, with quite a few hundred from Nebraska, and a very respectable number from Kansas — especially the northeast corner of the state. In addition to selecting and sending a congratulatory card, about half of the folks either filled in a blank page of the card with a letter or, as many of them did, wrote two, three or four pages of letter and included it with the card. You can well understand that I haven't been able to get much done for the past few days for reading the mail. In fact, some of them I have read over three or four times.

Some of the older listeners said that they have been listening to me ever since my first program, which, incidentally for the record, was on August 6, 1926. Also, for the record, my first program on KMA was on April 20, 1940.

Both Jennie and I have enjoyed surprisingly good health this winter with one exception. Jennie picked up the three day flu the day after my birthday, but the modern antibiotics got her back on her feet and had it under control very shortly. Outside of that, neither one of us has even had a cold in the past year. No, we haven't been fishing yet this spring, but by the time you are reading this I think we will probably have some fish stories to tell, with the necessary pictures to prove them.





# On Sports

The Kansas City Royals will move into their magnificent new home sometime this season. Royals Stadium is the baseball half of the ultra-modern twin sports structure known as the Harry S. Truman Sports Complex. The 40,589-seat facility was planned strictly for baseball. Royals Stadium combines the best features of present stadiums plus displaying some dramatic new dimensions. Among the most talked about features are a \$2 million scoreboard, a \$1,500,000 stadium club, a \$750,000 water spectacular and an impressive two-level press box and press club. Foremost, of course, are the advantages offered to players and spectators. The players will perform on the first American League diamond to be covered totally with a synthetic turf. Only the pitching mound, home plate, and sliding areas will be dirt. Fans will enjoy many features of Royals Stadium. Two circular ramps and four escalators will make seats easy to reach. Every seat will point towards second base and have a completely unobstructed view of the diamond.

The scoreboard located in center field towers 12 stories and takes the form of the Royals crest. In addition to the normal game information it will present spectacular animations. When one of the Royals hits a home run a facial likeness of the batter will appear on the scoreboard. At the same time, huge balls on the crown light up and perimeter lights encircle the entire scoreboard several times giving the effect of a giant fireworks display. The water spectacular which is 322 feet wide stretches primarily from center to right field. One jet of water which can reach seven stories high, responds to the cheers of spectators, rising as the cheers grow. Another gyrates wildly to a height of 70 feet with each Kansas City home run coordinating with the scoreboard. The stadium club is located on the third base side and overlooks the entire playing field. The club has four tiers for diners, each with an unobstructed view. Total seating capacity is 600. Left behind when Royals Stadium is completed will be Municipal Stadium which hosted its 49th season in 1971.

## NAMED TO OFFICE

At the Boys State Basketball Tournament, I was voted secretary-treasurer of the Iowa Sportscasters Association. I like to use another term, railroaded. Ron Gonder of WMT in Cedar Rapids is president. Blean Calkins of Muscatine is vice-president. I am looking forward to serving in my new capacity with the Iowa Sportscasters Association.

# ROYALS BASEBALL FOR MAY-JUNE

May 1—Open  
 May 2—At Detroit—7:40  
 May 3—At Detroit—7:40  
 May 4—Open  
 May 5—At Baltimore—6:10  
 May 6—At Baltimore—5:40  
 May 7—At Baltimore—12:40  
 May 8—Open  
 May 9—At Cleveland—6:10  
 May 10—Will not carry Cleveland game  
 May 11—Open  
 May 12—Detroit—7:10  
 May 13—Detroit—1:10  
 May 14—Detroit—1:10  
 May 15—Texas—7:10  
 May 16—Texas—7:10  
 May 17—Texas—7:10  
 May 18—Open  
 May 19—Oakland—7:10  
 May 20—Oakland—1:10  
 May 21—Oakland—1:10  
 May 22—Open  
 May 23—Minnesota—7:10  
 May 24—Minnesota—7:10  
 May 25—At California—9:40  
 May 26—At California—9:40  
 May 27—At California—9:40  
 May 28—At California—3:40  
 May 29—At Minnesota—12:55  
 May 30—At Minnesota—7:10  
 May 31—At Minnesota—7:10

June 1—At Minnesota—12:55  
 June 2—Boston—7:10  
 June 3—Boston—1:10  
 June 4—Boston (DH)—1:10  
 June 5—Open  
 June 6—Milwaukee—7:10  
 June 7—Milwaukee—7:10  
 June 8—Milwaukee—7:10  
 June 9—New York—7:10  
 June 10—New York—7:10  
 June 11—New York—1:10  
 June 12—Open  
 June 13—At Boston—6:10  
 June 14—At Boston—6:10  
 June 15—At Boston—Join at 1:00  
 June 16—At Milwaukee—7:10  
 June 17—At Milwaukee—1:10  
 June 18—At Milwaukee—1:10  
 June 19—Open  
 June 20—At New York—6:10  
 June 21—At New York—Join at 1:00  
 June 22—Open  
 June 23—Minnesota—7:10  
 June 24—Minnesota—1:10  
 June 25—Minnesota (DH)—1:10  
 June 26—Chicago—7:10  
 June 27—Chicago—7:10  
 June 28—Open  
 June 29—At Minnesota—7:10  
 June 30—At Minnesota—12:55

# FEEDBACK

By NED DERMODY

Those three kids on the cover of the current issue of The GUIDE are mine. Well . . . Martha and I. Diane, 8, Pat, 7, and Tom, 5. They are our pride and joy. The source of a great deal of humor . . . some agony . . . and a lot of noise.

