

The

KMA GUIDE

August, 1967



The KMA Guide

AUGUST, 1967

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"ANDY" ANDERSEN and his family live near the east city limits of Shenandoah with plenty of grass to mow and trees for shade. Their large home with front-porch has been beautifully decorated by wife, JOANNE. She loves the summertime and uses it to turn her talents for needlework, into lovely accessories for their home. Joanne has just completed a 4 by 6 feet high wall covering which she embroidered with yarn on burlap. Note the size in the picture, as well as the many other items she has made in the past.



Eldest daughter, JANICE, likes to sew, but this summer has been earning extra money de-tasseling, and so has brother, DAN. Both of them will return to the Shenandoah High School this year, Janice for her junior year and lots of excitement as a Varsity cheerleader; and Dan for his freshman year. Dan has found time to participate in baseball which he counts among his favorite sports along with football and basketball. BARBARA will start her back-to-school in the sixth grade after spending most of the summer in the water. Her friend in the picture is the Andersens' dog, TIP.

Andy is really the only golfer in the family, the one who takes it most seriously. He'll probably be out on the golf course till it snows, while Joanne returns to school this year to again teach Junior High Home Economics and Science.



AT HOME WITH THE ANDERSENS



A Chat With Edward May

This article was written July 24th, the day following open house at the Earl May Trial Gardens. We couldn't have picked a hotter day for open house if we had tried, but in spite of the intense heat, a crowd of over 14,000 turned out to see the Test Gardens. With the multitude of flowers and growing plants, this is undoubtedly one of the most colorful sights to be seen in this part of the country. I talked to literally hundreds of people from north-western Missouri, western Iowa, eastern Nebraska, and northeastern Kansas. Many of these people make this an annual trip. It is always delightful to see folks having a good time.

Everyone I talked to had the same story to tell about growing conditions at their respective town. Things look very good but are in need of a good general rain. We all agreed it was too bad we couldn't have had five one-inch rains instead of one five-inch rain, which most of us had one time or another during the month of June. Many places had several of these and were literally drowned out. However, it is surprising how crops came through. By the time you receive this edition of the KMA Guide I hope you will have had a good soaking rain.

AUGUST WEDDING PLANNED

In last month's column I told you I would have a picture of the young man who will soon be a member of the May family. His name is Jim Sislo, and he and Karen are to be married Sunday, August 27. I hate to go back on my word, but I don't have a picture of Jim available at this time, so will have to reserve a picture until a later edition.

Trial Grounds Open House
visitors view one portion of the many flowers on display. Many of the visiting gardeners took home ideas to use in their yards from the combinations shown. Notice the sun hats and umbrellas out that day, shielding visitors in the 97 degree heat.



Incidentally, Jim and Karen have had quite a time setting a date for the wedding as Jim is going to be spending two years as a dentist for Uncle Sam, and their original wedding plans had to be changed several times because of a change in dates by the Air Force. However, unless something unforeseen happens, it appears as if the date has finally been set, and both Jim and Karen have the days counted until the big day.

SUMMER VACATION

My family had a most enjoyable vacation in northern Wisconsin where Eddie celebrated his 13th birthday. Now we are back home and it seems good to see our friends again. I feel fortunate as I have countless numbers of friends, including thousands of radio listeners who listen to KMA. These people I regard as good loyal friends. It does seem good to be back on the air after a nice vacation. I missed you and I hope you missed me.

Incidentally, if for one reason or another you weren't able to attend the open house at the Earl May trial gardens, the flowers will remain beautiful until we have a killing frost this fall. Any time during the next few weeks you have the opportunity to visit Shenandoah, be sure and do so, as you will find the trip well worthwhile.

Frank Comments

By FRANK FIELD

By the time you are reading this, another May's Trial Grounds Open House will have come and gone, and a good many thousand of you will have seen the Trial Grounds in all its glory. In all the many years the Trial Grounds has been in existence it has never looked as beautiful as it does this year. Apparently, climatic conditions were nearly exactly right. In addition to the Open House itself, the Trial Grounds has been the setting for several other gatherings in the last two or three weeks, including the annual Field Day and Work Shop of the Mid-West County Agents' Association which was held on Wednesday, July 12, with five professors from the University of Missouri, Columbia, putting on the program and leading the discussion. In the group were County Extension Directors from western Iowa, eastern Nebraska, and northern Missouri.

I took the picture on this page of the five Missouri men in front of a petunia bed in the Trial Grounds just before they left for home. From left to right they are: Dr. Einar Palm, Extension Plant Pathologist, Dr. Leroy Peters, Extension Entomologist, Dr. Art Gaus, Extension Horticulturist, Dr. Victor Lambeth, Prof. of Horticulture, Dr. Charles Sacamano, Extension Specialist.

