

The

# KMA GUIDE

November-  
December, 1972





Don Burrichter holds award presented post-humously to his wife, Esther.



Dr. Kenneth Gee presents award to Mrs. Earl May.



Frank Field accepts award from Dr. Gee, president of Chamber of Commerce for the past year.

## UNSUNG HEROES

The families of KMA Radio were well represented at the recent banquet held by the Shenandoah Chamber of Commerce honoring "Unsung Heroes" in the area.

On the front cover of this issue is Mrs. Earl May, widow of the founder of May Seed and Nursery Co., and KMA Radio, who was chosen especially for the Distinguished Service Award for her service of 25 years to the Hand Community Hospital board.



Frank and his wife, Jennie, admire certificate at the banquet table.

(Blaine Barton Photos)

Although she could have been nominated for the honor for many things such as active participation and encouragement to various charitable and civic organizations, she served with distinction as member and chairman of the hospital board, attending several national meetings. Now an octogenarian, she maintains an active interest in such organizations as Order of Eastern Star of which she is a past Worthy Grand Matron, P.E.O., Study Club, Garden Club, Meta Grada, Antique Club, Tri-H, Altrusa, D.A.R., Legion Auxiliary, Elks Ladies and the Congregational Church.

Those KMA listeners who hear Frank Field at 7:15 every morning will readily agree with the honor bestowed on him for his 46 years of radio service and enjoyment to Shenandoah and other communities.

(continued on page 14)

The KMA Guide

# A Chat With Edward May

I wrote this column the morning of October 19—the day we had our first sharp freeze of the season. As a matter of fact, the temperature at Shenandoah dropped to a record low of 16 degrees, thus bringing to an abrupt end the excellent growing season throughout KMA land. Not only did Shenandoah establish a new low, but nearly every town and city did the same in Iowa, Nebraska, northern Missouri and parts of Kansas.

As a result of the sharp freeze, we are now preparing for winter. I don't know about you, but frankly, I don't look forward to the arrival of winter nearly as much as I used to. Instead, I prefer the other seasons of the year when a person can be out of doors and enjoy the innumerable activities.

This raises the question . . . what kind of winter is ahead of us? Will the approaching winter be a severe one, or will it be a mild one? Can we look forward to heavy snowfall, or a winter comparatively free from snow? It is anyone's guess at this point. However, I have heard reports originating from different parts of the country predicting a severe winter, in fact, one of the worst in recent years. I don't know if these predictions are based upon any scientific basis, but frankly, I hope they are wrong. Perhaps you have a weather sign or two you have observed throughout the years. If so, what do these signs indicate to you regarding the approaching winter?

Recently the Shenandoah Chamber of Commerce had its annual meeting during which several individuals were honored for their service to the community of Shenandoah. Three of these honorees are affiliated directly or indirectly with Radio Station KMA. The three so honored were my mother, Mrs. Earl May, Frank Field, and the late Esther Burrichter—wife of KMA chief engineer, Don Burrichter. All three honors were well deserved. The picture on this page shows some of the members of the family at the Chamber dinner . . . from left to right, there are my niece, Diane Kidd, my sister, Mrs. J. D. Rankin, Jr., my mother, Mrs. Earl May, and yours truly. Details of the awards are found elsewhere in this issue of the Guide.

Incidentally, this is the final issue of the KMA Guide for the year 1972. The next time we visit by way of the Guide will be early in 1973. In the meantime, I want to wish you a pleasant Thanksgiving, a Merry Christmas, and a Happy New Year.

The May family is hoping to have the family home for Christmas. We aren't certain if the plans will materialize but we are working on them. It has been three years since the family has been able to spend Christmas together. Now that Annette and David live in Madison, Wisconsin—instead of Seattle, Washington—it should be easier for the family to have a reunion.

Since the youngest member of the May household, namely Ed Jr., has departed for college, our house is somewhat on the quiet side. However, he isn't too far away, approximately 125 miles, so he comes home for an occasional weekend. We look forward to these visits, and I actually believe he appreciates home more now than he did when he was in high school. He says his mother's food never tasted so good . . . his own bed feels so comfortable . . . and even the chairs around the house feel more "sit-able." We do miss having any of the "children" at home on a regular basis, but Eleanor and I are busy with our activities and still are able to see the children and grandchildren rather frequently, though perhaps not as often as we would like.

In 1973, Radio Station KMA will celebrate its 48th birthday. We still have many faithful listeners who have had their dial set on KMA most of the time throughout these years. Frequently I talk to a long-time listener who tells me he first heard me broadcast when I was a small boy sitting on my father's knee. This goes back quite a few years, but I tell the story to

(continued on page 13)



# FRANK COMMENTS

The picture on this page was taken on October 13, and shows me looking over some of the newer varieties of Chrysanthemums. This has been an exceptionally good year for Chrysanthemums as the freezing weather has held off long enough for even the latest varieties of mums to come into full bloom. We have had two frosts already this fall, but no really hard freezes as yet. The mums can take frosts, but they do not like hard freezing weather and as you can see by the picture they are still perfectly happy.

All of the varieties of mums which we list in the catalog are winter hardy, but even so I like to give them a little extra protection in case we have an extremely cold winter. After the first really hard freeze has completely stopped their blooming, I just cut them off at the ground and lay the tops right back over the plants. The tops themselves will give quite a little winter protection, but best of all they will catch the snow and hold it and keep it from blowing away. Snow itself makes about the best winter protection you can get for hardy perennials of all kinds.