Pat asked us one night . . . why people listen to News. Diane answered, almost automatically . . . to see if they're on it.

That is essentially true . . . for, as Ralph Childs is fond of saying . . . News is really public gossip. Only we have to be sure that what we are saying is accurate . . . and not rumor.

Our son, Tom, discovered recently Alexander Bell's contribution to humanity. A short time later . . . he began to totally confuse the KMA switchboard by calling and wanting to speak to dad.

Kids are wont to do that type of thing. Teachers sometimes encourage the practice. Several years ago, working at my home town radio station, I began to receive an astounding number of calls . . . all from seventh grade junior high students . . . wanting to know the population of Afghanistan . . . or Pakistan and the general typography of Peru . . . or the major exports of Outer Mongolia. The calls continued for two days until I discovered that a Junior High School geography teacher had assigned each student a country and told them if they couldn't find the information at the library to call the radio station. They did.

We still get calls . . . even at home. People call and want to know the Time or the Temperature or the five-day forecast. They will ask about a network newscast heard the day before or how the roads are between here and there. Usually the forecast requests come as the announcer is reading them or the road reports are being broadcast. Still they call.

School closings are part of the KMA News service, and we have managed to avoid the perennial prank call that used to close a school. However, strange things still happen. One principal called during the last major snow storm and cancelled his school for the day. He had the right information, so we broadcast the item. Two minutes later his Superintendent called and opened the school; he also had the right information, so we opened school again. Then the principal called back . . . mad. We finally had to set up a conference call to resolve the matter.

Most of this has nothing to do with those three kids on the cover, of course. We really didn't think it necessary to tell you about Diane's grades (excellent), the three windows we replaced for Tom, or the teeth that Pat is having to do without.



## Taylor Contributes Section to Book

Newsman Tom Taylor has written a section on "Broadcasting the News" in a high school journalism textbook which will be published soon by the Iowa State University Press. The textbook is "Scholastic Journalism" and is widely used in high school journalism and English classes across the country. Tom wrote the section on Radio and TV news broadcasting as part of a "Teaching of High School Journalism" class last year while at the University of Missouri, at Columbia, Mo. The picture shows Tom holding the textbook and an honorarium check for his contribution from the ISU Press. The authors and editors of the textbook are Earl English, former dean of the University of Missouri School of Journalism, and Clarence Hach, Supervisor of English at the Evanston, Illinois High School.

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**CONGRATULATIONS TO GRADUATES** in KMA-Land and especially to those connected with the KMA staff. Night-time DJs **ED MAY JR.**, and **DON HANSEN** will complete their senior years at Shenandoah High School and news intern, **DAVE WHITE** will receive his bachelor's degree from Northwest Missouri State College at Maryville. Incidentally, Dave can be heard on Sundays on KMA substituting for **HENRY SCHNOOR** who is taking his annual leave from broadcasting to tend to his farm chores. Newsman **RALPH CHILDS'** son, **MICHAEL** will receive his law degree from the State University of Iowa in June, and **EVALYN SANER'S** nephew **JIM LARSON** will graduate from Shenandoah High School.



In spite of the looks of the KMA Station Wagon, the driver, Sports Director Warren Swain, was not hurt in the accident involving the wagon and another car which hit the rear of the wagon. Warren was enroute to Omaha to participate in a banquet in April for the Creighton University Bluejays but was forced to return to Shenandoah by the crash.

**ED MAY** and **ANDY ANDERSEN** from Shenandoah and **NORM WILLIAMS** and **RAY SCHIROEDER** from Omaha represented the May Broadcasting Company at the National Association of Broadcasters convention in Chicago in April.

**ELSIE FIELD**, wife of **BOB FIELD** of May's printing department and daughter-in-law of **FRANK**, is recuperating at home after major surgery. Frank's daughter, **MRS. ZO FISHBAUGH**, has returned from a winter stay in Florida. Enroute home, Zo picked up her sister, **PEGGY**, (Mrs. Jack Crowson) of Corpus Christie, Tex., who came to Shenandoah with her for a visit.

Happy belated birthdays to **LINDA MARTIN**, wife of Salesman **DEE MARTIN**, whose natal day was Feb. 27 and to son, **JOEY**, who celebrated in March, and to our new salesman's family—the **YOUNGS**; **BRUCE** on April 17, **BRENDA** March 26, and **SCOTT** March 20.

