

The

KMA GUIDE

August, 1969





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Annual Open House at Trial Gardens



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A Chat With Edward May



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At our 1968 open house, we counted

15,300 visitors, from 23 states. We gave away 4,700 free sun hats and 3,580 free packets of flower seed. When the final counts are in for this year, we hope to top these figures.

Speaking of figures, here are some more Trial Garden statistics that might interest you:

The United States Flag is 56 feet 6 inches deep by 102 feet 11 inches wide. It consists of 4,127 petunia plants (Comanche, White Joy and Purple Joy) in the flag and 235 Petite Marigold plants in the staff. Seed was started in the greenhouse March 15 and transplanted outside on May 12.

New this year is a giant map of the United States, with each state planted in a different color of flowers. It measures 71 by 112 feet, and it took 5,550 plants to complete it.

Many countries 'round the world send us the best of their flower and vegetable seeds to be grown alongside American varieties. Some of the countries represented this year were Holland, Italy, Denmark, Japan, France, Canada, England, West Germany, Costa Rica, Austria, Switzerland and the Philippines.

All in all, we had on display 818 kinds of flowers, 101 different gladioluses, 788 vegetables, 199 roses and 130 flower beds. Total planting for 1969: 2,312 varieties.

We enjoy having company, and especially invite you and your family to drop in and look over our Trial Gardens whenever you're in the neighborhood.



Wayne McMannama in the Earl May Trial Gardens' tomato plot. Note the bumper crop of tomatoes this summer. This is just one of the 90 different tomato varieties planted this year at the trial gardens.

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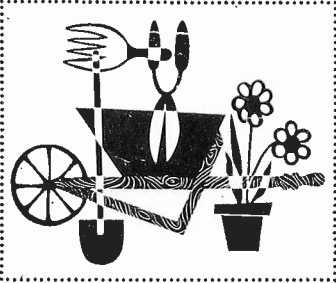
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FRANK COMMENTS



By Frank Field

The picture this month shows me in the act of pulling a weed out of one of the stars in our gigantic American Flag, which is located on the south side of the main driveway through the May Seed Company's Trial Gardens, on the south edge of Shenandoah. This picture was taken before the Open House. I suppose that a good many thousand of our KMA Guide readers were here that day and oh'd and ah'd at the flag which is described by Ed May in his column.

The Trial Gardens as a whole are looking better right now than ever before. Principally, because we have had copious quantities of rain this year and it has not been necessary to turn on the irrigation sprinklers at all this year. In fact, it has been quite a problem sometimes to get in between showers and do the necessary cultivation and weed pulling and grass mowing. Last year at this time we were in the midst of a prolonged dry spell, and it was necessary to keep the sprinkler system going night and day right around the clock.

Of course, we have had the usual troubles



this year with bugs, worms, insects and fungus diseases as a number of times we would have a heavy rain the next day after getting everything thoroughly sprayed. Of course, that meant that the job would have to be done over again, as the rain would wash the spray off. On the flowers and especially on the roses, we have been using a combination of Phaltan and Isotox, which has been very effective. So far, we haven't seen even a trace of Black Spot in the roses, which is somewhat unusual. On the vegetables, we have been using a combination of Zineb and Sevin, which seems to have given us almost perfect control over both fungus diseases and insects. This has been applied at an average of about once a week on account of the numerous rains. Ordinarily every ten days or two weeks would have been sufficient. The tomatoes are especially healthy this year and are green clear to the ground. About the 10th of July we noticed some red aphids getting started in the tomatoes so we immediately sprayed them with Malathion, which made short work of the aphids, and we haven't seen a sign of them since. The Sevin also seems to have worked very well on the vine crops; as of now we haven't seen a sign of any striped beetles, squash bugs or blister beetles. One nice thing about using Sevin for insects on vegetables is the fact that there is no waiting period. You can spray them today and pick and eat the vegetables tomorrow.

One result of the continued wet weather through June and July has been a flood of letters from people wanting to know what is the matter with their apple trees. They usually enclose two or three leaves which are speckled like a bird egg. The answer, of course, is Red Cedar Rust, which strangely enough lives on a Red Cedar tree one year and on apple leaves, the next year. It doesn't seem to hurt the Cedar trees very much but is very destructive to some varieties of apples; the Jonathan and Grimes Golden being especially susceptible. Luckily, the Delicious is quite

resistant to Red Cedar Rust and rarely suffers any damage. The answer, of course, is to follow a complete spray program starting with the dormant spray of lime sulphur in February or March. Follow up with a very thorough spraying with Home Orchard Spray about every two weeks throughout the spring, summer and early fall. This thorough spraying will also control the other fungus diseases and insects which always bother unsprayed fruit trees. Full directions and suggestions are naturally on the labels on the containers telling you just how and when to apply.

