

The

*Member - 2*  
**KMA GUIDE**

September-October, 1973



1892

MRS. EARL E. MAY

1973

# Mrs. Earl E. May

# In Memoriam

Born: Sept. 14, 1892

Died: July 9, 1973

This issue of the KMA Guide is dedicated to the memory of Mrs. Earl E. May, widow of the founder of May Seed and Nursery Company and May Broadcasting Company, who died at 5:00 a.m. July 9, 1973 at her summer home in Mercer, Wisconsin, as a result of a fire which swept the cottage. Funeral rites were conducted for her at 2 o'clock, Friday, July 13, in the Shenandoah Congregational Church of which she was an active member. She was buried beside her husband at Rose Hill Cemetery, which overlooks the giant KMA transmitter towers.

Survivors include: one daughter, Mrs. J. D. (Frances) Rankin, Jr., of Shenandoah; one son, Edward W. May of Shenandoah; five grandchildren, Edward W. May, Jr., Shenandoah, Mrs. James (Karen) Sislo, Wausau, Wisconsin, Mrs. David (Annette) Sanders, Madison, Wisconsin, Mrs. Michael (Betty Jane) Sherman, Shenandoah, and Mrs. John (Diane) Kidd, Shenandoah; and five great-grandchildren: Amy Sislo, Bill Sislo, Gordon Sherman, Melinda Sherman and Jordan Kidd; one brother, Wayne Welch of Yakima, Washington; J. D. Rankin, Jr., son-in-law; Eleanor J. May, daughter-in-law; and Mrs. Carl J. Wolford of Shenandoah, sister-in-law.

Gertrude Frances Welch May was born in Shenandoah on September 14, 1892, the daughter of E. S. Welch, founder of Mount Arbor Nurseries, and Ida Ann Boydston. She was educated in the Shenandoah public schools and graduated from Shenandoah High School in 1911. She then attended National Park Seminary at Forest Glen, Maryland. She completed her education at the University of Nebraska in Lincoln where she was a member of Kappa Kappa Gamma Sorority.

On June 18, 1916, Gertrude Welch married Earl E. May, who at the time was associated with Mount Arbor Nurseries. In 1919, when Earl May started the May Seed & Nursery Co., Mrs. May assisted her husband in the running of the new company. Then, in 1925, when Radio Station KMA was started, Mrs. May assumed a prominent role in establishing the station's repu-

tation. During the early years of KMA, Mrs. May served as a vocal soloist and had charge of Sunday noon sacred service. Long after she left the airways, listeners continued to request her songs.

She was also an active force in shaping the policies of KMA. Her suggestions throughout the years have been extremely important in shaping the activities of both May Broadcasting Company and May Seed & Nursery Co.

Mrs. May always worked closely with her husband when he was alive, and he frequently said to her, "Gertrude, I want your opinion because you're as good a businessman as any on my staff."

Mrs. May's participation in the business continued with the founding of KMTV in Omaha, Nebraska, starting with the official ground breaking in April, 1949. She assisted in putting KMTV on the air in August of 1949. She continued the same enthusiasm she had for radio into the new medium of television.

Mrs. May has been Chairman of the Board of the May Seed & Nursery Co., and May Broadcasting Company, as well as a member of the Board of Directors of Mount Arbor Nurseries.

Although it had been many years since Mrs. May broadcast over KMA Radio, she remained in touch with her many radio friends through the KMA Radio Magazine established in 1944—The KMA Guide—for which she wrote many descriptive reports of her world travels. An avid and interested traveler as long as her health permitted, Mrs. May supplied vivid letters to the Guide; the last of which appeared in the March, 1967 KMA Guide describing her trip to the South Pacific.

Mrs. May's civic activities were numerous throughout the years. She served on the Board of Directors of Hand Community Hospital for 25 years, part of the time as chairman. She was Past Matron of the

Order of Eastern Star and Past Worthy Grand Matron of Iowa. She served on the Board for the Eastern Star home at Boone for a number of years. She maintained an active interest and membership in many civic and charitable organizations—P. E. O., Study Club, Garden Club, Meta Grada, Antique Club, Tri-H, Altrusa, D. A. R., American Legion Auxilliary, Elks Ladies, and Shenandoah Alumnae Club of Kappa Kappa Gamma. She was also an active member of the Congregational Church and its women's groups.

Recently, the Shenandoah Chamber of Commerce presented Mrs. May with the Distinguished Service Award for her 25 years of service to the Hand Community Hospital. It was pointed out at the ceremony that she could have been nominated for the honor for many things such as active participation and encouragement to various charitable and civic organizations. In serving with distinction on the hospital board, she also took the time to attend many state and national hospital meetings.

Memorial funds in her honor have been set up for the Shenandoah Congregational Church and Hand Community Hospital.

The family of Mrs. May wishes to take this means of thanking all of you for your expressions of sympathy through cards and letters which they have received from all over the country.

## SEPTEMBER-OCTOBER GREETINGS

### THIS IS YOUR DAY!

#### HAPPY BIRTHDAY TO:

- Sept. 15—Jane, daughter of Ardene Mullison
- Sept. 17—T. J. Mikkelsen
- Sept. 19—Patrick, son of Ned Dermody
- Sept. 21—Lory, daughter of Mary Williams
- Sept. 25—Dick, husband of Ardene Mullison
- Sept. 27—Bob Cline
- Sept. 27—Mrs. Ralph Lund
- Oct. 8—Gayleen, daughter of Lynn Padilla
- Oct. 11—Warren Swain
- Oct. 13—Carol, daughter of Norm Kling
- Oct. 15—Kent, son of Nadine Kelsey
- Oct. 18—Mrs. Mike Goodin
- Oct. 18—Richard McConahay, Brenda Kay's husband
- Oct. 24—Mrs. Bill Oellermann

#### HAPPY ANNIVERSARY TO:

- Sept. 2—Mr. and Mrs. Steve Hoefing
- Sept. 5—Mr. and Mrs. Ralph Childs
- Sept. 6—Mr. and Mrs. Earle Crowley
- Sept. 18—Mr. and Mrs. Duane Young

Newsman Ralph Childs who was honored in June upon his semi-retirement received many tributes from government officials including induction in The Great Navy, State of Nebraska, and letters from his fellow professionals. Ralph and his wife, Muriel are shown opening the gift from his friends at work, and the other picture is of the cake before it was devoured.