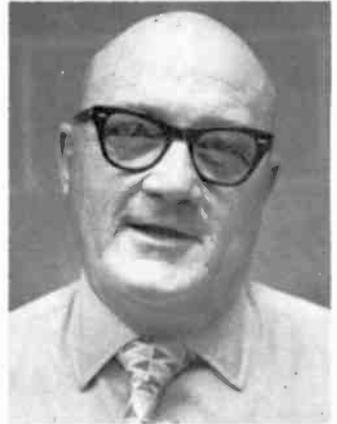


Mike Goodin (in his longer hair period) reacts to the strong smell of fresh horseradish which was given to Traffic Manager Ardene Mullison by C. E. Lynn of Shenandoah who makes it for a hobby.



Crutch Race of the Century

Two stalwarts are on their mark as they wait for the starting flag to go down on their Crutch Race of the Century. **MIKE GOODIN**, flag man, gives instructions to the two racers, **PAT PATTERSON** of sales and **MERLE DOUGLAS**, morning announcer. As reported in a previous Guide, Doug has had an infection in his leg and is still on crutches, but Pat who injured his leg's ligaments in a fall at home has since recovered and discarded the crutches. After this issue, Mike shouldn't complain about not getting his picture in The Guide.



**FROM ONE EXTREME TO THE OTHER:** Mike Goodin's spring haircut prompted this pictorial comparison of KMA's male hairstyles. On the left is nighttime DJ Don Hansen with the long hair favored by the younger generation. Chief Announcer Goodin went all the way with a "butch" drawing such sobriquets as "POW," "right winger" and even "baldy." Mike said he knew the kids with their long hair were called lots of names but didn't realize he would be subjected to the same treatment when he had his cut. At the right is Station Manager Andy Andersen who displays what the mature man favors despite the celebrities promotion of wigs, hairpieces and hair transplants.

Our telephone girl, **LUCY LAWSON** is back on the job after undergoing major surgery in March. It is reassuring to hear her pleasant voice again, and we are all glad she made such a speedy recovery.

Managerial secretary **EVALYN SANER** (at the front desk) had minor surgery on her eyelid, and true to form came in the next day **LIMPING** and complaining. (Her sense of humor captures us all at one time or another.)

Puzzled to find a punched IBM card on our desk recently, we picked it up, turned it over, and discovered at the top, printed out by the computer at the Earl May Seed and Nursery Co., the announcement of the birth of **CARSON CLINTON ANTHOLZ** on March 30, 1972 at 2:12 p.m., weighing 7 pounds, 8¼ ounces and measuring 21 inches. He is the first child of Mr. and Mrs. **CLINT ANTHOLZ**. Clint is employed in the data processing department. Congratulations!

## PARTY LINE

Newsman **RALPH CHILDS** finally broke down and bought a new car this spring. With only 13 miles on it, he parked it in front of a local business where the car was hit **NOT ONCE BUT TWICE** by another car driven by a fellow who didn't know how to back out of a parking place. At first glance, this is a funny story and was the source of much ribbing especially after it appeared in the local newspaper, but it really is a sad tale when you stop to think about it.



**Nerf Balls** are soft cloth balls which resist traveling in space. A friend of Mike Goodin's sent him the ball which precipitated the ballgame between Chris Rowan of continuity and Mike while Merle Douglas umpires.



Chief Announcer Mike Goodin blows out the 29 candles on his birthday cake supplied by Ardene Mullison. Although Mike's birthday was Feb. 24th, it was past the deadline for the last issue of the Guide.

KMA Station Manager **ANDY ANDERSEN** acted as M. C. when 600 people from 10 states gathered to pay tribute to **A. C. NUCKOLLS** at Glenwood in April. Coach Nuckolls called the "great old man of southwest Iowa sports" is retiring from the education field after 26 years at Glenwood. Among other honors, the community school board has named the new baseball field after him.



## MAY - JUNE GREETINGS

**THIS IS YOUR DAY!**

**HAPPY BIRTHDAY TO:**

- May 4—Loche, son of Mary Williams
- May 5—Mrs. Cliff Adams
- May 13—David Sanders, son-in-law of Ed May
- May 24—Debbie, daughter of Jack Mihall
- June 4—Evalyn Saner
- June 5—Chris Rowan
- June 5—Mrs. James Sislo, daughter of Ed May
- June 7—Merle Douglas
- June 14—Dan, son of Andy Andersen
- June 18—Charles, husband of Mary Williams
- June 20—Mrs. Norman Kling
- June 25—Mrs. Pat Patterson
- June 28—Carl "Andy" Andersen
- June 29—Ralph Childs
- June 30—Arilla Hadden

**HAPPY ANNIVERSARY TO:**

- May 15—Mr. and Mrs. T. J. Mikkelsen
- May 21—Mr. and Mrs. Robert Kelsey
- June 6—Mr. and Mrs. Henry Schnoor
- June 12—Mr. and Mrs. Norman Kling
- June 19—Mr. and Mrs. Ed May

Welcome back to **ARILLA HADDEN** who has returned to the Accounting Department after taking about 10 months off. She has been at home with her young son, **BRIAN** who is now a big boy of nine months. Arilla, son, Brian, and husband, **TERRY**, reside at Essex and commute to Shenandoah to work.