RFD



with
Jack Gowing



This month, I will tell you about our trip to Hawaii for the twenty-fifth anniversary of the National Association of Farm Broadcasters. We were there one week and had a chance to tour the islands of Oahu and Hawaii. We spent most of our time on Oahu and got to see the beef cattle feedlots, a watercress farm, sugar cane plantation, pineapple plantation and a dairy farm.

Agriculture was the largest industry on the islands until two years ago. At that time tourism moved into the number one spot and produces a little over \$375 million per year. Agriculture produces just under \$375 million annually.

Sugar production is number one in agriculture with pineapple, second. Sugar is produced on four of the islands and about 245,000 acres are used for sugar production. Hawaii has twenty-four sugar companies which produce 1,100,000 tons of raw sugar every year, roughly one-fifth of all sugar produced under the American flag. Sugar brings about \$195 million annually into the Hawaiian economy.

Pineapple is the second most important crop to the state. Pineapple, like sugar cane, is a tropical crop, so where you find one, you will find the other. It is believed that the pineapple was taken to Hawaii in about 1813 from Brazil. 67,600 acres of land are devoted to the production of pineapple and as many as 22,000 people are employed in the industry in the peak of the season. The pineapple produces \$133,000,000 annually for the Hawaiian economy.

Cattle is another important agricultural product in Hawaii, too. They produce about 60,000 head each year. There are about one and a half million acres devoted to ranching on 5 islands. Seventy per cent of the cattle are produced on the island of Hawaii; twenty per cent on Maui and the balance are produced on the islands of Kauai, Niihau and Molokai. The state of Hawaii produces approximately fifty per cent of the beef that is consumed there.

Cattle feeding is usually done on a custom basis and the rancher owns the cattle

through to the retailer. Most of the meat is sold in small shops in Hawaii.

Tourism is big business in Hawaii, and there are many hotels under construction in the Honolulu area.

We were told that there are plans for several hotels and restaurants on the other islands. Oahu is the only island that has really captured the tourist business up until now. The people who live on the other islands are looking to the tourist trade for additional income.

The Hawaiian Islands offer almost any kind of weather you could want. Rainfall amounts range from 10 inches at Puako on the big island to 486 inches at Waialeale on the island Kauai. There are lush tropical valleys, sheer waterfalls dropping hundreds of feet, a wild confusion of tropical and semi-tropical plant life, all set against the trim, geometric patterns of sugar and pineapple fields. There are barren wastes in the volcano areas. The highest official temperature recorded in downtown Honolulu is 88° and the lowest is 56°. Annual average is 75° and yet, in the mountains just a few minutes away, lower temperatures are found. Snow can be found during winter months on the summits of Mauna Kea and Mauna Loa. The highest temperature ever recorded in the state is 100°.

In the picture you see Pauline looking at some small pineapples. The pineapple plant doesn't get any taller than shown in the picture about 18 to 24 inches.





EDDIE MAY, 15-year-old son of the Ed Mays, has had his Miniature Schnauzer "Rags" for 10 years. However, Rags isn't Eddie's only pet. He has an aquarium of assorted fish and 5 feeder steers which he has been feeding for two months. This is his fourth herd of feeder steers which he has fed out. He is doing very well with this group also.

CHILDREN AND PETS

By **JO FREED**

These hot August days lead to the outdoors and companionship of pets. However, some KMA staff members don't have a pet but do have children, so that's the reason

for the title of this picture-story which runs on the next three pages.

