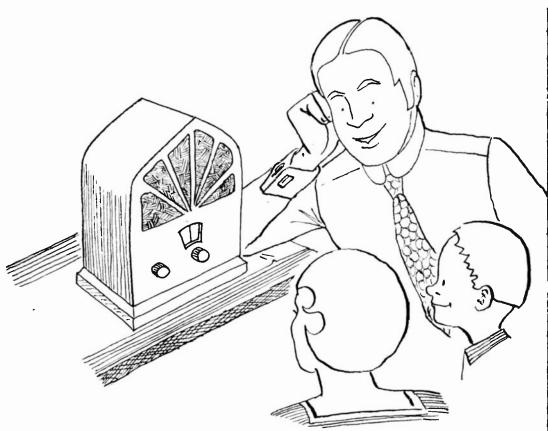
KMA GUIDE



Remember Radio as it was? ... well, it's here again!

January-February, 1976

Remember Radio . . . Sundays on KMA

If you ever danced to Benny Goodman's band or bought the old 78 records of Glenn Miller's orchestra, you will find the years melting away when you tune in Sundays to KMA Radio as it takes a "giant step backward."

Beginning Jan. 4 at 12 noon, KMA will feature complete nostalgic Sunday afternoons with old time radio shows in addition to the Big Band music. Those shows will include Duffy's Tavern starring Ed Gardner at 12:15 p.m.; Nightbeat starring Frank Lovejoy at 1:15 p.m.; Hal Perry in The Great Gildersleeve at 2:15 p.m.; William Gargan as Barry Craig, Confidential Investigator at 3:15 p.m. and Ezra Stone as the famous "Henry" in The Aldrich Family at 4:15 p.m.

Henry Schnoor will continue as Sunday afternoon host, spinning the records of the fantastic musicians of the thirties and forties like Tommy and Jimmy Dorsey, Artie Shaw, Harry James, Woody Herman, Glen Gray, Henry Busse, Freddy Martin, Ray Noble, Sammy Kaye and many others.

On the hour beginning at 1:00 p.m. KMA joins the ABC Information Radio Network for news followed by Lou Boda with national sports. The complete weather and road reports with latest news and sports scores completes the Sunday afternoon programming.



In real life, announcer Darrell Murphy looks like this. Here he takes the pose of The Big Bad Scoreboard Man.

The KMA Guide

JANUARY-FEBRUARY, 1976

No. 1

Vol. 33

The KMA Guide is published every other month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah. Iowa. Carl Andersen, editorial chairman; Mary Williams, editor. Subscription price \$1 per year (6 issues) in the United States, foreign countries, \$1.50 per year. Allow one month notice for change of address and he sure to send old as well as new address and zip.

960 KMA Joins AIRN

Starting January 1, 1976, KMA Radio became a part of the American Information Radio Network.

For regular KMA listeners, a complete broadcasting schedule incorporating the changes with AIRN is printed on page 15.

Programming remains much the same on KMA 960 with a few exceptions. Network news will be featured on the hour and regional news on the half-hour and also just ahead of the network news. Familiar ABC news commentators like Harry Reasoner and Howard K. Smith will be heard as will other ABC staffers, George Engle, Dan Streeter, John Grimes, George Caldwell and Don Fisher. Paul Harvey will continue twice daily at 7:30 a.m. and 1:15 p.m. and at 11:30 a.m. Saturdays.

On the sports desk, new voices will be heard from AIRN. They include Lou Boda, veteran sportscaster, who does reporting and commentary and on the weekends is the voice of 22 programs covering major happenings on the national and international sports scene.

One of football's all time greats, Frank Gifford, will give his predictions and an assortment of commentaries and interviews about the "behind-the-scenes" picture in sports for AIRN.

ABC Radio News Worldwide Head-quarters is located on Broadway across from New York City's Lincoln Center. Separate bureaus in Washington, Chicago and Los Angeles provide news and special programming facilities tailored to the individual formats of ABC's four radio networks including the AIRN to which KMA Radio now belongs. All of ABC's radio newsgathering and broadcasting personnel, equipment and studios are housed in this New York facility.

SPECIAL 50TH ANNIVERSARY ISSUE OF THE KMA GUIDE IS STILL AVAILABLE FOR \$1.00. LIMITED NUMBER OF COPIES LEFT.

A Chat With

Edward May

The picture below could well be titled "Europe or Bust" as it shows Ed Jr. making final preparations for his European tour which will take him to parts of France, Italy, Germany, Austria, Hungary and Switzerland. He will be part of a study tour conducted by the University of Nebraska at Lincoln, and his particular group (approximately 14) will visit communication centers (radio and television) in the aforementioned countries. It will be a wonderful education, and needless to say, he is very excited about it. Actually the tour will be taking place at the time you will be reading this issue of the Guide as the group departs from Lincoln the day after Christmas and returns in time for the start of the second semester, some sixteen days later.

I hope you had a very enjoyable Christmas. We always enjoy Christmas at our house, although we were sorry more of our family couldn't have been with us. (Eddie was the only one of our children home.) However, we didn't expect either of the girls as Karen, Jim and family were with us over Thanksgiving. Also we plan to travel to Deerfield, Wisconsin, for New Years to see Annette and David so we will have seen the entire family within the span of just a few weeks.

