

The

KWA GUIDE

October

COVER STORY

Many hours of excitement and thrills are provided by the young men who train assiduously for the strenuous sport of football. Three such earnest disciples of the game come from KMA families and are shown on this month's cover in their uniforms. Reading from the top down are: John Williams, son of KMA Station Manager Norm Williams, who is defensive guard for the Shenandoah Mustangs; in the middle is KMA Sales Manager Andy Andersen's son, Dan who plays left half back and is punter for the Shenandoah Mustangs. The third player is Ed May, Jr., son of the President of the Earl May Seed and Nursery Company, who performs at short guard for the Shenandoah Mustangs.

Lassie Comes Home

Stories about dogs traveling miles to return to their homes, footsore and weary, are myriad, but they never fail to arouse the deep-seated emotions that have bound man



Denise and Darla keep close watch on Lassie.

The KMA Guide

OCTOBER, 1970

Vol. 27

No. 10

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Mary Williams, editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

and dog for generations. "Lassie," the full-blooded collie belonging to the Jack Mihall family recently starred in such a tale.

When Jack moved his family from Oelwein, Ia., to the southwest corner of the state so he could become Operations Director at KMA, he naturally brought along their beloved two-year-old dog. The family settled into their rural home near Farragut with very little trouble until they discovered Lassie had disappeared. What ensued is familiar to anyone who has raised a puppy; the family searched frantically for their pet with no success. In spite of all their efforts, the dog seemed to be gone as a month passed with no clue to her whereabouts.

But good fortune followed Lassie for she came into the hands of a veterinarian, Dr. R. O. Cockrum, at Earlham, Ia., whose compassion compelled him to trace her rabies tag at Oelwein, and he subsequently called Jack to give him the good news.

Immediately, Jack drove to Earlham and returned Lassie to her happy family. As the veterinarian explained, some dogs form such strong attachments for places, that it is difficult for them to make the adjustment to a new territory. Lassie certainly proved that point because she traveled ninety miles enroute to her old home on a direct course as a line drawn diagonally on a map confirms.

Since the publicity about Lassie on KMA, which was picked up by the wire services and run in several newspapers, Jack has received letters from people who say they fed the beautiful dog but couldn't get her to stay. At this point, Lassie is still chained at home in an effort to teach her where her new home is. Her feet are healing, and she is gaining back the pounds she lost on her long journey.

A Chat With Edward May

We have reached that time of the year when summer is behind us—the days are shorter, and temperatures are cooler. In other words, we are heading toward winter—that season which is not the favorite of most people.

One of the questions we would like to have answered has to do with the severity of the approaching winter. Will it be a mild one with very few snows, or will it be a long, cold one with a heavy snowfall? Frankly, my crystal ball isn't clear enough for me to predict the season. However, there are some signs we can observe that might possibly give us a clue or two. For example, one of the better known theories has to do with the "woolly caterpillars." The "woolly bear" is black with a brown band around his middle. For some unknown reason, the width of this band varies from year to year. It is believed the width of this band is an indicator of the approaching winter, namely, the wider the band, the milder the winter. A few years ago a group of weathermen decided to test the accuracy of the legend about the caterpillar, known as the "woolly bear." The woolly bear was said to be an infallible prophet of winter weather—the wider his middle band, the milder the winter. The fact that scientific men put this bit of folklore to the test is significant, but the fact that the woolly bear is still forecasting winters with great accuracy is even more remarkable. To date, I haven't seen a woolly bear caterpillar. Have you? If

so, does the woolly bear have a wide or a narrow middle band?

Many weather signs have to do with insects, birds and animals, some of which probably have some foundation, whereas the majority are no doubt fiction or a figment of someone's imagination. However, it has been recently learned that the cricket's reaction to temperature is often more immediate and accurate than that of the average thermometer, which has considerable lag and variation. If the chirps of the black cricket are counted for fourteen seconds and the number forty is then added to that figure, you will get the exact temperature of the air in degrees Fahrenheit.

You will also find the katydid a responsible insect-thermometer, its call lengthening with warmer and shortening—and, finally, ending completely—with colder atmosphere. There is a saying which goes, "When the katydid says 'Kate,' he announces ten days till a frost." Coldness numbs all insects and first slackens their calls. When "Kate--ee--di--did" is reduced to a single "Kate," it is because of the lowering temperature. The first frost could very well be approaching.

Also, do you know that all insects are quiet when the temperature reaches 105 degrees. Bees become idle when the temperature reaches 102 degrees. Locusts sing when the temperature is above 85 degrees. Ants stay at home when the temperature is below 55 degrees. Bees become vicious when the temperature is below 50 degrees, and grasshoppers can't fly when the temperature drops below 45 degrees. All insects are mute below 40 degrees. Insects are helpless below 35 degrees, and insects become dormant below 32 degrees. None of the preceding tells us what to expect this winter, but no doubt you may have a sign or two that you or your family have followed for years with a great deal of accuracy. What do these signs tell you regarding winter?



(Blaine Barton Photo)

Ed May presented the keys to a new automobile to Oather Cook, manager of the Earl May Seed and Nursery Company's garden center at Bellevue, Neb. Cook was named "Manager of the Year" at the annual fall sales meeting in Shenandoah which was attended by managers and their wives.

FRANK COMMENTS

Last month on this page, I was telling you about the new annual Giant Hibiscus which I was holding in the picture. This will be featured in next spring's catalog under the name of Southern Belle. It was originated in Japan in a climate just about like ours here in the middle west, and the grower informs us that it is completely winter hardy under climatic conditions about like ours here at Shenandoah. So if you are going to try it out next year, plant the seed in a place where they can be undisturbed over winter, and then early the following spring they can be safely dug and transplanted to where they can stay undisturbed indefinitely.

I hinted last month that Jenny and I were getting a little restless and needed a week off, so we took the first week in September off and spent it with the Barnetts on Table Rock Lake, down in southwest Missouri. Their weather had been extremely hot and dry all summer, but the day we got there they received about 2½ inches of badly needed rain, and then the day before we came home it started raining again and rained all night and until noon the next day, giving them almost 3 inches more. That meant that they were not only glad to see us come but also glad to see us leave.