Then next spring when warm weather comes, just remove all of the mulch and you will notice that instead of having just one many branched plant, you will probably have 25 or 30 little plants which have suckered up from the roots and that is by far too many plants to leave. One plant every 12 or 15 inches in the row is about right and any more than that should be either pulled up, broken off or hoed off before they have had time to make very much growth. Now, look back at the picture again. Those plants were set out about the first of May and consisted of single root cuttings spaced about 18 inches apart in the row and each plant actually bushed out until it would be hard to cover a single plant with a bushel basket turned upside down. If the little plants are much thicker than that so they do not have room to spread out and develop normally, each plant will try and grow tall enough to get away from its neighbors and they are trying to do the very same thing; so instead of being

12 or 15 inches high, they wind up sometimes as much as three or four feet high. So, be sure and thin them out while they are little.

This has also been a good year for roses and even the Hybrid Teas have gotten up nearly shoulder high in good locations or where they have had plenty of moisture. The question now is what to do with them going into winter. Should they be cut back or left alone. The answer is yes, and no. In other words, they should be cut back to maybe two feet high now and left that way through the winter and then next spring you can cut them on back to about six inches high, so that they can make all new growth from the ground up. If you leave them tall as they are now, you are apt to get a lot of whipping back and forth from the winds this winter and they might be broken off. On the other hand, if you should cut them back to five or six inches now you would still have a lot of die back during the winter and in fact, you might lose some of them entirely. So, go ahead and cut those tall canes back to about two feet and then work the mulching material in around the base of the plants eight or ten inches thick. This mulching material can be hay or straw, oak leaves or better yet, your annual flowers such as petunias, zinnias, marigolds and the like. Just pull them up after the first really hard freeze has put a stop to their growth and work them carefully in around the base of the rose bushes.

One of my neighbors has about 15 or 20 very fine peony plants and about the same number of very fine rose bushes. Each fall after the first hard killing freeze she cuts her peonies off at the ground and uses them to mulch her roses with and it works out beautifully. Incidentally, she never has any trouble with black spots on the leaves of her peonies or any trouble with anthracnose turning the stems black. You see she removes the peony tops completely before winter comes and as a further preventive, when the peony sprouts are about an inch high she sprays the clumps thoroughly with Bordeaux mixture; three times at intervals of about ten days. If you have been having trouble in the past with anthracnose on your peony foliage, you might try her system next spring.

No, Jenny and I didn't get to go fishing a single time this whole season. A dozen times we made all the plans, but at the last minute something happened to keep us at home, and it looks now as if we will have to wait until next year. If nothing happens, we are going to try and get back onto our regular schedule and see if we can't get these rains back under control.



# RFD 960

By CLIFF ADAMS

I just recently returned from a convention of the National Association of Farm Broadcasters in Kansas City, so I can share some observations which were made during that event. The meeting dovetails with the National FFA convention, a regular fall event that draws thousands of young people to Kansas City. While I was not at the FFA convention, myself, our Associate Farm Director Steve Hoefing at this writing is attending.

I had an opportunity to talk with Tim Burke, National President of the FFA. Tim is from New Hampton, Iowa. He plans to be a full-time farmer after completing a couple years of schooling at Iowa State University. While the emphasis of the FFA has broadened to include studies in fields related to farming, it still puts its major emphasis on farming as an occupation. 4-H club work, meanwhile, has really found its base changing. Now 65 percent of its members reside in urban areas which include all sizes of communities. This figure was certainly a revealing one to me. When I was a member of 4-H in the 1940s, we were all boys and girls from the farms surrounding urbanized areas.

During a panel discussion on the dock strike situation which occurred a year ago in this country, the President of the Gulfport Exporters Association, Mr. Truitt Kennedy brought out some interesting information about the Russian grain deal. It appears that the exporters that participated in the transaction may not have gotten the benefit of the transaction that some people thought they may have. Contracts

signed with the Russian traders, he said, include the stipulation that if the Russians are unable to get their grain right away, the exporters will be required to pay their own carrying charges and storage fees. In addition any disputes over the agreement will be settled for in the Peoples Court in Moscow. Members of the Gulfport Exporters Association did not participate in the grain transaction because of the terms of this agreement. Mr. Kennedy also stated that private traders did not get the price that they might have received had they been able to get more information earlier on the needs of the Russian people. It now appears that the grain shortage in Russia was much greater than at first believed. The panel discussion during the meeting in Kansas City was dominated by the Russian grain deal and the subject which was originally to have been discussed — dock strikes — didn't get the attention that it might have. Gene Moos, head of the Northwestern Wheat Farmers expressed disappointment that President Nixon had backed away from legislation that would provide alleviation of the problem of dock strikes.

"October is Pork month" received quite a bit of attention by KMA. We in the farm department promoted a contest which was quite simple. It consisted of writing a statement in 25 words or less on the subject, "Why Pick Pork?". Each of the four winners received a free ham. The winners will be announced over KMA and the next issue of the Guide since the contest did not end until Oct. 31.

Since my last article in the KMA Guide which attempted to describe some of the problems facing the beef cattle feeder, one of those problems has been resolved. The problem of restricted hide exporters was resolved with new legislation. The DES ban for the cattle feeder will still be in effect unless new legislation changing the tolerance level is enacted. A bill has been introduced in Congress by Iowa Congressman Bill Scherle which could resolve that problem. I think it merits everyone's attention.

Before our next issue of the KMA Guide comes out. Thanksgiving will have come and gone. This Thanksgiving should be a bounteous one as far as crop production is concerned. The soybean and corn crop is expected to hit some new all-time yields in much of the KMA area. Except for the areas damaged by untimely flooding in Southwestern Iowa, there are many reports that crops have never looked better.



