



The

# KMA GUIDE

June, 1971

# COVER STORY

When cries for a new formal or the rental of a tuxedo are heard in KMA land, parents know it is Prom time again. This year the Shenandoah juniors and seniors undertook an effort to change the dress style as in past years the music changed to rock and roll. Although the girls continued to wear long dresses, many of them were sewn at home and will serve as leisure-time clothing while some of the young men spent their money on reusable coats and slacks instead of on rental tuxes.

Typical attire of a couple attending the Shenandoah prom is represented by Ed May, Jr., and his date, Linda Pierce, who are shown on the front cover. For more pictures of youths affiliated with KMA who went to the prom see pages 10 and 11.

## IT'S A GOODIN'

In Hawaii, a 106-year-old man was asked for the secret of his longevity. His reply: "I don't fool around with women."

Smartness is getting to work half an hour before the boss does. Genius is getting there 30 seconds before him.

*The hippie came in to work at 11 o'clock and the boss shouted, "You should have*

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*been here two hours ago!" The hippie said, "Why? What happened then?"*

This is going to be a great decade for golfing. For the next nine years the poorest golfer can say truthfully that he's shooting in the 70's.

After a particularly trying day, two teachers were discussing their problem cases.

"If there's anything to this idea of re-incarnation," muttered one, "I would like to come back as a childhood disease?"

*When a woman lowers her voice it means she's asking a favor. When she raises her voice, it means she didn't get it.*

Nowadays when a man turns the other cheek it's because he's looking in the mirror to see if his sideburns are even.



## KMA Announcer Married in May

Night-time disk jockey and announcer, T. J. Mikkelsen married Nicki Ann Clarke in an afternoon ceremony May 15 at the Emmanuel Lutheran Church in Shenandoah.

The bridegroom who is a graduate of the University of Iowa is the son of Mrs. Tom Mikkelsen of Shenandoah, and his bride's parents are Mr. and Mrs. Clyde Clarke, Jr. of Shenandoah. Nicki attended Northwest Missouri State College at Maryville and is employed by Poole Clarinda Company.

A recent addition to the KMA staff, T. J. can be heard from 8 p.m. to midnight.

He and his bride are residing at 106 Colonial Ave. in Shenandoah.

# A Chat With Edward May



It doesn't seem possible another school year has drawn to a close. Eddie has completed his junior year and suddenly at our house we are faced with the realization that next year will be his last in high school. My how time flies. If next year goes as fast as this one, we will be attending Eddie's graduation before we know it.

In the meantime, we enjoy Eddie's school activities and support him in these. In sports, we attend all the football games, whether at home or away, and also follow the activities of the golf team. We were very pleased that Eddie tied for low at the conference golf tournament. He lost the sudden death playoff, which officially placed him second in the tournament.

Being a proud parent, I would be neglecting my parental duty if I failed to tell you that Eddie has been elected president of his senior class. Prior to the election, each candidate was asked to give a short campaign speech. Eddie said he was glad of his radio experience because it didn't bother him a bit to stand and talk before his classmates.

Still on the subject of school, I want to congratulate the new graduates. This is a big stepping stone, which I hope leads to an enlightening and promising future.

Last month was a good month for the KMA folks. One of the fun events was a picnic at the farm owned by salesman Dennis Boldra and his family. This farm is located in the bluffs in Fremont County, near the town of Thurman. It is off the beaten path and is "in a different world." You would think you were a thousand miles from civilization. A good time was had by all, and Mike Goodin did a good job of taking pictures of most of those present.

## Surprise Visit

A big event at the May house last month was a surprise visit by Karen, Jim and the grandchildren. Jim had blocked off a few days from his dental practice and arrangements were made to spend a long Mother's Day week end in Shenandoah. I was aware of the plans, but Eleanor wasn't. It was a marvelous surprise when Karen and family walked in the door and said, "Happy Mother's Day."

June is a busy month for the citizens of Shenandoah. The town is celebrating its

centennial. For months, events have been building toward the "Shentennial" dates of June 19-26. No doubt you have heard some of the spots on KMA congratulating the town of Shenandoah for celebrating its 100th birthday. We at KMA are proud that KMA has played such an important part in the Shenandoah community for nearly half of these 100 years.



One of the outstanding golfers for the Shenandoah High Mustangs this year has been Ed May, Jr. He is shown relaxing after a recent match with another SHS golfer, Rick Mickle. Ed and Rick were among the low finishers in the Hawkeye Seven Conference and qualified for the district tournament at Coon Rapids. Unfortunately for Ed, tee-off for the district meet at Coon Rapids was at 8 a.m. the morning after the Shenandoah Jr.-Sr. Prom. Whether this was a factor or not, the Shenandoah linksmen placed third and did not qualify for the state tournament.

(Sentinel Photo)

# FRANK COMMENTS

The picture this month is another four-generation picture with me, the great-grandfather, at the extreme left, then comes our daughter, Zo Fishbaugh. Next to her is her son, John Fishbaugh, and the baby Zo is holding is Robert Scott Fishbaugh, John's first born. The name Robert is for his paternal grandfather and the Scott is for his maternal grandfather, Carol's father. Most people already call the baby Scotty and the chances are pretty good that he will carry that name the rest of his life. Scotty was just a month old when this picture was taken and he is one of the best babies I have ever seen. He still sleeps a good share of the time, and the only time you ever hear a sound out of him is when he is hungry or wants changing.