Fishing was very slow on account of the hot dry weather, and the fish had all gone down to deep water where it was cooler. One day we did bring in eight nice bass, ranging in size from a pound to a little over two pounds and every one of them came from water at least 35 feet deep. Even if the fishing was not too good, we enjoyed ourselves immensely and didn't hear the telephone ring for a whole week. In fact, we had such a good time that now we are planning on going back again the second week in October, so don't be surprised if you fail to hear me at 7:15 early in October.

Right now is the ideal time to be getting a lot of work done in the yard. For instance, Dutch bulbs in order to bloom beautifully next spring must be planted in the fall, so that they can get a good root system established and be already to pop out of the ground as soon as the frost is gone. This would include not only the tulips, hyacinths, daffodils, crocus and other so called Dutch bulbs but also includes the giant alliums, which put on such a show in June. Right now is also the time to dig, divide and replant giant alliums which have been out two or three years, as the bulbs have a habit of dividing themselves every year. Where you had one bulb last year with one bloom there would be two smaller bulbs this year with



two smaller blooms. The following year there would be four bulbs sending up four still smaller blooms, and the following year they probably would not bloom. So if your giant alliums have been out for even just two years they should by all means be dug, divided and replanted this fall. They do best planted one in a place about 8 inches deep, but if you want to put them in a form of a clump give them at least a foot apart each way.

Another job that should really be done sometime this month is giving the entire lawn a good application of Mayway Dandelion and Weed Control plus Fertilizer. This material looks just like ordinary lawn fertilizer and should be applied strictly according to directions with a regular fertilizer spreader. The fertilizer itself will give the lawn a good feeding before it goes into the winter, and the chemicals include 2,4-D, silvex and chlordane. The chlordane is put in to take care of any bugs, worms or insects that might be bothering the lawn and the 2,4-D and silvex will very effectively take care of broadleaf weeds such as dandelions, plantain and the like; the seeds of which have blown in from the neighbors during the summer season.

Last fall was very dry with very little rain. The winter was not only very cold, but also very dry with little snow and then the spring rains were very slow in showing up. For that reason, lots of the evergreens, shrubs and trees really took a beating. If we have another dry fall this year be sure that your evergreens, trees and shrubs get a very good, thorough soaking before the ground freezes up. This is particularly necessary for shrubs and evergreens planted close to the house or under overhanging eaves. Just lay the hose down and let it run for several hours until the ground is thoroughly soaked up.

RFD

With JACK GOWING

There has been much written about the Southern Corn leaf blight, probably too much because we really won't know how serious it is until we have completed the harvest.

It is a known fact that it is of serious scale all through the southern states. It is so serious that USDA officials are becoming concerned over the possible shift to soybeans and the overproduction of that crop next year.

We have been so used to raising large crops, and, of course, now need to have large crops in order to pay the bills that the entire economy could be affected by this one disease if, and it's a big if, it should occur next year.

The weather conditions would have to be just right for it to be a problem next year, but we know it could happen.

It is very serious to the man who grows corn for a living. It is serious to the livestock feeder, probably more serious to the hog producer because of declining hog prices.

The big problem will be the 1971 crop.

Seed corn producers will be doing their level best to provide resistant seed. The 1972 crop won't be such a problem or it appears so because the producers will go back to growing the more resistant varieties.

Here's what has happened throughout the industry: a breeder would develop several inbred lines and then cross some of them in various combinations until he found a cross that exhibited the most hybrid vigor. When two inbred lines are crossed they form a single-cross hybrid, the most popular type with farmers today. The three-way crosses . . . the mating of a single-cross hybrid with a third inbred line . . . are also widely grown by farmers.

After an outstanding hybrid is developed, the next step is to create a sizeable supply of seed. To mass produce a single-cross hybrid, commercial seedsmen will generally plant a field consisting, alternately, of two rows of an inbred to serve as the male parent and six rows of another inbred to serve as the female parent. To insure that only pollen from the male parent fertilizes the ears of the female parent, it is necessary to go through the field and remove the tassels from the female parent plants so they will not produce and shed pollen.

It is the corn produced on the female plant that is harvested, shelled and bagged for seed corn for the farmer to use the following year.

It required huge amounts of labor to go through every field and manually pull the tassels from all of the female parents.

In the 1950s, a system of cytoplasmic male sterility was found that would eliminate some of the cost and labor of detasseling. In this process, the female inbred parent is rendered sterile by the introduction of a specific cytoplasm. The tassel produces no viable pollen. The most often used source of male sterility was discovered in Texas and is referred to as "Texas male sterile" (TMS).

Offspring (F₁ generation) of a normal male inbred, crossed with a cytoplasmic male, sterile female inbred, will be male sterile and if planted in a farmer's field will produce no pollen and consequently no grain. To overcome this, a pollen-restorer gene must be incorporated into the male inbred parent. When this is done satisfactorily, hybrid seed can be produced entirely without detasseling.



Jack Gowing talked with Bill House at the Maryville, Mo., "Cattlemen's Appreciation Evening." House of Cedarville, Kan., is immediate past president of American National Cattlemen's Association and past president of the American Hereford Association.

WARREN SWAIN

On Sports

The sports listening is good on KMA Radio this Fall. Every Friday night, during the 1970 football season at 7:00, the KMA Football Forecast will be presented. Two KMA area high school football coaches will be guests on the program every week to predict the outcome of eighteen college football games. The coach who ends the season with the most predictions right will receive a trophy.

Immediately following the KMA Football Forecast will be the KMA Football Preview. Interviews will be heard each week with the two coaches who will oppose each other in the KMA Football Game of The Week. Also, key area football games are to be previewed. This program will precede the KMA Football Game of The Week.

Following the KMA Football Game of The Week, listen to the most comprehensive high school football scoreboard in the KMA area. Darrell Murphy is the anchorman. Scores will be given just as soon as they are received and are summarized and recapped throughout the evening.

On Saturday morning at 7:35, hear a



Warren Swain, KMA Sports Director and Mike Goodin—The Best 1-2 Punch in the 4-State Area.

complete re-cap of all the football scores from the night before. Highlights on various games will also be featured.

On Saturday afternoons at 1:05, College Football Goalposts will be presented on KMA. Each week on the program, a Big Eight Football Coach will talk about his team's up-coming football game. Also, Iowa State Football Coach, John Majors will talk about the Cyclones' game. Follow the Iowa State football team and the Kansas City Chiefs this fall on KMA Radio.