Most of us are looking forward to 1976, but at the same time we are enjoying recalling the year just ended. Almost without exception, all of us at KMA enjoyed 1975 and the Golden Anniversary of Radio Station KMA. We had a wonderful time during our 50th Anniversary celebrations. About the only way it could have been better would have been if more of our former KMA staff members could have been with us, but that was impossible of course. But how great it was seeing and hearing many of the former entertainers performing again. Incidentally, I regret to tell you, those of you who heard the beautiful voice of Al Sloey during the Anniversary heard him sing the final time as he passed away in Shenandoah December 14. Another thing I should tell our long-time listeners per-tains to Gretta Bellamy (Geraldine of the original KMA Country School). Early in December Gretta left for Texas to visit her son, Jim, and unfortunately fell and broke her hip while departing from the train.

However, latest reports indicate she is doing very well.

I hope 1976 is a good year for you. In years gone by I used to make a few New Year's resolutions but I gave this up some time ago. Be that as it may, our nation's Bi-Centennial year should be a most interesting one. (I notice where the Liberty Bell in Philadelphia is being moved to a better vantage point to enable the expected millions of visitors to be able to see it.) Likewise Washington, D. C., Boston, in fact virtually every place in the United States with any historical significance, is gearing for a large influx of visitors throughout 1976. As the United States celebrates its 200 anniversary, I can't help but wonder if the founding fathers would approve of where we are today. No doubt some would approve of our actions, but I am sure others wouldn't.

Each year seems to come and go, and hopefully KMA goes on forever. We are excited about the new year. The Farm Department has some interesting things "in the mill." For nostalgia buffs you will enjoy some of the big band sounds, together with replays of such well known radio programs as Duffy's Tavern, The Great Gildersleeve, The Aldrich Family, and others to be heard each Sunday afternoon.

Yes, 1976 should be an excellent year in many ways, and all of us at KMA are working to make it an even bigger and better year in all respects.



MAC'S FAX



Mac dictates column to his secretary Barbara Young.

Although it is the middle of winter, it is not too early to be thinking about next

spring's garden.

The Earl May Seed & Nursery Co. will be mailing its spring catalog to arrive at your house early in January. This new catalog will contain all the old reliable and favorite vegetables plus these new ones, which I think you owe it to yourself to try next spring. These are the new ones which are certainly outstanding in quality and yield. I hope you will give them a try. PEAS - GREEN ARROW

A champion yielder in our test gardens last year. Long, slender 3½ to 4" pods with 8 to 10 sweet, tender peas in each pod. Vines are 24 to 28" tall and produce pods in pairs for easier picking. Ideal for eat-

ing fresh, freezing, or canning.

TOMATO - HYB. PINK DELIGHT A new pink hybrid from the University of Missouri. Medium large 4 inch fruits are round and firm. Smooth pink skin and bright red flesh; few seeds. Ripens evenly and almost crack free. Vigorous vines can be trained and pruned or left down. Produces a big crop every time.

KOHLRABI — EARLY PURPLE VIENNA Early Purple Vienna. Grows slightly longer than White Vienna. Same tenderness and fine flavor. Purplish outside,

greenish white flesh.

HOLLYHOCK — MAJORETTE Annual Mixture. New development from Holland, 24 inch branching plants, covered with 3 inch double, fluffy blooms. Colors include crimson-red, light pink, rose, salmon, yellow, white, and lavender. Plants start blooming by mid-summer and continue until frost. Blooms profusely the first

PETUNIA — SUMMER SUN

The first really yellow petunia! Blooms are bright yellow, 2 to 2½ inches across. Blooms early summer until frost, on plants 12 inches high. A striking contrast when

planted near other varieties.

If you will try these vegetables and flowers in 1976, I guarantee you won't go

In the new catalog in the nursery department, you will find these new items: four

All-America roses, one new plum and one new apple. I highly recommend that you plant each of these this spring. Here is a description of a couple.

PLUMS — GREEN GAGE

An all time favorite European plum which is just about perfect in flavor, firmness, juiciness, and aroma. Fruit is greenish-yellow and sugar-sweet. Ripens in early September.

APPLES - HARALSON

"Finest Winter Apple." Large, crisp apples are flavorful and stay fresh throughout the winter months. Usually fruits the second year after planting. Recommended

for northern states.

I'm looking forward to a nice crop of asparagus this year. My bed will be three years old and should be far enough along to produce an abundance of fine tender spears. Did you know asparagus beds properly cared for will continue to produce for 200 years and 50 or 60 years in production are common.

If you like the white asparagus spears, and I do, you blanch asparagus by mounding the dirt up around the shoots until you are ready to harvest, then pull the dirt away and harvest the shoots. The spears are tender and have a delicate flavor. If you have never blanched asparagus in the bed, I recommend it. The supply of asparagus roots will be good this spring, and I suggest you plant a bed because time's awasting.

I urge you to plant enough peas in 1976 for an ample supply for freezing. We are enjoying peas out of our deep freeze right now, and I swear they come out of the freezer garden fresh. You would think they had been picked that day. We like Progress

No. 9 for this purpose.

Seed potatoes are going to be scarce and high priced this spring. Dollar for dollar you can produce more food from a patch of potatoes than about anything else in the garden.

Be sure and plant a garden this spring because groceries are going to remain high

and perhaps go even higher.

Have a good day for yourselves, everybody.

RFD 960

By LYNN KETELSEN

We're excited here at the KMA Farm Department about our new Farm Advisory Panel we've set up. The panel consists of seven farmers and agricultural representatives from the KMA area who will all get together and talk about ways we could improve our farm programming here at KMA. We think we have a good bunch of guys for this year's panel; they are Don Teachout and Floyd Gourley of Shenandoah, Charlie Phelps of Hastings, Ted Wickman of Atlantic, Earl Taylor of Silver City, Ron Sanson of Clarinda and Robert Stanton of Rock Port, Missouri. These seven members all represent different areas of agriculture and will be our "experts" for the coming year.