Sympathy is extended to **NADINE KELSEY** of Accounting, whose mother, **MRS. AVERIL Z. THOMAS** passed away March 29, 1972 after a long illness.

When KMA Radio decided to promote the station on **KMTV** in Omaha, the camera crew came to Shenandoah to make the film of our staffers on the job. **KMTV** Camera-man Jay Johnson comes in close for a shot of **KMA Women's Director Brenda Kay** as she goes over sewing information with bride-elect **Chris Rowan** of continuity. **Brenda Kay** can be heard at 10:30 a.m. daily on her **Living Today** show. (at left)

# A MEMO

From BRENDA KAY

The highlight of the past two months for me was my trip to North Carolina to visit a number of textile plants in the Greensboro area. Along with fifteen other broadcasters, we arrived on April 12 to be the guests of the American Textile Manufacturers Institute and to visit four participating companies — Burlington Industries, Inc., Cannon Mills Company, Cone Mills Corporation, and J. P. Stevens and Company, Inc. "Textile Talk" was the name of the tour which was provided by AMTI, and we all left Greensboro with a wealth of material about the textile industry.

During the entire tour, we were able to see how textiles (from cotton to polyester knits) were manufactured and distributed across the country. We had the opportunity to talk with company presidents and production personnel about the textile world. Of course, I appreciated the opportunity to ask questions as I am a rather curious person!

Thursday morning we visited Cannon's Swink plant in Salisbury to see the making of basic sheeting, followed by a visit to Kannapolis to see the dyeing, printing and packaging of towels and sheets. Did you know that last year Cannon produced enough bath towels so that one out of every twelve Americans could have one?

Friday morning we went to Cone's Granite finishing plant in Haw River to see the production of corduroy. That was the most interesting process which I saw. I did not realize there were so many processes to obtain the finished product — all the way from clipping and brushing to get the nap to singeing to burn off the extra fibers. Then we visited Burlington Industries which is the largest textile producer in the world. And the tour ended with a visit to the Stevens knit fabrics division Carter-Greensboro plant.

It was a wonderful trip, and I learned so much about the problems of the Textile Industry and the problems that they face to produce fabrics to please the consumer. We also discussed in detail the ramifications of the new Flammability Act and the Labeling Act. Much of this information will be shared with you, my listeners, during the next few weeks. I express my sincere thanks to KMA for providing such a great learning opportunity for me. And, you know, it's good to be home!

Stay healthy and happy — and be thankful every day for the gift of life!

## CHICKEN AND STUFFING PIE

### Crust:

- 1 (8 oz.) pkg. herb-seasoned stuffing mix
- $\frac{3}{4}$  cup chicken broth
- $\frac{1}{2}$  cup melted butter
- 1 egg, beaten

Mix together all ingredients. Press into a greased 10-inch pie plate.

### Filling:

- 1 (4 oz.) can mushrooms
- 2 t. flour
- $\frac{1}{2}$  cup chopped onion
- 1 T. butter
- 1 (10 $\frac{1}{2}$  oz.) can chicken giblet gravy
- 3 cups cooked chicken
- 1 cup peas
- 2 T. diced pimiento
- 1 T. parsley flakes
- 1 t. Worcestershire sauce
- $\frac{1}{2}$  t. thyme
- 4 slices American cheese

Drain mushrooms. Combine mushroom liquid with flour; set aside. Saute mushrooms and onion in melted butter. Stir in all ingredients except cheese. Heat thoroughly. Turn into crust. Bake at 375 degrees F. for 20 minutes. Cut each cheese slice into 4 strips. Place in lattice design on pie. Bake 5 more minutes.

If you cook a chicken and make your own gravy, it will cost approximately \$2.68. That's pretty good for the main course!

\* \* \*

Menu suggestion. Serve a tossed salad and your favorite bread and beverage to complete the meal.

\* \* \*

## FUDGE NUT CREAM PIE

Baked 9" pie shell

- 2 (4 oz.) pkgs. chocolate pudding and pie filling mix
- 3 cups milk
- 1 (6 oz.) pkg. semisweet chocolate pieces
- 2 T. butter or margarine
- 1 t. vanilla
- $\frac{1}{2}$  cup chopped walnuts
- $\frac{1}{2}$  cup heavy cream, whipped

Combine pudding mix, milk and chocolate pieces in saucepan. Cook, stirring constantly, over medium heat until chocolate melts and pudding comes to a boil. Remove from heat and blend in butter and vanilla. Cool 5 minutes, stirring occasionally. Pour into cool pie shell. Sprinkle chopped nuts over pie, but not quite to edges. Chill. Serve garnished with whipped cream, spooned in ring around edge of pie. Serves 6 to 8.

\* \* \*

## PARADISE PARFAITS

Alternate layers of vanilla or coconut cream pudding with mandarin orange sections. Garnish with toasted coconut.

\* \* \*

Hint: To insure even rising of yeast bread, place the bread dough on a heating pad set on the low temperature.