RALPH CHILDS

On News

When the Guide editor asked me to look back at early radio, I was reminded of pitcher, Satchel Page's comment, "Don't look back, somebody may be gaining on you." Well, with the advancement of electronic technology in radio news-gathering in recent years, there is no time to look back. But under the prod, perhaps you will bear with a few recollections.

When I started in radio in 1934, the Lindberg kidnapping was the big news. The station had a service called "Trans-Radio." This consisted of what today we call a "ham" — an amateur radio operator who could translate code. (He was not necessarily always a good typist.) In about an hour's session with the earphones and the typewriter, he would manage about an eight minute news broadcast. Of course, when there was interference, the results could be disastrous. And there would be times in bad weather when the copy was handed to the announcer only minutes before the broadcast. Those results could be mighty grim.

Incidentally, the newspapers thought of radio as an advertising and news medium and considered it their number one enemy. Consequently, the press services would not sell to radio. The United Press finally acceded in 1938. (KMA was a charter subscriber.) And the Associated Press followed a few years later. (KMA joined.)

I could go on, because 35 years is a mighty long time, but I'll just say, "My space has run out."



The KMA Guide

OCTOBER, NOVEMBER, DECEMBER, 1970

MONDAY THRU FRIDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:30 a.m.—Network News
 5:35 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News/Weather
 7:15 a.m.—Frank/Weather
 7:30 a.m.—Markets
 7:35 a.m.—Paul Harvey
 7:40 a.m.—KMA Sports
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—Music
 8:30 a.m.—Network News
 8:35 a.m.—Music
 9:00 a.m.—KMA News
 9:05 a.m.—Music
 9:30 a.m.—Back To The Bible
 10:00 a.m.—KMA News
 10:05 a.m.—Community Calendar
 10:10 a.m.—Network News
 10:15 a.m.—Billie Oakley
 10:30 a.m.—Music
 11:00 a.m.—KMA News
 11:03 a.m.—Open Line
 11:30 a.m.—Music
 11:45 a.m.—Markets
 12:00 Noon—KMA News
 12:15 p.m.—Ed May/Weather
 12:30 p.m.—Midwest Farmer
 1:00 p.m.—KMA News
 1:05 p.m.—Network News
 1:10 p.m.—KMA Sports/Weather
 1:15 p.m.—Paul Harvey
 1:30 p.m.—Network News
 1:35 p.m.—KMA Classified/Music
 2:00 p.m.—KMA News
 2:05 p.m.—Music
 2:30 p.m.—Network News
 2:35 p.m.—Music
 3:00 p.m.—KMA News
 3:05 p.m.—Music
 3:15 p.m.—World of Business
 3:20 p.m.—Music
 3:30 p.m.—Network News
 3:35 p.m.—Music
 3:45 p.m.—Network Features
 3:50 p.m.—Music
 4:00 p.m.—KMA News

4:05 p.m.—Music
 4:30 p.m.—Network News
 4:35 p.m.—Music
 5:00 p.m.—KMA News
 5:05 p.m.—Stock Market & Commodity Report
 5:10 p.m.—Tom Harmon
 5:15 p.m.—Music
 5:15 p.m.—Hunting/Fishing Report (Friday)
 5:30 p.m.—Network News
 5:35 p.m.—KMA Sports
 5:45 p.m.—Life Line
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—Network News
 6:35 p.m.—KMA Commentary
 6:40 p.m.—Community Calendar
 6:45 p.m.—Edward P. Morgan
 6:55 p.m.—Joseph Harsch
 7:00 p.m.—KMA News
 7:05 p.m.—Music
 7:15 p.m.—World of Sports
 7:20 p.m.—Music
 7:30 p.m.—Network News
 7:35 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—Network News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—Network News
 9:35 p.m.—Music
 10:00 p.m.—KMA News/Weather/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News/Weather
 11:05 p.m.—Music
 11:30 p.m.—Network News
 11:35 p.m.—Music
 11:55 p.m.—KMA News/Weather
 12:00 Midnight—SIGN OFF

SATURDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News
 7:15 a.m.—Frank/Weather
 7:30 a.m.—Network News

7:35 a.m.—KMA Sports
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—Music
 8:30 a.m.—Network News
 8:35 a.m.—Music
 9:00 a.m.—KMA News
 9:05 a.m.—Music
 9:30 a.m.—Back To The Bible
 10:00 a.m.—KMA News
 10:05 a.m.—Community Calendar
 10:10 a.m.—Network News
 10:15 a.m.—Billie Oakley
 10:30 a.m.—Music
 11:00 a.m.—KMA News
 11:05 a.m.—Music
 11:45 a.m.—Pollution Update
 12:00 Noon—KMA News
 12:15 p.m.—Ed May/Weather
 12:30 p.m.—Midwest Farmer
 1:00 p.m.—KMA News
 1:05 p.m.—Network News
 1:10 p.m.—KMA Sports/Weather
 1:15 p.m.—Paul Harvey
 1:30 p.m.—Network News
 1:35 p.m.—Music
 1:45 p.m.—Network Sports
 1:50 p.m.—Music
 2:00 p.m.—KMA News
 2:05 p.m.—Music
 2:30 p.m.—Network News
 2:35 p.m.—Music
 3:00 p.m.—KMA News
 3:05 p.m.—Music
 3:30 p.m.—Network News
 3:35 p.m.—Music
 3:45 p.m.—Network Sports
 3:50 p.m.—Music
 4:00 p.m.—KMA News
 4:05 p.m.—Music
 4:30 p.m.—Network News
 4:35 p.m.—Music
 5:00 p.m.—KMA News
 5:05 p.m.—Music
 6:10 p.m.—Tom Harmon
 5:20 p.m.—Music
 5:30 p.m.—Network News
 5:35 p.m.—KMA Sports
 5:45 p.m.—Life Line
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—Network News
 6:35 p.m.—KMA Commentary
 6:40 p.m.—KMA Notebook
 6:45 p.m.—Edward P. Morgan

6:55 p.m.—Learning Resources
 7:00 p.m.—KMA News
 7:05 p.m.—Music
 7:15 p.m.—Network Sports
 7:20 p.m.—Music
 7:30 p.m.—Network News
 7:35 p.m.—Music
 7:45 p.m.—Network Sports
 7:50 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—Network News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—Network News
 9:35 p.m.—Music
 10:00 p.m.—News/Weather/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News
 11:05 p.m.—Music
 11:55 p.m.—KMA News
 12:00 Midnight—SIGN OFF
 (See page 6 for more sports programming)

SUNDAY

KMA's sign-on Sundays will vary with sunrise. Programming begins at the hour listed.