Other than setting up the Farm Advisory Panel, much of our time has been spent going to meetings, both local and national.

Things began with the National Association of Farm Broadcasters (NAFB) Convention in Kansas City November 14-16. This gave us a chance to meet farm broadcasters from all over the country and exchange ideas and stories.

December seems to be the time for meetings, and besides many local get togethers, we attended Farmland's annual meeting in Kansas City and the NFO's National Convention also in Kansas City. Oren Lee Staley was re-elected president of the NFO, however Del Paulson of Minnesota gave Staley a strong challenge for the position. One change that took place at that convention, is that the NFO president and vice president will now serve four year terms instead of being elected every year. Hubert Humphrey was the featured speaker, and while supporting agriculture in many aspects, spoke out for government control of farm exports.

Other meetings included the Southwest Iowa Feeders Tour which attracted a large crowd to Henderson, Iowa, and the Iowa Farm Bureau and Iowa Soybean Associations meetings.

The KMA Farm Department sponsored an evening with Ed Coles, commodities trader from Atlantic, that was held here at the Earl May Garden Center Conference Center, right across the street from KMA. Over 30 area farmers showed up on a chilly Friday night and heard Ed explain about the futures markets, and how any farmer can use futures trading to his advantage. One interesting point Ed made was that futures trading isn't really gambling if it is used in the right way. He said that by hedging, the futures market

can protect a farmer from losses no matter what the market does.

For me personally, this is an interesting time of year from the farm standpoint. A time to meet a lot of farmers in our area, plus many of the important national names in agriculture at the different conventions. Throughout all the conventions I've noticed that as a rule there are only a few major farm stations from around the U.S. that are always there; it feels good to be one of those top stations.

It's hard to talk about market prices, what they've been and what they will do in this type of publication. We see such changes in all commodities these days, and no one really seems to be able accurately to predict where prices will be. Most observers see a seasonal average of \$2.50 for corn and \$4.00 for soybeans for the remainder of the winter. As far as cattle and hogs go \$40 and \$50 dollars each might be the best guess we could see.

I hope you are having a nice winter and things are going well. We'll stay busy here, and no doubt get busier as spring approaches.

KMA SCHEDULE FOR FARMERS

Monday-Friday

5:45 a.m.—Day before Markets 6:15 a.m.—Day's Estimate 6:30 a.m.—RFD 960

7:35 a.m.—Markets

9:29 a.m.—Opening Markets

10:09 a.m.—Opening Markets/Com-

modities

11:30 a.m.—Auction Barn Report

11:35 a.m.—Omaha Market Reports 11:45 a.m.—Markets

12:30 p.m.—Midwest Farmer 2:05 p.m.—Closing Markets

5:25 p.m.—Commodities Report

6:15 p.m.—Farmers Market

Saturday

6:30 a.m.—RFD 960

12:30 p.m.—Midwest Farmer

Above is the current KMA Farm schedule. One addition that has really caught on is the Auction Barn Report at 11:30 Monday through Friday. This features direct reports from livestock auctions around the KMA area, including prices paid and trends.

Other additions not included in the above schedule are brief livestock and grain summaries plus local grain prices at 3:00 p.m., 4:00 p.m. and 10.00 p.m. daily. These reports are a quick way to catch the days trends, and local prices.

On Sports

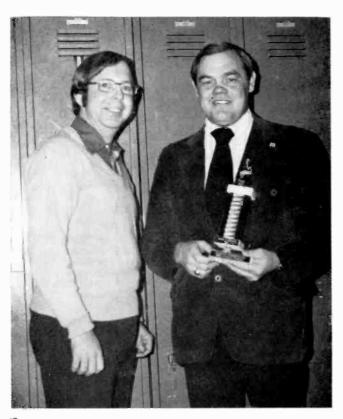
Roger Eitzmann, Football Coach at Sidney, Iowa, High School moved into the winner's spot in the 1975 KMA Football Forecast. With 15 of his 18 predictions correct, he nosed out the next two coaches, Vince Hurley of Corning, and Bill O'Riley of Clarinda who had 14 out of 18 right.

Last year Eitzmann placed seventh. The final standings found some of the coaches hitting 50 percent. Their standings at the end of the season were: Roger Eitzmann, Sidney, 15-18; V. Hurley, Corning and B. O'Riley, Clarinda, 14-18; Roger Johnson, Tri-Center and Ken Winkler, Treynor, 13-18; and a whole group at 12 of 18 including Loren Burnett, Glenwood, Max Dougherty, Bedford, Dave Fritz, Oakland, Tim Hager, Nishna Valley, Carl Johnson, Villisca, Ken Pap, Harlan, Jan Philby, Red Oak, Fran Schwenk, Rock Port, Don Stange, Shenandoah and Bob Weber, Hamburg; Rick Patton, Fremont-Mills, 11-18; Rob Ashler, Essex, and Dave Palmeiro, Tarkio, 10-18; Larry Matiyow, Lewis Central, Doug Mc-Vicker, Farragut, Bob Younger, Atlantic and Carl Wheeler, South Page, all at the low mark of 9-18,



Word has been received here of the death of former KMA entertainer, IKE EVERLY on Oct. 22, 1975. As a young man, he had worked in the coal mines in his native state of Kentucky and developed black lung disease, which ultimately led to the lung surgery last year. He was 67 years old and is survived by his wife, MARGARET, and sons, DON and PHIL. The Everly Family sang and played during the 1940s and '50s on KMA and later the two sons went on to national stardom. In a phone conversation with MERLE DOUGLAS of KMA, Margaret told him that she is writing a book about the family, and that both sons are writing music with Don working in Nashville, Tenn., and Phil in California.