## CHICKEN AND BROCCOLI CASSEROLE

- 2 cups cubed cooked chicken
- 1 cup chopped cooked broccoli, drained
- 1 can (10½ oz.) cream of chicken soup
- ¼ cup chopped onion
- ¼ cup salad dressing or mayonnaise
- 1½ t. Worcestershire sauce
- Dash curry
- ½ cup grated cheddar cheese, if desired
- 1 can (8 oz.) refrigerated buttermilk or country style biscuits

### Topping

- ¼ cup dairy sour cream
- 1 egg
- 1 t. celery seed
- ½ t. salt

In 1½-quart casserole, combine chicken, broccoli, soup, onion, salad dressing, Worcestershire sauce and curry; mix well. Bake at 375 degrees for 20 to 25 minutes until hot and bubbly while preparing Topping. If desired, sprinkle with cheese. Separate biscuit dough into 10 biscuits. Cut each biscuit in half. Arrange biscuit halves in a circle around edge of hot casserole, cut side down. Place Topping over biscuits. Bake at 375 degrees for an additional 25 to 30 minutes until golden brown.

TOPPING: In small mixing bowl combine all ingredients; blend well.

\* \* \*

## BEEF STROGANOFF

- 1 lb. trimmed beef tenderloin, sliced ¼ inch thick
- 6 oz. mushrooms, sliced
- ½ cup chopped onion
- 1 can condensed beef broth
- 1 cup dairy sour cream
- 2½ T. enriched flour
- ¼ cup butter or margarine

Cut meat in strips, ¼ inch wide. Brown quickly in butter. Push meat to one side; add mushrooms and onion; cook just till tender. Add broth; heat just to boiling. Blend sour cream and flour; stir into broth. Cook and stir till mixture thickens (sauce will be thin). Season to taste. Serve over hot rice or buttered noodles. Makes 5 or 6 servings.

The above recipe will serve 6 for approximately \$4.66. To save money, substitute ground beef or a less tender cut of meat for the beef tenderloin. Remember to cook the tougher meat for a longer period of time or in a pressure cooker before adding the remaining ingredients.

\* \* \*

## NOODLE AND HAM CASSEROLE

- 1 6-oz. pkg. noodles
- 1½ cups ham, chopped
- ¾ cup cheese, grated
- ½ cup milk

Cook noodles according to directions on package. Drain noodles. Add ham and cheese. Place in a casserole dish. Pour milk over mixture. Place in a pre-heated 350 degree oven. Cook for 25 minutes or until cheese is melted. Yield: 6 servings.

And here's a goodie that the young-at-heart will enjoy!

## LOLLIPOP CLOWNS

- 3 cups sugar
- ¼ cup light corn syrup
- 3 T. vinegar
- ½ cup boiling water
- ¼ cup butter or margarine
- Dash salt
- Wooden skewers
- Hard candy circles or raisins

Combine sugar, corn syrup, vinegar, water; stir till sugar dissolves. Cook to hard-crack stage (300°). Remove from heat; add butter and salt. Cool until mixture thickens slightly. Drop over skewers placed on greased cookie sheet to form 3" lollipops. Make faces with candy and raisins. Makes 16.

\* \* \*

## WAIKIKI MEATBALLS

- 2 lbs. ground beef
- ½ cup chopped onion
- 1 t. salt
- 1 cup diagonally sliced celery
- 2 T. shortening
- 2 cans (10¼ oz. each) beef or mushroom gravy
- 1 cup drained pineapple tidbits
- 2 T. pineapple juice

Cooked rice — white or beef-flavored. Combine beef, onion and salt; shape into meatballs. In skillet, brown meatballs and cook celery in shortening until tender; pour off fat. Add gravy, pineapple, and juice. Cover; cook over low heat 10 minutes. Stir now and then. Uncover; cook 5 more minutes or until done. Serve over rice.

\* \* \*

## PEAR AND COTTAGE CHEESE SALAD

Arrange washed and dried salad greens on chilled salad platter. Drain canned Bartlett pear halves; arrange on platter of salad greens; fill pears with cottage cheese combined with chopped maraschino cherries. Serve with French dressing.

\* \* \*

## RAW APPLE-FRUIT COCKTAIL CAKE

- Cream:
  - ½ cup butter
  - 1½ cups sugar
- Add:
  - 2 eggs
- Sift and Add:
  - 2 cups flour
  - 2 t. soda
- Add:
  - ½ cup raisins
  - 2 cups diced raw apples
  - 1 No. 303 can fruit cocktail and juice
  - 1 t. cinnamon
  - 1 t. nutmeg

Put in greased and floured 9x13 pan. Sprinkle top with ½ cup brown sugar and ½ cup chopped nuts. Bake at 325 degrees about 45 minutes.



"What's A Parent To Do?" was the theme when Carol Anderson, I.S.U. Human Development Specialist, visited Living Today and Open Line.



Dr. Roger Coulson, professor of Child Development at Iowa State University, discussed problems of raising children on Brenda Kay's show and also on the Open Line.