OCTOBER

7:30 a.m.—KMA News/Weather
 7:45 a.m.—Worship Service

FEBRUARY-NOVEMBER

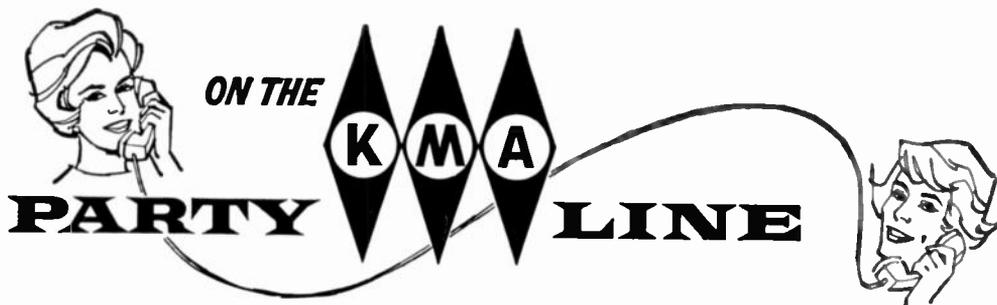
7:15 a.m.—KMA News/Weather
 7:30 a.m.—Worship Service

7:45 a.m.—KMA News/Weather

JANUARY-DECEMBER

7:45 a.m.—KMA News/Weather
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—KMA News/Weather
 9:05 a.m.—S.S. Lesson
 9:20 a.m.—Social Security
 9:30 a.m.—Network News
 9:35 a.m.—N.W.M. State
 9:45 a.m.—Iowa Western
 9:55 a.m.—You and the U. N.
 10:00 a.m.—KMA News/Weather
 10:05 a.m.—Tarkio College
 10:20 a.m.—Music
 10:30 a.m.—Network News
 10:35 a.m.—Pollution Update
 10:50 a.m.—Music
 11:00 a.m.—KMA News/Weather

11:05 a.m.—Music
 11:30 a.m.—Network News
 11:35 a.m.—Music
 12:00 N.—KMA News/Weather
 12:15 p.m.—Music
 12:30 p.m.—Network News
 12:35 p.m.—Music
 1:00 p.m.—KMA News/Weather
 1:05 p.m.—Music
 1:30 p.m.—Network News
 1:35 p.m.—Music
 1:45 p.m.—Network Sports
 1:50 p.m.—Music
 2:00 p.m.—KMA News/Weather
 2:05 p.m.—Music
 2:30 p.m.—Network News
 2:35 p.m.—Music
 3:00 p.m.—KMA News/Weather
 3:05 p.m.—Music
 3:30 p.m.—Network News
 3:35 p.m.—Music
 3:45 p.m.—Network Sports
 3:50 p.m.—Music
 4:00 p.m.—KMA News/Weather
 4:05 p.m.—Music
 4:30 p.m.—Network News
 4:35 p.m.—Music
 5:00 p.m.—KMA News/Weather
 5:05 p.m.—Music
 5:10 p.m.—Tom Harmon
 5:20 p.m.—Edward P. Morgan
 5:30 p.m.—Network News
 5:35 p.m.—Music
 5:45 p.m.—Network Sports
 5:50 p.m.—Music
 6:00 p.m.—KMA News/Weather
 6:15 p.m.—Voice of Agriculture
 6:30 p.m.—Network News
 6:35 p.m.—Music
 7:00 p.m.—KMA News/Weather
 7:05 p.m.—Music
 7:15 p.m.—Outdoor Nebraska
 7:30 p.m.—Network News
 7:35 p.m.—Viet Nam Update
 8:00 p.m.—60 Plus
 8:30 p.m.—Network News
 8:35 p.m.—Music
 9:00 p.m.—Billy Graham
 9:25 p.m.—Education Today
 9:30 p.m.—Network News
 9:35 p.m.—Revival Time
 10:00 p.m.—News/Weather/Sports
 10:15 p.m.—On Alcoholism
 10:30 p.m.—Music
 12:00 Midnight—SIGN OFF



ON THE

KMA

PARTY LINE

By **MARY WILLIAMS**



Pictures can get out of date awfully fast when children are involved. **JACK MIHALL**, KMA Operations Director, took this picture of his daughter, **DARLA**, as she practiced basketball looking forward to try-outs for the girls' team at Farragut High School. Just a few days later, Darla was roller skating at the Shenandoah rink when another skater fell and before she could stop, Darla tripped over the fallen skater, fell and broke her left forearm. We decided to use the out-dated picture anyway since it may be some time before Darla can get back to her favorite sport of basketball. Better luck next season, Darla.

RALPH and **MURIEL CHILDS** celebrated their 32nd wedding anniversary Sept. 5 by visiting the couple who were their wedding attendants. They visited at West Liberty, Ia., with Mr. and Mrs.

CLAIR HEYER whose own wedding marked the introduction of Ralph and Muriel. The Heyers were married Sept. 5 also but in 1931 when Clair introduced his old high school buddy, Ralph, to Muriel. However, it wasn't until seven years later that Ralph and Muriel were married in Davenport in 1938.

When **DON BURRICHTER**, KMA's Chief Engineer, started jumping rope for exercise, the neighbors didn't say anything. (Maybe a few cracks here and there.) But we are wondering what they would do if they knew he is reading a book entitled "How to Build and Fly Paper Airplanes."

A car that was overloaded with clothes and other paraphernalia caused some anxiety in the mountains, but Guide Editor, **MARY WILLIAMS**, and her husband, **CHARLIE**, made a successful trip to Silver City, New Mexico, to enroll their daughter, **LORY**, as a freshman at Western New Mexico University. Enroute they visited Mary's mother, Mrs. L. O. Romdall at Mexico, Mo., and stayed with Charlie's parents, Mr. and Mrs. Earl Williams at Silver City. Their son, **LOCHE**, stayed home to keep up with his studies at Shenandoah High School and to take care of his nine-week-old puppy, "Fritz."