# FRANK COMMENTS

Another annual Open House day at the trial grounds has come and gone with its usual thousands and thousands of visitors, many of whom were here for the first time. Of course, there were other thousands who haven't missed an Open House for 10 or 15 years. Usually the date is the third Sunday in July, as in most normal seasons that particular time will catch more of the flowers at their very best. An earlier date would catch them not yet at their prime and a later date would catch some of them beginning to go down hill a little.

This year, the season has been very unfavorable right from the very start, with copious rainfall invariably coming before the previous rainfall had had a chance to soak in and dry up. For that reason, we were almost three weeks behind schedule in getting everything planted in the trial grounds this year and for that same reason, the third Sunday in July was simply out of the question. We finally settled on the fifth Sunday in July which happened to be the 29th this year. In spite of the fact that the weather man had been calling for scattered showers and thunderstorms, the weather turned out to be just beautiful. Just cloudy enough to make it comfortable and temperature in the upper 70's and low 80's, and the threatened rainfall did not come until about dark that evening, giving everyone plenty of time to get back home again.

The gasoline shortage apparently kept some living at a distance from coming, but the final attendance figures were almost

up to the preceding year totaling somewhere between 15,000 and 16,000.

As usual, the visitors were asked to vote for their favorite flower bed, and this year the bed receiving the most votes was No. 55 which was a fairly good sized round bed with the center filled in with Pink Lace Cleome surrounded with Sunburst Zinnias with a border around the outer edge of Hybrid Blue Blazer Ageratum. As usual, all of the ones who voted for No. 55 bed will be given enough seed next spring to make one just like it in their own yard.

Among those voting were visitors from twenty-eight states and two foreign countries. Naturally, the four near-by states, Iowa, Nebraska, Kansas and Missouri had by far the most, but we had visitors from the East coast, the West coast, from the Gulf coast and from the Canadian border on the north.

The picture this month shows me behind a bed of that new award-winning Hibiscus named Southern Belle. We have listed the seed for a couple of years now and it is becoming more and more popular each year. In spite of the fact that it is a true perennial and comes back from the roots year after year, it will also give you some bloom the very first year it is planted. What we sell is a mixture of colors all under the name of Southern Belle and one packet of seed will give you plants ranging all the way from pure white, like the ones in the picture to the darkest red and in between there will be light pink, medium pink, dark pink and light red. If you still have last spring's May Seed catalog, open it up to page 23 and you will find the picture and description at the upper right hand corner of the page. They are completely winter hardy and do not require any winter protection at all. Don't cut the old tops back until early next spring, then cut them back almost to the ground. New growth will not start however, until warm

weather comes, late in May or early in June. The first year from seed they will just send up one stock which only grows about 18 inches high but will have six or eight blooms on it the first summer. The next year, you should have anywhere from four or five to as many as eight or ten stems coming up from the one root.

No, Jennie and I have not been fishing yet this year. I took a week off early in July and everyone thought that we were down in Southwest Missouri, but as a matter of fact, we didn't go outside of Shenandoah all week. Just stayed home and loafed. How's everything at your house?



# RFD 960

By CLIFF ADAMS

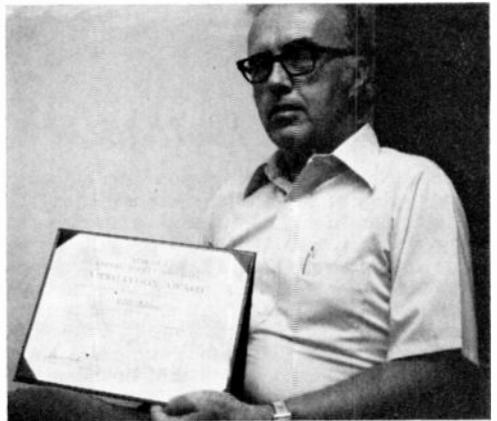
A trip to Washington, D. C., our nation's capital, was one of the highlights of my activities during the month of July. The occasion was the summer meeting of the National Association of Farm Broadcasters. The experience was not as pleasant as I had expected since I suffered from an undiagnosed illness which left food unattractive to me during two of my three days in attendance. Also the city was experiencing an air pollution alert in the danger category while I was there. Temperatures were in the nineties with high humidities, and air-conditioning was not being used in the taxi-cabs.

We heard from many, many speakers most of whom represented the U. S. Department of Agriculture and the administration's point of view. A visit to the White House with a reception hosted by Julie Nixon Eisenhower was one of the highlights of the visit and a briefing in the White House Executive Office building by the President's advisor on fuels and energy, Mr. Dibona. We also heard from an assistant to the President's press secretary and the top woman advisor to the President, Mrs. Anne Armstrong.

While in Washington a crop report was issued by the Agriculture Department which projected the corn crop at 5.9 billion bushels. That report was scaled down recently by the August 9th crop report which now estimates corn production at 5.66 billion bushels. The soybean production estimate shows an increase of about 20 percent above last year, very much welcome in helping alleviate the protein shortage.

The question on the minds of many persons is the availability of fuel to harvest these crops. The priority is on fuel for farmers, and the possibility of a shortage for harvesting does exist although more concern is on the availability of propane for crop drying. The use of electricity for drying is being urged as an alternative. Low temperature drying has proven quite successful with electricity. Information about this method of crop drying is available at your county extension director's office. Farmers are urged to make their plans early for crop drying as the demand is great for storage structures.

The news of the meat shortage as it applies to beef in particular has certainly been in the headlines since my last column. A recent meeting I attended in Omaha underscored the problems the beef price ceiling has created not only for the consumer but for the entire meat industry. I talked with the President of the National Livestock and Meat Board, David Stroud, who said the trauma of this action would be with the



KMA's Cliff Adams was the only Iowa radio Farm Director honored during the Nebraska Animal Agriculture Week held in Lincoln in August. He was presented the certificate he holds in the picture, and it reads: "Nebraska Animal Agriculture Week Appreciation Award—Recognizes and commends the special contributions to Animal Agriculture by Cliff Adams KMA Radio—Special commendation is given for telling the story of animal agriculture to the general public, particularly consumers, and to agricultural people. Widespread dissemination of information concerning the many dimensions of animal agriculture contributed to its vitality and growth." It is signed by Glenn W. Kreuzscher, Director, Nebraska Department of Agriculture; James H. Zumbege, Chancellor, University of Nebraska-Lincoln; and Glen P. Lofgrun, President, American Society of Animal Science.

industry for at least a year. The action by the cost of living Council was not recommended by Agriculture Secretary Earl Butz who has strongly disagreed with it.

