

she

A MAGAZINE FOR WOMEN.



She is the premiere magazine, for women about women, in the Southwest Missouri & Southeast Kansas areas. With engaging in-depth stories and fun features, *she* is a delightful read from cover to cover. Be a part of something new and great—get your business name out in front of a captivated audience.

**Don't wait too long...
Space is limited,
and going fast!**

12 East Wall | Fort Scott, KS 66701
Phone (620) 223-1460 | Fax (620) 223-0515

131 South Cedar | Nevada, MO 64772
Phone (417) 667-3344 | Fax (417) 667-7475

Who is she for?

She is a full-color magazine created primarily for 20–60 year old women in and around Southwest Missouri and Southeast Kansas.

What will be in the pages of she?

She will have features on interesting local women and their stories, as well as articles on health, beauty, leisure and family issues. Also, it will highlight local women artists, product reviews, gadgets, and other stories for women and about women.

Where can people find she?

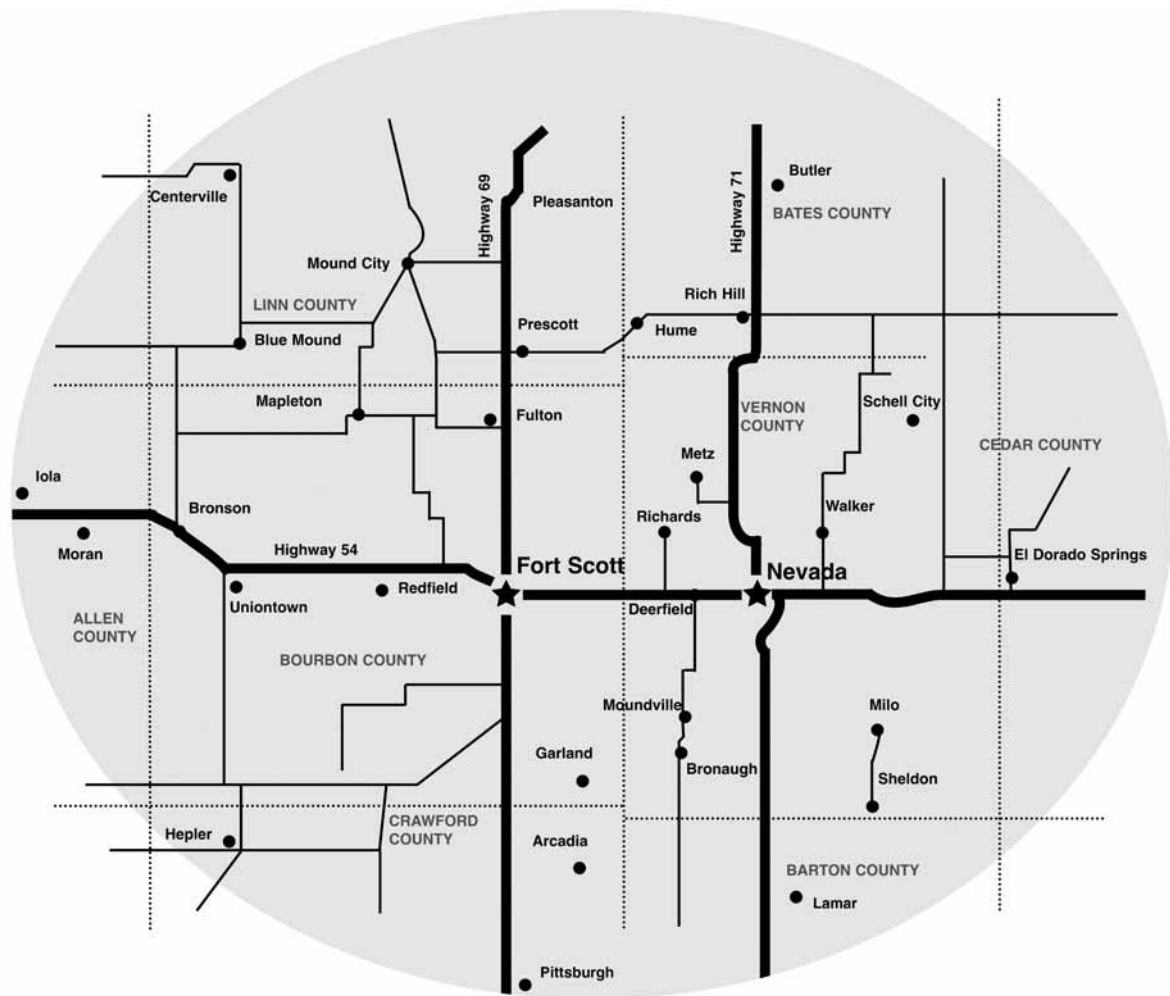
She will be available at stores and other select locations within a 50-mile radius surrounding the Nevada and Ft. Scott areas.