KMA Station Manager CARL "ANDY" ANDERSEN has been named by Gov. Robert Ray to the Iowa:2000 Planning Committee for the coming year. The Iowa:2000 committee is a continuing effort to lead Iowans in an examination and study of the state's long-range future. Andersen is also a member of Page County American Revolution BiCentennial Committee.



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A new feature in the music programs on KMA started in December. Mike Goodin, Program Manager and Operations Director, announced that KMA will recognize all persons celebrating their 80th or older birthday and those couples observing 35 years or longer of marriage. People wishing to send in names to be honored should mail the correct name, address and anniversary date to KMA Radio, Box 500, Shenandoah,

Swain presented trophy to Coach Eitzmann.

The KMA Guide

News Director Ned Dermody interviewed through an interpreter. Tamon Nishimura in November. The visitor is a senior political reporter on the largest daily paper in Japan. He was on agricultural tour Southwest Iowa and was accompanied by state department escort and interpreter, Phillip Cate, shown at the left in the picture.



JANUARY-FEBRUARY **GREETINGS**

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

3-Amy Sislo, granddaughter of Jan. Ed May

Jan. —J. D. Rankin

8-Lynn Padilla Jan.

Jan. 14-Denell, daughter of Henry Schnoor

Jan. 15-Mrs. John Kidd

Jan. 19-Tom, son of Ned Dermody

Jan. 26-Norm Kling

Jan. 27—Mrs. Merle Douglas Jan. 28—Gordon, son of Mike Sherman Jan. 21—Charles, husband of Marlys

Meacham

Feb. 1-Nadine Kelsey

2-Ralph Lund Feb. Feb. 8-Steve Hoefing

Feb. 14—Bill Selby Feb. 17—"Mac" McMannama

Feb. 20-Earle Crowley

Feb. 24—Mike Goodin Feb. 27—Mrs. Dee Martin

HAPPY ANNIVERSARY TO: Feb. 6-Mr. and Mrs. Ralph Lund

Salesman DEE MARTIN was elected to a two-year term on the Imogene city council in the November elections. He had been appointed to the council about a year ago to fill a vacancy. Congratulations Dee!

Pocahontas, Iowa: Thank you for the KMA Guide over the years—all the years you have published it! We have had the publication all the time . . . and the 50th anniversary issue was such a joy, only wish I could have been there . . . Thank you all for the pleasant years of service in so many ways.

Bill Selby Joins KMA Sales Staff

When W. D. "Bill" Selby joined KMA Radio in December, he was already familiar with the area and the people that KMA serves.

As Regional Sales Manager, Bill will combine his training and experience in the business world with knowledge of his home territory to communicate with clients who want to reach KMA listeners.

Bill spent his early years in the Farragut, Iowa, region on a farm. He graduated from Farragut Community School and attended Iowa Western College at Clarinda and the University of Northern Iowa, Cedar Falls. Later he graduated from the San Francisco College of Mortuary Science in San Francisco and the National Foundation Management School in Evanston, Ill.

For the past six years, he has been associated with Service Corporation International in Denver, Colo., where he managed the Denver operation after working through the positions of advertising manager, sales manager and personnel manager.

His parents, Ray and Mabel Browning reside in Shenandoah and after the death of his wife, Bill decided to move to Shenandoah so his sons, Scott, 4, and Ryan, 18 months, could be close to their grandparents.

Tobias, Nebraska: Enjoyed the last issue so very much because you had pictures and write-ups from the 50th Anniversary, Aug. 15th. That was one great day to be listening to KMA radio. I enjoyed it all so much.

Atlantic, Iowa: Am writing to see if you still have some of your 50th anniversary magazines available . . . I certainly enjoyed hearing the broadcasts from your station the day that your anniversary was observed as I have listened to your station for about that many years.

Happy BiCentennial Year 1976



Chief Engineer DON BUR-RICHTER welcomed his daughter and her family in November upon their return from a 2½ year stay in Bangkok, Thailand. **H**is Bangkok, daughter, CAROLE, and her children LORI, 6 and ANDY, 4, spent several weeks with Don while Carole's husband, Captain STEPHEN PETERS looked for a new home for them in Pennsylvania. Capt. Peters has been reassigned by the army quartermasters to Oakdale, Pa., and the family will reside nearby.

All the fellows on the staff have decided that Women's Director BRENDA KAY looks like "Little Orphan Annie" with her new curly hairdo.

Station Manager "ANDY" ANDERSEN and MIKE GOODIN, program manager and operations director, attended the NAB and ARB convention of managers and program directors held in November at Denver.

Salesman **DUANE YOUNG** reports that his daughter, **BRENDA**, 15, is making a good recovery following surgery on her face in an Omaha hospital just before Christmas. Brenda suffered severe burns

on her face as a baby and has had previous plastic surgery.

About 100 staff members and their guests attended the KMA Christmas party Dec. 20 at the American Legion Country Club. A social hour preceded the dinner. MIKE GOODIN and WARREN SWAIN gave the group lots of laughs with their skit. A grab bag gift exchange concluded the evening.

While the Peters' family was in Shenandoah with "Grandpa", the whole family congregated for a reunion. In this reunion picture of the Burrichter daughters and son are: Ed Burrichter, his wife, Colleen; Carole Peters, her husband, Steve; Connie Steve; Connie Myers, Mary Burrichter, and the grandchildren, Tim Burrichter, 7; Andy and Lori Peters; Mike Burrichter, 5; Melissa, 3, and Mark, 8, Myers. Ed and his family live at Manhattan, Ks., and Connie's family in Council Bluffs, Ia., while Mary works in Omaha. (at left)



The KMA Guide

ODE TO HANSEN by "Mac" McDonaid

Don tried to grow a big beard But it wasn't much, he feared.