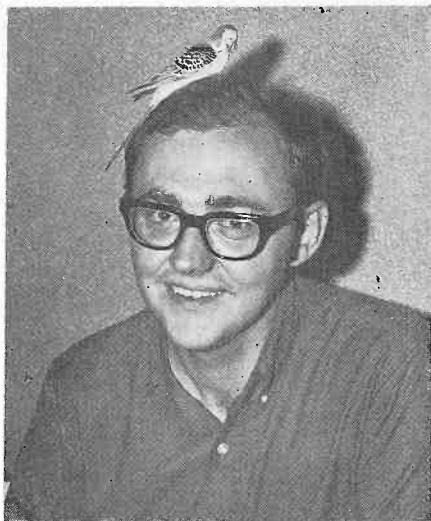
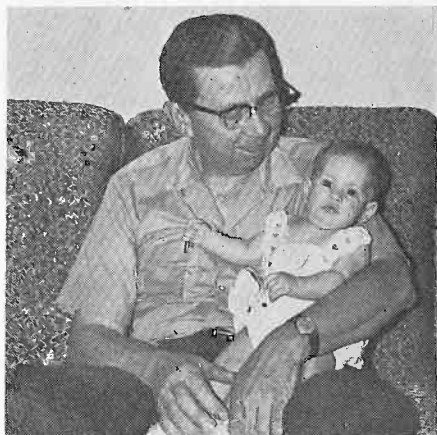


Meet "Zippy" . . . **MIKE GOODIN'S** stuffed pet. Of course Mike's real Zippy was at home with a summer cold, and he didn't want him to get out in the intense heat we've been having recently, so we had to borrow the Freed girls' stuffed pet for the picture. Mike wants it known that his Zippy has more hair but is minus one ear. Since Mike and his wife, Jackie, have no children and live in an apartment where they allow no pets, they adopted Zippy as their pet.

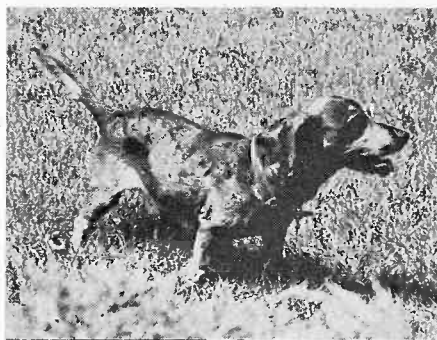


Darling children are a hit when visiting the KMA studio. Brad, 20-month-old son of News Director **LARRY MILLER**, received lots of attention and became a little bashful. Larry and his wife, Karen, purchased a wading pool for Brad recently and he loves it; also visiting the local pool is a fun experience for the little swimmer.

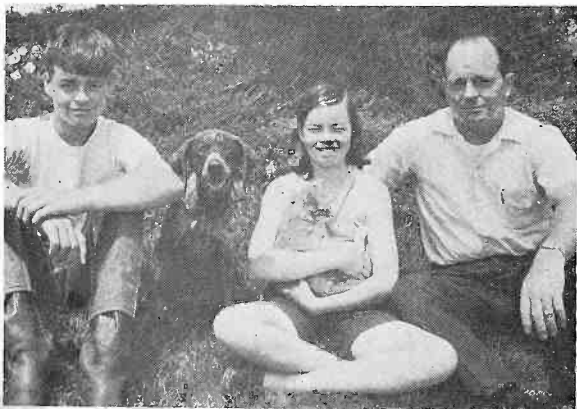
Chief Engineer **DON BURRICHTER** is getting a chance to spoil his three-month-old granddaughter, Lori, while she and her mother, Mrs. Stephen (Carol Burrichter) Peters visit in Shenandoah. They are awaiting Stephen Peters discharge from the army. Lori is one of four grandchildren of the Burrichters. (at right)



A likely perch for "Fagin" is the head of Sports Director **BRUCE PILCHER**. The beautiful blue parakeet has lived at the Pilcher residence for about 1½ months, and according to Bruce he is really intelligent . . . because he whistles and tries to talk in this short time. Bruce and his wife, Cheryl, named him Fagin after the character in the movie "Oliver."



"Grizzly" lives with the **NORM WILLIAMS** family and almost rules the household. After all he should because he is 13½ years old. In human age this would make him a senior citizen—94½ years old. He was born in Omaha, before Norm became station manager of KMA, and has been a loyal friend to the two Williams' sons, Tom and John.



The **GOWING** family pets include "Pepper," a four-year-old German Shorthair Pointer, and "Ginger," the family cat, who enjoys looking inside the house from her perch on the window sill. Randy (on the left) is 15 and a sophomore in the Shenandoah High School. Julie is 11 years old and in 6th grade, and Jack Gowing on the far right is our KMA farm director.