Cliff Adams with Martin McDonald, Area 4-H Youth Agent of Rock Port, Missouri, and a group of Atchison County 4-Hers during a visit to KMA studios to participate in a 4-H program over KMA.

# KMA RADIO WILL ORIGINATE CREIGHTON BASKETBALL GAMES

KMA Radio will be the originating station for Creighton University basketball this season. The 1972-73 campaign should prove to be very interesting for Bluejay basketball.

Head Coach Eddie Sutton welcomes seven returnees from last year's 16-11 squad. Add five outstanding sophomores, one of the nation's toughest schedules, and you have the ingredients for a most exciting season of major college basketball.

## BLUEJAY SCHEDULE

Nov. 21 — Chilean Nationals	Jan. 4 — At Texas Tech
Nov. 30 — St. John's (Minn.)	Jan. 6 — At Denver
Dec. 5 — Southern Illinois	Jan. 9 — Augustana
Dec. 8 — Arizona State	Jan. 13 — Wyoming
Dec. 11 — At Drake	Jan. 16 — At Regis
Dec. 18 — Santa Clara	Jan. 18 — At San Diego State
Dec. 21 — Denver	Jan. 20 — At Long Beach State
Dec. 30 — Ohio State	Jan. 27 — St. Thomas
	Jan. 29 — Tulsa

## IOWA STATE FOOTBALL NOV.-DEC. SCHEDULE

Nov. 4 — Oklahoma — 1:10
Nov. 11 — Nebraska — 1:10
Nov. 18 — At Missouri — 1:10
Nov. 25 — At Oklahoma State — 1:10
Dec. 2 — At San Diego St. (N)

## FULL BASKETBALL SEASON AHEAD FOR KMA

Although it is too early for schedules to be complete for the basketball season, KMA Radio will continue its featured **GAME OF THE WEEK** in the High School conferences. In addition selected **IOWA WESTERN COMMUNITY COLLEGE** and **TARKIO COLLEGE** contests will be broadcast. Dates and opponents will be announced later. Be sure to listen to Radio 960 for another great season of basketball with Warren Swain, Mike Goodin and Andy Andersen.

## The KMA Guide

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Announcers T. J. Mikkelsen and Dave White check "Ham Contest" tally sheet.

## "HAM CONTESTS"

October was contest month at KMA. Ten hams went to winners in three separate contests featuring pork. The Farm Department gave away four hams in its essay contest, "Why Pick Pork," and Brenda Kay presented two hams for winning recipes using pork.

The announcers asked the listeners to vote for their "favorite ham" on KMA, but did not limit it to DJs. As a result 13 air personalities had received votes by Guide deadline time. Two hams were given away in a drawing from all of the cards and letters sent in, and two hams were presented to the listeners who voted for the winning "ham" in a separate drawing. Winners were announced over KMA at the close of the contest, Oct. 31.

# KMA Plans 26th Annual Christmas Choir Concert

Twenty-six choirs and choruses will take part in the 26th annual Concert to be presented Dec. 24 and 25 over KMA.

Although Program Director Mike Goodin is just beginning to formulate plans for the event, he estimates about 1,250 voices will sing in the various ensembles. It takes co-ordination between schools, colleges and churches and several KMA staffers to arrange for the taping, getting the actual recording done which involves travel for the KMA people, and then the scheduling on the air.

Through the years this has grown to be one of the most popular special programs on KMA and adds much to the festive and inspiring spirit of the Yule season.

## You Can Always Tell A Republican From A Democrat

There are ways to tell a Republican from a Democrat without going to the bother of checking registrations. In order to clarify the matter the following differences should be noted:

**Democrats** buy most of the books that are banned somewhere. **Republicans** form censorship committees and read them as a group.

**Democrats** give their worn-out clothes to those less fortunate. **Republicans** wear theirs.

**Democrats** keep trying to quit smoking but are not successful. Neither are **Republicans**.

**Republicans** study the financial pages of the newspaper. **Democrats** put them in the bottom of the bird cage.

Most of the stuff you see alongside the road has been thrown out of the car window by **Democrats**. **Republicans** give theirs to their relatives.

**Republican** boys date **Democrat** girls. They plan to marry **Republican** girls, but feel they are entitled to a little fun first.

**Democrats** plan, and then do something else. **Republicans** do what their grandfathers did.

**Republicans** sleep in twin beds — some even in separate rooms. That's why there are more **Democrats**.

We trust that this has helped those who have not made a choice to do so.

(From the Herald, Farmington Valley, Conn.)



## Larry Hill Sells for KMA

Newest addition to the KMA sales staff is Larry A. Hill. He will be calling on sponsors and potential sponsors in many places including Sidney, Malvern, Glenwood, Tabor, Farragut, Mineola, Essex, Shenandoah, Nebraska City, Auburn and Falls City.

Larry, who celebrates his 31st birthday on November 18 resides on a farm near Essex, Ia., with his family. He and his wife Deanna, have two boys, Tony, 10, who is in fifth grade, and Tim, 5, who started kindergarten this year.

A graduate of Shenandoah High School in 1959, Larry is the son of Mr. and Mrs. Pete Hill of Coin. He has one brother and one sister.

After working with Hy-Vee Stores in Burlington, Ia., from 1961 to 1971, Larry moved to this area and began working for KMA in August.

His favorite vacation is relaxation with his family. And he is one man who likes to cook along with his interest in cars and coins.