Shenandoah is having its Centennial Celebration this summer (only they call it Shentennial). I suppose you already have noticed the beard that John is wearing in the picture. Well, that set of whiskers is nothing to some that you see on the streets of Shenandoah, because all male residents over 18 years of age are supposed to grow beards or mustaches or long sideburns, or suffer pretty severe penalties. I get by very nicely with my mustache which I grew when I was in the Army during World War I and which I have been wearing ever since.

The women-folk are all supposed to wear old-fashioned floor-length dresses and some of the get-ups are really fantastic.

Here the lawns are very beautiful. I never saw the flowering trees as beautiful as they were around here this year. That includes not only the Crab trees and Red Buds, but also the apples, plums and cherries. The Magnolias also were very beautiful this year, as well as the flowering shrubs such as Lilacs, Forsythia and Flowering Quince. The only things that didn't bloom this year in this area were the peaches. That 22 degrees below zero weather back in January killed all the peach bloom buds on the trees, so we will have no peaches this year.

Of course, you people with apple trees gave them their dormant spray in March, and petal drop spray in April, but don't ease up now because the cover sprays every two weeks are just as important as the others. Use Earl May's Home Orchard Spray according to directions on the container and be sure to use plenty of it. These cover

sprays during the summer are the ones which not only prevent the worms from coming through the side of the apple, but even more important, they prevent those tiny apple maggots from making those brown streaks all through the fruit later on.

Every summer we have what the orchardists call the June drop, in which the apple trees actually drop off about half of the little apples when they are about the size of marbles. Even the June drop will not thin them out enough this year, as they are set on too heavily. As soon as the June drop is over, I am going over my trees and thin them down to one apple in a place, where now they are actually 4 and 5 in a place. It is hard to get people to thin their crop, but it will have to be done if you expect to harvest nice big apples this fall. You will actually have just as many bushels of apples, as each one of them will be 2 or 3 times as big as it would if you had not thinned.

If your lawn doesn't look quite as lush and green as some of the neighbors' yards do, there is still time to give it a good application of Earl May Lawn and Turf Food. This is a long lasting high nitrogen type of fertilizer which can be applied right in the middle of the summer, especially if you soak it in thoroughly just as soon as you apply it. Full directions are right on the bag for setting the spreader properly and it is always a good idea to put half of it on going east and west and the other half going north and south. This way there are no skipped places possible.

Yes, Jenny and I will probably turn up missing again the first weekend in June. We still have fish in the freezer from our trip the first week in May, but we don't want to run out.



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# RFD 960

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With Cliff Adams  
KMA FARM DIRECTOR

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There were two events of great significance to rural America which I had the opportunity to cover this month. One was the Senate's sub committee on Rural Development hearing conducted at Sioux City on May 3rd and the Salute to Agriculture Day held at Washington, D. C. on May 7th. Both meetings were held because of concern held for the economic conditions on the farm and in rural communities dependent upon the farmer.

The hearing held at Sioux City was the first of 12 such meetings being conducted throughout the nation to get grassroots' sentiment on what can be done to stem the tide of migration of people from the rural areas to our congested urban centers. Chaired by Minnesota's Senator Hubert H. Humphrey, it has already been described as a stumping platform for Humphrey's possible candidacy for the Presidency in 1972. At the same time however, it seems to be valuable for promoting the concept of revenue sharing, thought to be an answer by some as a method of financing such programs as water and sewer construction needs in many rural communities. Revenue sharing would replace many categorical grants which require matching funds in most instances on the part of the community applying. I have favored bloc grants in the past from my own experience of having served as a Mayor of Mankato, Minnesota. Although we were very successful in obtaining federal aid, it did not help us as much as it might have if we could have had a larger amount for construction of a secondary sewage treatment plant. Because we did not have the funds, it was necessary for the city to double its water and sewer rates. I rather doubt that citizen taxpayers will continue to pass bond issues for matching monies often required for categorical grants. I believe that revenue sharing is a very worthwhile method of getting the money needed by so many rural towns. If they are to grow and prosper it seems that some other method than reliance on the property tax must be found.

The Salute to Agriculture day held on May 7th was a thrilling event for many of the nation's farm leaders especially for those who received a special invitation to have dinner in the White House. I was not among those favored few but I did have the opportunity to attend many of the other functions of that day. I saw the President and First Lady as they appeared at a morning program in the Jefferson Audi-

torium at the Agriculture Department. After listening to the President's talk and talks by Attorney General John Mitchell, Secretary of Agriculture Clifford Hardin and General Alexander Haig, Deputy Assistant to the President for National Security Affairs, we were taken by bus to the Benjamin Franklin Room in the State Department for a luncheon. Here we had an opportunity to socialize and listen to more talks given by George Romney, Secretary of Housing and Urban Development and Secretary Hardin. The day concluded with a visit to the South Lawn of the White House and a tour of the exhibits displaying various aspects of American Agriculture. It was a nice affair and I had an opportunity to record portions of some of the talks and interview research personnel for use on our farm programs at KMA. The event, just as the subcommittee on rural development, had its political overtones I am sure.