During the month of July, I took two weeks vacation, part of which was spent at Silver Dollar City in the Ozarks of Missouri. My family and I spent some very enjoyable days at this famous tourist attraction. We were impressed with the beauty of the area which reminded me somewhat of Vermont but still falls short of what I consider to be one of the most scenic areas of the nation.

After returning from my vacation, I participated in the annual Earl May Trial Grounds Open House and the KMA Open House. The corn at the trial grounds looks very tall this year as it does in much of Southwestern Iowa.

The next day I attended an enjoyable day at the University of Nebraska at Lincoln where the Animal Science Society of America was meeting. During the event, I received the certificate of appreciation pictured in this column. Since I was the only radio farm director from Iowa receiving it, I felt quite honored.

# On Sports

## Cyclone Football

KMA Radio will bring you the exciting play-by-play of Iowa State football this fall. I'll be teaming with Andy Andersen to bring you every Cyclone football game home and away. Once again, the Cyclones will face one of the toughest grid schedules in the nation. ISU will play national power-houses Nebraska, Oklahoma, Arkansas, San Diego State, Brigham Young and Kansas State on the road and will host rugged foes Colorado, Missouri, Oklahoma State, Kansas and Idaho.

To play winning football you must have a winner for a coach and the Cyclones have such a person in new head football coach, Earle Bruce. His winning percentage — as a player and as a coach — is phenomenal. Bruce's lifetime coaching record reads: 92-14-3. He comes to Iowa State from Tampa University, where last year he directed the Spartans to a 10-2 record, including a Tangerine Bowl win over Kent State.

In most of the pre-season college football publications that I have seen, Iowa State is pegged to finish fifth or sixth in the Big Eight race. I don't buy this. The Cyclones are a much better team than that. Look for the Cyclones to surprise some people this season and finish much higher up in the conference standings.

### SWAIN'S PREDICTIONS

A few weeks ago I was asked by the Big Eight Conference to take part in a pre-season poll and predict the outcome of this fall's Big Eight football race. The following predictions were made before I left on the Big Eight Skywriters tour:

#### ORDER OF FINISH

- |               |                   |
|---------------|-------------------|
| 1. Nebraska   | 5. Missouri       |
| 2. Colorado   | 6. Oklahoma State |
| 3. Iowa State | 7. Kansas         |
| 4. Oklahoma   | 8. Kansas State   |

## IOWA STATE FOOTBALL SCHEDULE FOR 1973

|                            | Air-Time on KMA<br>(Pre-Game) |
|----------------------------|-------------------------------|
| Sept. 22 — Idaho           | 1:00 p.m.                     |
| Sept. 29 — At Arkansas     | 1:30 p.m.                     |
| Oct. 6 — Colorado          | 1:00 p.m.                     |
| Oct. 13 — At Brigham Young | 2:00 p.m.                     |
| Oct. 20 — At Kansas State  | 1:00 p.m.                     |
| Oct. 27 — Kansas           | 1:00 p.m.                     |
| Nov. 3 — At Oklahoma       | 1:00 p.m.                     |
| Nov. 10 — At Nebraska      | 1:00 p.m.                     |
| Nov. 17 — Missouri         | 1:00 p.m.                     |
| Nov. 24 — Oklahoma State   | 1:00 p.m.                     |
| Dec. 1 — At San Diego St.  | 9:00 p.m.                     |

# Full Sports Programming Ahead on KMA

The high school and college football seasons have finally arrived and KMA Sports is ready to provide you with TOTAL coverage.

Outlined on this page is KMA's sports programming for this fall:

### FRIDAY NIGHTS STARTING SEPTEMBER 7th

5:30 — **The KMA Sportsman** — Reports from the coaches of the key high school football games to be played that night in our listening area.

7:00 — **KMA Football Forecast** — Each week two different high school football coaches in the KMA area are invited to predict the winners of 18 college football games.

7:15 — **High School Football Preview** — Pre-game interviews with the opposing coaches of the KMA Football Game of the Week.

7:25 — **The KMA High School Football Game of the Week.**

9:30 (approx.) — **KMA High School Football Scoreboard** — The most comprehensive broadcast of high school football scores in our area.

There could be an alteration to our Friday night sports programming in September. The Kansas City Royals play Friday night games three out of the first four weeks of the high school football season. The evenings of Sept. 7, 21 and 28 KMA might carry the Royals instead of a high school football game.

### SATURDAY SPORTS PROGRAMMING STARTING SEPTEMBER 8

7:35 a.m. — **KMA Saturday Morning High School Football Scoreboard** — A complete scoreboard of all the high school football games played Friday night in our listening area.

### SATURDAY PROGRAMMING STARTING SEPTEMBER 15

4:15 p.m. (approx.) — **KMA College Football Scoreboard** — All the scores in college football.

### SATURDAY PROGRAMMING STARTING SEPTEMBER 22

Iowa State Football.

## KANSAS CITY ROYALS BATTLE FOR TOP

It looks like a two-team race in the American League's western division between the Kansas City Royals and the Oakland A's. Keep this Royals broadcast schedule handy so you can follow Kansas City down the final stretch of the season on KMA as they battle for a divisional title.

|          |              |                   |
|----------|--------------|-------------------|
| Sept. 1  | — 7:10 p.m.  | — Oakland         |
| Sept. 2  | — 1:10 p.m.  | — Oakland         |
| Sept. 3  | — 7:10 p.m.  | — Minnesota       |
| Sept. 4  | — 7:10 p.m.  | — Minnesota       |
| Sept. 7  | — 7:10 p.m.  | — California      |
| Sept. 8  | — 1:10 p.m.  | — California      |
| Sept. 9  | — 1:10 p.m.  | — California (dh) |
| Sept. 10 | — 9:40 p.m.  | — Oakland         |
| Sept. 11 | — 9:40 p.m.  | — Oakland         |
| Sept. 12 | — 9:40 p.m.  | — Oakland         |
| Sept. 13 | — 9:40 p.m.  | — California      |
| Sept. 14 | — 9:40 p.m.  | — California      |
| Sept. 15 | — 8:40 p.m.  | — California      |
| Sept. 16 | — 7:40 p.m.  | — California      |
| Sept. 17 | — 7:10 p.m.  | — Minnesota       |
| Sept. 18 | — 7:10 p.m.  | — Minnesota       |
| Sept. 19 | — 7:10 p.m.  | — Chicago         |
| Sept. 20 | — 7:10 p.m.  | — Chicago         |
| Sept. 21 | — 7:10 p.m.  | — Chicago         |
| Sept. 22 | — 7:10 p.m.  | — Texas           |
| Sept. 23 | — 1:10 p.m.  | — Texas           |
| Sept. 25 | — 7:40 p.m.  | — Chicago         |
| Sept. 26 | — 7:40 p.m.  | — Chicago         |
| Sept. 27 | — 12:55 p.m. | — Chicago         |
| Sept. 28 | — 7:10 p.m.  | — Texas           |
| Sept. 29 | — 7:10 p.m.  | — Texas           |
| Sept. 30 | — 7:10 p.m.  | — Texas           |



Farm Director Cliff Adams is shown here on the recent tour of herbicide plots in southwest and central Iowa which was sponsored by Ciba-Geigy.