Yes, Art Gaus and Charlie Sacamano are the two whose voices you hear over KMA on my program every Tuesday morning. Dr. Lambeth is our nation's leading tomato expert. He is the man directly responsible for such recent tomato introductions as Surprise, Sun-Up, Tom Boy, Avalanche, and Supreme. Right now he is working on still another hybrid tomato which so far, is just under a number. It has Tom Boy for one of its parents and for that reason, will be similar to it in appearance and habit of growth but will have even more disease-resistance. It will be on the market in about two more years.

My own garden has been producing tremendously this year, so far, and our so-called fruit cellar where Jennie stores the canned goods is just about full already and she hasn't even started on the tomatoes yet. That will include not only the canned tomatoes but also the chili sauce and catsup. The only answer is an addition to the fruit cellar or digging another cave out in the back yard. We have the finest prospects for a tomato crop that we have ever had. I was able to get them thoroughly sprayed about every week or ten days and the only thing that can stop them now is a heavy hail storm.

I never had beans produce like they did this year nor of such high quality. We particularly liked the new Bush Blue Lake Beans — they seem to be exactly like the famous Pole Blue Lake except for their habit of growth. They are true bush-type, just like the Contenders and Top Crop with which you are all familiar. Better try some of these next year!





with
Jack
Gowing

It has been a couple of months since I have visited with you in the KMA GUIDE. Jim Ross told you about his trip to Expo '67 and to Quebec in last month's issue.

Going back just a little, June will go down in the books as being the wettest on record. We had 13.05 inches of rain at the farm, which isn't as much as Red Oak recorded, but was still enough to hamper weed control in row crops.

We used herbicide on our corn, and it was applied with the nitrogen in a pre-plant application. It certainly was a life saver as far as giving us time to get over the fields. We had so much rain that we still had to cultivate, but that one cultivation has given us good control. I left a check strip of twelve rows and the grass has done quite well there. I was able to cultivate it only once also.

Crops look about as good in this area as in any area that I have seen so far in my travels. The latest crop report is a little hard to believe since we have had so much adverse weather across the Middle West. Wheat harvest was hampered by too much rain, and early they had extremely dry weather but yet the crop estimate is so high it is almost unbelievable. At the time I am writing this, the wheat harvest is in full swing when the weatherman permits, it will be sometime before we know what the yields actually are, right now we can talk about estimates only. Some of these estimates are running much higher than expected. I have seen estimates up to as high as 30 bushels per acre in Kansas.

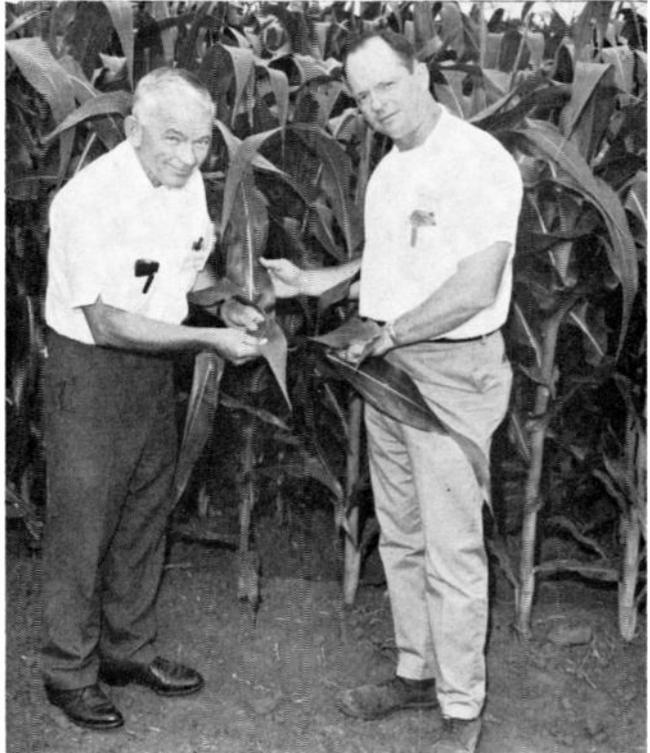
This excessive rain may have set us up for some trouble during any dry spells that we may have. When I am writing this, we could use a good rain because the ground is very hard and dry.

The rains created quite a lot of jokes about our Weather

Modification project. Many people thought we had the generators operating, we did not and have not had them operating since back in 1956-1957, ten years ago.

This is the time for County Fairs. For some counties, your fair will be over by the time you read this August GUIDE, but many are yet to be held. Let me suggest that you visit a county fair this year and spend some time looking over the projects of our fine young people in the KMA area. These projects are the results of a whole year's work on the part of the exhibitor.

If you haven't seen the state fair in recent years, take a couple of days and visit yours. It will offer you the chance to see many new products that are on the market and, of course, to see some good entertainment, too.



Jack Gowing shows corn to Robert Roselle, University of Nebraska extension entomologist.