People said his jaws Were like animal paws

He looked like a sheep that was sheared.

That's one announcer's reaction to Chief Announcer BON HANSEN'S hairy face. Incidentally "MAC" McDONALD who wrote the "poem" took a trip to New Orleans to see the Sugar Bowl game under the superdome. He and his wife, FRANCIE, went to Lexington, Tennessee, to visit his parents, Mr. and Mrs. G. L. McDONALD, and his sister, CHARMAINE who teaches at Wildersville, Tenn., over the holiday and accompanied them to the bowl game.

Newest item for "Mac" in his car is a CB radio and for those interested in contacting him on Channel 19, he's known as "Log Hog." He reports that one night coming back from a ballgame, he was talking with the truckers when a Highway Patrolman broke in to say they were all doing 58 miles per hour and they'd better slow it.

Naturally they did.







MAC McDONALD holds EVALYN SANER'S creation, "a cartridge in a bare tree," but those are beautiful red roses MARSHA BROYLES of Continuity, is holding; a gift from husband, TERRY on their 3rd anniversary, Nov. 4. MIKE GOOD-IN is holding something too, one of the toy elephants listeners have bestowed on him because he hosts the Elephant Shop Show. Everybody enjoyed News Director NED DERMODY'S gift-a magic dart game. He is getting an assist from LYNN KETELSEN, farm dept.



A MEMO

From BRENDA KAY

It's time for New Year's Resolutions! And at the top of my list is cleaning out my "junk" rooms. Now I realize that most people have a closet, drawer, or perhaps an extra bedroom that becomes a catch-all but not me; I have two entire rooms devoted to piling stuff when I don't know where else to put it! That's what happens when you collect things and go to too many auctions and garage sales! Whatever you choose for your resolutions, I hope you will take time to do something, sometime during 1976 in honor of our great BiCentennial. Take a trip, investigate your family tree, learn the history of your state or community . . . and pray for the continuing grace of God upon our nation. Happy New Year!

Brenda Kay discussed the "Total Woman" classes with the instructor on her LIVING TODAY show. Lila Kremer of Aurora, Ne., the instructor, and her small daughter, are shown with Brenda after the program.



MARVELOUS MOCHA CAKE

1 c. quick-cooking rolled oats

2 T. unsweetened cocoa

2 T. instant coffee

2 c. hot water 1 t. cinnamon

1/4 t. soda

1 pkg. Pillsbury Yellow Cake Mix

1 pkg. Pillsbury Coconut Pecan or Coconut Almond Frosting Mix (reserve 1 c. for Glaze)

1/4 c. cooking oil or margarine, softened

3 eggs

Glaze

2 T. butter or margarine

1 c. reserved Frosting Mix

4 to 5 T. hot coffee

Nut halves, if desired

(This recipe performs satisfactorily only with Pillsbury cake and frosting mixes.) Preheat oven to 350° (325° for colored fluted tube pan). In large bowl, combine first 4 ingredients. Let stand 5 minutes. Using solid shortening or margarine (not oil), grease and flour 12-cup fluted tube pan (non-stick finish pan, too). Blend in remaining ingredients, reserving 1 cup dry

Frosting Mix for Beat 2 minutes at highest speed. Pour into prepared pan. Bake 40 to 50 minutes or until toothpick inserted in center comes out clean, Cool upright in pan 45 minutes; turn onto serving plate. Cool completely. In small sauce pan, melt butter; stir in reserved frosting mix and coffee. Spoon over cake; top with nuts. 10-inch ring cake.

HIGH ALTITUDE — 5200 Feet: Add 3 tablespoons flour to cake mix. Bake at 375° for 40 to 50 minutes.

CREAM STYLE GREEN BEANS

1 10-oz. pkg. frozen green beans

1 3-oz. pkg. cream cheese, soft

1 T. milk

1/4 t. celery seed

¼ t. salt

Cook beans according to pkg. direction; drain. Combine remaining ingredients and add to hot beans. Heat to serving temperature.

BAKE A CASSEROLE OR BAKE A CAKE ON A COLD WINTER'S DAY

MAKE AHEAD BROCCOLI CASSEROLE

1 stick margarine

1 pkg, frozen broccoli, thawed

1 chopped onion

1 small jar Cheese Whiz

1 can cream of mushroom soup

1 c. cooked rice

Saute onion in margarine; add remaining ingredients and stir well. Bake in casserole 25 minutes at 350°. (Can be made ahead and frozen or refrigerated until needed.)

STRAWBERRY CAKE

(Clarbel Haskell, Jamesport. Mo.)

1 pkg. white cake mix

4 eggs

% c. oil

1 pkg. strawberry gelatin

1 10-oz. pkg. frozen strawberries, thawed (reserve about 2 T. juice)

Combine all ingredients; heat 2 minutes and pour into greased 9x13 pan. Bake about 50 minutes at 325°.

Glaze:

2 c. sifted powdered sugar

1/3 c. oil

2 T. strawberry juice

Mix well and spread over a cake while warm.