## WARREN SWAIN SELECTED TO SERVE ON BOARD

KMA Sports Director Warren Swain has been chosen to serve on the 20-member board which will select the 1973 All-Big Eight Conference football team for The Associated Press.

The board is made up of sports writers and sportscasters close to the Big Eight scene and is evenly distributed in the states with Big Eight football teams.



"The Voice" in action — known affectionately around the station by that epithet, KMA Sports Director Warren Swain spends almost as much time on the telephone as he does on the road covering sports events.

### PLAUDITS

Bob Keiser, Assistant Manager of the Kansas City Royals Stadium Club, wrote a complimentary letter about the Royals KMA listeners who went on the five KMA sponsored Royals Baseball trips this past season. In his letter he said, "KMA must have the nicest listeners in the world. Everyone at the Club who has waited on these groups has had nothing but compliments for the people they served. Their friendliness and manners have yet to be duplicated by any other group that I have had the pleasure of hosting."

Sooner or later a man reaches his B-period — baldness, bridgework, bifocals, and bulge.



Cool and calm—the golfer before he gets in a trap.

In early August, Station Manager **ANDY ANDERSEN** competed in the Northwest Amateur golf tournament at Spencer, Iowa. Although he didn't make the cut to stay in the event after 36 holes, he did make news with his shot on No. 18 hole. He hit a 5-iron 150 yards into the cup for an eagle 2 which was called one of the top shots of the day. The tourney was eventually won by Tom Chapman, Jr., of Newton for his third straight title.

Andy and three of his golfing pals from Shenandoah made the trip. The Shenandoah men who went and their scores after two rounds were: Jim Winegardner, 158; Bob Cahill, 163; "Spike" Spargur, 164; and Andy Andersen, 167.

Salesman **LARRY HILL'S** boys, **TONY** worked in the beanfields this summer around Essex while **TIM**, 6, helped chore around their farm home.

**MERL DOUGLAS'** (Roulstone) younger daughter, **VALERIE**, became the bride of **DONALD PARNELL** in a ceremony at Springfield, Missouri, July 20. The young couple are making their home in Springfield where the bridegroom is employed by the Calvert Manufacturing Company. Doug learned that less than a month after she was married, Valerie doing her housewifely chores, accidentally broke a glass while doing the dishes. The glass cut her right hand severely, requiring 17 stitches to close the gash.



Linda Hoefing, wife of KMA Associate Farm Director Steve Hoefing, was elected to be the instructor for the elementary transition room in Shenandoah. Her classes which began in August are held in the L. A. Logan school. Linda is a 1972 graduate of Iowa State University.

The gang surprised Station Manager **ANDY ANDERSEN** on his birthday, June 28. Cake and coffee and a "gag" gift of a worn-out chair completed the celebration. In the picture, Andy is holding the sign that tells how old he is. Also in the picture are (l-r) **EARLE CROWLEY**, **LUCY LAWSON**, **ANDY**, **DON BURRICHTER** (behind Andy), **JIM SHAU**m and **BILL OVERBEY**. As a follow-up to the story, the chair has been reupholstered into a very nice piece of furniture at the Andersen house.



Just the (cake) crumbs remain.



Program Director Mike Goodin supervised the drawing for the set of Firestone tires given by KMA. Donald Scott of Corning, Ia. was the lucky winner. His tires were presented through Wilmarth Oil Co. of Corning.



Picking the weekly Golden Harvest Hybrids winner out of the box is Engineer Norm Kling.

#### GOLDEN HARVEST WINNERS

Winners in the Golden Harvest Hybrid drawings for the past four weeks received: first prize—Swing Along Cooler, 2-gallon water jug plus a bag of Golden Harvest Hybrids; second prize—Two gallon water jug plus bag of Golden Harvest Hybrids. Prizes have been presented to the following winners:

1st week — 1. Kenneth Rickabaugh, Thurman, Ia. 2. Homer Horning, Bedford, Ia.

2nd week — 1. Mrs. Lucile Biester, Soldier, Kansas. 2. Don Boylan, Shenandoah.

3rd week — 1. James A. Richter, Adair, Ia. 2. Mrs. Darrell Cary, Griswold, Ia.

4th week — 1. Chester Shimer, Sharpsburg, Ia. 2, Tom Murphy, Shenandoah.

## TO THE TROPICS IN DECEMBER

### CARIBBEAN CRUISE

Sponsored by National Association  
of Radio Farm Directors

### ABOARD QUEEN ELIZABETH II

December 12 through 20

Sun-filled holiday with visits to three islands and agricultural seminar aboard ship (which makes trip tax deductible for those who qualify).

If you want more information, write Cliff Adams, KMA Radio, Shenandoah, Ia. 51601

**ROBERT KLING**, son of Engineer **NORM KLING** and his wife, **MARGARET**, married **SUSAN JEAN PERRY** at All Saints Church in Cedar Rapids, Ia., Aug. 11. She is the daughter of **MR. AND MRS. VERNON PERRY** of Cedar Rapids. Susan graduated from the University of Northern Iowa in elementary education and is teaching in Gilbertville, Ia. this fall driving back and forth to Cedar Falls where the couple resides while Bob completes his senior year at UNI in art education.



Mrs. Robert Kling

# A MEMO

From BRENDA KAY

Remember when you were young and on the first day of school one of your teachers was sure to ask you to write an essay on "What I did over the summer"? That's sort of the way I feel right now! This summer was full of action and new friends, but it's hard to sit down and talk about it — it's just one big blur of motion.

A good starting point is county fair coverage. Between Cliff and Steve in the Farm Department, and Christy Hall, our summer employee, and myself, we managed to cover 31 county fairs. Here's the list — maybe we were in your town.