TENTH ANNUAL OPEN HOUSE ATTRACTS THROU

From the Centennial State, specifically Brock, Nebraska, came Mr. Olen Teten. Olen didn't seem to mind the heat, even with his full beard. He expects to keep the beard part of his appearance until September. Olen took first prize at Johnson, Nebraska, for the "Best Trimmed Beard" during a Centennial celebration.

Ten years have elapsed since the Earl May Seed & Nursery Company initiated the Trial Gardens Open House. This year, as in others, thousands of garden enthusiasts flocked to the 76-acre site south of Shenandoah, to view 70 new All-America test entries in addition to 1,925 varieties of flowers and vegetables. Seeds from ten foreign countries were shown. One of the largest displays is the giant United States flag which measures 56 by 103 feet and consists of red, white, and blue petunia plants.



The 1967 Open House was observed on Sunday, July 23rd. It was a very hot and humid day in Shenandoah, but as you'll note in the pictures, the weather didn't keep anyone away. On the Trial Grounds, visitors voted for their favorite in a series of flower beds and number 39 was the winner. In case you don't recall, flower bed No. 39 was made up of petite yellow marigolds, forest fire celosia and orange jubilee marigolds.



Thirty-seven years is a long time to wait to return to the place you visited on your honeymoon, but Mr. and Mrs. Joe Vrana of Lincoln, Nebraska made the trip for this year's Open House. Back in the days of the wonderful pancake feed during Jubilee Days, the Vranas came to Shenandoah on their honeymoon; by the way, their wedding date was June 4, 1930.

KANSANS MAKE TREK

A whole group from Kansas, pictured here this month, included Mr. and Mrs. Jimmie Lange and Mr. and Mrs. Bill Gardner of Topeka; Mr. and Mrs. William Forgy of Robinson; and Mr. and Mrs. Richard Titus, Jr., of Hiawatha, Kan.



STUDIO VISITORS

Things were busy elsewhere on Open House Day. The KMA Radio Center was open and registered about 1400 visitors from all over. Most of the folks who came were from Nebraska, Missouri, Kansas, and Iowa, but in checking the guest register, names were found from Long Island, New York; El Paso, Texas; Rockford, Illinois, and Longmont, Colorado.

Even if you weren't able to visit the Trial Gardens and KMA during Open House, remember that you're invited to stop in anytime you pass our way.



ON THE
KMA
PARTY **LINE**

More tours and lots of visitors stopping by on their vacations to see KMA and the May Seed & Nursery Trial Grounds. When JONI took the two pictures on these pages, she had to split the group up . . . it was a real full bus. **ISABEL HANZLICK** is the tour guide, and if you want to set a tour time for a day in Shenandoah, write to her at May Seed & Nursery. The ladies shown this month are from Bigelow, Missouri and Emerson, Iowa.

What are your youngsters doing during the summer? We took a small survey among the KMA families and came up with the following facts about young people and school vacation. **SUE CHILDS** didn't take much time off, as she attended summer school classes at Wartburg College at Waverly, Iowa. Sue will be a second semester junior, majoring in history at the start of the fall term. **TIM HANNON**, son of our continuity girl **MARIANA**, has spent

most of the summer working for a local grocery store doing a little bit of everything and saved up some extra money to buy a gun for hunting. Station Manager **NORM WILLIAMS** and his family went to Expo '67 this year, but in between times, son, **JOHN**, has been swimming, delivering morning newspapers and participating in the Junior High Band and its summer concert. May Seed Company pilot, **DICK MULLISON** reports his daughter, **JODIE** is spending the summer at a Lake Okoboji resort babysitting; and will enter high school as a senior this fall. Another daughter, **AMY** is babysitting around her home area. All of **HAL MANN'S** youngsters are busy, **VICKIE** with babysitting and "rogueing" in the fields; **BOBBY** has been drawing and attending a "play day" at Yorktown; **MARYANN**, who broke her leg, has been ordered by her doctor to take it easy but does enjoy swimming; **LISA** is a swimmer and the youngest **MANN**, **HAROLD JR.** is anticipating kindergarten this fall. **RHEA MANN**, Hal's wife, has spent some extra time this summer keeping score for all those baseball games that KMA has broadcast.



For more than twenty years, **ETHEL BALDWIN** faithfully served **FRANK** as his secretary, answering mail and researching questions. Ethel became an expert in her field of flowers and vegetables. Yes, the woman behind Frank who helped organize his office work, was Ethel Baldwin. In July, she retired leaving May Seed and Nursery to have a little spare time on her own. She traveled last month to the National Altrusa Convention in Florida, an organization very close to her heart. We all hope Ethel enjoys her retirement and know that she'll be buzzing in to see us. In the picture with Frank, Ethel receives a lovely piece of luggage to take to Florida; a gift from her fellow employees.