How often will she be produced?

She will be published quarterly.



she MAGAZINE distribution



She magazine will be distributed throughout a fifty mile radius surrounding the Nevada and Ft. Scott area, as shown above.

In Missouri

Nevada	Pretty Nails	Metz Bank	Schell City	Lamar
Nevada Daily Mail	The Mane Clippers	Wilkinson Pharmacy	Farmers State Bank	Gilkey Chevrolet
May's Floral	Davison Shoes and Verco Sporting Goods	Vinyard Farm and Home	Schell City Café	Scrubs 'N More
Nevada Regional Medical Center	Dress Code	First National Bank	Butler	Claudia's Gift Shop
Bella Rose Floral and Gifts	Ellis Furniture	Interior Motives	Bates County Memorial Hospital	Barton County Chamber of Commerce
Hertzberg's Furniture	Ramey's	Curves	Butler Chamber of Commerce	Sheldon
Nevada Medical Clinic	Fastrip	4 Star Realty	El Dorado Springs	Sheldon Medical Clinic
Madison's Place	Woods	Beach Hut	Summer Fresh	Chiggers Convenience
Magic Mirror Hair Designs	Cabbage Country Market and Gifts	Nevada/Vernon County Area Chamber of Commerce	Sea Breeze Vacations	
Nevada Urgent Care	AirWave	Rinehart Jewelry	Woods	
	Curtis & Sons			

In Kansas

Fort Scott	Insurance	Shepherd Team Auto Plaza	Westar Energy	Arma
The Fort Scott Tribune	Calvary Crossings	Fort Scott Area Chamber of Commerce	Kansas Teacher Community Credit Union	Kevin's Country Corner
Stewart Realty	Ruddicks, Inc.	Country Cupboard	Around the World	Jannelle's Cut & Tan
Mercy Health Center	The Tannery	Doughboys Pizzeria	Clayton's Greenhouse	Horton's Pizza Plus
Mercy Physician Group	SEK Urgent Care	Spoiled Brat	Atkins Insurance	Mercy Medical Plaza of Arma
Courtland Hotel and Aveda Day Spa	Curves	5 Star Laundry	Fort Scott Community College School of Cosmetology	Girard
Bartelsmeyer Jewelry	Flowers by Leanna	Century 21	Crain Insurance	G&W Family Super
Family Video	UMB Bank	Bin's Vintage		Mathis Drug Store, Inc.
American Family	Main Street Gallery and Gifts	The Bulb		
	A'Bella'z			
	Iron Star			

The circulation department is still seeking additional distribution sites in Stockton, Rich Hill, and Hume in Missouri; and in Uniontown, Pleasanton and Mound City in Kansas, and in other neighboring communities.

The magazine also will be available soon in containers to be attached to newspaper racks throughout Vernon and Bourbon counties.

PLUMP It Up!



Three women test three different lip-plumping glosses and share their thoughts on each.



Lippin' Large, by NYC. Less than \$5. Available at area drug stores and discount department stores.

	How did it feel on your lips?	Did it sting?	Did it make your lips appear bigger? How much?	Would you use it again?
Chass	Almost like my lips were being inflated like a balloon.	A slight stinging sensation that gets more intense as time goes on.	Yes, but not insanely big. They just look a little fuller.	Yes.
Elise	A little thick, but not so different from some other lip glosses.	A bit more than the Love My Lips one, but nothing too bad.	Yes, a bit larger than with the Love My Lips one but not by a huge amount.	Yes, I actually carry it in my purse with me every day now.
Lori	Heavy, but smooth.	Little sensation (warm).	Feel fuller, somewhat noticeable.	Yes, possibly.