MAGIC SWIRL CHOCOLATE CAKE

By Laura Kilpatrick - Fremont County Fair

1 c. butter or margarine

2 c. sugar

3 eggs

2 t. vanilla

2% c. flour

1 t. soda

½ t. salt

1 c. buttermilk

1 c. canned chocolate flavored syrup

¼ t. soda

1 c. flaked coconut

Combine margarine and sugar until fluffy. Blend in eggs and vanilla. Combine flour, 1 t. soda, and salt; add alternately with buttermilk to creamed mixture. Combine chocolate syrup and ¼ t. soda; blend into 2 c. batter. Add coconut to remaining batter and pour into greased and floured Bundt pan or 10" tube pan. Pour chocolate batter over vanilla batter into pan. Do not mix. Bake at 350° about 1 hour and 10 minutes or till done. Cool 15 minutes, then remove from pan. When cool, drizzle with satiny chocolate chip glaze. Top with toasted slivered almonds.

Satiny Chocolate Chip Glaze Combine 1/2 c. semisweet chocolate chips, 3 T. margarine, and 1 T. light corn syrup in small saucepan. Place over low heat, stirring constantly, until chips are melted and mixture is smooth; add vanilla to taste. Spread warm glaze over top of cooled cake, allowing icing to drizzle down sides.

CHICKEN AND ASPARAGUS CASSEROLE

(Marney Beemer, Corning) 2 chicken breasts, boned, skinned and

cut into pieces 2x4"

11/2 t. MSG

¼ t. pepper

½ c. corn oil (I think ¼ c. is enough)

2 10-oz. pkgs. frozen asparagus

1 can cream of chicken soup

½ c. mayonnaise

1 t. lemon juice ½ t. curry powder

1 c. sharp shredded cheddar cheese

Sprinkle chicken with pepper and MSG. Saute chicken in skillet until white and opaque, not brown. Drain. Cook asparagus by package directions; drain. Line 9x9 casserole with asparagus. Place chicken over asparagus. Mix chicken soup, mayonnaise, lemon juice and curry powder and pour over chicken and asparagus. cheese over top. Cover with foil and bake at 375° for 30 minutes. Serves four.

TURKEY WITH HAM

1/4 c. chopped onion

2 T . margarine 3 T. flour

½ t. salt

1/4 t. pepper

1 small can sliced mushrooms

1 c. light cream

2 c. cooked turkey

1 c. cubed cooked ham

1 5-oz. can water chestnuts, drained and sliced

½ c. shredded Swiss cheese

11/2 c. bread crumbs 3 T. melted butter

Saute onion in butter until tender but not browned. Add flour, salt and pepper, stirring until blended. Stir in mushrooms with juice and cream, then cook until thickened, stirring constantly. Mix turkey, ham and water chestnuts in carefully, then pour into 11/2 quart casserole. Top with cheese. Combine bread crumbs and melted butter, then sprinkle around edge of casserole. Bake in preheated 400-degree oven for 25 minutes or until heated through and lightly browned.

PISTACHIO BUNDT CAKE

(Leta Youmans, Clarinda)

1 pkg. white cake mix

1 pkg. pistachio-flavored instant pudding (Royal)

2 T. creme de menthe or mint flavoring (or vanilla if mint is not desired)

½ c. oil

1 c. water less 2 T.

2 drops green food coloring

½ c. chocolate syrup

Place cake mix in large mixing bowl. Add pudding, eggs, creme de menthe, oil, water and coloring. Beat 2 minutes. Grease Bundt pan well and sprinkle lightly with flour. Put 3/3 of the batter into pan. Add the chocolate syrup to the rest of the batter. Blend and pour the batter in pan. Do not stir. Bake at 350° for 1 hour. Let cake cool for 15 minutes before removing from pan. After cake completely cools, dust with confectioners' sugar.

CHOCOLATE 'TATO CAKE

1 c. boiling water

1 c. Mashed Potato Flakes

1 pkg. German Chocolate Cake Mix

½ c. sour cream ½ c. cold water

3 eggs

Glaze

1 c. powdered sugar

2 T. unsweetened cocoa 1 T. rum or ½ t. rum extract, if desired*

4 to 6 t. hot water

Preheat oven to 325°. Grease and flour 12-up fluted tube pan. In large bowl, pour boiling water over mashed potato flakes. Let stand a few minutes; stir to blend. Add remaining ingredients except for Glaze. Blend at low speed until moistened; beat 2 minutes at highest speed. Pour into prepared pan. Bake 45 to 55 minutes or until tests done. Cool upright in pan 45 minutes; turn onto serving plate. Cool completely. In small bowl, combine Glaze ingredients; stir until smooth. Spoon over cake.

*If omitting rum, use 1/2 teaspoon vanilla

extract.

SPECIAL OFFER

Brenda Kay will send you all the recipes that listeners have shared on her POTPOURRI calling program.

To receive this collection of recipes of the past year, please send a stamped, self-addressed, business sized envelope to:

Brenda Kay, KMA Radio Box 500, Shenandoah, Iowa 51601

YAM AND TURKEY CASSEROLE

16-oz. can sweet potatoes

21/2 T. margarine

¼ t. salt

1/8 t. poultry seasoning

1 egg

½ c. chopped celery

1/4 c. chopped onion

1½ c. to 2 c. diced turkey 1 can cream of celery soup

1/8 t. of pepper

Beat sweet potatoes and margarine till smooth. Add salt, poultry seasoning, and egg. Mix till combined. Spread potato mixture on bottom and sides of 1½ qt. casserole. Meanwhile saute celery and onion in 1 T. margarine till tender. Stir in turkey, pepper and as much soup is needed to moisten turkey (about % can). Heat until warm then transfer to yam shell in casserole. Bake in 350° oven for 40 minutes. Yield: 4 generous servings.