Planting is well along in KMA land and except for those areas that received some downpours of rain, flooding out some farms in Southeast Nebraska, conditions look excellent at this time. All we need is a little more warm weather to help the corn along. Planting intentions show a record amount of feed grains if weather conditions cooperate. There is some concern that this will result in low prices again next year for feed grains. This in turn affects hog and cattle prices which could be of significance in an election year.

While visiting with Walt Goeppinger of Boone, Iowa, National President of the Corn Growers Association, I gathered that the concern about future corn prices was prevalent in his organization. It is my belief that the best shot in the arm rural communities could get would be better farm prices. It is our biggest industry, in this area at least.

I am gradually getting acquainted with all the fine folks in this area and am impressed with Shenandoah. It seems to be a progressive community on the move. I am sure that I will enjoy it here more as soon as I get my family moved. My oldest child, Cindy was impressed with the new high school although it will be a year before she will get a chance to attend it. My wife grew up in Iowa in the community of Hampton so there are strong Iowa ties in the family already.

# On Sports

The Week-End of Champions was held at Fort Dodge, Iowa, April 30-May 2. The event was sponsored by the Fort Dodge Chapter of the Fellowship of Christian Athletes. Coaches, professional and college athletes were on hand to take part in the festivities. On Friday, April 30, the visiting athletes spoke at high school assemblies in Fort Dodge and surrounding communities. Friday evening, they attended church and civic banquets in Fort Dodge. On Saturday, May 1, they participated in the athletes and coaches clinics. However, the highlight of the week-end was the banquet on Saturday night where Bart Starr, quarterback of the Green Bay Packers, was the featured speaker.

Tickets for the banquet were sold out 18 hours after the tickets were put on sale. Over 700 were in attendance. On Sunday morning, May 2, athletes appeared at a great many Fort Dodge and area churches during Sunday morning worship periods. That afternoon, all of them demonstrated their skills and participated in a testimonial program at a rally in Dodger Stadium, at Fort Dodge. Carroll Dale, wide receiver of the Green Bay Packers, delivered the message at the rally. It was truly an enriching experience for all those who were fortunate enough to participate in it. I was in Fort Dodge on May 1 to attend some of the various functions. It was a great thrill for me to meet and talk with such people as: Bart Starr and Carroll Dale of the Green Bay Packers; Sam Wyche and John Guillory, formerly of the Cincinnati Bengals; Pat Williams, General Manager of the Chicago Bulls of the NBA; Al Randolph, defensive back for the San Francisco 49ers. Al played his college football at Iowa. Kent Kramer, tight end of the Minnesota Vikings; Bob Williams, ex-All American at Florida A & M, ex-Minnesota Laker, and ex-Harlem Globetrotter.

These were just a few of the many people who were in attendance. The Fellowship of Christian Athletes is a movement of faith and action. It is constantly striving to strengthen the moral and spiritual fiber of the athletes and coaches of America. The FCA seeks to bring athletes and coaches together to discover that it is not necessary to be a "holier-than-thou" type, but that any athlete or coach can bear witness to his spiritual convictions in every daily experience. A few basic principles guide FCA participants:

1. Be more God-conscious than concerned with yourself.
2. Be honest and sincere.
3. Be consistent in the living of your convictions.
4. Communicate in the hearer's lan-

## JUNE GREETINGS

**THIS IS YOUR DAY!**

**HAPPY BIRTHDAY TO:**

- June 4—Evalyn Saner
- June 5—Mrs. James Sislo (Ed May's daughter, Karen)
- June 7—Merle Douglas
- June 9—Tom Williams (Norman's son)
- June 12—Mrs. Walt Woodring (Dennis Boldra's daughter, Denise)
- June 14—Dan Andersen (Carl's son)
- June 18—Charles Williams (Mary's husband)
- June 20—Mrs. Norman Kling
- June 25—Mrs. Pat Patterson
- June 28—Carl Andersen
- June 29—Ralph Childs
- June 30—Arilla Hadden

**HAPPY ANNIVERSARY TO:**

- June 6—Mr. and Mrs. Henry Schnoor
- June 12—Mr. and Mrs. Norman Kling
- June 16—Mr. and Mrs. Merle Douglas
- June 19—Mr. and Mrs. Ed May

## June Schedule For K. C. Royals

Fans can follow the Kansas City Royals on KMA with the June schedule printed below.