## FARM DEPARTMENT GOES TO CONVENTIONS

Farm Director Cliff Adams attended the annual fall convention of the National Association of Farm Broadcasters held in Kansas City. He was joined later in the week by Associate Farm Director Steve Hoefing, who then stayed on to cover the FFA convention at the Kansas City Municipal Auditorium.

Steve reports that about 14,000 boys gathered for the 45th annual session presided over by Iowan, Tim Burke of New Hampton. Main speaker was U. S. Secretary of Agriculture, Earl Butz, who outlined some of the problems that farmers will face in the future and offered a good deal of encouragement to the Future Farmers of America.

# BEST WISHES FOR THE HOLIDAYS

from THE KMA STAFF

**AMY JANE DERMODY**, daughter of News Director **NED DERMODY** and his wife, **MARTHA**, was born by Caesarian section at Hand Community Hospital on Sept. 27, approximately one month premature. She was transferred to Children's Memorial Hospital in Omaha the next day, and placed in intensive care after developing a breathing problem. Two weeks after she was born, she returned to Shenandoah, small (less than five pounds) but healthy, and obviously comfortable. Amy Jane has a sister, **DIANE**, 9, and two brothers, **PAT**, 8, and **TOM**, 6. She also has her father's hairline.

**MERLE DOUGLAS'** daughter, **SHARON**, left recently for Hawaii. Her husband, Chief Warrant Officer 2 **RICHARD STEVENS** who has been stationed at Ft. Rucker, Ala., has been transferred. The couple with their daughter, **MICHELLE**, 3, expect to be in Hawaii, probably on the island of Oahu, for at least three years and possibly five. Richard's father, **DICK STEVENS** who is employed by May Seed and Nursery Co., and his wife, **NANCY**, visited with the young family before they moved from Alabama.



Tiny Amy joins her family; here she sleeps in her mother's arms.



Ardene Mullison was the first to taste the frosting of the cake for The Voice while Denise Woodring and Lynn Padilla wait their turns.

Next issue, we hope to print a picture of the luxurious carpeting just completed by **MARGARET KLING**, wife of Engineer **NORM KLING**. A do-it-yourself job using pieces of carpeting, it should be an inspiration to all of you in these economy-minded days.

When **WARREN SWAIN** celebrated his birthday in October, he emphatically declared to everyone that he wanted no treats served. However, the office gang ordered a gaudily decorated cake that said "Happy Birthday Voice" which never was "served" because **MIKE GOODIN** dropped it on the floor, ruining it. There were several other "remembrances" for Warren that day so maybe it was a Happy Birthday after all.

The KMA Guide



# CHRISTMAS TREE FUND TO START

To get into the spirit of the holidays, KMA Radio will begin soon to request its listeners to contribute to the Christmas Tree Fund for the Glenwood State Hospital-School at Glenwood, Ia.

Only because of KMA-listeners' generosity in the past have the halls and rooms at the Glenwood school been aglow with the twinkling lights on those fragrant Yule trees. For the 12th straight year, KMA will sponsor the drive for the funds to purchase the trees. The trees are bought at cost from the Earl May Seed and Nursery Co., which in turn provides the truck and driver and additional help to get the trees to the school early in December. Ninety-four trees are needed so The Guide adds its plea that readers will contribute what they can toward this heart-warming campaign.

**AMBER WAVES OF GRAIN:** An in-depth study of the Russian-U.S. grain transaction was broadcast at 12:15 p.m. Sunday, Oct. 29, and at 7 p.m., Monday, Oct. 30 over KMA. The documentary program was researched and prepared by the KMA Farm Service Department with Farm Director Cliff Adams and Associate Farm Director Steve Hoefing in charge.

The half-hour show presented interviews with Secretary of Agriculture Earl Butz; Truitt Kennedy, president of Gulfport Exporters Association; Gov. Robert Ray and Senator Jack Miller of Iowa; Glenn Kreisler, Commissioner of Agriculture for Nebraska; John White, Texas Commissioner of Agriculture; a couple of wheat farmers and others.

**STEVE HOEFING** joined the gang from KMA at the Izaak Walton League clubhouse for some practice shooting. For several days after that, Steve could be heard to say his ears were still ringing from all the noise.

**ED MAY JR.**, freshman at Doane College at Crete, Neb., has been the public address announcer for the college's home football games this fall.

Farewells were the order of the month in September as KMA said goodbye to **TOM TAYLOR**, associate news director, who moved on

to Topeka, Kan., and **LYNN "PAT" PATTERSON** who had been in the sales department for six years. We wish them the best in their new endeavors.

The second annual Shenandoah High School "Hullabaloo" which is held in conjunction with Homecoming saw four staff members' teenagers in action. They were **BARB ANDERSEN**, daughter of Station Manager **ANDY ANDERSEN**, and **CAROL KLING**, daughter of Engineer **NORM KLING**, who participated in the cheerleaders' skit. **LOCHE WILLIAMS**, son of Editor **MARY WILLIAMS** performed in a musical comedy-trio and with the "BJs" and **DON MULLISON**, son of Traffic Manager **ARDENE MULLISON** soloed on a "Jew's Harp."

**BARBARA** was also chosen to attend the state conference on student government held in October at Ames.

**LOCHE** was named a semi-finalist in the 1973 National Merit Scholarship tests. The only student from Shenandoah to achieve the honor, Loche ranks in the upper one percent of the graduating seniors in the United States.

In the early morning hours of broadcasting, **MERLE DOUGLAS** complained recently about working without his cup of coffee. Shortly after he told his listeners his sad plight, he received a pot of coffee and some cookies. The welcome-treat, fixed by a lady in Shenandoah who heard Doug, was delivered to him by taxi.