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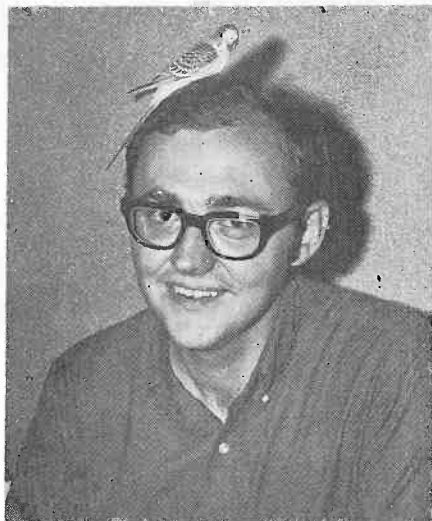


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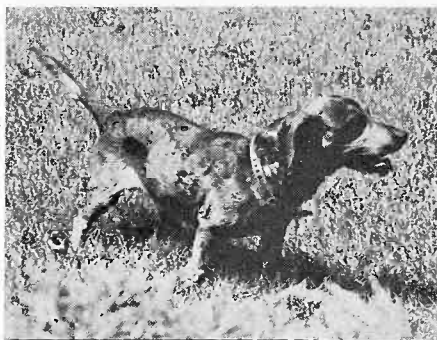


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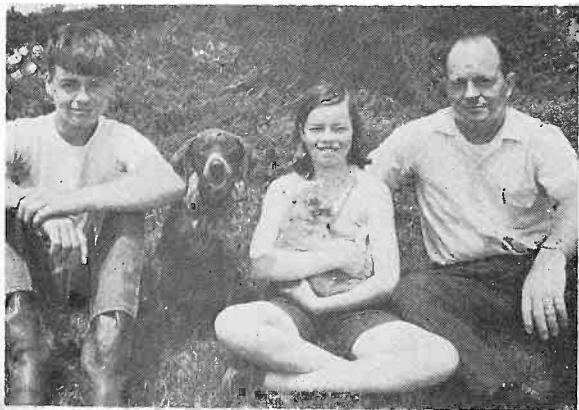
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Barb, 13, Janis, 17, and Tip, 7, are the children and pet of Regional Sales Manager **ANDY ANDERSEN**. Barb and Andy's son, Dan, are Shenandoah High school students. Janis was graduated from high school this spring and plans to attend Northwest Missouri State College at Maryville this fall. Dan was working when the Guide photographer visited their home. Tip was very camera shy and would only be pictured eating or being held. We now understand why Tip is a little overweight. (at left)



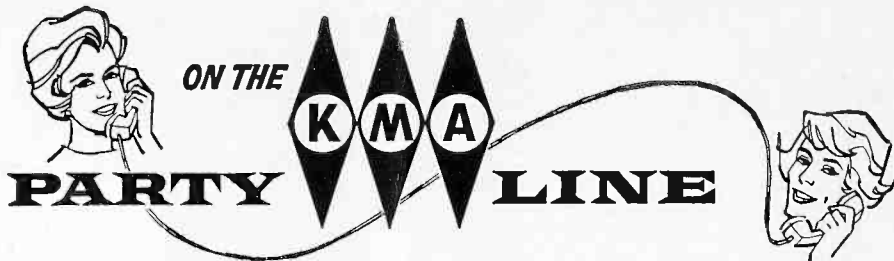
RALPH CHILDS posed without his cast for the Guide photographer, but his white cat decided to be coy and run away. However, without his pet we still took the picture so you could see the new crop of hair Ralph grew during his three months confinement. Looks good, doesn't it?



Lori and Lynn Freed, daughters of Women's Director **JO FREED** and her husband Wilbur, enjoy the big and little of it in canine pets. King is a registered Collie and recently had his 10th birthday party at the Freed home. Candy is a Miniature Toy Terrier who was two years old last spring. Whether they are animal or human, all celebrate birthdays together.

PAT PATTERSON, of the KMA sales department, shows us his 8 little baby Charlois calves. Not really personal pets, but Pat enjoys feeding them, and they really gain for him . . . 50 to 75 lbs. within a short two months period. He does not plan to feed them out, but to sell them as feeder calves in a month or two.