- June 1—Boston 1:00
- June 4—New York 6:40
- June 5—New York 12:55
- June 6—New York 12:40
- June 8—Washington 7:10
- June 9—Washington 7:10
- June 10—Washington 7:10
- June 11—Boston 7:10
- June 12—Boston 7:10
- June 13—Boston 1:10
- June 14—New York 7:10
- June 15—New York 7:10
- June 16—New York 7:10
- June 17—California 7:10
- June 18—California 7:10
- June 19—California 1:10
- June 20—California (DH) 1:10
- June 21—Chicago 7:40
- June 22—Chicago 7:40
- June 23—Chicago 1:10
- June 25—Oakland 9:40
- June 26—Oakland 3:10
- June 27—Oakland (DH) 3:10
- June 28—California 9:40
- June 29—California 9:40
- June 30—California 9:40

guage, as best you can, what you believe, and what you have personally experienced.

5. Be a churchman.



Dan Andersen, second from left in the picture, along with the other three hurdlers qualified for the state meet at Linn-Mar at Marion, Ia. Dan is the son of KMA Sales Manager, Carl (Andy) Andersen. Left to right in the picture are Tom Mendlik, Dan, Bob Creighton and Roger Spears. Dan won the high hurdles in a time of :15.5 at the district meet held in Shenandoah which was won by the Shenandoah Mustangs. In the same district meeting, Tom Boldra, son of KMA Salesman Dennis Boldra, gave a good performance in the field events with a fourth in the vault and a fifth in the long jump.

(Sentinel Photo)

## KMA Manager Heads Iowa Broadcasters

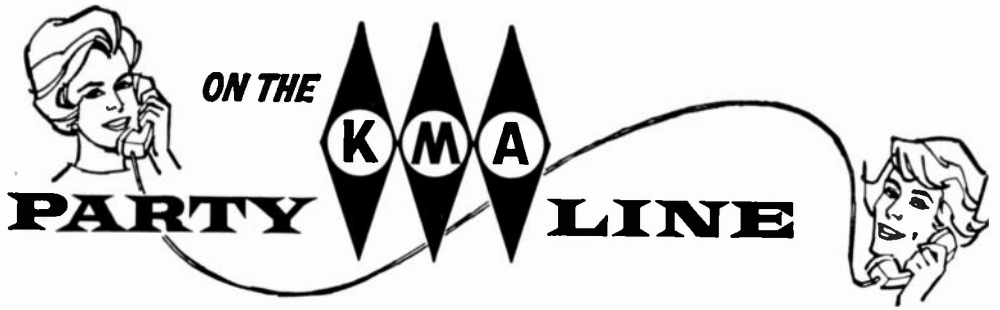
KMA Station Manager Norm Williams was elected President of the Iowa Broadcasters Association at their annual meeting in Des Moines Saturday, May 22.

Named to the board of directors of the IBA in 1967, Norm was elected Treasurer in 1969 and in 1970 became Vice President.

The Iowa Broadcasters Association is composed of 57 AM radio, 11 television and 28 FM radio stations in the state of Iowa. The organization sponsors two scholarships every year for graduating high school seniors in Iowa who intend to enter one of three Iowa Universities to study broadcast journalism. The Association plays an active part in maintaining a free competitive system of broadcasting in this state and the nation.

Norm will serve as President of the IBA until the annual convention next May.





**ON THE**  
**PARTY** **KMA** **LINE**



"We've eaten most of our radishes," claims Chief Announcer **MIKE GOODIN**. He planted his garden April 14, and as the picture testifies, Mike and his wife, **JACKIE**, will have an abundance of tomatoes, which were blooming in late May, onions, beets, lettuce, carrots and beans. Jackie keeps the weeds out, Mike admits. In the other picture Mike points to a small shrub that he expects to nurse to a sturdy planting in his yard.

**One of the early gardens—at the Goodins.**



**Mike Goodin with his newly planted shrub.**

**MRS. EARL MAY**, widow of the founder of May Seed and Nursery Co., has returned from a vacation in the south. She spent a week visiting a number of relatives in Mobile, Ala., and the rest of the time with former Shenandoah residents at Fort Lauderdale, Palm Beach, West Palm Beach, Delray Beach and Lake Placid, Florida.



Almost-six-month old **Emily Mullison** came to **KMA** to look over the most recent issue of **The KMA Guide**. Actually Emily's mother, **Ardene**, responding to requests to bring her in delighted the office staff with her recent visit. That's her mother **Ardene**, **KMA Traffic Manager** peeking around our former cover girl. (Remember the February **Guide**)



# Boldras Entertain At Farm Home

An all day, come-anytime invitation to the Boldra farm in Fremont County near Thurman found KMA staffers and their spouses meandering through the green hollows, some getting lost, in spite of markers, to the hide-a-way of KMA Salesman Dennis and his wife, Betty Boldra.

Affectionately referred to as "De-Lo-Co Lane," the farm has been in Dennis' family for many years. He gave tours on the 75 acres on a tractor-drawn wagon. Dennis also hitched up his 17-year-old horse to a two-wheel cart to pull sight-seers around in.

Betty served hamburgers cooked on the grill with all the trimmings.

As night fell, the group went inside where Dennis playing the guitar and banjo was joined by his sister, Mrs. Bill Sober at the piano for a songfest.

Surfeited with food and a good-time, KMA staff members returned relaxed and grateful to the Boldras.



Hosts—Dennis and Betty Boldra in the familiar "Grant Wood pose."



Everybody crowds on the tractor-drawn wagon with Dennis at the wheel for a tour.