When you visit the Iowa State Fair this month at Des Moines, be sure to stop at the May Seed & Nursery display and look for **KMA**! There's something new this year. In July, the **KMA** air-people had their pictures taken in brilliant color by **NORM WILLIAMS**. These pictures along with color pictures of forty communities in the **KMA** Iowa Listening Area, will be on view for state fair visitors. Stop and spot your town. **JIM ROSS** and **DICK MULLISON** took time in July to fly over Iowa from Onawa to Centerville and all points between to shoot colored aerial photos.

There seems to be controversy brewing in the sportsworld, and **KMA's** Sports Director **HAL MANN** has devoted considerable time in bringing the latest developments to listeners. In July, seven Iowa girls were barred from competing in a National Women's Meet in Santa Barbara. At press time, all indications show that the Iowa Athletic Union will join United States Field & Track and the National Collegiate Athletic Association in filing a civil damages suit. Hal traveled to Des Moines the latter part of July to discuss the situation which resulted in the girls barring from the Pan American trials due to the Santa Barbara action. He talked with Mr. E. Wayne Cooley, Executive Director of the Iowa State Girls High School Union, and will be keeping you informed on his **KMA** sports programs.

HOLLY NIELSON gets Thursday kitchen duties. That day in the summer has been designated "Cook Day" and Holly takes over dinner preparation. Her favorite dish is oven fried chicken and Warren says she makes terrific salads. One Thursday this summer, Holly fixed supper then informed the family they would take dessert out, at a local ice cream social.



After years of playing and some sitting in the music library, hundreds of musical selections were weeded out by **KMA** Music Director **DAREL BARGAR**. On hand to witness the event were two young music fans. Most of the albums were absorbed by the staff members reducing the total number of album selections in the **KMA** music library from 39,500 to 25,250. According to Darel, **KMA** receives from 100-175 singles (45's) per week and from 35-45 albums per month. That's a lot of music, especially when there's no room to store it. So, out with some of the old, in with some of the new in the **KMA** Music Library.



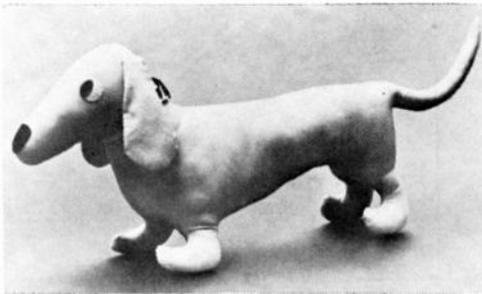
Girls watch "Happy Sound Man" — Bargar.

Do It Yourself

There's a variety of pattern offers for you this month, something for the youngsters and something for your outdoor entertaining. All three patterns make nice gifts, and if you sew for that great holiday in December, remember there are just 146 days to that date from August first. Oh, happy thought!

As with all the patterns we offer in the KMA GUIDE, this month's are yours for just 10¢. For one dime, you'll receive all three. Just send your name, address, and zip code to AUGUST PATTERNS, KMA GUIDE, Shenandoah, Iowa 51601.

Here are two animals that children love. The autograph hound can be made in time to take to school and fill with the names of new classmates. You've heard of pink elephants? Well, now we have pink dogs,

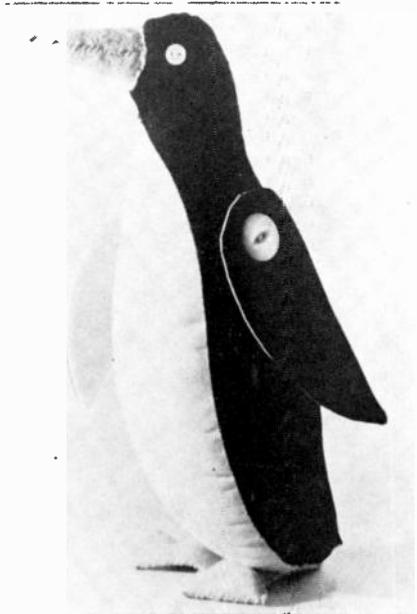


too. But believe me, you won't be seeing things before your eyes. You will have made it yourself. This very versatile dog is what we call our "blushing hound." Of course we made ours in pink, but it can be constructed of either a color to match your room or just a favorite color. Make it to be used for autographs, room decoration or child's toy.