Not since June, 1947 have the KMA towers been surrounded by flood waters as they were this fall. When the unusual fall flooding of the Nishnabotna River occurred, KMA engineers, Chief Don Burrichter, Ralph Lund and Norm Kling, continued with their duties by rowing in from the highway in the boat, shown "beached" on the right side of the picture.



Top place in the Recipe Division of the Money Savers Contest went to Mrs. Allan Parsons of Clarinda who is pictured in her kitchen with the award, a crock pot.



Mrs. Arnold Rehm of Craig, Mo., won the top spot in the Household Hints category of the Money Savers Contest. She's shown here with her prize, an electric broom, shortly after Brenda Kay presented it to her.

## Honorable Mention Winners in Money Savers Contest

The nine Honorable Mention winners in the Money Savers in 1972 Contest received one year's subscriptions to The KMA Guide.

Awards in the Money Saving Recipe section went to Mrs. Don Ullman of Lincoln, Neb., Elaine Perdew of Bedford, Mrs. Jim McCraine of Shenandoah, and Marjorie Irving of Mt. Ayr, all of Iowa, and Nola Ilsley of Fairfax, Mo.

In the Money Saving Household Hints, the winners were JoAnn Malita of St. Joseph, Mo., Mrs. Joe Beran and Mrs. George Gillen, both of Omaha, Neb., and Judy Anderson of Humboldt, Neb. Their recipes and hints are printed on these pages. Contest judges were Mrs. Wilma Allen, Emerson, Ia., and Mrs. George Annan, Yorktown, Ia.

## HOUSEHOLD HINTS:

**Mrs. George Gillen** — Cut the cost of buying paper plates for picnics by saving all the aluminum trays you get with frozen dinners. They can be washed for reuse or thrown away.

**Mrs. Joe Beran** — To remove gum from hair, put some egg whites on the gum, and you can remove it easily.

**Mrs. Jo Ann Malita** — For completely useable containers, use the flat bottomed ice cream cones for thick puddings and jelled desserts. You could also use paper cups.

**Ms. Judy Anderson** — A broom lasts longer if soaked occasionally in hot soap suds, to which salt has been added.

## RECIPES:

### CREAMY QUICK FUDGE

Mrs. Nola Ilsley

- 1 cup (6 oz.) semi-sweet chocolate pieces
- 1 lb. powdered sugar
- 6 T. evaporated milk at room temperature
- 1 t. vanilla
- ¼ t. salt
- ½ cup (½ stick) soft butter or margarine
- 1 cup pecan or walnut pieces

Melt chocolate pieces over hot (not boiling) water. Combine in mixing bowl, powdered sugar, evaporated milk, vanilla and salt; stir till smooth. Add melted chocolate; stir until blended. Stir in soft butter. Mix in nuts. Spread in buttered 8" square pan; chill till firm, then cut in squares. Makes about 1½ pounds.

## HAMBURGER-CREAM CHEESE OVER TOAST

Mrs. Don Ullman

Place 1½ lb. hamburger and 2 T. chopped onion in skillet and saute until hamburger isn't red. Drain. Combine with the hamburger an 8-oz. package cream cheese (cut in pieces), 1 can cream of mushroom soup, ½ to 1 can whole kernel corn, salt, pepper, and garlic salt to taste. Add milk if too thick. Serve hot over buttered toast. This is an easy and good camping recipe.

\* \* \*

## BARLEY BURGER STEW

Marjorie Irving

- ¾ lb. ground beef
- 1 medium onion, finely chopped
- 2 T. fat
- ¼ cup chopped celery
- 2 cups tomato juice
- ½ cup hot water
- 1½ t. chili powder
- 1½ t. salt, add pepper to taste
- ¾ cup barley (no more, as it swells)

In a large kettle, brown the meat and onion till pinkness in meat is gone. Add remaining ingredients; cook very slowly for 1 hour. Serves 4 to 6. Freezes well.

# A MEMO

From BRENDA KAY

Dear Friends,

The holiday season is fast approaching . . . and nothing could please me more. Winter is my favorite season and Christmas is the happiest time of the year. Unfortunately the brotherly love we usually have can be altered by tensions and frustrations felt when we try to accomplish more than time permits — like too much shopping at the last minute or fixing a too-elaborate meal for the whole family.

Here are some special thoughts of mine to carry with you through December 25th and on into our "new" year.

Once again be thankful for friends, family, and life. Christmas becomes commercial only when you think of a gift in terms of money, not in terms of love.

Don't allow yourself to remain constantly busy; rather take time to enjoy the sparkle of candles and children's eyes.

Gift-buying or making should not be regarded as a chore but as an opportunity to give of yourself to those you love.

Small acts of kindness can be more effective than gala celebrations.

Remember, an aura of peace is a feeling to be sought by all — even Jesus was born in peaceful Bethlehem.

Warm wishes to you!  
Brenda Kay

## UPSIDE DOWN PIE

Elaine Perdew

- 1 lb. ground beef
- ½ cup chopped celery
- ½ cup chopped onion
- ½ cup chopped green pepper
- 1 T. shortening
- ½ t. salt
- 1 can tomato soup
- 1½ cups biscuit mix
- ½ cup milk
- 3 slices cheese

Brown beef and drain. Cook celery, onion and green pepper in shortening until tender. Stir in salt and soup. Combine biscuit mix and milk, roll or pat dough in circle slightly smaller than skillet. Using an oven-proof skillet (10-11 inches), spread meat mixture evenly in skillet, top with dough. Bake at 450 degrees for 15 minutes. Turn upside down on plate. Top with cheese.