Getting her first experience with a role in a play by Shakespeare is LORY WILLIAMS, daughter of Guide Editor MARY WILLIAMS. She will portray "Puck" in the Shakespearean comedy "A Midsummer Night's Dream." It will be produced by Western New Mexico University on a midsummer's night in June in a park in Silver City, N. M. Lory has enrolled for summer school at the University where she is a freshman.

## MORE PARTY LINE

On May 7, KMA Station Manager NORM WILLIAMS and his wife, LOIS, observed their 25th wedding anniversary. Their two sons, TOM and JOHN, treated their parents to a gala weekend in Omaha. They invited Norm and Lois to dinner at the French Cafe in Old Market and reserved a room for them at the new Omaha Hilton Hotel. During the evening, the young men presented their mother with a corsage and a dozen red roses. In keeping with the silver anniversary, the sons gave their parents a silver tray engraved with the inscription taken from the popular song title — "We Have Only Just Begun."

EVALYN SANER, Managerial Secretary, will accompany BILLIE OAKLEY to Salina, Kan., to attend the Gooch Red Circle Auction. They will stop along the way to take in the points of interest.

LYNN PADILLA of the Continuity department spent her vacation during the last week of May mostly with her children at home, but she did find time to go to Omaha to visit relatives and to visit friends in northern Iowa.

# *Jr.-Sr. Prom Features Opening Night*

Greeting the guests at the Shenandoah High School prom was a bigger-than-life sized gold "Oscar" which stood in the middle of the gymnasium-dance floor. It added to the theme which carried out the "Opening Night" at the movies idea. The stage in the gym was converted into Grauman's Chinese Theater and murals depicting scenes from recent movies added to the atmosphere. The dance was preceded by a banquet at the American Legion-Country Club.

Many KMA families were represented at the prom. The pictures on these pages were taken by Barton's Studio.



Faculty members and school board members are invited as guests to the gala. That is why each year Chief Engineer Don Burrichter gets to attend since his wife, Esther, is the school nurse.

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## *Congratulations!*

KMA and The KMA Guide offer congratulations to the 1971 graduates from staff families. Best wishes for the future go to Amy Jo Mullison, Dan Andersen, Tom Boldra, and Lee Hughes.

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KMA announcer Lee Hughes who will graduate this year took Janice Rowen to the prom.



Senior Dan Andersen escorted Marie Hilton to the festive affair. Dan is the son of KMA Sales Manager Carl (Andy) Andersen.



Three sophomore girls were selected as waitresses to serve the punch during the dance. One of them was Penny Stoner, daughter of Byron Stoner, KMA salesman. The waitresses' costumes were designed in the 1920's style.



Managerial Secretary Evalyn Saner received a vicarious thrill from the prom because her nephew, Jim Larson, attended with his date, Joan McNeilly.



Carol Kling, who is a sophomore and daughter of KMA Engineer Norman Kling, was a guest of Mark Miller.



Salesman Dennis Boldra's son, Tom who will also graduate this year, invited Mary Ann Beach to attend his last prom at SHS.

# GUEST COOK for June - *Ruth Douglas Roulstone*

Just in case some of you more recent Guide subscribers do not recognize the last name of our Guest Cook, it belongs to the wife of KMA's long-time favorite announcer, Merle Douglas. Doug dropped his last name of Roulstone in favor of the easier to pronounce middle name of Douglas for his radio name. However, Ruth will answer to both Douglas and Roulstone as she is accustomed to the switch after all these years of having a husband in radio.

Ruth has her own vocation and is well-known for her hair styling. She is employed by Ellen's Beauty Salon in Shenandoah. An avid golfer, Ruth hasn't had enough time to play in recent years but hopes to get out for several rounds in these summer months.

The Douglasses or Roulstones, as you prefer, have two daughters and a granddaughter. Their daughters are Valerie of the home and Sharon, who is Mrs. Rick Stevens of Shenandoah and the granddaughter, is Michelle Stevens.

Ruth and Doug reside in the country just at the edge of Shenandoah and like to relax out there away from their busy hours on their jobs.

## TUNA BURGERS

- 1 can cream of mushroom soup
- 1 can (7-ounce) tuna, drained
- 1 T. minced onion
- 1 T. minced green pepper

Combine and spoon into 4 or 5 hamburger buns which have been opened and brushed with butter. Broil until bubbly.

\* \* \*

## GOOLEY BUNS

- 1 pound large bologna
- $\frac{1}{4}$  cup prepared mustard
- 1 T. minced onion
- $\frac{3}{4}$  pound sharp American cheese
- 2 T. chopped sweet pickles
- $\frac{1}{3}$  cup salad dressing

Grind bologna and cheese. Add remaining ingredients and mix well. Cut coney buns in half; spread with butter and then filling. Wrap each bun in foil. Heat in slow oven for 25 minutes at 325 degrees. Makes 12.