(At left) Brenda Kay interviewed Alice Almquist (left) and Grace Butler about the purpose and plans for the annual Coffee Day in Iowa. Grace was Page County Chairman of the event and Alice works with the local organization for mentally retarded children and adults which receives funds from the event.



## LIVING TODAY GUESTS

(At left) A program called Pre-Career Education is being initiated in the Shenandoah Public Schools. On Brenda Kay's show to talk about it were (l to r) Steve Colerick, Mary Lou Bredensteiner and Linda Kistler, all teachers.

# ANNUAL KMTV GOLF TOURNEY DATES ANNOUNCED

The 9th Annual KMTV Amateur Golf Tournament will be held at Benson and Applewood Golf Courses in Omaha August 17-20.

Chairman Ed May made the announcement at a press conference in April in order to allow golfers sufficient time to arrange their vacation schedules to play in the tournament.

The 1972 tournament will be a memorial to the late Bob Anthes, who, in six years as tournament director, made the largest single contribution to the success of the event. A portion of every entry fee this year will be given to the American Cancer Society in Bob's name.

The KMTV tournament would not be possible without the splendid cooperation of the Omaha Park and Recreation Department. Clarence Schafer, director of the department, has assured the area golfers that both Benson and Applewood golf courses will be in excellent condition for the tournament.

If you are a golfer, give some thought to participating in the KMTV tournament to be held August 17-20 in Omaha.



Announcement of the 9th annual KMTV Amateur Golf Tournament to be held in Omaha in August was made by Ed May, shown shaking hands with Clarence Schafer, director of the Omaha Park and Recreation Department. The picture in the background is a fingerpainting of the late Bob Anthes to whom this tournament is dedicated.



## NEW SALESMAN ADDED TO STAFF

Duane B. Young began his duties as salesman for KMA Radio April 10. He will be contacting people in Clarinda, Bedford, Ia.; Maryville, Rock Port, Tarkio, Grant City, Denver, Mo., and many other small towns in the area.

Formerly with Lively and Readhead Insurance of Corning, Ia., for nine years and prior to that nine years with the Corning Creamery, Duane will move from Corning to Shenandoah as soon as the school year ends.

He is married and has three children, Bruce, 14; Brenda, 12; and Scott, 11. His parents are Mr. and Mrs. Lloyd B. Young of Prescott where Duane was born.

Duane and his wife, Jean, enjoy square dancing and camping with their family.

KMA Station Manager **ANDY ANDERSEN** left April 29 for San Francisco, Calif., where he will attend the farm seminar sponsored by the National Agricultural Advertising-Marketing Association. A side trip to Los Angeles will give him a chance to visit with his father, **KNUD ANDERSEN** whom he has not seen for a few years.