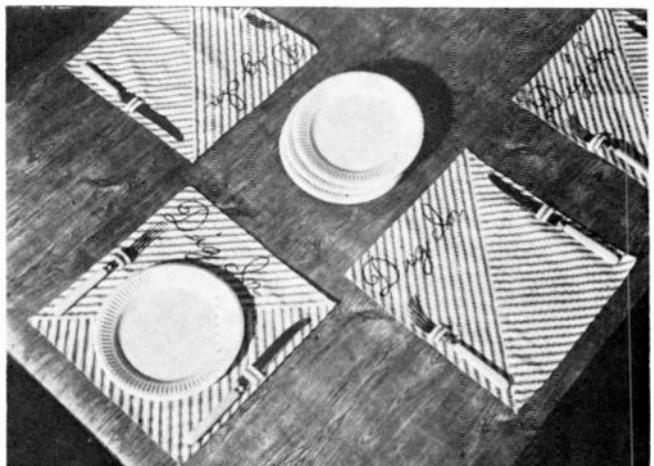
Another animal friendly around the house is Mr. Penguin, made of black and white cotton fabric with feet and bill of yellow felt.

For all the outdoor cooking you'll be doing in August, we offer this gay accessory. An invitation to "Dig In" is embroidered in red on these place mats made of striped mattress ticking. Attach handy loops to keep knife and fork in place.

All patterns are available for 10¢ from KMA Guide.



Since August is warm and you'll probably be spending a good deal of time outside, we think you'll be very interested in a new booklet, "How-To's For Barbecues" made available to KMA through the Iowa State University of Science and Technology, Cooperative Extension Service. This booklet tells in 30 pages, how to buy and prepare meat and poultry, what you should know about barbecue equipment, how to control the heat of a charcoal fire, and many recipes for fancy sauces and barbecued dishes. This booklet is available to you FREE of charge, just by sending your name, address and zip code to "HOW-TO'S FOR BARBECUES," KMA, Shenandoah, Iowa 51601.



Keep Your Cool

Here are two delicious dressings to swirl on fresh fruits of any kind for a smart and easy summertime addition.

FLUFFY CITRUS DRESSING

In a saucepan, beat 1 egg; add $\frac{1}{2}$ cup sugar, 1 T. grated orange peel, 2 T. grated lemon peel, and 2 T. lemon juice. Cook and stir over low heat till thick, about 5 minutes; cool thoroughly. Fold in 1 cup whipping cream, whipped. Chill. Makes about $2\frac{1}{3}$ cups dressing.

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CHERRY CREAM DRESSING

One 3-ounce pkg. cream cheese, softened
2 T. mayonnaise
2 T. maraschino cherry juice
1 T. milk
2 t. lemon juice
Few drops red food coloring
One 2-ounce pkg. dessert topping mix
1 T. finely chopped maraschino cherries

METHOD: Combine first 6 ingredients; beat till smooth. Prepare topping mix according to directions on package; fold into cheese mixture. Stir in cherries and chill. To serve, whip till fluffy; pile into bowl. Drop one drop red food coloring atop; swirl in. Yield: $1\frac{1}{3}$ cups.

* * *

APRICOT MILK SHERBET

1 can canned apricot nectar
 $\frac{1}{4}$ cup lemon juice
 $\frac{1}{2}$ cup sugar
1 cup nonfat dry milk
1 cup water
2 egg whites
 $\frac{1}{4}$ cup sugar
Few grains salt

METHOD: Combine first 3 ingredients and blend well. Mix dry milk and water. Slowly stir the fruit mixture into the milk. Pour mixture into refrigerator tray and freeze until almost firm. Stir once during freezing. Make a meringue of egg whites, salt, and $\frac{1}{4}$ cup sugar. Set in refrigerator. Remove frozen mixture from refrigerator tray to a chilled bowl and whip with a rotary or electric beater until creamy and fluffy. Fold egg white meringue into frozen mixture. Return to freezer in tray (or trays) and freeze until firm. Makes about 1 quart.

* * *

TRIPLE ORANGE CUPS

For each serving, cut slice from blossom end of orange, scoop out pulp and white membrane (save to use in a salad). Place small scoop orange sherbet in each orange cup and fill with chilled orange carbonated beverage. Serve at once with short straws.

MARSHMALLOW ORANGE DESSERT

32 marshmallows, cut up
1 cup orange juice
 $\frac{1}{2}$ pint whipping cream

METHOD: Melt marshmallows and orange juice over hot water, together. When cool, add whipped cream and chill. Serve with sprig of mint or cherry, or, orange section.

* * *

PINK LEMONADE PIE

1 cup evaporated milk
6-ounce can frozen lemonade concentrate, slightly thawed
Few drops red food color
Graham cracker piecrust shell

METHOD: Chill evaporated milk in ice tray till almost frozen at edges. Put ice-cold milk into cold $1\frac{1}{2}$ quart bowl of mixer. Using cold beater, whip at high speed until fluffy. Add lemonade concentrate and food color gradually. Whip until stiff and creamy. Heap into piecrust shell. Freeze until firm, about 4 hours or overnight. Serves 6.