ON THE

KMA

PARTY LINE

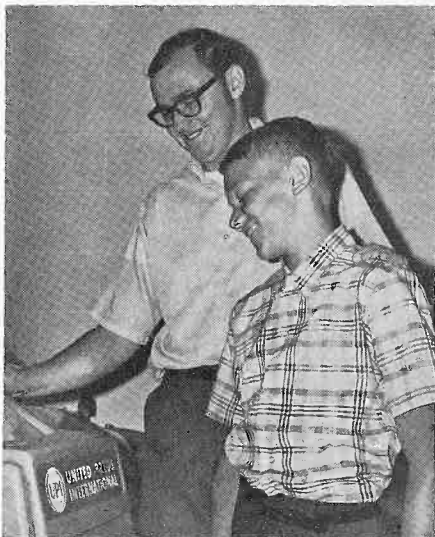
By JO FREED

MARK LAWSON, 15, of Ottumwa, spent a recent weekend with his older brother, Sports Director, **BRUCE PILCHER** while Bruce's wife, **CHERYL** attended a church meeting at Waverly, Ia.

Congratulations are due **PAT PATTERSON**, KMA salesman! One weekend, Pat and his horse, Poco Tanace, received two firsts and one second in competition at horse shows. The horse has been entered into shows for three years and has proved to be very good competition for other horses in this area. Last year, he won first out of 31 horses at the Shenandoah Nishna Valley Society Horse Show.



The brown-eyed brunette in the KMA Accounting Office is **Denise Cloyd**. Denise is the daughter of Mr. and Mrs. Gerald A. Cloyd of Thurman, Iowa. She is a 1969 graduate of the Fremont-Mills Community High School in Tabor, Iowa, and was interested in drama during her school years, performing in the junior and senior class plays. Last year, she entered the declamatory speech contest and received a one rating in state competition. Denise is the youngest member of their family of three sisters and two brothers and enjoys her weekend visit with her parents, married sisters, brothers and their 13 children.



Bruce Pilcher shows young brother around.

Anyone interested in cutting weeds, grass and trimming bushes? Just contact **LARRY MILLER**, news director of KMA. Really we are just kidding. However, since Larry and his family moved near Shenandoah to a farm home with a big, big yard, he has lost an inch or so around his middle and gained a beautiful lawn.

Ground-lover, **RUTH PALM**, continuity director, doesn't like to fly, but since husband, **BUS**, decided they would take a plane to visit their son, **STEVE**, and his wife, **LINDA**, she just couldn't resist the temptation. So up-and-away they went to visit Ft. Knox, Ky. Ruth kept up her photographic average . . . 40 snap-shots on her two-day weekend visit and all of granddaughter, **MICHELLE**. Can you top that?

KMA engineer **NORM KLING**'s son, **BOB**, who will be a senior at the Shenandoah high school, won two ribbons on his art work at the Red Oak Art Show held in Red Oak in June. Congratulations Bob!

TODAY'S WOMAN

By JO FREED

Hello! In this issue of the Guide we have devoted a few pages to children and pets' pictures. I had a ball taking all of the pictures; as each pet has a personality all its own. "Grizzly," Norm Williams' dog, rolled over several times when posing. "Rags," Eddie May's dog, was such a tease, acting as if he were viewing a nearby bird and about ready to take off. Then trying to get whole families or portions of families together was another experience. When it came time to take our 65-pound Lynn D. with her 1,000 lb. calf, that proved to be real fun.

This is our Lori Jo's 4th year in 4-H and showing 4-H baby beeves. She loves it and hopes someday to have one that she can take to the Ak-Sar-Ben in Omaha. She has three calves this year and a pen of 5 calves which she feeds along with the others but doesn't tame, lead or groom, because they are entered into the junior feeder cattle division. The profit from her 4-H calves goes into a bank account for future college use.

Lynn Denise, our 12½ year old, showed calves for the first time last year. "Henry" her big Hereford received champion in the

beginner Hereford class last year. He was such a big steer we thought he would get no-where, but you never can tell. This year she has two baby beeves which she feeds. (She started out with three, but one died from the July heat.)

Their daddy is a boy's 4-H leader and with no boys of his own, he has a lot of fun claiming each and every boy in the club as his own.

The Earl May Trial Gardens Open House and tour of the KMA Studio which was in July drew the largest number of people we have ever had at one time to our KMA building. While standing at the front desk, I got to chat with many of the guests and received recipes from men and women, along with many household helps and program helps. It was really a joy talking with each and every one.