Adams County Fair, Taylor County Fair, Ringgold County Fair, Adair County Fair, Fremont County Fair, Craig Achievement Day, Nodaway County Achievement Day, Atchison County Achievement Day, East Pottawattamie County Fair, Montgomery County Fair, Page County Fair, Gentry County Achievement Day, Pawnee County Fair, Worth County Achievement Day, Holt County Livestock Achievement Day, Harrison County Fair, West Pottawattamie County Fair, Mills County Fair, Shelby County Fair, Cass County Fair, Union County Fair, Johnson County Fair, Madison County Fair, Nodaway County Livestock Achievement Show, Nemaha County Fair, Cass County Fair, Otoe County Fair, Worth County Livestock Achievement Show, Audubon County Fair, Guthrie County Fair, Richardson County Fair, Northwest Missouri Fair, plus Iowa State and Nebraska State Fairs.

We all enjoyed the fairs, but after putting in several twelve-hour days on the job, we were thankful when they started tapering off.

In addition to fair activities, August was Venereal Disease Awareness Month in Iowa. Since I was chairman of Page County education, on evenings and non-fair days, I met with committees of women in both Shenandoah and Clarinda to determine what could be done in Page County to educate and inform people about the seriousness of V.D. Through newspaper articles, radio spots and interviews, free brochures in public rest rooms, and window displays, we tried our best to make people aware. When you consider that in 1972 there were 85,000 cases of syphilis (primary and secondary) and 2,500,000 cases of gonorrhea in the United States, it's plain to see we have a serious public health problem with which to deal. It is estimated that if this epidemic is not stopped, 1 out of 5 teenagers in just ten years will have a venereal disease. If people do not know the facts, many will suffer from a variety of physical problems,

from sterility to death. That's a pretty dear price to pay for ignorance.

Since I met my husband, one event in August has become a tradition, and that is attending the Sidney, Iowa Rodeo. You see, Richard is from Sidney, and he grew up in Rodeo country. This year was the 50th Anniversary of the Sidney Rodeo. On hand to help celebrate this special occasion was "Mickey Mouse," who was also celebrating his 50th Anniversary. The special star was Jody Miller who did a terrific job of entertaining the thousands of people who flocked to Sidney this year. If you have never attended a rodeo, you might try it next year. It's a place of action!

During the third week of August, I took a week of vacation(?). I question this as Rich and I spent just about the whole week working on our house. I'm starting to wonder if one ever gets a house fixed just the way they want. Our kitchen was in such terrible condition, as many kitchens in older homes are, so slowly but surely we are making some headway in that room. I think our bathroom will be next.

As fall approaches, there are several activities which I am anticipating. The Huff Reunion (Richard's maternal relatives) in Sheridan, Missouri, is the first Sunday of September. Then on October 1 the Page County Farm Bureau Women are once again sponsoring their annual Craft Carnival. This year it will be held in Shenandoah. A new event this year will be the Foods and Equipment Fair in Maryville, Missouri, on November 7 and 8. And for those of you in Nebraska, I plan on attending the Home Economics Day for Homemakers on October 17 in Lincoln, Nebraska. The theme is "Consumer Concerns."

It is a busy time, but isn't it so much better to be busy than to be idle? I'll close with this thought taken from the newsletter sent out by Barbara Buffington, Extension Home Economist for Mills and Montgomery counties:

"Movement is characteristic of life: Imobility, a characteristic of death. If you want to stay alive, keep moving."

## SELECTED FOR HONOR

The Eta Epsilon chapter of Beta Sigma Phi sorority at Clarinda, nominated KMA's Brenda Kay to participate in the 1973 Outstanding Young Women of America program.

In addition to being written about in the 1973 book about the nominees, she will be presented a certificate and will be under consideration for the Ten Outstanding Young Women of America Awards to be given in Washington, D. C. this fall. The awards recognize the exceptional young women between the ages of 21 and 35 for their civic and professional accomplishments.

### THREE CHEESE MANICOTTI

- 1½ cups water
- 1 8-oz. can (1 cup) tomato sauce
- 1 pkg. spaghetti sauce mix
- 2 cups (8 oz.) shredded mozzarella cheese
- 1 cup (8 oz.) ricotta or cream style cottage cheese
- ½ cup parmesan cheese
- 2 beaten eggs
- ¼ cup snipped parsley
- ½ t. salt
- 8 manicotti shells, cooked and drained

In small saucepan, blend water, tomato sauce and spaghetti sauce mix. Simmer, uncovered for 10 to 12 minutes. Combine 1 cup of the mozzarella, ricotta cheese and parmesan cheese. Add eggs, parsley, salt and ¼ teaspoon pepper; mix lightly. Stuff manicotti shells with cheese mixture using about ¼ cup mixture for each. Pour ½ cup of the spaghetti sauce into 2-quart or medium sized baking dish. Arrange stuffed manicotti in dish; pour remaining sauce over top. Sprinkle with the remaining 1 cup mozzarella. Bake uncovered in 350 degree oven for 25 to 30 minutes or till bubbly. Makes 4 servings.

\* \* \*

### CHEESECAKE WITH STRAWBERRY GLAZE

- 1¾ cups graham cracker crumbs (20 crackers)
- ¼ cup finely chopped walnuts
- ½ t. ground cinnamon
- ½ cup margarine, melted
- 3 eggs
- 2 8-oz. pkg. cream cheese, softened
- 1 cup sugar
- 2 t. vanilla
- Dash salt
- 3 cups dairy sour cream
- 1 cup fresh strawberries
- ½ cup water
- 4 t. cornstarch
- ½ cup sugar
- Red food coloring

To make crust, combine crumbs, walnuts and cinnamon. Add melted margarine and mix thoroughly. Press on bottom and 1½ to 2 inches up sides of 9-in. springform pan. To make filling, combine eggs, cream cheese, 1 cup sugar, vanilla and salt; beat till smooth. Blend in sour cream and pour into crust. Bake at 375° for 35 minutes or till set. (Filling will tend to be soft.) Cool and chill thoroughly, 4 to 5 hours.

Glaze: Crush strawberries. Add water and cook 2 minutes. Sieve. Mix cornstarch and remaining sugar; slowly stir in hot berry mixture. Bring to boiling, stirring constantly. Cook and stir till thickened and bubbly. Add food coloring, if desired. Cool to room temperature. If you have additional strawberries, halve and arrange on top of cheesecake. Pour on glaze. Chill an additional 2 hours. Serves 10 to 12.

## CHRISTMAS TREATS

### 100 Best Recipes

#### COOKIES, CAKES and other DESSERTS

Prizes will be awarded to the first and second place winners in each of the three categories.