* * *

PEPPERMINT FREEZE

3 eggs, separated
1 can sweetened condensed milk
2 t. grated lemon peel
 $\frac{1}{3}$ cup fresh lemon juice
3 T. crushed peppermint candy

METHOD: Beat egg yolks in small bowl until very thick; fold into sweetened condensed milk. Beat whites until stiff, but not dry; fold into yolk mixture along with crushed peppermint. Spoon into freezer tray, or paper cups; freeze until firm. Remove from freezer 10 minutes before serving.

* * *

PEACH MELBA PIE

Piecrust shell, baked and cooled (or, a pecan piecrust shell from the store)
1-pound, 13-ounce can sliced cling peaches
2 T. cornstarch
10-ounce pkg. frozen raspberries, thawed
1 t. lemon juice
1 cup whipping cream, whipped

METHOD: Drain peaches, saving $\frac{1}{4}$ cup syrup. Mix syrup and cornstarch in a 1-quart saucepan. Stir in raspberries. Cook and stir over medium heat until mixture boils and thickens. Boil and stir one minute more. Add lemon juice. Cool. Put about $\frac{1}{3}$ of raspberry mixture into piecrust shell. Arrange peach slices in shell. Top with remaining raspberry mixture. Chill. Top with whipped cream. Serves 6.

DOLLAR SAVERS

This month, there was a very good response from Iowa, Missouri, and Nebraska. How about the women in Kansas sending in some of their favorite time and money savers for the next issue of the Guide? Remember, the top five entries submitted will receive \$1.00 from the KMA Guide, and you can win more than once. Send as many "Dollar Savers" as you wish but be sure to have them in by the 15th of August for our next issue. Send your entry to DOLLAR SAVERS, KMA GUIDE, Shenandoah, Iowa 51601.

Now, here are the suggestions selected for the August issue. Hope there are some new ideas for your home:

 When you are mailing a gift and want to put a bow on top without mashing it in the process in mailing, use a small aluminum foil pie pan. Place one of these over the bow, pack newspaper around the rest of the gift package and it will arrive at its destination in perfect condition.

Flossie Miller
Villisca, Iowa 50864

Little cracks in china will disappear if you will boil the dish gently in milk.

Mrs. Ralph Gallagher
Maryville, Missouri

A toothbrush is a MUST in my kitchen. I use it to get at all the hard to reach places around handles on pots and pans, and on cut glass because it won't scratch. How about putting a toothbrush in your kitchen?

Mrs. Clarence Sleep
Bedford, Iowa

 Add a few drops of vinegar to the rinse water when laundering curtains and draperies made of synthetic fibers and you'll reduce the static electricity. And, place leftover starch in an ice-cube tray and store it in the freezer of your refrigerator. When a small amount is needed, just thaw it out.

Mrs. Ed Stiens
Maryville, Missouri

Here's a good drain cleaner: 1 cup of salt, mixed with ½ cup soda, 1 cup of vinegar and hot water. Follow with a teakettle of hot water down the drain.

Use sandpaper on suede shoes if they have shiny spots on them.

Mrs. Paul A. Schreiner
Rt. No. 1, Dunbar, Neb. 68346

When polishing your shoes, slip a small plastic bag over hand you put in shoe. Do this when using shoe dye . . . especially the spray kind, and you'll keep your hands clean.

Mrs. Clarice V. Lemar
Martinville, Mo. 64467



When painting window frames, instead of buying tape to keep the paint off the glass, dampen strips of newspapers and stick them on the glass along the frame. Paint the woodwork freely and when the job is done, any paint on the newspaper strips peels right off with the paper.

Mrs. Ralph Gallagher
Maryville, Missouri

 Take the cloth off an old umbrella, leaving the wires exposed. Open the umbrella, set the handle outside in the ground near a corner of your house or in a corner of your garden and plant a vining flower near the handle and entwine the flower on the handle and then on the wires going in and out starting in the center. This is very unusual and pretty when the vining flowers bloom.

Mrs. Robert J. Chab
Falls City, Nebraska

Clean your telephone dial much easier by moistening the cotton on a cotton-tipped stick and dialing with it. Do this in all the spaces.

Dorothy Rudnick
Audubon, Iowa 50025

 To remove rust stains, dampen spots then apply a mixture of equal parts of cream of tartar and table salt. Place the garment in the sun.

If your dog chases cars, try tying a small twig to his collar so it will dangle in front of his forelegs. This won't harm him, but will distract him.

Mrs. David McCartney
Box 183, Hastings, Iowa 51540

To keep stainless steel sinks, stoves, etc., from water spotting, wipe them off with a window cleaner on a paper towel.

Mrs. Guy Ham
Skidmore, Mo. 64487

 If you buy margarine in the plastic tubs, don't throw the container away. They come in very handy for storing leftovers, and they are great for making over-sized ice cubes for the picnic jug. (Sounds good for the punch bowl too.)