After six years in Macon, Georgia, **F. C. PALM** has moved to Winston Salem, North Carolina, where he is employed by Radio Station **WAIR**. He is the son of **RUTH PALM** of KMA Continuity Department. Recently, Ruth and husband, **BUS**, visited their other son, **STEVE**, his wife, **LINDA**, and granddaughter, **MICHELLE**, in Omaha. Steve who is training as an air traffic controller at Eppley airfield in Omaha managed to get his parents into the tower to see first hand the complexities of such work.

Relaxing at Lake Okoboji in northern Iowa before taking up the fall routine were Station Manager **NORM WILLIAMS** and his wife, **LOIS**, who report they played lots of golf. Managerial Secretary **EVALYN SANER** also went to Okoboji with her sisters and their families for their annual outing.



A "new car," no matter what vintage, is always a source of pride to a young man. KMA DJ **LEE HUGHES** who is a senior at SHS is obviously pleased with his recently acquired transportation. KMA Salesman **PAT PATTERSON** is driving a new pickup truck too and hopes later to get a new camper unit for it.

Sales Manager **CARL ANDERSEN** let his daughter, **JANICE**, drive his car to Maryville, Mo., where she began her sophomore year at Northwest Missouri State College. However, two friends of Janice's, who went with her, returned the car so the family could use it. These friends who attend other colleges reside in Shenandoah. They are Susan Larson, niece of KMA Managerial Secretary, **EVALYN SANER**, and Chris Offenburger.

Because they had gone to Cedar Falls, Ia., earlier in the summer to register their son, **BOB**, at the University of Northern Iowa, KMA Engineer **NORM KLING** and his wife, **MARGARET**, did not take their son to the campus when classes began. Another son, **BENNY**, who resides in Shenandoah, took his brother to the college instead.

"We covered as much territory as we could" **JACK MIHALL** responded when asked where they went on their vacation trip. Jack, his wife, **MARTY**, and children went all over the Ozarks just before school started.



HENRY SCHNOOR selects an easy-listening record for his **SUNDAY ALBUM** on KMA Radio. When harvesting is fully underway, our disc jockey-farmer takes time off the air to get his chores at the farm completed and then returns to broadcasting.

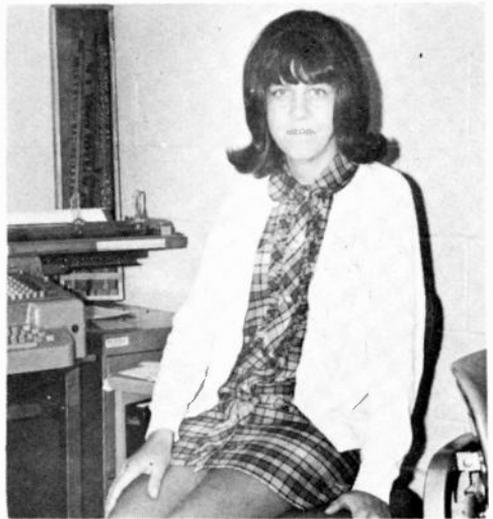


Carol Kling who is following her brother, **Bob's** footsteps in the Shenandoah High School band, can see this painting in the band room at SHS everyday. It is an acrylic which **Bob Kling** painted and presented to the band director, **Dr. Robert Creighton**, who had it hung in the band room. **Carol** and **Bob** are daughter and son of KMA Engineer **Norm Kling**. **Bob** is a freshman at University of Northern Iowa at Cedar Falls this fall.



PROMOTE CENTENNIAL

One of the many centennials observed this season was the Farragut, Ia., celebration which featured the theme "Full Steam Ahead." Co-chairmen of the event were Mrs. Herschel Whitehill and Harold Brooks (shown here) who talked about it on Radio KMA.



NEW CLERK IN ACCOUNTING

Mrs. Terry Hadden has joined the staff of the Accounting Department of May Broadcasting Company.

A 1968 graduate of Shenandoah Community High School, Mrs. Hadden is the former Arilla Graham of Imogene, Ia. Her parents are Mr. and Mrs. James Graham of rural Imogene.

Her husband is a native of another neighboring town to Shenandoah, Essex, where the young couple make their home. He is employed by Reil Plumbing.

On Dec. 13, the Haddens will celebrate their first wedding anniversary. Other members of their household include a poodle named "Charlie," a cat called "Spanky," and a German shorthaired pointer, "Lady."

"What's your subject today" launches Dr. Roy McGraw into many discussions as he tells KMA Radio listeners about problems veterinarians see everyday. His program is heard every Saturday from 12:45 to 1 p.m. on 960. Associate Farm Director Jack Mihall presents the veterinarian as part of the regular Midwest Farmer show. On Friday at 5:15 p.m., Jack Mihall also talks with one of the area conservation officers on his Fishing and Hunting program. (At left)





(Sentinel Photo)

INSPECTION . . . An avid football fan and former sports broadcaster, Andy Andersen, now KMA Sales Manager, takes every opportunity to see a game. Here he is shown with Boyd Whitehill, also of Shenandoah, at the coliseum in Lincoln, Neb., where they are passing judgment on the new astro-turf at the University of Nebraska field.

TWO BILLS . . . Congressman Bill Scherle from Iowa's Seventh District and KMA Newsman Bill Tarpenning sailed aboard the river boat Sergeant Floyd. The trip down the Missouri River from Omaha to Rulo, Neb., was sponsored by the Iowa State Historical Society. The Sgt. Floyd is operated by the Army Corps of Engineers.



LIVE ENTERTAINMENT . . . KMA's Jack Mihall interviewed Dick Walter of Council Bluffs who works with the Shenandoah Music Association in presenting talented artists to the local music lovers throughout the winter concert season.