The contest will run from Oct. 1 through Oct. 31. Please, only one entry per person.

At the conclusion of the contest, the 100 Best Recipes will be printed and can be obtained for the cost of mailing (25¢) from KMA Radio, Shenandoah, Iowa 51601.

#### OATMEAL GOODIES

- 1 cup flour
- 1 cup quick-cooking rolled oats
- ¾ cup brown sugar, packed
- ½ t. soda
- ¼ t. salt
- ¾ cup margarine, melted

Combine in bowl to form crumbs. Press half of crumbs in bottom of 9-inch square pan. Bake at 350° for 10 minutes.

Sprinkle over baked crust:

- 1 cup semi-sweet chocolate pieces
- ½ cup chopped nuts

Mix well:

- ¾ cup caramel ice cream topping
- 3 T. flour

Drizzle over chocolate pieces and nuts. Sprinkle remaining crumbs over caramel topping. Bake at 350° for 10 to 20 minutes until golden brown. Chill bars for easier cutting.

\* \* \*

#### CHUCK WAGON STEAKS

- 2 beef chuck-steaks, ½ to ¾ inch thick
- 1 medium onion, chopped
- 1 cup catsup
- ⅓ cup vinegar
- 2 T. brown sugar
- 2 t. salt
- 1 clove garlic, crushed
- 1 bay leaf
- ½ t. hot pepper sauce

Combine all ingredients, except meat, in a saucepan and cook slowly for 10 minutes, stirring occasionally. Cool. Pour sauce over steaks in utility dish, turning to coat all sides. Marinate in refrigerator for 4 hours or overnight. Pour off and reserve marinade. Place steaks on grill and broil at moderate temperature for 15 to 25 minutes, depending upon thickness of steak and desired degree of doneness. Turn and brush steaks with barbecue sauce occasionally.

### PEANUT BUTTER-HONEY BARS

- 4 cups puffed rice
- ½ cup raisins
- ½ cup salted peanuts
- 3 cups miniature marshmallows
- 2 T. butter or margarine
- 1 cup peanut butter
- ½ cup honey
- 12-oz. pkg. (2 cups) semi-sweet chocolate pieces

Place puffed rice in shallow baking pan. Heat in 350 degree oven 10 minutes. Pour into a greased large bowl; add raisins and peanuts. Melt marshmallows and butter in top of double boiler over hot (not boiling) water. Remove from heat. Add peanut butter and honey, stir until smooth. Pour over cereal mixture, stirring until evenly coated. With greased hands press into greased 15x10-inch rimmed cookie sheet; cover with chocolate pieces. Place in 350 degree oven 2 or 3 minutes or until chocolate pieces are softened. Remove from oven and spread chocolate with spatula. Chill until firm and cut into squares. Makes about 32.

\* \* \*

### FROSTED BROWNIE MALLOW BARS

- ½ cup margarine
- 1 square (1 oz.) unsweetened chocolate
- 1 cup sugar
- ¾ cup flour
- ½ t. salt
- ½ t. baking powder
- 2 eggs
- 1 cup chopped nuts
- 1 t. vanilla
- ¼ lb. (16) marshmallows, cut into halves

To make the brownie layer, melt margarine and chocolate in saucepan. Remove from heat. Add sugar and mix well. Add flour, salt and baking powder, blending well. Add eggs and beat well. Mix in nuts and vanilla. Pour into pan (11 by 7 by 1½-inch) rubbed with margarine. Bake in a moderate oven (350 degrees) about 35 minutes. Remove pan from oven. Top with marshmallow halves and return to the oven for 2 to 3 minutes or until marshmallows are soft and easy to spread. Remove pan from oven. Spread marshmallows over the brownies. Cool. Top with Chocolate Frosting.

#### Chocolate Frosting

- 1 square unsweetened chocolate
- ½ cup brown sugar
- ¼ cup water
- 3 T. margarine
- 1 t. vanilla
- ½ t. salt
- 1½ cups sifted powdered sugar

Mix together in a sauce pan, the chocolate, brown sugar and water. Heat mixture and bring to a boil. Boil 4 minutes. Remove from heat. Add margarine. Cool. Stir in vanilla, salt and powdered sugar. Spread over cooled brownie layer. Cut into bars and serve. Yield: 18 bars.

### OATMEAL FAVORITES

Vicki Cutshall, Van Meter, Ia.  
(Brenda's cousin)

Cream together:

- 1 cup sugar, white
- 1 cup sugar, brown, packed
- 1 cup lard
- 3 eggs

Bring one cup raisins to a boil in ½ cup water. Drain, reserving 5 tablespoons raisin juice. Add 1 teaspoon soda to juice. Sift together 2½ cups flour, 2 cups oatmeal, 1 tsp. salt and ½ teaspoon each: cinnamon, nutmeg, and allspice. Add to creamed mixture. Then add raisins and soda-juice. Finally add 1 teaspoon vanilla and ½ cup nutmeats. Bake at 350 degrees for 10 minutes. Yield: 4 dozen.

\* \* \*

### CRUNCHY CHOCOLATE BARS

- 1 12-oz. pkg. (2 cups) semisweet chocolate pieces
- ¾ cup crunch-style peanut butter
- 3 cups round oat cereal

Combine chocolate pieces and peanut butter. Cook over low heat, stirring frequently, till melted and smooth. Remove from heat; stir in cereal. Turn into waxed-paper-lined 8x8x2 inch baking pan. Chill and cut into bars or drop by teaspoonfuls onto waxed paper. Makes about 36 pieces.

\* \* \*

### COCONUT MELTAWAYS

- ½ cup butter
- 3 T. powdered sugar
- ½ t. vanilla
- ¾ cup coconut
- 1 cup flour

Cream butter and sugar. Add vanilla and flour, mix well, and add coconut. Chill dough till firm enough to handle. Roll dough, a teaspoon at a time between palms of your hands. Place 1 inch apart on cookie sheet. Can be pressed down slightly with fork. Bake at 350 degrees for 15 minutes or until lightly brown. Leave plain or frost as desired. Makes 2 dozen.

\* \* \*

### GOOD CRISP CHICKEN

By Marjorie Slaybaugh, Panora, Ia.