Mrs. Paul Cregeen
Clarinda, Iowa 51632

Jottings from Joni's Journal



Air-conditioning anyone? Thank goodness, my new place of residence comes with an air-conditioner for these hot days we've been having and there'll probably be more. As you will notice in the picture this month, there's a new place I call home. While the trials and preparation to make a move for four blocks or four hundred miles are just about the same, it can be fun. Want to know how? Just by the mere fact that you'll be in a new place . . . your old things will look so nice in a new place and maybe you will have to use your own creative ingenuity to decorate economically, but it can be fun.

Before going on vacation last month, the decision to move was made. I tried to ignore it when I was in St. Paul, pushing the thoughts of boxes and "where is everything to go" out of mind, since it was out of sight. But along the way, sat down and decided what needed to be done and how without spending too much money. Typical of me, I had to rush out and shop as soon as it was decided what color the sofa pillows would be and the type of lamps that were needed. Only a few things were purchased "impulsively" though. Some material, a few yards of vinyl covering for a stool, the rest was done in Shenandoah after a week of concentrated comparison-shopping.

When window shopping in Minneapolis, I ran across a store with candles. Do you love candles? Like to have them all over the house just because they're beautiful and not just because they're handy when the lights go out? Then you're like me. So, there I went, poking around and finally spotted a lovely candle shaped like a rose. You'll notice it on a table in the picture. It's a beautiful rose color in different tones with an avocado base. The entire candle, including base, is wax, except the velvet ribbon accent. I thought the candle was "neat," bought it, and traveled with it carefully packed in a small cardboard box, on the plane, into South Dakota's 100 degree weather, in and out of car trunks, onto the bus and into the new apartment. It made it, probably stood up better than I.

With my new candle, a newly covered stool, newly painted white furniture and lots of "things" collected over the past years, the new apartment is now settled and ready for company. The feature I love most is the set of French doors leading from the living room into the bedroom . . . lots of glass but nice.

SUMMERTIME SAFETY IN YOUR HOME

How "safe" has your summer been? We hope you'll take the KMA Safety Pledge for all year, and that means in the home, too. Here are a few things to remember. Aerosol cans, now so handy to flit at the bugs or clean up the house, are a big help, but keep these cans out of reach of little children at all times and remember they can explode if punctured or tossed in a fire. How about that chair or door step you've been meaning to fix? Or that hand rail in the house or going down the steps? They're triggered to cause a fall . . . unsuspected of course, but ready to happen. Any appliance trouble lately? Flip that switch to OFF before you investigate.

We could go on more about home safety, but I think you get the message. Be Aware and then Do Something About Safety in your home.

May I share a favorite saying of mine this month, "If your own performance of a job looks perfect to you, it isn't because you've done a perfect job, it's only because you have imperfect standards."



View of living room corner.

PROGRAM NEWS FOR AUGUST 1967

Dial 960 — KMA — 5,000 Watts

NORMS FORUM

By
Norman Williams
Station Manager

Last month I devoted this column to the issue of cigaret advertising on radio and TV. The Federal Communications Commission has ruled that "anti-cigaret" announcements must be broadcast by broadcasting stations carrying cigaret advertising. I asked, "Where does the government's benevolent concern end?" Your comment was invited.

I received one very nice five page letter from a lady in Ithaca, Nebraska. She emphasized that we should be interested in promoting the "anti-cigaret" cause as part of our KMA Keep Me Alive campaign.

She also makes the following statement, "We, the people own the air. We the people are responsible for the FCC, then We, the people should use these sources to help Keep Me Alive."

BASIC ISSUE

It is pointless to argue the merits of the cigaret issue, because really this is just a symbol of a larger problem created by this FCC decision. The basic issue is **CAN AND SHOULD THE GOVERNMENT CENSOR ADVERTISING?** If they apply the principle of the "fairness doctrine" to cigarets, what other products advertised can it apply to? Vegetarians sincerely believe that the human consumption of any animal product (meat and dairy) is harmful. Should they receive "free" time to sell their cause to the public? There are some equally sincere religious groups who feel it is a sin to wear lipstick, jewelry, or ornaments. Should they receive "free time" to tell their story after we broadcast commercials for a jewelry store?

ENFORCEMENT ELSEWHERE

If it is not in the public interest to advertise cigarets, why doesn't the proper government agency, namely the Federal Trade Commission, ban all cigaret advertising? This ban would apply to newspapers, magazines, billboards, and broadcasting. There are other steps which could be taken to curb cigaret smoking. Restrict the sale of cigarets to over the counter purchases in drug stores and increase the number of "no smoking" areas in public and private buildings. This would not stop smoking, but I believe it would seriously curtail it.

For us it is not the smoke, but the principle and its far reaching effects.