Chass

Chassedi Cooper is the editorial assistant at the Nevada Daily Mail and blogs regularly at nevadadaily.com



Elise

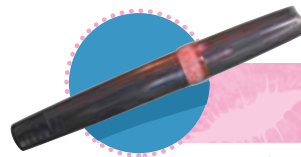
Elise Phillips is a part-time graphic designer at the Nevada Daily Mail and a full-time student at Crowder College in Nevada.



Lori

Lori Harter is the sales director for The Nevada News, The Nevada Daily Mail and she Magazine.

Want to be a tester in a future issue? Send your name, address, age and phone number to: Editor, she Magazine, PO Box 247, Nevada, MO 64772, editor@nevadadaily.com



Volume Seduction XL, by Maybelline. Less than \$10. Available at discount and drug stores.

	How did it feel on your lips?	Did it sting?	Did it make your lips appear bigger? How much?	Would you use it again?
Chass	Like regular lip gloss.	No.	No.	Yes, but I wouldn't recommend it if you wanted to make your lips "fuller."
Elise	Like normal lip gloss.	It was on par with using chapstick.	A little, but not much.	Probably not, since it didn't do a whole lot, but it wasn't bad.
Lori	Lighter than the others.	Not really.	I did not notice any difference.	Maybe.



Love My Lips plumping lip gloss. Less than \$5.

	How did it feel on your lips?	Did it sting?	Did it make your lips appear bigger? How much?	Would you use it again?
Chass	This one felt tingly, like I rubbed a mint on my lips.	No.	They didn't look bigger.	Yes, because I like the way it felt.
Elise	Very smooth—the best out of the three.	Yes, it stung the worst. At first it felt like it was even numbing my lips. Eventually it gets better.	It didn't seem like it.	Probably not.
Lori	Glossy, not as thick.	No.	No.	No.



Home Sweet Hospital

An Appleton City woman and her husband remodeled an old hospital, threw in a big dose of hospitality and came out with a unique home they share with many others.

By Neoma Foreman

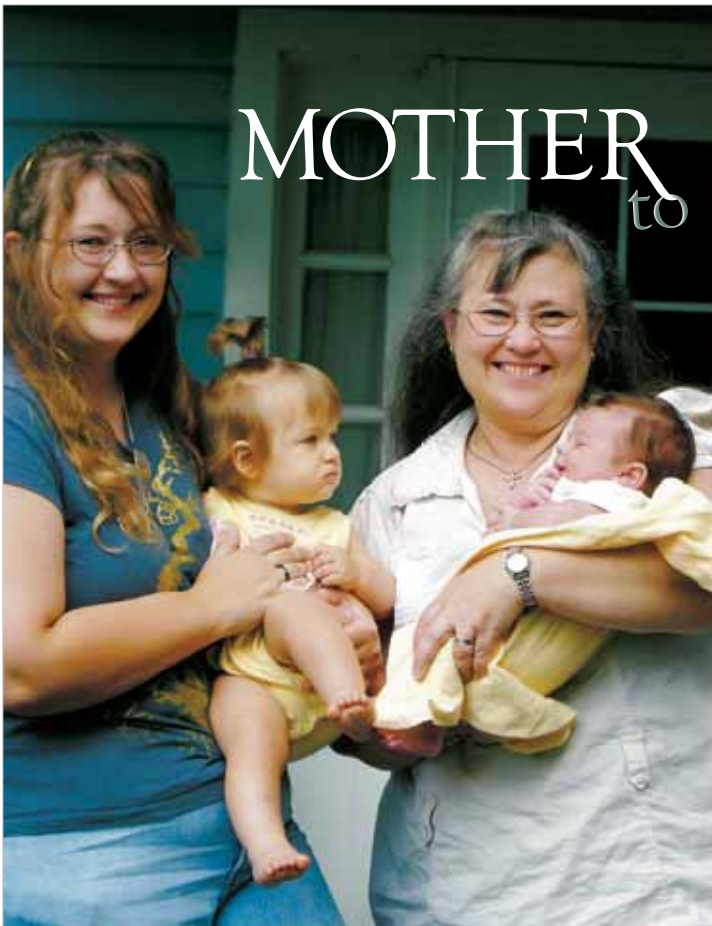
When most people reach the age of sixty, they consider slowing down and maybe even spending some time in a hospital. But purchasing an aging hospital and remodeling it into a spacious, attractive home? The magnitude of this project would scare even a hardy young person. However, Dorotha and Leroy Swope took on the task when they both turned sixty, doing most of the work themselves.