# DIAL 960 — KMA PROGRAM SCHEDULE — 5,000 WATTS

MAY - JUNE - JULY, 1972

## MONDAY THRU FRIDAY

|  |  |
|--|--|
| <p>5:00 a.m.—KMA News<br/>5:05 a.m.—Music<br/>5:30 a.m.—AER/N News<br/>5:35 a.m.—Music<br/>5:40 a.m.—Dairy Plus (T.-Th.)<br/>5:45 a.m.—KMA Sports<br/>6:00 a.m.—KMA News/Weather<br/>6:15 a.m.—Music<br/>6:30 a.m.—R. F. D. 960<br/>7:00 a.m.—KMA News/Weather<br/>7:15 a.m.—Frank/Weather<br/>7:30 a.m.—Paul Harvey—AER/N<br/>7:35 a.m.—Markets<br/>7:40 a.m.—KMA Sports/Weather<br/>7:45 a.m.—KMA News/Weather<br/>8:00 a.m.—Music<br/>8:30 a.m.—AER/N News<br/>9:00 a.m.—Music<br/>9:30 a.m.—Kitchen Klatter<br/>9:30 a.m.—Back To The Bible<br/>10:00 a.m.—KMA News<br/>10:05 a.m.—Community Calendar<br/>10:10 a.m.—AER/N News<br/>10:15 a.m.—Music<br/>10:30 a.m.—Brenda Kay<br/>11:00 a.m.—KMA News<br/>11:03 a.m.—Open Line<br/>11:30 a.m.—Music<br/>11:45 a.m.—Markets<br/>11:55 a.m.—Captain Stubby<br/>12:00 Noon—KMA News<br/>12:15 p.m.—Ed May/Weather<br/>12:30 p.m.—Midwest Farmer<br/>1:00 p.m.—KMA News<br/>1:05 p.m.—AER/N News<br/>1:10 p.m.—KMA Sports/<br/>Weather<br/>1:15 p.m.—Paul Harvey—AER/N<br/>1:30 p.m.—KMA Classified/<br/>Music<br/>2:00 p.m.—KMA News<br/>2:05 p.m.—Music<br/>2:30 p.m.—AER/N News<br/>2:33 p.m.—Music<br/>3:00 p.m.—KMA News<br/>3:05 p.m.—Music<br/>3:30 p.m.—AER/N News<br/>3:45 p.m.—World<br/>Tary—AER/N<br/>3:50 p.m.—Music</p> | <p>4:00 p.m.—KMA News<br/>4:05 p.m.—Music<br/>4:30 p.m.—AER/N News<br/>4:35 p.m.—Music<br/>5:00 p.m.—KMA News<br/>5:05 p.m.—Market Phal<br/>5:10 p.m.—Commodity Markets<br/>5:15 p.m.—Harry Reasoner<br/>AER/N<br/>5:20 p.m.—Edward Morgan<br/>AER/N<br/>5:25 p.m.—AER/N Sports<br/>5:30 p.m.—AER/N News<br/>5:35 p.m.—KMA Sports<br/>5:40 p.m.—Kehi Jackson<br/>5:50 p.m.—Frank Reynolds<br/>AER/N<br/>5:55 p.m.—Focus '72<br/>6:00 p.m.—KMA News<br/>6:15 p.m.—Farmer's Market<br/>6:30 p.m.—AER/N News<br/>6:35 p.m.—Community Calendar<br/>7:00 p.m.—Music<br/>7:05 p.m.—KMA News<br/>7:30 p.m.—AER/N News<br/>7:35 p.m.—Music<br/>8:00 p.m.—KMA News<br/>8:05 p.m.—Music<br/>8:30 p.m.—AER/N News<br/>8:35 p.m.—AER/N News<br/>8:45 p.m.—Music<br/>9:00 p.m.—KMA News<br/>9:05 p.m.—Music<br/>9:30 p.m.—AER/N News<br/>9:35 p.m.—Music<br/>10:00 p.m.—News/W'her/Sports<br/>10:15 p.m.—Music<br/>11:00 p.m.—KMA News/Weather<br/>11:05 p.m.—Music<br/>11:55 p.m.—KMA News/Weather<br/>12:00 Midnight—SIGN OFF</p>   |
| <p><b>MUSIC POLICY</b><br/>5:00-6:00 a.m.—Country/Western<br/>Rest of Day—MOR</p>  | <p>5:50 a.m.—Music<br/>6:00 a.m.—KMA News/Weather<br/>6:15 a.m.—Music<br/>6:30 a.m.—R. F. D. 960<br/>7:00 a.m.—KMA News<br/>7:15 a.m.—Frank/Weather<br/>7:30 a.m.—Captain Stubby<br/>7:35 a.m.—KMA Sports<br/>7:45 a.m.—KMA News/Weather<br/>8:00 a.m.—Music<br/>8:30 a.m.—AER/N News<br/>8:35 a.m.—Music<br/>9:00 a.m.—Kitchen Klatter<br/>9:30 a.m.—Back To The Bible<br/>10:00 a.m.—KMA News<br/>10:05 a.m.—Community Calendar<br/>10:10 a.m.—AER/N News<br/>10:15 a.m.—Music<br/>10:30 a.m.—Brenda Kay<br/>10:30 a.m.—KMA News<br/>11:00 a.m.—Music<br/>11:05 a.m.—AER/N Sports<br/>11:45 a.m.—Music<br/>12:00 Noon—KMA News<br/>12:15 p.m.—Ed May/Weather<br/>12:30 p.m.—Midwest Farmer<br/>1:00 p.m.—KMA News<br/>1:05 p.m.—AER/N News<br/>1:10 p.m.—KMA Sports/<br/>Weather<br/>1:15 p.m.—Paul Harvey—AER/N<br/>1:30 p.m.—AER/N News<br/>1:35 p.m.—Music<br/>1:45 p.m.—AER/N Sports<br/>1:50 p.m.—Music<br/>2:00 p.m.—KMA News<br/>2:05 p.m.—Music<br/>2:30 p.m.—AER/N News<br/>2:35 p.m.—Music<br/>3:00 p.m.—KMA News<br/>3:05 p.m.—Music<br/>3:30 p.m.—AER/N News<br/>3:35 p.m.—Music<br/>3:45 p.m.—AER/N Sports<br/>3:50 p.m.—Music<br/>4:00 p.m.—KMA News<br/>4:05 p.m.—Music<br/>4:30 p.m.—AER/N News<br/>4:35 p.m.—Music<br/>5:00 p.m.—KMA News/W'her<br/>5:05 p.m.—AER/N Sports<br/>5:10 p.m.—Music<br/>5:30 p.m.—AER/N News<br/>5:35 p.m.—Music</p> |