\* \* \*

## UNBAKED PEANUT BUTTER COOKY

- $\frac{1}{4}$  cup brown sugar
- $\frac{1}{4}$  cup white sugar
- $\frac{1}{2}$  cup white Karo

Bring to boil; boil until sugar is dissolved. Remove from heat and add:

- $\frac{3}{4}$  cup crunchy peanut butter
- 1 t. vanilla
- 2 cups special "K" cereal

Drop by teaspoon on wax paper. Very tasty and easy to do.

\* \* \*

## GREEN BEAN CASSEROLE

- 2 cans French style green beans
- 1 can cream of mushroom soup
- 1 can French fried onion rings

Combine beans and soup in buttered casserole. Bake approximately 30 minutes at 350 degrees. Sprinkle onion rings over top and return to oven for another 5 minutes, or until browned. 1 can each of water chestnuts and pimento may be added. Toasted slivered almonds may be substituted for the onion rings. Serves 8.

## HAMBURGER AND NOODLE CASSEROLE

- 1 pound hamburger
- 1 small onion, diced
- 1 cup celery, diced
- 2 T. butter
- 1 can cream of chicken soup
- 1 can yellow, cream style corn
- 12 ounces noodles
- 1 t. salt, (approximately)

Cook noodles in salted water and drain. Brown hamburger, onion and celery in butter. Combine with other ingredients and bake in a casserole 30 minutes at 375 degrees.

\* \* \*

## DELICIOUS CHICKEN

Arrange a 2 $\frac{1}{2}$  to 3 pound cut up frying chicken in a buttered shallow baking dish, large enough so that chicken is in a single layer. Mix together 1 can condensed cream of mushroom soup, 1 cup commercial sour cream and  $\frac{1}{2}$  packet dried onion soup mix. Pour mixture over chicken and bake uncovered at 350 degrees for 1 hour, or until chicken is tender.

\* \* \*

## POT ROAST

- 3 or 4 pounds arm or blade pot roast
- 3 t. lard
- 1 t. salt
- $\frac{1}{4}$  t. pepper
- $\frac{1}{2}$  cup water
- 6 medium potatoes
- 6 medium carrots
- 6 medium onions
- 1 cup tomato puree
- 1 small head cabbage

Cut pot roast into 6 servings; cut cabbage into 6 wedges. Brown the pot roast slowly in hot lard, season. Add water, cover and simmer about 3 hours or until tender. When meat has cooked 2 $\frac{1}{2}$  hours, add potatoes, onions, carrots and tomato puree. Cook 20 minutes and add cabbage. Cook 15 minutes longer or until meat and vegetables are done. Makes 6 servings.

### RHUBARB CREAM PIE

- 2 T. butter
- 2 cups rhubarb
- 1 1/4 cups sugar
- 2 T. cornstarch
- 1/4 cup milk or cream
- 2 egg yolks
- Salt

Egg whites for meringue

Melt butter, add rhubarb, and 1 cup sugar. Cook slowly until done. Mix 1/4 cup sugar, cornstarch, egg yolks, milk, and salt. Add to rhubarb and cook until thick; pour into baked pie shell and top with meringue.

This is very good in a butter crust:

- 1 cup flour
- 1/2 cup butter or margarine
- 1 T. sugar

Mix until crumbly and press in pan. Bake in 350 degree oven until lightly brown.

\* \* \*

### CELERY SEED DRESSING (Delicious on fresh fruit salad)

- 1 1/2 cup salad oil
- 1 t. salt
- 1/4 cup vinegar
- 1 1/2 cup honey
- 1/2 t. celery seed

Blend all ingredients together. Stores indefinitely in covered container in refrigerator.

\* \* \*

### CORNHUSKER SALAD

Break crisp lettuce into small pieces. Add sliced radishes, cucumber, a quartered tomato, julienne-cut green pepper, celery, carrots, green onions and 1 cup ham cut in medium size chunks.

\* \* \*

### SWEET AND SOUR VEGETABLE BOWL

- 1 c. celery, diced
- 1 green pepper, diced
- 1 1/2 c. green beans, drained
- 1 1/2 c. peas, drained
- 1 c. onion, diced
- 2 pimentos, diced
- 1 1/2 c. sugar
- 1 c. vinegar
- 1 t. salt
- 1/2 c. salad oil
- 2 T. water
- Small clove of garlic
- 1 t. pepper

Combine vegetables in bowl. Mix well, the sugar, vinegar, salt, salad oil and water. Add finely chopped garlic and pepper. Pour over vegetables and let stand at least an hour before serving.

\* \* \*

Top rice pudding with prune syrup. Cook one cup prune juice with 1 teaspoon cornstarch until slightly thick. Add halved or chopped prunes to syrup if desired.

\* \* \*

Serve tomato juice with a pinch of dillseed or a bit of oregano.

## Billie Oakley Plans Trips

Hello there!

Here's hoping you're all set for a joyous June. At the Martha Gooch Kitchen we are looking forward to a busy, busy month. I have a trip to Wichita, Kansas coming up . . . a trip to North Platte, Nebraska for Nebraskaland Days . . . and a journey to Shenandoah for the long-planned Shentennial. Besides all this, I can be sure of other quickie trips, too. This is a part of what keeps my life interesting.