Zesty Fall Appetites Deserve Hearty Dishes

RED FLANNEL HASH

- ¼ c. margarine
- ⅓ c. chopped onion
- ¼ chopped green pepper
- 1 can (12 oz.) corned beef, finely chopped (about 1½ c.)
- 1 c. cooked diced potatoes
- 1 can (8¼ oz.) sliced beets, drained and diced
- 1 egg
- 1 t. Worcestershire sauce
- ¼ t. salt
- ⅓ t. pepper

Melt margarine in a large skillet. Add onion and green pepper. Saute, stirring, until vegetables are tender, about 5 minutes. Using a slotted spoon, remove vegetables from skillet and combine with corned beef, potatoes, beets, egg, Worcestershire sauce, salt and pepper. Mix thoroughly. Press into skillet and heat until mixture is hot and bottom is browned. Makes about 4 servings.

* * *

APPLE CREAM PIE

- 1 c. sugar
- 1 t. ground cinnamon
- 7 c. sliced pared apples
- ½ c. seedless raisins
- 2 T. margarine or butter
- ½ c. heavy cream

Make enough pastry from your favorite recipe for 9-inch double crust pie.

Combine sugar and cinnamon. Mix well with apples and raisins. Pile into pastry-lined pie plate. Dot top with 2 tablespoons margarine or butter. Roll out remaining half of pastry dough and cut 2-inch slits in center. Cover pie; fold edge of top pastry under edge of lower pastry and press firmly together. Make ridges around rim by pressing with tines of a fork or flute edge. To prevent excessive browning, cover edges with aluminum foil and bake on lowest rack of oven. Remove foil 15 minutes before end of baking time. If a glaze is desired on crust, brush with milk and sprinkle with sugar. Bake in hot oven (425 F. degrees) 50 minutes. Remove pie from oven and pour cream through slits in top of pie. Bake 5 minutes longer. Makes one 9-inch pie.

* * *

The next time you fix ham for your family baste it with:

CUMBERLAND GLAZE

- 1 c. red currant jelly
- 1 c. orange juice
- 1 T. orange peel
- 1 T. lemon peel
- 1 T. lemon juice
- 3 T. cornstarch
- 3 T. cold water

Place the jelly and orange juice in a saucepan. Blend together. Grate orange and lemon peel. Add along with lemon juice

to the jelly and orange juice mixture. Bring to a boil. Mix cornstarch with cold water. Stir into boiling liquid. Cook until mixture is thick and clear. In last 15 minutes of heating, brush ham with glaze. Set some aside to serve as a warm sauce for the ham.

* * *

SALMON A LA KING

- 1 can salmon (1 pound)
- 2½ c. salmon liquid and milk
- ¼ c. onion, chopped
- ¼ c. fat, melted
- ¼ c. flour
- ½ t. salt
- Pepper to taste
- 1 can peas and carrots (8½ ounces)
- Biscuits, corn bread, or toast

Drain the liquid off the salmon and keep the liquid. Break the salmon into large pieces. Cook the onion in fat until tender. Stir in the flour, salt, and pepper. Add the salmon liquid and milk a little at a time. Stir all the time until the mixture is thick. Add the vegetables, vegetable liquid, and salmon and heat. Serve the salmon a la king over biscuits, corn bread, or toast. Makes 6 servings.

* * *

HAM, EGG, POTATO BAKE

White Sauce

- 1 or 2 T. butter or margarine, as desired
- 2 T. flour
- ½ t. salt
- ¼ t. pepper
- 2 c. milk, whole or skim
- 1 T. parsley, chopped

Ham Mixture

- 2 medium-size potatoes
- 2 or 4 eggs, hard-cooked, sliced, as desired
- 2 c. ham, cooked, diced
- ⅓ c. breadcrumbs, fine dry
- 1 T. butter or margarine, melted

Preheat oven to 375°F. (moderate). Grease a 2-quart casserole. Melt butter; blend in flour, salt, and pepper. Stir in milk slowly. Cook over moderate heat, stirring constantly, until thickened. Remove from heat. Add parsley. Place alternate layers of potatoes, eggs, and ham in casserole. Pour sauce over the top. Mix breadcrumbs with melted fat. Sprinkle over the ham mixture. Bake about 25 minutes. Makes 6 servings, ¾ cup each.

* * *

A three-ounce serving of lean roast beef round contains 140 calories; lean cooked ham, 140 calories; and lean roast turkey, 160 calories.

* * *

Stuff hollowed-out tomatoes with cheese cubes marinated in French dressing. Top with salad dressing; serve on crisp lettuce bed as a luncheon salad.

JELLIED APPLES

Combine in a wide enamel or glass saucepan 2 tablespoons granulated sugar, grated peel $\frac{1}{2}$ lemon, $\frac{1}{4}$ cup sweet red wine, and 1 cup water. Mix and heat about 4 minutes. Then place in the pan 5 peeled and cored whole apples. Cover; bring liquid to boiling, then cook slowly until apples are tender and transparent. With large spoon carefully lift each apple into the serving dish.

Add 1 tablespoon sugar to the syrup left in the saucepan. Bring to boiling, and remove from the heat. Dissolve 1 teaspoon plain gelatin in 2 tablespoons cold water. Then stir it into the hot syrup until blended. Let the liquid cool slightly then pour over the apples in the serving dish. Chill 2 hours or longer. Serve with whipped cream mixed with chopped toasted almonds. Makes 5 servings.

* * *

CHICKEN SUPREME

Place six chicken breasts in shallow pan. In separate bowl, combine 1 can cream of mushroom soup, $\frac{1}{2}$ package dry onion soup mix, 1 cup dairy sour cream and $\frac{1}{4}$ teaspoon pepper. Blend thoroughly and spread over chicken. Top with 1 can chow mein noodles or $\frac{1}{2}$ cup slivered almonds. Bake at 350 degrees Fahrenheit about 1 $\frac{1}{2}$ hours or until chicken is tender.

* * *

THE TRAIL DRIVER

6 sandwiches

- 1 c. smoke flavored barbecue sauce
- 12 oz. cooked roast beef, thinly sliced
- 6 enriched poppy seed hamburger buns, split

Butter

- 6 T. creamy cole slaw
- 12 onion rings, thinly sliced
- 18 dill pickle slices

Simmer barbecue sauce 10 minutes. Add beef; simmer 30 minutes longer. Toast and butter buns. Place beef mixture on bun bottoms. Spread cole slaw on each; top with 2 onion rings and 3 dill pickle slices. Cover with bun top.

Letter From Billie Oakley

Hello There!

Finally, it's October!!! My very favorite month of them all. Now we can enjoy the beautiful autumn colors and that brisk October weather. The mornings are especially delightful, aren't they!