It was a monumental task, but when one raises the question of what inspired them to tackle the job, Dorotha smiles and says, "We aren't the kind of people to sit around and not do anything. We have to have something to do."

Approaching retirement age, the Swoopes wanted to be near their daughter. She lived in Appleton City, Missouri, and had heard that the city was going to tear

down the old hospital if someone didn't do something with it. The Swoopes bought the building, which was built in 1892 as a hotel for wealthy travelers, located across the street from the M.K.&T. Depot, another historical treasure of the town that remains today.

The Swoopes clearly love the rich history of their hotel turned hospital turned home, and share it generously.



MOTHER to

MOTHER

By Colette LeFebvre-Davis

On Thursdays they dust, on Fridays they wash the floors — some first time mothers assign themselves a regimented schedule. These very same mothers are also trying to pursue their dreams. Being a parent means having to take responsibility for a family. It means instilling morals, values and ethics in your child. It takes a hero to complete all the daily “to-dos” everyday. Motherhood is the hardest obstacle any woman can tackle. It is filled with its ups and downs, and like a roller coaster that never ends, and it is a great experience. Mother and daughter pair Valetta Cannon and Kathy Davis of Bronaugh, Missouri, know what it means to be a mother.

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» *she*
COOKING

a Feast for the Eyes

By Martha Meinsen Scott

Food should not be just a feast for the palate but also a feast for the eyes. “Pretty is as pretty does” applies to food as well. The easiest way to make food pretty is to use garnishes when the food is plated — whether individually or on serving platters or dishes. Garnishes don’t necessarily mean radish roses or tomato rosettes or even the sprig of parsley that you so often find in cafes, but rather a sprinkling of chives, basil, parsley, green onions or lemon peel over your dishes. Don’t you remember your mother or grandmother sprinkling paprika on deviled eggs or potato salad? That was garnishing. It added a pretty color and made the eggs or potato salad look yummiier than when it was served without.

On my counter at Linderhof, I always have a glass of parsley from the market and another glass of herbs from the garden — ready to pluck and chop and sprinkle over whatever I am serving. A bowl of citrus — a few lemons, an orange and a couple of limes are always on my counter as well. Their zest adds flavor to food but when you take small strips from the peel or slices of citrus, it adds decoration to the finished dish as well.

Garnishing, too, is not limited to savory foods but sweet foods, for they, too, get an oomph from a simple garnish. Any dessert is benefited by a shower of powdered sugar, especially a tart or pie or an unfrosted pound or bundt cake.

A spoonful of whipped cream and a sprig of mint, lemon balm or lemon verbena adds not only color but makes a slice of dessert even more decadent and makes your family or guests feel that much more special.

Whenever I serve tomatoes, even simple sliced ones, I always sprinkle them with chopped fresh basil as well as salt and pepper. It adds a pretty green color to the plate and a great flavor to the dish. I love cherry tomato salads and a big bowl of salad with a garnish of a sprig of basil makes for a pretty dish on the dinner table.

In summer, I like to serve cold vegetable soups and in the winter I like to serve warm creamy vegetable soups for special luncheons or as a first course when we have company for dinner. Often, the soups are pureed and a great way to garnish is with a dollop of sour cream and then a sprinkling of green — minced chives, chopped scallion tops, minced parsley — whatever is readily available. To use a decorating term — it makes the soup “pop.”

When serving meats, I often line the platter with lettuce leaves, put my meat on the dish and then add a bunch of grapes, or some sliced oranges or lemons or a big handful of an herb (parsley is readily available).

Whether it is just Husband Jim and myself or a table full of guests for luncheon or dinner, I find that food garnished well with sprinklings of parsley, green onion or herbs makes any meal seem more special.

Just as food should smell good, it should look good, too! Walking into a home with the aroma of something cooking makes your mouth water. Sitting down to a table with food garnished ever so simply makes you realize that you are in for a taste treat.



Who makes the best cakes on the planet? Who dishes up the tastiest treats, the most memorable meals, the most appealing appetizers? If you know a great cook we should feature, tell us about her and how to reach her. Information can be sent to:

Editor, *she* Magazine
PO Box 247
Nevada, MO 64772

or e-mail your suggestions to
editor@sheonline.com
with “SHE” in the subject line.



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