| <p><b>SATURDAY</b><br/>5:00 a.m.—KMA News<br/>5:05 a.m.—Music<br/>5:40 a.m.—Dairy Tips<br/>5:45 a.m.—KMA Sports</p>  | <p>5:45 p.m.—Hunting &amp; Fishing<br/>5:55 p.m.—Focus '72<br/>6:00 p.m.—KMA News<br/>6:15 p.m.—Farmer's Market<br/>6:30 p.m.—AER/N News<br/>6:35 p.m.—KMA Photohook<br/>6:40 p.m.—Music<br/>6:55 p.m.—Learning Resources<br/>7:00 p.m.—KMA News<br/>7:05 p.m.—Music<br/>7:15 p.m.—AER/N Sports<br/>7:30 p.m.—Music<br/>7:30 p.m.—AER/N News<br/>7:35 p.m.—Music<br/>7:40 p.m.—AER/N Sports<br/>7:50 p.m.—Music<br/>8:00 p.m.—KMA News<br/>8:05 p.m.—Music<br/>8:30 p.m.—AER/N News<br/>8:35 p.m.—Music<br/>8:50 p.m.—KMA News<br/>9:00 p.m.—AER/N News<br/>9:05 p.m.—Music<br/>9:30 p.m.—AER/N News<br/>9:35 p.m.—Music<br/>10:00 p.m.—News/W'her/Sports<br/>10:10 p.m.—Music<br/>10:15 p.m.—KMA News<br/>11:00 p.m.—KMA News<br/>11:05 p.m.—Music<br/>11:55 p.m.—KMA News<br/>12:00 Midnight—SIGN OFF</p>  |
| <p><b>MUSIC POLICY</b><br/>5:00-6:00 a.m.—Country/Western<br/>6:00-7:00 p.m.—MOR<br/>7:00-12:00 M.—Country/Western</p>   | <p>9:45 a.m.—Rev. Edythe Skiflen<br/>9:20 a.m.—Social Security<br/>9:30 a.m.—AER/N News<br/>9:35 a.m.—Music<br/>9:45 a.m.—Iowa Western<br/>9:55 a.m.—You and the U. N.<br/>10:00 a.m.—KMA News/Weather<br/>10:05 a.m.—Tertio College<br/>10:20 a.m.—Music<br/>10:30 a.m.—AER/N News<br/>10:35 a.m.—Music<br/>11:00 a.m.—KMA News/Weather<br/>11:05 a.m.—Chalk Talk<br/>11:10 a.m.—Education Today<br/>11:15 a.m.—Music<br/>11:30 a.m.—AER/N News<br/>11:35 a.m.—Music<br/>12:00 Noon—KMA News/Weather<br/>12:15 p.m.—Music<br/>12:30 p.m.—AER/N News<br/>12:35 p.m.—Mental Health<br/>12:40 p.m.—Music<br/>1:30 p.m.—AER/N News<br/>1:35 p.m.—Music<br/>3:00 p.m.—KMA News/Weather<br/>3:05 p.m.—Music<br/>4:30 p.m.—AER/N News<br/>4:35 p.m.—Music<br/>5:45 p.m.—AER/N Sports<br/>5:50 p.m.—Music<br/>6:00 p.m.—KMA News/Weather<br/>6:15 p.m.—Voice of Agriculture<br/>6:30 p.m.—AER/N News<br/>6:35 p.m.—Music<br/>7:00 p.m.—KMA News/Weather<br/>7:05 p.m.—Music<br/>7:15 p.m.—Outdoor Nebraska<br/>7:30 p.m.—AER/N News<br/>7:35 p.m.—Update - AER/N<br/>8:00 p.m.—60 Plus<br/>8:30 p.m.—AER/N News<br/>8:35 p.m.—Music<br/>9:00 p.m.—World Literature<br/>Cruise<br/>9:30 p.m.—AER/N News<br/>9:35 p.m.—BUD Graham<br/>10:00 p.m.—News/W'her/Sports<br/>10:15 p.m.—Music<br/>12:00 Midnight—SIGN OFF</p>   |
| <p><b>MUSIC POLICY</b><br/>Light Classical and Show Tunes</p>  | <p><b>SUNDAY</b><br/>KMA's sign-on Bandays will vary with sunrise. Program-<br/>ming begins at the hour listed.</p>  |

**POSTMASTER**

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## KMA-land Occupations



Everyone considers himself a food authority, and consequently it seems reasonable to deduce that running any type of food-serving establishment would be full of headaches. However, the charming twins who operate the May Snack Bar in the Earl May Seed and Nursery Co. building has so perfected the art of serving the hungry public that they make it look easy.

Representative of the restaurant industry in the area, the sisters, Mrs. Richard Bopp, manager, and her right hand helper, Mrs. Charles Kuntzelman, spend long hours at their jobs planning, cooking, serving and cleaning up. They open up at 7:15 a.m. and close when the last customer is gone, about 4:30 p.m., usually.

They serve an average of 30 meals a day during the lunch hour from 11 to 1 p.m. Ready with snacks and drinks, the twins serve the work breaks for May Company employees at 9:15 to 11:45 a.m., and 2:15 to 4:00 p.m. They are starting their third year with the Snack Bar.

Manager Ervalene Bopp (on the left in the picture) has two children, Sharon (Mrs. Marty Hannigan) of Denver, Colo., and James of Shenandoah, and three grandchildren.

Nevadene Kuntzelman has two daughters, Debbie and Diane, who is Mrs. Steve Akers of Shenandoah, and one grandchild.