I will be looking forward to visiting with others in this area at their fairs and celebrations in August. Also, if there is any way in which I can help you or your organization out, by public service announcements or by an interview on my "Today's Woman" show, please let me know.

Wishing you the best through August. Until we get to visit next month, I will say "Bye for now."



To look at the three judges in the Cass County "Milk Made Magic Sweepstakes Contest" held in Atlantic during June, you would believe they had just taste-tested 50 delightful dairy product recipes. Jo Freed of KMA, Ralph VanCleave and Ginger Capen of Atlantic were the judges for this Cass County event.



Lori Jo with "Schroeder," her Shorthorn 4-H calf, and Lynn D. holds "Georgie," her Shorthorn 4-H calf. The Freed girls plan on showing these calves in the baby beef division at the Page County Fair.



One of the highlights of the Community Fair, held in Fairfax, Mo., in June, was the crowning of Miss Fairfax 1969. This is the fourth year the Fairfax Community Betterment Organization has sponsored this celebration. Contestants this year were: (l. to r.) Paula O'Riley, who received the Judges' Trophy Award; Joy Oswald, second runner-up; Connie Dill; Kathy Cleveland; Miss Fairfax 1968 Twylla Lewis; Debbie Ray, first runner-up; Belinda Bolton; Becky Slemmons and Miss Fairfax 1969 Connie Sly. Women's Director Jo Freed was one of the judges in this contest.

ROYALTY OF KMA LAND

"Dairy Products Fit For A King" was the theme of the Cass County June Dairy Banquet held in Atlantic. One of the highlights of the evening was the crowning of the Cass County Dairy Princess Sue Johnson. She was selected from 6 contestants. Shown also is the 1969 Iowa Dairy Princess, Laura Vick of Ridgeway, Ia.; with the bouquet of roses is Princess Sue, and the first runner-up was Kathy Wedemeier. (at right)



Rebecca Skallerup, 6-year-old daughter of Dr. and Mrs. Glenn M. Skallerup of Red Oak, was crowned Little Miss Red Oak in the opening event of the 5-day Centennial Celebration. The first runner-up was Cristine Barten, 8-year-old daughter of Mr. and Mrs. Ted Barten, rural Red Oak, and second runner-up was Julie Ann Hahn, 8-year-old daughter of Mr. and Mrs. Frank Hahn of Red Oak. "It was a difficult job to select just three from the 38 contestants" states KMA's Jo Freed, one of five judges.



Nebraska Dairy Princess Ardith Huenink was a guest of Warren Nielson on his program in June. Princess Ardith received her crown at Laurel, Nebr., where 39 candidates competed. She is one of four daughters of Mr. and Mrs. Merle Huenink of Hickman.

PROGRAM NEWS FOR AUGUST 1969

Dial 960 — KMA — 5,000 Watts

NORM'S FORUM

By
Norman Williams
Station Manager

SALES DEPARTMENT

Most of the people who listen to KMA Radio are unaware that KMA has one of the finest sales departments of any business in the midwest. It is the job of the KMA Sales Department to sell advertising time to clients in a local, regional and national sales area and to see that clients are satisfied with the advertising on KMA.

JACK L. KATZ is the Sales Manager of the KMA Sales Department. He came to KMA from Omaha where he owned Omaha's first FM radio station. Prior to that time he was employed at KMTV. He is a native of Omaha and is 40 years old.

CARL "ANDY" ANDERSEN, Regional and Local Sales Manager, began his radio career in 1952 in Waterloo, Iowa. With the exception of a short period of time he has been in radio since then, joining KMA in January, 1961. Sales have been his main effort in radio, although he has done some play-by-play and other air work. Andy and his wife, Joanne, have been married 19 years. Their children are Janis, 17; Dan, 15; and Barbara, 13.

LYNN "PAT" PATTERSON was born in Omaha, Nebraska, on March 16, 1944. He and his wife, Susan, have been married 6½ years and have one son, Jeff, age 1. Pat started with KMA on March 14, 1966. His hobbies include showing horses and rodeo.

KEITH WAYNE RAMSEY was born



Sales Staff of KMA includes: (seated 1. to r.) Pat Patterson, Sales Manager Jack Katz, Keith Ramsey, and (standing) Dennis Boldra and Carl "Andy" Andersen, local and regional sales manager.