My vacation is behind me, and it was every bit as enjoyable as I had anticipated. Most of the time was spent with my family out Oregon way, and the Pacific Northwest scenery took all the kinks out of my nerves. Now to settle down to a busy autumn and enjoy that, too.

Our recipe from the Martha Gooch kitchen is a goodie. Do try it and let me know how you like it. During October, we have planned to do lots of stick-to-the-ribs kind of cooking on the programs. Look for easy coffeecake, cookie and quick-cook ideas featuring Gooch's Buttermilk Pancake Mix. I can almost taste the maple syrup when I think pancakes. Can't you?

Enjoy every moment of this gorgeous autumn . . . for winter is only a short time away.

Warm wishes to all of you.

Sincerely,
Billie Oakley

PLUM APRICOT UPSIDE DOWN CAKE

- 3 T. butter
- $\frac{1}{3}$ c. firmly packed brown sugar
- 1 can (No. 2 $\frac{1}{2}$) plums, well drained and pitted
- 8 apricot halves, drained
- 2 eggs
- 1 c. sugar
- 2 $\frac{1}{2}$ c. Gooch's Buttermilk Pancake Mix
- 1 c. milk
- $\frac{1}{3}$ c. melted shortening

Melt butter in a 9" round baking pan. Add brown sugar and stir until well mixed. Arrange plum halves around outside edge of pan on top of butter mixture. Arrange circle of apricot halves inside plums and fill center with more plum halves. Set aside. Beat eggs until fluffy. Gradually add sugar. Stir in pancake mix and milk. Stir until blended. Fold in shortening. Blend well. Spread over fruit. Bake in 400° oven 30 minutes. Remove from oven and let stand 5 minutes. Turn out on cake rack. Serve warm. Serves 6-8.

For a tasty fruit salad dressing, mash one ripe banana with $\frac{1}{4}$ cup honey. Blend in one cup small curd cottage cheese, $\frac{1}{4}$ cup orange juice and $\frac{1}{4}$ teaspoon celery salt. Chill at least one hour. Makes 1 $\frac{1}{2}$ cups.

* * *

Spread peanut butter on one half of soft bun, spread butter on the other, put thin sliced ham and sweet onion between. Serve with celery sticks and hard-cooked egg.

OCTOBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Oct. 11—Warren Swain
- Oct. 13—Carol Kling (Norm's daughter)
- Oct. 15—Bill Tarpenning
- Oct. 15—Kent Kelsey (Nadine's son)
- Oct. 18—Mrs. Mike Goodin
- Oct. 18—Dennis Boldra
- Oct. 31—Mrs. Steve Palm (Ruth's daughter-in-law)
- Oct. 31—Michelle Palm (Ruth's granddaughter)

PROGRAM NEWS FOR OCTOBER, 1970

Dial 960 — K M A — 5,000 Watts

NORM'S

FORUM

COURT REFORM

By
Norman Williams
Station Manager

Two hundred and eighteen citizens of Iowa met in Des Moines September 16-18 at the invitation of Governor Ray for the Citizens' Conference on Iowa Courts. I was privileged to be one of the two broadcasters in the state to be a delegate to this conference. This was the first conference of its kind in the State of Iowa.

The purpose of the conference was to have laymen study the court system of our state and suggest ways to improve it. Ten days before the conference the delegates received a large amount of resource material to study. A large number of leading jurists from all over the country spoke at the conference and shared their knowledge with the delegates.

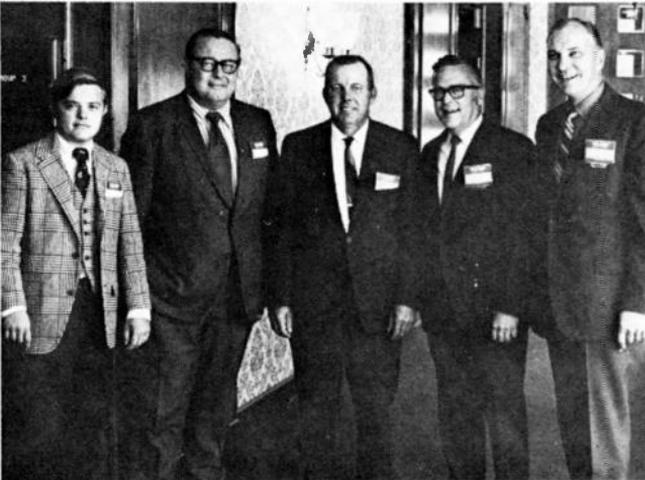
The conference then sub-divided into four study groups to consider various aspects of the problems. From the discussion of the various study groups, a consensus statement was adopted by the entire conference. In addition, a permanent steering committee was formed to work out the functional details of the consensus statement and campaign for its implementation.

Some of the details the conference agreed upon were: revision of the Criminal Code

of Iowa so more serious penalties would be imposed for crimes against persons in comparison with crimes against property; to reduce the time between arrest and trial toward a goal of sixty days; to strengthen the Juvenile Court system; pre-sentencing investigation; a unified and integrated judicial system under the administration and supervision of the Supreme Court; the elimination of Justice of the Peace Courts, Mayor's and Police Courts; modernization of the compensation and retirement plan for Judges and a system to insure the fair discipline and removal of Judges. These in brief were the highlights of the consensus. Every state is concerned with the same problems. The main opposition to judicial reform seems to be in the State Legislatures.