- ½ to ½ cup evaporated milk
- 1 egg, beaten
- 1 cup flour
- 1 t. baking powder
- 2 t. salt
- 2 t. paprika
- ¼ t. pepper
- 3-lb. fryer
- ½ cup butter or margarine

Cut the fryer in serving pieces. Melt butter on a rimmed cookie sheet or jelly roll pan. Beat egg and add milk. Dip chicken pieces into egg and milk mixture and roll in mixture of baking powder, flour, paprika and salt. Place pieces, skin side down, on buttered sheet. Bake 30 minutes at 400°. Turn pieces and bake 30 minutes longer.



This picture was taken of Steve Hoefing, Brenda Kay and Chris Hall as they anticipated the fun of taking in all the county and state fairs on their schedule. By the time they had covered the 33 different fairs, some of that enthusiasm had worn off.

#### APPLESAUCE CAKE ROLL

- 3 eggs
- $\frac{3}{4}$  cup sugar
- 1 8-oz. can applesauce
- 1 cup sifted all-purpose flour
- $\frac{1}{2}$  t. baking powder
- $\frac{1}{2}$  t. baking soda
- $\frac{1}{2}$  t. ground cinnamon
- $\frac{1}{4}$  t. salt
- $\frac{1}{4}$  t. ground cloves
- 1 cup whipping cream
- $\frac{1}{4}$  to  $\frac{1}{2}$  cup chopped walnuts

Beat eggs till thick in a small mixer bowl. Gradually add sugar, beating well. Add  $\frac{1}{2}$  cup of applesauce. Sift together flour, baking powder, soda, cinnamon, salt and cloves. Fold into egg mixture. Spread in greased and floured 15x10x1-inch jelly roll pan. Bake in 350 degree oven for 15-20 minutes. Immediately loosen sides and invert onto towel sprinkled generously with powdered sugar. Roll up carefully. Let cool on rack. Whip cream till soft peaks form. Fold in remaining applesauce and walnuts. Unroll cake; spread applesauce mixture over cake. Roll up; chill. Garnish with additional whipping cream.

\* \* \*

#### GRANDMA'S NOODLE BAKE

- 1 lb. ground beef
- 1 cup diced celery
- $\frac{1}{2}$  cup diced onion (opt.)
- 3 T. butter
- 1 can cream of chicken soup
- 1 can cream of mushroom soup
- 16 oz. pkg. noodles

Brown beef lightly and pour off excess grease. Saute onion, celery, and beef in butter. Boil noodles according to package instructions using either chicken broth or water. Drain. Add soups to beef and celery mixture. Add the noodles and mix well. Put in baking dish and bake 350 degrees for 1 hour. Makes 8 servings.

#### TACO DOGS

Brown 1 pound of ground beef and break into pieces. Pour off drippings. Add one-half cup catsup, one-half cup water and one package ( $1\frac{1}{4}$  to 1 $\frac{3}{4}$  ounces) taco seasoning. Cook slowly for 5 to 7 minutes, stirring occasionally. Place 8 taco shells in a baking pan and spoon the ground beef mixture into each, using half the mixture. Place a frankfurter, and spoon remaining beef on top. Top each one with grated Cheddar cheese. Bake in 350 degree oven for ten minutes.

\* \* \*

#### RICE KRISPIE BALLS

Melt over hot water or low heat:

- 1 pkg. caramels, using light caramels only
- $\frac{1}{2}$  cup sweetened condensed milk
- 1 stick margarine

Dip large marshmallows (will need whole bag) into caramel mixture and roll in uncrushed Rice Krispies which have been spread on sheet of waxed paper.

\* \* \*

#### CAULIFLOWER WITH SHRIMP SAUCE

- 1 medium cauliflower, cut in flowerettes
- Salt to taste
- 1 can (10 oz.) frozen condensed cream of shrimp soup (Unfrozen soup may be substituted, but do not dilute)
- $\frac{1}{2}$  cup milk
- $\frac{1}{4}$  cup shredded cheese
- 1 T. fine dry bread crumbs

Cook cauliflower until tender in boiling, salted water. Place in baking dish and cover with soup-milk mixture. Sprinkle with cheese and crumbs. Bake at 350° for 30 minutes.

News Director NED DERMODY'S kids had an extremely busy summer. DIANE, their ten year old, was occupied with clarinet and piano lessons and participation in the Shenandoah swimming team. PATRICK, 8, and TOM, 7, took swimming lessons and joined the Pee Wee Baseball League. AMY, 11 months, was the busiest of all . . . seven teeth in as many weeks and a rapid conversion to table food and walking around coffee tables. The kids enjoyed a week with the grandparents in Mexico, Missouri, and another week in the St. Louis area visiting Six Flags Over Mid America, the St. Louis zoo, the St. Louis arch, and a stop at Hannibal, Missouri, and Mark Twain country. Diane also spent a few days in St. Joseph, Missouri, with a young friend and former schoolmate. The kids went fishing at Pioneer Park, east of Shenandoah.

# FEEDBACK

By NED DERMODY

Governors of fifteen midwestern states met this summer in Rapid City, South Dakota, for the Twelfth Annual Midwestern Governors' Conference. These annual, mid-summer conferences allow governors to discuss, formally and informally, the problems and accomplishments that are common to this region.

This year, however, there was a different tone to the conference. The governors discussed the future and re-organization of government which some states have effectively instituted and others have not. For guidance, the governors imported a series of speakers including Robert Theobald of Wickenburg, Arizona. Theobald is the editor of a trend publication called *Futures Conditional*. Theobald, a rather drab, professorial man, startled the governors in outlining four basic ideas. "The future," he said, "is not what it used to be. It arrives more rapidly. It brings more change. It alters priorities in entirely unexpected ways."

"The future not only changes the world in which we live . . . it also alters the way in which our world can be effectively governed and managed." "Effective government," he said, "will require different styles in this new era."

"Contrary to the accepted wisdoms," Theobald said, "the midwest is one of the parts of America which is most capable of dealing with our emerging situation."

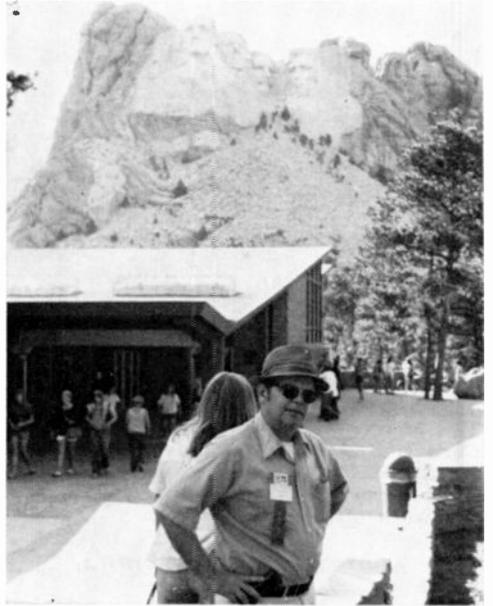
"The rapidly approaching bicentennial of the United States in 1976 challenges all of us to discover how Americans can be permitted to choose the future they want for their third century in the light of our changed realities."