Another very exciting part of my job is the development and introduction of new products . . . and we have a great one coming on the market about NOW! It's Bulgur . . . one of the oldest wheat foods known to man. Even back in Biblical days they mentioned people eating Bulgur. It is whole grains of wheat; cooked, dried, then cracked and packaged. This is delightful used as a stuffing for poultry and wild game. Tastes very much like Wild Rice, but certainly costs only a fraction as much. The Lebanese people make Pilaf with Bulgur . . . and there are dozens of other things to do with it. We're having fun cooking with it and I hope you will, too.

This month I have a very special recipe for you. Enjoy, enjoy!!

Maybe I'll see you at KMA during the Shentennial? I'll be there all day June 24th.

Truly,  
Billie Oakley

\* \* \*

### DEEP DISH STRAWBERRY PIE

This recipe comes from a family down in Chattanooga, Tennessee.

- 1/2 cup butter, softened
- 3/4 cup sugar
- 3/4 cup sifted all purpose flour
- 3/4 cup milk
- 2 cups strawberries, cut into halves or quarters
- 1/3 cup sugar

Cream butter and sugar together. Add flour and milk; beat until smooth. Carefully fold in strawberries. Pour into well greased 9" pie pan or shallow casserole. Sprinkle 1/3 cup sugar over top. Bake in 400° oven 35 to 40 minutes.

This fantastic "pie" forms its own crust and has a glazy top. Lushus!

### MEAT LOAF

- 2 eggs, beaten lightly
- 1/3 cup catsup
- 3/4 cup cold water
- 1 package onion soup mix
- 1 1/2 cups soft bread crumbs
- 2 pounds ground beef

Mix ingredients well in order given. Bake in loaf pan, 350 degrees for 1 hour. Serves 6 to 8.

# PROGRAM NEWS FOR JUNE, 1971

Dial 960 — K M A — 5,000 Watts

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## NORMS FORUM

By  
Norman Williams  
Station Manager

KMA receives a daily "Hotline" bulletin from the National Association of Broadcasters. In the May 14 bulletin was a story which I thought you might enjoy. It tells about the copy in a newspaper ad.

The newspaper ad emphasizes that set owners and taxpayers would have to pick up the tab if advertisers failed to pay the bill for broadcast news and entertainment.

The ad goes on to say the set owner, who is also a taxpayer, soon loses his program choice . . . "you'd listen to what some committee thought you ought to hear and like it."

Furthermore, it says, set owners/taxpayers would "hear only one side of political questions—the side of the 'ins'."

. . . Advertising on the air is plainly labeled as such—you can take or leave it," according to the ad. "It must interest and influence a lot of people or . . . advertising wouldn't pay."

NAB endorsed the ad, saying the problem, involved, needs "tremendous exploitation" in the face of "various movements and assertions to the effect that advertising is a racket."

The ad and the NAB letter were found in the files of the National Association of Broadcasters. They were written way back in 1939.

A lot of things have changed in the last thirty-two years, but the attack on free broadcasting continues with increased vigor. Our system of privately owned broadcasting stations competing in a free market may have many imperfections, but it is **1000% more desirable than a system tightly controlled and and run by bureaucrats in Washington.** I have the feeling that there are people in Washington who do not trust your judgment and taste. They think they know what is best for you on Radio and TV. They fail to recognize that in this system of broadcasting, if the station is not serving a significant number of the public in its area, the advertisers will not use the station and the owner will either have to change his ways or sell when he goes broke.

If the anti-free broadcasting forces have their way . . . we all lose.

## Changes In Sunday Line Up

Program changes on Sunday on KMA will involve the following: **BILLY GRAHAM** is now heard at 9:35 p.m. on Sunday evening in place of C. M. Ward's Revivaltime. **ISSUES AND ANSWERS**, the popular discussion program from ABC is now heard on KMA Sunday evening at 8:35 p.m. Monday's news is made on this program every Sunday evening. **MUSIC** you love to listen to can be heard from 9 to 9:25 on Sunday evening.

### LATE AFTERNOON MARKETS

In order to give KMA listeners a broader and better scope of the day's markets, an adjustment has been made in KMA's late afternoon broadcast schedule.

Listen to the following each day:

5:00 p.m. — KMA News Weather

5:06 p.m. — Market Final with a report on national and regional stocks and stock analyzing from First Mid America of Atlantic.

5:11 p.m. — Commodity Markets from Chapman's of Omaha.

5:15 p.m. — Music except Friday when it is Jack Mihall with Hunting and Fishing.

5:25 p.m. — Lou Boda Sports.

## Nation's Capital Draws Broadcasters

In late April, KMA Manager Norm Williams attended the State Presidents' Association Convention sponsored by the National Association of Broadcasters in Washington, D. C. Norm attended as Vice President of the Iowa Association along with Joe Hudgens of KRNT, Des Moines, Iowa, President, and Jack Shelley, Prof. of Mass Communications at Iowa State University and Executive Secretary of the Iowa Broadcasters Association.

The three-day meeting discussed some of the serious problems confronting the American system of broadcasting in this country today. The conferees had an opportunity to meet and discuss their problems with some of the Federal Communication Commissioners and key staff personnel.