POKE AND POUR GINGER CAKE

21/4 c. flour

34 c. packed brown sugar

1 t. baking powder

½ t. soda

½ t. salt

2 t. cinnamon

1 t. ginger

½ t. mace or nutmeg

1/4 t. cloves

34 c. light molasses

% c. cooking oil

% c. water 2 eggs

Topping:

1 c. packed brown sugar

½ c. margarine

1/3 c. water

Grease and flour fluted Bundt pan, or tube pan. In large bowl, combine all cake ingredients. Blend till moistened then beat at medium speed 3 minutes. Pour into prepared pan. Bake about 1 hour or till cake tests done in 325° oven. Remove cake from oven and prick deeply with fork, every inch. In small pan, combine topping ingredients till margarine is melted. Pour over hot cake. Cool in pan for 30 minutes and turn out on serving plate. Serve with whipping cream.

BUTTERSCOTCH PUDDING CAKE

(Nancy Stotts, KMA Radio)

1 pkg. (3% oz.) instant butterscotch pudding and pie filling mix

2 c. milk

1 pkg. (1 lb. 2½ oz.) yellow cake mix

Butterscotch morsels

Chopped nuts Prepare pudding with milk as directed on package. Stir in cake mix until well blended. Pour into greased and floured 9x13x2 inch pan. Sprinkle with butterscotch morsels and chopped nuts. Bake at 350° for 35 to 40 minutes. No frosting needed.



The KMA Guide

BANANA-SOUR CREAM CUP-CAKES OR CAKES

21/4 c. flour, .

1 t. baking powder

½ t. soda $\frac{1}{2}$ t. salt

½ c. softened margarine

11/2 c. sugar

2 c. diced ripe banana (about 2)

½ c. sour cream

Sift flour with baking powder, soda and salt. In large bowl, combine with mixer, margarine, sugar and bananas till blended. Beat in eggs, then sour cream. Fold in sifted dry ingredients, stirring just to blend. Pour in greased 9x12" pan in 375° oven 25 to 30 minutes. May also make individual cupcakes.

BANANA-CREAM FROSTING

¼ c. margarine, softened

Pinch of salt

½ c. mashed banana (about 1)

½ t. lemon juice

4 c. powdered sugar (approx.)

Cream butter with salt. Combine banana with lemon juice. Add to margarine alternately with sugar, beating till light and fluffy. Makes 2 c. frosting.

CRUNCHY POTATOES

1/3 c. margarine

3 to 4 large baking potatoes, cut in ½" slices

34 c. crushed corn flakes

11/2 c. shredded sharp cheese

2 t. salt

1½ t. paprika

Melt margarine in jellyroll pan in 375° oven. Add potatoes, in a single layer; turn once in margarine. Mix remaining ingredients; sprinkle over potatoes. Bake 30 minutes or till done and tops are crisp. Serve hot.



January-February, 1976

JAVA CRUNCH CAKE

Topping

3 T. sesame seed

½ c. Pillsbury's Best All-Purpose or Unbleached Flour*

¼ c. firmly packed brown sugar

¼ c. butter or margarine, softened

Cake

1 pkg. Pillsbury German Chocolate Cake Mix

1 to 2 t. instant coffee or cinnamon

11/2 c. water

½ c. dairy sour cream

2 eggs

Preheat oven to 350° (325° for colored fluted tube pan). Using solid shortening or margarine (not oil), grease and flour 12-cup fluted tube pan (non-stick finish pan, too). In shallow pan, toast sesame seed at 350° until light golden brown, about 5 to 10 minutes. (Lightly spoon flour into measuring cup; level off.) In large bowl, combine all Topping ingredients; mix until crumbly, Press evenly on bottom and 1-inch up sides of prepared pan. In same bowl, combine all Cake ingredients. Beat 2 minutes at highest speed. Pour into prepared pan. Bake 50 to 60 minutes or until toothpick inserted in center comes out clean. Cool upright in pan 15 minutes; turn onto serving plate. Cool completely. 10-inch ring cake.

Pictures Below

Co-owners of the Shenandoah Book and Craft Shop visited with Brenda Kay on LIVING TODAY in December. Margaret Freeman previewed several current best selling books while Carol Nadgwick talked about crafts. Carol is shown presenting Brenda with several craft items for which she gave instructions. The costume Brenda is wearing is a bicentennial dress made by her mother, Mrs. Nelson Crow, for a Christmas gift.





FEEDBACK

By NED DERMODY

Brace yourself for 1976. A General Election, several primary elections and the Bicentennial. Should be an interesting year, and certainly a busy one, as we continue the pull up from a worldwide recession, search for solutions to the energy problem and seek to elect a President and Vice President.

Politics particularly should be interesting in the four-state area. In Iowa, there is expected to be a spirited campaign for the Fifth District Congressional seat in Southwest Iowa. In Nebraska, a red hot Senatorial race to replace the retiring Roman Hruska and what promises to be a tight race for the Second Congressional District surrounding the Omaha area. Missouri will be exceedingly interesting with the Senatorial race to replace retiring Senator Stuart Symington and the election of Major State Offices. In Kansas, there will be a Governor's race and in the Second Congressional District of Northeast Kansas ... perhaps a pretty good Democratic Primary. A poll indicates that quite a few Northeast Kansans would like to see former Congressman Bill Roy of Topeka in Washington again. The present Representative is Martha Keys of Topeka. Ms. Keys recently married an Indiana Congressman . . . but retains her name, and her Kansas residence and is running for re-election. Her husband . . . retains his Indiana residence and is also running for re-election. We are certain the political campaigns will be interesting, at least in the beginning. We are virtually certain who the candidates will be although a large number of potential candidates are "sandbagging", delaying their official candidacies until well after the first of the year.