\* \* \*

## MRS. MCCRAINE'S GROUND BEEF DISH

- 1½ lbs. ground beef
- ½ cup dry rice
- 1 small onion, chopped
- 2 T. dry onion soup (using part of the onion and part powder)
- ¾ t. salt
- ¼ t. black pepper
- 1 T. soy sauce

Saute the ground beef, onion and half the salt. Boil the rice in two cups water, and add the rest of the salt. Boil briskly for five minutes. Turn off heat but leave lid on for 15 minutes. Drain excess water from rice, then add ground beef mixture. Be careful to avoid adding excess grease from the ground beef. Then add remaining ingredients. Heat slowly 10 minutes. If necessary while heating, add 2 tablespoons water. Serves 5 to 6.



Mrs. Wilma Allen, Emerson, who teaches Interior Decorating in the Shenandoah Adult Education program, has been a popular guest on "Living Today." She and Brenda look at an iron, one of the prizes in the Money Savers Contest which Mrs. Allen judged.

# New Recipes to Try for the Holidays

Here are some of my favorite recipes for entertaining. I hope they make your holiday season brighter!!

## MILKY WAY BUNDT CAKE

Helen Blume, Clarinda, Ia.

- 7 10¢ Milky Way candy bars
- 2 sticks margarine
- 2 cups sugar
- 3 eggs
- 2½ cups flour
- 1 cup buttermilk
- 1 t. soda
- 2 t. vanilla
- ½ cup chopped nuts

Melt candy bars and 1 stick margarine in double boiler and stir till smooth; set aside. Cream sugar and other stick of margarine. Add eggs one at a time, beating each till smooth. Add flour alternately with buttermilk and soda, beginning and ending with flour. Add candy mixture, vanilla, and nuts. Bake in greased, floured Bundt pan at 325 degrees for 60 minutes. Let cool in pan 10-15 minutes before removing and cooling completely on rack.

When cool spread with icing:

In double boiler, melt 3 10¢ Milky Way bars and ¾ stick margarine. Stir in 1 teaspoon vanilla and 2 cups powdered sugar. You might need to add a little milk. Add nuts to icing, if desired.

\* \* \*

## CRANBERRY APPLE CRUMBLE

- 4 cups sliced apples
- 1 lb. can cranberry sauce
- 1 t. cinnamon
- ¾ cup flour
- 1 cup brown sugar, firmly packed
- ½ cup butter or margarine

Place sliced apples in lightly buttered 10x6x2 inch baking dish. Spoon cranberry sauce over sliced apples. Sprinkle with cinnamon. Mix together flour and brown sugar; cut in butter, as you would a pie crust. Sprinkle over cranberry-apple mixture. Bake at 350 degrees for 40 minutes.

\* \* \*

## COLORED MARSHMALLOW COOKIES

Melt over hot water, or low heat stirring constantly:

- 4 squares semi-sweet chocolate
- 4 T. butter

Take off heat and add:

- 1 egg, beaten
- 1 cup powdered sugar

Stir fast till smooth. Then add:

- 1 pkg. (10½ oz.) miniature colored marshmallows

- ½ cup nut pieces

Make two rolls on wax paper, then freeze. Can be sliced as needed.

VARIATION: Can be rolled in coconut before freezing.

## PAPER CUP FROZEN SALAD

Deanna Van Fosson, Shenandoah

Helen Long, Clarinda

- 2 cups commercial sour cream
- 2 T. lemon juice
- ½ cup sugar
- ⅛ t. salt
- 1 8-oz. can crushed pineapple, drained
- 1 banana, diced
- 4 drops red food coloring
- ¼ cup pecans, chopped
- 1 (1 lb.) can pitted Bing cherries, drained

Combine all ingredients, folding in pecans and cherries last. Spoon in fluted paper cups and freeze. Remove 15 minutes before serving.

\* \* \*

## HOT TURKEY WITH CHEESE SAUCE

Slice left over turkey and heat in cheese sauce. A variation might be to serve the turkey cold topped with the sauce.

Sauce: Make white sauce of 1 T. butter, 1½ t. flour, dash salt and pepper, and ½ cup milk. Add ½ cup American processed cheese and stir till melted.

This recipe can be served as a meat dish or on buns as sandwiches.

\* \* \*

## SLIM JIM BALLS

Nancy Tomlinson Brown, Houston, Texas

- 1 lb. ground round
- 10 Slim Jims or ¼ to ½ lb. of summer sausage
- 2 eggs
- 1 dash Worcestershire Sauce
- ¼ t. salt
- ½ cup cracker crumbs
- 1 T. shortening

Have Slim Jims and ground round ground together. Mix in other ingredients and form small balls. Brown in shortening.

Sauce

- 1 cup chili sauce
- 1 cup catsup
- 1 t. lemon juice
- 1 t. vinegar
- 2 T. sugar, 1 granulated and 1 brown
- 1 T. salad style mustard
- 2 T. chopped onion
- Salt and pepper to taste

Thicken with water and cornstarch. Serve in chafing dish.

\* \* \*

## CASHEW TIDBITS

- 1¼ cup cashews
- 1¼ cup Chinese noodles
- 1 large pkg. chocolate or butterscotch chips

Melt chocolate or butterscotch chips over hot water or low heat. Add cashews and noodles. Mix till all is coated with melted chips. Spoon by teaspoonfuls on wax paper and let set in a cool place.