Joe Hudgens, Jack Shelley and Norm Williams had breakfast with the Iowa Congressional delegation in the House Dining Room.

# Postal Service Delays Guides

The May issue of The KMA Guide which was sent out as scheduled—on time—reached many subscribers late, some as much as two weeks late, and the fault lies with the postal service.

Those couriers who purportedly deliver through all kinds of weather failed to live up to their code. The KMA Guide follows all the postal regulations concerning third class mail. The Guide is regularly mailed from KMA on the last day of each month. On April 30, 1971, the May edition of The KMA Guide was delivered to the Shenandoah Post Office which in turn gave a receipt stating that the Guides had been weighed in for mailing at 2:00 p.m. on April 30.

About 10 days later, when inquiries started coming into the Guide office about missing magazines, our investigation showed that a portion of the Guides was delivered on time in Iowa and the rest reached their destinations on the 10th and 11th of May. Other missing Guides were finally delivered in Missouri on May 14, 15 and 17. The other states in the area seemed to deliver as usual.

During all of this, the only explanation given by the Post Office was the subterfuge that third class mail is not handled as fast as first class.

**In the future, if your Guide is delivered late, it is normally not the fault of KMA, and we recommend that you contact your local Post Office by letter or by phone.**

The Guide would like to express its appreciation to its subscribers for their cooperation and patience in this recent time of frustration with the postal service.



## SHENTENNIAL

Shentennial boosters have been going all over the four-state area promoting the June 19-26 event in Shenandoah. A large contingent of Shentennial Belles and Brothers of the Brush plus the Shentennial Band are in this picture as snapped at the Arbor Day parade.

## TORNADOES

As tornado season comes to KMA land, JACK MIHALL, KMA Operations Director, interviewed a man knowledgeable about weather phenomena on the Open Line. His guest, AL BEAGEN of the Omaha Weather Bureau, discussed tornado spotting and how to protect yourself from them.



POSTMASTER

Address Correction Requested

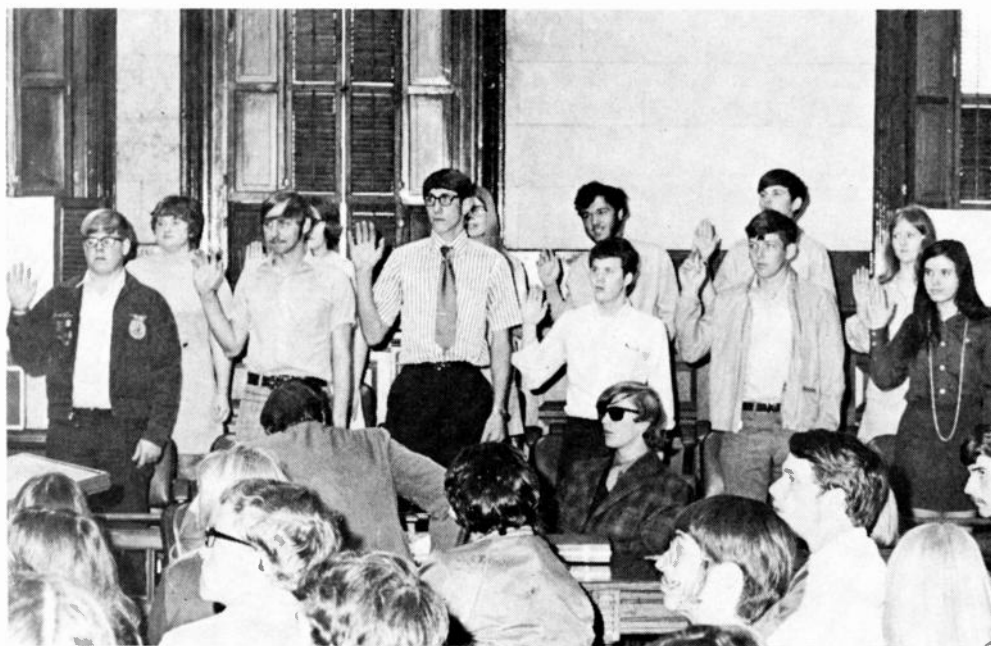
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## Seniors Participate in Mock Trial



Graduating seniors are sworn in for jury duty at Law Day observance.

Each year in observance of Law Day, the Page County (Iowa) Bar Association invites all graduating seniors in Page County to take part in a mock jury trial.

The staged trial this year revolved around a criminal case. Members of the Page County Bar Association who took part were J. C. Irvin, William Falk, Paul Jones, James Milhone, Sanford Turner, Richard Davidson, and Judge Harold Martin of Hamburg presided.

County Attorney Irvin introduced county officers, and Judge Martin briefed the

packed courtroom on the history of the courts and jury system and its relevancy today.

One of the actors in the trial was KMA announcer, Lee Hughes, a graduating senior, who played the role of the defendant in the fictitious narcotics case. He appears in the picture seated wearing dark glasses. The jury who incidentally found the defendant "not guilty" was made up of other students. Seniors participated from Shenandoah, Clarinda, Essex, South Page and New Market.