Theobald outlined his premises by noting that we have become so accustomed to the onrush of change that we are unaware how startling the developments really are. "Would you have believed a year ago that we should have serious talk of cutting speed limits to conserve gas? Would you have projected a situation in which major energy companies would suggest limitation of the use of their products?"

Theobald draws the conclusion that the sharp changes in patterns must affect the basic priorities and goals toward which policies have been directed for decades.

One change is the economic growth, which was assumed to be a panacea for all of our problems, is increasingly the source of many of our most critical difficulties. We have made maximum rates of growth our primary goal, but we are in the process of learning that high rates of growth are necessarily accompanied by high rates of inflation. Controls only disguise this reality, they cannot change it.

Theobald says, "we have only two alternatives. We can induce a recession in order



News Director Ned Dermody enjoyed the Black Hills setting for the Governors' Conference. Here he is at the Mt. Rushmore visitors center.

to cut into rates of inflation . . . or we can rethink our situation in light of new realities. We need to discover how to raise the quality of life. We need not stop growth . . . but we must make sure that it serves the needs of people."

Theobald says, "that he is convinced that we have reached the time where the basic ideals expressed in the Declaration of Independence are not only desirable but necessary to our survival. The future is so novel," Theobald says, "that it has disoriented all of us. Only new forms of communication, management and government can cope with the speed at which the present and future is challenging us. The potential to solve the problems we face exists. But potentials are only translated into action by courage and wisdom . . . and the willingness to accept the challenge to mold a more human future."

## The KMA Guide

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Jack Chick, Shenandoah, Iowa Power & Light Co. manager, and Bill Oellerman pose aboard "Belle" as it nears Cooper plant.

### By BILL OELLERMAN

It was in August of 1854 that Richard Brown staked out a town on the Missouri River known as Brownville, Nebraska. Brownville today is also the home of the Cooper Nuclear Power Plant operated by the Nebraska Public Power District (with half the power being produced purchased by the Iowa Power and Light Company). KMA News was recently invited by N.P.P.D. to tour the Cooper facility which will begin operation later this year.

I was able to see the entire plant from both inside and out . . . and also viewed the station from the Missouri River aboard the Belle of Brownville. Encased in a ring of security (that is required by law) . . . it would be a sheer understatement to say that one was not impressed by the majestic looking structure.

Upon completion, the Cooper Nuclear Plant will have the ability to produce 801,000 kilowatts of power . . . using a single-cycle boiling water reactor as a catalyst. The power facility itself is a relatively new kind of steam electric plant in which heat is produced from the fission of nuclear fuel rather than from the burning of fossil fuel. This has all been accomplished at a cost of 250 million dollars.

The Cooper power plant has been criticized, in past and present by area residents across the border in Missouri who say that the nuclear plant will not be entirely safe because emissions of radioactive gases will enter the atmosphere. To this, N.P.P.D. replies that yes, the plant will emit gases but only in extremely minute quantities.

They tell me that "a nuclear safety expert has pointed out that the amount of radiation a person might receive in a year from natural sources is about 100 radiation units."

"A dental patient getting a tooth x-rayed is exposed to about 570 radiation units. By contrast, Cooper Station would have exposed a nearby resident to less than one-third of a radiation unit during an entire year of operation." It seems that only time will tell if the worries over the plant being

## BACK TO SCHOOL

Late August found most of the young people in the KMA families back in school. Staffers sent their children to many levels of education from grade school to college. There are eight in college; eight in high school; four in junior high school and 14 in the grades.

Attending grade school for the first time as kindergarteners are Douglas, son of Lynn Padilla of Continuity, and Joe Courtier, son of Salesman Dee Martin. Lynn's daughter, Gayleen is in 7th grade at Junior High this year and Dee's boy, Jeffrey, is in 4th grade.

News Director Ned Dermody has Tom in 1st grade, Pat in 3rd and Diane in 5th grade. Traffic Manager Ardene Mullison's children include Peter, 1st grade, Jane, 5th, Bob, sophomore in High School, and Don, a senior.

Farm Director Cliff Adams' family includes Mary Jane in 6th grade, Kathy in 9th grade, Junior High, and Cindy, sophomore in High School. Salesman Larry Hill's boys are in grades 6th for Tony and 1st for Tim.

Salesman Duane Young sent Scott to 6th grade, Brenda to 8th at Junior High, and Bruce, a sophomore at High School. From the accounting department, Nadine Kelsey's son, Kent, goes to 6th grade; and Earle Crowley's children include Scott in 6th, Janet in 8th grade at Junior High, and David a sophomore at High School. Station Manager Andy Andersen will have one left in High School, Barbara, who is a senior. Two announcers on KMA's staff, Chris Tornquist and Tom Westberg, are juniors at High School.

Attending college this year are: Ed May Jr. who will be a sophomore at Doane College at Crete, Nebraska, and Janis, daughter of Andy Andersen, who is enrolled at Northwest Missouri University at Maryville. Brenda Kay's husband, Richard McConahay is also attending NWMU at Maryville. Christy Hall who worked this summer at KMA returned to Drake University at Des Moines. Guide Editor Mary Williams will have two in college this fall with her daughter, Lory returning to Western New Mexico University at Silver City, and son, Loche, enrolled as a freshman at State University of Iowa at Iowa City. Also enrolling two in college this fall is Norm Kling, KMA engineer. His son, Bob, returns to the University of Northern Iowa at Cedar Falls, and his daughter, Carol, is a freshman at Iowa Western College at Clarinda.

safe were indeed justified. Hopefully they were not.

With the supply of fuels dwindling, nuclear power plants appear to be the answer to man's ever-increasing demand for electrical energy.

POSTMASTER

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## 16th Annual Open House at Earl May Test Gardens

drew over 15,000 visitors on Sun., July 29. That big factor—the weather—which delayed the Open House from the third to the fifth Sunday of July finally cooperated and provided a beautiful day for the event. The

gardens displayed 1090 kinds of flowers, 112 gladioluses, 120 flower beds and 897 vegetables. The winning flower bed No. 55 featured pink lace cleome encircled with sunburst zinnia and blue blazer ageratum.