## CHRISTMAS FRUIT CAKE

**Helpful Hints:** Start this cake several weeks in advance, as there are no spices; therefore, the cake depends entirely on the fruits for the flavor. Time is the key to a flavorful fruit cake.

Wrap in cloths, preferably liquor-soaked for flavor, and store in tightly covered containers. Leave the fruits in fairly large pieces. Cut the pineapple slices in eighths, the dates in 2 or 3 pieces, and leave the cherries whole.

### Ingredients:

- 3 (8-ounce) pkgs. pitted dates
- 1 lb. candied pineapple slices
- 1 lb. whole candied cherries
- 2 cups sifted flour
- 2 t. double-acting baking powder
- ½ t. salt
- 4 eggs
- 1 cup sugar
- 2 lbs. pecan halves

Put the prepared fruits into a large bowl. Combine and sift over them, the flour, baking powder and salt, and toss everything around to coat the fruits. Beat the eggs in another bowl, add the sugar and continue to beat till eggs are frothy. Add this mixture to the fruit-flour combination. Finally add the pecans.

Using 6 small (7½x4x2") pans, put the batter into the pans which have been lined with brown paper or foil and generously buttered. Fill the pans about ¾ full. Bake at 275 degrees for 1½ hours. Let the cakes stand for 10 to 15 minutes, then remove from the pans, peeling off the paper or foil. Cool on rack before storing.

\* \* \*

## YOUTH TODAY

A new program has been added to the Saturday morning schedule at KMA. "Youth Today" was created to share experiences about youth all over the KMA area.

To help promote the new show, Brenda Kay sent letters to over 100 superintendents of schools to inform them of the program. Response has been favorable. So far, Brenda Kay has interviewed students from Shenandoah (twice), Clarinda, Hamburg, Imogene and Neola. Maybe she will be in your town next. So start listening every Saturday morning at 10:15 to Youth Today on KMA.

(continued from page 3)

illustrate that KMA—after nearly 48 years—is still playing an active part in the area. We appreciate our listeners and will continue to have programs which we hope will merit your continued support. Again I want to wish you a Happy Thanksgiving, a Merry Christmas, and a Happy New Year.

## GINGERED CARROTS

Mrs. E. J. Giemow, Earlham, Ia.

- 12 medium carrots, sliced
- ¼ cup butter
- Salt and pepper to taste

Saute in electric skillet for a short period of time. Then add:

- ½ cup cream (thin)
- ¼ t ginger
- 2 T. brown sugar

Cook in electric skillet for 30 minutes at 350 degrees. When carrots are tender, uncover and simmer 10 more minutes.

\* \* \*

## LIME CHIFFON JELLO

Add 1 package (3 oz.) lime jello to one cup boiling water. Stir till dissolved. Add one ice cube and stir till melted. Add 1 cup vanilla ice cream and stir till dissolved. Add two bananas, sliced and one small can crushed pineapple. Chill and serve.

\* \* \*

## PEANUT BUTTER CANDY

Gretchen Tompkins, Clarinda, Ia.

- 2 cups sugar
- ¾ cup milk

Mix these ingredients and bring to the soft boil stage over heat at a soft boil. Take off heat and add:

- 1 cup peanut butter
- 1 cup marshmallow creme

Stir until blended. Pour into greased pan. Cut when firm.



Brenda Kay took part in the All-Iowa Dinner held by the Iowa Farm Bureau women in Des Moines honoring 100 top non-farm women-leaders. She is shown with her hostess for the day, Mrs. Ruth Stimson, Page County Women's chairman.

(continued from page 2)

Mentioned in his award presentation was the fact that he was in the Air Force in World War I, began in radio in 1924 and drove to Omaha 5 days a week for 20 years to broadcast a noon-time show on KMTV. His particular honor called him a legend in his own time whose listeners tune in just to hear him talk about the weather, crops, moon signs or his wife's canning.

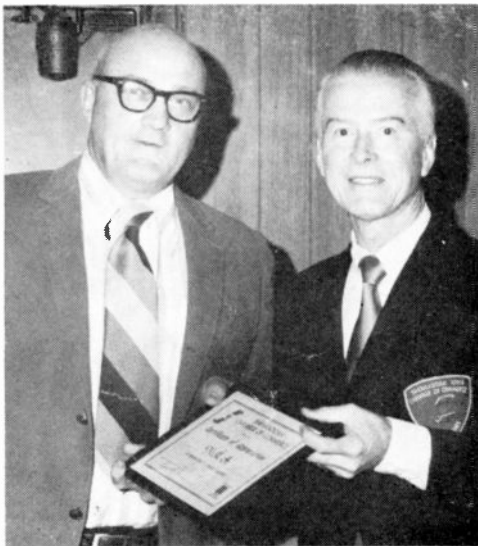
KMA Chief Engineer Don Burrichter accepted the posthumous award presented his wife, Esther, for her many years of service to the youth of Shenandoah.

In the presentation, Dr. Kenneth Gee told how Esther served the community as school nurse until her death this past spring, but that she went beyond the call of duty and did so in a quiet way, helping hundreds of persons in need while protecting their identity so that the need was not an embarrassment. He went on to say that there could be no count of the times where she ascertained a need and found the proper means of funding for fulfilling this need whether it was for clothing, dental care or medical assistance. She was never "off



Brenda Kay discussed National Humanities Series held in Shenandoah with its lecturer, Prof. Frederick Logan, (center), and director, Robert Najem, both of the University of Wisconsin, Madison.

duty" to those in need of assistance or counseling. "Her great capacity for service, her ability to empathize has had an impact on those around her which will not soon be forgotten. She was a friend."