December 1, 1940 on a farm near Woodbine, Iowa. After graduation he spent 5½ years in the freight business, 2 years in the United States Army, and traveled nation-wide for 3 years for a marketing research concern. On March 17, 1969, Keith joined the KMA sales staff and now resides in Shenandoah.

DENNIS BOLDRA has been in the KMA Sales Department for just over a year. He is a native of Iowa and is well-known in the Shenandoah area after operating his own barber shop for 17 years. He and his wife, Betty, have two teen-agers named Denise and Tom.



Ninety-two people went on the KMA Baseball Caravan to Kansas City on the 29th of June. Sports Director Bruce Pilcher and Keith Ramsey of KMA acted as co-hosts. The group saw long home-run hitting by both the Royals and Twins. KMA hopes to sponsor another trip of this kind sometime in August. It was a hot and humid day in Kansas City and perfect weather for baseball. All in all, KMA's first baseball trip was an immense success.

Picture, courtesy Central Travel Agency

THE OPEN LINE

By WARREN NIELSON

Some of the guests on Warren Nielson's **OPEN LINE** program heard at 11:00 a.m. every weekday appear on this page.

The good looking young man pictured here is DALE PIERSON, formerly of Buena Park, California. Dale is twenty years old, a high school dropout, and is one of countless young people who got mixed up with the wrong crowd. He is a former drug user himself and also pushed drugs and was responsible for many of his friends starting the habit. He has been off drugs since March and is working on a Northwest Missouri farm. He is now planning to finish high school and then take some religious training so that he can help other young people. He is going around the KMA area telling his story to various churches and other interested groups. If you would like to have him come to your town, write him in care of Mr. and Mrs. L. W. Johnson, RFD, Elmo, Mo. 64445.



Dale Pierson tells his story.

Mrs. Jake (Ruth) Stimson of Clarinda, Ia., is chairman of a newly formed group of concerned parents in Clarinda called POMS . . . Parents Organized For Moral Stability! She, along with Mrs. Russell (Iola) Hedding-er of Corning, Ia., (not shown) appeared on the show and told why they are opposed to Sex Education in the Schools. Mrs. Hedding-er is president of POSSE, a group of concerned Parents Opposing School Sex Educa-tion!



Mrs. Stimson discusses Sex Education.

The group of ladies waving their purses in the air are friends of KMA Home-maker JO FREED. Recently an **OPEN LINE** listener suggested that if you wave your purse at the Moon when it is full, you will be rewarded for your efforts. Various "Moon-shakers" have called in telling me that they really did benefit financially.



Group shakes purses at moon.

POSTMASTER

Address Correction Requested

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JAN



The Falls City Community Hospital has a 42 bed capacity and 8 bassinets; this includes the new 14-bed additional wing recently built.



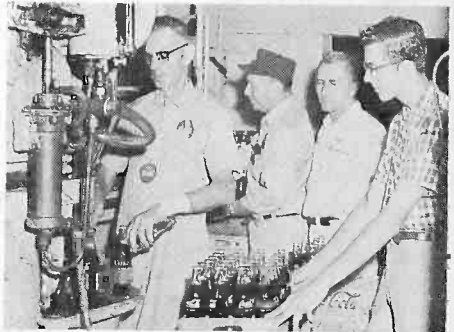
Stanton Park Lake is stocked with fish each summer, and sports enthusiasts enjoy ice skating on the frozen lake in the winter. Stanton Park is located on the northwest edge of town.

KMA Guide Good Neighbors

Falls City was founded in 1857, three years after the opening of the Kansas and Nebraska territories for settlement. Since that time, Falls City has undergone more than a century of steady growth. It became the county seat of Richardson County, Nebraska, in 1860, was a railroad center by 1909, and gained prominence as a retail center during the first half of the present century.

Falls City gets its name from a falls on the Nemaha River south of town. The falls are gone now, victims of progress. They were left high and dry when the river channel was straightened.

Falls City today is the hub of the four state corner with an economy built on a firm base of agriculture and industry. Recreational facilities include 4 parks, swimming pool, tennis courts, ball park, the midwest's best horseshoe courts, roller rinks, a golf course, and is the southern gateway to the Indian Cave State Park.



Workers supervise assembly line bottling at the Coca-Cola Bottling Plant.



Falls City Meat Company is one of the major industries, employing over 100 people.



Frontier Industries and Sunset Traveler's plant located on the outer edge of the city.