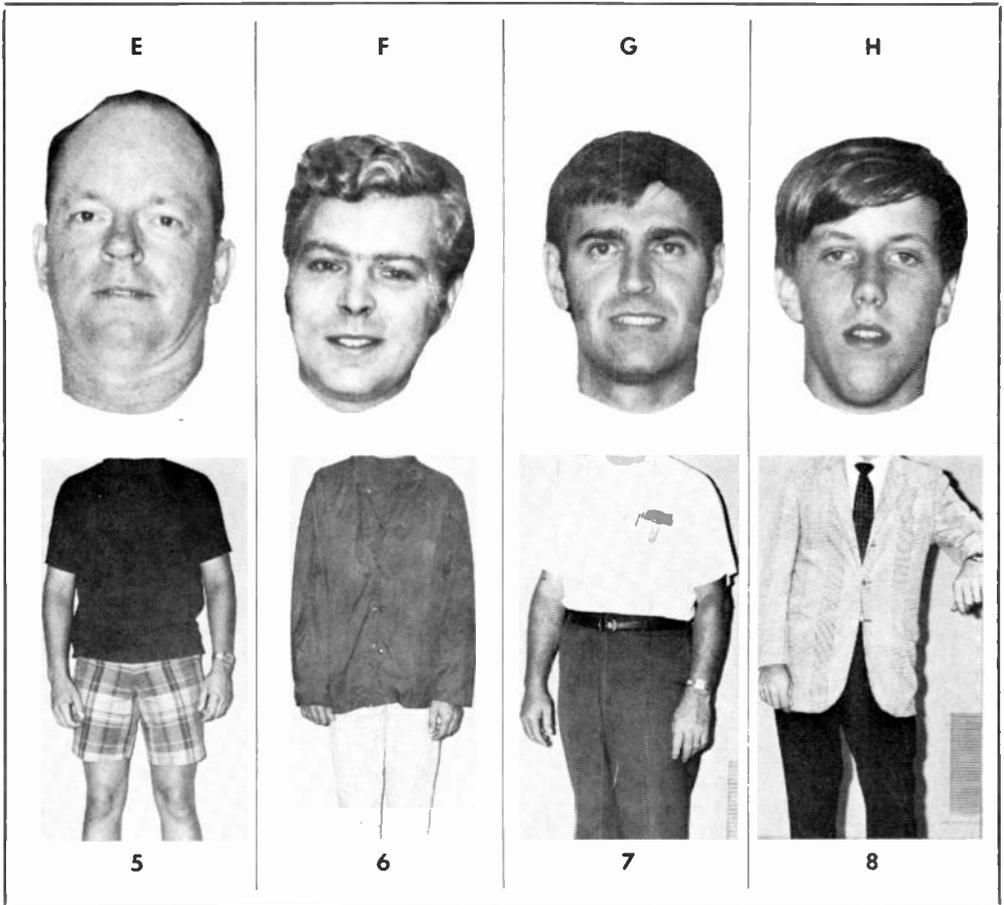
One of the most stirring presentations was by Honorable Keith J. Leenhouts of Royal Oak, Mich. He is the President and Executive Director of Volunteers in Probation, Inc. His organization provides for volunteers to help convicts of all ages who are on probation. They are helped on a man to man basis, and the program has met with outstanding success everywhere it has operated.

It is important for every citizen of every state to become interested and involved in the administration of justice. It is too easy to sit back and complain. If you want improvement in our judicial system, get involved and support the citizens' committees working on this problem.



Attending the Governor's conference from southwest Iowa were (l. to r.) Paul Cheyney, Glenwood, John Tinley, Shenandoah, Martin Mier, Clarinda, Ken Cassat, Clarinda, and Norm Williams, Shenandoah. Mrs. Jonathan Richards of Red Oak (at far right) was another delegate to the meeting.

KMA CUTUPS CONTEST



KMA CUTUPS CONTEST RULES

This is the second installment of the KMA Guide contest for our readers and listeners which tests their ability to match heads and bodies. The final installment will be published in the November KMA Guide.

From this mixed up arrangement, select the head that should go with each body. Put the combination using the identifying letter and number plus the person's name for all 12 on a card or letter and mail it to:

KMA CUTUPS CONTEST, THE KMA GUIDE, SHENANDOAH, IOWA, 51601

The first person to correctly match up ALL 12 heads with their proper bodies will win the **GRAND PRIZE**—a top quality clock-radio. The next ten runners-up will receive a year's subscription to The KMA Guide.

Send your contest entry in as soon as you have all 12 cutups identified by letter, number and name, because the earliest postmarked entry with the correct list will determine the winner.

In case of a tie, please answer this tie-breaker question: What is the gross weight of all twelve KMA cutups? Send your answer to that question along with your contest entry.

ONE GRAND PRIZE — TEN OTHER PRIZES

All contest entries must be received by November 15, 1970.

MR. PHILLIP JOHNSON
720 STATE STREET
GARNER, IOWA 50438

POSTMASTER

Address Correction Requested

Tom Thumb Publishing Co.
Shenandoah, Iowa
51601

JAN



KMA Land Feature

Dolls, dolls everywhere and she is still looking for more. At last count, Mrs. Mark (Flossie) Pursell of Shenandoah numbered 950 dolls of every size and shape in her collection. After 30 years of collecting, Mrs. Pursell is in the process of redecorating an upstairs room in her home on East Washington St. to accommodate her dolls. It will be lighted and made as dust-free as possible in order to present and keep the collection in tip-top condition.

Mrs. Pursell claims she didn't intend to collect; the hobby just seemed to grow and was given added impetus by her late husband, who frequently brought home a doll from his business trips. Although she has a very old china doll called a Penny doll, Mrs. Pursell usually collects pretty dolls or odd ones with no particular aim in mind. However, she goes straight out to purchase a doll whenever she gets to a new town.

Her favorite doll is a baby doll dressed in blue. She also has a VietNam doll which her son-in-law, Bob Akers, inspected carefully for explosives when he sent it to her from overseas. She has a Nassau native doll, Spanish dancer, Chinese and one made entirely of shells. One of her dolls belonged to her daughter. She has two daughters, Donna, Mrs. Russell Ruth of Kansas City, Mo., and Marjorie, Mrs. Bob Akers of San Diego, Calif., and seven grandchildren.

One of the largest dolls looks like a small



Mrs. Pursell holds her latest acquisition in her left hand, an Emmett Kelly clown doll.

girl standing by the bed and was purchased by her husband at a garage sale. The smallest is a put-together doll enclosed in a capsule which has movable parts.

She has made several cloth dolls, and once made ten Negro dolls for a lady who wanted them for her grandchildren. She sews doll clothes, especially for used dolls picked up at auctions.

Well-known for her talks on dolls, Mrs. Pursell recently acquired the bible for all doll enthusiasts — a book, "The Collector's Encyclopedia of Dolls" by Elizabeth and Evelyn Coleman. She also takes magazines dealing with the hobby.



This is just a portion of one of three rooms in her home which is lined on every side with dolls. Probably the largest doll in her collection, purchased by her husband at a sale, stands at the foot of the bed.