Station Manager "Andy" Andersen accepts Shenandoah Chamber of Commerce award of appreciation presented to KMA Radio for its coverage of Chamber projects during the past year at annual banquet by Dr. Gee.

## NOVEMBER-DECEMBER GREETINGS

**THIS IS YOUR DAY!**

**HAPPY BIRTHDAY TO:**

- Nov. 3—Mrs. Ed May
- Nov. 9—Terry, husband of Arilla Hadden
- Nov. 16—Steve, son of Ralph Childs
- Nov. 18—Larry Hill
- Nov. 20—Cynthia, daughter of Cliff Adams
- Nov. 29—Bob, son of Norm Kling
- Dec. 3—Mrs. Henry Schnoor
- Dec. 7—Janet, daughter of Earle Crowley
- Dec. 10—Don Burrichter
- Dec. 20—Mrs. Duane B. Young
- Dec. 20—Dave, son of Earle Crowley
- Dec. 23—Valerie, daughter of Merle Douglas
- Dec. 28—Ned Dermody
- Dec. 28—Mrs. T. J. Mikkelsen
- Dec. 28—Ardene Mullison
- Dec. 31—Barbara, daughter of Andy Andersen
- Dec. 31—Amy, daughter of Ardene Mullison

**HAPPY ANNIVERSARY TO:**

- Nov. 5—Mr. and Mrs. Ned Dermody

# FEEDBACK

By NED DERMODY

The true value of radio news was exemplified during the floods this fall in southwest Iowa. In an emergency situation . . . immediacy and accuracy is of utmost importance. The Nishnabotna River bottoms have flooded periodically for years. Farmers in the bottoms expect to be flooded out occasionally and usually anticipate the loss. Fall flooding is unusual though. When fifteen inch rainfalls drain into a river valley, the rivers rise rapidly and the time factor downstream is important. The first word of flooding reached the KMA studios from the Harlan, Iowa, police department, which issued a call for workers to help sandbag the city power plant. KMA News dispatched one reporter to the Harlan area and another to Atlantic where flooding was reported in the north part of town. Only through "eyeball" reports can a news department accurately assess storm or flood damage and discount rumors and public reports which tend to expand the extent of a natural disaster.

When flooding occurs in this part of the midwest, two federal agencies are always called upon, the Army Corps of Engineers and the U. S. Weather Bureau. The public must rely on the engineers for crest measurements and on the weather bureau for flood crest predictions. Therein is a problem, confronted this fall by our news department. The Army Corps of Engineers have gauges on the Nishnabotna to measure the level of the river. The engineers can almost always predict a crest level with

fair preciseness in time for adequate preparation to be made by public agencies. The corps cannot, however, release information to the media, and the public in a disaster situation always turns to radio for immediate information.

The situation in Hamburg, Ia., was typical of the problems encountered. Hamburg has been devastated by floods in the past, and a high levee was constructed to protect the town. Reports of flooding from upstream indicated however that the levee might not be high enough to contain this year's flow. KMA News reported that fact. Hamburg residents for the most part discounted our reports until the waters reached the Shenandoah area. The Army Corps of Engineers were in Hamburg by then and they ordered a two foot fill on top of the permanent dike. The U. S. Weather Bureau was predicting a crest of up to two feet above dike level, but the bureau reports are compiled in Kansas City after corps representatives in Hamburg phone their regional offices in Omaha. The delay is obvious. Hamburg's dike was adequate and the water remained within federal levees thru northwest Missouri into the Missouri River.

KMA News, in Hamburg to report on flood progress, was confronted by the Corps of Engineers Director, Jim Eagleton. Eagleton, a cousin of Missouri Senator Tom Eagleton, told us that things were progressing well except "that radio station in Shenandoah is giving us fits." How? We asked. "Their reports are inaccurate," Eagleton responded. We explained that our only source of information was the weather bureau, and that the corps refused to divulge their measurements to us. "That's right," he said, "and we will continue to refuse." But, he added, "that is no reason for inaccuracy."

*The point is . . . that a news department must depend on sources for information. If the weather bureau reports were inaccurate, then our reports were also inaccurate. The weather bureau received their information from the corps, but there was a delay of several hours.*

It appears that petty rule-making and red tape again stifled the public need to know in Hamburg. But obviously, if the situation had become frantic, the corps would have called on "that radio station in Shenandoah." Because, during our trips to Hamburg, we could listen to KMA almost anywhere in town without having a radio ourselves.



Six visitors from Chile, South America, spent six weeks in Nebraska and southwest Iowa as part of the annual Rotary study exchange program. They were interviewed on KMA and are shown here with Station Manager Andy Andersen and several Rotarians from Shenandoah.

**POSTMASTER**

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**Mark Harrington and Tom Buetow (standing).**

Continuing its cooperation with various colleges in the area, KMA Radio has two new interns in broadcasting for this semester of the college year. They are Mark Harrington and Tom Buetow, both seniors at Northwest Missouri State University at Maryville majoring in speech.

Mark, who was born and raised in Spencer, Ia., will graduate in December. He is the son of Mr. and Mrs. Robert Harring-

ton of Spencer, and plans to enlist for two years in the U. S. Army in January after graduation. He has two brothers, John and Tim and one sister, Mary Jo.

Born in Hersfeld, Germany, Tom Buetow is the son of Mr. and Mrs. Herbert Buetow of Denison, Ia. He had worked at radio stations in St. Joseph, Mo., Denison, Ia., and Maryville before coming to KMA. Graduation for Tom will come in May next year.

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