Sidney Rodeo

KMA will broadcast six 30-minute programs from the world's largest outdoor rodeo at Sidney, Iowa, Championship Rodeo this year. Starting Tuesday evening at 8 p.m., August 15, the broadcasts will alternate with the evening and afternoon performances and close with a wrap-up at 3:30 p.m. Sunday, August 20. Long-time rodeo booster, Jim Ross will bring you the direct broadcasts. Jim, who knows most of the cowboys, clowns, and officials will be serving his fifth year at the Sidney Rodeo mike for KMA.

FROM THE CAPITOL

In these eventful days, it is increasingly important for you to keep up with happenings on the national scene. To assist in keeping you informed about federal legislation and action, KMA and ABC will present this special program **FROM THE CAPITOL** at 12:15 to 12:40 p.m. each Sunday, starting July 30. It replaces the Legislative Review which kept KMA listeners apprised of legislation passed by the four state governing bodies which have now adjourned.

ATTENTION FISHERMEN

Want to know where they're biting? Or what the hunting prospects will be this fall? You can find out from Warren Nielson, who has had an intense interest in hunting, fishing, and camping ever since he was a boy growing up in South Dakota. This background is very evident when you listen to his hunting and fishing edition of the **KMA SPORTSMAN** every Saturday night at 6:15 p.m.

Fair Time

Summer activities come to a climax in August with the many county fairs in the four state KMA Land. Listen for the special reports from your county fair on KMA's three big daily farm programs when KMA Farm Service Department brings you highlights from these events. Jack Gowing brings you **RFD 960** every week day morning at 6:30, and Jim Ross presents **Midwest Farmer** each noon at 12:30 p.m. Both Jack and Jim share the mike nightly on the 6 p.m. **Farmers Market** program.

K M A Commentary

By DUANE JOHNSON

The saying is old and trite, perhaps unfortunate, but there is nothing as sure as death and taxes. And the latter has been one of the big topics most of the time but particularly during the past month in the state of Iowa.

The 62nd session of the Iowa General Assembly, which adjourned on July 9th after a record breaking long session, set another record with enactment of a huge tax revision package which will push up the total taxes paid by almost everyone living in the state. The alleged purpose of the package was to give property tax relief and increase state aid to local school districts.

To raise the money needed to reimburse the county governments for money lost in reduced property taxes and to dole out nearly one hundred million dollars in increased state aid to schools, the legislature raised these taxes:

The sales tax goes up to three per cent on October first and the sales tax base is broadened to include most services except the so-called professional services—doctors, dentists, auctioneers, and undertakers; the state income tax for individuals earning over seven thousand dollars a year will go up, retroactive to the first of this year; state corporation taxes go up also retroactive to January 1, 1967; the state taxes on cigarets and other tobacco products as well as beer go up on August first of this year. The total reap will be a guesstimated one hundred twelve million, five hundred fifty thousand dollars. Many feel however that this guess is too low.

NEWSMEN BRIEFED

There are still many questions being asked about the tax revision program which was passed in the waning hours of the record long session, however, at least some of the initial questions have been answered.

On July 21st, I attended a conference called by Governor Hughes at which members of the news media were briefed on the revision and school aid plans and also on how the final version of the measures were worked out.

The rather obvious objective of the conference, although it was not stated as such, was to spread the blame, if blame is to be placed anywhere for the measures, equally on those who had a part in their formulation—the governor, and Democratic and Republican members of the legislature alike. Also, the newsmen present were asked to tell their listeners and readers to look at the good things that will result from

their digging deeper into their pockets.

It may sound as though this reporter doesn't favor the revision and the resulting tax increases. This may be true. And my reason for feeling this way is probably a selfish reason. But then all objections raised to the revision have been based on selfish reasons.



THOSE WHO BENEFIT

The persons who will be benefited most will be those who live outside of the state of Iowa but own property here. They will get a reduction in property taxes, and will not be around to pay their share of the increases in other areas. There will be some benefit for those who live with low incomes, and this I am for. But the individual who will be hit hardest will be the salaried worker or the wage earner who owns relatively little property.

The old adage . . . "it takes money to make money" is still true, and it takes money to own or acquire property too. So can we assume that those who own considerable property, have considerable wealth? I think so. And what about the businessman, the manufacturer, and those who make money from their property investments? They will still have what I consider tax advantages over wage earners through their depreciation allowances, business deductions, and other so-called "business expenses." This, of course, includes the agri-businessmen.

And finally, I think we could well do some deep thinking about where this tax money will be going. For the most part it will go into the school systems of the state. The cost of education has been going up at a fantastic rate for the past several years, with the largest increases in spending going for increased salaries for teachers.

True, education is important. My request would be that school administrators and tax payers alike make certain that the quality of instruction keeps step with the sky-rocketing costs. Educational opportunities have been available for many years to anyone who applied themselves and really wanted to learn. A teacher works no harder than anyone else who desires to earn honest livelihood. If we try to force an education on students who are not interested in putting forth effort themselves, it's a waste of money at the tax payers expense.

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