The most notable "recalcitrant" candi-

dates would probably be former Congressman Bill Scherle in Iowa, Congressman Jerry Litton in Missouri who is certainly going to run for the U. S. Senate, James Symington who is running for the same seat but has yet to announce, and Kit Bond who is apparently running for re-election as Missouri's Governor. Although everyone knows they are candidates, they do not "announce" due to loopholes in the Campaign finance laws and several FCC regulations that would limit publicity should they be announced candidates.

Some things we would like to see in 1976 would include . . .

More knowledge on behalf of the citizens concerning prior restraint rules on media coverage of major court action. There is a test case in Nebraska. Prior restraint, of course, limits not only the media's ability to cover trial proceedings but limits the public's ability to follow court procedures. That is dangerous,

Some things we anticipate in 1976 would include a continued reluctance on the part of the voters to approve bond issues for schools and city construction. Increases in utilities, gasoline, groceries, housing, and general expenses along with taxation just will not be acceptable. We look for a great deal of rhetoric from Washington about Washington and who is blaming whom for failure to do whatever!

One thing we will not see in 1976 is that Bicentennial Dime we talked about in our preceding Feedback. The dime, as bankers have noted with great glee, simply does not exist!

Picture Below

The girls of Glenwood State School Building 20, 2-West and the Staff wrote: "To the People at KMA: We wish to thank you for the Christmas trees you sent us this year. They look real nice on our unit, and really bring out the thoughts of Christ-

mas. We hope everyone has a Merry Christmas and a

Happy New Year."

Generous contributions from KMA listeners brightened the holiday season for the people at the Glenwood State Hospital-School as this letter testifies. A total of \$588.01 was donated by individuals and 44 organizations in the 14th annual drive conducted by KMA. For many years Vernon Barnes of Red Oak has contributed his truck and hauled the trees to Glenwood. Assisting Vernon with the trees this year were Manager Darrell Jones and Ass't. Mgr. Jim Bremer of Earl May Garden Center in Shenandoah.



	AL 960
	KMA
WINTER, 1976	PROGRAM
76	SCHEDULE
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	5,000 WATTS

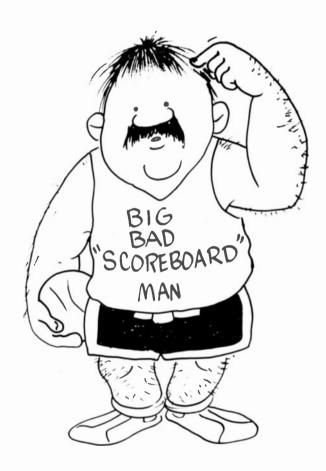
5:30 a.m.—KMA Weather/ 5:45 a.m.—Markets 5:50 a.m.—Music 6:10 a.m.—KMA News/Weather 6:15 a.m.—Music 6:10 a.m.—KMA News/Weather 6:15 a.m.—Music 6:10 a.m.—KMA News/Weather 6:15 a.m.—J. W. McMannama - 7:30 a.m.—Pauli Harvey - AIRN 7:30 a.m.—Pauli Harvey - AIRN 7:30 a.m.—Markets - Steve Hoefing 7:40 a.m.—KMA News/Weather 8:00 a.m.—AIRN News 8:05 a.m.—Alan Stang Report 8:10 a.m.—KMA News/Weather 9:00 a.m.—KMA News/Weather 9:00 a.m.—KMA News 10:05 a.m.—Music 10:05 a.m.—Miching Report 10:15 a.m.—Miching Report 10:15 a.m.—Miching Report 10:15 a.m.—AIRN News 11:05 a.m.—AIRN News 11:05 a.m.—Captain Stubby 11:30 a.m.—Captain Stubby 12:00 Noon—KMA News 11:15 p.m.—Ed May - Weather 12:15 p.m.—Ed May - Weather 12:15 p.m.—KMA News 1:10 p.m.—KMA News 1:10 p.m.—KMA News 1:10 p.m.—KMA News 1:10 p.m.—KMA News 2:10 p.m.—Music 2:05 p.m.—KMA News/Weather 2:00 p.m.—KMA News/Weather 2:00 p.m.—KMA News/Weather 2:00 p.m.—KMA News/Weather	MONDAY THRU FRIDAY 5:00 a.m.—AIRN News 5:05 a.m.—Music
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11300 a.m.—Chrisshan Chusaders 11300 a.m.—Music 1215 p.m.—Buffy's Tavern 1215 p.m.—Boda Sports (AIRN) 1106 p.m.—Boda Sports (AIRN) 1110 p.m.—Big Band Music 1115 p.m.—Big Band Music 1115 p.m.—Big Band Music 1110 p.m.—Airn News 1100 p.m.—Airn News 1110 p.m.—Airn News/Weather 1110 p.m.—Airn News/Weather 1110 p.m.—Airn News/Weather 1110 p.m.—Music 1110 p.m.—Airn News/Weather 1110 p.m.—Music 1110 p.m.—Airn News/Weather 1110 p.m.—Music 1110 p.m.—Airn News/Weather	

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BIG, BAD SCOREBOARD MAN



In this issue of the KMA Guide, we are introducing the BIG BAD SCOREBOARD MAN. "Harry", as he is called by the staff, is May Seed and Nursery's advertising manager, Bill Overbey's idea of what announcer, Darrell Murphy, must look like after reporting all those scores during Tuesday and Friday nights' HIGH SCHOOL SCORE-BOARD shows. Over 100 high school and college basketball games as well as area wrestling meet results are reported on those shows. In order to keep the scores straight and answer the phone, the BIG, BAD SCOREBOARD MAN or Darrell Murphy gets assistance from KMA announcer, Clark Hart and Don Hansen, chief announcer. For a picture of the real Darrell Murphy see page 2.